



DECEMBER 2022

1. December 7 - **CVB Group Meeting**
2. December 2-3- **Heritage Christmas Market**
3. December 14 - **CVB Advisory Board Meeting cancelled**

Angel Smith was a blessing during this busy season. She has been a tremendous asset. She has been working on the Spring wedding show, "Good Old Boys Festival" and Paluxy Riverfest. I am hoping I can keep her on.

Once things calmed down I was finally able to order Promotional items for the 2023 shows (Pens and bags). I have also spent quite a bit of time locating and pricing a new show booth set up. I found a completely customizable booth with backlighting and monitor brackets as well as shelves. It comes with 2 – 8'x8' walls and 1 – 2'x8' wall and a counter. Due to my membership through TAVF and the fact that this model was discontinued I got a huge discount on it. It is normally a \$10,000-11,000 set that I am able to get for \$4,007. I was able to customize each piece to better tell people what Glen Rose has to offer. This set up can be used in a 10'x10' or 10'x20' booth space. It also comes with the carrying cases. I am very excited and it has taken almost a week to design the pieces. I have attached photos.

I have spoken with the McDonald's Realtor about the upcoming meeting. I have also given other information on Economic Development question to some other developers. I have been told that they are watching to see what happens with McDonalds.

Now that I have finished all of the booth and promo work, I am hunkering down to get the Magazine completed and sent to the printer as well as get the app and website up to date. This will be my main focus for January. It is nice to finally have a chance to settle back into a routine and get caught up.

Attached you will find the numbers from Pearl on calls, visitors, mail outs and calendar of events. Also you will find information and analytics from Social Media for December. Number increased significantly this month.

ANGELICA SMITH
PROGRESS REPORT
NOVEMBER 22, 2022 – DECEMBER 31, 2022

The below report outlines progress made in my part-time role which assists with marketing and event coordination at the Convention and Visitors Bureau for Somervell County.

PROGRESS:

CONVENTION AND VISITORS BUREAU OFFICE ASSIGNMENTS

❖ **ON THE JOB TRAINING**

- Obtained working knowledge of co-worker's positions.
- Reviewed status of work in progress of prior employee.
- Gained familiarity with computerized system, paperwork, event calendar and social media interfacing.
- Accompanied Tourism Director, Kelly Harris to local meetings.

❖ **MARKETING AND COMMUNICATION**

- Hand delivered Christmas Collaboration packets to local businesses for the month of December opportunities.
- Created LinkedIn business page for Explore Glen Rose.
- Scheduled social media posts for the month of January, on Facebook and Instagram for @SomervellCountyTX and @ExploreGlenRose.
- Compiled contact list for Constant Contact newsletter; categorizing by type: vendor, business, community member, etc.

EVENT AND MARKETING COORDINATION

❖ **MERRY & BRIGHT LIGHTED CHRISTMAS EVENT (NOVEMBER 26, 2022)**

- Collaborated to create event schedule.
- Promoted event on social media event sites to gain more vendors.
- Created event layout via oneplan events.
- Assisted with set-up and tear down of event.
- Collected unpaid vendor registration fees.

❖ **HERITAGE PARK CHRISTMAS BAZAAR (DECEMBER 2-3, 2022)**

- Collaborated to create event schedule.
- Created and coordinated marketing materials.
- Compiled a list of vendors for event on Constant Contact.
- Promoted event on social media event sites to gain more vendors.
- Created event layout via oneplan events.
- Performed set up and tear down of event.

EVENT AND MARKETING COORDINATION (continued)

❖ SWEATER STROLL (DECEMBER 17, 2022)

- Created social media marketing materials and advertisements.
- Coordinated with local businesses to extend hours for event.
- Coordinated with local businesses to produce specialty items and sales for events.

❖ DECK THE DANCEHALLS (DECEMBER 16-17, 2022)

- Created social media marketing materials and advertisements.
- Coordinated with local event venues to promote entertainment for the holidays.

❖ LIGHTED TOUR OF THE TOWN (DECEMBER 2-3, 2022 & SEASON)

- Created social media marketing materials and tour map.
- Contacted home owners for participation on the tour map.
- Printed and distributed tour map at various events/locations and through social media.

❖ SOMERVELL COUNTY SPRING WEDDING SHOW (MARCH 5, 2023)

- Booked venue location.
- Posted advertising on social media including Facebook, Instagram.
- Created event marketing materials.
- Created vendor registration form.
- Contacted prior event vendors.
- Solicited new local vendors via email and mail.

