



FY 2025

People & Communications Year in Review

Director/Department Head
Staff:

Lisa Sullivan, People & Communications Director

- Stephanie Hartnett, Content Marketing Specialist
- Heysel Zepeda, Administrative Assistant (for Michelle, Ginger, Shawn, Chase, Lisa and more)
- Pam King, DSVB/Tourism Manager
- Hannah Naylor, Tourism Marketing Coordinator

Services & Service Levels:

Connecting City government and residents, visitors, businesses, and employees. Through strategic communication, creative marketing, engaging tourism promotion, and meaningful employee engagement, we enhance transparency, drive community pride, support economic vitality, and work with leaders to create a workplace culture where employees thrive.

Communications/Marketing

- Ensure clear, consistent, and transparent messaging between the city and its residents, employees, and stakeholders.
- Media Relations/Public Information/Internal Communication/Crisis Communication
- Campaign Development/Branding/Design and marketing & communications for all city initiatives, departmental projects, community events, parks programs, and more
- Social Media & Digital Content - 19+ social media accounts
- Manage 2 websites, 3 subsites, and all video content

Tourism – Visitor Bureau – Destination Dripping Springs

- Promote the city as a vibrant destination to boost economic activity and community pride.
- Destination Marketing – Heads in beds
- Event Promotion & Support: Market city and partner events that drive tourism and enhance visitor experiences
- Establish business & regional partnerships
- Visitor Services: Develop resources such as guides, itineraries, and online content to assist visitors.

Employee Engagement

- Foster a connected, informed, and motivated workforce that feels valued and aligned with the city's mission.
- Internal Campaigns & Recognition Programs
- Staff Events & Initiatives: Organize engagement opportunities such as employee appreciation events, wellness programs, quarterly meetings, celebrations, training in collaboration with the HR director.
- Feedback Channels: for employee voices, surveys, and suggestions.
- Culture Building: Champion initiatives that reinforce the city's values and create a positive work environment.

FY 2025 Budget Highlights:

As of May 27, 2025

	2025 Budgeted	YTD	Variance TD
<u>Revenue</u>			
Visitor Bureau			
Sponsorships & Donations	\$ 91,000	\$ 78,251	\$ (12,749)
Program Event Fees	\$ 10,000	\$ 12,250	\$ 2,250
Ticket Sales	\$ 26,000	\$ 29,512	\$ 3,512
Other Revenue	\$ 9,000	\$ 314	\$ (8,686)
Interest	\$ 5,000	\$ 8,752	\$ 3,752
Merchandise	\$ 4,000	\$ 4,400	\$ 400
	\$ 145,000	\$ 133,479	\$ (11,521)
<u>Expenses</u>			
People & Communications			
Employee Engagement	\$ 20,000	\$ 9,626	\$ 10,374
Website	\$ 7,000	\$ 2,812	\$ 4,188
Public Relations	\$ 15,000	\$ 8,713	\$ 6,287
Visitor Bureau			
Songwriters	\$ 100,000	\$ 82,107	\$ 17,893
Wedding Showcase	\$ 2,000	\$ 806	\$ 1,194
Brewersfest	\$ 17,675	\$ 17,164	\$ 511
Website	\$ 10,000	\$ -	\$ 10,000
Advertising	\$ 66,742	\$ 65,320	\$ 1,422
Training & Educations	\$ 8,000	\$ -	\$ 8,000
Software	\$ 21,960	\$ 13,285	\$ 8,675
Stars	\$ 40,000	\$ 10,351	\$ 29,649

FY 2025 Projects Completed & Milestones Since October 1

City Hall Renovation Committee

Stars in Dripping Springs

- Completed Phase 1: 6 stars on Mercer
- In the process of Phase 2: 9-11 stars
 - 1 – City Hall
 - 5 – Parks: DSRP, Founders, Veterans, Sports & Rec, Charro Ranch
 - 1 – HEB (\$20,000 sponsorship)
 - 1 – Flying Fish (\$8,000 sponsorship)
 - 1 – Ally Medical (\$8,000 sponsorship)
 - 2 – Still to be determined (looking at sponsors)

Hometown Holidays Campaign – focusing on all holiday events and happenings

- Refreshed Western Wonderland Brand/Logo
- New Christmas Tree at Veterans Park

Designed and created more than 1,600 items

All marketing and promotion for Christmas on Mercer, Founders Day, Songwriters

Communications/PR:

- Wastewater Decision
- Wastewater Billing
- Comprehensive Plan
- Ongoing Communications on Renovation – internally and to the public

Obtained Brew City Texas Designation

Hosted initial Tourism Branding Workshop with key stakeholders

10th Annual Songwriters

Hosted a successful Brewers Festival with 350+ attendees. Transitioning this to the Chamber of Commerce as this does not fit with tourism initiatives.

FY 2025 Projects in the Works

Stars in Dripping Springs – see above

Wayfinding

- Completed Design phase
- Sent to TxDOT for approval
- Once approved, go out for bids

Website(s) migration and redesign

- CivicPlus is sunsetting our current software platform, Drupal.
- This means moving the following websites to new platform and redesign:
 - Cityofdrippingsprings.com
 - Drippingspringsranchpark.com
 - Subsites: Founders Day Festival; Christmas on Mercer; Dripping Springs Rodeo
- Researching moving destinationdrippingsprings.com to CivicPlus
- Working with IT on changing to .gov
 - Big communications project, changing over all designed items, etc.
 - Great opportunity to shorten our URL: drippingsprings.gov, DSTX.gov

Possibly launching city podcast, to get facts and complete information out to our residents and businesses.

Working with a new publisher on the development of a new format for our annual Visitor Guide and map.

Major communications coming up:

- Sunsetting communications on Lighting Ordinance
- Comprehensive Plan Rollout Communications
- Communications from Waste Connections to TDS

2026 Future:

Phase 2 Wayfinding Actual Signage Placement

Monument Signs

Text Service for Enhanced Communication

Continuation of .gov

Continued Communications on Lighting Ordinance

New website for Destination Dripping Springs

Phase 3 of stars

Training in Engagement and Leadership Skills with Human Resources

Intranet site

Proposing New Part-time Position

- Since October, more than 1,600 items have been designed in 7 months – averaging 200 a month. Many designed items take 3-4 back and forth in corrections and proofing.
- These include but are not limited to:
 - Banners signage, posters, invitations, t-shirts, promo items, event programs, letterhead, logos, business cards, e-signatures, employee circle photos, badges
 - Advertising
 - Social media posts (we oversee 19 social media accounts on Facebook, Instagram, LinkedIn, etc.)
 - 3 parks guides
 - All items for the City and Destination Dripping Springs
 - Website and website items
 - Items for events and festivals: Christmas on Mercer, Songwriters Festival, Farmers Market, Founders Day (250 items alone for Founders Day)
- Every time a new program, service or initiative/project is added (such as parks programming, DSRP initiatives, comprehensive plan, master transportation plans, parks master plans, etc) design and communications and marketing are needed
- By adding a part-time designer, it will free up time for focusing on communications, general video, training videos/recordings (needed for new training initiatives proposed by HR director)
- ***Part-time, no benefits – cost split between city and HOT funds***