



July 2022

1. July 3 - **Glen Rose Night @ Cleburne Railroaders game**
2. July 4 - **Parade**
3. July 6 - **CVB Group Meeting/Lions Club**
4. July 12 - **City Council**
5. July 13 - **CVB Advisory Board Meeting**
6. July 19 - **TxAVF Regional Meeting in Glen Rose**

The July 18-current Chalk Mountain Fire has taken up a chunk of my time. I was asked to come in as an Emergency Coordinator for the Expo Shelter. I was in charge of posting the daily Fire Reports and on Sunday, July 24 we closed the Expo Shelter and moved all of the excess into the Hwy 67 Jail. July 25, I did an inventory of the jail for future emergencies. All personal property i.e. coolers, crates are at the jail and I will meet people by appointment to pick up their property.

July 19, we hosted the Texas Association of Venues and Facilities regional meeting at Barnard's Mill. Our representative from the Governor's Office of Economic Development and Tourism was the guest speaker. The event was attended by approximately 20 other cities around Texas.

The End of Summer Event scheduled for August 20 has been postponed due to several factors. The excessive heat warnings, draining power from the electrical grid and food trucks no longer working in their trucks due to the heat are the most important reasons for postponing. I did not feel that it would be wise to encourage people to get out all day in the heat causing possible heat stroke as well as pulling power for the stage and sound system. At the Weatherford Peach Festival this year, they had multiple vendors pass out as well as food trucks closing up due to heat.

Tourism is looking slow for July. Gas prices, heat and no water are contributing factors. We are receiving daily calls about Big Rocks and have been telling them there is no water. We have changed our direction and tell them this is the perfect time to look for fossils in the dry riverbed.

I put together an interview committee for the applicants that I have received. The committee consisted of Demetra Conrad (Councilwoman), JC Stone (Owner of Best Western/Advisory Board), Ann Carver (SHF President/Advisory Board) and Dwayne Johnson (Commissioner). I scheduled four interviews for Monday, August 1. Dwayne Johnson was not able to make it due to a last minute Commissioners Court. The applicants were Sara Mitchell, Jessica Clanton, Sheryl Hulsey and Morgan Loper. After all of the interviews were completed the committee made the unanimous decision to hire Morgan Loper. She will begin as the Group Sales, Social Media and Events Coordinator on Monday August 8. This is a blessing as I am about to hit my conference travel season.

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. I have attached the calendar of events for August.

July 2022		Pearl		
	CVB Phone	Visitors	Mailouts	
Fri-1	28	32		
Sat-2	8	23		33
Sun-3	Closed	Closed		
Mon-4	2	14		
Tue-5	7	16		14
Wed-6	5	14		1
Thur-7	5	26		
Fri-8	7	33		
Sat-9	4	22		
Sun-10	Closed	Closed		
Mon-11	9	9		
Tue-12	6	24		
Wed-13	10	10		20
Thur-14	13	11		
Fri-15	9	17		
Sat-16	3	29		
Sun-17	Closed	Closed		
Mon-18	4	10		
Tue-19	10	2		1
Wed-20	11	6		
Thurs-21	17	15		23
Fri-22	7	10		
Sat-23	2	17		
Sun-24	Closed	Closed		
Mon-25	9	10		
Tue-26	13	15		
Wed-27	11	14		
Thurs-28	3	21		
Fri-29	9	11		
Sat-30	1	30		17
Sun-31	Closed	Closed		

Mail Brochures Texas-61 Out of State-47 Out of Country 1 Australia
we had visitors from Italy, Las Vegas, Colorado

Total:

213	441	109
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Texas Visitors San Antonio, Fair View, Harlingen, Flower Mound, Red Oak, NRH, Plano, Bay View, Newark, Mineral Wells, Ft.Worth, Mangum

July 2021					
	CVB	Visitors	Mailouts		
Wed-1	3	32	22		
Thur-2	15	13			
Fri-3	10	32	27		
Sat-4	7	40			
Sun-5	Off	Off			
Mon-6	10	9			
Tue-7	6	19			
Wed-8	9	15	13		
Thur-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	4		
Sat-25	17	45			
Sun-26	Off	Off			
Mon-27	8	32			
Tue-28	18	13			
Wed-29					
Thurs-30					

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STATEMENT OF REVENUES FOR JULY

GEL106 PAGE 1

75.52% OF YEAR COMPLETED

HOTEL/MOTEL TAX

ACCOUNT NO	ACCOUNT NAME	BUDGET	***** ACTUAL *****	M-T-D	PERCENT
***** ACTUAL *****	***** ACTUAL *****				
Y-T-D	PERCENT	REMAINING	PERCENT		
2022 080-310-500	HOTEL/MOTEL TAX	375,000.00	51,448.93	13.72	
430,175.71	114.71	55,175.71-	14.71-*		
2022 080-360-000	INTEREST INCOME	100.00	.00	.00	
664.79	664.79	564.79-	564.79-*		
2022 080-399-990	ACTUAL REVENUES	.00	.00	.00	
.00	.00	.00	.00		
	FUND TOTAL	375,100.00	51,448.93	13.72	
430,840.50	114.86	55,740.50-	14.86-		

