

CVB UPDATE FOR NOVEMBER 2025

Prep and management of Hometown Christmas event.

- Promoted Hometown Christmas event on Newsworthy podcast
- Promoted Hometown Christmas on social media, which got huge plays and shares.
- Produced new radio ads for the event, which will run through the end of December
- Revised radio market to expand reach for overnight stays
- Sought bid to refresh billboard at 67 and Barnard

Presented the debut of the new ExploreGlenRose.com website to the CVB Advisory Committee at the meeting on 12/2/25.

- Obtained and have secured all legal rights to ExploreGlenRose.com and will migrate the disparate entities to the one URL across all platforms.
- New Website will launch this week, as "construction" continues on a daily basis. Considerable amount of updated information, editing and confirmation for all of the attractions, businesses, descriptions, etc. Even as I write this, new businesses have moved into buildings on the square, and others are near opening.
- Existing website is 8 pages, and the new website is 15 +. We are adding pages for local industry-only, linking to city website, Texas Film Friendly, Texas Music Friendly, providing a photo library to the city, chamber and others for use,
- Produced branding and logo use stylebook to keep our brand and image strong and consistent.

Contracted with new social media influencer with 30,000 followers.

- In town here Dec. 6/7.
- Set up itinerary of targeted sights

Attended Commissioners Court meeting on ONCOR Transmission Lines.

- Provided visitor and tourism statistics for talking points and advocacy for media
- Personally purchased \$100 of signs and distributed free to interested parties

Discussions with ITLA to retain Championship Show in 2026 and potentially beyond.

Working with Expo to navigate the loss of events due to the equine virus.

Seeking a source to refresh our Glen Rose map.

Now that a single source is secured (ExploreGlenRose.com) we can begin printing our brochures and rack cards with consistent response mechanisms, branding imagery and calls to action.

Pearl Martin has moved into the front of the 100 Barnard St. Building and manages the visitors' center.

We are in the process of producing new sandwich board signage, banners, and a miscellaneous family of promo materials consistent with our new branding.

Traci is coordinating the Bandwango contests for our 90 dinosaurs, which will not only promote this asset and attract interest, but also collect the demographic data to help our marketing decisions.

- Setting up Constant Contact so that we have an e-newsletter ability to reach visitors, and/or alert them of upcoming events and points of interest in hopes of return visits.
- Coordinating the Christmas Market on the Square
- Working with Merchants