



FEBRUARY 2023

ADVERTISING

- Created and sent ad to AAA Magazine
- Worked with Native Texan on the Spring digital article about Glen Rose
- Wrote article for Texas Life Magazine
- Created and sent ad for Texas Highways Magazine
- Signed up for advertising in Bus Tours Magazine/Digital – created Ads
- Created Ad for Meet Texas Guide (Texas meeting places magazine)
- Updated Cvent for retrieval of RFPs for meeting spaces
- Received the link for the CNN show “Off the Beaten Path” featuring Glen Rose and posted on our social media <http://www.cnn.com/video/data/2.0/video/tv/2023/02/22/glen-rose-texas-dinosaurs-otpb-sproj.cnn.html>

MEETINGS

- CVB Group Meeting
- Lions Club
- Zoom Meeting with the Baymont Sales Rep. – Valerie Rios is the new sales rep for the new Baymont Hotel in Glen Rose. She wanted to meet about ways to get involved in the community and get Baymont name out there.
- HANK/KHITS meeting about partnering up on the Paluxy River Festival and the Good Old Boys Festival – They have sent us a proposal for both events to help get the word out there on both stations.
- Held a meeting with businesses with meeting spaces looking for midweek business – Pam Streeter led the meeting. There were discussions about how and who to go out for. The group has divided up duties to go out and locate possible weekday groups to contact.

SHOWS/PROMOS

- **LA Travel & Adventure Show** – The show went well. We ran out of material about an hour before show ended. We were the only Texas Booth. People were very interested in the Eclipse. Most people had seen the national coverage of the documented longest solo dinosaur track and were very interested in more information. Another huge draw was the fact that we are a Mom & Pop shop and restaurant location. The small town charm was a huge draw.
- Received promotional pens and bags
- Cancelled Destination Glen Rose/Somervell County Wedding Show (Not enough local participation) – This show was created to show off all that Glen Rose/Somervell County had to offer as a wedding destination. I had two shows last year. This year we did not have enough LOCAL participation to have the show.
- Signed up for the Texas Travel Summit (Travel Information Counselors)
- Accepted invite to set up at the Denison Travel Information Center Top Sights show
- Prepped for DFW RV Show

- Our partners at Chisholm Trail Outdoor Museum set up and promoted Glen Rose at the Army/Air Force Baseball series at THE DEPOT. We provided bags and info for her to hand out as well as our pop ups. This was a great opportunity since I was at another show.

GRANTS

- Received first grant application from Oakdale Park

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.

ANGELICA SMITH PROGRESS REPORT

February 1, 2023 – February 28, 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 local meetings.

❖ MARKETING AND COMMUNICATION

- Finished proposal to Cushman National Meet to bring their 2025 event to Glen Rose.
- Set up meeting with Combat Veterans of Texas for potential 2025 state convention in Glen Rose.
- Set up meeting with Fiesta Charra/Vivid Vita Events to bring their Charreada to Glen Rose during September-Hispanic heritage month.
- 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.
- Booked 20 multi-genre acts ranging from acoustic, to song-swap & full band performances.
- Along with the director, finalized negotiation for a partnership with KHITS & Hank FM.
- 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.

EVENT AND MARKETING COORDINATION (CONTD.)

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

- Secured Triple T Amusements for event
- Formed committee to delegate tasks for activities and operations.
- Contacting Texas whiskey distilleries for whiskey walk.
- Collaborating with local business for in-kind partnership on entertainment.
- Along with the director, finalized negotiation for a partnership with KHITS & Hank FM
- Along with the director, reaching out to state representatives and other local officials to judge the BBQ cook-off.

❖ QUESO COOK OFF (May 5th, 2023)

- Created sign-up form for participants
- Created Graphics for advertising
- Distributed forms to local restaurants

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

- Booked bands for Friday and Saturday night "Rodeo After Party" sponsored by the Glen Rose/Somervell County CVB

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.
- Collect bids for stage & production rental
 - Reach out to GRISD and see if they have any students that can run equipment.

❖ 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.

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.

CITY	2021-22	10/22	11/22	12/22	1/23	2/23
080-440-430						
KHITS	5,000			4808		
K FM	8,000		6500			
	13,000					
080-440-431						
TML Booth	\$450					
Travel & Adventure	\$11,000					
Houston Wedding Show	\$700					
Irving Wedding Show	\$700				250	
Dallas Wedding Show	\$900					
	\$13,750					
080-440-434						
AJR Media (TX Monthly/etc)	\$7,000					
TX Dept Travel	\$4,400					
TX Hwys	\$10,800					
BarZ	\$7,500					
Texas Life	\$4,500					
USA Today	\$6,500					
YOLO	\$5,000					
Magazine	\$15,000					
	\$60,700					
080-449-102						
Director	\$63,000	2423.08	4846.16	4846.16		4846.16
Coordinator/Specialist	\$77,195	2692.31	7096.09	2307.7		
Part Time	\$5,000	192	1288	3196		384
SS	\$11,000	403.23	1202.02	842.19		827.76
Insurance	\$29,500	36	3719.76	1859.88		2786.82
Retirement	\$22,000	847.32	2525.9	1768.99		1757.89
Workers Comp	\$1,000					193.92
	\$208,695					
080-449-310						
Postage	\$10,000	79.47		8.1		53.52
080-449-401						
Texas Prehistoric Trail Dues	\$500					
THLA Memberships	\$6,800					
TTA Dues	\$500					
GR Reporter	\$35					
	\$7,835					
449-401						
TTA	\$500					
TACVB	\$600					
Tourism College	\$3,000					
	\$4,100					

