

# CASTROVILLE

★ TEXAS ★



PARAMOUNT +  
**14,529**  
*Impressions*  
*Dallas, Texas best market*

*Working on Flat Stanley Promotion and other promotions for end of year.*

YouTube  
Video Ads  
**18.42%**  
*View Rate*  
**9.00%**  
*Good View Rate*



*Over 60 Shares*  
**OVER 11,000 VIEWS**



*Nearly Sold Out*

## EVENT PROMOTION

- **Elsass Film Festival** - Working with Brittany on the 2026 Elsass Film Festival. We will expand from one category to three to make the event an all-day experience the first weekend in May.
- **Music and Art for Fioralla Friday** - I have worked with MVIDS to bring student music and artwork to our Fioralla Friday. The objective is to bring families and friends from the school district into Castroville for this event. The hope is to also build more community and connect people in our school district with our community.
- **Downtown Car Show** - Working with local businesses on a quarterly car show located at Houston Square. Coordinating with EMS and PD.
- **Ghost Tours** - Working to add a Ghost Tour to our historic downtown. Working with local businesses and interested parties.

## TOURISM

- **Targeted Advertising** - I continue to advertising Castroville in San Antonio and the surrounding area. The idea is to continue to grow our visitor numbers from the 12% increase that was documented by the Travel Texas. Our award winning video continues to perform well in the market. We have expanded our usage to YouTube and Paramount+.
- **Walking Tour Promotion** - I am creating new signs, animations, brochures, to help promote our walking tours. The idea is to bring more people into Castroville for a day or weekend to spend money at our local establishments.
- **Historic Overnight Stays** - Working with the Texas Historic Commission and local citizens to establish an "Historic Overnight Stay" program. I am already working on this promotion with our without the THC, but the idea is to drive additional stays in our short term rental properties that will help with our HOT fund and local establishments.
- **Promotional Merchandise** - I am creating additional items to promote Castroville. These items are to put Castroville in a better light and have been recognized nationally for their high quality. The goal is to have more items ready for April when we have the eclipse and Alsatian Festival of Texas.
- **Social Media** - I work regularly to create posts and share other posts that will bring people to Castroville. The idea is to show this wonderful place and to draw tourists in.