***** OVER BUDGET *****

ACCOUNT NO	ACCOUNT NAME	BUDGET	***** ACTUAL *****	M-T-D	PERCENT
***** ACTUAL *****	***** ACTUAL *****				
Y-T-D	PERCENT	REMAINING	PERCENT		
	FINAL TOTAL	375,100.00	51,448.93	13.72	
430,840.50	114.86	55,740.50-	14.86-		

***** OVER BUDGET *****

DATE 08/02/2022 08:26

STATEMENT OF EXPENSES FOR JULY

GEL106 PAGE 2

75.52% OF YEAR COMPLETED

HOTEL/MOTEL TAX

ACCOUNT NO	ACCOUNT NAME	ENCUMBRANCE	BUDGET	** ACTUAL
M-T-D	Y-T-D PERCENT	REMAINING PERCENT		
2022 080-440-430	HOTEL TAX ADVERTISING	.00	5,124.28	
.00	.00 .00	5,124.28 100.00		
2022 080-440-431	HOTEL TAX TOURISM SHOW	.00	7,000.00	
.00	.00 .00	7,000.00 100.00		
2022 080-440-432	HOTEL TAX ASSOCIATION DUES	.00	396.30	
.00	.00 .00	396.30 100.00		
2022 080-440-433	HOTEL TAX EVENT PROCUREMENT	.00	6,307.21	
.00	.00 .00	6,307.21 100.00		
2022 080-440-434	HOTEL TAX JOINT MARKETING	.00	.00	
.00	.00 .00	.00 .00		
2022 080-440-435	HOTEL TAX CNTY TOURISM/PROMO	.00	474.06	
.00	.00 .00	474.06 100.00		
2022 080-440-440	HOTEL TAX UTILITIES	.00	.00	

.00	.00	.00	.00	.00		
	TOTAL EXPENDITURES HOTEL TAX				.00	19,301.85
.00	.00	.00	19,301.85	100.00		
2022 080-449-102	TOURISM/PROMOTION DIRECTOR				.00	58,000.00
5,041.66	50,418.36	86.93	7,581.64	13.07		
2022 080-449-103	TOURISM/PROM ASSISTANTS SALA				.00	75,000.00
6,176.68	61,766.80	82.36	13,233.20	17.64		
2022 080-449-105	TOURISM/PROMOTION PART TIME				.00	5,000.00
288.00	3,314.54	66.29	1,685.46	33.71		
2022 080-449-145	TOURISM/PROMOTION LONGEVITY				.00	.00
.00	.00	.00	.00	.00		
2022 080-449-201	TOURISM/PROMOTION SOCIAL SEC				.00	9,400.00
875.14	8,781.19	93.42	618.81	6.58		
2022 080-449-202	TOURISM/PROMOTION GROUP INSU				.00	29,400.00
2,445.03	24,498.30	83.33	4,901.70	16.67		
2022 080-449-203	TOURISM/PROMOTION RETIREMENT				.00	21,970.00
1,836.57	18,435.17	83.91	3,534.83	16.09		
2022 080-449-204	TOURISM/PROMOTION WORKERS CO				.00	1,000.00
.00	232.32	23.23	767.68	76.77		
2022 080-449-207	TOURISM/PROMOTION CELLPHONE				.00	360.00
30.00	300.00	83.33	60.00	16.67		
2022 080-449-310	TOURISM/PROMOTION POSTAGE				.00	5,000.00
66.00	1,000.12	20.00	3,999.88	80.00		
2022 080-449-311	TOURISM/PROMOTION OFFICE SUP				.00	1,500.00
.00	946.43	63.10	553.57	36.90		
2022 080-449-312	TOURISM/PROMOTION COMP SUPP				.00	1,400.00
.00	1,176.82	84.06	223.18	15.94		
2022 080-449-400	TOURISM/PROMOTION DUES/SUBSC				.00	7,103.70
.00	7,103.70	100.00	.00	.00		
2022 080-449-401	TOURISM/PROMOTION SEMINAR				.00	5,500.00
1,170.00	3,656.04	66.47	1,843.96	33.53		
2022 080-449-420	TOURISM/PROMOTION TELEPHONE				.00	1,111.21
.00	1,111.21	100.00	.00	.00		
2022 080-449-430	TOURISM/PROMOTION AD/NOTICE				.00	40,197.96
1,520.10	40,848.81	101.62	650.85-	1.62-*		
2022 080-449-435	TOURISM/PROMOTION PRINTING				.00	7,500.00
.00	1,210.25	16.14	6,289.75	83.86		
2022 080-449-440	TOURISM/PROMOTION UTILITIES				.00	5,000.00
369.78	4,218.96	84.38	781.04	15.62		
2022 080-449-450	TOURISM/PROMOTION BLDGS/GRDS				.00	13,262.75
.00	13,262.75	100.00	.00	.00		
2022 080-449-453	TOURISM/PROMOTION COMPUTER M				.00	18,979.00
.00	14,979.00	78.92	4,000.00	21.08		
2022 080-449-461	TOURISM/PROMOTION EQUIP RENT				.00	5,000.00
95.00	95.00	1.90	4,905.00	98.10		
2022 080-449-570	TOURISM/PROMOTION EQUIP/FURN				.00	2,300.00
.00	.00	.00	2,300.00	100.00		
2022 080-449-600	TOURISM/PROMOTION EVENT FEES				.00	25,849.53
2,135.00	27,984.53	108.26	2,135.00-	8.26-*		

