



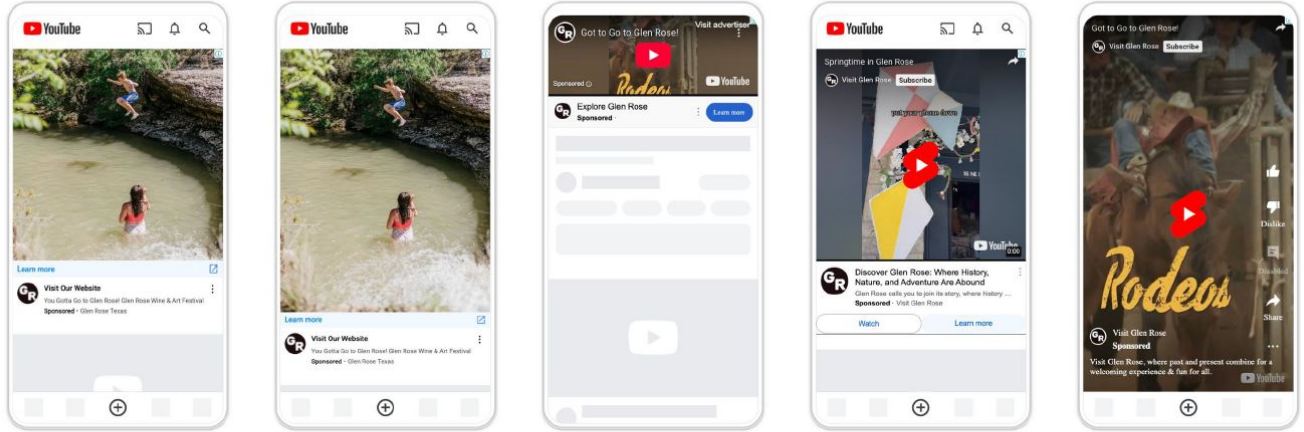
## Explore Glen Rose- Project List

Project	Key Tasks
<p>Website &amp; Rebranding (new logo)</p>	<p>We found the contract signed by Tex on 7/11/26. He signed up for hosting and maintenance (2 hours per month) with Flat Five Marketing. Contract should end on 09/30/26. Pam Streeter is .</p> <p><a href="http://visitglenrosetx.org">visitglenrosetx.org</a> is still a separate website. We are redirecting it to <a href="http://exploreglenrose.com">exploreglenrose.com</a> this week.</p>
<p>Social Media Plan</p>	<p>Transitioning Instagram &amp; Facebook accounts to ExploreGlenRose          We will close Instagram @gottagotoglenrose and Facebook Visit Glen Rose (Darren recommends 2 weeks/Laura Rynders recommends 1 year)</p> <p>Creating a content schedule that aligns with our department goals (<i>enlisted help of Dreamtown Brands</i>)-          We have a contract with Flat Five currently.</p>
<p>Event Trust Fund Grant</p>	<ol style="list-style-type: none"> <li>1. Chris Neal application submitted</li> <li>2. Working on Southwestern miniature horse application - submitting on 2/6/26</li> </ol>
<p>Bandwango Launch on Friday, Feb. 6</p>	<p>This online game officially launches on Feb. 6 weekend. 30 Dinosaurs are ready to go! This is a scavenger hunt where tourists can locate dinosaurs, earn points and redeem their rewards at our visitor center.</p>
<p><b>Events:</b></p>	<p><b>Wine &amp; Art Festival</b> - March 27-29; 63 vendors, Commemorative coin, open house at Lane building for Incorporation Celebration and free concert immediately following - Cooter Graw and The Tejas Brothers</p> <p><b>Paluxy Music Festival</b> - May 22 &amp; 23;          Kevin Fowler &amp; Jamie Richard on Saturday at Texas Amphitheatre;          La Freak on Friday at downtown stage at 8pm</p>
<p>HOT Tax Accounting</p>	<p>Veronica will have her office staff continue with collecting and recording HOT Tax for city for time being. Our goal is to create an organized system for collecting, paying and recording this money that is consistent with county procedures.</p>

