



MARCH 2023

TECHNOLOGY/SOCIAL

- Scheduled training for Angel on the website. There is a lot of updating that we need to get done. Also getting familiar with the downloadable app to get it updated.
- Requested a postage machine for our office in order to be able to create stamps for info packets. The post office will not run them through machine therefore we have to buy stamps and apply them before mailing.
- Should be receiving credit card machine in April for facility rentals, HOT payments, Vendor payments.
- Kona Ice called to schedule "Big Chill" day April 18 from 12-2. The Kona Ice Truck will be on the square handing out free snow cones.
- Listened to webinar on Texas State Parks 100 year Anniversary Partnership Opportunities
- Listened to Webinar on Travel Texas Coop Advertising New Offers

ADVERTISING

- Designed and sent new Avid Golfer Advertisement
- Spoke with Erika at YOLO about Glen Rose segment and what they wanted to highlight for the segment.
- Zoom Meeting with the Bus Tours magazine about ad.

MEETINGS

- CVB Group Meeting
- CVB Advisory Board Meeting
- Lions Club
- Met with An investor that Ann Spoke with about bringing their business to Glen Rose. It was a very successful meeting. They will be back for another visit.

SHOWS/PROMOS

- **DFW RV Show** – AT&T Stadium March 8-12 Very good Show
- **DFW Golf Show** – Esports Stadium – March 16-19 This is normally an awesome show for us. This year they moved it to Esports Stadium from Dallas Market Hall. He entry price was raised from \$15-\$20 per person plus they charged \$10 to park. There were not as many vendors and especially not as many customers. They were blackballed from "The Ticket" therefore no advertising on that show which helped to kill this show. If it is at Esports again next year , we will not attend.
- Set up for the Dallas Travel & Adventure Show.

GRANTS

- The Advisory Board granted \$3,000 to the Oakdale Park Bluegrass Fall Festival

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 February.

March 2023	Pearl		
	CVB Phone	Visitors	Mailouts
Wed-1	8	6	
Thur-2	8	14	
Fri-3	7	15	109
Sat-4	2	35	
Sun-5	Closed	Closed	
Mon-6	8	26	
Tue-7	10	11	
Wed-8	1	15	
Thur-9	5	12	36
Fri-10	9	15	
Sat-11	5	77	
Sun-12	Closed	Closed	
Mon-13	2	62	
Tue-14	6	68	7
Wed-15	23	137	
Thur-16	4	65	
Fri-17	7	72	
Sat-18	3	120	25
Sun-19	Closed	Closed	
Mon-20	8	14	
Tue-21	12	10	
Wed-22	13	27	23
Thur-23	10	15	1
Fri-24	12	17	
Sat-25	6	107	
Sun-26	Closed	Closed	
Mon-27	12	6	
Tue-28	7	20	
Wed-29	9	21	
Thur-30	5	18	
Fri-31	12	27	

Mail Brochures 114 Texas- 109 Out of State-

Brazil, Germany, Thailand, England, Italy

Total:

214	1032	201
-----	------	-----

March 2022	Pearl		
	CVB Phone	Visitors	Mailouts
Tue-1	5	14	
Wed-2	14	21	
Thur-3	10	12	
Fri-4	10	19	
Sat-5	2	55	
Sun-6	Closed	Closed	
Mon-7	6	11	17
Tue-8	14	11	
Wed-9	15	23	
Thurs-10	12	14	
Fri-11	8	15	4
Sat-12	5	72	
Sun-13	Closed	Closed	
Mon-14	8	54	
Tue-15	10	83	1
Wed-16	18	58	
Thur-17	27	117	
Fri-18	30	80	2
Sat-19	10	85	3
Sun-20	Closed	Closed	
Mon-21	4	10	34
Tue-22	17	15	5
Wed-23	13	17	8
Thurs-24	15	20	23
Fri-25	22	32	
Sat-26	7	63	
Sun-27	Closed	Closed	
Mon-28	6	20	
Tue-29	17	20	
Wed-30	10	21	
Thurs-31	12	23	
Total:	327	985	97

Mail Brochures Texas 56 Out of State-41

MARCH SOCIAL MEDIA STATS

Explore Glen Rose Stats

FB page reach	Instagram page reach
27,278 + 135.5 %	372 - 1.6%
FB page followers	Instagram followers
6,923	835
FB Visits	Instagram Visits
1,120 + 7.2%	42 + 27.3%
FB New Likes	Instagram New Likes
21 + 4.5%	27 + 285.7%

Somervell County Texas Stats

FB page reach	Instagram page reach
24,366 + 219%	463 + 1.3k%
FB page followers	Instagram followers
3956	714
FB Visits	Instagram Visits
614 - 26.5%	34 + 385.7%
FB New Likes	Instagram New Likes
23	5

ANGELICA SMITH

PROGRESS REPORT

March 1, 2023 – March 31, 2023

The below report outlines progress made in my 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

- Monthly CVB Meeting
- Represented CVB at area travel shows.

❖ MARKETING AND COMMUNICATION

- Along with the director, represented GR/Somervell County at the FunTown RV Show.
 - 712 scans of event QR codes from this event.
- Along with the director, represented GR/Somervell County at Dallas Golf Show.
 - Communicated with several companies at the Golf Show on possible sponsorships and vendor participation at events.
 - Along with director, coordinated with Jeff Hansen to create a golf tournament during Good Old Boys Festival.
- Met with Fiesta Charra and toured facility; In negotiations on pricing to bring event to Somervell County in December during our slow season.
- Coordinating with Chip Adams from the Texas Music Office, Office of the Governor to become a Texas Music Friendly Community.

EVENT AND MARKETING COORDINATION

❖ PALUXY RIVER FEST (JUNE 2-3, 2023)

- Posted advertising on social media including Facebook, Instagram.
- Finalizing contracts with artists for Paluxy River Fest.
- Along with the director, coordinated sponsorship and advertising with iHeart Radio and Spotify.
- Working with local lodging to secure "Green Room" and riverside stage location.
- Along with the director, reaching out to state representatives and other local officials to judge the Catfish cook-off.
- Coordinating with the State to use this event as our Texas Music Friendly Community celebration and presentation of the certificate by state officials.
- Received 20+ new vendor applications for PRV.
- Finalized applications for fishing tournament and catfish cook-off.

EVENT AND MARKETING COORDINATION (CONTD.)

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

- Finalizing negotiations with Triple T Amusements
- Finalizing registration of "rotgut race" on race websites.
- Continued contacting Texas whiskey distilleries for whiskey walk.
- Along with the director, secured entertainment acts for event.
- Coordinated with Dallas Model T and Model A car clubs for car show.

❖ SOMERVELL COUNTY RODEO (April 28-29, 2023)

- Coordinated with Expo Center for use of stage and portable sound system during Rodeo After Party.

PLANS:

EVENT AND MARKETING COORDINATION

❖ 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.
- Utilize intern (Teresa Fernandez) to create Instagram for Event
- Schedule social media posts
- Create Ads for iHeart Radio/Spotify marketing
- Release website and VIP wristbands

❖ 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.
- Utilize intern (Teresa Fernandez) to create Instagram for Event
- Schedule social media posts
- Create paper marketing materials, release website and Whiskey Walk tickets

EVENT AND MARKETING COORDINATION (CONTD.)

- Collaborate with local businesses and event participants.
- Secure corporate sponsorships.
- Firm up branding on GOBF to secure this as the signature event of GR/Somervell County.

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.

[illegible]