



April 2022

April was a busy month.

1. April 1-3 **National Indian Pow Wow** at Chisholm Trail Museum
Dallas Travel & Adventure Show – This event had 10,000+ attendees this year. Chisholm Trail Outdoor Museum sent John Wayne, Festus and The Legends of Texas. Dinosaur Valley brought the motion activated Dinosaur. We were once again the most popular and most interactive booth this year.
Austin Wedding Show – This show was not a very productive show. We will not attend again.
2. April 6 – **CVB Group Meeting/Lions Club**
3. April 13 - **CVB Advisory Board Meeting**
4. April 20 - **Lions Club**
5. April 23 - **“Did It” Competition** – This first annual event raised \$4,500 for PRCAC
6. April 25 - **Met at Expo with Vick for Honorary Pow Wow /Rodeo Meeting**
7. April 27 - **End of Summer Event Meeting/ App training**
8. April 29-30 – **CTOM Bluegrass Festival/Somervell County Rodeo**

Tiffany is working on creating the new magazine as well as updating the App and website. There is a community portal on the App that we will be adding the City website, County website and Chamber of Commerce website. I am selling the Ads for the magazine and app as well as creating content. During training for App we were able to redirect the calendar to the Calendar that the CVB is currently using.

Tiffany has designed the new cover of the magazine and we are so pleased with it. A copy has been attached.

Tiffany and I have been creating Ads, stories and flyers for our advertising campaigns.

I attended and worked the Bluegrass Festival in order to maintain relations with the Bluegrass.

I have been working with Vick Castillo on the “Honorary Pow Wow”.

We are meeting regularly about the End of Summer Event

I have established a “Glen Rose Night” at the Cleburne Railroaders game on July 3rd. More information to come.

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.

Expenses 80% of Total	22-Feb	22-Mar	Apr-22
Salary	\$9,102.67	\$4,487.24	\$14,146.00
Social Security	\$692.01	\$341.11	\$1,075.67
Insurance	\$1,956.02		\$3,912.04
Retirement	\$1,452.95	\$716.28	\$2,257.76
Cell phone	\$24.00	\$12.00	\$36.00
Postage	\$140.23	\$73.51	\$80.56
Office Supplies	\$693.70		
Dues & Subscriptions	\$4,658.00	\$384.96	\$384.96
Seminar		\$174.08	
Telephone	\$111.33		\$221.52
Ad/Notice	\$10,056.00	\$6,229.60	\$1,463.75
Printing	\$259.32		
Utilities	\$53.54	\$251.18	\$273.04
Bldg/GRDS	\$9.13		\$61.44
Computer Maint		\$6,000.00	\$2,800.00
Equip Rental			
Furniture			
Event Fees	\$5,964.00	\$401.38	
Total Monthly Expenses/City	\$35,172.90	\$19,071.34	\$26,712.74
City Rev Rec'd		\$27,552.34	\$28,428.38

Social Media & Web categories	Somervell County Texas	GR CVB	Explore Glen Rose Web
April 4th-May 2nd			
Action on page	3	6	
Page Views	244	307	5799
Page Likes	21	53	
Post Reach	11,941	15,403	
Post engagements	3,065	2,443	
Page Followers	24	57	
Instagram	640	718	
Top Cities Reached	Glen Rose	Glen Rose	
	Granbury	Fort Worth	
	Fort Worth	Granbury	
	Stephenville	Dallas	
	Burleson	Cleburne	
	Nemo	Houston	
	Cleburne	San Antonio	
	Rainbow	Arlington	

