



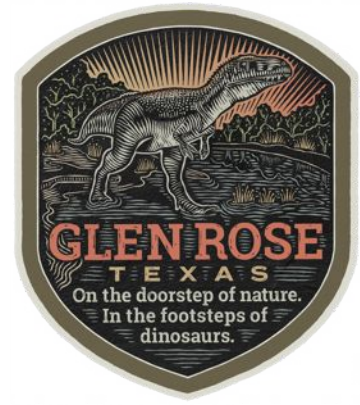
# CVB Work Report and Community Outreach

December 2025



**CVB Work Report and Community Outreach**  
*December 2025*

# Meetings Held



December 2, 2026

- CVB Advisory Committee Meeting for new Website Feedback, and general report



December 15, 2025

- Michelle, GM at Baymont

# Meetings Held



Date 12/2/25

- CVB Advisory Committee Meeting. Members were previewed the new (yet incomplete) website and were unanimously complimentary, and offered several valid suggestions, which we and the Flat Five website team began implementing soon after. Among them were to make the logo larger and move to top left of the page, rather than relatively small size on center left. We also adjusted it so as to be to scale on phone views. We presented an update on our marketing plans, the Christmas promotions, stylebook, the golf balls (dinosaur eggs), and explained they were delivered without the website printed on the reverse side as documented. The 50 dozen balls, as suggested by the Mayor, were shipped back at no cost and will be corrected and delivered as originally ordered at no additional cost. We will distribute to the golf course in drawstring bags with golf tees, also with our [ExploreGlenRose.com](http://ExploreGlenRose.com) website printed on them, a new rack card/brochure.
- **UPDATE:** The corrected golf balls are expected back in mid-January. I will be meeting with a vendor recommended by Gregg Cornett who can print small, drawstring bags for the golf balls (dinosaur eggs), and print our website on natural wood golf tees (dinosaur teeth), to accompany the golf balls as memorable promotional items.

Date 12/4/25

- Met with State Representative Helen Kerwin in her district office to discuss ensuring Glen Rose retains its designation as Dinosaur Capital of Texas, since the designation is for ten years and I could not find documentation that it had been renewed since 1997. I also requested, and she is in the process of preparing to file, legislative bills officially designating Glen Rose Petrified Wood Capital of Texas, Bluegrass Capital of Texas, Moonshine Capital of Texas, and Longhorn Capital of Texas. Glen Rose has been well-known and referred to these monikers for decades, if not a century, but without the official State designation, we run the risk of losing them to another town.
- I also discussed the status of gaining TXDOT directional signs on each end of Barnard Street at 67, that announce and direct drivers to the historic downtown square/historic district. Ms. Kerwin says it is in the works and the delay seems to rest with the Historical Commission. She assigned the initiative to Ann Carver.

Date 12/9/25

- Attended City Council meeting and presented report and debuted the new website opening shots, explaining we were encouraged to show it now, even though we were still constructing various parts of it. Received the criticism of the unfinished parts as I'd feared with not enough time to really explain fully, but we're working to finish it and make it a showcase of Glen Rose.

# Meetings Held



Date 12/12/25

- Met with Ajay and his wife at Glen Rose Inn & Suites to present the new website, marketing strategy and plan, branding and logo stylebook, listen to feedback on all above and state of GR tourism. Very positive feedback on website and our marketing plan. They both were very receptive to the new look, marketing strategy as I explained it, and expressed excitement that we are portraying the Glen Rose nature aspect.

Date 12/15/25

- Baymont/Michelle, GM—Present new website, marketing strategy and plan, branding and logo stylebook, listen to feedback on all above and state of GR tourism. Very positive feedback on website and our marketing plan. She said she received a call from Pam Streeter about the hotel listings and paid sponsorships. I explained that we migrated over the exact information from the former website, and she agreed. She said she also shared that fact with Ms. Streeter.
- We discussed the impact of the loss of The Promise, the Expo temporary shutdown, Statewide lower occupancy, and reached out to say please contact me/us with any questions, ideas and suggestions. She thanked me and Traci for attending their recognition ceremony in October that recognized them for a national housekeeping award.

Notes: An ESPN crew in for Tarleton State tournament populated several rooms in early December. Walnut Springs Car Show also added to room nights. Exit of Promise and the Expo shutdown definitely hurt, in addition to the overall decrease in occupancy statewide.

Date 12/15/25

- Holiday Inn Express, Debra Jones
- Scheduled meeting to present new website, marketing strategy and plan, branding and logo stylebook, listen to feedback on all above and state of GR tourism, however Debra is OOO until after Christmas, since she'd getting married 12/20,25

Date 12/15/25

- La Quinta—Scheduled appt. to present new website, marketing strategy and plan, branding and logo stylebook, listen to feedback on all above and state of GR tourism. Riddhi requested to meet the following day.

# Meetings Held



## Date 12/25

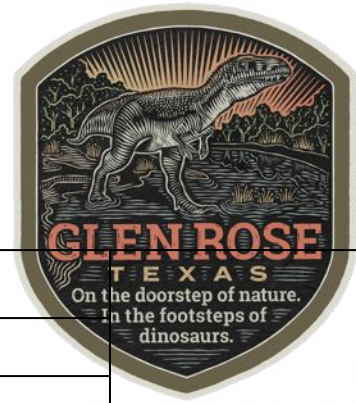
### Date 12/16/25

- Best Western Dinosaur Valley, JC Stone, GM—Presented new website, marketing strategy and plan, branding and logo stylebook, listen to feedback on all above and state of GR tourism. Discussed the current discontent of some that the GR CVB is moving too slow and how to correct the perception. Discussed the downturn in occupancy Statewide, the loss of The Promise and the Expo shutdown. Also discussed the incredible win of landing a National/International Best Western commercial being filmed in Glen Rose featuring a family adventure vacation to Dinosaur Valley State Park and other attractions here. The entire crew and cast of about two dozen people will be in town for about two weeks in January, where they will shop, dine and sightsee. The national Best Western president will be here as well, and the CVB will prepare welcome packets for them and sing the praises of Glen Rose.
- Met with JC and Brittany about cooperative promotions for Glen Rose retail and how to coordinate those.

### Date 12/26/25

- Composed and sent news release about the Nolan River Kennel Club show to our PR firm who puts it on **Newsworthy**, and distributed it to all of the D/FW television news affiliates.
- Re-wrote the post-holiday radio copy scheduled to air after January 2.
- Analyzing audience engagement and insights from holiday-themed posts on Facebook and Instagram.
- Updated the copy and images on the Tour Texas site—our recurring annual contract with Texas' premier tour and meeting planning vehicle.

# Meetings Held



## CVB Advisory Board

Tuesday, August 05, 2025 at 4:00 PM

Glen Rose City Hall, Council Chambers, 201 NE  
Vernon, Glen Rose, TX 76043

## Agenda

City Hall will be open to the public.

### CALL TO ORDER

### CONSENT AGENDA

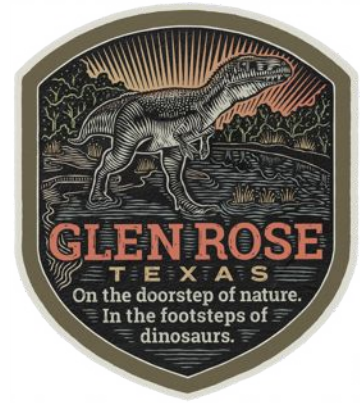
1. Consider approval or other action regarding the minutes of the July 1, 2025, CVB Advisory Board meeting

### INDIVIDUAL ITEMS FOR CONSIDERATION

2. Discussion on Radio Ad buy and contest in Houston, Austin, and San Antonio markets
3. Discussion on website redesign regarding photography, copywriting and functionality
4. Discussion of making an inventory of tourism-related businesses and services in Glen Rose and surrounding areas
5. Discussion of cooperative associations with the Chamber, the County, and other entities
6. Discussion of scheduling Hospitality Training
7. Discussion regarding marketing strategy moving forward

### ADJOURNMENT

# Meetings Held



Date 12/2/25

- Met with Matt Devlin, location scout for production company with national Best Western for possible National commercial shot in Glen Rose, featuring the Dinosaur Valley State Park. Toured Mr. Devlin around the Square, Grace Street and other residential areas, the river, attractions. Pre-production and the ad family will plan their adventure from their suburban home in Fort Worth, then shoot the Best Western here, and the various attractions.
- **UPDATE:** Best Western production crew (approx. 24) will be in town January 12 for the national commercial shoot. They estimate their stay about two weeks, with all production shot in Glen Rose, rather than some here and the other in Fort Worth.
- We will present the crew and cast with welcome packets. Traci has contacted Pie Peddlers, who will make “personal mini pies” for the 40 crew, cast and production team members, along with other goodies from around town.
- JC informs us the CEO of Best Western will be here.

