



People. Principles.
Purpose. Partnerships.

MEMO

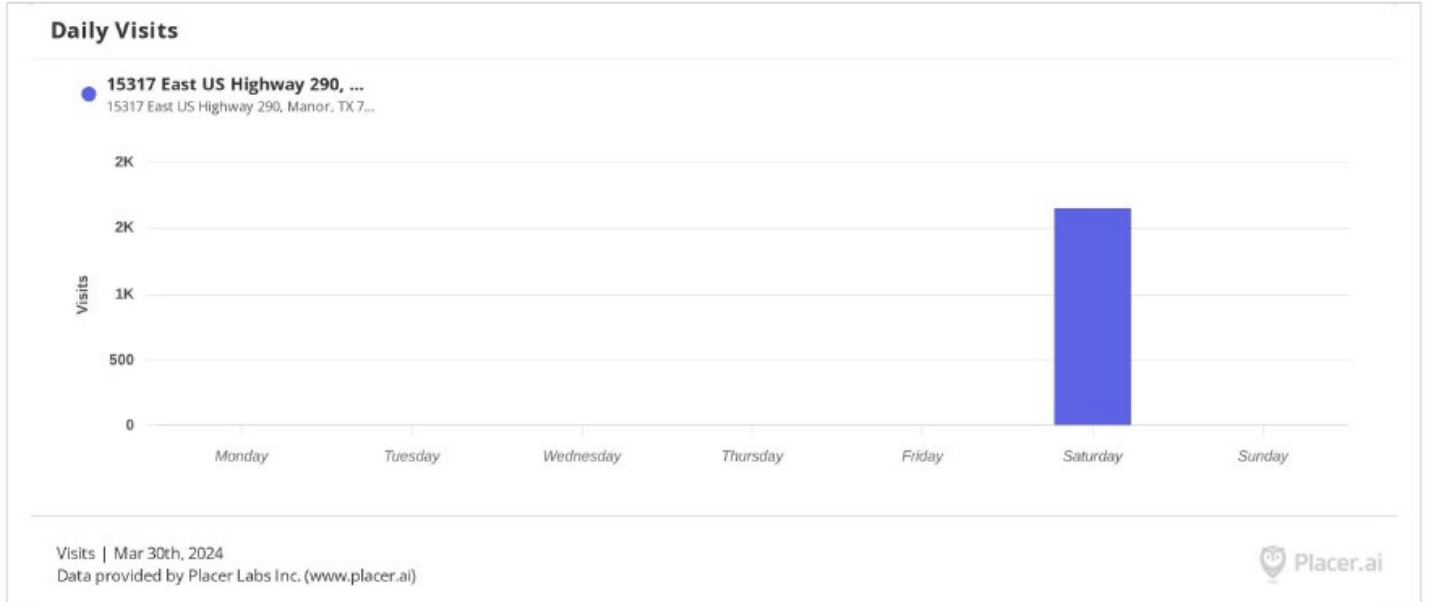
To: Mayor and City Council Members
From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager
Date: April 17, 2024
RE: **March Report**

PAST EVENT

Easter Egg-Heli-Drop

Sat, March 30th from 11am to 3pm
East Manor Development No.1, 15317 US Hwy 290 E. Manor
Event Data:

- Cellular Report Attendees = 1.7K
- Attendees Report = 2.5K



- Marketing Report:
 - # of Audio Impressions = 45.91K
 - # of Audio Play = 40.28K
 - % of Audio Completion = 87.22%



MEMO

Programmatic Audio Overview

Top KPI Metrics



Monthly Performance

Date	IF	Impressions	25% Complete	50% Complete	75% Complete	Audio Complete(s)	ACR(%)
Mar 2024		45,908	43,831	42,621	41,353	40,277	87.22%

- Vendors:
 - Food Trucks = 2
 - Both vendors sold out by 2:30pm
 - Market Vendors = 23
- Giveaways:
 - Manor's Bags with art and crafts = 350
 - Manor's swag = over 1,000
 - Easter Egg = 10,000

UPCOMING SPRING & SUMMER SPECIAL EVENTS

4TH Annual ManorPalooza

Fri, May 3rd from 5pm to 10pm & Sat, May 4th from 11am to 11pm
 Manor Art Park, 111 S Lexington St. Manor