April 2022	Pearl		
	CVB Phone	Visitors	Mailouts
Fri-1	10	70	
Sat -2	5	58	
Sun -3	Off	Off	
Mon -4	6	9	33
Tue -5	8	9	
Wed -6	5	14	
Thurs-7	11	13	24
Fri -8	6	28	
Sat -9	5	70	
Sun -10	Off	Off	
Mon -11	8	8	
Tue -12	10	12	21
Wed -13	8	7	
Thurs-14	10	9	
Fri -15	Holiday	Holiday	
Sat -16	10	48	
Sun -17	Off	Off	
Mon -18	9	21	
Tue -19	4	14	
Wed-20	5	5	
Thurs-21	8	10	
Fri -22	13	27	
Sat -23	4	25	34
Sun -24	Off	Off	
Mon-25	6	18	
Tue -26	9	2	2
Wed -27	5	20	
Thurs-28	11	20	
Fri-29	5	19	11
Sat -30	6	36	1
Total:	187	572	126

Mail Brochures Texas-70 Out of State-56 Out of Country 5

April	CVB	Visitors	Mailouts
2021 Thurs-1	16	32	
Fri-2	Holiday		
Sat-3	10	37	
Sun-4	Off	Off	
Mon-5	Off	Off	
Tue-6	11	20	
Wed-7	7	23	
Thurs-8	5	18	14
Fri-9	7	20	
Sat-10	6	48	
Sun-11	Off	Off	
Mon-12	Off	Off	
Tue-13	5	17	
Wed-14	6	7	33
Thurs-15	13	18	
Fri-16	2	7	
Sat-17	2	39	
Sun-18	Off	Off	
Mon-19	Off	Off	
Tue-20	3	25	6
Wed-21	5	10	
Thurs-22	5	21	
Fri-23	7	15	46
Sat-24	6	48	1
Sun-25	Off	Off	
Mon-26	Off	Off	
Tue-27	7	13	1
Wed-28	7	11	
Thurs-29	9	7	
Fri-30	10	13	
Total:	149	449	101

Mailouts in Texas 60

Mailouts Out of State 4 Total Mailouts



ALL ARE WELCOME TO ENJOY THE BEAUTIFUL
COUNTRYSIDE OF SOMERVELL COUNTY
TOGETHER

SOMETHING SPECIAL

Explore

Glen Rose Somervell County

SMALL TOWN CHARM

BIG TIME MEMORIES

Start planning your next trip!



May Calendar of Events

Dinosaur Valley State Park

May 1, 28	River Rock Crawl	11:00AM & 2:00PM
May 1, 28	Bingo Hike	11:00 PM-2:00 PM
May 1, 7, 8,14,15,21,22,28,29	Track Talk	11:00 AM-3:30PM
May 7	Taylor Track Site Hike	11:00AM
May 8, 21	Over Look Hike	11:00AM & 2:00PM
May 8	Paint with a Ranger	2:00 PM
May 14, 22	Denio Site Hike	11:00AM
May 14	Snake Safety Hike	2:00PM
May 15, 29	ATLTL	11:00 AM
May 15	Archery sign up only	1:00PM-3:00PM
May 21	Solar System Walk	8:00PM
May 21	Star Party	9:00PM
May 22	Edible Plant Hike	2:00PM

Downtown

May 14 Party on the Square with Paisley Reese and Tracks in Time Too

Fossil Rim Wildlife Center

Enjoy a behind the scene tour

Squaw Valley Golf Course

May 6	The Promise in Glen Rose 12 Annual Charity Golf Tournament	9:00AM
May 7	Time For Casino Night!	6:00 PM-11:00 PM

Somervell County Expo Center

May 4, 18	Expo Barrel Jack Pot	All Day Event
May 6, 7, 8	SW Mini horse show	All Day Event
May 7	Traditional Honor POW WOW	
May 13-15	Gypsy Heart Market	Fri-11:00-7:00 Sat 10:00AM-6:00PM Sun 11:00-4:00
May 20, 21, 22	Melissa Mackle Memorial	All Day Event
May 26, 27,28,29,30	Future Stars Calf Roping	All Day Event

Oakdale Park

May 6-8 40th Annual Lone Star Dulcimer Festival Free Admission \$5.00 Parking

Other

May 6-June 4 th	Plaza Theater Presents the ARK Cleburne Texas
May 20	Opening Day Cleburne Railroaders Baseball Cleburne Texas

