



Explore Glen Rose- Tourism Report

May 12, 2026

Project	Key Tasks
<p>Website: Exploreglenrose.com</p>	<p>We are constantly adding/updating community events to our calendar and syncing with the Chamber of Commerce calendar.</p> <p>Our website project is now all about updating and refining the text.</p> <p>Our Tourism Advisory Board has approved allowing Somervell County entities that pay property taxes to be featured on our website for a fee. All participating entities must receive prior approval from the Board.</p>
<p>Social Media Plan and Content vs. Advertising</p>	<p>We are only posting on ExploreGlenRose Facebook, Instagram, Tiktok and YouTube. When we have an ila with the county, we should close Somervell County social media account and finally have ONE brand for our tourism community.</p> <p>FlatFive is working on Google <u>Advertising</u> and Social Media Ads (Facebook, Instagram, YouTube). This month we are focusing on Summer vacations and Paluxy Music Festival.</p>
<p>Bandwango Passes</p>	<p>The Dino Pass is still active and a great way for our tourists to engage with our dinosaurs. Plus, we collect valuable zipcodes/email addresses.</p> <p>We are creating an itinerary pass for the Paluxy Music Festival for concert times, artist and vendor booth information.</p>
<p>Events:</p> <p>Make sure that you look at our event calendar on www.exploreglenrose.com for up to date information!</p>	<p>City of Glen Rose Day at Cleburne Railroaders - May 19</p> <p>Paluxy Music Festival - May 22-24</p> <p><u>Friday:</u> Hard Days Night La Freak on Friday at downtown stage at 8pm</p> <p><u>Saturday</u> Kevin Fowler & Jamie Richard on Saturday at Texas Amphitheater</p> <p><u>Sunday</u> Jazz Brunch & Jazz Concert</p> <p>Radio Advertisement for this event started May 8 on Waco & Stephenville stations. We are also advertising on KHITS and The Ranch.</p> <p>July 4th Parade - We plan to have a parade with vendor booths on the square.</p>

Tourism Department - Project List

May 2026

Project	Key Tasks
Constant Contact and email newsletter	<p>Pearl is adding email addresses and building our database using Tour Texas, our website and Bandwango (dino pass game).</p> <p>Please contact us if you are not receiving this newsletter.</p>
HOT Tax Accounting	<p>We are redesigning our HOT Tax process. We plan to automate the process for hoteliers, making it easy to send payments online. This should also facilitate collection, reporting and tracking. Kristin Jayne (Skybox Cabins) is helping with this project for the city.</p>
New Map of GR	<p>We picked up a new map for our hoteliers & community to use.</p>
Staff Recruitment	<p>We are currently recruiting an Accounting Specialist to strengthen oversight and collection of Hotel Occupancy Tax (HOT) revenue and the Event Trust Fund grant applications.</p> <p>We will be recruiting an Event Coordinator to support the planning and coordination of our events & to begin our efforts with Sports Tourism (tournament facilitation).</p>
Event Trust Fund Grant	<p>We are working on the grant application for Joe Beaver and ITLA at this time.</p>
Sports Tourism	<p>We are developing tourism business in the following areas:</p> <ul style="list-style-type: none"> Squaw Valley Golf Course - coordinating with Steve Heppler Mammoth Race, May 22-24 GRHS - Kelsi Chavez, Volleyball Tournament in August Active Joe, Nov. 21-22 <p>Our goal is to work directly with baseball, softball contacts for coordination of tournaments. We also hope to start utilizing the soccer fields for tournaments to encourage overnight stays.</p>

May 2026 HOT Tax Report

	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Paid to SCVB						
410 Barnard LLC						
704 Barnard LLC			\$ -			
Anderson Creek Cabins						
Baymont Inn and Suites	\$ 7,140.97	\$ 3,165.25	\$ 1,706.84	\$ 2,430.10	\$ 2,951.38	\$ 6,064.78
Best Western	\$ 8,971.48	\$ 4,513.36	\$ 3,184.85	\$ 6,823.56	\$ 4,242.46	\$ 7,242.21
Country Woods	\$ 1,613.67	\$ 1,653.63	\$ 1,238.93	\$ 1,693.33	\$ 1,532.10	\$ 2,405.39
Debbie's Vacation Properties	\$ -	\$ -	\$ -			
Firefly				\$ 29.31		
Glen Lake						
Glen Rose Cottage Company						
Glen Rose Inn & Suites	\$ 4,742.28	\$ 468.54	\$ 371.25	\$ 599.85	\$ 418.47	\$ 301.49
The Herefordshire	\$ -	VRBO/AIR				
Holiday Inn	\$ 9,820.74	\$ 8,375.05	\$ 6,484.87	\$ 6,208.83	\$ 7,580.91	\$ 11,849.19
Inn on the River	\$ -	\$ 3,144.00	\$ 626.47	\$ 568.53	\$ 911.88	
LaQuinta	\$ 4,742.00	\$ 3,419.10	\$ 3,243.06	\$ 3,597.75	\$ 3,266.98	\$ 5,639.25
Live Oak B&B	\$ 334.04	\$ 140.17		\$ 115.30	\$ 225.22	\$ 395.51
Little Cottage on the Square	\$ -					\$ -
Oakdale	\$ 1,003.45	\$ 578.67		\$ 1,684.08	\$ 799.80	\$ 1,059.95
Paluxy River Bed Cabins	\$ 391.51	\$ 364.25	\$ 413.35	\$ 241.16	\$ 340.96	\$ 284.13
Price House						
Quality Inn	\$ 2,740.68	\$ 1,653.99		\$ 2,004.39	\$ 1,787.21	\$ 2,840.28
Tres Rios	\$ 185.79	\$ 100.90	\$ 94.97	\$ 95.86	\$ 52.18	\$ 131.68
Dinosaur Crossing	\$ 112.86	\$ 108.06	\$ 28.09	\$ -	\$ 88.74	\$ 152.10
Villa	\$ 56.78			\$ 81.97	\$ 57.19	\$ 31.15
Paid to AirBNB/VRBO						
AirBNB	\$ 2,604.78	\$ 2,444.06	\$ 2,379.38	\$ 2,953.52	\$ 3,066.59	\$ 4,825.24
Home Away/VRBO	\$ 1,195.95	\$ 1,395.39	\$ 741.32	\$ 185.23	\$ 414.57	\$ 1,356.25
CVB	\$41,856.25	\$27,684.97	\$ 17,392.68	\$26,174.02	\$ 24,255.48	\$ 38,397.11
AirBNB/VRBO	\$ 3,800.73	\$ 3,839.45	\$ 3,120.70	\$ 3,138.75	\$ 3,481.16	\$ 6,181.49
Total	\$45,656.98	\$31,524.42	\$ 20,513.38	\$29,312.77	\$ 27,736.64	\$ 44,578.60
YTD	\$45,656.98	\$77,181.40	\$ 97,694.78	\$ 127,007.55	\$154,744.19	\$199,322.79
Prior Year	\$46,808.73	\$40,415.42	\$ 27,302.02	\$24,492.43	\$ 28,001.87	\$ 42,411.80
Difference	(\$1,151.75)	(\$8,891.00)	(\$6,788.64)	\$4,820.34	(\$265.23)	\$2,166.80

Visitor Center Stats	2026
January	
Walkins	63
Phone Calls	33
Mail Outs	2
February	
Walkins	58
Calls	52
Mail Outs	32
March	
Walkins	327
Calls	145
Mail Outs	5
April	
Walkins	311
Calls	132
Mail Outs	10