# Advertising

Billboard at the Dinosaur Field on 67 near Bono



# Advertising



Date: 12/12/25

- **New Billboard Skin, 67 @ Barnard**

- JRC (who had made the previous billboard with the cowgirl on a T-Rex) made and installed the new skin. Through audience testing, including personal mentions to myself, people were unaware of Glen Rose historic courthouse square. Some had seen photographs of it in magazines or elsewhere, and even looked for it as they drove down 67. Many assumed Glen Rose WAS just the 67 retail strip.
- The new billboard features a panoramic shot of the courthouse square, broader than just the courthouse in order to capture the retail boutiques and eateries surrounding the square, with a bold directional TURN LEFT HERE, and including our website across the lower portion of the graphic.
- The photograph was taken by Dennis Moore, and features the courthouse square in Christmas decorations.
- The effort was to capitalize on the few weeks left in the holiday season to people to the historic square in conjunction with the revamped radio copy and markets we placed in late November.
- This graphic can be used again next holiday season. A fresh concept will be analyzed for the spring and summer.





**Date: 12/12/25**

### **Billboard on 67 near Bono at Dinosaur Field**

- Investigating the costs and feasibility of billboard facing north toward Fort Worth on the large, vacant billboard at Dinosaur Field. It is a much-photographed roadside attraction and gets thousands of views per day. It would be the ideal location to complement and strengthen our visibility and message.
- I have left two messages with the Arrington Outdoor Advertising company, as that's the best information I can find as to the owner, since no plaque or signage is on the structure itself. I is not owned by Lamar, Clear Channel or Ralston.

### **Banners on 67 at Barnard at bridge, Hereford and Live Oak**

- HOT funds allow the expenditure for banners within the local area if they promote historical elements. Currently there are power poles with existing brackets for banners that at one time adorned them. We need wayfinding banners directing visitors to our historic downtown and courthouse square.
- Jim Holder says the city can install these.
- I am getting cost estimates for all three locations—two-sided.
- In addition, I have visited with State Representative Kerwin about a TXDOT/THC (brown) sign in these locations directing visitors to the historic district.

### **Rock Pillar Welcome Signs**

- I have noticed the rock pillar welcome signs on 67 near the golf course, The missing sign on rock pillars SW of the 67 bridge (straddling a fence), and the one on 144 past the golf course.
- Researching costs to repair/replace/enhance those 3, and investigating if there are others.
- Reassess all of the banners around town. Meet with Jim about what else might be in storage, inventory all—seasonal, theme, etc., plan a calendar to install.

# Meetings Held



Date 12/10/25

- Traci
- Bandwango project

Date 12/11/25

- Traci & EO Executives
- Meeting to bring groups and retreats to Glen Rose

Date 12/18/25

- Traci
- Chamber Luncheon/networking

Date 12/18/25


- Traci
- Ribbon Cutting at Front Porch followed by Ladies Night on square to reveal Visitor Center



# Significant Social Posts

Representative sampling of engagement

7:13 📶 🔋

 **7,438** posts    **2,437** followers    **1,640** following


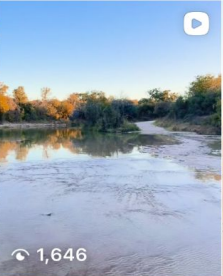

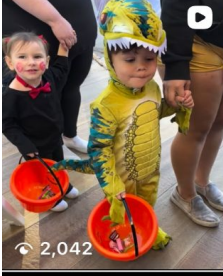
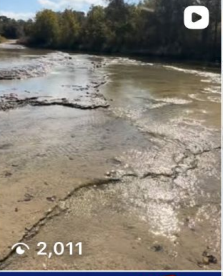




Digital creator  
Tourism Director, Glen Rose Texas, Certified Tourism Executive, Economic Development, Historic Preservation.  
@Terlinguateg & Terry Tex Toler/Facebook.

📍 marfatex

**Professional dashboard**  
3.7K views in the last 30 days.

[Edit profile](#)    [Share profile](#)

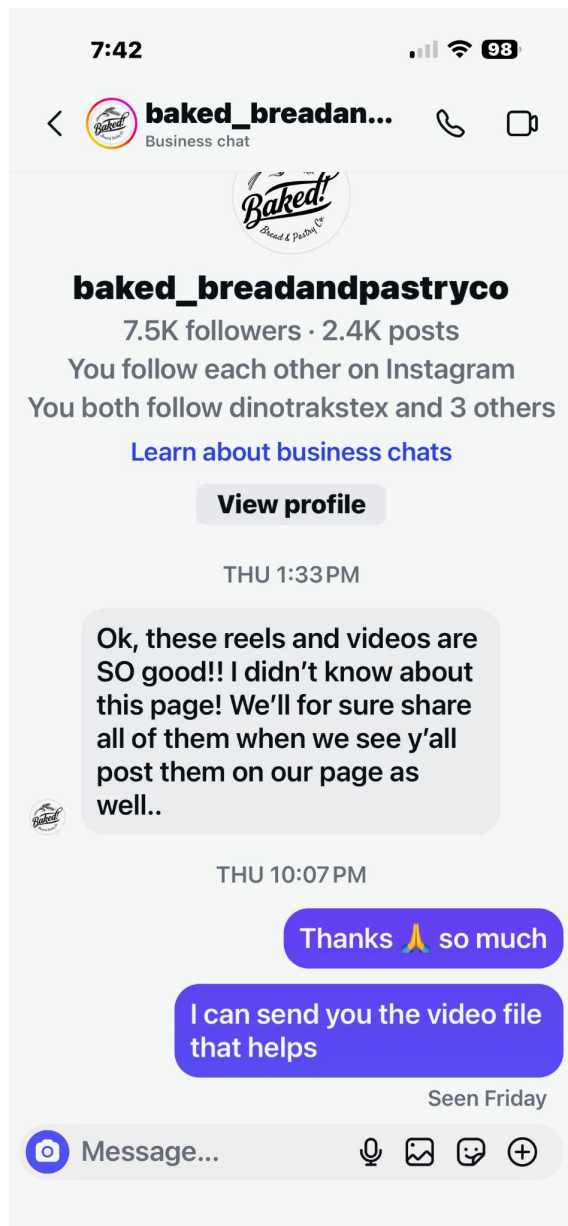
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 1,660	 1,646	 1,559
 2,042	 2,011	 1,086
		

🏠 📺 📌 🔍 📷



# Significant Social Posts



*Direct comment from the “Baked” store about the social posting from @Explore\_Glen Rose*

*on the square*

# Significant Social Posts

December 10,  
2025 Road  
Trips



Liked by [explore\\_glenrose](#) and others

**dinotrakstex** Glen Rose and surrounds is the ideal place to get off road and soak in the countryside vistas and open skies. Caliche county roads, asphalt ranch roads, hills, valleys, curves, it's exhilarating and relaxing at the same time here on the doorstep of nature. [#explore\\_glenrose](#) [#glenrose](#) [#visitglenrose](#) [#offroad](#) [#4wheeling](#)



# Significant Social Posts

10:24

5G%

< Professional dashboard  
Post insights



Road trips around this small Texas town prove why it's one of...

daniel.mp3 · Gods creation · Public

December 16, 2025, 7:04 AM · Duration 00:45

**Way to go! This was one of your videos with the most reach**

Share the best parts of your video as a reel and reach even more people.