PROPOSE FALL EVENTS

Manor's 1st Food Truck War

Date: Sat., Oct. 19th
 East Manor Development No.1, 15317 US Hwy 290 E. Manor

Manor's 1st Wino Festival

TBD
 East Manor Development No.1, 15317 US Hwy 290 E. Manor

Property Overview

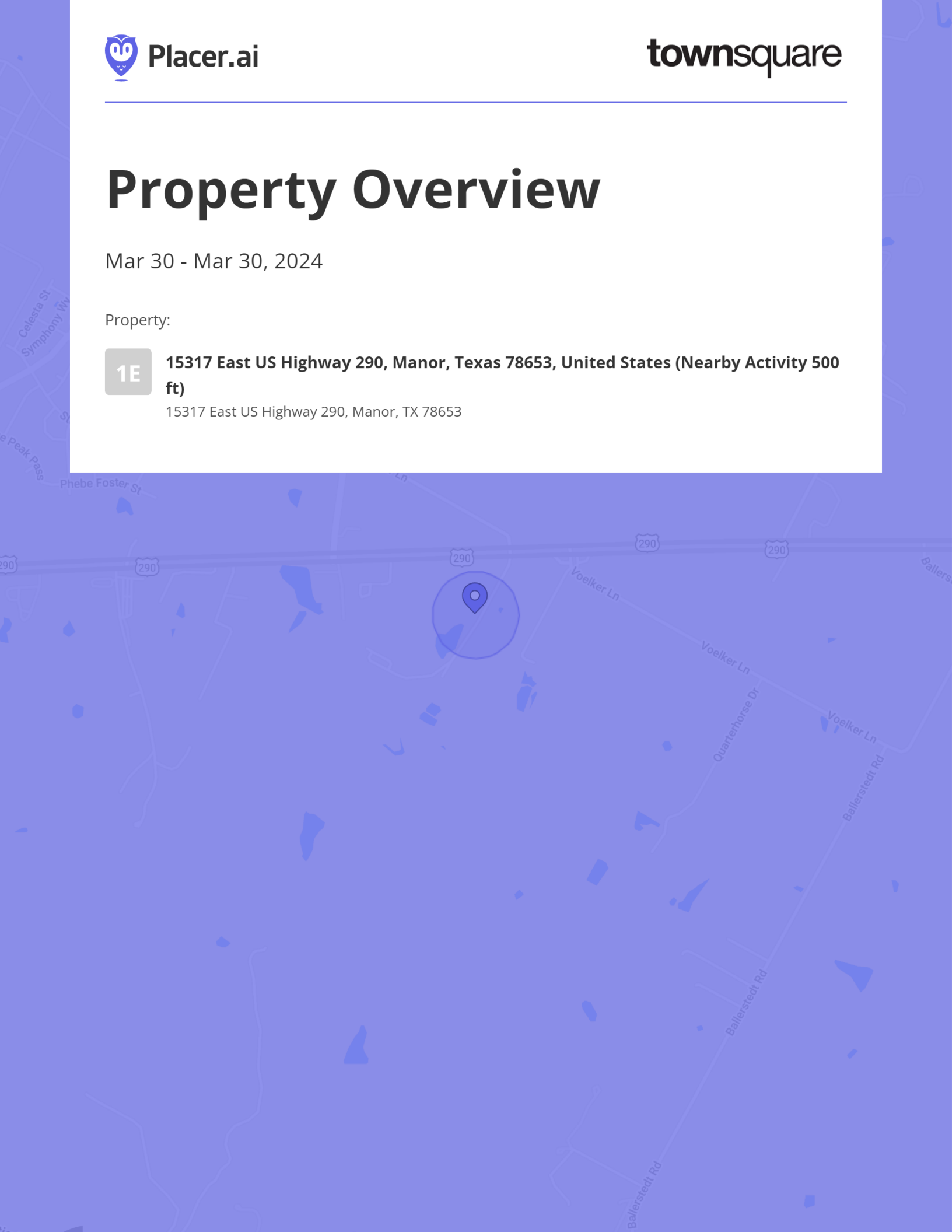
Mar 30 - Mar 30, 2024

Property:

