

#### APRIL 2023

#### TECHNOLOGY/SOCIAL

- There is a lot of updating that we need to get done. Time has been short in getting all of this done.
- Postage machine installed.
- Credit Card machine re4ceived. We are waiting on IT to get it set up.

#### **ADVERTISING**

- Set up meeting with iHeart Radio for first week in May.
- · Continuing magazine

#### **MEETINGS**

- CVB Group Meeting
- CVB Advisory Board Meeting
- Lions Club

#### SHOWS/PROMOS

- Dallas Travel & Adventure Show was another huge success this year. Once again ... thank you to our partners with DVSP in letting us set up their motion activated dinosaur. Both Vendors and travelers loved it.
- Texas Travel Summit. Had one on one visits with the Texas Travel Information Counselors. We had approximately 70 people sit and visit with us about what's new in Glen Rose, Upcoming Events and magazine.
- Somervell County Rodeo went off well once again this year.
- Angel and I have been working diligently on our two major events this summer as well as the 4<sup>th</sup> of July and more.
- Booking of bands near completion.

#### **GRANTS**

No grant requests this month

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 for April.

April 2023	Pearl							
	CVB Phone	Visitors	Mailouts					
Sat-1	6	93	16					
Sun-2	Closed	Closed						
Mon-3	3	11						
Tue-4	6	24						
Wed-5	11	13						
Thur-6	12	18						
Fri-7	Holiday	Holiday	TOWER WITH					
Sat-8	4	70	24					
Sun-9	Closed	Closed						
Mon-10	13	14						
Tue-11	12	9						
Wed-12	7	20						
Thur-13	11	15	19					
Fri-14	12	22						
Sat-15	6	49	W WHITHER					
Sun-16	Closed	Closed						
Mon-17	4	13						
Tue-18	10	23						
Wed-19	20	19						
Thur-20	14	20						
Fri-21	5	10	17110 1100					
Sat-22	3	15	18					
Sun-23	Closed	Closed						
Mon-24	13	14						
Tue-25	4	3						
Wed-26	16	12						
Thur-27	6	13						
Fri-28		10						
Sat-29		22						
Sun-30	Closed	Closed						

Mail Brochures Texas-43 Out of State-Out of Country 34 London, Canada

198 532 77

April 2022	Pearl							
	CVB Phone	Mailouts						
Fri-1	10	70						
Sat-2	5	58						
Sun-	Closed	Closed						
Mon-4	6	9	33					
Tue-5	8	9						
Wed-6	5	14						
Thurs-7	11	13	24					
Fri-8	6	28						
Sat-9	5	70						
Sun-10	Closed							
Mon-11	8	8						
Tue-12	10	12	21					
Wed-13	8	7	JII WATER					
Thurs-14	10	9						
Fri-15	Holiday	Holiday						
Sat-16	10	48						
Sun-17	Closed	Closed						
Mon-18	9	21						
Tue-19	4	14						
Wed-20	5	5						
Thurs-21	8	10						
Fri-22	13	27						
Sat-23		25	34					
Sun-24	Closed	Closed						
Mon-25	6	18						
Tue-26	9	2	2					
Wed-27	5	20						
Thurs-28	11	20						
Fri-29	5	19	11					
Sat-30	6	36	1					

Mail Brochures Texas-67 Out of State-54 Out of Country 5

183	572	126

#### **APRIL SOCIAL MEDIA STATS**

Explore Glen Rose Stats		Somervell County Texas Stats				
FB page reach	Instagram page reach	FB page reach	Instagram page reach			
6489 76.5%	426 16.1 %	9085 60.2%	363 22.1%			
FB page followers	Instagram followers	FB page followers	Instagram followers			
6,953	862	3998	716			
FB Visits	Instagram Visits	FB Visits	Instagram Visits			
634	42	544	16			
FB New Likes	Instagram New Likes	FB New Likes	Instagram New Likes			
9	15	37	4			

## ANGELICA SMITH PROGRESS REPORT

April 1, 2023 - April 30, 2023

The below report outlines progress made in my role which assists with marketing and event coordination at the Convention and Visitors Bureau for Somervell County.

#### PROGRESS:

#### **CONVENTION AND VISITORS BUREAU OFFICE ASSIGNMENTS**

#### ON THE JOB TRAINING

- Monthly CVB Meeting
- · Represented CVB at area travel shows.

#### MARKETING AND COMMUNICATION

- Along with the director, represented GR/Somervell County at the Dallas Travel and Adventure Show.
  - 840 scans of event QR codes.
- Along with the director, represented GR/Somervell County at Texas Travel Alliance.
  - Communicated with the Buckhorn Saloon in San Antonio to set up a Texas Rangers historical booth at the August festival.
- Further communication with Fiesta Charra to bring event to Somervell County in December during our slow season.
- Coordinating with Chip Adams from the Texas Music Office, Office of the Governor to become a Texas Music Friendly Community. Put together music committee, finalizing certification dates.