Create reel

222 25 16 4

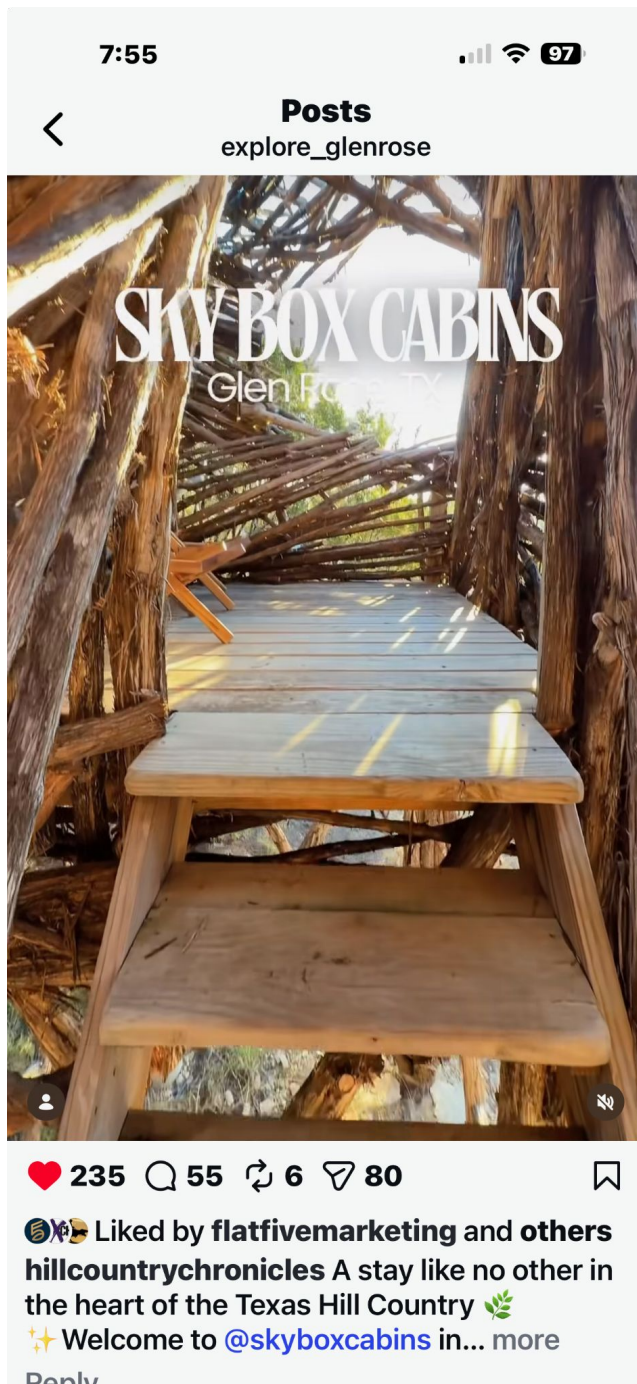
Overview Audience

We didn't detect any content issues  
Great job! Your content's reach is optimized.  
[Learn more](#)

