



October 2021

Finally, the traveling stops for a bit and we can catch a big breath and plan for the Holidays as well as get some organizational things taken care of. October was a very busy month.

1. October 1-2 – Glen Rose was crazy busy! Paluxy Pedal, Oakdale Bluegrass, Glen Rose Wine & Art Festival, The Promise, and so many more activities were going on. This particular weekend was one of our busiest.
2. October 5-8 – TML Conference (Houston) - Discovered that some of the Holiday décor companies actually lease their stuff and will deliver, set up and take down. This is something that I will be looking into.
3. October 10-11 – State Fair Travel Booth - We represented Glen Rose and the Golden Nugget Region at the Texas Travel Booth at the Go Texan Building. Sunday was a good steady crowd. Monday was a veritable nightmare of people due to it being the last week of the State Fair as well as Columbus Day holiday. This show is one of the best shows of the year.
4. October 19-22 - Texas Association of Venues and Facilities annual conference. This was the first year to attend this conference. It will be a good testing ground on how much business this association can draw to Glen Rose's many facilities and venues. We made some great contacts there. One also gives a great discount on promotional items, table covers, etc. to members of the Association.
5. October 23-24 - Irving Wedding Show - We set up on Saturday for this show. We were also able to walk around and get some booth ideas for our future wedding shows. This show was amazing. It was non-stop talking from the time it opened to the time it closed. Two days after show I booked a vow renewal at Heritage Park and sent another couple to Country Woods Inn for wedding discussions. This is a market that has never been tapped into for Glen Rose Somervell County. Once they got past the Tourism and let us show them venues the response was amazing! This show we will attend next year.
6. October 30-31 - San Antonio Wedding Show - This show was not near the success of the Irving Show. It started an hour late. They had a fashion show in the middle of the event which took the couples away from vendors for almost another hour. It was in a metal building that wasn't even a quarter full. We will not be going back to this show. However, Whole Heart Blessings loaned us some silk bridal bouquets and we were able to make our booth more bridal. Tiffany put together a video which we ran on a TV showing off the different venues in Glen Rose, Somervell County.
7. October 30 – Safe Treats on the Square - Tiffany and Pearl did an outstanding job on Safe Treats this year. It was one of the largest that we have had to date. Families from Walnut Springs, Granbury and other surrounding towns came to celebrate with us. A big thank you goes out to all of the businesses and

organizations who helped with booths and games for the kids this year. The Somervell County Museum was taking photos of the kids and families.

8. The CVB is having the "Group Meetings" again on the first Wednesday of the month at Barnard's Mill. This meeting keeps businesses, organizations, and citizens updated on what is going on and upcoming events. There have already been two meetings and the second meeting doubled in numbers. Since I was out of town, Tiffany took over the October meeting for me.
9. The CVB Advisory Board meeting was held on October 13th at the CVB. We went over the report that I had turned in to the Council.
10. We have been posting information about the Christmas parade and Tree Lighting. We have already had quite a few vendors interested in that Christmas Event around the square. This will all occur on November 27 from noon until the tree lighting ceremony is over.
11. We are receiving vendors for Heritage Christmas already. All of the cabins have been adopted to decorate this season. We will have a meeting for all volunteers interested in helping decorate our park for the holidays this year on Tuesday, November 9 at 9:00 am at the Heritage Park Pavilion.

We have a new phone system, we are still working on the glitches, but our phone number is 254-897-3081. We no longer are connected with the county phone extension system. The City Spectrum account for this building has now been switched over to the County for our internet provider service.

We still need the Instagram password in order to get more analytics.

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 Tiffany from Social Media.