			TOURISM/PROMOTION TTL EXPENS		.00	339,834.15
22,048.96	285,340.30	83.96	54,493.85	16.04		
2022 080-999-990	ACTUAL EXPENDITURES				.00	.00
.00	.00	.00	.00	.00		
	FUND TOTAL				.00	359,136.00
22,048.96	285,340.30	79.45	73,795.70	20.55		
	FINAL TOTAL				.00	359,136.00
22,048.96	285,340.30	79.45	73,795.70	20.55		

Insights

Review performanc...



Somervell County Texas

Last 90 days: May 5, 2022 – Aug 2, 2022



Content overview

Explore noteworthy trends from the content you recently created and shared.



Facebook posts



Facebook stories



Instagram posts



Instagram stories

Organic reach

Post reach

56.7K 175.6%

Total from last 90 days vs 90 days prior

40K

20K

0

90 days prior



Last 9

Median post reach per media type

For posts created in the last 90 days

Images

817

Videos

775

Links

445

Text

259

Audio

0

Median post reach per content format

For posts created in the last 90 days

Album posts

1.8K

Live posts

1.2K

Other posts

463

Reels

0

360° video posts

0

360° image posts

0

Organic engagement

Post reactions, comments and shares

5.3K 106.9%

Median post reactions, comments and shares per media type

For posts created in the last 90 days

Median post reactions, and shares per content format

For posts created in the last 90 days

Need help?

Insights

Review performanc...



Somervell County Texas

Last 90 days: May 5, 2022 – Aug 2, 2022

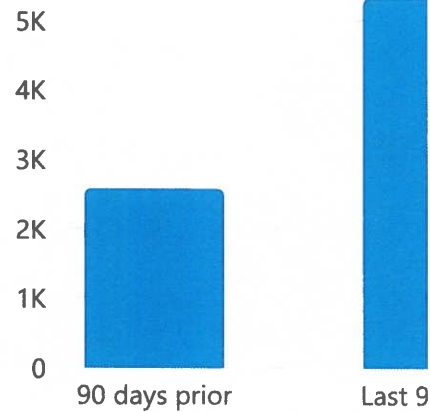


Organic engagement

Post reactions, comments and shares

5.3K 106.9%

Total from last 90 days vs 90 days prior



Median post reactions, comments

and shares per media type

For posts created in the last 90 days

Videos

Images

Links

Text

Audio

Median post reactions, comments

and shares per content format

For posts created in the last 90 days

Album posts

Live posts

Other posts

Reels

360° video posts

360° image posts

Based on 6 posts

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook post

ATTENTION ALL
CITIZENS OF...

Highest reactions on a post



Facebook post

ATTENTION ALL
CITIZENS OF...

Highest comments on a post



Facebook post

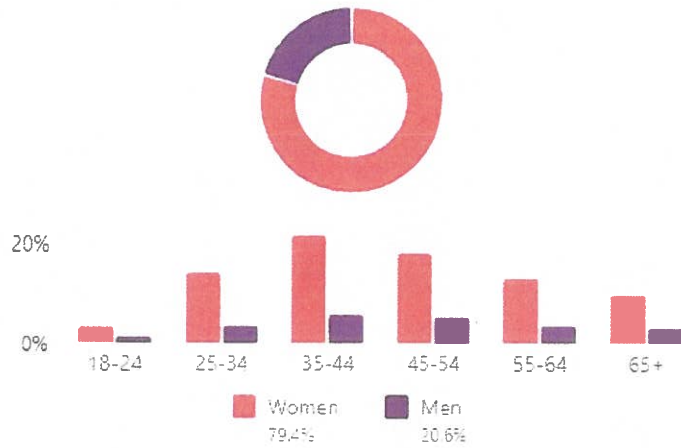
ATTENT
CITIZEN

Need help?

