

THE CITY OF

GLEN



ROSE

TEXAS



PROPOSAL

CONVENTION AND VISITORS
BUREAU

Prepared For :

City Council of Glen Rose
Administrative Staff of
Glen Rose

GOALS & OBJECTIVE

OBJECTIVE

Structure a convention and visitors bureau to drive occupancy higher, for our lodging partners. thereby increase the occupancy tax collected by the City.

OCCUPANCY MASTER PLAN

What does the future of tourism look like for Glen Rose and Somervell County? What are the best attributes to strengthen our community for the future? How do we ensure that our tourism industry remains strong?

About the Glen Rose Convention and Visitors Bureau

Mission Statement

The Glen Rose Convention and Visitors Bureau, as the official destination sales and marketing organization of the City of Glen Rose, accelerates sustainable economic growth and development by increasing visitor and group/convention business.

Organizational Vision

To be the prime partner for lodging partners to obtain incremental business during need periods, as well as a regional leader of destination marketing.

Guiding Principals and Values

- Customer-centric: Our customers are the lodging partners and out-of-town visitors who utilize our lodging.
- Entrepreneurial: We will seek opportunities to accomplish our mission
- Collaborative: No single entity can accomplish the mission, we must work with the area attractions, county entities, city departments, and our lodging partners and local businesses to be successful
- Innovative: Fresh approaches to garnering attention is what will capture attention
- Ethical: Any endeavor will be done with grace, humility, and fairness.

Partner Promise

We pledge, as an accountable and supportive partner, to offering enhanced exposure to visitor marketing opportunities and to appropriate community leadership through increased promotion of destination experiences and extended professional advocacy commitment.

About the Glen Rose Convention and Visitors Bureau

Advisory Boards, Boards and Committess at GRCVB

- GRCVB Advisory Board of Directors
 - The Advisory Board is set up with voting and non-voting members.
 - The Advisory Board will meet at least bi-monthly to update and review annual plan and results.
 - The Advisory Board provides advice, ideas and will review results of actions taken to verify ROI.
 - Director of CVB reports to City Administrator with oversight by City Council
 - Advisory Board reports to City Council
 - Sub Committees
 - County Liaison Working Group
 - Small Meeting Working Group
 - Destination Key Attractors Working Group
 - Events Working Group

Marketing and Communications

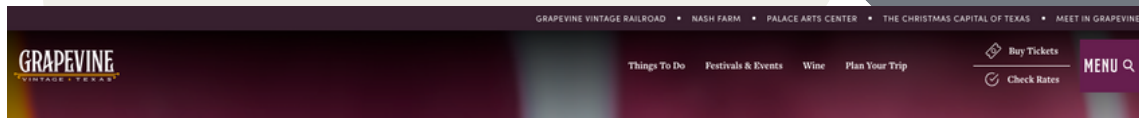
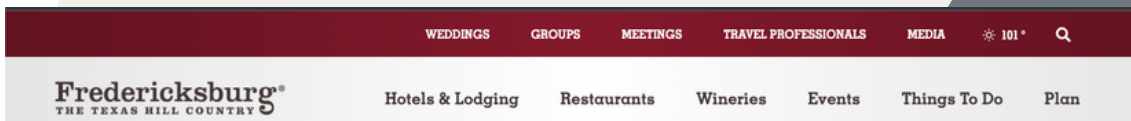
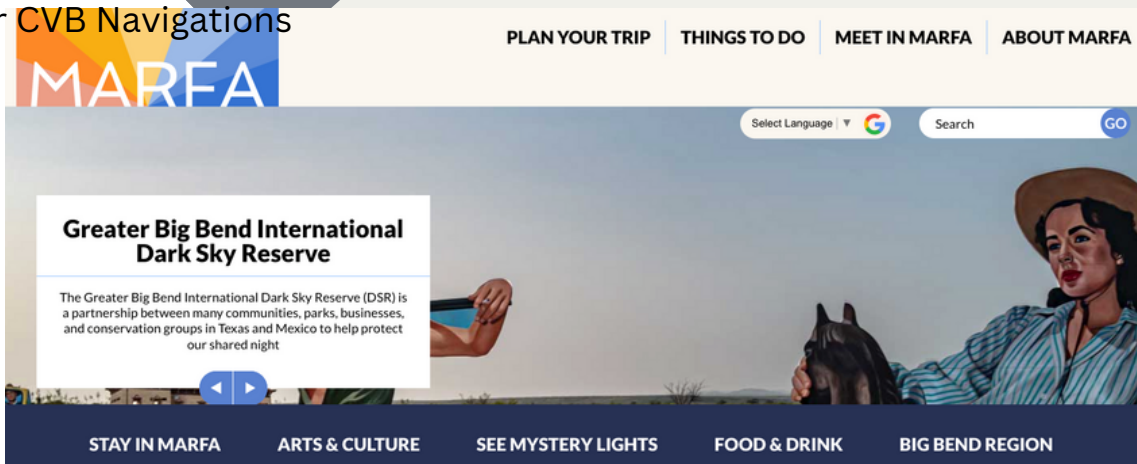
Marketing Objectives

- Develop Glen Rose brand equity as a place for small meetings and retreats.
- Increase hotel occupancy and revenue through compelling in-state marketing programs - advertising, online, packaging, promotions - targeted to both Leisure, SMERFE (Social, Military, Ethnic, Religious, Fraternal, Education), Associations, Government, and small business
- Increase hotel occupancy and revenue through compelling surrounding-state marketing programs - advertising, online, packaging and promotions - targeting leisure tourists.
- Revamp website exploreglenrose.org to include information about groups, weddings, and other convention information.

