



September 2022

1. Aug 28-Sep 2 - **TACVB Annual Conference – South Padre Island**
2. Sep 6-12 - **Vacation**
3. Sep 7 - **CVB Group Meeting (Morgan held mtg, I was on vacation)**
4. Sep 14 - **CVB Advisory Board Meeting**
5. Sep 19-22 - **TTA Annual Conference - Galveston**

Due to all of the brutality and misinformation on social media concerning contracts and City/County employees, contracts will be rewritten in order to make sure information is not posted or misconstrued on social media. These contracts will involve the rental of parks, Community Center, Courthouse Grounds and future grant applications.

Morgan has been working in my absence trying to bring new events to Glen Rose/Somervell County, create new events as well as troubleshoot problems brought to us by businesses etc. I have told her of the interlocal agreement between City and Council and how that works. She has been asked about the sound system on the square which the City purchased and could we get it up and running again. She investigated and went to talk to the City Administrator about where the equipment is and how can we get it up and going again. He questioned why I wasn't asking these questions. As I have been traveling, Morgan took up the cause. It appears one speaker is in the shop in Stephenville and we are not sure about the others. She has come up with a possible program which might be easier to use and hack proof by youth. This system is about 10 years old. I was the one who finally got them up and running. When talking to the City Administrator, he contacted the former CVB Director and suggested that Morgan might contact her for insight on the CVB matters. Since I was the one who trained the former CVB Director I find that most interesting.

The conferences have been interesting and informative. I have brought back a few ideas to implement. The County is getting a Credit Card system for the CVB in order to give customers another way to pay vendor fees, rental fees, etc. We have quite a few opportunities for the community coming up for the next several months. Packets will be distributed the beginning of the month for our partners, the packets will include up and coming opportunities, flyers, calendars, applications, etc. Some people do not have or use social media anymore, therefore, we want to make sure all information is hand delivered to our partners.

It is wedding show season. The first weekend in October is the Houston Wedding Show. The Destination Glen Rose/Somervell County Wedding Show at the Expo will be on October 15 from 10-5. The Irving wedding show is the first weekend in November. Glen Rose/Somervell County will be featured at the State Fair again this year at the State Fair on October 10.

Other big events happening in the next few months are the following:

Roars & Gourds Fall Festivities – October 28-31 (Fossilmania, Movie in the Park, Music on Square, Decoration Contest, Safe Treats on the Square)

Merry & Bright Holiday Festivities - November 25-26 (Dino Friday Sales – Shop Local event/Merry & Bright Bazaar/Lighted Christmas Parade/Tree Lighting; decorating competition)

Heritage Christmas Days – December 2-3 (Breakfast with Santa with American Legion; 2 day Craft Bazaar; Carriage rides, Christmas lights throughout Heritage Park, Old School House and Telephone Building open during day; food vendors and more)

I am ordering new materials and promo items. We continue to work on the magazine, brochures, app and website.

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 from Morgan.

Sept 2022	Pearl		
	CVB Phone	Visitors	Mailouts
Thur-1	3	16	
Fri-2	5	14	
Sat-3	22	87	
Sun-4	Closed	Closed	
Mon-5	Holiday	Holiday	
Tue-6	6	8	
Wed-7	15	20	
Thurs-8	11	24	
Fri-9	9	20	
Sat-10	1	40	
Sun-11	Closed	Closed	
Mon-12	12	13	1
Tue-13	2	17	
Wed-14	9	16	49
Thurs-15	8	12	10
Fri-16	9	24	1
Sat-17	2	43	2
Sun-18	Closed	Closed	
Mon-19	7	16	
Tue-20	12	11	
Wed-21	6	15	11
Thurs-22	25	32	
Fri-23	9	40	
Sat-24	1	51	3
Sun-25	Closed	Closed	
Mon-26	1	9	
Tue-27	15	10	18
Wed-28	8	25	
Thurs-29	5	17	
Fri-30	15	37	1

Mail Brochures Texas 50-Out of State 46

Total:	218	617	96
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Sending brochures to NY, GA,CA, WA, OH,LA,SC,IL,AZ,MS,TN,OR,MO,IN
Out of Country Germany, Uk, Mexico, France