❖ PALUXY RIVER FEST (JUNE 2-3, 2023)

- Posted advertising on social media including Facebook, Instagram.
- Created event marketing materials and logo.
- Created event sponsorship form and event participation forms.
- Contacted entertainment lineup.
- Coordinated with local lodging for partnerships.

❖ GOOD OLD BOYS FESTIVAL (AUGUST 25-27, 2023)

- Collaborated with Director to create concept for event.
- Created name and logo for event.
- Created event website.
- Created event sponsorship form and event participation forms.
- Collaborated with local organizations on event activity locations.
- Coordination with Jake Clements Co-Founder and Event Producer of The Texas Whiskey Festival.

PLANS:

EVENT AND MARKETING COORDINATION

❖ SOMERVELL COUNTY SPRING WEDDING SHOW (MARCH 5, 2023)

- Continue Marketing and Event coordination.
- Follow up with contacts to assure event success.

❖ PALUXY RIVER FEST (JUNE 2-3, 2023)

- Continue marketing and event coordination.
- Follow up with contacts to assure event success.
- Firm up schedule of events with involved parties.
- Collaborate with local businesses and event participants.

❖ GOOD OLD BOYS FESTIVAL (AUGUST 25-27, 2023)

- Continue marketing and event coordination.
- Follow up with contacts to assure event success.
- Promote sponsorship of event.
- Firm up schedule of events with involved parties.
- Collaborate with local businesses and event participants.

ISSUES AND CONCERNS:

- ❖ **VOLUNTEERS** - Potential challenge to obtain adequate number of volunteers for future events, as evidenced by prior events.
- ❖ **FUNDING** - Securing funding for Whiskey Walk coordinated by Jake Clements of Texas Whiskey Festival.

SOMERVELL COUNTY TEXAS FB DECEMBER STATS

Page overview

Discovery

Post reach

17,765

Post engagement

9,858

New Page likes

14

New Page Followers

44

Interactions

Reactions

1,433

Comments

191

Shares

39

Photo views

4,647

Link clicks

230

Audience

Age and Gender

Men21.20%

Women78.80%

Location

Cities

Countries

Glen Rose, TX

1,265

Granbury, TX

278

Fort Worth, TX

119

Cleburne, TX

103

Stephenville, TX

94

Rainbow, TX

78

Nemo, TX

56

Walnut Springs, TX

56

Burleson, TX

39

Tolar, TX

36

Facebook and Instagram

4,260 unique followers across apps

Following only on Facebook

3,552

Following only on Instagram

470

Following on Facebook and Instagram

238

Page overview

Discovery

Post reach

13,241

Post engagement

2,963

New Page likes

62

New Page Followers

91

Interactions

Reactions

480

Comments

47

Shares

61

Photo views

1,389

Link clicks

165

Age and Gender

Men15.00%

Women85.00%

Location

Cities

Countries

Glen Rose, TX

1,036

Fort Worth, TX

441

Granbury, TX

418

Dallas, TX

242

Cleburne, TX

174

See more

Facebook and Instagram

7,453 unique followers across apps

Following only on Facebook

6,631

Following only on Instagram

607

Following on Facebook and Instagram

215

December 2022	Pearl			
	CVB Phone	Visitors	Mailouts	
Thur-1	15	11		
Fri-2	4	10		
Sat-3	3	31	16	
Sun-4	Closed	Closed		
Mon-5	8	5		
Tue-6	9	17		
Wed-7	5	5	6	
Thurs-8	6	5		
Fri-9	9	20		
Sat-10	0	17		
Sun-11	Closed	Closed		
Mon-12	4	5	6	
Tues-13	6	4		
Wed-14	3	22		
Thurs-15	5	12		
Fri-16	10	9	16	
Sat-17	1	35		
Sun-18	Closed	Closed		
Mon-19	8	17		
Tues-20	5	8		
Wed-21	7	13		
Thurs-22	27	10		
Fri-23	Closed	Closed		
Sat-24	1	4	8	
Sun-25	Closed	Closed		
Mon-26	Closed	Closed		
Tues-27	1	6		
Wed-28	8	29		
Thurs-29	10	60		
Fri-30	9	37	4	
Sat-31	5	65		Mail Brochures Texas-22 Out of State-31 1-Peru England-2
Total:	169	457	56	