November

2021 Calendar of Events

Dinosaur Valley State Park

November 6,7,13,14,20,21,26,27,28	Track Talk	10:00AM & 3:30PM
November 6, 14	Junior Ranger Academy	2:00PM
November 6	Solar System Walk	7:00PM
November 6	Star Party	8:00PM
November 7, 20	ATLATL	2:00-3:00 PM
November 13, 28	Over Look Hike	11:00AM 1:00PM
November 14	Park Entrance is FREE (In Honor of Veterans Day)	all day
November 21	Edible Plant Talk	2:00PM
November 26	Black Capped Vireo Hike	10:00AM
November 27	Primitive Prairies	11:00AM
November 27	Fire building 101	2:00PM

Downtown

November 14	Paisley Reese & Tracks In Time Too 5 th Year Anniversary Bash	4:00PM-7:00PM
November 26	Shop Downtown Shops For DINO FRIDAY	All Day Event
November 27	Merry & Bright Christmas Celebration	12:00PM
November 27	Merry & Bright Lighted Christmas, Parade	6:00PM
November 27	Lighting Of the Down Town Christmas Tree	8:00PM
November 27	Light Up Heritage Park	6:00PM

Fossil Rim Wildlife Center

Closed on Thanksgiving Day

Somervell County Expo Center

Every Wednesday	Expo Barrel Jackpot	
November 2-7	Extreme Cowboy World Championship	All Day Event
November 12	Gypsy Hearts Market	11:00AM -7:00PM
November 13	Gypsy Hearts Market	10:00Am-6:00PM
November 14	Gypsy Hearts Market	11:00AM-4:00PM
November 16	CK's Roper Appreciation Jack Pot	All Day Event
November 20-21	Show Me The Money (Ranch Sorting)	All Day Event

Other

November 12-13	Pioneer Days@ Chisholm Trail Outdoor Museum	9:00AM-6:00PM
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October	CVB	Visitors	Mailouts
Fri-1	10	22	
Sat-2		27	30
Sun-3	Off	Off	
Mon-4	12	20	
Tue-5	6	25	
Wed-6	10	12	
Thur-7	5	10	
Fri-8	10	27	
Sat-9		45	21
Sun-10	Off	Off	
Mon-11	Holiday	Holiday	
Tue-12	10	27	
Wed-13	5	4	
Thur-14	10	9	
Fri-15	6	30	39
Sat-16		53	21
Sun-17	Off	Off	
Mon-18	12	17	
Tue-19	9	19	
Wed-20	9	20	
Thur-21	20	6	6
Fri-22	13	18	
Sat-23	5	20	
Sun-24	Off	Off	
Mon-25	10	10	6
Tue-26	17	15	
Wed-27	16	9	
Thur-28	11	23	
Fri-29	5	27	21
Sat-30	1	20	
Sun-31	Off	Off	

Mailouts in Texas Total Mailout

212	515	144
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Page Insights

Overview

Business Suite

Creator Studio

Followers

Ads

Likes

Reach

Page Views

Actions on Page

Posts

Branded Content

Events

Videos

Stories

People

Messages



79

Total Page Views 6%



We have insufficient data to show for the selected time period.

15

Page Likes 6%



Post Reach

October 28 - November 3

2,912

People Reached 9%



We have insufficient data to show for the selected time period.

Story Reach

October 28 - November 3

Get Story Insights

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Recommendations

October 28 - November 3

We have insufficient data to show for the selected time period.



