



## **NOVEMBER 2022**

1. November 2 - **CVB Group Meeting**
2. November 5-6- **Irving Wedding Show**
3. November 9 - **CVB Advisory Board Meeting**
4. November 11 - **Veterans Day Celebration**
5. November 10-22 –**Preparing for Merry & Bright Christmas and Parade and decorating Heritage Park**
6. November 26 – **Merry & Bright Bazaar, Parade & Tree Lighting**
7. November 29-30 – **Prepped for Heritage Christmas**

Angel Smith has come on board part time to assist me throughout the Holiday Season. She has been a tremendous asset. She has a Marketing and Communications Degree as well as trade show and event experience. I was lucky to get her to help out.

The Irving Wedding Show was another success in the wedding show world. Many people had never thought of Glen Rose as a wedding location and were pleased to find out we could help them. We are gearing up for a spring Destination Glen Rose Wedding Show March 5.

The Veterans Day Celebration was moved indoors due to weather. It was a very heartfelt ceremony and the veterans certainly appreciated us giving them a celebration this time.

The Merry & Bright Christmas Festivities were a huge hit this year. We added Vendors on the square and were pretty full. Two of our Dance Schools had their Holiday performances during the day as well as some voice students. Cornerstone Church held the Teddy Bear Drive once again in the Gazebo. The parade had 30 entries and they were all lit up. Santa was brought in by Eagle Eye Ranch & Carriage Company once again this year. Santa was available for pictures with the kids and the Grinch and Tuffy SR and Tuffy JR were also around for photo ops.

Now that the busy season is about over I will continue to work on the magazine, brochures, app and website. Hopefully all can be updated and off to print by mid-January.

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 November. Number increased significantly this month.

CITY	2021-22	10/22	11/22
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#### 080-440-430

KHITS	5,000		
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
Coodinator/Specialist	\$77,195	2692.31	7096.09
Part Time	\$5,000	192	1288
SS	\$11,000	403.23	1202.02
Insurance	\$29,500	36	3719.76
Retirement	\$22,000	847.32	2525.9
Workers Comp	\$1,000		
	\$208,695		

#### 080-449-310

Postage	\$10,000	79.47
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#### 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
	\$2,000

Grants	\$15,000
	\$15,000

6673.41 27177.93

Need account number	
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HOT Authorized projects \$50,000

\$386,080

4th 2022

Oct	Nov
\$2,126.14	3646.12
\$225.81	225.81
\$163.89	163.89
\$6,482.80	8634.68
\$375.61	375.51
\$5,540.43	5804.64
\$2,085.62	1845.1
\$234.44	234.44
\$971.76	2420.03
\$241.33	
\$773.87	
\$4,124.87	
\$6,414.10	
\$234.29	257.33
\$332.36	

\$30,327.32 23607.55

November 2022		Pearl		
	CVB Phone	Visitors	Mailouts	
Tue-1	10	8		
Wed -2	13	17		13
Thurs-3	12	8		
Fri-4	15	25		
Sat -5	2	58		
Sun-6	Closed	Closed		
Mon-7	8	14		
Tue -8	12	20		
Wed-9	18	26		
Thur-10	15	24		
Fri-11	Holiday	Holiday		
Sat -12	1	33		8
Sun -13	Closed	Closed		
Mon-14	8	7		
Tue -15	6	12		
Wed-16	14	15		
Thurs-17	10	17		9
Fri-18	12	26		
Sat -19	1	33		
Sun-20	Closed	Closed		
Mon-21	6	22		
Tue -22	17	15		
Wed-23	24	34		
Thurs -24	Holiday	Holiday		
Fri-25	Holiday	Holiday		
Sat-26	Closed	Closed		
Sun -27	Closed	Closed		
Mon-28	8	14		
Tue-29	13	18		
Wed-30	11	6		
<b>Total:</b>		236	452	30

