



JANUARY 2023

1. January 4 - **CVB Group Meeting**
2. January 11 - **CVB Advisory Board; Spoke to an organization in Graham about Glen Rose**
3. January 19 - **Met with Chisholm Trail Outdoor Museum**
4. January 24 - **Meeting with Texas Association of Venues and Facilities**

As of February 1, Angel Smith has started full time with the CVB. We are extremely lucky to have her. She has done a tremendous job since November.

VB bags have been received. Pens should be on the way. The new booth set up has been received and we have been working on assembly before our first trip with it. I have been working diligently on the magazine. Between Angel and I, we are almost finished and ready to send it to print.

I have also begun updating the App. We will be scheduling some training with Cave consulting in order to get Angel trained and myself a refresher course.

I have been working with the film company on trying to get notifications out as their plans continue to change.

The US Open Chili Cook off is back in Somervell County. I have been working with them on Judges.

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 January. Number increased significantly this month.

ANGELICA SMITH

PROGRESS REPORT

January 1, 2023 – January 31, 2023

The below report outlines progress made in my part-time 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

- Mock set-up of the new tradeshow booth.
- Monthly CVB Meeting
- Represented CVB at local meetings.

❖ MARKETING AND COMMUNICATION

- Collected proposals from videographers for Explore Glen Rose marketing clips.
- Obtained proposal from YOLOTX tv for a new segment featuring Glen Rose.
- Coordinated with Karen Jones for an article in Texas Highways Magazine featuring the centennial celebration of the Glen Rose Moonshine Raid, The Good Old Boy's Festival.
- Began proposal to Cushman National Meet to bring their 2025 event to Glen Rose.
- Began proposal to multiple gem, mineral and paleontological societies to bring future national meets to Glen Rose.

EVENT AND MARKETING COORDINATION

❖ SOMERVELL COUNTY SPRING WEDDING SHOW (MARCH 5, 2023)

- Collected unpaid vendor fees
- Registered event on multiple websites to obtain attendees
- Booked fashion show with bridal boutique in Granbury, TX.
 - Acquired models for event-prom, quince & wedding

❖ PALUXY RIVER FEST (JUNE 2-3, 2023)

- Posted advertising on social media including Facebook, Instagram.
- Booked 10 acoustic acts for Friday/Saturday.
- Along with the director, began negotiation for a partnership with KHITS & Hank FM
- Coordinated with local lodging for partnership
 - Receiving feedback-They are already getting bookings!

EVENT AND MARKETING COORDINATION (continued)

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

- Collaborated with local organizations on event activity locations.
- Formed committee to delegate tasks for activities and operations.
- Began the process of contacting Texas whiskey distilleries.
- Collaborating with local business for in-kind partnership on entertainment.
- Along with the director, began negotiation for a partnership with KHITS & Hank FM
- Booked Bootlegger Ball VIP with the Somervell County Expo Center, in the exposition hall.

PLANS:

EVENT AND MARKETING COORDINATION

❖ SOMERVELL COUNTY SPRING WEDDING SHOW (MARCH 5, 2023)

- Continue Marketing and Event coordination.
- Follow up with contacts to assure event success.

❖ 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.

❖ 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.
- Collaborate with local businesses and event participants.

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.

January 2023	Pearl		
	CVB Phone	Visitors	Mailouts
Sun-1	Closed	Closed	
Mon-2	Holiday	Holiday	
Tue-3	4	27	
Wed-4	3	13	
Thur-5	8	10	
Fri-6	11	11	
Sat-7	3	50	
Sun-8	Closed	Closed	
Mon-9	5	16	
Tue-10	5	19	
Wed-11	10	13	2
Thur-12	4	9	
Fri-13	2	15	
Sat-14	1	25	
Sun-15	Closed	Closed	
Mon-16	5	14	
Tue-17	12	13	
Wed-18	7	3	
Thur-19	3	10	
Fri-20	4	7	
Sat-21	4	29	
Sun-22	Closed	Closed	
Mon-23	7	12	
Tue-24	11	2	
Wed-25	7	5	
Thur-26	10	17	
Fri-27	5	7	
Sat-28	1	38	
Sun-29	Closed	Closed	
Mon-30	6	8	
Tue-31	Closed	Bad Weather	Mail Brochures T
Total:	138	373	2