Current Website Navigation



Other CVB Navigations



Marketing and Communications

Marketing Strategies, Convention/Meetings Sales

- Put Glen Rose on the list for consideration with convention and meeting planners through compelling advertising, official Meeting Planners Guides, exploreglenrose.org website section for Meetings & Conventions and other ideas such as a [exploreglenrose meetings insider blog](#).
- Develop relationship with state agency meeting planners to make Glen Rose the "goto" North Central meeting location for government agencies.
- Develop relationship with state based associations that have bylaws that require meetings to occur in the state of Texas to make Glen Rose the "Goto" North Central meeting location.
- Generate leads and produce room-night business for Glen Rose hotels.
- Reimagine Sales Calls by creating interactive experiences for meeting planners
- Contribute relevant content of interest to meeting professionals and other members of the larger GRCVB community for use in Meetings Watch, GRCVB blog posts and social media accounts.
- Launch a social media campaign designed to educate meeting professionals on the value of using Glen Rose as a meetings destination.
- Participate in group lead programs like CVENT, and Hotelplanner.

Marketing Strategies, Small Groups - Corporate

- Provide marketing material advertising and digital to develop Glen Rose as the specialists in Board Retreats, Departmental Meetings and Team Building Functions for the corporations based in a 2hour drive radius (Dallas, Fort Worth, Waco)
- Work with branded hotels to be introduced to corporation meeting planners that are seeking meeting locations.

Marketing Strategies, Small Groups - Social

- Provide marketing material advertising and digital to develop Glen Rose get away for church leadership retreats, military reunions, crafting groups, educational leadership retreats based in a 2hour drive radius (Dallas, Fort Worth, Waco).
- Work with local organizations such as American Legion, Methodist Church, Baptist Church to help distribute marketing material about using Glen Rose as a destination.

Marketing and Communications

Marketing Strategies, Weddings

- Provide marketing material advertising and digital to develop Glen Rose as a Destination for Weddings.
- Work with local wedding venues to develop a comprehensive wedding guide for distribution to wedding planners, florist, and dress shops.
- Add wedding specific destination information to the exploreglenrose.org website
- Look into affordable destination online advertising, through joint advertising co-ops

Marketing Strategies, In-State Tourism

- Promote exploreglenrose.org website, inspiring overnight stays and daytrips for leisure purposes, the conversion of day-trips to overnight stays and brand ambassadorships:
 - Glen Rose destination brand
 - Museums, arts, live music, craft culinary and beverage scene, handcrafted goods, natural attractions, and historic experiences
 - Other compelling tourism product offerings (hotels, things to do, signature experiences, leisure tourism events, restaurants.
- Constantly and strategically influence and inspire potential visitors at key touchpoints through Internet platforms (e.g., articles, social media, email activations, search engines) in order to increase awareness of and preference for Glen Rose to inspire potential visitors to travel and/or stay overnight.
- Publish an inspirational Official Visitors Guide to be sent out upon request and also used at Texas Visitor Centers
- Utilize streaming radio and television streaming services to promote Glen Rose in Houston, San Antonio, Austin, Abilene, Midland/Odessa.
- Use traditional radio to promote Glen Rose in the Dallas Fort Worth area in conjunction with the Chamber of Commerce and Attractions
- Conduct online Meta Tag Advertising
- Create and/or maintain strategic partnerships statewide with www.traveltexas.com, Yelp, Tripadvisor, and others to augment GRCVB destination marketing efforts.

Marketing Strategies, Out of State Tourism

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- Conduct Meta Tag advertising

Public Relations

Objectives

- Elevate GRCVB brand awareness to hospitality partners, media and state tourism board.
 - Work with communications and public relations representatives in local organizations and attractions to collaborate on story ideas and ensure consistent messaging on the area to expand quality-of-place themelines.
 - Enhance local connectors' network of writers to pitch "hometown" travel articles to national publications.
 - Generate earned media placements through proactive media outreach.
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Staffing

- Director, Sales & Marketing
 - Senior Position would report to City Administrator
 - They would oversee all sales efforts, marketing plans, budget, advisory boards, etc
- Marketing & Advertising Administrator
 - Reports to Director Sales & Marketing
 - Responsible for updating website
 - Placing all advertising
 - Updating Social Media
 - Developing any collateral



Backlog of Leads Board of Director Meetings State Associations

<https://www.academygpotho.com>
Adam Griswold Executive Director

<https://www.adsc-iafd.com/>
Peggy Hagerty Duffy, Executive Director
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<https://www.texaspharmacy.org/page/ipa>