

CVB Advisory Board Members per Interlocal Agreement

Enacted July 2021

City Council Member – TJ Walker

County Commissioner – Tammy Ray

City Hotelier – JC Stone (Best Western)

City Short Term Rental – Wendy Huggins (Country Woods Inn)

Two County Short Term Rentals – Kristin Jayne (Skybox Cabins)

Mary Collier (Casa de Milagros)

Attraction – Ann Carver (Barnard's Mill & Art Museum)

Tourism Business Hwy 67 – Melissa Braswell (Blue Butterfly)

Downtown Business – Dennis Moore (Somervell County Museum)



August 2022

1. Aug 3 - **CVB Group Meeting**
2. Aug 10 - **CVB Advisory Board Meeting**
3. Aug 16 - **Chalk Mountain Fire Emergency Shelter Debrief**
4. August 29- Sep 2 **TACVB Annual Conference**

I have been working with Morgan to get her lined out and up to date on events and social media coordination. We have a ½ page ad in USA Today Southeast Edition. The Ad is attached.

We have been working on the Destination Glen Rose Wedding Show and Roars & Gourds Fall Festivities.

Met with Warren Lewis with Fossil Rim and I am happy to report that they are advertising again and back in the tourism business!

Met with Gerry Byrne (UPRA Somervell County Rodeo). We discussed adding more to the rodeo to hopefully bring more people in to the rodeo and for a weekend. We are booking a carnival, Street dance each night after rodeo, music during the day, car show during the day and vendors indoors. We agreed to give it a try.

The discovery of the new tracks of dinosaurs made national news. It has brought a lot of interest to our area. Dinosaur Valley State Park will be having their 50th Anniversary Celebration on October 8. 2023 is the Texas Parks and Wildlife Departments 100th year and will have programs all year long.

I have met several times with a couple of film crews. One particular crew filmed the Yellowstone prequel. They are very interested in Barnard's Mill at this time.

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.