Post Engagement

October 28 - November 3

509

Post engagement 18%



Responsiveness

As of November 1, 2021

80%

Response Rate 60%

2 days 13 hrs

Response Time 1 day 10 hrs

Videos

October 28 - November 3

303

3-Second Video Views 27%

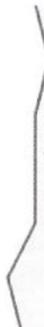


Page Followers

October 28 - November 3

16

Page Followers 7%



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Your 5 Most Recent Posts

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Published Post

Reach: Organic / Paid Type Targeting Reach

Post Clicks Reactions, Comments & Shares

Engagement Promote

10/31/2021 8:39 PM		285	8 4	Boost Post
10/31/2021 11:44 AM	We are excited to be in San Antonio today sharing about the variety of wedding venue,	518	12 8	Boost Post
10/31/2021 9:27 AM	Dino Hunt happens TODAY at 11am & 2pm at Dinosaur Valley State Park - Texas Parks	91	0 1	Boost Post
10/31/2021 8:28 AM	Visit Fossil Rim Wildlife Center today for some Spooktacular fun! #exploreglenrose	303	1 0	Boost Post
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10/30/2021 4:40 PM	Safe Treats 2021 on the Square and on Hwy 67	286	32 6	Boost Post
10/30/2021 11:54 AM	Safe Treats TONIGHT from 4-6pm	114	24 2	Boost Post
10/30/2021 10:20 AM	FossilMania at The Somervell County Expo Center	96	36 3	Boost Post
10/30/2021 7:54 AM	The Promise - Glen Rose, TX is having their final performance of the season tonight at	284	1 1	Boost Post
10/29/2021 7:34 PM	Visit Sugarbiscuits & Company tomorrow before Safe Treats in Glen Rose Town	121	2 0	Boost Event
10/29/2021 5:47 PM	We are just 1 day away from Safe Treats in Glen Rose Somervell County! Stop by any of	1.4K	16 19	Boost Post
10/28/2021 11:52 AM	It's the most wonderful time of the year at Squaw Valley Golf Course This tournament	284	0 1	Boost Post
10/28/2021 9:25 AM	Check out the list of these family friendly events taking place across Glen Rose	360	1 10	Boost Post
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10/27/2021 3:07 PM	Dinosaur Valley State Park	256	1 4	Boost Post
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10/23/2021 4:04 PM	Check out the live music happening tonight at Blackie's on the Square in Glen Rose. Visit	260	1 1	Boost Post