#### **EVENT AND MARKETING COORDINATION**

#### PALUXY RIVER FEST (JUNE 2-3, 2023)

- · Posted advertising on social media including Facebook, Instagram.
- · Finalized contracts with artists for Paluxy River Fest.
- Negotiating stage and production contract.
- · Collecting bids on generators for event.
- · Created festival layout with OnePlanEvents.
- Working with Sexton Mill to secure "Green Room" and riverside stage location.
- Along with the director, reaching out to state representatives and other local
  officials to judge the Catfish cook-off.

#### **EVENT AND MARKETING COORDINATION (CONTD.)**

#### ❖ GOOD OLD BOYS FESTIVAL (AUGUST 25-27, 2023)

- · Finalizing negotiations with Triple T Amusements
- · Finalizing registration of "rotgut race" on race websites.
- Created rack card materials for this event.
- · Continued contacting Texas whiskey distilleries for whiskey walk.
- Secured entertainment acts for this event.
- Coordinated with Dallas Model T and Model A car clubs for car show.

#### SOMERVELL COUNTY RODEO (April 28-29, 2023)

 Coordinated with Expo Center for back up plan on Rodeo After-Party due to weather.

#### PLANS:

#### **EVENT AND MARKETING COORDINATION**

#### ❖ PALUXY RIVER FEST (JUNE 2-3, 2023)

- Continue marketing and event coordination.
- Follow up with contacts to assure event success.
- · Firm up schedule of events with involved parties.
- · Collaborate with local businesses and event participants.
- Utilize intern (Teresa Fernandez) to create Instagram for Event
- Schedule social media posts
- · Create Ads for iHeart Radio/Spotify marketing
- Release website and VIP tickets

#### ❖ GOOD OLD BOYS FESTIVAL (AUGUST 25-27, 2023)

- · Continue marketing and event coordination.
- Follow up with contacts to assure event success.
- Promote sponsorship of event.
- Firm up schedule of events with involved parties.
- Utilize intern (Teresa Fernandez) to create Instagram for Event
- · Schedule social media posts
- · Create paper marketing materials, release website and Whiskey Walk tickets

### **EVENT AND MARKETING COORDINATION (CONTD.)**

- · Collaborate with local businesses and event participants.
- · Secure corporate sponsorships.
- Firm up branding on GOBF to secure this as the signature event of GR/Somervell County.

#### **ISSUES AND CONCERNS:**

- VOLUNTEERS Potential challenge to obtain adequate number of volunteers for future events, as evidenced by prior events.
- FUNDING Securing funding for entertainment at both Paluxy River Fest & Good Old Boys Festival.



# May Calendar of

#### **Dinosaur Valley State Park**

May 6, 7,13,14,20,21	,27,28 Track Talk		10:30AM-3:30PM
May 6, 21	Snack Safety		2:00PM
May 7	Bingo Hike		2:00PM
May 13, 28	Heat Hacks Hike		2:00PM
May 13 S'mores Fest	6:00PM 100 S'MORES Years of Te	exas State Parks	8:00PM
May 14	Paint with a Ranger		2:00 PM
May 20	Myth Busters Hike 2:00PM	Star Party	8:00PM
May 27	Edible Plant Hike		2:00PM

#### Downtown

May 13	Spring Shopping Spree! Shops Downtown will be open late with great deals and Sweet treats.
	2 Annual Spring Bash at Paluxy Oaks Shopping Center (Free Hamburgers) 10:00AM-3:00PM

#### Fossil Rim Wildlife Center

Enjoy a behind the scene tour

#### Squaw Valley Golf Course

May 5	<b>GRHS Glow Ball Tournament</b>	4:30PM
May Every Tuesday	9-Hole Scramble	5:30PM?
May 12	The Promise Golf Tournament	8:00AM-3:00PM

#### Somervell County Expo Center

May 5, 6, 7	SW Mini Horse Show	All Day Event
May 12, 13, 14	Gypsy Heart Market Fri-11:00-7:00 Sat-	
May 16	CK Productions Team Roping	All Day Event
May 17, 31	Expo Barrels	All Day Event
May 19, 20, 21	Melissa Mackle Memorial	All Day Event
May 26,27,28,29	Chris Neal Calf Roping	All Day Event