1E

15317 East US Highway 290, Manor, Texas 78653, United States (Nearby Activity 500 ft)

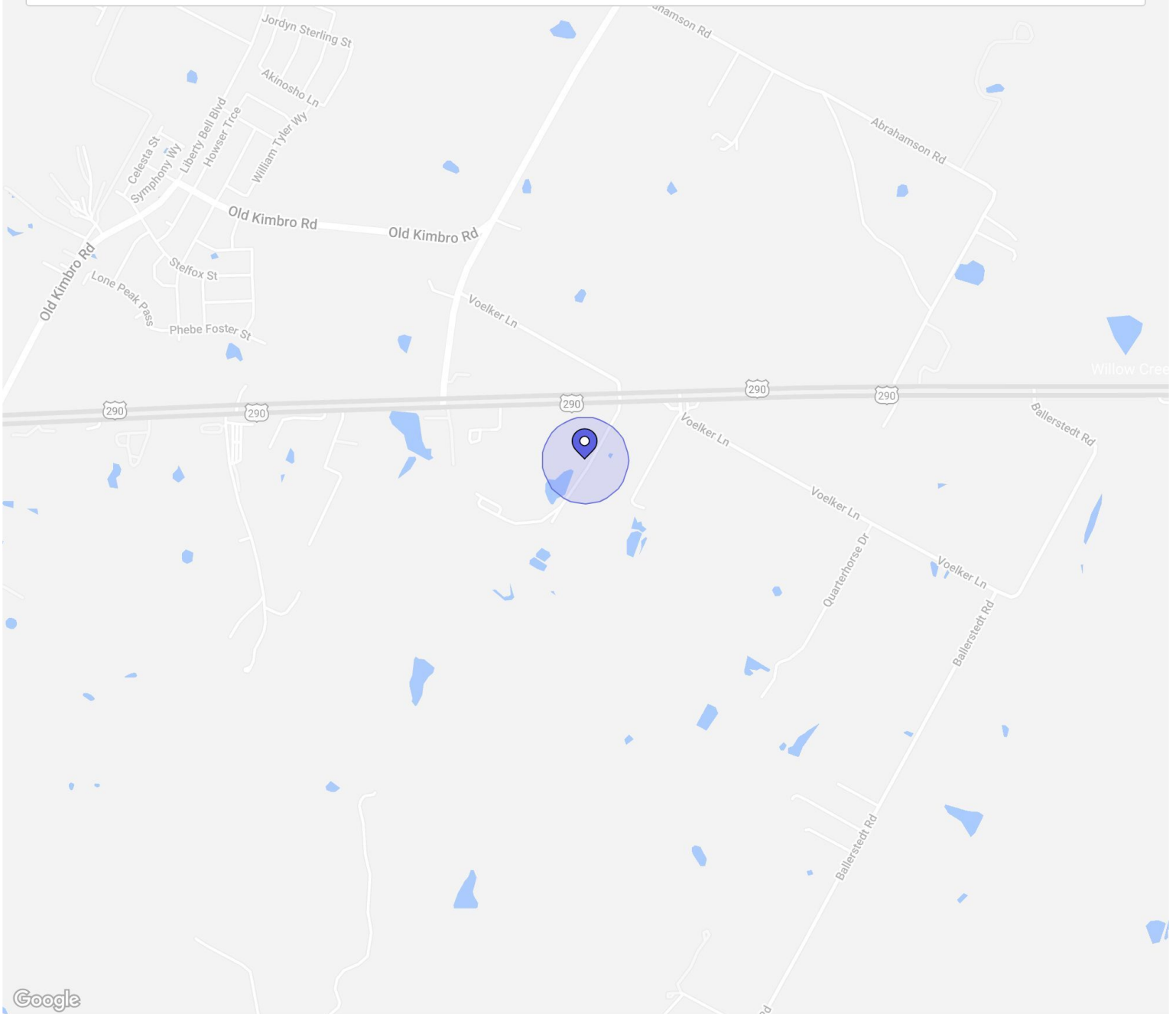
15317 East US Highway 290, Manor, TX 78653



Property Overview

Mar 30 - Mar 30, 2024

 **15317 East US Highway 290, Manor, Texas 78653, United States (Nearby Activity 500 ft)**
15317 East US Highway 290, Manor, Texas 78653, United States



Metrics

● **15317 East US Highway 290, Ma...**
15317 East US Highway 290, Manor, TX 78653

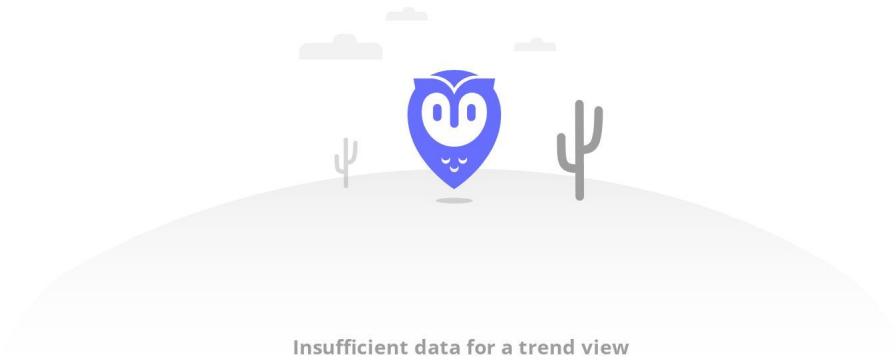
Visits	1.7K	Panel Visits	103
Visitors	1.7K	Visits YoY	N/A
Visit Frequency	1	Visits Yo2Y	N/A
Avg. Dwell Time	21 min	Visits Yo3Y	N/A

Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

● **15317 East US Highway 290, ...**
East US Highway 290, Manor, TX





Insufficient data for a trend view
Try selecting a longer time period for the report

Weekly | Visits | Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

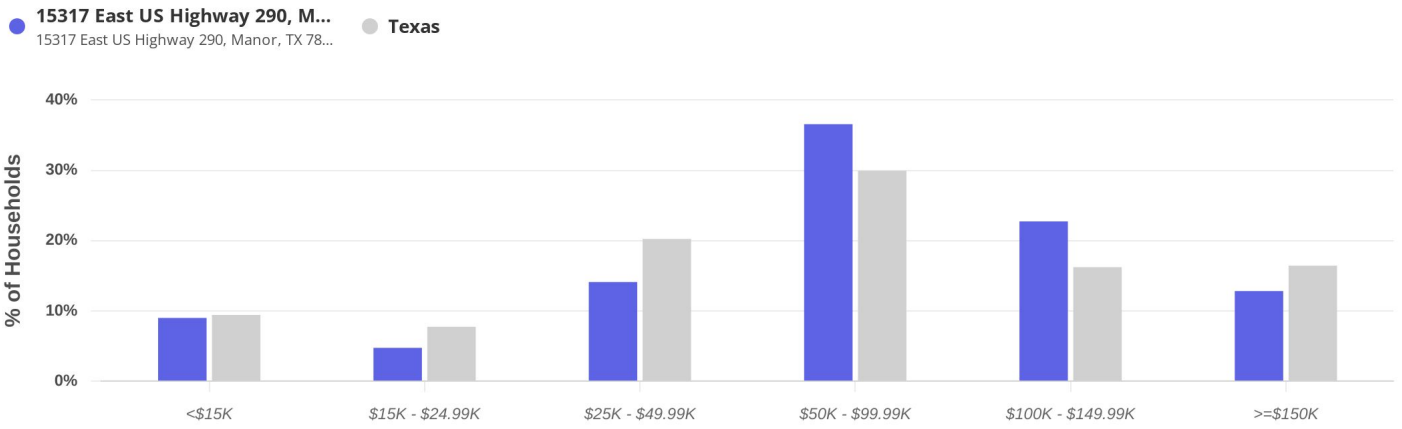
Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
 15317 East US High... East US Highway 290, M...	\$83.3K	42.0%	30.3	Hispanic or Latino (45%)	2.76
 Texas	\$67.9K	31.5%	35.0	White (40.7%)	2.82