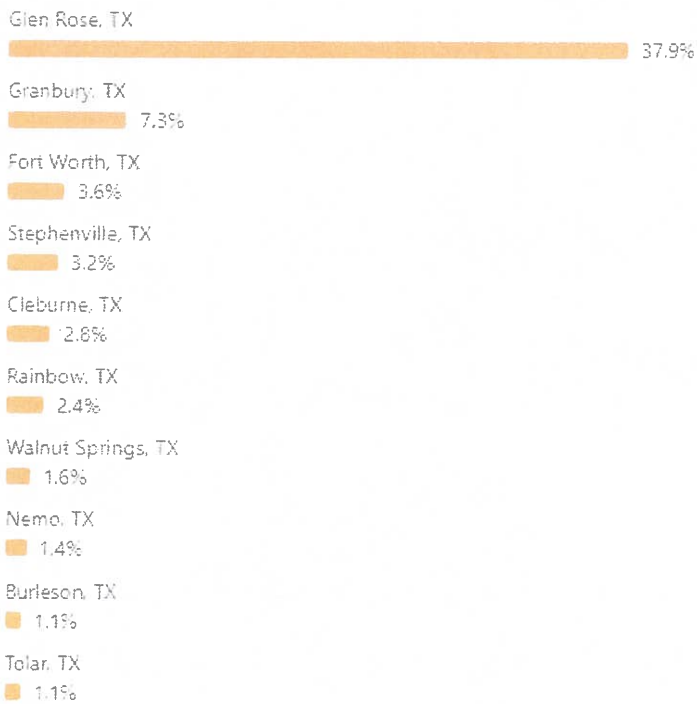
Facebook Page likes ⓘ

2,851

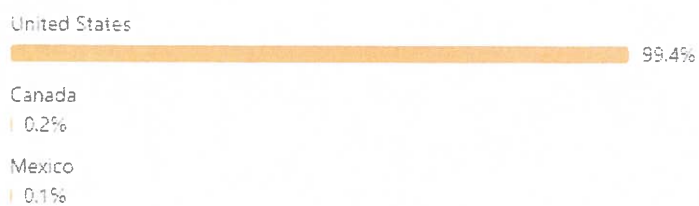
Age & gender ⓘ



Top cities



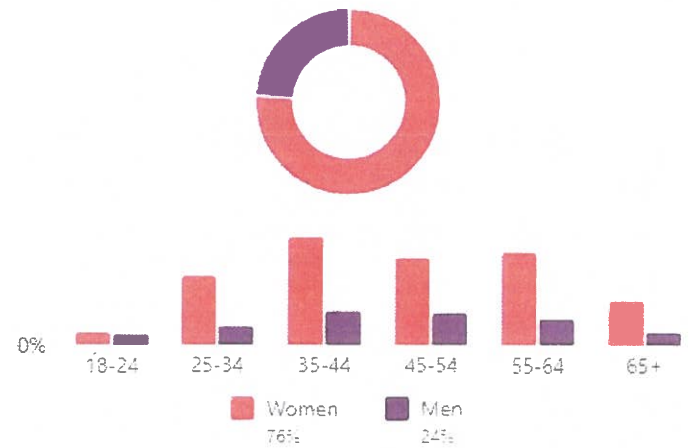
Top countries



Instagram followers ⓘ

674

Age & gender ⓘ



Top cities



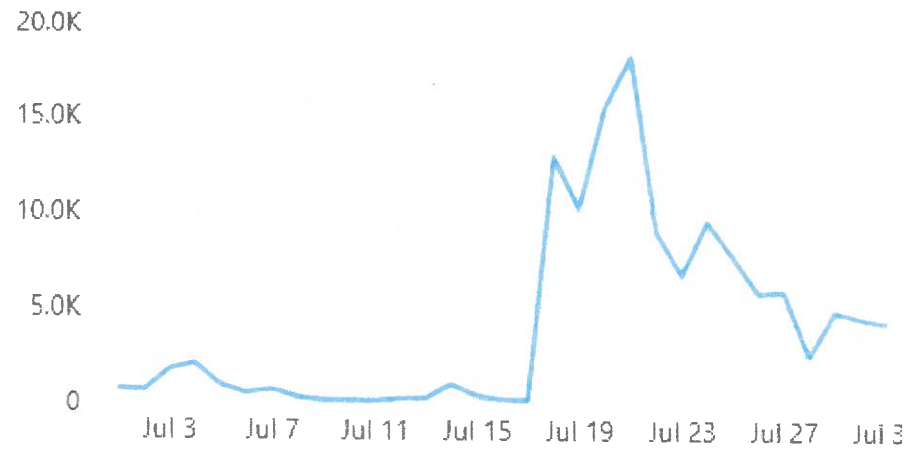
Top countries



Reach

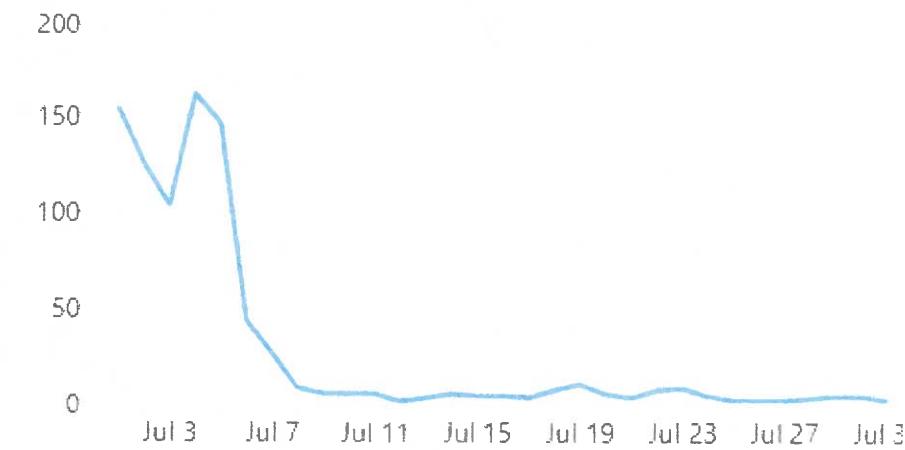
Facebook Page reach ⓘ

52,627 ↑ 358.7%



Instagram reach ⓘ