Home Friends Reels Marketplace Notifications Menu



# Significant Social Posts



*December 12,  
2025 Post about  
lodging on  
explore glen rose*

***Shared 80 times***

*we leveraged  
relationship with  
Hill Country  
Chronicles*

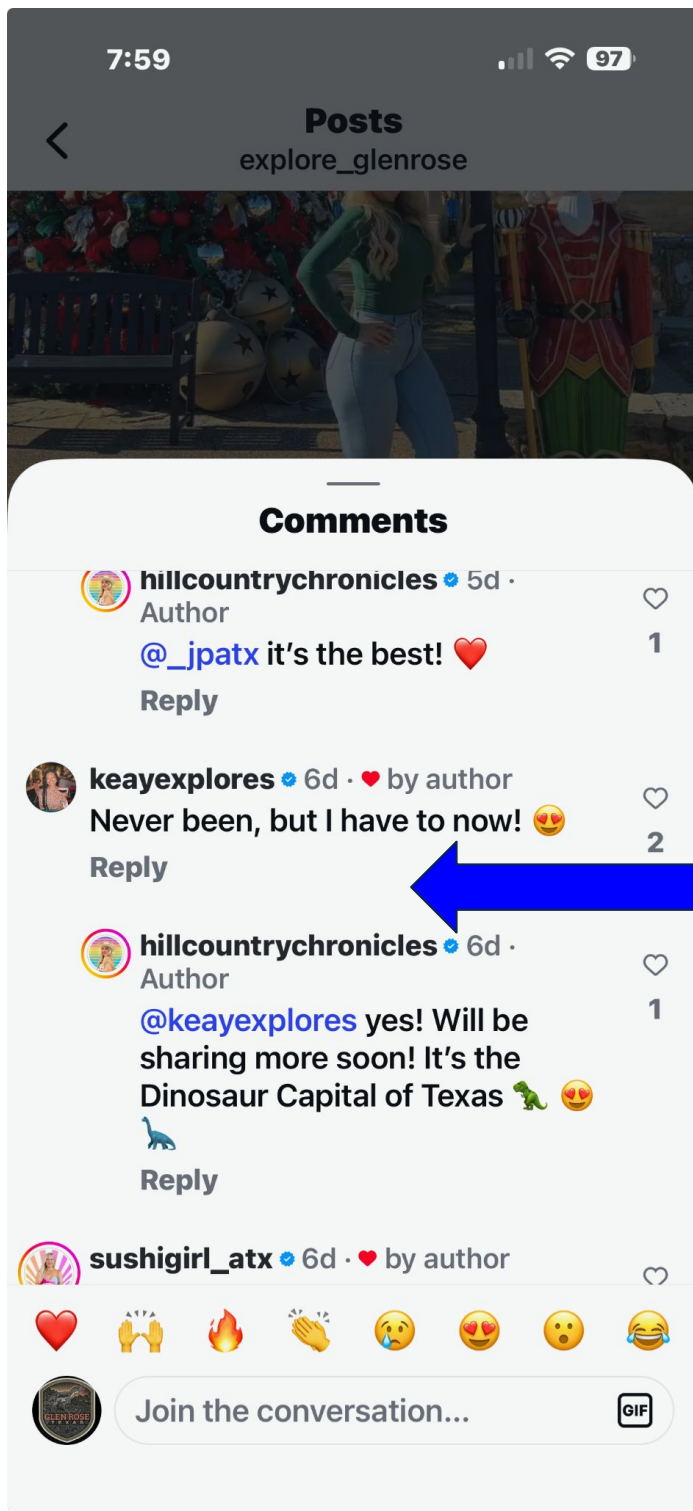


# Significant Social Posts

*December 11th,  
2025 Post the  
Holidays ON  
THE SQUARE*

*Comment from  
public says they  
want to go as a  
result of post.*

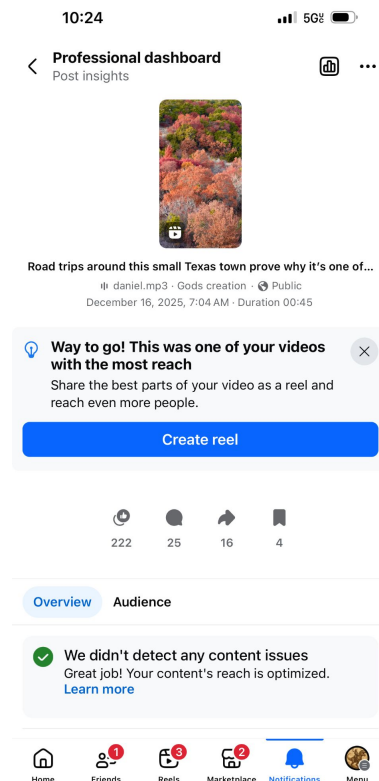
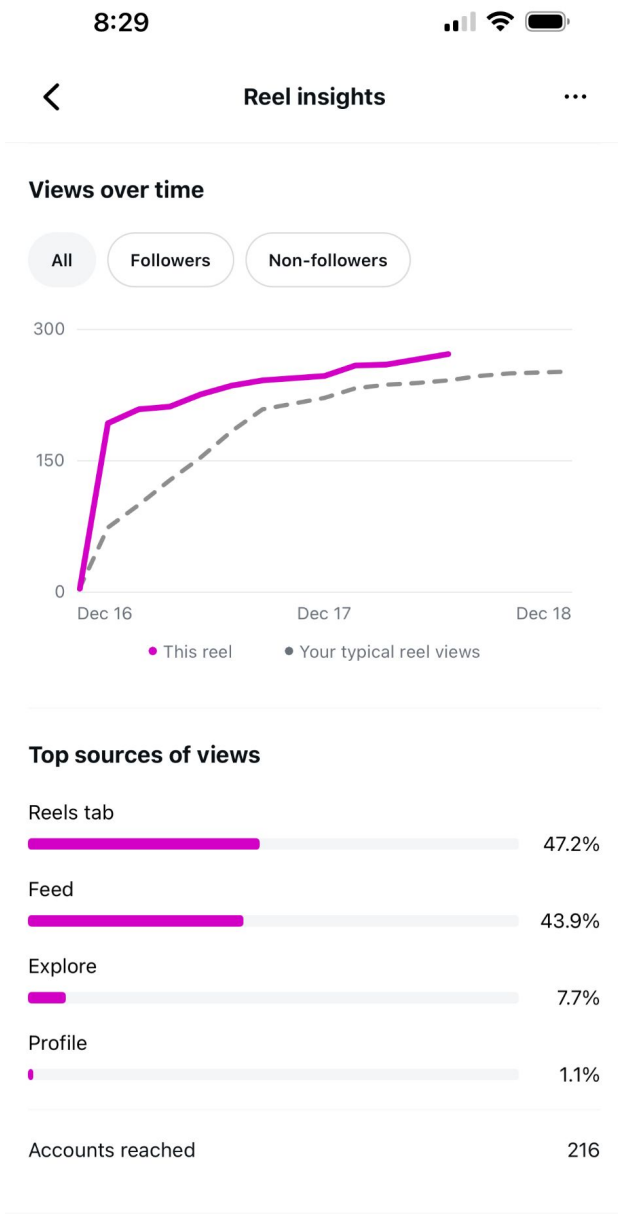
*Explore Glen  
Rose*



# Significant Social Posts

*December 16th,  
2025 Post Fall Colors  
Glen Rose Road Trip*

*Nearly 4,000 views  
in first few days*




# Significant Social Posts

*December 16th,  
2025 Post Fall Colors  
Glen Rose Road Trip*

10:24 5G%

< Professional dashboard Post insights ...



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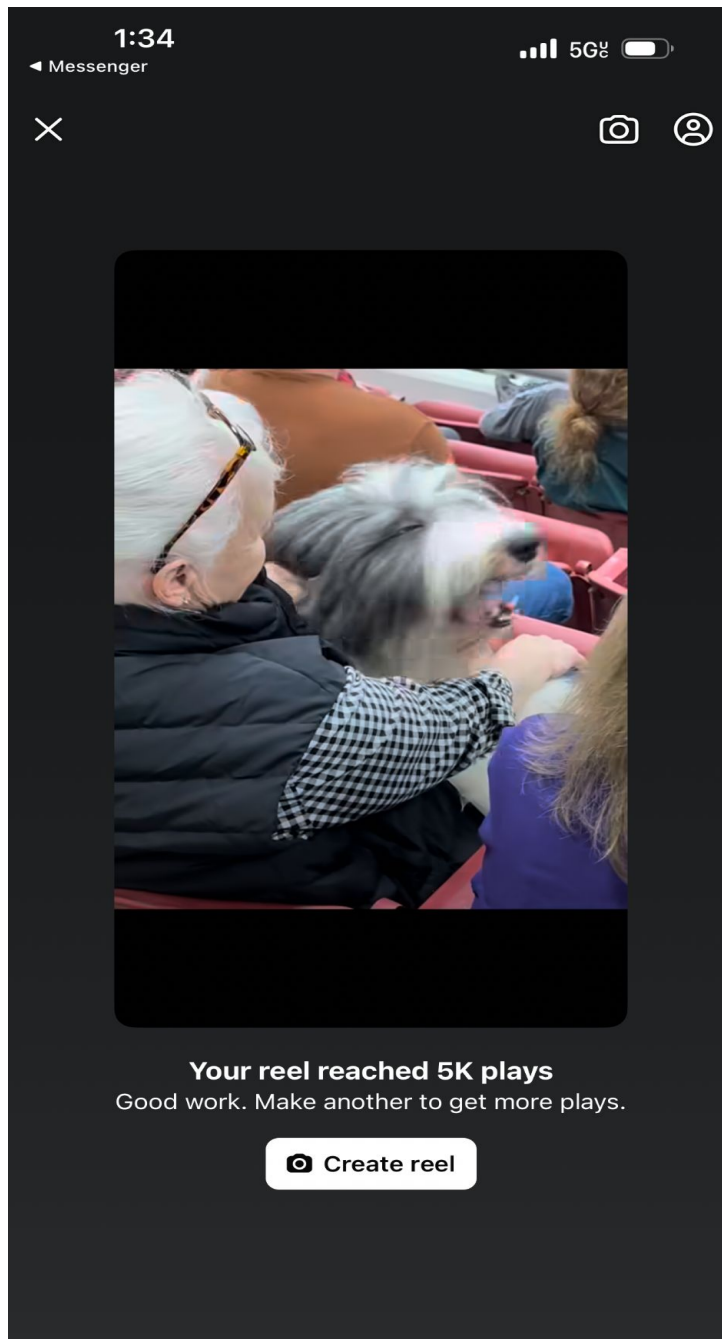
222 25 16 4

[Overview](#) Audience

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Home Friends Reels Marketplace Notifications Menu

# Significant Social Posts



# Top 5 December Projects by Traci Niedziela

1. **Bandwango Destination Pass Project**

Leading the setup and implementation of the Bandwango platform to create an interactive dinosaur-themed visitor experience. Work includes system configuration, geo-locating dinosaur sites, populating content, and coordinating with website developers to create a dedicated landing page.

2. **Email Marketing & Website Integration**

Established a Constant Contact account and successfully integrated it with the City's website to support ongoing communication, tourism promotion, and event marketing.

3. **Christmas Parade & Seasonal Festivities**

Coordinated planning and execution of the City's Christmas Parade and related holiday festivities, including logistics, vendor coordination, and community participation.

4. **Christmas Market Series**

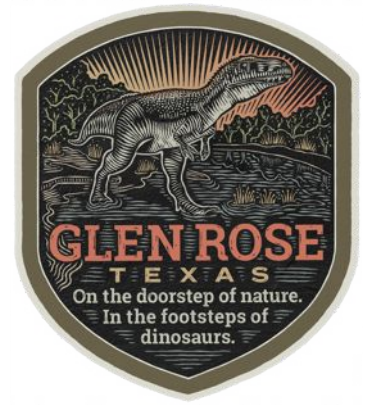
Organized and managed three weekends of the Christmas Market, supporting local vendors, driving downtown traffic, and enhancing the holiday visitor experience.

5. **Texas Event Trust Fund Grant Preparation**

Working with the Expo at Glen Rose and the State of Texas to learn and prepare for the Texas Event Trust Fund grant application process, positioning Glen Rose to attract high-impact events and productions that generate economic activity.