080-449-435							
Printing	\$1,000						
	\$1,000						
000-449-453							
Comp Maint	\$2,000				16.23		16.23
	\$2,000						
Grants	\$15,000						
	\$15,000						
			6673.41	27177.93	19653.25		20339.65
Need account number							
HOT Authorized projects	\$50,000						
	\$386,080						
Revenues					16,097.35		21627.49

FEBRUARY SOCIAL MEDIA STATS

Explore Glen Rose Stats

FB page reach	Instagram page reach
11,834 + 29.7 %	400 + 7.2%
FB page followers	Instagram followers
6,923	835
FB Visits	Instagram Visits
1,017 + 19.2%	33 + 94.1%
FB New Likes	Instagram New Likes
23 + 91.7%	6 - 45.5%

Somervell County Texas Stats

FB page reach	Instagram page reach
11,763 + 36.9%	38 - 29.6%
FB page followers	Instagram followers
3933	711
FB Visits	Instagram Visits
1136 + 37.7%	8 + 60%
FB New Likes	Instagram New Likes
21 + 61.5	3 + 200%

February '23		Pearl		
	Phone Calls	Visitors		Mail Outs
Wed-1	Bad weather	Closed		
Thur-2	Bad weather	Closed		
Fri-3	12	8		
Sat-4	1	36		
Sun-5	Closed	Closed		
Mon-6	9	10		
Tue-7	16	13		
Wed-8	10	12		
Thur-9	15	22		
Fri-10	5	10		
Sat-11	3	38		
Sun-12	Closed	Closed		
Mon-13	4	7		
Tue-14	12	15		
Wed-15	9	9		
Thur-16	5	12		
Fri-17	7	12		
Sat-18	1	25		
Sun-19	Closed	Closed		
Mon-20	Holiday	Holiday		
Tue-21	4	29		
Wed-22	10	13		
Thur-23	7	15		
Fri-24	5	10		30
Sat-25				79
Sun-26	Closed	Closed		
Mon-27	3	7		
Tue-28	12	13		

Total:

150	316	0	109
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Texas 56Out of State 53

Austria, Algeria, United Kingdom

MARCH

Calendar of Events

Dinosaur Valley State Park

March 4,5,10,11,12,13,14,15,16,17,18,19,25,26 Track Talk 10:00AM-3:00PM
March 4 Bird Walk 2:00PM
March 5, 10, 18, Allat! 2:00PM
March 10, 16 Water Education Trailer All Day
March 10, 17 Fish With A Ranger 10:00-12:00PM Night Bugs 8:00PM
March 11 Overlook Hike 11:00-1:00PM Junior Ranger Academy 2:00 Star Party 8:00PM
March 12 Monarch Migration Game 11:00AM-1:00PM Dino Detectives 2:00PM
March 13 Snack Safety 2:00PM
March 15 Edible Plant Hike 2:00PM
March 16, 18 Limestone Ledge Hike 10:00AM Archery 1:00PM-3:00PM
March 17 Skin and Skulls 1:00PM-3:00PM Dark Skies 8:00PM

Downtown

SHOP OUR HISTORIC DOWNTOWN SQUARE

Fossil Rim Wildlife Center

March 13-17 Spring Break---Week 1 8:00 AM-4:30 PM

Barnards Mill

March 8 Women of Somervell County History Luncheon (reservation only)
March 18 Luck of the Irish Feast 6:00PM-9:00PM
March 11-12 Out of the Dark 4th Annual Yard Sale 8:00AM-2:00PM

Somervell County Expo Center

March 1,8,15 Expo Barrel Jackpot For Time Call (254)897-4509
March 2 Big League Barrel Race All Day Event
March 4-5 BRAT Barrel Race Call For Times
March 18, 19 Ft. Worth Dressing Club All Day Event
March 25, 26 RSNC All Day Event
March 29, 30, 31 Finals/Harpers Heroes All Day Event

The Chisholm Trail Museum

March 3-4 Texas Independence Day Celebration 8:00AM-5:00PM

The Promise

March 31 The Promise of the Passover Gates open at 6:30PM
April 2, 7, 8