Mar 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



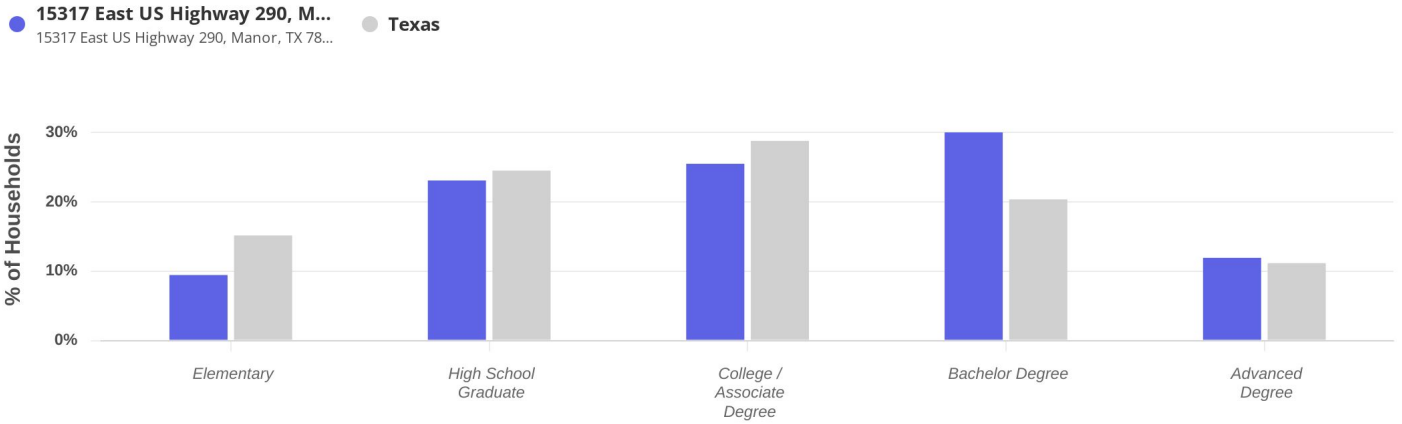
Household Income



Mar 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



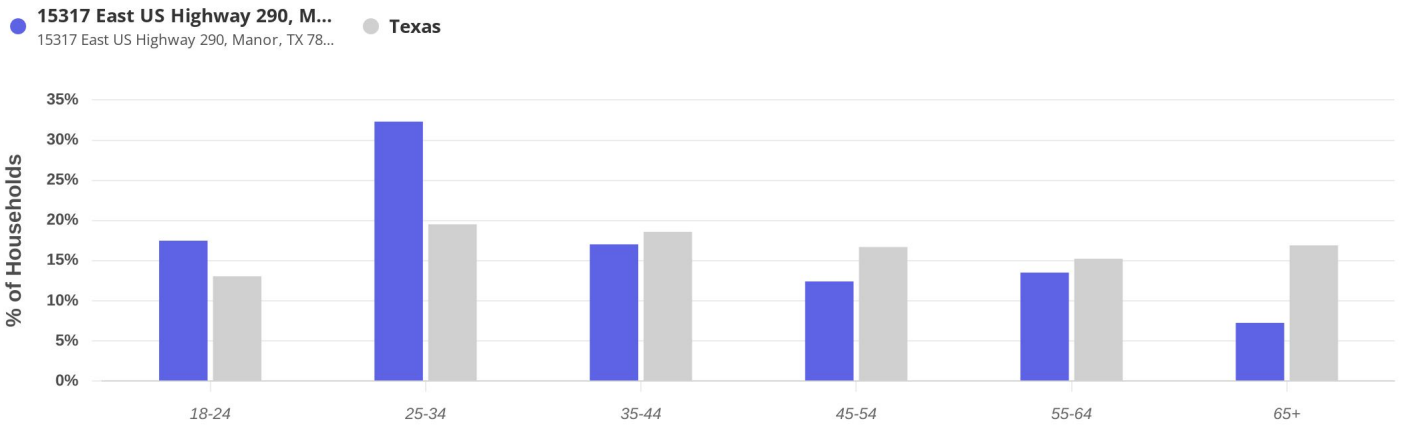
Education



Mar 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



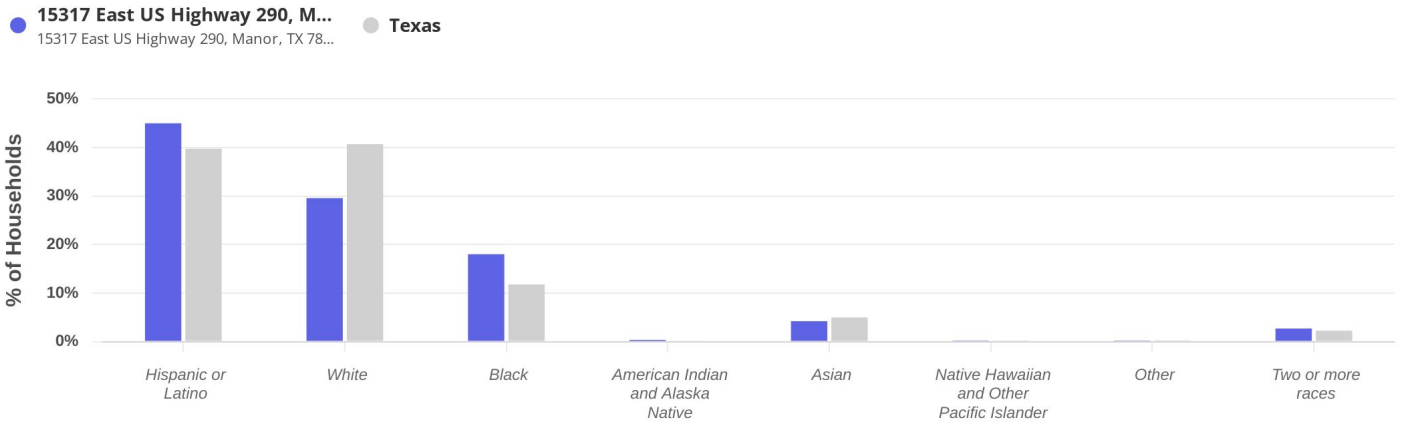
Age