Audience

Current audience Potential audience

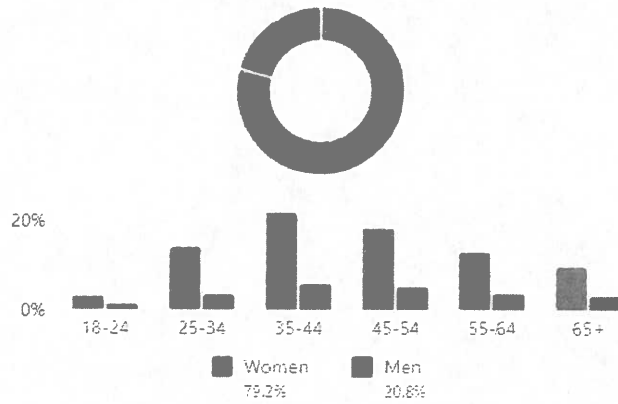
Facebook Page likes ⓘ

2,933

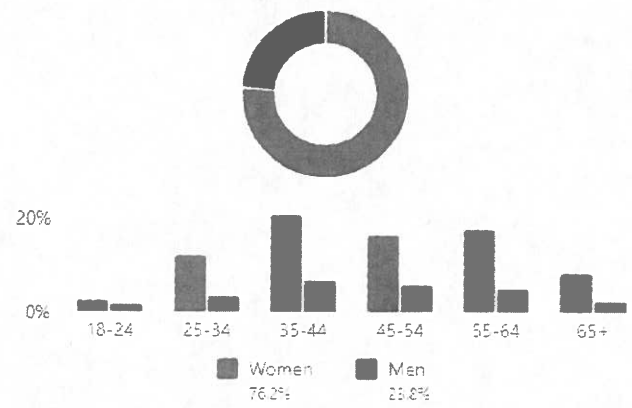
Instagram followers ⓘ

678

Age & gender ⓘ



Age & gender ⓘ



Top cities

Glen Rose, TX

Granbury, TX

Fort Worth, TX

Stephenville, TX

Cleburne, TX

Rainbow, TX

Walnut Springs, TX

Nemo, TX

Weatherford, TX

Burleson, TX

Top countries

United States

Canada

Mexico

Top cities

Glen Rose, TX

Fort Worth, TX