# Marketing Insights



## Glen Rose Tourism Logo & Branding Research Analysis & Conclusion:

***Unbiased CHAT GPT Question with no prompting: “Compare and Rate former VisitGlenRoseTX.org website and branding with new ExploreGlenRose.com website and branding.***

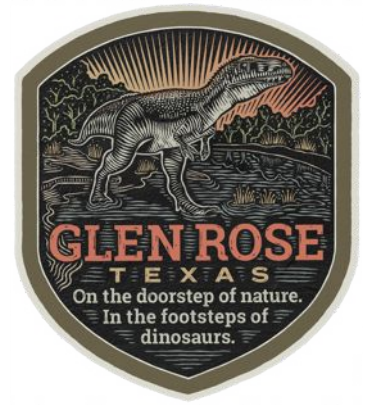
**Shows real spatial context and movement. Aerial footage can reveal the layout of Glen Rose's landscapes — river bends, nature trails, parks, and rolling hills — in a way that still photos often can't.**

- Creates a sense of place. Videos adds motion, sound, pacing, and a cinematic feel, which many travelers find more compelling than a static image because it feels more immersive.
- Conveys atmosphere and scale. Moving over a river, sweeping over fields, or tracking along a trail gives a stronger sense of what it feels like to be there, which can boost interest & engagement for first-time visitors.

### **Static Still Photography — What It Does Well:**

- Instant impact at a glance. Well-chosen, quality still photos load faster and can immediately communicate a scene or vibe, often better for quick browsing and itineraries.
- Clear details. A still photo can focus attention -like a close-up of dinosaur tracks or wildlife — and communicating a message better than text.
- Whereas videos can feel more engaging and dynamic than static photography because they give a broader, more cinematic sense of the place, especially for landscapes, parks, and outdoor attractions. In today's era especially, viewers are entertainment oriented and videos elicit more attention and longer views than still photography.

# Marketing Insights



## Glen Rose Tourism Logo & Branding Research Analysis & Conclusion:

*Unbiased CHAT GPT Question with no prompting: "Compare and Rate former VisitGlenRoseTX.org website and branding with new ExploreGlenRose.com website and branding—Continued*

**In the context of the new Glen Rose site:**

- The current (old) design's static imagery is adequate and purposefully curated for clarity and navigation.

- But if ExploreGlenRose.com adds even more large drone video content on pages like "Things to Do" or embedded in itineraries, it would likely feel more immersive and compelling — especially for attracting visitors seeking scenic outdoor experiences.

**Bottom line:** static photos are great for clarity and quick impact on the site right now, **but drone video would generally be more compelling for storytelling and drawing viewers into what makes Glen Rose special** (wide landscapes, rivers, parks) - especially if that is embedded where people spend more time exploring. The technical challenge would be slower uploading times if an over-abundance of videos populate the site.

### **Best way to use them together (if desired)**

The smartest strategy isn't either/or:

- **New logo + tagline** → primary brand identity: **"On the Doorstep of Nature. In the footsteps of the dinosaurs"**
- **"Gotta Go to Glen Rose"** → secondary campaign phrase or social copy

That way:

- The logo builds meaning and memory
- The slogan still adds energy and friendliness

### **Bottom line**

The new Glen Rose logo doesn't just invite people - **it explains the magic.**

It positions Glen Rose as:

- A real place with a real story that you can't get anywhere else in Texas

# Glen Rose Tourism Logo & Branding Research Analysis & Conclulsion:

## OVERALL:

Is the new logo more compelling?

YES—by a wide margin, as a *destination brand*. Category Ranking below:

Category	New Logo	Old Image
Instant sense of place	*****	**
Visual storytelling	*****	*
Differentiation	*****	*
Emotional Resonance	*****	***
Long-term Brand Value	*****	**

## Where the existing (former) fell short:

### 1. No sense of why

Without supporting imagery:

- No dinosaurs
- No nature
- No visual uniqueness

You had to already know Glen Rose for it to resonate.

### 2. Feels more like marketing than identity

"Gotta Go to Glen Rose" is:

- A call-to-action
- A phrase, not a brand world
- Campaign-oriented, not legacy-oriented

### 3. Less ownable

Another town could easily say:

"Gotta Go to \_\_\_\_\_"

## **We asked CHAT GPT simply:**

### **Why is Glen Rose Texas a good place to visit and how do I find more info?**

ChatGPT replied: Glen Rose, Texas is considered a great place to visit because it combines natural wonder, family-friendly attractions, historic charm, and small-town Texas culture into an easy getaway—especially if you're coming from the Dallas-Fort Worth area (about an hour to an hour-and-a-half drive).

Top Reasons to Visit Glen Rose:

Prehistoric Adventures

Dinosaur Valley State Park

Dinosaur World

Dinosaur Tracks—Texas State Historical Marker

Wildlife & Outdoor Fun

Fossil Rim Wildlife Center

Big Rocks Park

Captain Stephen L. Gibson Memorial Paluxy Heritage Park

History, Culture & Small-Town Vibes

Somervell County Museum

Historic sites like Barnard's Mill Art Museum

Festivals & Community Events

## Glen Rose Tourism Logo & Branding Research Analysis & Conclusion:

Only Glen Rose can credibly say:



"In the footsteps of dinosaurs."

Old "Gotta Go to Glen Rose" Image

### What the former Image and Slogan did well:

#### 1. Friendly, playful, approachable

- Easy to say
- Sounds like a jingle or billboard line
- Very small-town Texas in tone

#### 2. Flexible and lightweight

- Easy to place on ads, diners, and social posts
- Worked well as a campaign slogan

#### 3. The new tagline is specific and meaningful

- \* "On the doorstep of nature" → broad outdoor appeal
- \* "In the footsteps of dinosaurs" → unique differentiator
- \* That second line is something almost *no other Texas town* can credibly

claim.

#### 4. Strong merch & signage potential

This new logo:

- Works as a patch, sticker, sign, shirt, pin or poster
- Feels like something visitors would buy--not just see
- Has long shelf life (won't feel dated quickly)

#### Tradeoffs / limitations:

Slightly more complex → less flexible at tiny sizes

- More "destination brand" than "quick slogan"
- Best when used as a hero mark, not a tiny social icon

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**New Glen Rose Logo & Tagline**

"Glen Rose, Texas - On the doorstep of nature. In the footsteps of dinosaurs."

**What works exceptionally well:**

1. It tells a story instantly

At a glance, this logo communicates:

- Dinosaurs (iconic, literal, unavoidable)
- Nature & water (Paluxy River context)
- Sense of place (outdoor, rugged, scenic)

You don't need prior knowledge of Glen Rose to understand why you'd go there.

2. The illustration style is distinctive

- Hand-carved / woodcut / WPA-era feel
- Feels timeless, outdoorsy, and collectible
- Fits well with parks, trails, wildlife, and heritage tourism

**This style elevates Glen Rose beyond "small town" and into destination identity.**

**We asked CHAT GPT simply: Why is Glen Rose Texas a good place to visit and how do I find more info?**

ChatGPT replied: Glen Rose, Texas is considered a great place to visit because it combines natural wonder, family-friendly attractions, historic charm, and small-town Texas culture into an easy getaway—especially if you’re coming from the Dallas-Fort Worth area (about an hour to an hour-and-a-half drive).

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Big Rocks Park

Captain Stephen L. Gibson Memorial Paluxy Heritage Park

History, Culture & Small-Town Vibes

Somervell County Museum

Historic sites like Barnard’s Mill Art Museum

Festivals & Community Events

**We asked Chat GPT: “Where is the town with dinosaur footprints?”**

Reply: “The town with famous dinosaur footprints is Glen Rose, Texas.

- The footprints are located just outside town at Dinosaur Valley State Park
- They’re preserved in the Paluxy River bed, where...
- Glen Rose is about 1-1.5 hours southwest of Dallas-Fort Worth.

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## New Glen Rose Logo & Tagline

"Glen Rose, Texas - On the doorstep of nature. In the footsteps of dinosaurs."

**What works exceptionally well:**

1. It tells a story instantly

At a glance, this logo communicates:

- Dinosaurs (iconic, literal, unavoidable)
- Nature & water (Paluxy River context)
- Sense of place (outdoor, rugged, scenic)

You don't need prior knowledge of Glen Rose to understand why you'd go there.