Mar 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



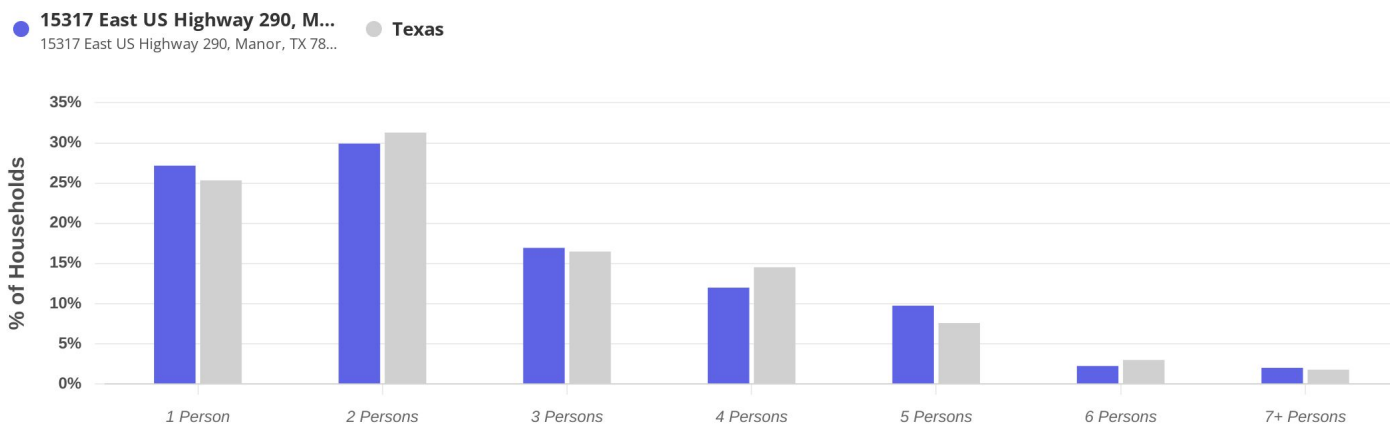
Ethnicity



Mar 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



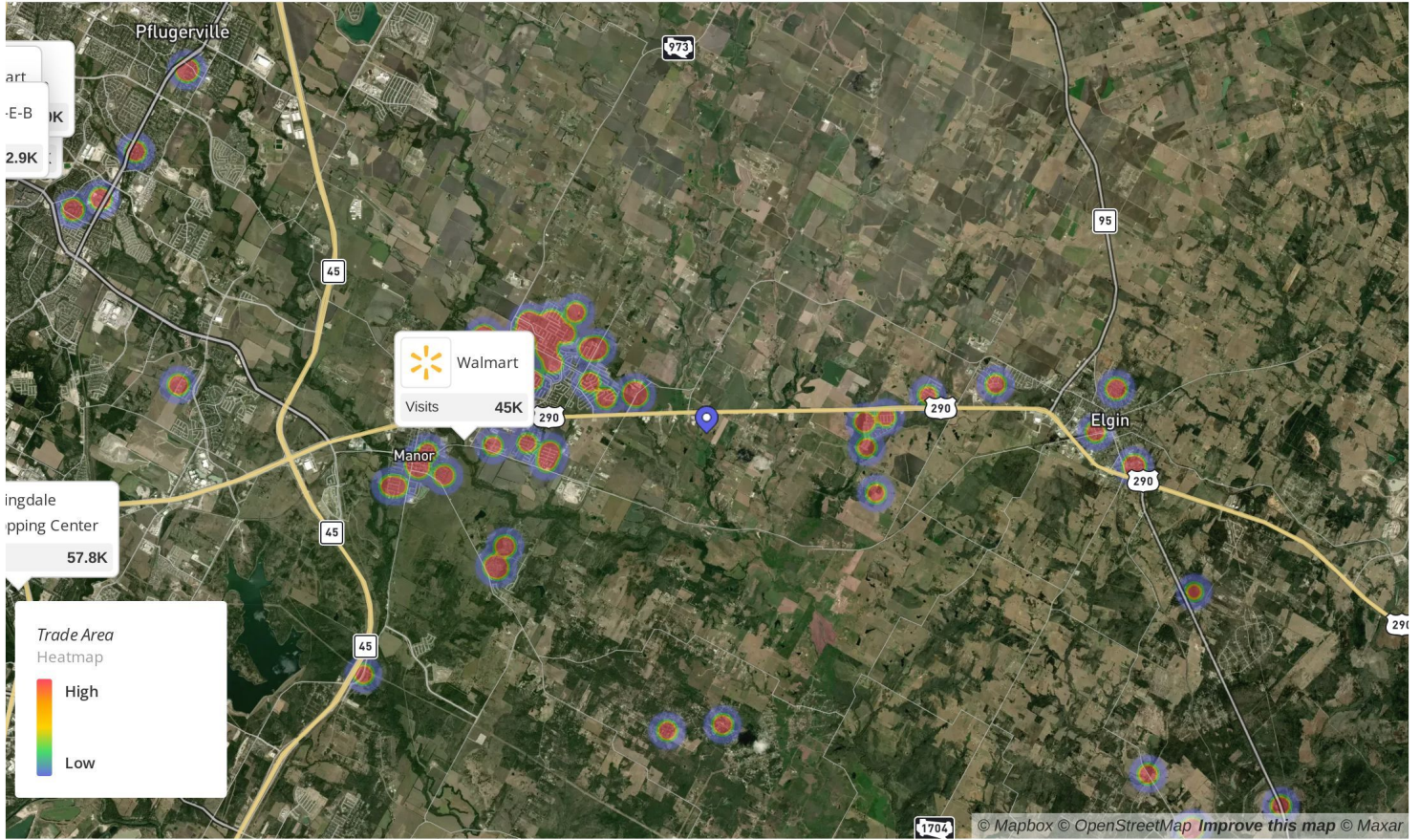
Household Size



Mar 30th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape



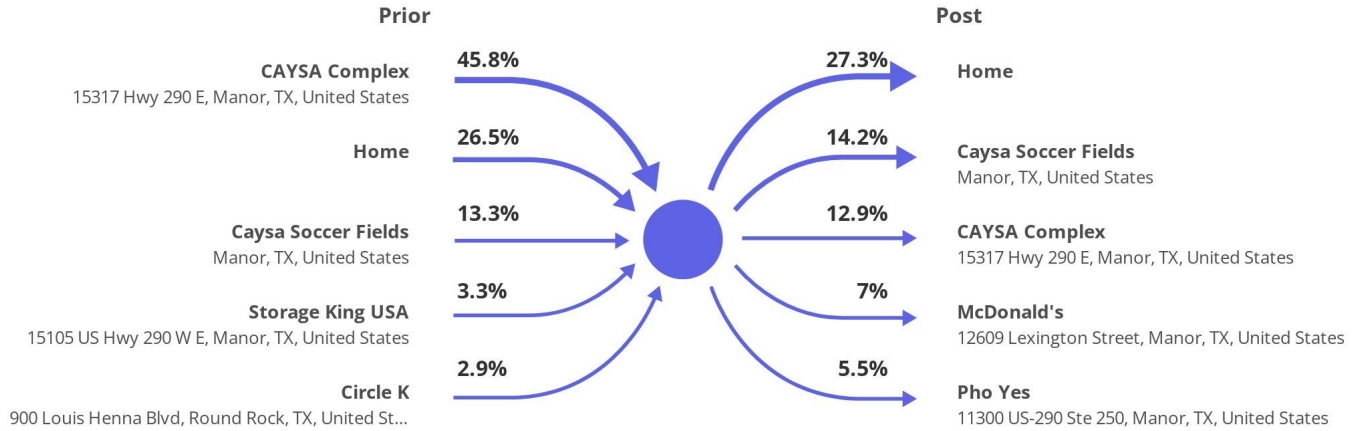
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

● **15317 East US Highway 290, Manor, Texas 78653, United States (Nearby Activity 500 ft)**
15317 East US Highway 290, Manor, TX 78653



Show by: | Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

● **15317 East US Highway 290, ...**
15317 East US Highway 290, Manor, TX 7...