10/23/2021 1:03 PM	You can work up quite an appetite while exploring Glen Rose Somervell County. We	362	27 14	Boost Post

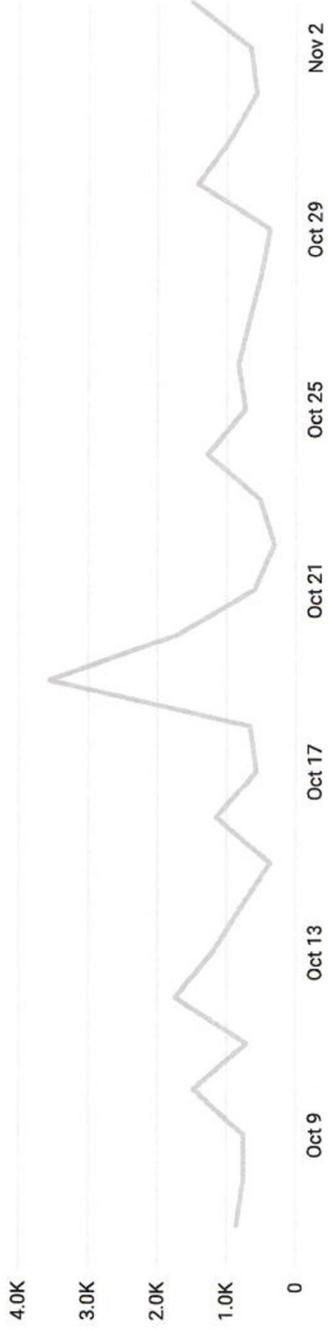
10/09/2021 10:15 AM	The best weekends involve games of disc golf, especially when it is at Dine Hills Disc	2.4K	103	Boost Post
10/09/2021 8:50 AM	The Promise at Texas Amphitheater only has a few more weeks left of its 33rd season! 🎪	592	15 14	Boost Post
10/08/2021 8:45 PM	Just a short distance off of the historic Glen Rose town square, you will find Villa 101.	869	59 5	Boost Post
10/07/2021 6:59 PM	Did you know you can take a tour of Fossil Rim Wildlife Center after dark? Check out the	486	8 6	Boost Post
10/07/2021 5:28 PM	They don't call us "The Dinosaur Capital of Texas" for nothing. One city. One County.	890	20 34	Boost Post
10/07/2021 8:11 AM	Good Morning from The River Walk and Paluxy Heritage Park 🌞	525	50 27	Boost Post
10/06/2021 8:40 PM	October is the month for monsters at Somervell County Expo Center.... monster	158	1 0	Boost Post
10/06/2021 5:56 PM	Check out this interesting fact about some of the dinosaur tracks found here in Glen Rose	564	5 9	Boost Post
10/05/2021 1:33 PM	Join our friends at High Hope Sanctuary for Retreat for their Farm to Table Event on	240	3 6	Boost Post
10/05/2021 1:23 PM		151	0 0	Boost Post
10/05/2021 11:20 AM		159	0 3	Boost Post
10/05/2021 11:20 AM	Looking for somewhere to stay as you explore Glen Rose Somervell County?	434	16 5	Boost Post
10/05/2021 11:13 AM	Dinosaur Valley State Park	130	3 1	Boost Post
10/04/2021 8:39 AM	Want to Spend the Night on the Brazos River? Here's How	429	14 7	Boost Post
10/03/2021 10:47 AM	Take a tour of Glen Rose Somervell County's very first building. It's 160+ year history	153	1 3	Boost Post
10/03/2021 8:02 AM	No trip to "The Dinosaur Capital of Texas" is complete without a visit to Dinosaur Valley	273	3 10	Boost Post
10/02/2021 2:41 PM	Fossil Rim Wildlife Center	271	1 7	Boost Post
10/02/2021 11:47 AM	Fun weekend in Glen Rose Somervell County	174	53 4	Boost Post
10/01/2021 5:08 PM	So much to Fall in love with in Glen Rose Somervell County	547	86 20	Boost Post
10/01/2021 11:01 AM		145	0 0	Boost Post
10/01/2021 8:45 AM	Bluegrass Festival starts TODAY at Oakdale Park October 1 - October 3 2021 Enjoy for	267	3 2	

