



March 2022

1. March 2 CVB Group Meeting
2. March 4-6 DFW Golf Show – Once again, this was a very good show for us. We had over 300 signatures of people signing up for drawing and to receive more information.
3. March 9 CVB Advisory Board Meeting; Met with Morgan Loper about the “End of Summer Street Dance & Car Show Event” in August.
4. March 10 Met with Golf Course, Commissioners and Tarleton State University
5. March 19 Art on the Paluxy Event at Barnard’s Mill
6. March 21 Met with Golf Course about Casino Night Event; Met with Somervell County Rodeo Group
7. March 22 Met with writer from AvidGolfer to discuss what all I wanted in the article about Glen Rose/Somervell County. Met with John Junker with the Cleburne Railroaders about a partnership as well as the Chisholm Trail Outdoor Museum.
8. March 23 Hosted and attended the Women in Somervell History Luncheon.
9. March 25 Set up for Destination Glen Rose Somervell County Wedding Event at the Expo
10. March 26 Wedding Expo – Event went much better than anticipated. The vendors would like to do another one in the Fall. We are looking into October.
11. March 30-31 TTCC (Texas Travel Counselors Conference) This was a speed dating for Travel Information Center Counselors and us. All of the Counselors Statewide are excited that we are bringing the magazine back and have asked if I could come and set up for a day at each to talk about Glen Rose. This is very exciting.

Tiffany has been out with some serious health issues but has still been able to work from home. She should be back in office beginning April 6. I will be out Friday, April 8 for a procedure at Harris Southwest. At least we have a little breathing time this month.

Tiffany is working on the Ad updates for Texas Travel, updating the website and social media postings.

I am working on selling Ads for the magazine and the downloadable App. We will be updating the app soon.

I am working with the Cleburne Railroaders to get Glen Rose back out there as a sponsor. We are working a trade. We should be getting a Glen Rose night again as well.



Due to our current partnership with Chisholm Trail Outdoor Museum we have gained even more events and promotional perks. For instance, "The Legends of Texas" Gunfighters, John Wayne and Festus joined us at our Booth at the Texas Travel & Adventure Show along with "Rex" our motion activated dinosaur. We are the #1 booth once again. Since losing the Bluegrass to Chisholm Trail, the partnership has given us some claim for Bluegrass still! We are a permanent Sponsor at The Chisholm Trail Outdoor Museum.

We are still working with CAVE Consulting on adding an Occupancy program on our website.

We are working on new promotional material (magazine, pens, bags etc.)

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.

Social Media & Web categories	Somervell County Texas	GR CVB	Explore Glen Rose Web
March 4th-April 4th			
Action on page	3	4	
Page Views	281	430	13330
Page Likes	42	54	
Post Reach	9,303	18,004	
Post engagements	2,881	4,424	
Page Followers	22	73	
Instagram	664	828	
Top Cities Reached	Glen Rose	Glen Rose	
	Granbury	Fort Worth	
	Fort Worth	Granbury	
	Stephenville	Dallas	
	Cleburne	Cleburne	
	Nemo	Houston	
	Houston	San Antonio	
	Rainbow	Arlington	
	Burleson	Stephenville	
	Weatherford	Weatherford	

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

April 2022

Dinosaur Valley State Park

April 2, 3, 9,10,16,17,23,24,30	Track Talk	10:00AM & 3:30PM
April 2, 10	Overlook Hike	11:00 AM
April 2	Solar System Walk	8:00 PM
April 2	Star Party	9:00 PM
April 3, 30	Denio Site Hike	11:00 AM 3\30 2:00PM
April 3	Junior Ranger Academy	11:00 AM
April 9	Bingo Hike	8:00 AM
April 9	Myth Busters Hike	2:00 PM
April 16	Spring Wing Ding	10:00 AM-3:00PM
April 17	River rock Crawl	11:00 AM
April 17	Snake Safety Hike	2:00PM
April 23	Archery -11:00AM ATLALL 2:00PM	
April 24	Taylor Site Hike 11:00 AM Edible Plant Hike 2:00 PM	
April 30	Fish with a Ranger	11:00 AM

Wheeler Branch Park

April 9	1 st Annual Walk Against Bulling	1:00PM-5:00PM
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Fossil Rim Wildlife Center

Take a guided tour

Barnards Mill

April 1-10	2022 GRISD Art Show	10:00 AM-5:00 PM
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Chisholm Trail Outdoor Museum

April 15-17	Antique Alley
April 29-30	Bluegrass Festival

The Promise of Passover

April 8-10,15-16	The Promise of Passover
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Somervell County Expo Center

April 1, 2, 3	UCR Finals Harpers Heroes	All Day Event
April 8,9,10	AMHR Mini Horse Show	All Day Event
April 14, 15, 16	Joe Beaver Calf Roping	All Day Event
April 20, 27	Expo Barrel Jackpot	1:00-9:00
April 23, 24	Breyer Model Horse Show	All Day Event
April 29, 30	Somervell County Rodeo	6:30 PM -10:00PM
May 7	American Indian POW WOW	

