



Welcome to the Glen Rose Somervell County Convention & Visitors Bureau. Many things have been in the works during this whirlwind season. This report will be for the months of August and September.

1. As you can see from the logo above, we have rebranded the City and County Logo so that they are both still easily recognizable but as one. We are very pleased with the outcome and have already been placing it on the CVB Facebook page as well as letterhead and website.
2. The CVB has hired Cave Consulting to break away the Visitors portion of the City's website to make it a stand-alone website. We are in the process of training and will begin updates in November and December. Due to the travel schedule and organizational time we have not had the time as of yet to be able to really clean it up.
3. Administrator Leamons was instrumental in getting the City contracts with Airbnb and VRBO corrected so that payments those organizations collect will come made out to Somervell County and sent to the CVB. This will eventually free up the time the City has to use in order to deposit those checks and cut a check to the County.
4. We had a Lodging Association meeting on August 4 to let our lodging partners know about the merger. We explained that all payments would come to the CVB and made out to Somervell County. We also informed them that we will be putting together a new lodging guide and handed out an information form for them to fill out to be in the guide. As we send out notices for Hotel Occupancy taxes we are including a letter to explain the changes. This might take a little time and patience to get everyone on board. So far it looks like they are trying to get it straight.
5. August 1-3 – Texas Association of Bed and Breakfasts asked to teach a session at their conference in Boerne and set up a booth. I have been told that it was one of their most popular sessions.
6. August 6-7– DFW Golf Show – Dallas Market Hall – This show has been a good show for us in the past and was a good one this year. We were able to promote all that Glen Rose Somervell County has to offer. We had over 300 signatures from people signing up for our drawing. Squaw Valley Golf Course and Inn on the River created a great giveaway.
7. August 23-27 – TACVB Conference – Conroe - We had a special meeting for those participants in the American Bus Association Annual Conference January 2022 in Grapevine. The City is a sponsor and will also be a part of a familiarization Tour for Group bus tour operators. This is an amazing opportunity. I was able to reconnect and set up future meetings with some of our advertising groups.
8. September 10 – New CVB Advisory Board met. Per the interlocal agreement, the new board consists of the following members and seats. Recommendations came from both City and Council.

- a. Councilmember - Chip Joslin
- b. Commissioner – Tammy Ray
- c. Attraction – Ann Carver (Barnard’s Mill & Art Museum)
- d. City Hotelier – JC Stone (Best Western)
- e. City Short Term Rental – Wendy Huggins (Country Woods Inn)
- f. County Short Term Rental – Mary Collier (Casa de Milagros)
- g. County Short Term Rental – Kristin Jayne (Skybox Cabins)
- h. HWY 67 Business Owner – Melissa Braswell (Blue Butterfly)
- i. Downtown Business – Dennis Moore (Somervell County Museum)

Each member will serve a two year term. This is not a voting board...merely an advisory board. They will be meeting monthly at the CVB on the second Wednesday at 10:00 am.

9. The CVB is having the “Group Meetings” again on the first Wednesday of the month at Barnard’s Mill. This meeting keeps businesses, organizations, and citizens updated on what is going on and upcoming events. There have already been two meetings and the second meeting doubled in numbers.
10. September 9-12 – Gypsy Hearts Market (Waco) and Dallas Travel & Adventure Show (Market Hall) Tiffany worked the booth in Waco and I was in the booth at Dallas. The Chisholm Trail Outdoor Museum and Dinosaur Valley State Park participated in our booth and I am proud to say that we had the most visited booth of the show. Our Booth had the animatronics dinosaur from DVSP and Chisholm Trail brought John Wayne, Festus, and Frank to our booth. It was a very successful weekend both in Dallas and in Waco. We had been asked by businesses to target people in from the Waco area, so Gypsy Hearts Market was a great opportunity.
11. September 13-16 – Texas Travel Alliance Annual Conference (Amarillo) Came back with lots of notes and knowledge to incorporate into making us even better. Reconnected with past friends in the industry. Many people are excited and watching what Glen Rose Somervell County will do.
12. I am working with T-Mobile to try have them film their next commercial here in Glen Rose Somervell County. I have sent pictures and video. Now just waiting on choices and approval.
13. We are working on Fall Festival, Christmas Parade and Heritage Christmas

It has been an extremely busy few months. We have a new phone system, we are still working on the glitches, but our phone number is 254-897-3081. We no longer are connected with the county phone extension system. We are still working on better internet.

We are working on a new Wedding Brochure and Lodging Brochure. Once those are complete, we will begin on updating information on website and a new joint guide “Glen Rose Somervell County Tourism – One City, One County, MORE than you can see in a day!” We will be ordering new pens with the new logo as well.

We still need the Instagram password in order to get more analytics.

We will be in the Eyes of Texas Fine Arts Magazine – Destination Glen Rose as well as the Texas Life Magazine talking about our Holiday events coming up. We have updated the Tour Texas ads. Due to promotions, Squaw Valley Golf Course hit a record 50,000 rounds of golf in one year.

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 Tiffany from Social Media.