Mail Brochures Texas 17- Out of State13

Out of the Country- Rome,Indonesia, Germany

November

2021

	CVB	Visitors	Mailouts
Mon-1	6	7	1
Tue-2	5	18	
Wed-3	5	7	
Thurs-4	17	18	
Fri-5	11	17	
Sat-6	1	29	17
Sun-7	Off	Off	
Mon-8	7	6	59
Tue-9	3	7	
Wed-10	12	5	
Thurs-11	Holiday	Holiday	
Fri-12	5	13	
Sat-13	2	47	
Sun-14	Off	Off	
Mon-15	1	4	
Tue-16	12	7	
Wed-17	8	19	
Thurs-18	9	15	
Fri-19	15	17	
Sat-20	2	30	30
Sun-21	Off	Off	
Mon-22	13	9	50
Tue-23	10	19	
Wed-24	13	35	
Thurs-25	Holiday	Holiday	
Fri-26	Holiday	Holiday	
Sat-27	2	20	34
Sun-28	Parade	40	
Mon-29	3	7	
Tue-30	7	5	8

Mailouts in Texa: Total Mailouts

**Total:**

169	401	199
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# EXPLORE GLEN ROSE FB

## Nov 2022 Stats

### New likes and follows

Facebook Page new likes ①

42 ↓ 4.5%



New Instagram followers ①

17 ↓ 34.6%



### Reach

Facebook Page reach ①

11,644 ↓ 56.8%



Instagram reach ①

374 ↑ 592.6%



### Page and profile visits

Facebook Page visits ①

2,818 ↓ 18.2%



Instagram profile visits ①

32 ↑ 3.2%





## Audience

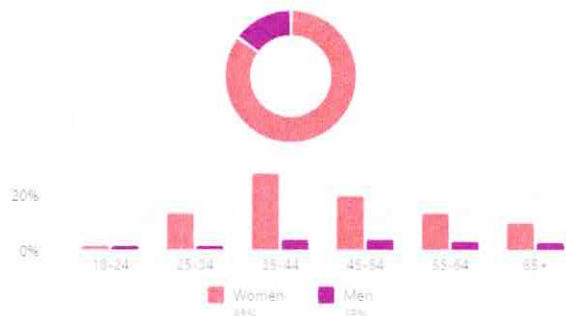
Current audience

Potential audience

Facebook Page followers ①

6,790

Age & gender ①



Top cities

Glen Rose, TX

Fort Worth, TX

Granbury, TX

Dallas, TX

Cleburne, TX

Houston, TX

San Antonio, TX

Arlington, TX

Weatherford, TX

Stephenville, TX

Top countries

United States

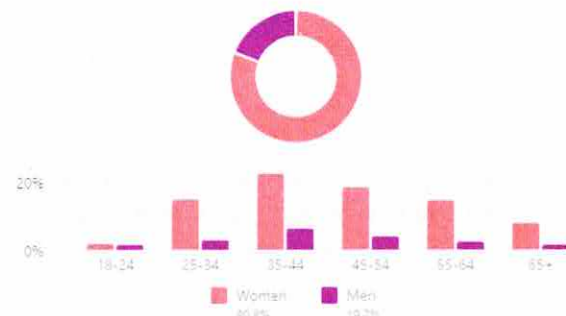
Greece

Mexico

Instagram followers ①

818

Age & gender ①