Export

Results

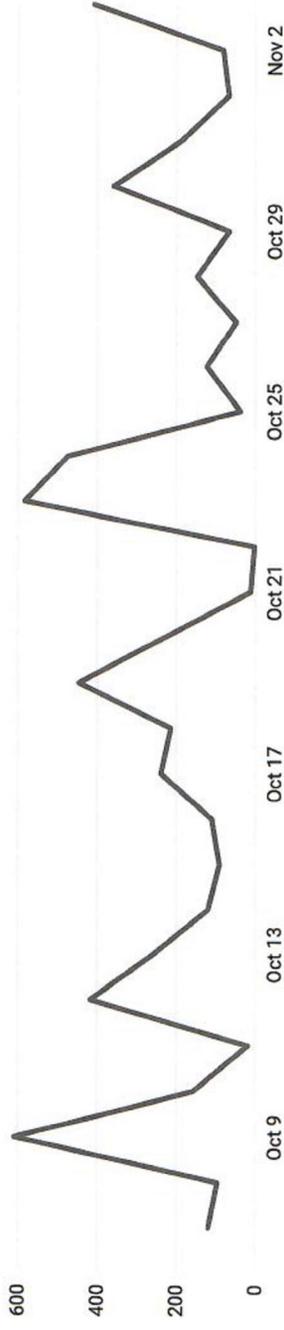
Facebook Page Reach

13,718 92.3%



Instagram Reach

2,107 3%



Insights

Export

Audience

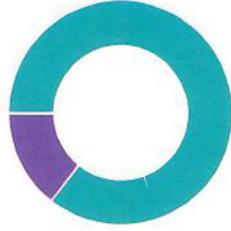
Current audience Potential audience



Facebook Page Likes

5.1K

Age & Gender



Top Cities

Glen Rose, TX

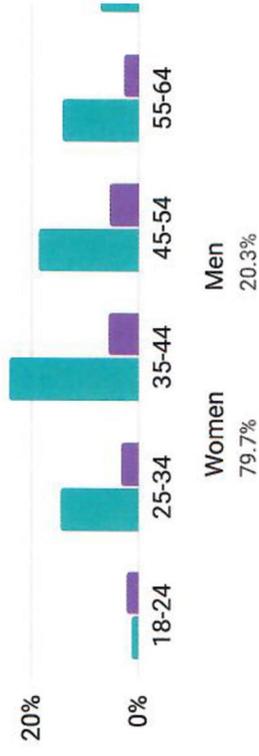
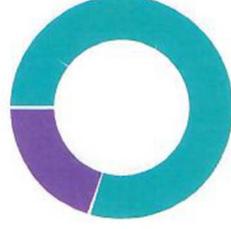
Fort Worth, TX

Granbury, TX

Instagram Followers

652

Age & Gender



Top Cities

Glen Rose, TX

Granbury, TX

Fort Worth, TX

13.8%

15.9%

7.2%

4.4%



Insights

Lifetime: Oct 4, 2018 – Nov 3, 2021

Top Cities

Glen Rose, TX

Fort Worth, TX

Granbury, TX

Dallas, TX

Houston, TX

Cleburne, TX

San Antonio, TX

Arlington, TX

Stephenville, TX

Burleson, TX



Top Cities

Glen Rose, TX

Granbury, TX

Fort Worth, TX

Dallas, TX

Stephenville, TX

13.8%

4.4%

4%

2.5%

2.1%

15.9%

7.2%

4.9%

4.2%

2.8%

2.7%

2.4%

2.1%

1.6%

1.2%

Top Cities

Glen Rose, TX

Fort Worth, TX

Granbury, TX

Dallas, TX

Houston, TX

Cleburne, TX

San Antonio, TX

Arlington, TX

Stephenville, TX

Burleson, TX

Top Countries

United States

Mexico

0.6%

Taiwan

0.3%

66.4%

Top Countries

United States

Nigeria

0.1%

99.2%

Page Insights

time zone of your ad account.

Actions on Page
October 7 - November 3

Page Views
October 7 - November 3

Page Likes
October 7 - November 3

311
Total Page Views 35%

73
Page Likes 30%

We have insufficient data to show for the selected time period.

Post Reach
October 7 - November 3

Story Reach
October 7 - November 3

Recommendations
October 7 - November 3

12,069
People Reached 22%

Get Story Insights
See stats on how your Page's recent stories have performed.

We have insufficient data to show for the selected time period.

Post Engagement
October 7 - November 3

Videos
October 7 - November 3

Page Followers
October 7 - November 3

6,008
Post engagement 36%

4,430
3-Second Video Views 27%

80
Page Followers 36%

Ad Results Have Moved
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10/23/2021 1:03 PM	You can work up quite an appetite while exploring Glen Rose Somervell County. We	362	27 14	Boost Post