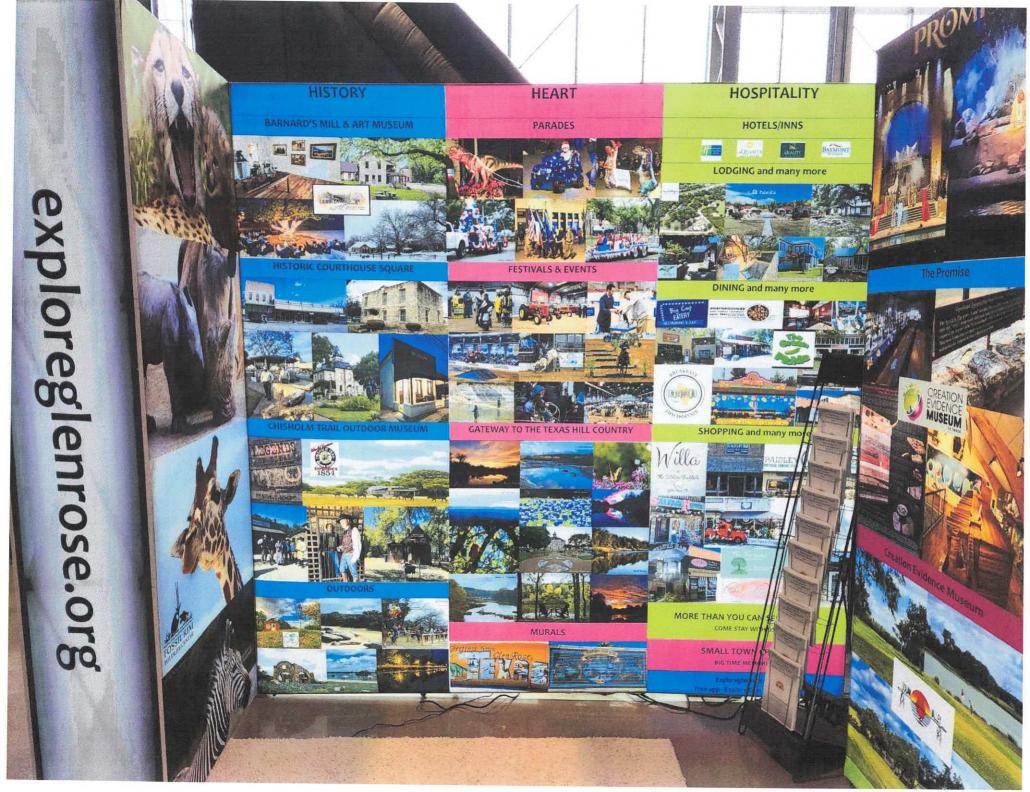
#### Oakdale Park

May 12, 13, 14 41st Annual Lone Star State Dulcimer Festival Parking \$5.00

May 6 Kentucky Derby Day (Viewing Party) and Live Music @ 3Bs 4:00PM May 7 Brunch Shop Event @ Sugarbiscuits & Company 11:00AM-2:00PM









PRESENTED BY GLEN ROSE/SOMERVELLCOUNTY CVB



## 20 ACTS OVER 2 DAYS



@PALUXYRIVERFEST

EXPLOREGLENROSE.ORG

+254-897-3081

SPECIAL GUESTS

TYLER STOKES-BUCK FUFFALO-CADE HOLLIDAYKELTON BERNARD-COOPER JOHNSON BANDLANCE BATALLION BAND- MIKE MANCY BAND-BALEIGH RHODESKORTNEY ZUFALL-TRISTAN INMAN-JAXON MALONE-DEREK LARSONTHE REMEDY-AUSTIN ENGLISH-MITCHEL FORD & THE VOLUNTEERSBRYANT THOMAS-CODY GLEN COX
MIKE WISSEL & THE PAWN SHOP PISTOLS-PAUL VAL

**FEATURING** 



JUNE 2ND & 3RD

CATFISH COOK OFF-FISHING TOURNAMENT-FOOD TRUCKS & VENDORS



CENTENNIAL

ANNIUERSARY CELEBRATION

OF THE

GLEN ROSE MOONSHINE RAID

AUGUST 25TH-27TH 2002

SOLD OX

GLEN ROSE

HERITAGE & HOOCH IN HISTORIC GLEN ROSE, TX

4th 2022			1st 2023			2nd 2023			3rd 2023			
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
\$3,646.12	2226.1	1640.02	2012.56	1548.67	4856.65				1 221			
		246.36			105.47							
		265.86			107.91							
\$8,634.68	5996.61	3618.08	4518.13	4260.75	7827.3							
					5177.77							
367.29	478.52	412.95	415.8	425.85								
\$5,804.64	5113.43	3373.29	4475.83	3298.72	7057.12							
\$1,845.10	1743.35	1335.77	2409.2									
	218.68	31.08	76.16	202.25	550.05							
\$2,420.03			76.16		3.03.00.00.00.00							
72,420.03	929.10	55350810000	137.97	636.29								
\$902.49	1104.85	266.12 782.95	311.16	246.22	189.75							
\$2,425.75	2188.32		3400.36		2000 00 000 000							
\$7,421.97	5732.26		3400.30	2684.63	3372.41							
Y1,121.31	3732.20	364.52			6838.15							
\$234.29	257.33		188.72	252.10	477.48							
\$125.57					K. 200 (200 (200 (200 (200 (200 (200 (200							
\$123.57	236.52	45.67	100.35	53.55-35-34	208.87							
			2710.54	2610.67	6730.99							
\$33,827.93	26225.13	\$14,796.55	20756.78	\$14,370.62	49804.93							\$159,781.94