Top cities

Glen Rose, TX

Granbury, TX

Fort Worth, TX

Dallas, TX

Arlington, TX

Top countries

United States

Mexico

Colombia

Nigeria

Taiwan

# SOMERVELL COUNTY FB STATS

November 2022

## Reach

Facebook Page reach ⓘ

38,960 ↑ 301.7%



Instagram reach ⓘ

500 ↑ 843.4%



## Page and profile visits

Facebook Page visits ⓘ

1,964 ↑ 188.4%



Instagram profile visits ⓘ

22 ↓ 39.2%





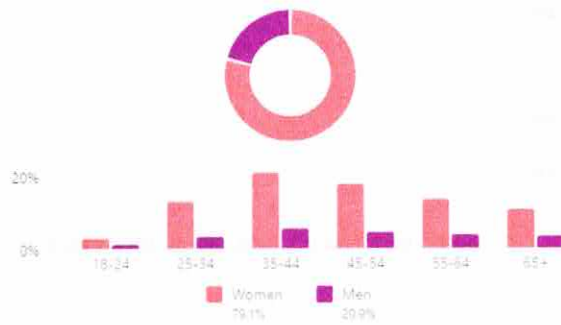
## Audience

Current audience Potential audience

Facebook Page followers ⓘ

3,772

Age & gender ⓘ



Top cities

Glen Rose, TX  
Granbury, TX  
Fort Worth, TX  
Cleburne, TX  
Stephenville, TX  
Rainbow, TX  
Nemo, TX  
Walnut Springs, TX  
Tolar, TX  
Weatherford, TX

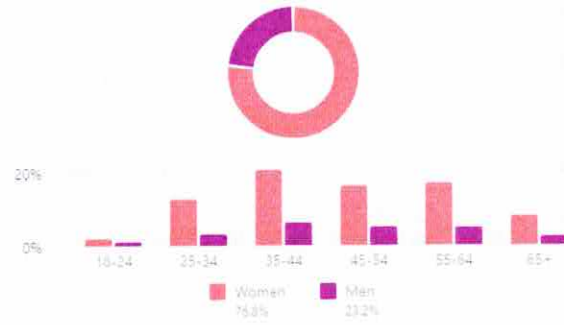
Top countries

United States  
Canada  
France  
Mexico  
Pakistan

Instagram followers ⓘ

708

Age & gender ⓘ



Top cities

Glen Rose, TX  
Fort Worth, TX  
Granbury, TX  
Dallas, TX  
Nemo, TX

Top countries

United States  
Brazil  
Ghana  
Uganda  
Vietnam

# 2023 Mill Moments Calendar

## FEBRUARY

February 14 ~ Valentines Dinner 6:00~9:00 pm

February (TBD) ~ Reagan Dinner

## MARCH

March 8 ~ Women of Somervell County History Luncheon

March 11-12 ~ Suicide Prevention Yard Sale

March 13-17 ~ Spring Break (Mill Open)

March 22 ~ Art on the Paluxy

## APRIL

April 1-23 ~ GRISD Art Show & Contest

April 23 ~ Awards Reception

## MAY

May 5 ~ 3rd Grade Tour

May (TBD) ~ Little Tigers Graduation (Private)

