

Explore Glen Rose- Tourism Report October 13, 2026

Project	Key Tasks
Website: Exploreglenrose.com	We are working with Catelleon Services, LLC to host and maintain our website. The Event Calendar is managed by Pearl Martin, Traci Niedziela, and Stuart Mann. If you have any events that you'd like publicize, let one of us know. The Itinerary Builder has launched on our website, too.
Social Media Plan and Content vs. Advertising	We are focused on social media channels (Facebook, Instagram, TikTok, and YouTube).The Explore Glen Rose: More Than a Day Trip podcast, with Episodes 1-10 now available on YouTube. AJR Media will support our advertising efforts, including placements in Texas State travel guide and TourTexas website. They will assist us with advertising campaigns about Dino Days and general fall advertisements.
Bandwango Passes	The Dino Discovery Pass (scavenger hunt) is active for tourists. We are currently working on a new Glen Rose DINING Pass featuring restaurants throughout Glen Rose. Additionally, we will build a BINGO Game to entice tourists to visit local attractions, shops and restaurants.(After DinoDays)
Christmas Planning	We have a committee that is planning our decorations and Christmas tree. We've scheduled Santa Claus and Mrs. Claus, snow globe and train for the square. Christmas Play will be first three weekends in December at Texas Amphitheater.
F1 Grand Prix	Our team will be going to Austin and hosting a booth at the F1 Grand Prix Races; Oct. 23-25. We intend to see between 1000-1500 per day at this booth!
Events: Make sure that you look at our event calendar on www.exploreglenrose.com for up to date information!	October 10 & 11- Dino Days Jamboree/Mammoth Race/Trek100 October 7-11 - ITLA Championship Show October 16 & 17 - Lonestar Firework Show October 16 & 17- Spartan Race October 17 -Throttlefest in Walnut Springs October 22-24 - Walnut Springs Rally and Lee Hart World Show/Clinic October 30 - Extreme Cowboys at the Expo and Fossilmania October 31 - Safe Treats, 6-8pm November 5 & 6: MG Car Show on the square

Tourism Department - Project List

October 2026

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Constant Contact and email newsletter	Pearl is adding email addresses and building our database using Tour Texas, our website and Bandwango (dino pass game). We currently have 1000 email addresses in our email database. We continue publishing a monthly newsletter.
HOT Tax Accounting	We are redesigning our HOT Tax process. We are working with Fundview to create an online payment system and collect HOT Tax information from hoteliers (google form) Tyann collects/maintains city HOT Tax and Pearl does the same for County HOT tax.
Travel Guide of GR and rack cards	We published a new mini- visitor guide for distribution this fall/winter (Pearl). We will be printing these in mass. Stuart designed and printed new postcards for tradeshow/ local hotel distribution.
Event Trust Fund Grant	We submitted the following grant applications: ITLA -awarded the grant/ submitted the Event Support Contract Chris Neal - Submitting the Disbursement Request Form EXCA - awarded the grant and working on Event Support Contract
Sports Tourism	We are developing tourism business in the following areas: Squaw Valley Golf Course - coordinating with Steve Heppler Beck Field - coordinating w/ Kristin Bailey Soccer fields - working with soccer board Basketball- talking to TCAL about February 2027 Tournament We ordered the basketball/volleyball courts for the Expo at Glen Rose. We have a working relationship with GRHS (Kelly Shackelford/Jeff Pair)

October 2026 HOT Tax Report

	<i>May-26</i>	<i>Jun-26</i>	<i>Jul-26</i>	<i>Aug-26</i>
<i>Paid to SCVB</i>				
Baymont Inn and Suites	\$ 7,170.18	\$ 3,292.85	\$ 5,913.67	\$ 3,929.12
Best Western	\$ 9,541.99	\$ 7,123.43	\$ 8,158.82	\$ 5,137.47
Country Woods	\$ 2,368.36	\$ 2,252.57	\$ 2,236.28	\$ 1,079.92
Debbie's Vacation Properties	\$ -	\$ -	\$ -	\$ -
Firefly				
Glen Lake				
Glen Rose Inn & Suites	\$ 468.47	\$ 315.90	\$ 369.91	\$ 333.72
The Herefordshire	\$ -	\$ -	\$ -	
Holiday Inn	\$ 14,642.89	\$ 10,043.76	\$ 10,924.31	\$ 10,490.23
Inn on the River				
LaQuinta	\$ 6,635.34	\$ 4,062.79	\$ 4,415.00	\$ 4,050.61
Live Oak B&B	\$ 75.17	\$ 186.52	\$ 216.27	\$ 70.00
Oakdale	\$ 2,790.79	\$ 1,747.09	\$ 3,967.67	\$ 1,874.25
Paluxy River Bed Cabins	\$ 577.96	\$ 316.01	\$ 385.00	\$ 299.38
Quality Inn	\$ 4,090.49	\$ 1,344.73	\$ 2,075.17	\$ 924.61
Tres Rios	\$ 338.04	\$ 238.16	\$ 391.37	
Dinosaur Crossing	\$ 121.37	\$ 40.74	\$ 124.85	\$ 116.40
Villa		\$ 48.71	\$ 40.56	\$ 48.70
<i>Paid to AirBNB/VRBO</i>				
AirBNB	\$ 4,975.12	\$ 4,472.14	\$ 4,568.95	\$ 4,190.76
Home Away/VRBO	\$ 1,441.22	\$ 1,152.61	\$ 1,299.49	\$ 710.40
<i>CVB</i>	\$ 48,821.05	\$ 31,013.26	\$ 39,218.88	\$ 28,189.31
<i>AirBNB/VRBO</i>	\$ 6,416.34	\$ 5,624.75	\$ 5,868.44	\$ 4,901.16
<i>Total</i>	\$ 55,237.39	\$ 36,638.01	\$ 45,087.32	\$ 33,090.47
<i>YTD</i>	\$299,371.47	\$336,009.48	\$381,096.80	\$414,187.27
<i>Prior Year</i>	\$ 50,521.02	\$ 40,239.12	\$ 38,970.34	\$ 25,315.09
<i>Difference</i>	\$4,716.37	(\$3,601.11)	\$6,116.98	\$7,775.38