Granbury, TX

Dallas, TX

Nemo, TX

Top countries

United States

Brazil

Ghana

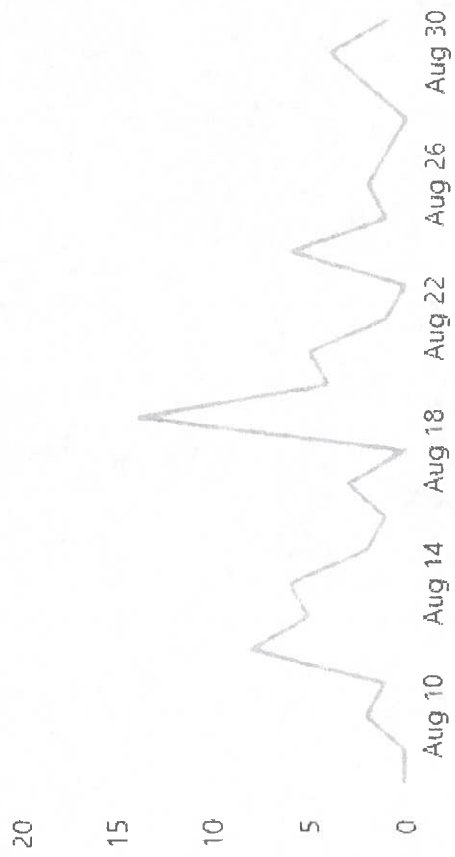
Honduras


Iran

New likes and follows

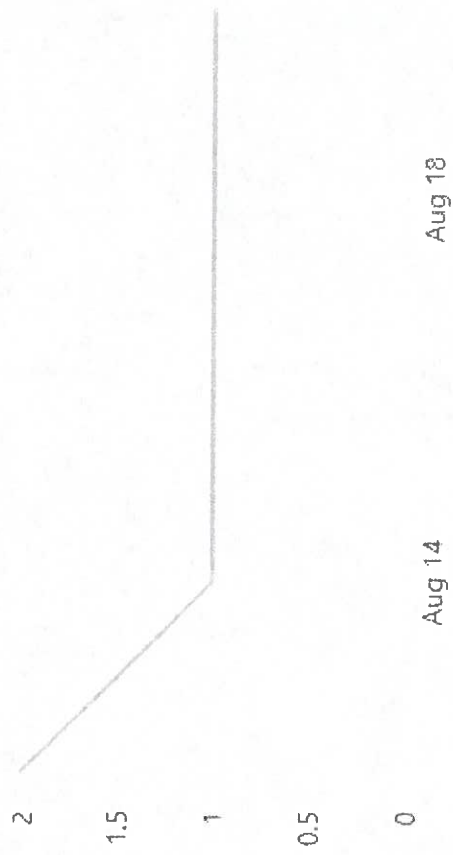
Facebook Page new likes 

69 ↓ 73.4%



Instagram new followers 

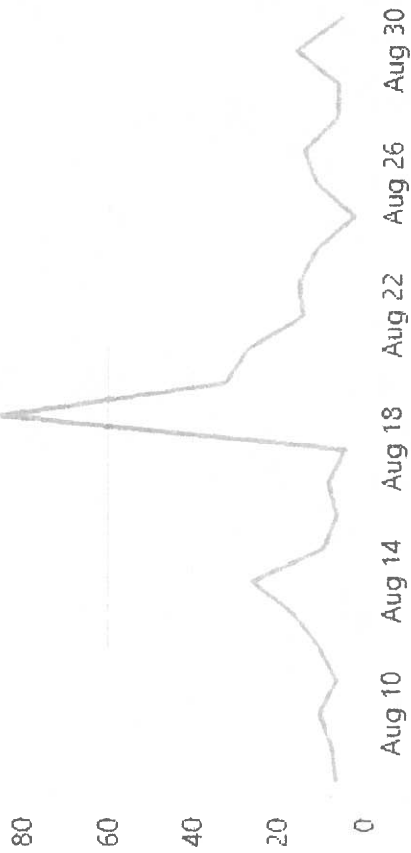
6 ↓ 50%



Page and profile visits

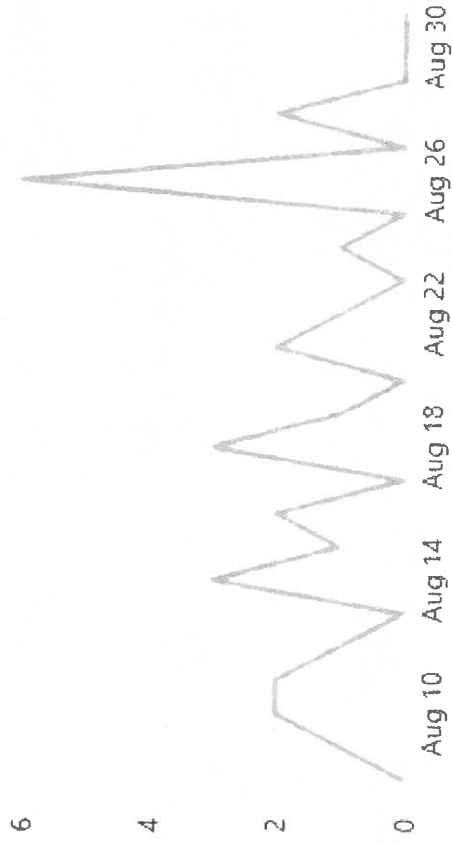
Facebook Page visits ⓘ

352 ↓ 84.8%



Instagram profile visits ⓘ

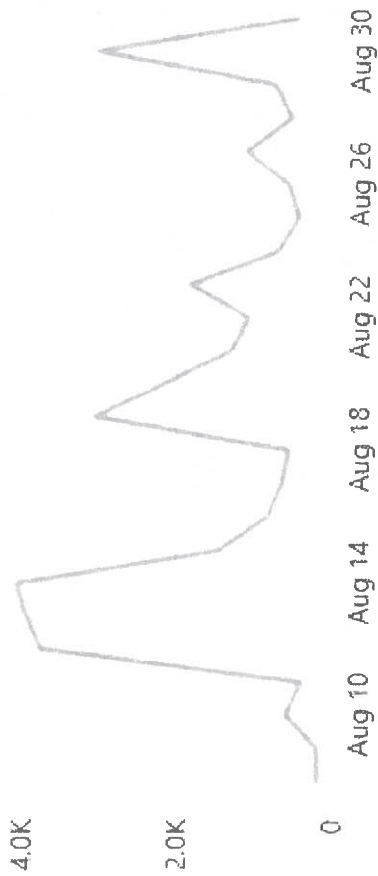
28 ↓ 45.1%



Reach

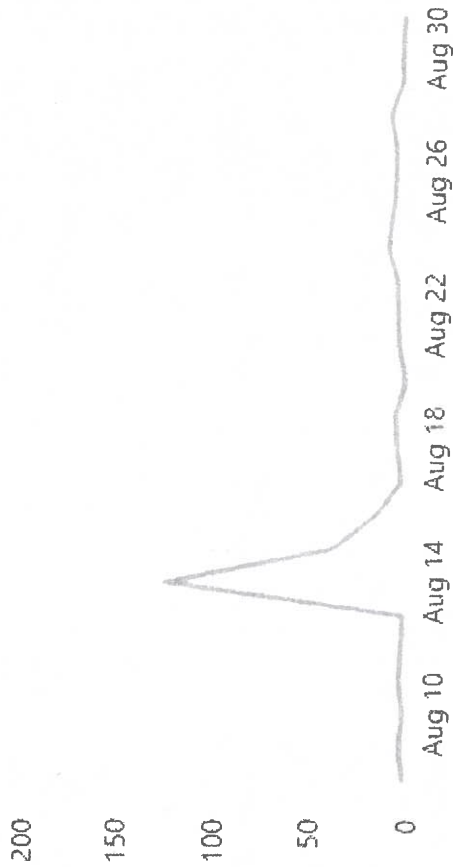
Facebook Page reach ⓘ

15,654 ↓ 70.5%



Instagram reach ⓘ

241 ↑ 180.2%



Audience

Current audience

Potential audience

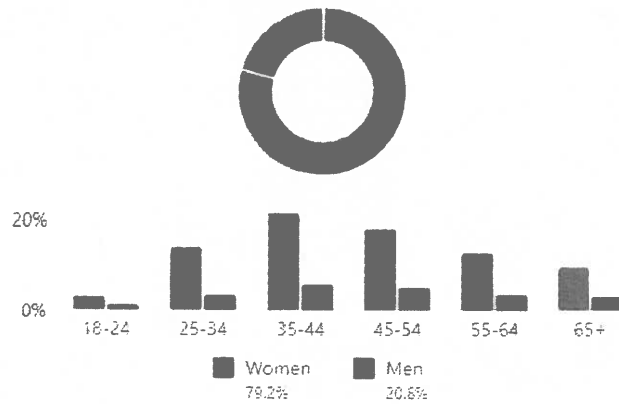
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2,933

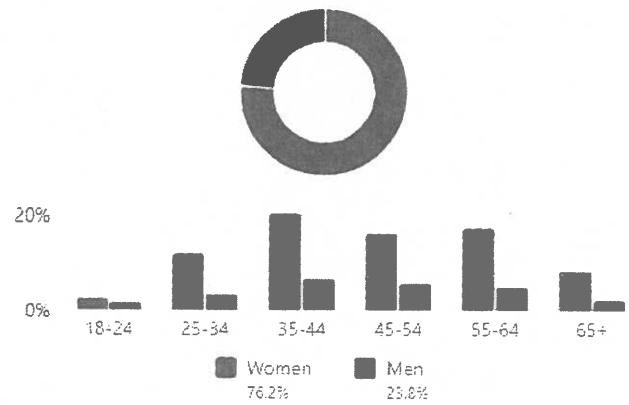
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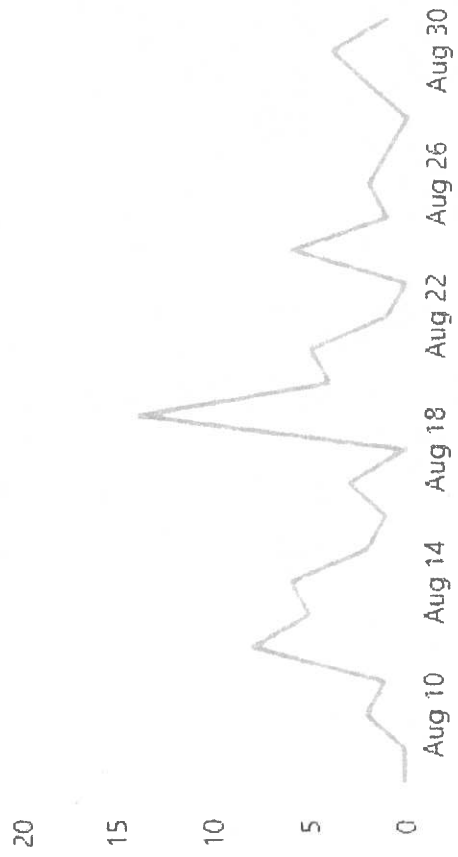
Honduras