Creation Evidence Museum

May 7	Lecture Series
	"The Golden Ratio throughout the Universe"

Cleburne RailRoaders

May 18	First Home Game of the Season
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Cleburne Plaza Theatre

April 1-30	"Oliver"
April 7-23	"The Little Mermaid"



GLEN ROSE

Somervell County

THINGS TO DO:

Barnard's Mill & Art Museum

307 SW Barnard St. Glen Rose, TX

Big Rocks Park

1014 NE Barnard St. Glen Rose, TX

Creation Evidence Museum

3102 FM-205 Glen Rose, TX

Dinosaur Valley State Park

1629 Park Rd 59 Glen Rose, TX

Dino Hills Disc Golf Farm

4837 FM-203 Glen Rose, TX

Dinosaur World

1058 Park Rd 59 Glen Rose, TX

Fossil Rim Wildlife Center

2299 County Rd 2008 Glen Rose, TX

Eagle Eye Ranch Carriage Company - horses

1629 Park Rd 59 Glen Rose, TX

Historic Downtown Courthouse Square Glen Rose - shopping, dining,
historic sites

Squaw Valley Golf Course

2439 E Hwy 67 Glen Rose, TX

Somervell County Historical Museum

Glen Rose Town Square

Somervell County Expo Center

202 E. Bo Gibbs Dr Glen Rose, TX

Chisholm Trail Outdoor Museum

101 Chisholm Trail Cleburne, TX

Cleburne Railroaders Minor League Baseball

1906 Brazzle Blvd, Cleburne, TX

Plaza Theatre Company

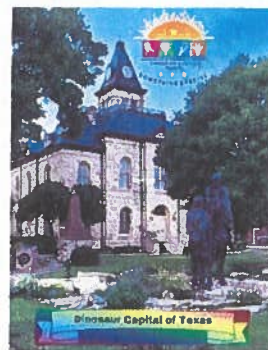
305 S Anglin Street Cleburne, TX



Scan here for more info!

Upcoming News

**"New" Glen Rose/Somervell County
Magazine
debuts this summer**



"New" Scientific Lab studying soft tissue in Dinosaur Bones

"New" Events

**Destination Glen Rose/Somervell County Wedding Shows
End of Summer Car Show & Street Dance
Somervell County Fair
Dino Hills Disc Golf Course
Sexton Feed Mill
Blackie's on the Square
Blackie's Gas Stop**



**"Experience the Gateway to the Hill Country"
New Group**

Kelly Harris

Director of Glen Rose/Somervell County Tourism

POB 2037, 100 NE Barnard St., Glen Rose, Texas 76043

Office # 254-897-3081 Cell # 817-564-4587

Kelly.harris@co.somervell.tx.us

Director@exploreglenrose.org

www.exploreglenrose.org

Free Downloadable App - iTunes Google Play "Explore Glen Rose Texas"

Facebook - "Somervell County Texas"

Facebook - "Glen Rose Convention & Visitors Bureau"

March 21	Pearl			
	Oakdale	CVB	Visitors	Mailouts
Mon-1		5	2	
Tue-2		17	3	3
Wed-3		17	15	26
Thurs-4		15	15	14
Fri-5		20	15	
Sat-6		24	52	8
Sun-7		4	21	
Mon-8		4	10	
Tue-9		13	30	5
Wed-10		12	14	
Thurs-11		10	35	32
Fri-12		15	16	
Sat-13		17	57	
Sun-14		10	52	
Mon-15		5	19	
Tue-16		13	72	
Wed-17		20	66	
Thurs-18		13	41	
Fri-19		15	34	25
Sat-20		15	84	
Sun-21		3	6	
Mon-22		5	4	
Tue-23		8	12	
Wed-24		12	8	15
Thurs-25		6	8	
Fri-26		5	21	
Sat-27		4	50	
Sun-28		Closed	Closed	
29		Closed	Closed	
30		15	14	
31		5	11	4 Mail Brochures Texas 80 Out of State 52
Total:	0	327	787	132

March 2022	Pearl					
	CVB Phone	Visitors	Mailouts			
Tue-1	5	14				
Wed -2	14	21				
Thurs-3	10	12				
Fri-4	10	19				
Sat -5	2	55				
Sun-6	Closed	Closed				
Mon-7	6	11	17			
Tue -8	14	11				
Wed-9	15	23				
Thur-10	12	14				
Fri-11	8	15	4			
Sat -12	5	72				
Sun -13	Closed	Closed				
Mon-14	13	54				
Tue -15	10	83	1			
Wed-16	18	58				
Thurs-17	27	117				
Fri-18	30	82				
Sat -19	10	85	3			
Sun-20	Closed	Closed				
Mon-21	4	10	34			
Tue -22	17	15	5			
Wed-23	13	7	8			
Thurs -24	15	20	23			
Fri-25	22	32				
Sat-26	7	63				
Sun -27	Closed	Closed				
Mon-28	6	20				
Tue-29	17	20				
Wed-30	10	21				
Thurs-31	12	23				
					Mail Brochures Texas-54 Out of State-42	
Total:	332	977	95	0		