September 21	CVB Phone	Visitors	Mailouts		
Wed-1	6	4			
Thur-2	11	3			
Fri-3	12	13			
Sat-4	20	84	18		
Sun-5	Off	Off			
Mon-6	Holiday	Holiday			
Tue-7	7	9	7		
Wed-8	7	8			
Thur-9	12	7			
Fri-10	6	27			
Sat-11	2	44	24		
Sun-12	Off	Off			
Mon-13	22	10	26		
Tue-14	5	10			
Wed-15	9	1			
Thur-16	16	29			
Fri-17	22	30			
Sat-18	10	55	22		
Sun-19	Off	Off			
Mon-20	11	17			
Tue-21	5	10			
Wed-22	5	8			
Thur-23	5	22			
Fri-24	5	12			
Sat-25	4	25			
Sun-26	Off	Off			
Mon-27	5	17	21		
Tue-28	7	13			
Wed-29	5	10			
Thur-30	5	9			
Total:	224	477	118	71	47

Mailouts in Texas Total Mailouts

September Social Media & Events Report

Social Media-

- Insights attached. Primarily post shares and back end optimization this month due to increased time on events.

Moving forward-

- SOCO page: sending out requests and scheduling opps for "behind the scenes" content.
- CVB page: pushing participation opps and upcoming event posts.

Events:

- Glen Rose Destination Wedding Show 10/15/22 10a-5p Somervell County Expo Center- Finalizing vendors, emailing day of instructions and marketing clauses. Initiating twt (two weeks 'til) campaign for attendees as well as last minute vendors.
- Roars & Gourds Fall Festival 10/27/22-10/31/22: launched web applications for participation in safe treat on the square, the grub crawl, live music on the square & movie in the park. Grounded Coffee will be presenting the first movie and has confirmed their participation as well as a food truck. Creating quarter page flyer with safe treat graphic on front and roars and gourds activities on back to disperse to isd students through the school.
- Merry & Bright Christmas Festivities- launched web applications for parade participants, merry & bright vendors and heritage park vendors. Allocated Santa for parade and breakfast with santa/ contract signed. Met with legion post regarding breakfast with santa at citizens center on 12/3 and obtained concrete details. Began speaking with event company in dallas to possibly procure additional 'wow' factor for this event based on budget and availability.

Misc:

- I have outlined and conceptualized various aspects of future events and hope to have next year at-a-glance completed by November.
- Began research on obtaining the speakers on the square again as well as possible ideas for passive revenue using ad space
- I pivoted some of my sponsorship efforts to best suit the events lined up for 2023 and have begun the allocation process and exposure opportunities for those sponsorships.
- Leading Chamber social media workshop on 11/3 with the goal of helping business owners more effectively utilize their social media presences as well as cross promotion efforts.
- Made initial contacts for future shows & expo's in town. Minefair, Brickfest, Old Volks Club. Will court contacts to the point of scheduling tours and will then pass off to tourism director.
- Began submitting offers and negotiating terms for potential concert @expo center for 4/8. This will be a 4 band line up with 3 tiers of ticket options and given the headliner and direct support artists we are looking into, this could easily be a 3000 person show and will hopefully be successful enough to do more of. Sponsorship opportunities and ticket pricing will be available after contracts are signed.
- Working with tourism director to revamp county rental/vendor agreements due to issues that were noticed during the GRWAF
- Would strongly recommend utilization of virtual pay platform so that vendor fees can be obtained faster (venmo, zelle, paypal)