Iran

New likes and follows

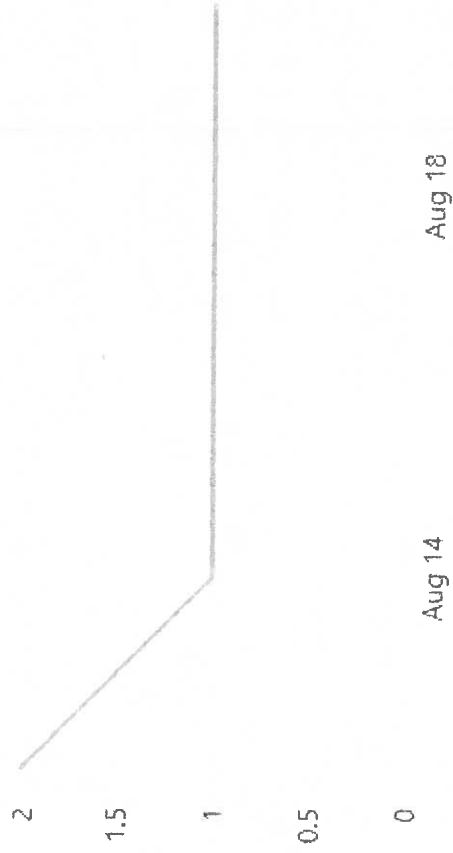
Facebook Page new likes 

69 ↓ 73.4%



Instagram new followers 

6 ↓ 50%



Event & Social Media Coordination Efforts – Morgan Loper

Social Media-

- Please see attached page insights for Glen Rose Convention & Visitors Bureau and Somervell County.
- Please be advised, most of my initial focus was on the growth of the CVB Facebook page to start and I intend on replicating what seems to work best on the Somervell Co page. I also intend to do more with Instagram and other platforms but for the success of upcoming events, I chose to focus heavier on the facebook side of things.
- I have created a TikTok acct under the username @exploreglenrose. Currently I have only made one video and have not yet attempted to grow the following on that presence.
- I've started week-end shout out posts where different businesses, attractions and general small town awesome are highlighted and they seem well liked. I have rotated businesses to the best of my ability and intend to continue those posts as reoccurring content themes.
- I have made multiple share-blasts on specific posts to ramp up engagement and increase followers as well as doing a like/share/comment contest partnered with the expo which increased likes and engagement.
- I have asked the community and business owners from multiple platforms to share any specials/deals/ events with me so that I may promote from the two presences and often share posts from area platforms with the help of the CVB Secretary.

Moving forward-

My goal is to get to a place where the original post content is created and scheduled for both pages 1-2 weeks prior and then going in and manually share blasting and sharing content from other area pages.

Part of the mentioned content above will be focused heavily on video creation, (live, pre recorded and tik toks).

I also have a workshop through the Chamber being scheduled where I will have the opportunity to help local business owners effectively collaborate using social media and optimize their organic reach ultimately drawing more people to the area.

Events:

- Glen Rose Destination Wedding Show 10/15/22 10a-5p Somervell County Expo Center- this was the first event to tackle as it was already set. I have since created the facebook event and themed graphics. We have 15 vendors currently signed up. Each vendor receives a shout out post from the event page and I then have been sharing that post to groups to increase engagement. Each vendor will receive a detailed email outline the day of event details, marketing suggestions, and other information pertaining to the wedding show. I am also trying to create a small wedding booklet highlighting all of the local businesses interested in increasing their exposure for weddings and other events hosted in the county. This booklet will idealistically be available at the event.
- Roars & Gourds Fall Festival 10/27/22-10/31/22

This will hopefully serve as the beginning of our plan to put on one major 2-3 day event per season. Given the time constraints this Festival will be a series of micro events in various parts of the county. Music/movie on the square, fossilmania, dino relay race, safe treat, Dino Stomp (family friendly pub crawl) and a bingo card or scavenger hunt of sorts for the weekend.