2. The illustration style is distinctive

- Hand-carved / woodcut / WPA-era feel
- Feels timeless, outdoorsy, and collectible
- Fits well with parks, trails, wildlife, and heritage tourism

**This style elevates Glen Rose beyond "small town" and into destination identity.**

## **We asked CHAT GPT simply:**

### **Why is Glen Rose Texas a good place to visit and how do I find more info?**

ChatGPT replied: Glen Rose, Texas is considered a great place to visit because it combines natural wonder, family-friendly attractions, historic charm, and small-town Texas culture into an easy getaway—especially if you're coming from the Dallas-Fort Worth area (about an hour to an hour-and-a-half drive).

Top Reasons to Visit Glen Rose:

Prehistoric Adventures

Dinosaur Valley State Park

Dinosaur World

Dinosaur Tracks—Texas State Historical Marker

Wildlife & Outdoor Fun

Fossil Rim Wildlife Center

Big Rocks Park

Captain Stephen L. Gibson Memorial Paluxy Heritage Park

History, Culture & Small-Town Vibes

Somervell County Museum

Historic sites like Barnard's Mill Art Museum

Festivals & Community Events

# **Glen Rose Tourism Logo & Branding Research Analysis & Conclulsion:**

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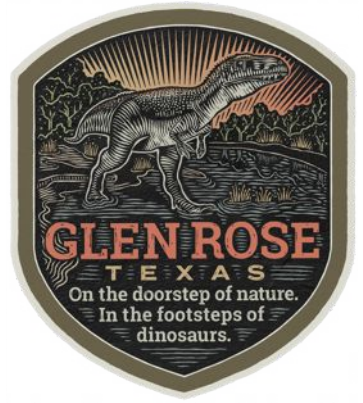
**This style elevates Glen Rose beyond "small town" and into destination identity.**

## **We asked Chat GPT: "Where is the town with dinosaur footprints?"**

Reply: "The town with famous dinosaur footprints is Glen Rose, Texas.

- The footprints are located just outside town at Dinosaur Valley State Park
- They're preserved in the Paluxy River bed, where...
- Glen Rose is about 1-1.5 hours southwest of Dallas-Fort Worth.

# Marketing Insights and comments



Attained #2 ranking for Wildlife Drive in Glen Rose after one day

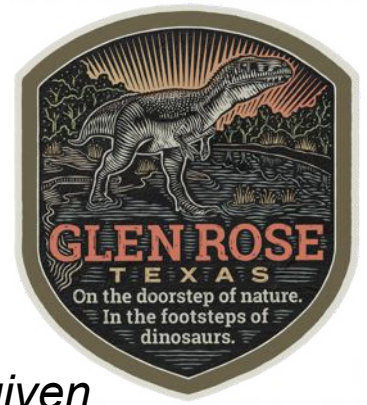
Organic - SEO

- Significant achievement tied directly to how the website was carefully and intentionally built

|

*This represents a small portion of the work.*

# Marketing Insights and comments



*We are Marketing. Monthly Reports are Always given*

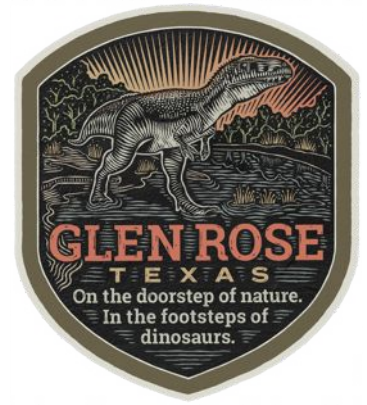
## PAID DIGITAL ADVERTISING

- Monthly reports have always been given by the advertising agency.

## December 2025

- **Over 2,100 direct visitors**, which means it came from brand marketing. Radio, billboards, print, etc.
- **1,400 Paid Google Ads: New Users**
- **459 Organic - which is SEO (organic)** - this is a sky high number in month one and directly impacted by the care we put into building the back end.
- 
- **Gross Impression: 54,000 +**
- **Facebook: 429 clicks**
- **YouTube: 289 clicks**
- **Cost per click = 78 cents (wow)**

# Marketing Insights and comments

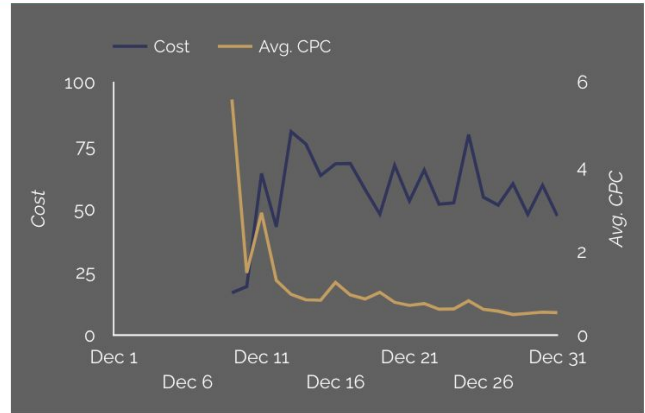
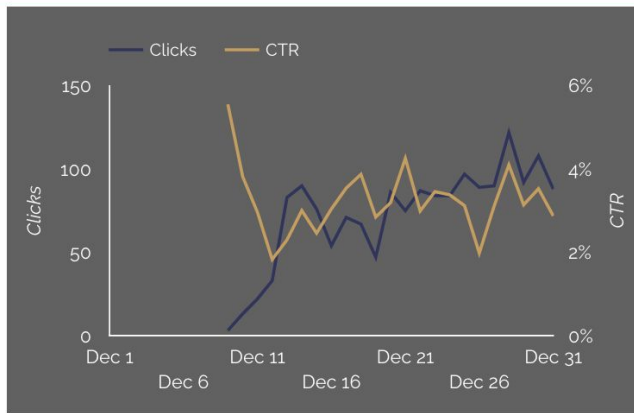


*This represents a small portion of the work.*

## PAID DIGITAL ADVERTISING - Great Initial Success in December

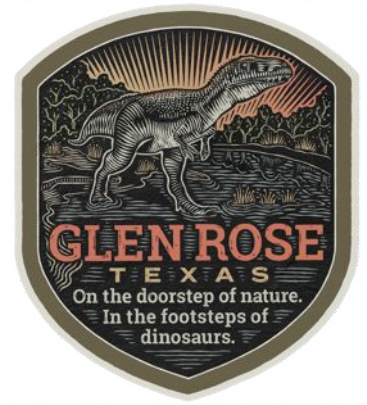
### Explore Glen Rose Ads Report - December

Impressions	Clicks	CTR	Key Events	Bounce rate	Avg. CPC	Cost / all conv.	Cost
54,585	1,661	3.04%	942	60.71%	\$0.78	\$1.37	\$1,293.19
<small>(times ad was shown)</small>	<small>(times ad was clicked on)</small>	<small>(click through rate or clicks/impressions)</small>		<small>(Percentage of Session with Single Page views)</small>	<small>(cost per click)</small>		



#### Breakdown by Campaign

# Marketing Insights and comments



*We are Marketing. Monthly Reports are Always given*

## PAID DIGITAL ADVERTISING

- Monthly reports have always been given by the advertising agency.

### Breakdown by Campaign

Campaign	Impressions	Clicks	CTR	Conv	Key Events	vg. CPC	Cost / all c...	Cost ▾
1. PM - Visit Glen ..	39,286	1,319	3.36%	859.76		\$0.77	\$1.18	\$1,018.65
2. Video - YouTub..	15,299	342	2.24%	81.24		\$0.8	\$3.38	\$274.54
3. PM - Jurassic ..	0	0	0%	0		\$0	\$0	\$0
<b>Grand total</b>	<b>54,585</b>	<b>1,661</b>	<b>3.04%</b>	<b>942</b>		<b>\$0.78</b>	<b>\$1.37</b>	<b>\$1,293.19</b>

### New Users by Campaign

First user campaign	New users ▾	Total users
1. (direct)	2,181	2,217
2. PM - Visit Glen Rose	1,139	1,140
3. (organic)	572	596
4. (referral)	431	439
5. 6867591153705	426	426
6. Video - YouTube - Demand...	289	289
<b>Grand total</b>	<b>5,081</b>	<b>5,153</b>

# Marketing Insights



## THIS IS BIG NEWS! (1/6/2026)

- Latest performance analytics for the new website are very strong and encouraging!
- 58k gross impressions.
- 2100 NEW users
- 459 new Organic (SEO) users.

