



# Explore Glen Rose- Tourism Report

## April 14, 2026

Project	Key Tasks
<p><b>Website:</b> 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 goal is to create these pages and then send email marketing campaigns to each of these target markets. These audiences will have landing page with information. We are working with <b>Pam Streeter</b> (<i>Inn on the River</i>) and <b>Kristin Jayne</b> (<i>Skybox Cabins</i>) on this project.</p>
<p><b>Social Media Plan and Content vs. Advertising</b></p>	<p>We are only posting on <b>ExploreGlenRose</b> Facebook, Instagram, and YouTube. ALL other social media will be closed (VisitGlenRoseTX and GottaGoToGlenRose). When we have an illa with the county, we should close Somervell County social media account and finally have ONE brand for our tourism community.</p> <p>Created a <u>content</u> schedule that aligns with our department goals (<i>enlisted help of Dreamtown Brands and Rita Smith</i>)- for Facebook, Instagram and YouTube.</p> <p>FlatFive is working on Google <u>Advertising</u> and Social Media Ads (Facebook, Instagram, YougTube). This month we are focusing on Summer vacations, "staycations" and Paluxy Music Festival.</p>
<p><b>Bandwango Passes</b></p>	<p>We are adding 2 dinosaurs per week to our scavenger hunt. The <b>Dino Pass</b> 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 used this software to develop a pass for the <b>Wine &amp; Art Festival</b>. We are creating a pass for the <b>Paluxy Music Festival</b>.</p>
<p><b>Events:</b></p> <p>Make sure that you look at our event calendar on <a href="http://www.exploreglenrose.com">www.exploreglenrose.com</a> for up to date information!</p>	<p><b>City of Glen Rose Day at Cleburne Railroaders - May 19</b></p> <p><b>Paluxy Music Festival - May 22-24</b></p> <p><u>Friday:</u> Hard Days Night La Freak on Friday at downtown stage at 8pm</p> <p><u>Saturday</u> Kevin Fowler &amp; Jamie Richard on Saturday at Texas Amphitheatre</p> <p><u>Sunday</u> Jazz Brunch &amp; Jazz Concert (details forthcoming)</p>

# Tourism Department - Project List

## April 2026

Project	Key Tasks
<b>Constant Contact and email newsletter</b>	<p>Pearl is adding email addresses and building our database using Tour Texas, our website and Bandwango (dino pass game).</p> <p>Sheyenne Smart is creating monthly email newsletters to this group.</p>
<b>HOT Tax Accounting</b>	<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.</p>
<b>New Map of GR</b>	<p>We picked up a new map for our hoteliers &amp; community to use.</p>
<b>Staff Recruitment</b>	<p>We are currently recruiting an <b>Accounting Specialist</b> 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 <b>Event Coordinator</b> to support the planning and coordination of our events &amp; to begin our efforts with Sports Tourism (tournament facilitation).</p>
<b>Event Trust Fund Grant</b>	<p>We are working on the grant application for Joe Beaver and ITLA at this time.</p>
<b>Sports Tourism</b>	<p>We are developing tourism business in the following areas:</p> <ul style="list-style-type: none"> <li>Squaw Valley Golf Course - coordinating with Steve Heppler</li> <li>MS Bike Race, May 2</li> <li>Mammoth Race, May 22-24</li> <li>GRHS - Kelsi Chavez, Volleyball Tournament in August</li> <li>Active Joe, Nov. 21-22</li> </ul> <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>