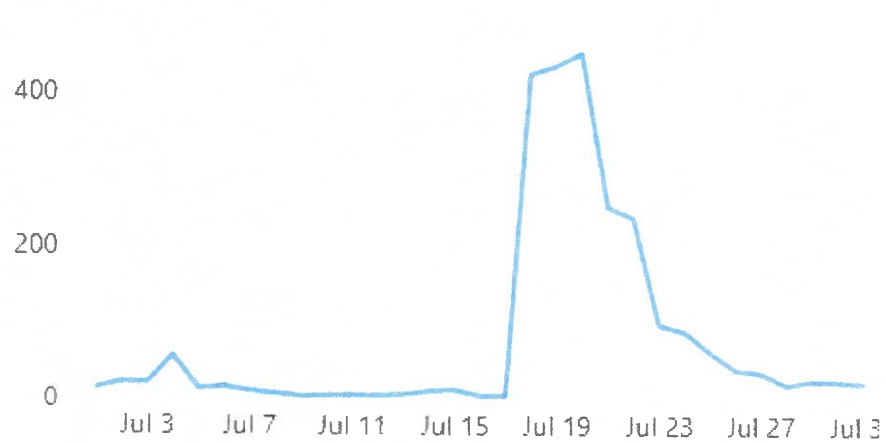
489 ↑ 15.3%



Page and profile visits

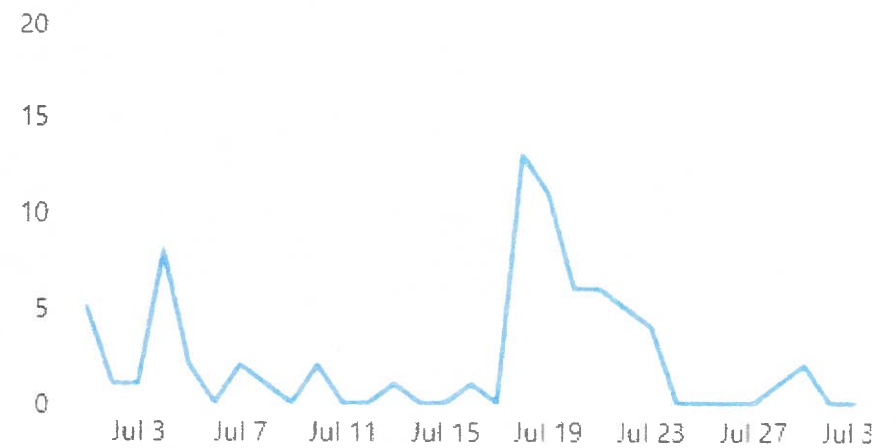
Facebook Page visits ⓘ

2,357 ↑ 657.9%



Instagram profile visits ⓘ

72 ↑ 166.7%



New likes and follows

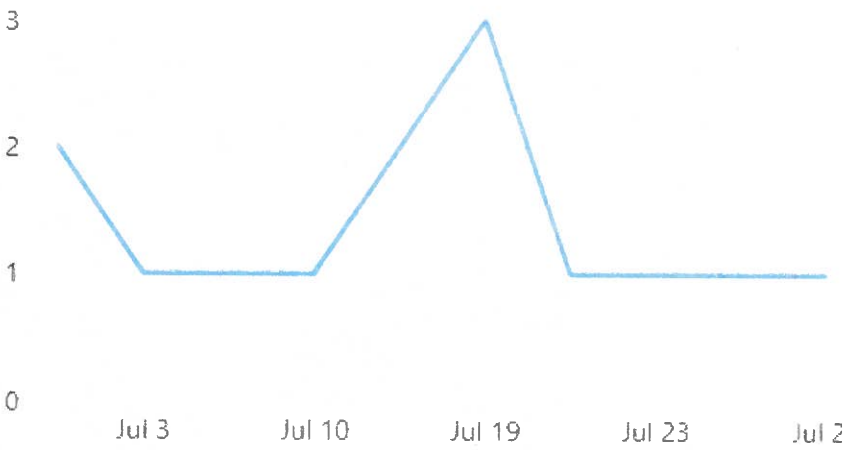
Facebook Page new likes ⓘ

249 ↑ 555.3%



Instagram new followers ⓘ

14 ↑ 27.3%





Content overview

Explore noteworthy trends from the content you recently created and shared.



