



Explore Glen Rose- Tourism Report September 8, 2026

Project	Key Tasks
Website: Exploreglenrose.com	We discontinued hosting our Explore Glen Rose website with FlatFive Marketing. We have relocated our website onto a new server and we will be working with a local company, Catelleon Services, LLC to host and maintain our website. The Event Calendar is managed by Pearl Martin, Traci Niedziela, and Stuart Mann. We are working with James Oliver to create an app that personalizes itineraries (and diets). We will populate the app with Glen Rose information. Other website changes include: updating our calendar software and overall color palette.
Social Media Plan and Content vs. Advertising	We are focused on 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 will be adding Pinterest this fall. We launched the Explore Glen Rose: More Than a Day Trip podcast, with Episodes 1-9 now available on YouTube. The podcast highlights local attractions, restaurants, lodging, and community stories. AJR Media will support our advertising efforts, including placements in Texas State travel guide and TourTexas website. They will assist us with advertising campaigns about Dino Days and general fall advertisements.
Bandwango Passes	The Dino Discovery Pass (scavenger hunt) is active for tourists. We are currently working on a new Glen Rose DINING Pass featuring restaurants throughout Glen Rose. Additionally, we're building a BINGO Game to entice tourists to visit local attractions, shops and restaurants.
Events: Make sure that you look at our event calendar on www.exploreglenrose.com for up to date information!	September 17-20 - Paluxy River Jam September 18 - Turnpike Tributedours in Walnut Springs September 19 - Hotel MacDoobie Tribute Band at Texas Amphitheater September 26 - Sciencing in the Dark at Fossil Rim (TWANG) September 26 -GRHS Varsity Golf Tournament September 26 - Oldsmobile Car Show on the square September 26 - Bluegrass Festival at OakDale Park October 9-11 - Dino Days Jamboree

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 1000 email addresses in our email database. We continue 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 and rack cards	We published a new mini- visitor guide for distribution this fall/winter (Pearl).
Event Trust Fund Grant	We submitted the following grant applications: ITLA -awarded the grant Chris Neal - awarded the grant/ we are completing the post event requirements EXCA - awarded the grant
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 Basketball- talking to TCAL about February 2027 Tournament We toured Tarleton University EECU and Wisdom Gym.

September 2026 HOT Tax Report

	<i>May-26</i>	<i>Jun-26</i>	<i>Jul-26</i>
<i>Paid to SCVB</i>			
Baymont Inn and Suites	\$ 7,170.18	\$ 3,292.85	\$ 5,913.67
Best Western	\$ 9,541.99	\$ 7,123.43	\$ 8,158.82
Country Woods	\$ 2,368.36	\$ 2,252.57	\$ 2,236.28
Debbie's Vacation Properties	\$ -	\$ -	\$ -
Firefly			
Glen Lake			
Glen Rose Inn & Suites	\$ 468.47	\$ 315.90	\$ 369.91
The Herefordshire	\$ -	\$ -	\$ -
Holiday Inn	\$ 14,642.89	\$ 10,043.76	\$ 10,924.31
Inn on the River			
LaQuinta	\$ 6,635.34	\$ 4,062.79	\$ 4,415.00
Live Oak B&B	\$ 75.17	\$ 186.52	\$ 216.27
Oakdale	\$ 2,790.79	\$ 1,747.09	\$ 3,967.67
Paluxy River Bed Cabins	\$ 577.96	\$ 316.01	\$ 385.00
Quality Inn	\$ 4,090.49	\$ 1,344.73	\$ 2,075.17
Tres Rios	\$ 338.04	\$ 238.16	\$ 391.37
Dinosaur Crossing	\$ 121.37	\$ 40.74	\$ 124.85
Villa		\$ 48.71	\$ 40.56
<i>Paid to AirBNB/VRBO</i>			
AirBNB	\$ 4,975.12	\$ 4,472.14	\$ 4,568.95
Home Away/VRBO	\$ 1,441.22	\$ 1,152.61	\$ 1,299.49
<i>CVB</i>	\$ 48,821.05	\$ 31,013.26	\$ 39,218.88
<i>AirBNB/VRBO</i>	\$ 6,416.34	\$ 5,624.75	\$ 5,868.44
<i>Total</i>	\$ 55,237.39	\$ 36,638.01	\$ 45,087.32
<i>YTD</i>	\$299,371.47	\$336,009.48	\$381,096.80
<i>Prior Year</i>	\$ 50,521.02	\$ 40,239.12	\$ 38,970.34
<i>Difference</i>	\$4,716.37	(\$3,601.11)	\$6,116.98