



October 2022

1. October 1-2 - **Houston Wedding Show**
2. October 4-7- **TML Conference**
3. October 8 - **DVSP 50th Anniversary Celebration**
4. October 10 - **State Fair Travel Booth**
5. October 12 - **CVB Advisory Board Meeting**
6. October 15 - **Destination Glen Rose Wedding Show**
7. October 25-28 – **TxAVF Annual Conference**
8. October 28-31 – **Roars and Gourds Festival**

Morgan has been a hard worker with many ideas and plans. However, as of November 1, 2022, an incident occurred which made her not be able to fulfill the job qualifications. This disheartens me, but we are working on a plan for the interim. I wish to keep this as low key as possible in order to avoid any more negative social media feedback.

The Destination Glen Rose Wedding Show looked so much more professional this fall than in the Spring. While the attendance was low, I was glad to have the opportunity for a terminal Cancer Bride to select her Make a Wish wedding wishes. We will do another show in the spring of 2023, but we will do it on a Sunday afternoon in order for our caterer's and others to attend. The Houston wedding show was a success. We will go back next year.

DVSP 50th Anniversary Celebration was a hit. The tourism Department had a booth there and I did face painting for the kids. According to DVSP, they broke all records of attendance. Not counting the campers and regulars, they had over 3500 visitors in the park that day just for the celebration. 2023 is the 100th anniversary for the Texas Parks & Wildlife Department. There will be many events throughout the year and throughout the state park system.

The State Fair Travel Booth was another huge success this year. It was Columbus Day again and the building was packed.

The Roars & Gourds Festivities went well. For the first year it was successful. The Spooktacular mini horse show had more people than they have ever had. The Movie was moved to Saturday evening due to the rainy Friday. A new location will be selected for future movies. The pumpkin painting and music on the square was a hit as well. Once again the Safe Treats National Night Out was a blowout! Thank you to all of the participants.

Veterans Day Celebration – November 11 – 10 am Courthouse Square. This year instead of the American Legion putting on the Veterans Day Program, Morgan had the wonderful idea of the Community coming together to celebrate our veterans and honoring them. Please bring a chair and show your support and love for our very own veterans.

Merry & Bright Holiday Festivities - November 25-26 (Dino Friday Sales – Shop Local event/Merry & Bright Bazaar/Lighted Christmas Parade/Tree Lighting; decorating competition)

Heritage Christmas Days – December 2-3 (Breakfast with Santa with American Legion; 2 day Craft Bazaar; Carriage rides, Christmas lights throughout Heritage Park, Old School House and Telephone Building open during day; food vendors and more)

I am ordering new materials and promo items. We continue to work on the magazine, brochures, app and website.

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 from Morgan.

October 2022		Pearl		
		CVB Phone	Visitors	Mailouts
Sat-1		4	65	
Sun-2	Closed	Closed		
Mon-3		10	14	
Tues-4		5	16	
Wed-5		9	19	
Thurs-6		5	15	
Fri-7		9	23	
Sat-8		3	42	
Sun-9	Closed	Closed		
Mon-10	Closed	Closed		
Tues-11		9	17	
Wed-12		11	22	
Thurs-13		9	38	
Fri-14		13	45	
Sat-15		5	45	20
Sun-16	Closed	Closed		
Mon-17		8	31	
Tues-18		20	20	24
Wed-19		13	44	5
Thur-20		12	40	
Fri-21		5	50	
Sat-22		1	65	
Sun-23	Closed	Closed		
Mon-24		2	11	
Tues-25		4	9	11
Wed-26		5	44	1
Thurs-27		10	26	11
Fri-28		11	23	2
Sat-29		0	0	
Sun-30	Closed	Closed		
Mon-31		15	24	
		198	748	74

Mail Brochures Texas- 31 Out of State-38
Out of the Country 5 Italy, Switzerland

October 2021

	CVB	Visitors	Mailouts
Fri-1	10	22	
Sat-2		27	30
Sun-3	Off	Off	
Mon-4	12	20	
Tue-5	6	25	
Wed-6	10	12	
Thur-7	5	10	
Fri-8	10	27	
Sat-9		45	21
Sun-10	Off	Off	
Mon-11	Holiday	Holiday	
Tue-12	10	27	
Wed-13	5	4	
Thur-14	10	9	
Fri-15	6	30	39
Sat-16		53	21
Sun-17	Off	Off	
Mon-18	12	17	
Tue-19	9	19	
Wed-20	9	20	
Thur-21	20	6	6
Fri-22	13	18	
Sat-23	5	20	
Sun-24	Off	Off	
Mon-25	10	10	6
Tue-26	17	15	
Wed-27	16	9	
Thur-28	11	23	
Fri-29	5	27	21
Sat-30	1	20	
Sun-31	Off	Off	

Mailouts in Texa: Total Mailouts 67

212	515	144
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Explore Glen Rose FB Stats for October

Page overview

Number of Posts
226

Discovery

Post reach
25,588

Post engagement
8,554

New Page likes
42

New Page Followers
101

Interactions

Reactions
1,283

Comments
191

Shares
191

Photo views
2,204

Link clicks
246

Location Cities

Glen Rose, TX
995
Fort Worth, TX
452
Granbury, TX
384
Dallas, TX
250
Cleburne, TX
175
Houston, TX
139
San Antonio, TX
129
Arlington, TX
125
Stephenville, TX
100
Weatherford, TX
99

Somervell County Texas FB Stats

Posts Made for October

65

Page Overview

Followers: 3,683

Last 28 days

Post reach

8,920

Post Engagement

2,112

New Page likes

17

Discovery

Post reach

8,920

Post engagement

2,112

New Page likes

17

New Page Followers

19

Interactions

Reactions

538

Comments

43

Shares

42

Photo views

383

Link clicks

47

Location

Cities

Glen Rose, TX

1,248

Granbury, TX

241

Fort Worth, TX

126

Stephenville, TX

102

Cleburne, TX

93

Rainbow, TX

82

Walnut Springs, TX

52

Nemo, TX

47

Burleson, TX

37

Tolar, TX

36