Morgan Loper

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Fall in LOVE

WITH GLEN ROSE/SOMERVELL COUNTY'S



OCT | **15** | 2022

10AM-5PM

SOMERVELL COUNTY EXPO CENTER

202 BO GIBBS BLVD. GLEN ROSE TX

Local Vendors, Inspiration & More



MAKE YOUR WEDDING MEMORABLE IN A TOWN YOU & YOUR GUESTS WILL NEVER FORGET

GLEN ROSE/ SOMERVELL COUNTY

ROARS
&
Gourds



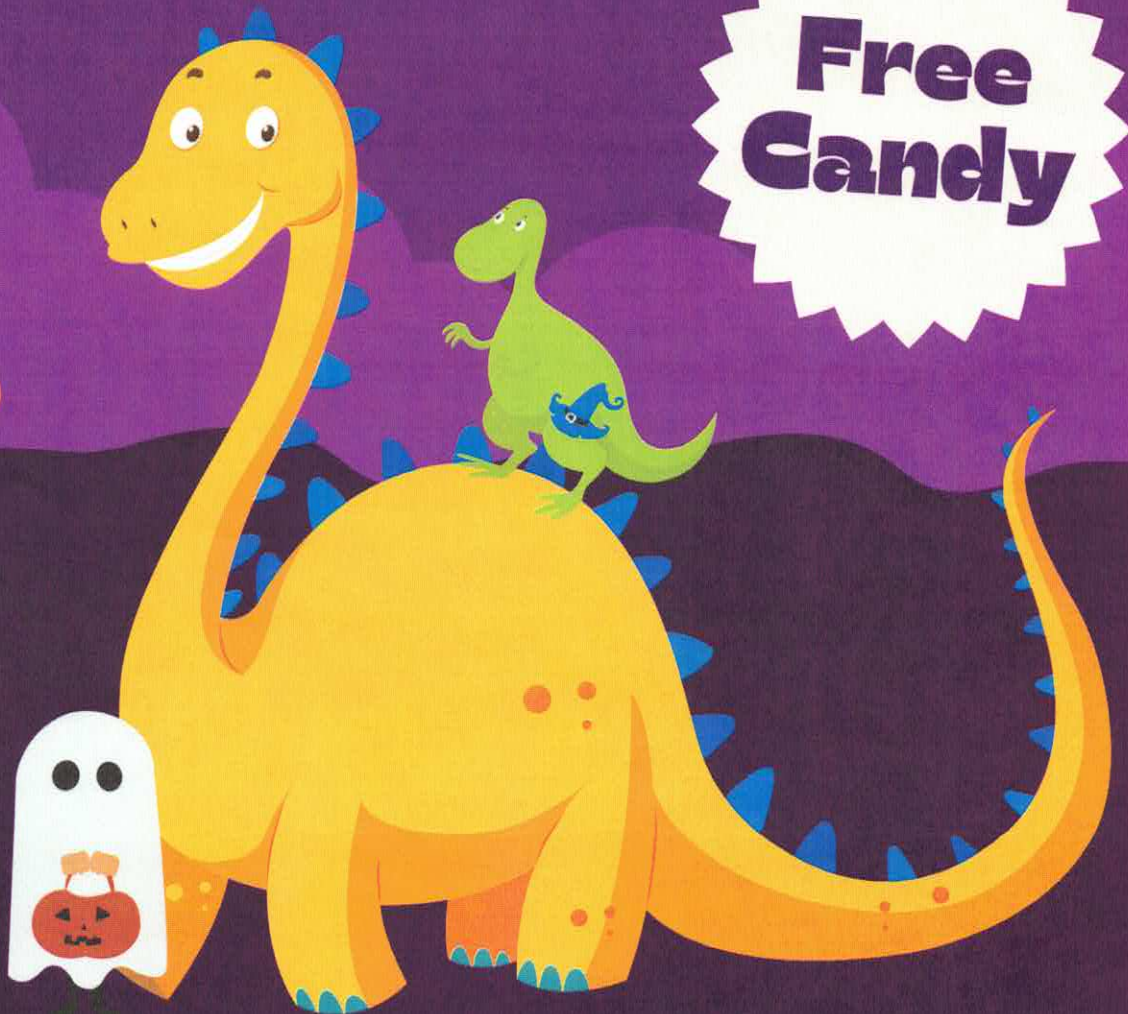
SAFE TREAT

Free
Candy

6-8P

31

OCT



CANDY  GAMES  FUN

ON THE HISTORIC GLEN ROSE SQUARE

Content overview

Explore noteworthy trends from the content you recently created and shared.

Facebook posts

Facebook stories

Instagram posts

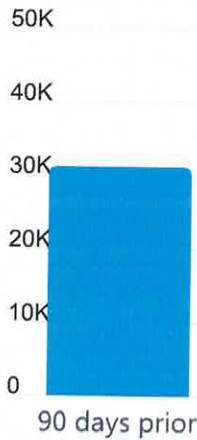
Instagram stories

Reach

Post reach

51.8K 66%

Total from last 90 days vs 90 days prior



Median post reach per media type

For posts created in the last 90 days

Videos

7.8K

Images

654

Links

362

Text

329

Audio

0

Median post reach per content format

For posts created in the last 90 days

Album posts

654

Other posts

406

Live posts

269

Reels

0

360° video posts

0

360° image posts

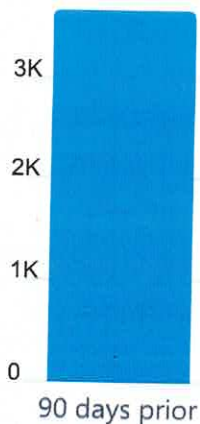
0

Engagement

Post reactions, comments and shares

3.5K 4.2%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type

For posts created in the last 90 days

Videos

564

Images

19

Text

2

Links

2

Audio

0

Median post reactions, comments and shares per content format

For posts created in the last 90 days

Live posts

11

Album posts

11

Other posts

3

Reels

0

360° video posts

0

360° image posts

-

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook
MARK YC
CALENDAR!
Aug 19, 2022

This post reached **7,718%** more people (31,740 people) than your median post (406 people) on Facebook.