January 2023	Pearl					
	CVB Phone	Visitors	Mailouts			
Tue-1	5	14				
Wed -2	14	21				
Thurs-3	10	12				
Fri-4	10	19				
Sat -5	2	55				
Sun-6	Closed	Closed				
Mon-7	6	11	17			
Tue -8	14	11				
Wed-9	15	23				
Thur-10	12	14				
Fri-11	8	15	4			
Sat -12	5	72				
Sun -13	Closed	Closed				
Mon-14	13	54				
Tue -15	10	83	1			
Wed-16	18	58				
Thurs-17	27	117				
Fri-18	30	82				
Sat -19	10	85	3			
Sun-20	Closed	Closed				
Mon-21	4	10	34			
Tue -22	17	15	5			
Wed-23	13	7	8			
Thurs -24	15	20	23			
Fri-25	22	32				
Sat-26	7	63				
Sun -27	Closed	Closed				
Mon-28	6	20				
Tue-29	17	20				
Wed-30	10	21				
Thurs-31	12	23		Mail Brochures Texas-54 Out of State-42		
Total:	332	977	95			

CITY	2021-22		10/22	11/22	12/22	
080-440-430						
KHITS	5,000				4808	
HANK FM	8,000			6500		
	13,000					
080-440-431						
TML Booth	\$450					
Travel & Adventure	\$11,000					
Houston Wedding Show	\$700					
Irving Wedding Show	\$700					
Dallas Wedding Show	\$900					
	\$13,750					
080-440-434						
AJR Media (TX Monthly/etc)	\$7,000					
TX Dept Travel	\$4,400					
TX Hwys	\$10,800					
BarZ	\$7,500					
Texas Life	\$4,500					
USA Today	\$6,500					
YOLO	\$5,000					
Magazine	\$15,000					
	\$60,700					
080-449-102						
Director	\$63,000		2423.08	4846.16	4846.16	
Coodinator/Specialist	\$77,195		2692.31	7096.09	2307.7	
Part Time	\$5,000		192	1288	3196	
SS	\$11,000		403.23	1202.02	842.19	
Insurance	\$29,500		36	3719.76	1859.88	
Retirement	\$22,000		847.32	2525.9	1768.99	
Workers Comp	\$1,000					
	\$208,695					
080-449-310						
Postage	\$10,000		79.47		8.1	
080-449-401						
Texas Prehistoric Trail Dues	\$500					
THLA Memberships	\$6,800					
TTA Dues	\$500					
GR Reporter	\$35					
	\$7,835					
080-449-401						

TTA	\$500					
TACVB	\$600					
Tourism College	\$3,000					
	\$4,100					
080-449-435						
Printing	\$1,000					
	\$1,000					
080-449-453						
Comp Maint	\$2,000				16.23	
	\$2,000					
Grants						
	\$15,000					
	\$15,000					
			6673.41	27177.93	19653.25	
Need account number						
HOT Authorized projects	\$50,000					
	\$386,080					
Revenues					16,097.35	



Dinosaur Valley State Park

January 1	Horse Overlook Ride @ Equestrian Area	9:45AM
January 1, 7, 8, 13, 14, 15, 21, 22, 28, 29	Track Talk @ MTS River	10:00AM 3:30PM
January	Overlook Hike 1 st 11:00AM 13 th 3:00PM 14 th 2:00PM 27 th 3:00PM 28 th 11:00AM	
January 1	DINO DIVE @ Dino Models	2:00PM
January 7, 22	ATLATL @ Equestrian Arena	2:00PM
January 8	Skins and Skulls	2:00PM
January 13, 27	Plant Adaptations @ MTS River	3:00PM
January 14, 29	Junior Rangers Academy @ Dino Models	11:00AM
January 15	Dino Detectives @ Amphitheater	2:00PM
January 21	Denio Site Hike @ Trailhead Parking Lot	2:00PM

Fossil Rim Wildlife Center

Come Experience a behind the scene tour!

New Year's Eve Events

Dec 31s Hypnotizing New Year's Eve Dinner & Show @ Inn on the River Call (254)897-2929
 Dec 31st New Year's Eve, Bash @ Sexton Mill call for info (254)897-7804
 Dec 31st 3B's Live Music 6:00PM-8:00PM

Somervell County Expo Center

Dec 31 st Jan 1	Ranch Sorting State Finals	All Day Event Live Music 31 st
January 6, 7, 8, 9	Nolan River Dog Show	All Day Event
January 13, 14	Somervell County Youth Fair	All Day Event
January 18	Barrel Racing	2:00PM
January 21	MOTO Xtreme Circus Two Shows	4:00 & 7:30
January 26, 27, 28, 29	Dinosaur Classic Barrel Race	All Day Event

Dinosaur Valley RV Park

December 31	Joe Daniel Memorial CASI CHILI COOKOFF	All Day Event
January 1	Make Reservations (817)726-2723	

