

## Staci King

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**From:** Rita Smith  
**Sent:** Thursday, April 4, 2024 10:24 AM  
**To:** Emily Holder; Staci King  
**Subject:** REVISED COUNCIL BUDGET PROPOSAL

I needed to make a few edits- thank you!! Below is final.

1. **Social Media Ads**:

- Allocate approximately **\$13,000** for TARGETED social media advertising across platforms like Facebook, Instagram and Google. Combined with onboarding Datafy, we will be able to increase Gresh and ongoing brand visibility, drive overnight visitors and create buzz among small town tourism. We want to be a DESTINATION, not just a pass through.

2. **Subscriptions and Tools**:

- Set aside **\$7000** for subscriptions to social media management tools, analytics platforms, and content scheduling services. These tools will streamline campaigns and enhance efficiency.

3. **Hospitality**:

- Reserve **\$10,000** for hosting influencers/musicians/VIPS who visit Glen Rose. Building strong relationships with influencers can amplify our brand reach and encourages continued support. From Welcome to Glen Rose baskets, help with accommodations, meals, attractions—Memorable hospitality is key to creating a network of support from influential individuals in the tourism social media space. We want them to spread the word and leave with a sense of true CONNECTION to Glen Rose. Other influencers will follow suit!  
We need to build a reputation for being a hospitable and thoughtful visitor organization.

4. **Branding and Merchandise**:

- Allocate **\$14,000** for branding initiatives. This includes logo design, brand guidelines, and creating consistent visual assets. Additionally, invest in high-quality branded merchandise (such as T-shirts, quality mugs, tote bags) promote the Visit Glen Rose brand. I want to avoid junky promotional items. In the end it's wasted money. Quality leaves a favorable impression and paints us as elevated, not antiquated in this department. Any profits made are returned to the budget for the next fiscal year.

5. **Quality Videos and Photography**:

- Dedicate **\$13,000** to professional video production and photography. Create engaging video content for social media, website, and promotional campaigns. High-quality visuals leave a lasting impression.

6. **Original Music Content and Jingles**:

- Set aside **\$13,000** for original music composition. Whether it's jingles for radio spots or background music for videos, unique audio content can enhance brand recognition. Royalty free and some even evergreen. Building our content library is crucial for short term and long term success.

Thank you-  
Rita

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