Highest reactions on a post



Facebook
The drought
found thank
Aug 23, 2022

This post received **26,100%** more reactions (786 reactions) than your median post (3 reactions) on Facebook.

Highest comments on a post



Facebook
MARK YC
CALENDAR!
Aug 19, 2022

This post received 171 comments compared to your median post (0 comments) on Facebook.

Audience

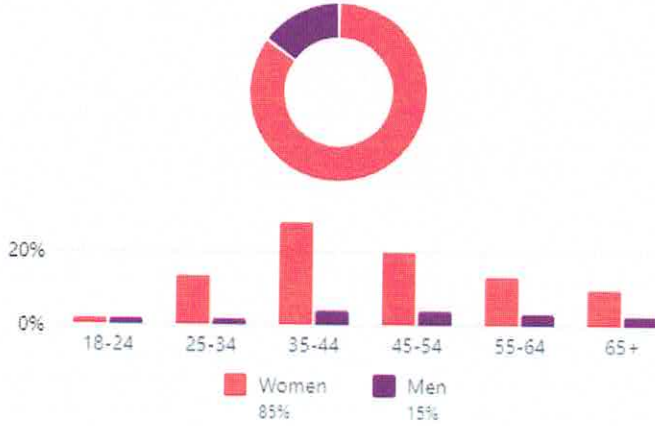
Current audience

Potential audience

Facebook Page followers ⓘ

6,653

Age & gender ⓘ



Top cities

- Glen Rose, TX
- Fort Worth, TX
- Granbury, TX
- Dallas, TX
- Cleburne, TX
- Houston, TX
- San Antonio, TX
- Arlington, TX
- Weatherford, TX
- Stephenville, TX

