



MEMO

To: Mayor and City Council Members
From: Ashlynn Taylor, Marketing & Communications Coordinator
Date: September 17, 2025
RE: **August Monthly Report**

PUBLIC ATTENDANCE, MEETINGS & TRAININGS

- 8/14 H-E-B Luncheon
- 8/18 Amplify CRM Demo Meeting
- 8/19 Staff Meeting
- 8/20 Legislative Meeting
- 8/20 City Council Meeting
- 8/25 Polimorphic Follow-up Demo Meeting
- 8/26 CPF City of Manor- Action Plan Review Teams Meeting
- 8/26 “Discover America: Great Places to Live, Visit and Start a Business.” Meeting with Anothony Davis
- 8/27 City of Manor Website Training Session
- 8/28 Hispanic Heritage Meeting

EVENT MARKETING

- Created Hispanic Heritage marketing flyers: Spanish, English, and Vendors Wanted
- Posted flyers to social media and boosted the event for more public reach.
- Edited 2024 Hispanic Heritage footage from Adam Grumbo and created a promotional video posted on social media.

Video: <https://youtu.be/kULJF-90CNw>



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Hispanic Heritage Celebration – Saturday, October 4th, at Timmermann Park, 12 pm to 6 pm

Description: Celebrate Culture, Community, and Tradition at Timmermann Park

Enjoy a vibrant celebration with local food vendors offering authentic Hispanic cuisine. Explore market and artisan booths filled with unique crafts, wonderful goods, and delightful community organizations. Let the lively music and cultural performances lift your spirits. Bring the whole family to play games, join activities, and experience a sense of community — all completely free to attend!

Flyers:



English



Spanish



Vendors Wanted



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SOCIAL MEDIA

91,902 (+236%) interactions show increased content reach and community engagement. Net follows fell **68% (21 total)**, despite high reach, indicating fewer followers. Activity spikes on August 17 and 21 show the effect of relevant posts. To boost follows, include clear calls to action for updates and event info.

Content Performance (Aug 11 – Aug 31)

Aug 11 – CTRMA mobility improvements study

11.7K views | 41 reactions | 24 comments | 19 shares

Aug 19 – Water valve repair update (Walmart area)

1.9K views | 4 reactions | 1 comment | 0 shares

Aug 18 – Public Service Announcement: Water valve repair notice

8.4K views | 12 reactions | 0 comments | 6 shares

Aug 18 – Cover photo update

231 views | 68 reactions | 1 comment | 5 shares

Aug 22 – Tower Road sewer repair update

3.7K views | 13 reactions | 4 comments | 0 shares

Aug 22 – Tower Road closure update (full closure for line under road)

23.5K views | 18 reactions | 0 comments | 15 shares

Aug 22 – Mark your calendars: Manor Night at the Park

483 views | 15 reactions | 0 comments | 0 shares

Aug 22 – Manor's Gateway post (Highway 290 connection)

12 views | 20 reactions | 0 comments | 0 shares

Aug 25 – Super Mercado Grand Opening

5.3K views | 71 reactions | 4 comments | 4 shares

Aug 26 – Mobility Authority listening session announcement

4.1K views | 19 reactions | 0 comments | 7 shares

Aug 27 – Vendor call: Hispanic Heritage Celebration

2.3K views | 14 reactions | 0 comments | 9 shares

Aug 28 – Trash services to run normally (Labor Day notice)

2.2K views | 9 reactions | 0 comments | 2 shares

Aug 29 – Highway 290: Manor Needs a Voice at the Table

10K views | 11 reactions | 2 comments | 18 shares



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Top 5 Performing Posts

1. **Aug 22 – Tower Road closure update (full closure for line under road)**
 - Strongest-performing post overall, showing that urgent infrastructure and road updates drive the highest reach.
2. **Aug 11 – CTRMA mobility improvements study**
 - High engagement across all metrics, with strong community interest in transportation and mobility planning.
3. **Aug 29 – Highway 290: Manor Needs a Voice at the Table**
 - Generated meaningful shares, highlighting strong resident interest in regional transportation issues.
4. **Aug 18 – Public Service Announcement: Water valve repair notice**
 - Solid reach, showing the community values timely service updates.
5. **Aug 25 – Super Mercado Grand Opening**
 - Highest reaction count, reflecting that community-focused and supportive messaging resonates well.

The top posts are linked to **infrastructure and transportation**, boosting reach and shares. **Community-focused leadership** posts, like Mayor Harvey's message at the Super Mercado Grand Opening, received the most **positive reactions**. A mix of service updates, infrastructure news, and community posts will maintain high engagement, reach, and foster trust.



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ECONOMIC DEVELOPMENT MARKETING

In preparation for Economic Developer, Scott Jones' upcoming business recruitment trip to South Korea in October, I created a bilingual **business development brochure in English and Korean**, scheduled for printing in September.

To ensure updated visuals, I coordinated with photographer **Adam Grumbo** to capture aerial and ground-level images of key economic development sites, which were incorporated into the brochure. These efforts provide Manor with professional, current materials to support international business outreach.

Links to view Brochures

English: [City of Manor Brochure for Korea Trip \(English\).pdf](#)

Korean: [City of Manor Brochure for Korea Trip \(Korean\).pdf](#)





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WEBSITE

- A Marketing & Communications page has been added to the “Departments” section, and efforts are underway to develop content for this page, which is scheduled for publication in September.
- Attended Polimorphic (AI-powered search and chat for quick resident info) Software Meetings for the potential of adding it to the City Website.

CRM SOFTWARE

- Attended DEMO Meeting with Bryan Beatty from FDI Solutions concerning Amplify Software, aimed at consolidating all Manor business data into a single platform.
- The trial version is currently being tested with Scott Jones, the Economic Developer.