



Explore Glen Rose- Tourism Report

July 14, 2026

Project	Key Tasks
Website: Exploreglenrose.com	We continue to refine the Explore Glen Rose website and maintain an up-to-date community event calendar. Event listings are managed by Pearl Martin, Traci Niedziela, and Stuart Mann. Recent website enhancements include new Horseback Riding and Golf pages. Our next focus is developing curated itineraries to help visitors plan their stay and encourage longer visits.
Social Media Plan and Content vs. Advertising	Tourism marketing is focused on the Explore Glen Rose social media channels (Facebook, Instagram, TikTok, and YouTube). Upon execution of an interlocal agreement with Somervell County, we plan to consolidate tourism marketing under a single Explore Glen Rose brand. We launched the Explore Glen Rose: More Than a Day Trip podcast, with Episode 1 now available on YouTube. The podcast will highlight local attractions, restaurants, lodging, and community stories. Our contract with Flat Five Marketing concludes September 30. Beginning October 1, AJR Media will support our advertising efforts, including placements in Texas travel publications to increase overnight visitation.
Bandwango Passes	The Dino Discovery Pass continues to be a successful visitor engagement tool, with more than 1,350 activations since its launch. We have also developed a new Family Quest Pass featuring family-friendly attractions throughout Glen Rose. The pass is scheduled to launch on August 1. Future passes include: Adventure & Nature Pass, Nightlife Pass
Visitor Center	We continue to enhance the Visitor Center with new Explore Glen Rose branding and improved exterior signage, including operating hours. Plans are underway to expand operations to seven days a week. Visitor Center traffic and visitor statistics continue to be tracked and reported by Pearl.
Events: Make sure that you look at our event calendar on www.exploreglenrose.com for up to date information!	July 4th Parade - We co-hosted with the Chamber of Commerce a successful parade with 63 floats July 18 - Reckless Kelly Concert at Texas Amphitheater July 28 - Tourism Workshop at Lane Building Conference Room, 11am-1pm August 15 - Night Claw at Dinosaur Valley State Park August 20 - Volleyball Varsity Tournament at GRHS August 22 - Moonshine Raid Anniversary/ Commemoration Event August 29 - Monster Truck Show at Expo

Tourism Department - Project List

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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 900 email addresses in our email database. We are 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)
Travel Guide of GR	We are currently designing a new travel guide for distribution this fall/winter (Pearl/Traci)
Team Tourism	Accounting Specialist - <i>Tyann Slaughter</i> Event Coordinator - Stuart Mann Visitor Specialist - MacKenzie Ritchie, Workforce Solutions employee for 300 hours
Event Trust Fund Grant	We submitted the following grant applications: Joe Beaver- declined, \$2000 grant from City of Glen Rose ITLA -awarded the grant Chris Neal - awarded the grant EXCA - application submitted and awaiting approval
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 Volleyball - talking to TCAL about Oct. Tournament