



Explore Glen Rose- Tourism Report

June 9, 2026

Project	Key Tasks
Website: Exploreglenrose.com	We advertised Paluxy Music Festival on home page and now we're changing to July 4th Festivities. We continue to update the event calendar.
Social Media Plan and Content vs. Advertising	<p>We are only posting on ExploreGlenRose Facebook, Instagram, Tiktok and YouTube. 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. Pearl posts on Somervell County socials.</p> <p>Tiktok account has grown to 1252. We opened account 4/01/26. Rita Smith is helping with Tiktok and YouTube Channel. Laura Rynders is helping with Facebook and Instagram.</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>
Bandwango Passes	<p>The Dino Pass is still active and a great way for our tourists to engage with our dinosaurs. We have had 1096 activations (people using this app) since creating it.</p> <p>We have created a Family Quest Pass which is basically a checklist itinerary for families to enjoy while visiting our city. When they check all of things to do (including Little Mermaid), they can win a Glen Rose candle or restaurant discounts.</p>
Visitor Center	We recently received a special surprise from our Friends of Dinosaur Valley State Park. They are letting us use REXANNE in the visitor center. This has been especially engaging to tourists!
Events: Make sure that you look at our event calendar on www.exploreglenrose.com for up to date information!	<p>June 4- Tourism Day with Leadership Glen Rose</p> <p>June 5 & 6- Opening weekend for Little Mermaid at Texas Amphitheater. We will have a family influencer (family of 6) in Glen Rose that weekend.</p> <p>June 14 & 28- Movie nights at Heritage Park</p> <p>June 27 - The Traveling Tuxedo book signing event at Visitor Center; 2-4pm</p> <p>July 4th Parade - We plan to have a parade.</p> <p>August - Moonshine Raid Anniversary/ Commemoration September - Oldsmobile Car Show October - ITLA Show November 5-7: MG Car Show December - Christmas Parade & Festivities</p>

Tourism Department - Project List

June 2026

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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). We currently have 780 email addresses in our email database.</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 created a Google Form that collects hot tax info from hoteliers. We are working on uploading this to Fundview. This should also facilitate collection, reporting and tracking. Kristin Jayne (Skybox Cabins) is helping with this project for the city.</p>
New Map and Travel Guide of GR	<p>We are currently designing a new travel guide for distribution this fall.</p>
Staff Recruitment	<p>We hired an Accounting Specialist (<i>Tyann Slaughter</i>) to strengthen oversight and collection of Hotel Occupancy Tax (HOT) revenue and the Event Trust Fund grant applications.</p> <p>We are 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 submitted a grant application for Joe Beaver and we are currently working on the application for ITLA at this time. We are also sending the Attendance certification for Chris Neal.</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 GRHS - Kelsi Chavez, Volleyball Tournament in August GRHS - Jeff Pair, New Athletic Director Active Joe, Nov. 21-22 Beck Field - coordinating w/ Kristin Bailey <p><i>We also hope to start utilizing the soccer fields for tournaments to encourage overnight stays.</i></p>

June 2026

Visitor Center Stats	2026
January	
Walk ins	63
Phone Calls	33
Mail Outs	2
Febuary	
Walk ins	58
Calls	52
Mail Outs	32
March	
Walk ins	327
Calls	145
Mail Outs	5
April	
Walk ins	311
Calls	132
Mail Outs	10
May	
Walk ins	230
Phone	173
Mail Outs	5