



June 2022

1. June 1 – **CVB Group Meeting/Lions Club**
2. June 8 - **CVB Advisory Board Meeting**
3. June 26 - **Book Signing at Oakdale Park**

Tiffany has turned in her two week's notice and her last day will be July 8. She will be missed. She is finishing up what she had been working on in the magazine. She has scheduled some posts and is continuing work on the app and website. I have already posted the job on the Somervell County website, the TACVB Think Tank facebook page and my own page.

We are meeting regularly about the End of Summer Event.

Tourism is looking slow for July. Gas prices, heat and no water are contributing factors. Tiffany has geo targeted areas in the metroplex and Houston to try and reach out for those in the city that might just want to get out to the countryside during the heatwave. We are promoting indoor spaces and things that could bring in visitors.

The Parade was one of the largest we have had since I have been here. The activities on the square after the parade were also very well received.

The Glen Rose Night at the Cleburne Railroaders games was one of the largest attendance on a Sunday night.

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 Tiffany from Social Media.

Social Media & Web categories	Somervell County Texas	GR CVB	Explore Glen Rose Web
June 2 - July 6, 2022			
Action on page	3	6	
Page Views	301	641	10094
Page Likes	34	140	
Post Reach	10,483	22,522	
Post engagements	3,111	5,393	
Page Followers	39	152	
Instagram	664	752	
Top Cities Reached	Glen Rose	Glen Rose	
	Granbury	Fort Worth	
	Fort Worth	Dallas	
	Stephenville	Cleburne	
	Burleson	Houston	
	Cleburne	San Antonio	
		Canada	

June 2022	Pearl				
	CVB Phone	Visitors	Mailouts		
Wed-1	3	21	22		
Thur-2	15	13			
Fri-3	10	32	27		
Sat-4	7	40			
Sun-5	Closed	Closed			
Mon-6	10	19			
Tue-7	6	19			
Wed-8	9	15	13		
Thurs-9	12	16			
Fri-10	12	30			
Sat-11	2	12			
Sun-12	Off	Off			
Mon-13	13	25			
Tue-14	26	34			
Wed-15	7	16	13		
Thur-16	5	4			
Fri-17	11	8			
Sat-18	15	35			
Sun-19	Off	Off			
Mon-20	9	9			
Tue-21	9	28			
Wed-22	18	38			
Thur-23	13	18	17		
Fri-24	7	28	6		
Sat-25	17	45			
Sun-26	Off	Off			
Mon-27	8	32			
Tue-28	18	23			
Wed-29	13	15			
Thur-30	17	30			
				Mail Brochures Texas-52 Out of State-46	
				Out Of Country 4	
Total:	292	605	98		

June 2021

	CVB	Visitors	Mailouts		
Tue-1	15	12			
Wed-2	17	21			
Thur-3	2	28	5		
Fri-4	7	35	1		
Sat-5	10	18			
Sun-6	Off	Off			
Mon-7	Off	Off			
Tue-8	14	11	10		
Wed-9	21	6			
Thur-10	22	52			
Fri-11	43	33			
Sat-12	30	65			
Sun-13	Off	Off			
Mon-14	Off	Off			
Tue-15	35	50			
Wed-16	17	42			
Thur-17	29	20	30		
Fri-18	25	37	31		
Sat-19	21	45	10		
Sun-20	Off	Off			
Mon-21	Off	Off			
Tue-22	23	30			
Wed-23	14	25			
Thur-24	3	31	32		
Fri-25	17	30			
Sat-26	20	44			
Sun-27	Off	Off			
Mon-28	Off	Off			
Tue-29	33	18			
Wed-30	24	47			
Total:	442	700	119	Mailouts in Texas	Total Mailouts