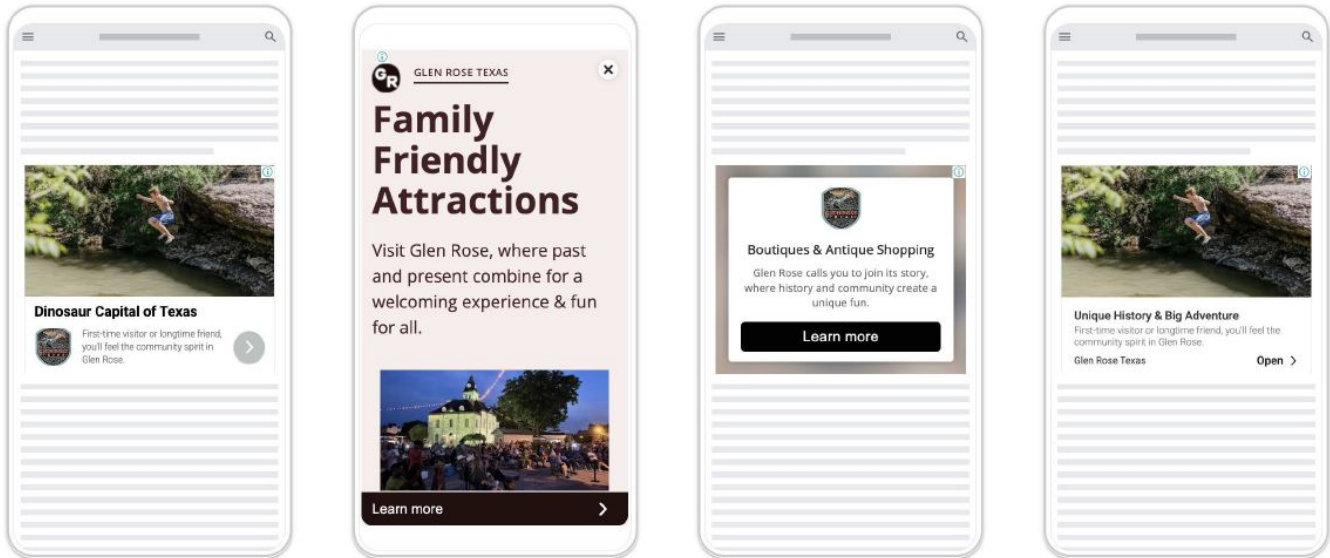


# Explore Glen Rose- Advertisement

## Ads are Running



## YouTube Video Ads



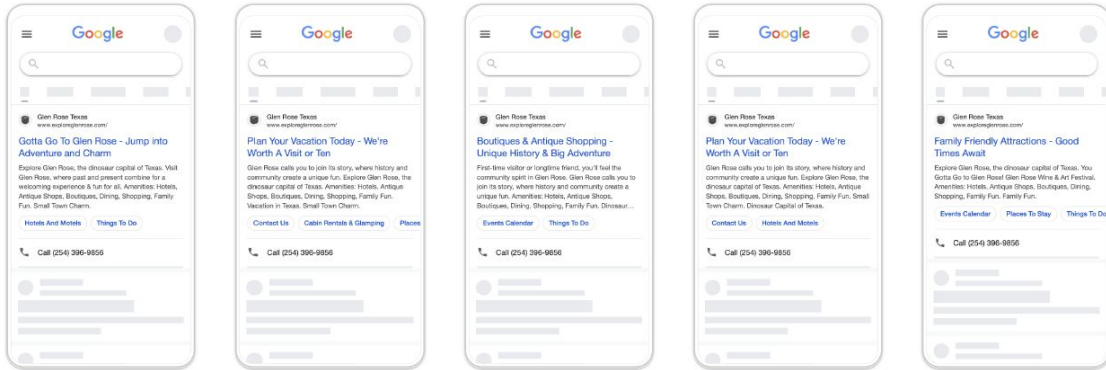
## Display Digital Ads





# Explore Glen Rose- Advertisement

## Ads are Running



### Google Responsive Ads



12 Original, On-site Advertising videos were created showcasing 12 businesses on the square in early January 2026.





# Website Performance, February 1, 2026

## Where Visitors Come From Right Now

### Traffic Sources

Source	Visitors	What This Is
<b>Paid Social Ads</b>	4,020 (27%)	Facebook/Instagram advertising
<b>Direct/Bookmarks</b>	4,397 (30%)	People typing your URL
<b>Display Ads</b>	4,091 (28%)	Banner ads across the web
<b>Google Search</b>	1,539 (10%)	People finding you organically
<b>Social Media Posts</b>	607 (4%)	Organic Facebook/Instagram
<b>Other Websites</b>	325 (2%)	Links from partners