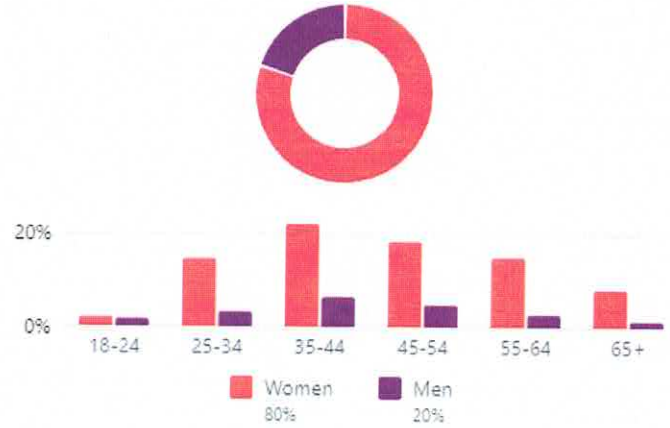
Top countries

- United States
- Greece
- Mexico

Instagram followers ⓘ

787

Age & gender ⓘ



Top cities

- Glen Rose, TX
- Granbury, TX
- Fort Worth, TX
- Dallas, TX
- Cleburne, TX

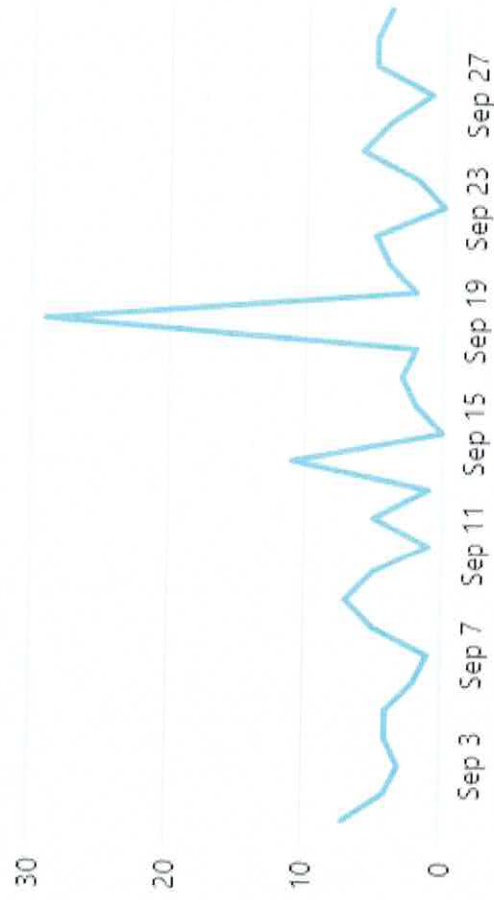
Top countries

- United States
- Mexico
- Colombia
- Nigeria
- Taiwan

New likes and follows

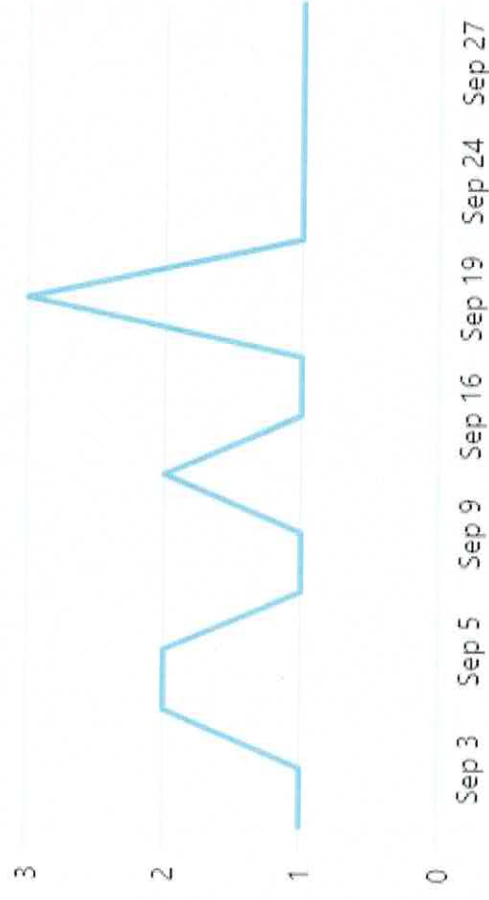
Facebook Page new likes ⓘ

134 ↓ 46.8%



Instagram new followers ⓘ

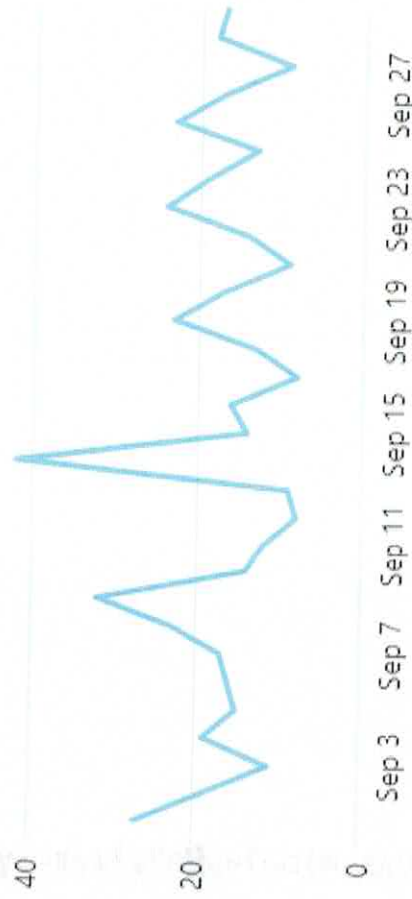
20 ↑ 122.2%



Page and profile visits

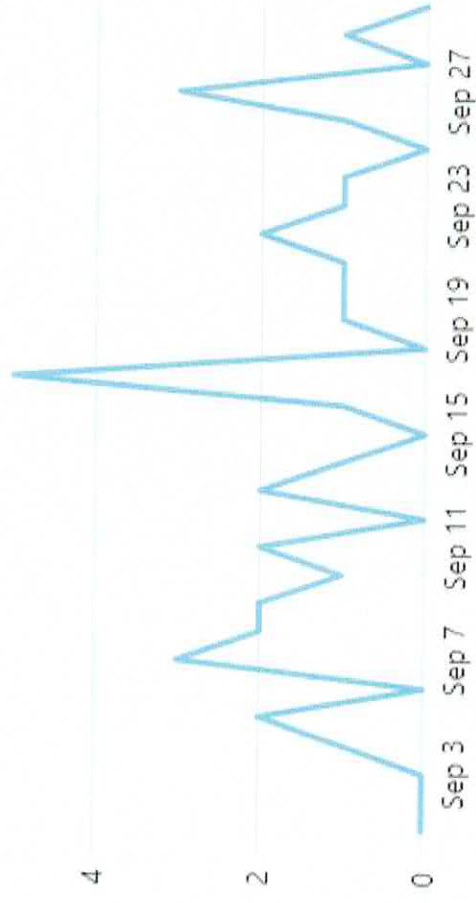
Facebook Page visits ⓘ

518 ↓ 23.1%



Instagram profile visits ⓘ

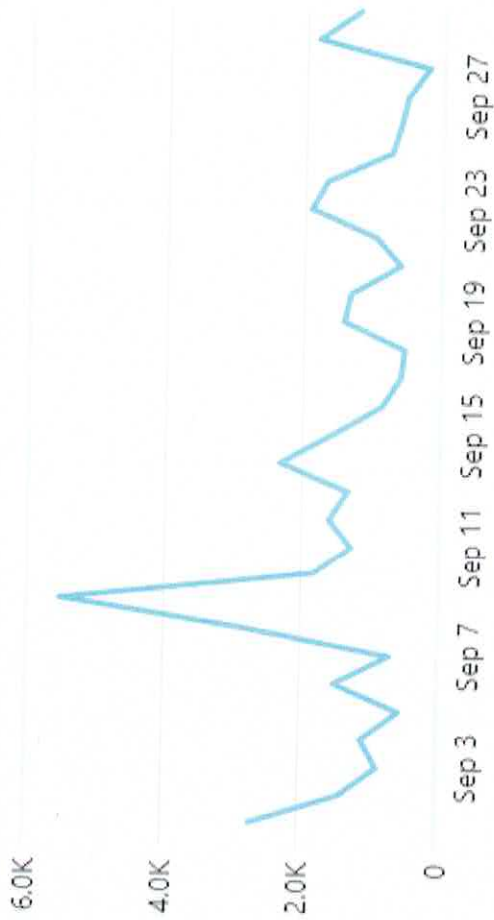
34 ↑ 36%



Reach

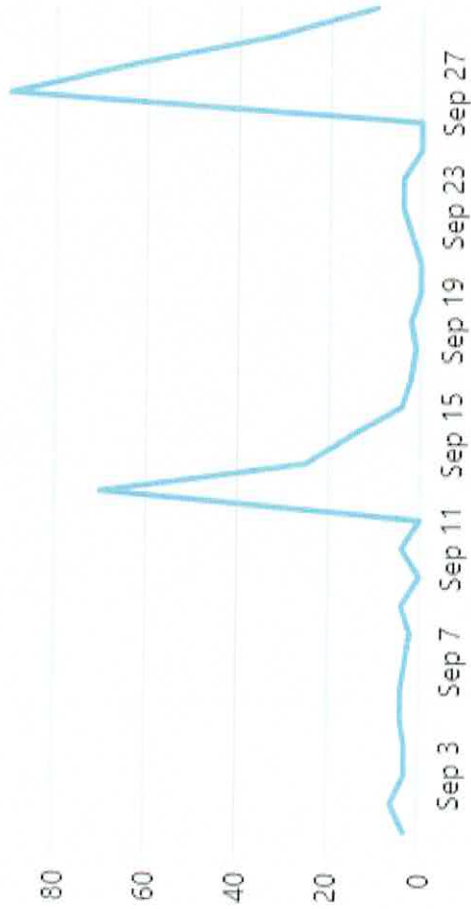
Facebook Page reach ⓘ

20,454 ↓ 56.6%



Instagram reach ⓘ

253 ↑ 59.1%



UPCOMING EVENTS

October

- | | |
|----------|---|
| 10/8 | DVSP 50th Anniversary
Tracks of Honor
Native Plant Sale |
| 10/15 | Destination Glen Rose Wedding Show
The Mammoth Trail Run |
| 10/29-31 | Grub Crawl |
| 10/28 | Movie in the Park |
| 10/28-31 | Fossilmania
Spooktacular Mini-Horse Show |
| 10/29 | Music on the Square |
| 10/31 | Safe Treat on the Square
National Night Out |

Coming Soon

- 11/5 - SVGC Casino Night
- 11/6- Irving Wedding Show
- 11/11-12- Pioneer Days
- 11/26- Merry & Bright Parade
- 12/2-3 Heritage Christmas Bazaar
- 12/10- The Promise Christmas Celebration



For questions/ideas or to
add your event to our
calendar please contact
Morgan at 817-713-6535 or
info@exploreglenrose.org