



AGENDA ITEM SUMMARY FORM

MEETING DATE: 6/25/2024

PREPARED BY: Martha Eighme

AGENDA CONTENT: Departmental Update Communications and Marketing

AGENDA ITEM SECTION: Workshop

EXECUTIVE SUMMARY:

Project Updates

- KMOC

Hotel Occupancy Tax Funds

- Audits and Collection
- City Sponsored HOT Events
 - South Texas Gunslingers
 - Brazoria County Fair
 - Pan American Civic Association Concert
 - Angleton Market Days

Event Update

- Freedom Fireworks
- Concert in the Park
- Heart of Christmas
- Music Friendly City Designation
- New Event Concept

Departmental Strategic Initiatives

- Strategic Communications Plan
- SOP's
- Social Media Content Calendar