## JUNE

June ~ August ~ August Good Ole Boys (Moonshine) Exhibit

June 11 ~ Afternoon Tea

June ~ GRISD Cool Reads Program

## JULY

July 4 ~ Parade

## AUGUST

August 25-27 ~ Good Ole Boys Festival on the Square

## SEPTEMBER

September 16 ~ Annual Cowboys and Cabernet Gala

## 2023 Calendar of Events—Scheduled

### March

5 - Destination Glen Rose Wedding Show

### April

29-30 - Somervell County Rodeo/Fair/Car Show

### June

2-3 - Paluxy RiverFest

Moonshine History Exhibit - Mill

### July

4 - 4th of July Parade Festivities and Fireworks

Moonshine History Exhibit - Mill

### August

25-27 - Moonshine Festival

### September

Barnards Mill Cowboys & Cabaret Gala

### October

31- Safe Treats

### November

11 - Veterans Day Ceremony

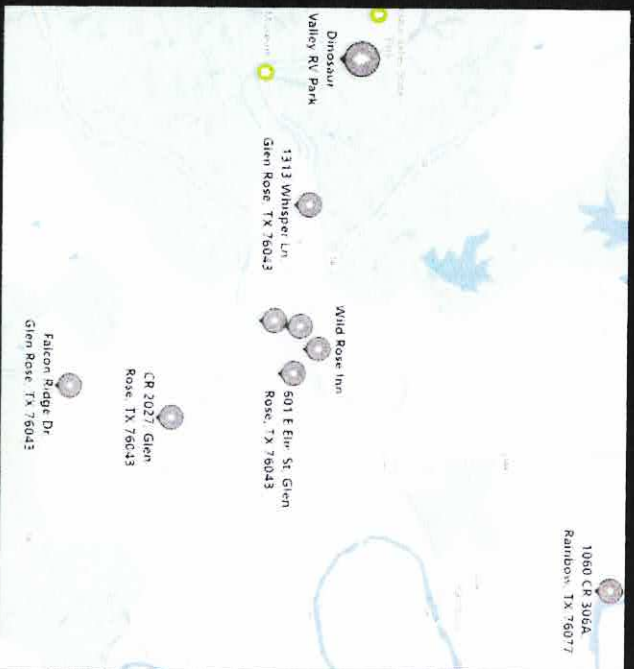
24 - Dino Friday

25 - Merry & Bright Christmas Bazaar/Parade/Tree

### December

2 - Heritage Christmas Bazaar





## Explore Glen Rose

# Lighted Home Tour

BEGINS @ HERITAGE PARK-103 HERITAGE PL ENDS AT DINOSAUR VALLEY RV PARK

DEC 2ND & 3RD 6-8:30PM

**Jimmy Walls**  
601 E Elm St, Glen Rose, TX 76043  
You can listen on your radio at 89.9 FM

**OAK VIEW RANCH**  
CR 2027  
Glen Rose, TX 76043

**Falcon Ridge Estates**  
Falcon Ridge DR  
Glen Rose, TX 76043

**Barbara Eden**  
401 Grace St

**Joe Boles**  
209 Hereford St.

**Display by**  
Dakota Stroud with  
Hook N Ladder.  
Ronald and Kathy Hankins  
1060 CR 306A  
Rainbow, Texas 76077

**Templeton Family**  
1513 Whisper Lane  
**Dinosaur Valley RV Park**  
1099 Park Rd 59



# December Events

## Dinosaur Valley State Park

December 3, 4, 10, 11, 17, 18, 24, 31	Track Talk	10:00AM-3:30PM
December 3, 18	Junior Ranger	11:00AM
December 3	BARK Ranger Hike	2:00PM
December 4	ATLANT	2:00PM
December 10	Dino Detectives	2:00PM
December 10	Star Party	8:00PM
December 11, 24	Fire building 101	11:00AM
December 17	Christmas in the Valley (Free Entry with a New Toy Donation)	1:00PM-4:00PM
December 31	Midnight Countdown Hike	11:00PM
January 1	Dino Dive & First Day Hike @ The Blue Hole	2:00PM

## Downtown

December 3	Shoo-Fly- Santa's Soda Shop Christmas	6:00PM-8:00PM
December 2, 3	Heritage Park Christmas	10:00PM-8:00PM
	SANTA Will be at the Park	3:00PM-5:00PM

## Fossil Rim Wildlife Center

Closed	Christmas Eve and Christmas Day
Dec 3	Somervell County Free Day

## Squaw Valley Golf Course

December 10	The Big Chill Golf Tournament	10:00AM
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## Somervell County Expo Center

December 7, 14	Expo Barrel Jackpot	All Day Event
December 10	8 <sup>th</sup> Annual Holiday Extravaganza	10:00AM-5:00
December 17, 18	Show Me The Money	All Day Event
December 30, 31	Ranch Sorting State Finals	All Day Event
January 7, 8, 9, 10	Nolan River Dog Show	All Day Event

	The Promise	
December 9, 10	The Hope of Christmas	7:30 PM - 8:30PM

December 3, 4	Dinosaur Valley RV Park	6:00PM-8:30PM
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## **3<sup>rd</sup> Annual Light Up Drive Through**

December 9	Holiday Slip & Shop Gign Rose Discount Drug	4:00-6:00
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December 30, 31	2 <sup>nd</sup> Annual Chili Cook-Off Dinosaur Valley RV	All day event
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