We are averaging 78 cents per click (well under a dollar per reach), so our efforts are working for our return on investment in our advertising.

- Bottom line: Folks are finding us from the 150+ SEO words, terms and phrases we incorporated into our website copy, they are finding [ExploreGlenRose.com](https://ExploreGlenRose.com) by typing it in, which means they are responding to hearing the new website on radio ads—our expanded market from Waco to D/FW to Corsicana—our PR, and certainly more folks are made aware of Glen Rose and the Dinosaur tracks-related terms because of the media attention surrounding the transmission line opposition. We'll take it!
- Once the Best Western ad airs (but could be months away) we will gain even more visibility. But also when we do our major launch of the new website and branding and we get our community using the new website and branding, we can grow this exponentially.

*This represents a small portion of the work.*

## [ExploreGlenRose.com](http://ExploreGlenRose.com) status

- At the request of the Mayor to expedite the launch of the [ExploreGlenRose.com](http://ExploreGlenRose.com) website, we debuted the site at the Council meeting December 2 with numerous placeholder photos, links and sample copy. Since then we have been making edits, adding copy, renaming various headers, rearranging elements for better placement and categorical organization, among other adjustments. We have incorporated approximately 150 SEO words, terms and phrases into the copy for maximum engagement.
- It should be noted that the public does not necessarily find Glen Rose because of our website. People find Glen Rose's name and our website when they are searching for Dinosaurs, nature, wildlife, safari, adventure, family vacation, etc. The Paluxy River is one of the least-known river names in Texas. The Brazos is well-known, but few people know Glen Rose has the Brazos AND the Paluxy Rivers. As droughts and water resources become more valuable, along with the major Texas metropolitan area explosion with development and sprawl, the need and desire to get out of the city and explore nature become more important. THIS is Glen Rose's ace in the hole—at least for the time being—with the data centers, transmission lines, highway expansions and urban encroachment rapidly approaching us from D/FW. So this is the motivation and strategy in the new Glen Rose branding and marketing.
- Our other assets are our distinctive—even unique) historical legends, such as (chronological order) Barnard's Mill—Glen Rose origin, the name, John St. Helen, mineral water/sanitariums, petrified wood, moonshine, bluegrass, and yes, longhorns.

## OLD VS NEW

- The old website was 12 pages, and we migrated the existing links from the three-year-old [VisitGlenRoseTX.org](http://VisitGlenRoseTX.org) website to [ExploreGlenRose.com](http://ExploreGlenRose.com) and expanded it to 20 pages.
- We have added Constant Contact for responses and data gathering.
- The Bandwango contest page
- Links to the Chamber calendar
- A reciprocal coordination with The Expo at Glen Rose event calendar
- Links to The Texas Film Commission Film Friendly Community site to reach potential productions in Glen Rose.
- Dramatic, compelling photography showing off much more of our natural beauty and surrounding countryside.

*This represents a small portion of the work.*

## ExploreGlenRose.com status

- Research validates that although heritage tourism is still a draw, Glen Rose heritage sites are neither numerous nor developed enough to be a destination draw by themselves. They are ancillary and add interest once visitors are here. Our historical assets are better told couched in terms of the legends they represent and conjur. The main draw is still the established and strong draw of the dinosaur tracks and Fossil Rim's extensive advertising—strengthening Glen Rose's connection to nature and wildlife.
- Retail in Glen Rose is improving with the new wine bar and two new boutiques, but we are not yet a shopping destination like Granbury, Fredericksburg, or Georgetown. Again, the shopping, dining and sipping is a nice complement to the major attractions and add to the positive experience of overnight visitors.
- Our focus will be to strengthen the motivation to stay at least two days (with an overnight) in Glen Rose in order to experience all the attractions, with the added benefit of shopping, dining and sightseeing in downtown Glen Rose in between, or at the end of the day.
- Our top demographic core is composed of families with kids (who love dinosaurs and wildlife), couples and individuals.
- Before I started my job in earnest, and certainly before I had access to the old website, the restaurant listings tab was removed—July 15. We discovered this as we were readying to decommission the old site. We are also updating the changes to some of the establishments as we add this list. It will link directly to the businesses' website, and like the hotels, they will be listed in alphabetical order—the fairest way we considered.
- Over time, we will be adding and changing out the drone videos and freshening the copy.
- All of the photos and vids shot for the CVB will be shared with the city website.

This XML Site map contains 20 URLs.

URL	Images	Last Mod.
<a href="https://exploreglenrose.com/">https://exploreglenrose.com/</a>	7	2026-01-03 04:08 +00:00
<a href="https://exploreglenrose.com/events-calendar/">https://exploreglenrose.com/events-calendar/</a>	0	2025-12-14 04:19 +00:00
<a href="https://exploreglenrose.com/things-to-do/creation-evidence-museum-glen-rose/">https://exploreglenrose.com/things-to-do/creation-evidence-museum-glen-rose/</a>	0	2025-12-14 14:39 +00:00
<a href="https://exploreglenrose.com/things-to-do/fossil-rim-wildlife-center/">https://exploreglenrose.com/things-to-do/fossil-rim-wildlife-center/</a>	1	2025-12-14 18:40 +00:00
<a href="https://exploreglenrose.com/things-to-do/">https://exploreglenrose.com/things-to-do/</a>	13	2025-12-14 18:42 +00:00
<a href="https://exploreglenrose.com/things-to-do/dinosaur-valley-state-park/">https://exploreglenrose.com/things-to-do/dinosaur-valley-state-park/</a>	3	2025-12-14 18:43 +00:00
<a href="https://exploreglenrose.com/things-to-do/dinosaur-world/">https://exploreglenrose.com/things-to-do/dinosaur-world/</a>	6	2025-12-14 18:44 +00:00
<a href="https://exploreglenrose.com/things-to-do/nature-trails-wildlife-drive/">https://exploreglenrose.com/things-to-do/nature-trails-wildlife-drive/</a>	0	2025-12-14 18:48 +00:00
<a href="https://exploreglenrose.com/places-to-stay/hotels/">https://exploreglenrose.com/places-to-stay/hotels/</a>	9	2026-01-03 07:24 +00:00
<a href="https://exploreglenrose.com/places-to-stay/">https://exploreglenrose.com/places-to-stay/</a>	0	2026-01-03 07:30 +00:00
<a href="https://exploreglenrose.com/places-to-stay/weddings-meetings-gatherings-in-glen-rose/">https://exploreglenrose.com/places-to-stay/weddings-meetings-gatherings-in-glen-rose/</a>	3	2026-01-03 13:40 +00:00
<a href="https://exploreglenrose.com/entertainment/">https://exploreglenrose.com/entertainment/</a>	4	2026-01-03 19:40 +00:00
<a href="https://exploreglenrose.com/shopping/">https://exploreglenrose.com/shopping/</a>	11	2026-01-04 20:14 +00:00
<a href="https://exploreglenrose.com/day-trips/">https://exploreglenrose.com/day-trips/</a>	0	2026-01-04 20:28 +00:00
<a href="https://exploreglenrose.com/things-to-do/paluxy-river/">https://exploreglenrose.com/things-to-do/paluxy-river/</a>	3	2026-01-04 20:35 +00:00
<a href="https://exploreglenrose.com/places-to-stay/cabins-glamping/">https://exploreglenrose.com/places-to-stay/cabins-glamping/</a>	2	2026-01-04 20:57 +00:00
<a href="https://exploreglenrose.com/plan-getaways/">https://exploreglenrose.com/plan-getaways/</a>	3	2026-01-04 22:55 +00:00
<a href="https://exploreglenrose.com/food-drinks/">https://exploreglenrose.com/food-drinks/</a>	19	2026-01-05 00:22 +00:00
<a href="https://exploreglenrose.com/contact/">https://exploreglenrose.com/contact/</a>	7	2026-01-05 21:46 +00:00
<a href="https://exploreglenrose.com/dinosafari/">https://exploreglenrose.com/dinosafari/</a>	0	2026-01-05 22:20 +00:00

## URL & Social Media Challenges and Solutions

Upon beginning as cvb director, Traci and I searched for the cvb files, archives, folders with any contracts, agreements and/or leads. There were none. We soon discovered the files that had been left in the former visitor center building (100 NE Barnard) had been disposed.

