



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Charlie Reed, FM Mgr

Council Meeting Date: September 16, 2022

Agenda Item Wording: Discuss and plan marketing for end of FY 2022 into 2023.

Agenda Item Requestor: Gouri Johannsen

Summary/Background: With customer counts dipping in Summer of 2022, opportunities for marketing need to be identified, with best approaches and ROI (tracking) in mind. An immediate radio promotion opportunity also needs to be discussed (see attachment). If needed, marketing subcommittee members should set an action plan.

**Commission
Recommendations:**

**Recommended
Council Actions:**

Attachments: DS Tiger Football 2022- update

Next Steps/Schedule: