

## **CVB ADVISORY BOARD – 2024 UPDATE**

- 1. Drive Convention (Retreat) Activity**
  - a. Typically, weekday centric
  - b. Identify opportunities we can leverage now (can't wait for the city to be built out)
  - c. ex: Municipal Retreats, Church Retreats
- 2. Drive General Tourism**
  - a. Typically weekend centric
  - b. All marketing/promotion must include verbiage to STAY in Glen Rose
  - c. always focus on overnight stays ex: Gotta go to Glen Rose. Gotta stay more than a day
- 3. Add an interactive kiosk outside near the Square in Downtown that provides key information and locations for destination sites, parks, and places to visit and shop.**
  - a. The museum may be a good location for this?
- 4. Provide Reporting for City Council Meetings, CVB Advisory Meetings and strategic planning**
  - a. Hotel Occupancy Rates including year-over-year data
  - b. Should break out by day/week/month
  - c. State reporting on HOT Tax collection including year-over-year
  - d. Tracking of event/promotional activity
  - e. QR codes may help?
- 5. Partner with the Somervell County Expo Center and Chamber of Commerce to create twice-a-year rodeo- and western-themed events and festivals that coordinate with annual Expo Events.**

### **THE FOLLOWING ARE OPPORTUNITIES TO BE ADDRESSED AS WELL, BUT THE ABOVE ARE THE PRIORITY:**

- 1. Improve Staffing – For awareness, Demetra has requested the budget includes funding for this**
  - a. Hire Sales Strategist to lead strategic efforts
  - b. Leverage data to identify opportunities and focus on outside sales
- 2. Increased Communication Routines**
  - a. Advisory Board Meeting
    - i. Meets monthly
    - ii. Include HOT Tax Collection pulled from State
    - iii. Capture meeting minutes
    - iv. Include meeting minutes in City Council packet
  - b. Hotelier Meeting
    - i. Meets quarterly
    - ii. Invite all hoteliers
    - iii. Provide strategy, activity and results update
    - iv. Capture meeting minutes
    - v. Include meeting minutes in City Council packet
  - c. Include meeting minutes in City Council packet
- 3. Revisit the collection of HOT funds from local rentals via Airbnb to evaluate how it has been working and any further opportunities that may exist for associated improvements.**