

# CASTROVILLE

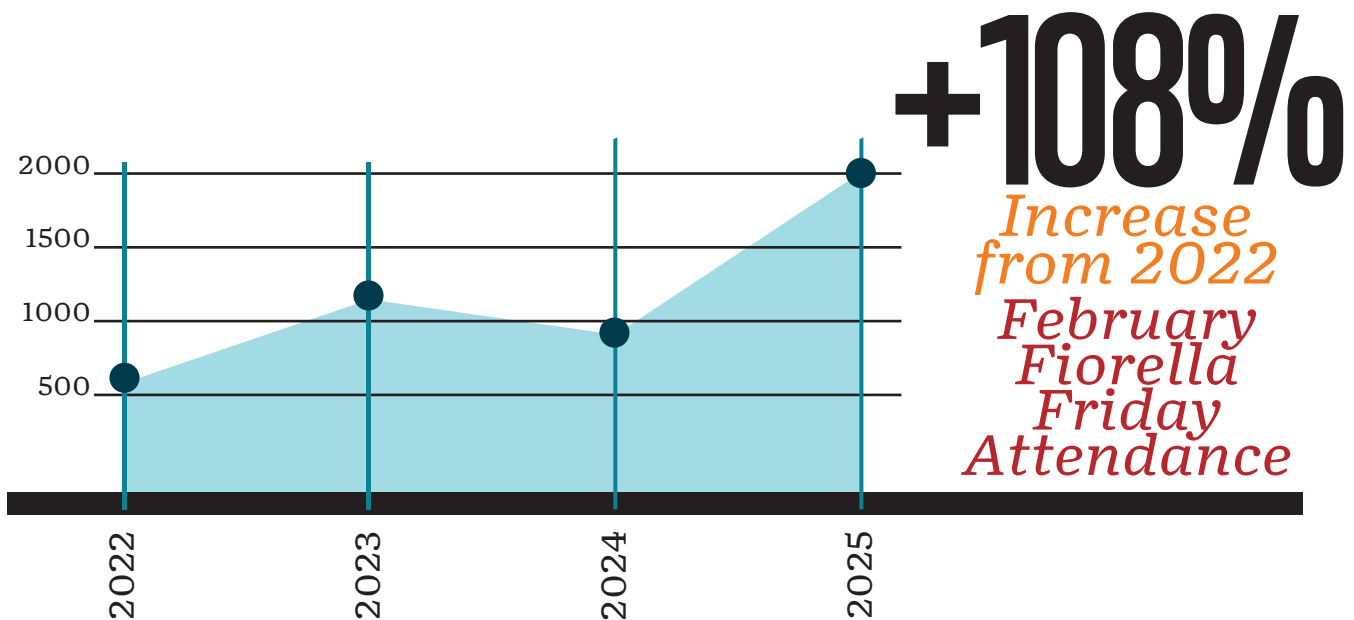
★ TEXAS ★



Attn: Scott Dixon

Per: February Report

Tourism and Business Development Director



*Historic  
Downtown  
Sales Tax  
Increase*

**36%**  
Increase  
Year over Year

*City of  
Castroville  
Sales Tax  
Increase*

**25%**  
Increase  
Year over Year

*Hillside  
Boutique  
Hotel*

**29%**  
Increase  
Year over Year



**1,000**  
Clicks  
as of 2/20

Began advertising overnight stays this year. Facebook has identified our ad as getting better results than 80% of similar ads.

## RECENT ACTIVITIES

- Collaborating with state representatives to designate Castroville as the "Official Alsatian Capital of Texas" is a significant initiative that will strengthen our cultural identity and enhance our appeal as a tourist destination. As part of this effort, I am actively networking with local small businesses, particularly those in our historic downtown.
- Partnering with the Castroville Chamber of Commerce on marketing efforts for the Beer and Wine Festival and contributing to the production of the new Castroville Visitor's Guide.
- Continuing to expand my network with local businesses and regional economic development professionals to foster stronger connections and collaboration.
- Advancing my education in Economic Development through the University of Oklahoma Economic Development Institute.
- Currently enrolled in a Business Retention and Expansion course, applying key insights directly to my work in Castroville.
- Pursuing additional training in Entrepreneurship and preparing to attend a series of economic development courses in Kansas City this April. These classes will focus on finance, marketing and business attraction, and strategic planning.
- Collaborating with Clinton Haby on video production for several local businesses, including the rebranded Castroville Barbecue Company, Overholt Supply, Firebrand Pottery, and Elevate on Fiorella.
- Promoting Tour de Castroville, where our recent ad campaign has generated 991 link clicks, and race sign-ups are currently outpacing last year's record numbers.
- Marketing Casino Night for the Castro Colonies Heritage Association, resulting in 66 link clicks for additional event information and reaching 3,538 individuals, with targeted outreach to the Medina Valley ISD community.
- Developing strategies to position Castroville as a prime shopping destination for residents along the US 90 corridor and Potranco Road.
- Expanded our advertising to Paramount+ and YouTube.

### Event Promotion Spring 2025



Paramount+

**16,666**  
Impressions

**98.26%**  
Video Completion Rate

YouTube

**7,750**  
Impressions

**757** | **\$.03**  
Views | CPV

Four videos with targeted markets  
on YouTube. First week results.