The few legacy pieces of print materials we could find, and the remaining maps, flyers and post cards had the following response contacts on them:

[GlenRoseTexas.net](http://GlenRoseTexas.net)

[visitglenrosetx.com](http://visitglenrosetx.com)

[VisitGlenRoseTX.org](http://VisitGlenRoseTX.org)

[ExploreGlenRose.org](http://ExploreGlenRose.org)

[GottaGoToGlenRose.com](http://GottaGoToGlenRose.com)

[SommervellTourism.com](http://SommervellTourism.com)

[DiscoverGlenRose.org](http://DiscoverGlenRose.org)

It's probably not uncommon for an organization to change to a different main website over the years. Glen Rose has had at least seven in that past few years. Seven! Our office maintains a file of these various print pieces for reference and posterity.

### Rationale

Perhaps it was over 20 years ago that [ExploreGlenRose.com](http://ExploreGlenRose.com) expired and we lost the URL to one of those URL site buyers. The Dot Com is the most common and logical for people to use and find. Dot Org typically signifies a non-profit. Dot Net is typically used in communications.

When people search for a town, it's unlikely—if not rare—that they would search for the county in which it is situated—much less even know the county name.

TX at the end of Glen Rose was also problematic, since not only is TX the typical USPS abbreviation when using zip codes, but in some print applications it read as "GlenRoset X"

The Explore not only fit our branding and distinctive, if not unique place among destinations, it was much more robust and captivating than the more passive Visit or Discover. Moreover, in searching through past graphics, including the expensive conference display banners we found in storage in the old bank vaults, which had [ExploreGlenRose.org](http://ExploreGlenRose.org) on them, it seems the most effective of all the variations was the Explore.

We contacted the GoDaddy broker to "buy back" [ExploreGlenRose.com](http://ExploreGlenRose.com), which was listed at \$2,500. We offered \$500, hoping they'd take it. Unfortunately, they countered with \$2,500 and we ponied up. It was that important to have a single, strong and effective url to match our other branding efforts.

### Social Media—Facebook

The VisitGlenRose Facebook page is still in "Facebook Jail," and frozen at its 5,200 followers. At some point in the past, a duplicate VisitGlenRose Facebook page was created in order to post Glen Rose FB ads, and Meta flagged our page as an imposter and denied any posting of ads or boosts. There is a name attached to it as an admin and we have made the request to that person to relinquish their admin status. We have no contact for this person, and until they relinquish their admin hold, the Visit Glen Rose page will languish.

Meanwhile, we created an Explore Glen Rose FB page and though we continue to post to both pages, it is time consuming and confusing. Soon we will begin posting invitations for our 5,200 followers to move over to Explore Glen Rose and follow us there.

As we monitor the performance of the GR Facebook page, the average engagement is running about 98% followers, which is about 95% locals (Glen Rose, Cleburne, Tolar, Stephenville, Hico).

# Facebook and Instagram status

## FACEBOOK:

Over a year ago the VisitGlenRoseTX Facebook account was put into what is called a Gray Zone, after a duplicate page with the same name was created. FB/Meta viewed this as an attempt to mimic or be an imposter of the original FB page of the same name, and to prevent a perceived scam or fraud, the FB account was essentially “put in jail,” preventing any new paid ads or boosts (which is the main tool for expanding reach and engagement.)

The current 5,200 followers have been locked in at that number for months, if not over a year, and does not allow for growth, boosting or placing ads.

We wanted to coordinate our [ExploreGlenRose.com](https://www.exploreGlenRose.com) url with social media, and all other aspects of our marketing, so we created Explore Glen Rose facebook page. We will still post to Visit Glen Rose facebook page for the time being, but want to post an announcement of the new Explore Glen Rose page, and invite our followers to like and follow our new page. We would like to retire or delete the old Visit page as soon as possible. Even though 5,200 followers is not very impressive, we nevertheless don't want to abandon our loyal following and build on our new, single consistent, consolidated name and branding.

The name connected with the admin of the VisitGlenRose account is Lee Goecke. We cannot find out any information about this person. We have done forensics on the site and the process for reestablishing the page is to request Goecke to relinquish admin of the page, which we have done through the Facebook account. We have no other contact information of this person, we are dependent upon them seeing this request and responding accordingly. We will update as we know more.

## INSTAGRAM:

The Explore Glen Rose Instagram page was created from the personal account of a former CVB director. It is listed as the Official Government Organization of the Glen Rose CVB. We have requested numerous times through numerous individuals for this page to be released, offered help to effect the release without compromising the individual's password, but to date have not had any success. In order to establish SOME form of consistency in the interim, we created Explore\_Glen Rose on Instagram. The underscore divider is awkward, counter-intuitive and hinders an easy way to identify and find our IG page. We will hold out hope that this can be resolved, so that for the first time in 20 years, or the history of Glen Rose Tourism, that a single brand and identify can be established and continue.

It is imperative that no additional URLs or handles be added that confuse or misdirect the public.

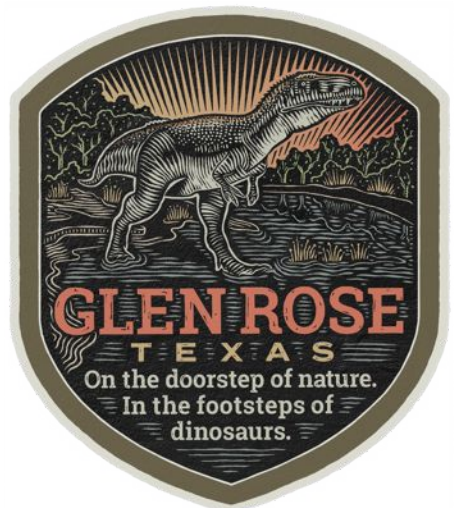
All of the access, security, passwords, billing information and contracts are now filed within the city (city secretary, city finance director) and of course, the Glen Rose Tourism Office. Soon, once a new city administrator is hired, that person will have access as well.

All of these efforts are correcting two or more decades of inconsistencies by the steps we've been taking, thoughtfully consolidating a single brand name, directing all of the other disparate elements out there toward our one, strong brand name and image.

**Marketing ads are running.**

**Google ads:**

**Ads run in markets outside of Glen Rose to attract visitors—especially overnight visitors.**



*Contact Information here*



**Please Help Us Improve our Visitor Experiences by answering these:**

1. **What was your main reason for visiting Glen Rose? (select one or more)**
  - Dinosaur Valley State Park
  - Dinosaur World
  - Event at The Expo
  - Passing through/Day Trip
  - Fossil Rim Wildlife Center
  - Creation Evidence Museum
  - Visiting Friends or Family
  - Other
2. **Which of these influenced your decision to visit Glen Rose? (Select up to two)**
  - Recommendation from friends or family
  - Google Search
  - Social media (Instagram, Facebook, Tik Tok, YouTube, etc.)
  - Radio/TV
  - Billboard
3. **When did you decide to visit Glen Rose?**
  - Same day
  - 1-3 Days
  - 1-2 weeks before
4. **How far did you travel to get here**
  - Less than 25 miles
  - 25-100 miles
  - 100-300 miles
  - More than 300 miles
5. **Is this your first visit to Glen Rose?**
  - Yes                      No
6. **What would make you more likely to visit Glen Rose again? (We'd love to know!)**
  - \_\_\_\_\_
  - \_\_\_\_\_

**For any questions about the  
Glen Rose CVB mission,  
strategy, philosophy,  
marketing plan, or *anything*,  
please don't hesitate to call  
either me or Traci.**



*Tex Toler 512-568-5034*  
*Traci Niedziela 254-253-0029*