January 2022					
	CVB	Visitors	Mailouts		
Sat-1	10	30			
Sun-2	Closed	Closed			
Mon-3	Closed	Closed			
Tue-4	6	5			
Wed-5	8	16			
Thur-6	4	7			
Fri-7	9	10			
Sat-8	1	18			
Sun-9	Closed	Closed			
Mon-10	Closed	Closed			
Tue-11	2	5			
Wed-12	5	8			
Thurs-13	5	21			
Fri-14	10	20	20		
Sat-15	1	1	26		
Sun-16	Closed	Closed			
Mon-17	11	11	28		
Tue-18	9	7			
Wed-19	8	7			
Thurs-20	10	8			
Fri-21	7	10			
Sat-22	7	49	24		
Sun-23	Closed	Closed			
Mon-24	3		24		
Tue-25	5	7			
Wed-26	5	4			
Thurs-27	7	5			
Fri-28	5	10			
Sat-29	1	73	10	Mailouts in Texas	Total Mailouts
Sun-30	Closed	Closed			
Mon-31	Closed	Closed			
Total:	129	332	132		

Explore Glen Rose FB Statistics January 2023

Discovery

Post reach

6,476

Post engagement

2,056

New Page likes

19

New Page Followers

32

Interactions

Reactions

730

Comments

49

Shares

69

Photo views

194

Link clicks

431

Age and Gender

Men15.00%

Women85.00%

Glen Rose, TX

1,041

Fort Worth, TX

441

Granbury, TX

414

Dallas, TX

238

Cleburne, TX

177

San Antonio, TX

140

Houston, TX

136

Arlington, TX

125

Stephenville, TX

97

Weatherford, TX

91

Audience

Facebook Page followers

6,870

Instagram followers

824

Somervell County FB Statistics January 2023

Discovery

Post reach

12,476

Post engagement

3,793

New Page likes

16

New Page Followers

57

Interactions

Reactions

723

Comments

88

Shares

41

Photo views

1,157

Link clicks

340

Age and Gender

Men21.10%

Women78.90%

Glen Rose, TX

1,270

Granbury, TX

287

Fort Worth, TX

132

Cleburne, TX

102

Stephenville, TX

95

Rainbow, TX

80

Walnut Springs, TX

57

Nemo, TX

46

Tolar, TX

40

Burleson, TX

37

Canada

7

Nigeria

3

France

2

Mexico

2

Pakistan

2

Brazil

1

Greece

1

Italy

1

Facebook Page followers

6,870

Instagram followers

824

EXPLORE GLEN ROSE "THE DINOSAUR CAPITAL"

Spring into action this season and get out and explore all that Glen Rose has to offer! Glen Rose is home to "Dinosaur Valley State Park", "Dinosaur World" and the "Creation Evidence Museum". We are the Dinosaur Capital of Texas so, naturally we would have all things dinosaur! We also have the #1 Wildlife Safari Park - "Fossil Rim Wildlife Center." This is one of the best conservation parks for endangered or near extinct wildlife.

If you are a history buff, then Barnard's Mill and Art Museum and Somervell County Museum are a "must see" around the Historic Courthouse Square. The Historic Square is home to great Mom and Pop restaurants and shops. Glen Rose has 30 registered historic buildings as well as many buildings built with petrified wood. Golfers will absolutely love the 36-hole golf course ranked in the top 5 municipal courses in Texas. The Somervell County Expo holds many equestrian events, Monster Truck shows, rodeos and so much more.

Festival goers will love our "Queso Cook-off" on Cinco de Mayo and our "Paluxy River fest" the first weekend in June. Canoe or float our rivers, disc golf at "Dino Hills Disc Golf," there are plenty of places to enjoy the spring weather. RV parks, cabins, BnB's, lodging and hotels are abundant. Check out our website and Facebook at "ExploreGlenRose.org." We also have a free downloadable app called "Explore Glen

Rose" that will also keep you up to date on all of our great lodging, events, shopping and restaurants. Come "Explore Glen Rose" with us take a step back in time with our history, heart and hospitality.



Dinosaurs, History and Fun...OH MY!

For more information, go to
exploreglenrose.org.



Dig Deeper in Glen Rose

GLEN ROSE SOMERVELL COUNTY
CONVENTION & VISITORS
BUREAU

SOMETHING SPECIAL

Mission St. Photography