- Merry & Bright Christmas Festivities

This season's major event has scattered dates due to the holidays and is once again a series of microevents. I have allocated a Santa for the parade and breakfast with santa. I am working on wrapping up the fall event soon so that I can dive deeper into this one and spring.

Misc:

- I have outlined and conceptualized various aspects of future events and hope to have next year at-a-glance completed by November.
- I intend to increase the event volunteer base within in the community with a small microevent prior to Roars & Gourds.
- 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.
- I am in the process of redesigning and completing the tourism magazine and hope to be ready for approval by 9/26. While magazine is being redesigned I have been trying to sell additional ad space as well.

USA TODAY SPECIAL EDITION

Glen Rose *Somervell County*

SITUATED AMONG THE ROLLING HILLS OF NORTH TEXAS
JUST 60 MILES SOUTHWEST OF FORT WORTH,

MORE THAN YOU CAN SEE IN A DAY



Glen Rose
Somervell County

SITUATED AMONG THE ROLLING HILLS OF NORTH TEXAS
JUST 60 MILES SOUTHWEST OF FORT WORTH.

**MORE THAN YOU
CAN SEE IN A DAY**

▶ EXPLORE.GLENROSE.ORG




TEXAS CITY MUSEUM
+ CULTURE + HISTORY + INDUSTRY +

**the Best Museum
by the Bay**

Texas City Museum ★
409 6th Street North
Texas City, TX 77585-2600
409-265-1180
<https://www.texascitymuseumpc.org/>




TEXAS CORPUS CHRISTI



"There're too many accounts that there has to be something to it. I've always been a skeptic, but there's some things I've seen you just can't explain."

— STEVE BANJA,
executive director,
USS Lexington Museum

After World War II, the Japanese reported the USS Lexington sank no less than four times, earning it The Blue Ghost nickname.

PLAYFUL, NOT MENACING
of operations and exhibits, says the museum receives hundreds of reports from visitors by the time I was through that the ship is haunted. Banja says several such occurrences during his three decades working on the ship.

sightings are a sailor dressed in uniform being lost guests find their way back to the deck and a sailor in the engine room who disappeared after his watch turbines work before vanishing into thin air.

there has to be something to it," says Steve Banja, the museum's executive director. "I've always been a skeptic, but there's some things I've seen you just can't explain."

Banja's personal experiences involve sightings of a ghostly figure in the night who glances at sailors standing for

over after a torpedo attack hit the ship in 1942. "They're constantly doing the same thing over and over again... rmbtsh...ing the ship," Miller says. "This was... they don't want to go anywhere else."

"The Lexington was one of the oldest aircraft carriers when it was commissioned in 1943, the Lexington was being completed at Massachusetts in 1942. The ship was named after the USS Lexington had been sunk in the Pacific during World War II."

LEGEND OF THE BLUE GHOST
During World War II, the carrier participated in many of the most

operation in the Pacific theater and spent a total of 21 months in combat in the air and 475 more on the ground. It sank or destroyed 300,000 tons of enemy ships and aircraft. The ship's name is the more, according to the museum's website.

The Japanese reported the Lexington sank no less than four times. Yet, each time it was found to be intact. The ship's name is the more, according to the museum's website.

If about museum visit isn't enough to convince you, for \$25 you can overnight on the ship with Miller as your guide and live aboard with Miller as your guide.