Insights

Oct 1, 2021 - Oct 31, 2021



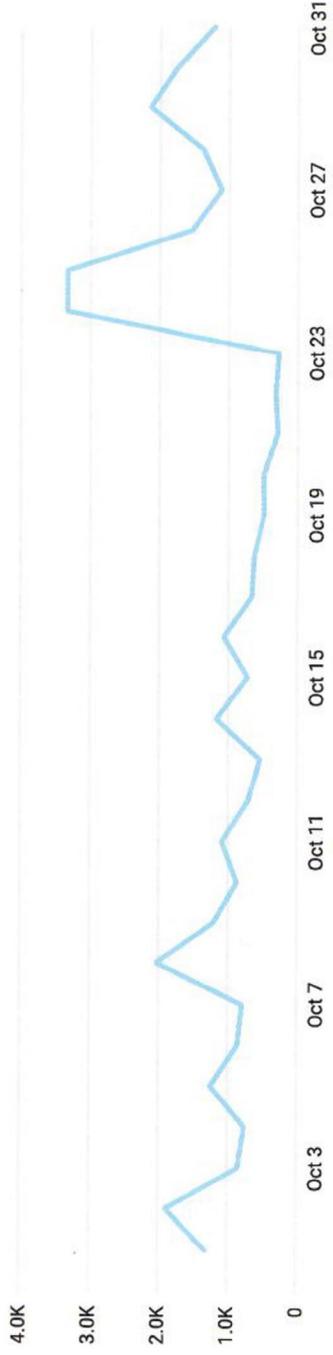
Export

Results

Facebook Page Reach

13,825

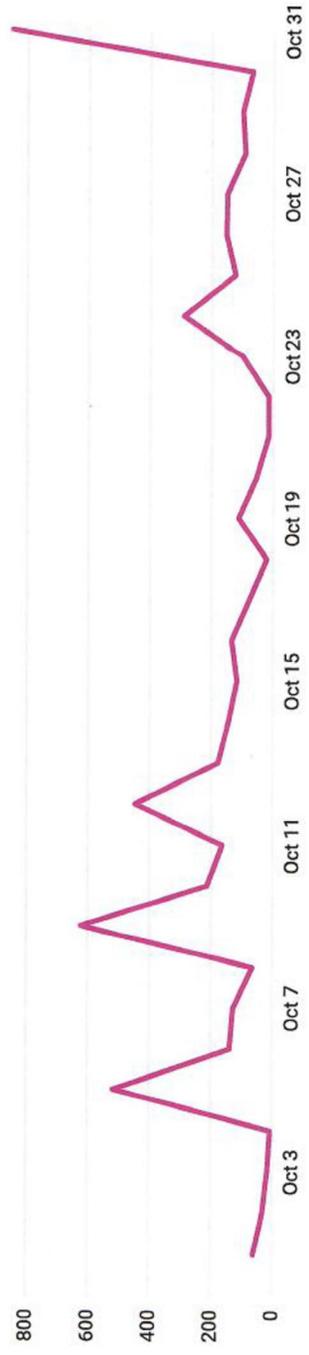
2.4%



Instagram Reach

2,291

128.4%



Audience

Export

Current audience Potential audience

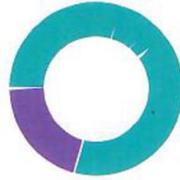
Facebook Page Likes

2.4K

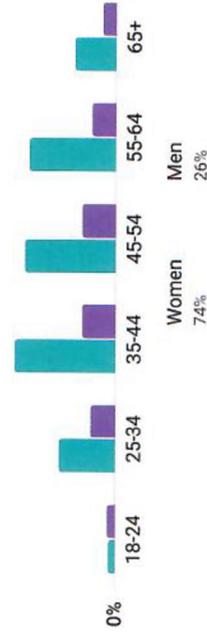
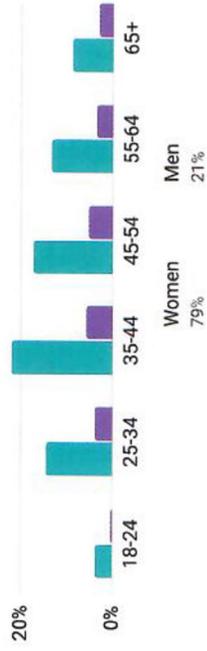
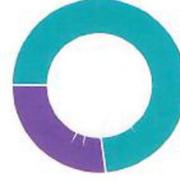
Instagram Followers

570

Age & Gender



Age & Gender



Top Cities

- Glen Rose, TX
- Granbury, TX 6%
- Cleburne, TX 3.4%
- Fort Worth, TX 3.3%
- Stephenville, TX 3.2%
- Rainbow, TX 2.3%
- Nemo, TX 1.3%

Top Cities

- Glen Rose, TX 40%
- Fort Worth, TX 3.9%
- Granbury, TX 3.3%
- Nemo, TX 2.5%
- Rainbow, TX 1.9%

25.8%