Facebook posts

Facebook stories

Instagram posts

Instagram stories



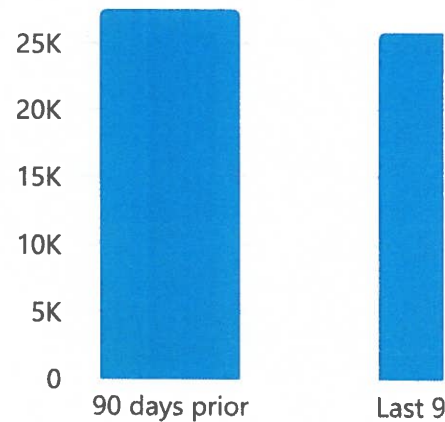
Organic reach



Post reach

25.8K 6.2%

Total from last 90 days vs 90 days prior



Median post reach per media type

For posts created in the last 90 days

Links

453

Images

445

Text

336

Videos

194

Audio

0

Median post reach per content format

For posts created in the last 90 days

Live posts

869

Album posts

569

Other posts

400

Reels

0

360° video posts

0

360° image posts

0



Organic engagement

Post reactions, comments and shares

20K

Median post reactions, comments and shares per media type

For posts created in the last 90 days

Median post reactions, comments and shares per content format

For posts created in the last 90 days

Need help?



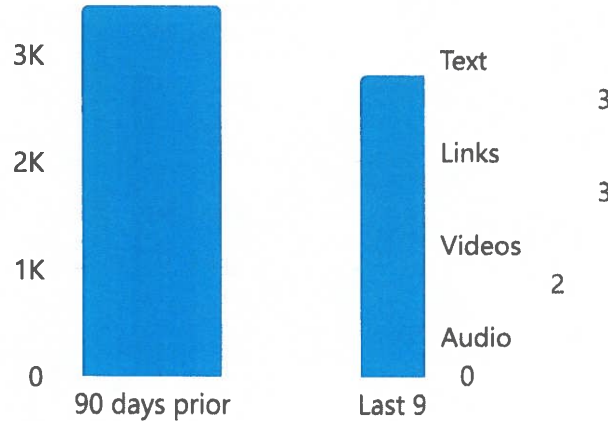
Insights

Review performance...



Glen Rose Convention & Visitors Bureau

Last 90 days: May 5, 2022 – Aug 2, 2022



9

21

Album posts

9

Based on 6 post

Other posts

5

Reels

0

360° video posts

0

360° image posts

0

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook post

4th of July is something special in...

May 24, 2022, 9:16 AM

This post reached **2,052%** more people (9,082 people) than your median post (422 people) on Facebook.

Highest reactions on a post



Facebook post

We want to wish everyone safe and...

Jul 4, 2022, 10:27 AM

This post received **5,525%** more reactions (225 reactions) than your median post (4 reactions) on Facebook.

Highest comments on a post



Facebook post

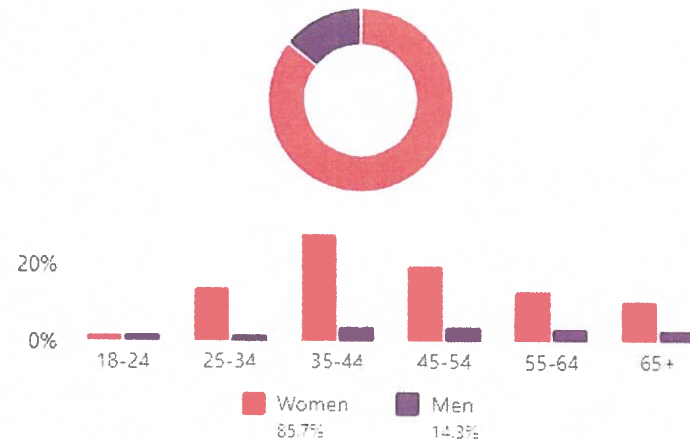
4th of July is something special in...

May 24, 2022, 9:16 AM

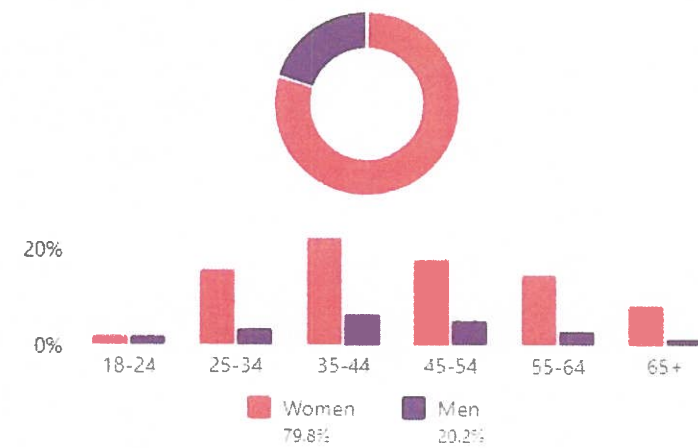
This post received 32 comments compared to your median post (0 comments) on Facebook.