— Margaret Fritzen writes for the Corpus Christi Press/Corpus Christi Caller Times



E13

	Pearl			
	CVB Phone	Visitors	Mallouts	
1	August 2022			
2				
3	Mon-1	8	23	
4	Tue -2	6	8	
5	Wed-3	7	10	
6	Thurs-4	14	20	
7	Fri -5	9	20	10
8	Sat-6	15	35	
9	Sun-7	Closed	Closed	
10	Mon -8	6	30	
11	Tue -9	5	11	5
12	Wed-10	4	14	
13	Thurs-11	10	15	
14	Fri -12	17	18	
15	Sat -13	3	40	23
16	Sun -14	Closed	Closed	
17	Mon -15	5	11	
18	Tue-16	5	16	
19	Wed-17	5	9	
20	Thurs-18	5	6	
21	Fri -19	8	27	
22	Sat-20	10	40	
23	Sun-21	Closed	Closed	
24	Mon -22	8	10	
25	Tue-23	5	8	
26	Wed -24	15	8	
27	Thurs-25	9	14	55
28	Fri-26	10	14	
29	Sat -27	2	55	4
30	Sun-28	Closed	Closed	
31	Mon-29	3	13	
32	Tue -30	7	12	
33	Weds-31	14	11	Mail Brochures Texas 46 Out of State-48 1 New South Wales
34				
35	Total:	215	498	97
36				
37				
38				

August 2021

Sun-1	Off	Off	
Mon-2	9	25	
Tue-3	9	15	
Wed-4	11	15	
Thur-5	12	30	
Fri-6	15	34	
Sat-7	7	58	
Sun-8	Off	Off	
Mon-9	9	5	4
Tue-10	2	7	
Wed-11	6	24	
Thur-12	6	12	
Fri-13	4	17	
Sat-14	8	13	
Sun-15	Off	Off	
Mon-16	9	16	86
Tue-17	1	6	
Wed-18	7	10	
Thur-19	10	7	
Fri-20	15	25	
Sat-21	9	28	
Sun-22	Off	Off	
Mon-23	11	5	24
Tue-24	10	6	6
Wed-25	7	4	
Thur-26	5	3	4
Fri-27	8	13	
Sat-28	7	34	
Sun-29	Off	Off	
Mon-30	3	13	
Tue-31	8	5	

Total:

208	430	124
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Mailouts in Texas Total Mailouts

UPCOMING EVENTS

Sept

9/17

Roaring 20's Gala
Barnard's Mill

9/19-22

TTA Conference

Oct

10/1

Paluxy Pedal

10/2

Houston Wedding Show

10/5-8

TML Conference

10/8

DVSP 50th Anniversary

10/10

State Fair Booth

10/15

**Destination Glen Rose
Wedding Show**

10/15

The Mammoth Trail Run

10/25-28

TAVF Conference

10/29-31

Roars & Gourds Fall Fest



GLEN ROSE SOMERVELL COUNTY
CONVENTION & VISITORS
BUREAU

SOMETHING SPECIAL

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

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

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

THE PROMISE

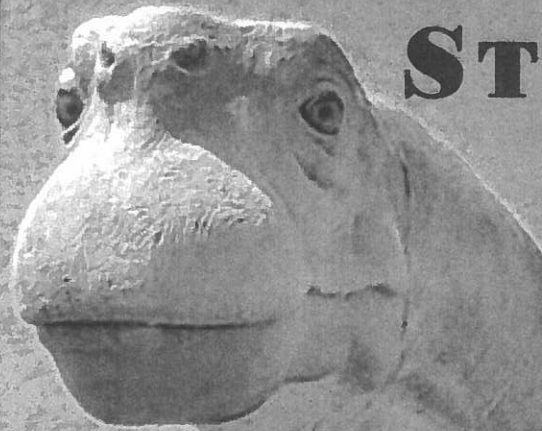
IN GLEN ROSE

OPENING NIGHT

FRIDAY, SEPTEMBER 23RD



DINOSAUR VALLEY STATE PARK



50th
Anniversary

FUN

MUSIC

FOOD

SPECIAL GUESTS

HISTORIANS

ASTRONOMERS

PALEONTOLOGISTS

EDUCATIONAL EVENTS

FAMILY FRIENDLY ACTIVITIES

OCTOBER 8TH

10AM - 3PM

FREE ENTRY!



DINOSAUR VALLEY STATE PARK

1629 PARK ROAD 59 GLEN ROSE, TEXAS 76043