Visits | Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

15317 East US Highway 290, Manor, Texas 78653, United States (Nearby Activity 500 ft) / East US Highway 290, Manor, TX

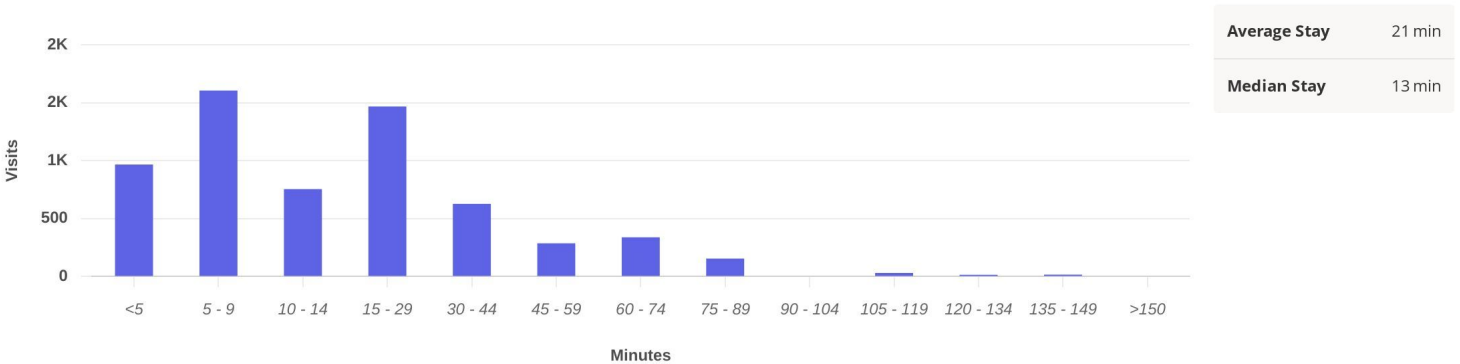
Rank	Name	Distance	Visitors
1	CAYSA Complex / 15317 Hwy 290 E, Manor, TX 78653	0.1 mi	596 (36.1%)
2	Walmart / 11923 US-290, Manor, TX 78653	3.9 mi	253 (15.3%)
3	Caysa Soccer Fields / Manor, TX, United States	0.1 mi	178 (10.8%)
4	H-E-B / 1080 East Hwy 290, Elgin, TX 78621	5.6 mi	157 (9.5%)
5	Manor Commons / 11828 Ring Dr, Manor, TX 78653	3.7 mi	141 (8.6%)
6	Walmart / 1320 Hwy 290 Frontage Rd, Elgin, TX 78621	5.3 mi	110 (6.7%)
7	McDonald's / 12609 Lexington Street, Manor, TX 78653	4.6 mi	103 (6.2%)
8	Walmart Gas Stations / 11923 US-290, Manor, TX 78653	3.9 mi	86 (5.2%)
9	Good Luck Grill / 14605 FM-973 N, Manor, TX 78653	3.4 mi	78 (4.7%)
10	Pho Yes / 11300 US-290 Ste 250, Manor, TX 78653	4.5 mi	73 (4.4%)

Category: All Categories | Min. Visits: 1 | Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visit Duration

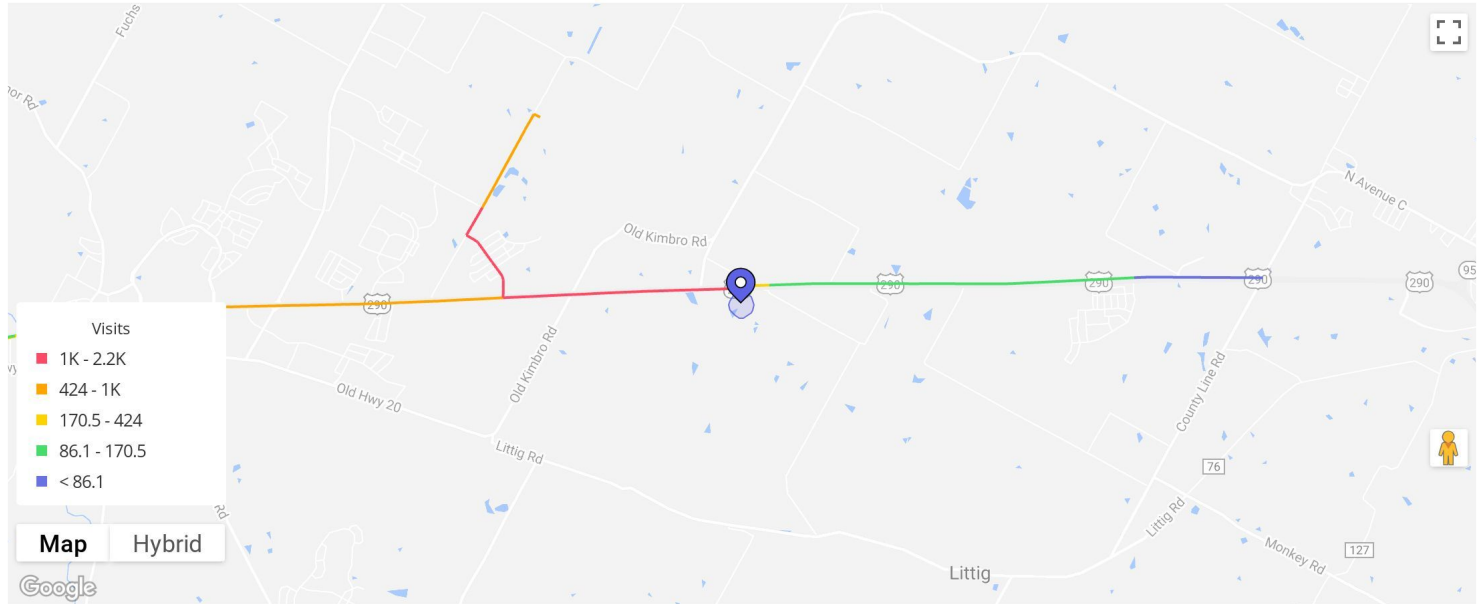
● 15317 East US Highway 290, Ma...
15317 East US Highway 290, Manor, TX 78653



Visits | Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Mar 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