Need help?

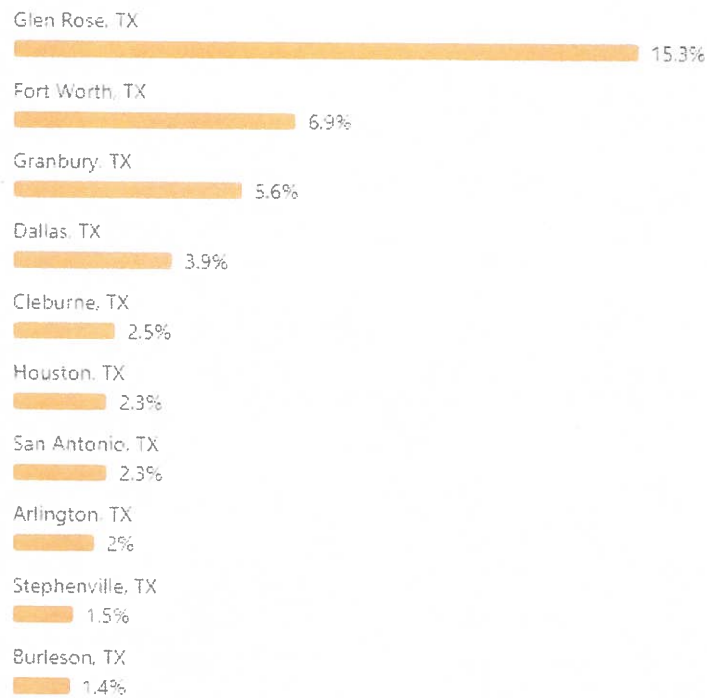
Age & gender ①



Age & gender ①



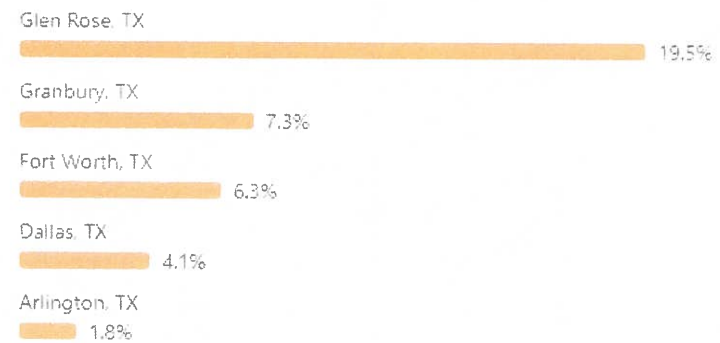
Top cities



Top countries



Top cities



Top countries



Reach

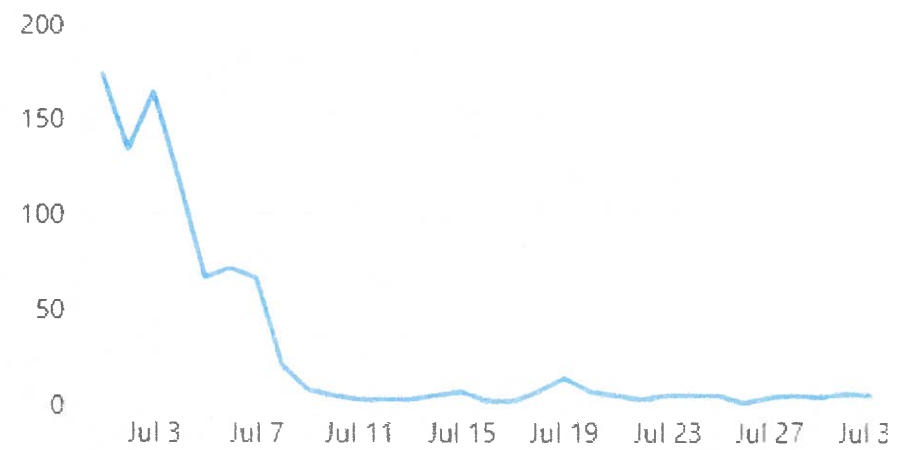
Facebook Page reach ⓘ

16,284 ↓ 19.4%



Instagram reach ⓘ

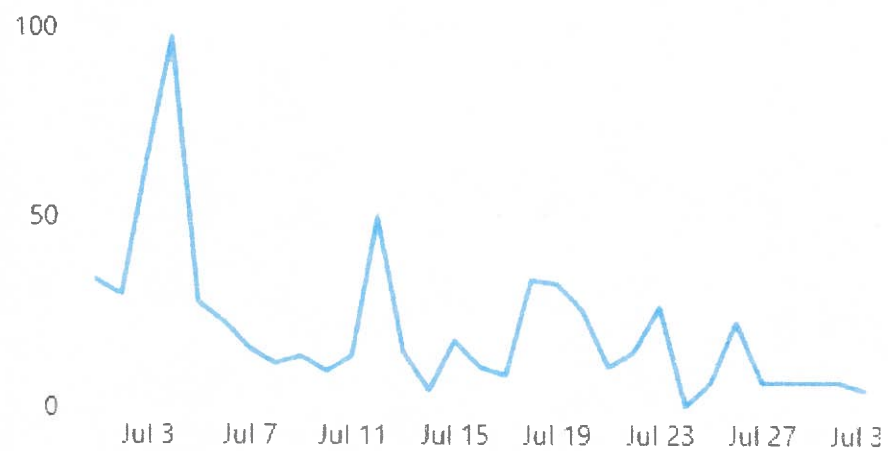
507 ↓ 54.6%



Page and profile visits

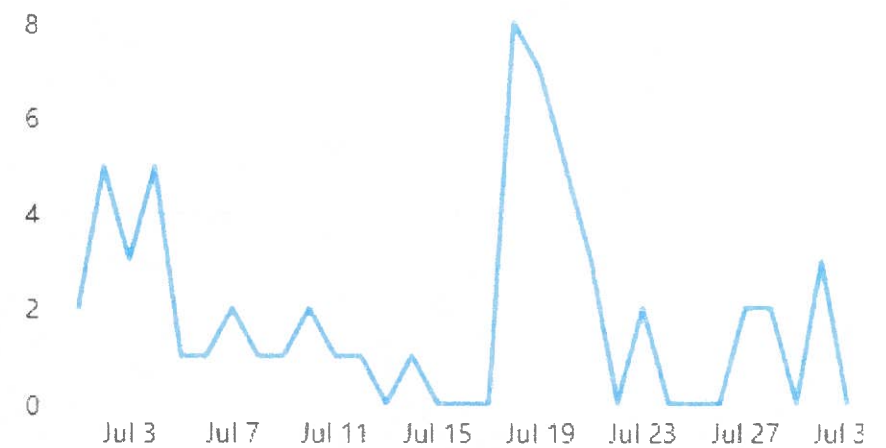
Facebook Page visits ⓘ

633 ↑ 34.7%



Instagram profile visits ⓘ

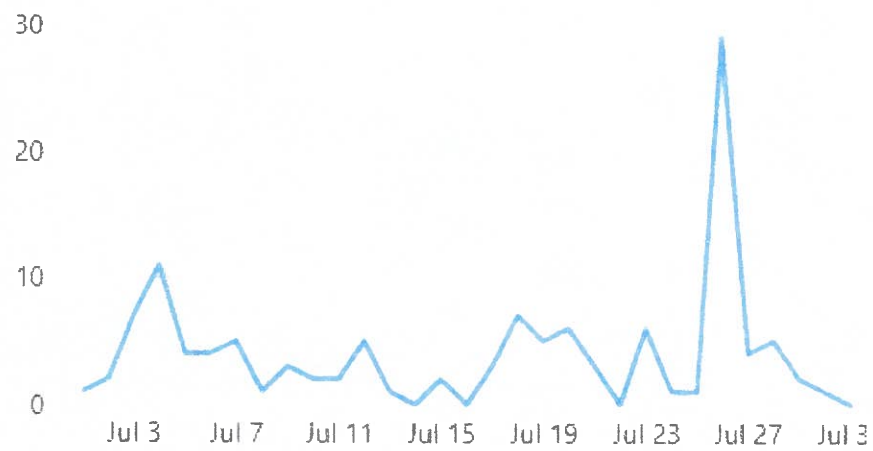
58 ↓ 23.7%



New likes and follows

Facebook Page new likes ⓘ

122 ↓ 4.7%



Instagram new followers ⓘ

16 ↓ 30.4%



August & Labor Day Weekend Calendar of Events

Dinosaur Valley State Park

August 7,6,13,14,20,21,22,27,28	Track Talk	10:00 AM & 3:00PM
August 6	Pain with a Ranger	11:00AM
August 7	Heat Hacks Hike	11:00AM
August 13	Edible Plant Hike	11:00AM
August 14	Snake Safety Hike	11:00AM
August 20	Bio Blitz Beginners 11:00 AM	Park Wide INaturalist Bio Blitz Begins 5:00PM
August 20	Solar System Walk	8:00PM
August 20	Star Party	9:00PM
August 21	Bio Blitz Beginners	11:00AM
August 27	Junior Ranger Academy	11:00AM
August 28	Overlook Hike	11:00AM

Squaw Valley Golf Course

August 20	Casino Night	6:00PM-11:00PM
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Fossil Rim Wildlife Center

Come Out to Visit Our Wildlife Center

Sonervall County Expo Center

August 3,10,17,24	Expo Barrel Jackpot	All Day Event
August 6	Texas Truck, Trailer, & Cash Tour	All Day Event
August 6, 7	World Series of Breakaway Team Roping	All Day Event
August 13, 14	BRAT Race	All Day Event
August 27	Monster Truck Wars	for More info call (254)897-4509
September 3, 4	Whipp Farms Gun Show	All Day Event
September 3,4,5	Joe Beaver Calf Roping	All Day Event