

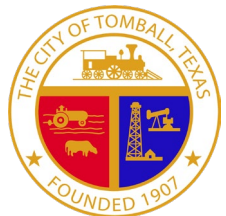
MARKETING & TOURISM

City of Tomball

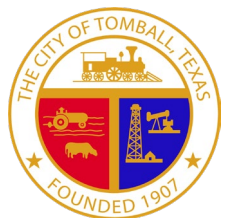
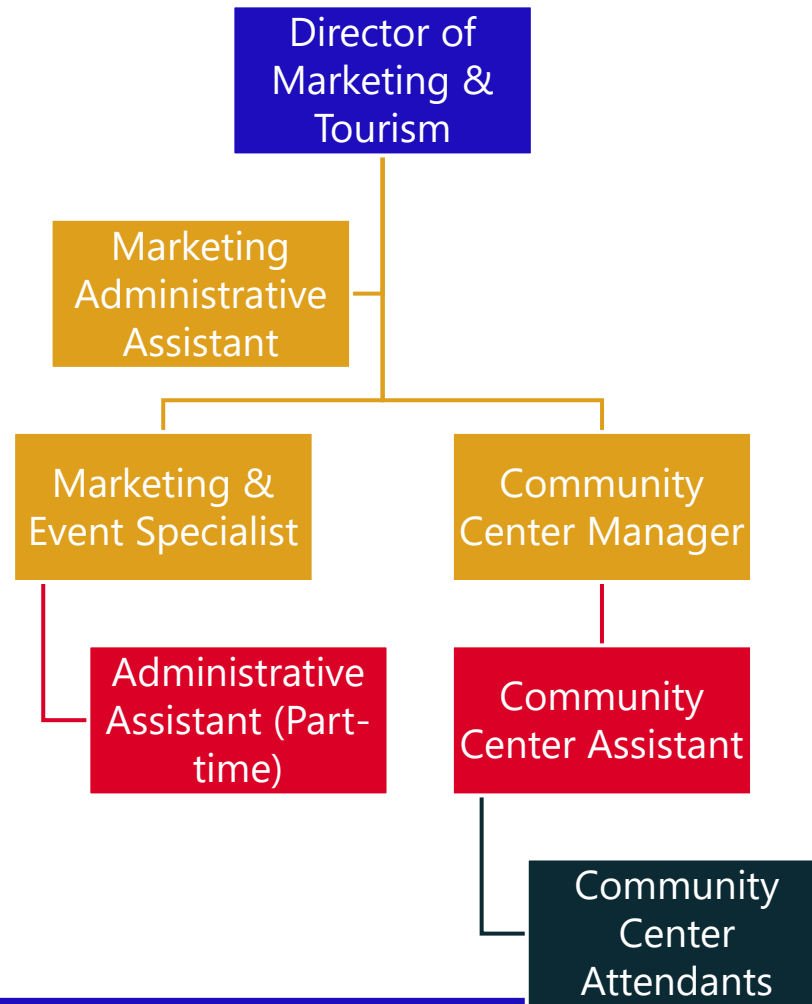
2024 Departmental Strategic Plan Presentations

Marketing Overview

The Marketing department aims to showcase Tomball's charm and culture through events, attractions, and experiences for both locals and visitors. By boosting foot traffic and tourism spending, we aim to support the city's economy while fostering community pride and attracting those drawn to Tomball's unique qualities. Ultimately, our goal is to position Tomball as a vibrant destination, contributing to its ongoing success.



Marketing Org Chart



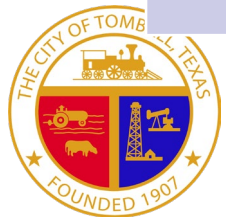
Marketing SWOT Analysis

Strengths

- Open communication and strong connections with team members.
- Able to exercise our creativity while making it relatable to marketing efforts.
- Accountability on projects, events, and task-related strategies.
- Regular positive engagement with community members via face-to-face interaction, emails, messages, and social media.
- Adapted to evolving technologies like embracing new tools and strategies to have a competitive advantage.

Weaknesses

- Lack of technical skills in radio operations could hinder our ability to leverage new opportunities effectively.
- Keeping up with industry trends, consumer preferences, and competitive landscape requires continuous learning and research.
- Lack of staff to properly execute projects and initiatives.



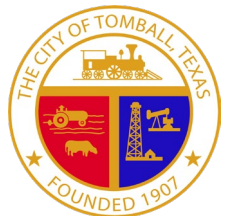
Marketing SWOT Analysis

Opportunities

- Continuous skill development opportunities in the field of marketing, whether through online courses, industry conferences, or certifications.
- Eliminate single points of failure, via cross-training and succession planning.
- Allow support from AI technology to increase efficiency.
- Better use of analytics tools for valuable insights into consumer behavior, campaign performance, and market trends.
- Engage audience with surveys to gather new ideas of public interest.

Threats

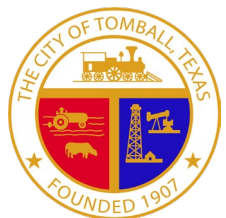
- Loss of volunteer staff at the Depot
- Possible budget constraints
- Negative public perception due to change



Marketing Strategic Plan

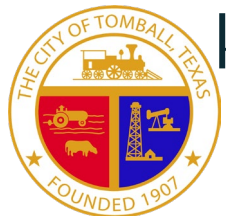
Objective 1: Increase brand awareness

- Increase visibility through targeted marketing campaigns, public relation efforts, and community engagement initiatives.
- Utilize a mix of digital channels (social media, website, email marketing, online ads) and traditional channels (print, outdoor advertising, direct mail) to create engaging content that showcases Tomball's events, history, culture, and community spirit .
- Increase website traffic views by 5% within 6 months and grow social media followers by 5% by the end of the calendar year.



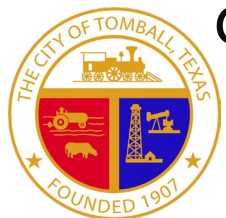
Objective 2: Promote Tomball as a vibrant tourist destination

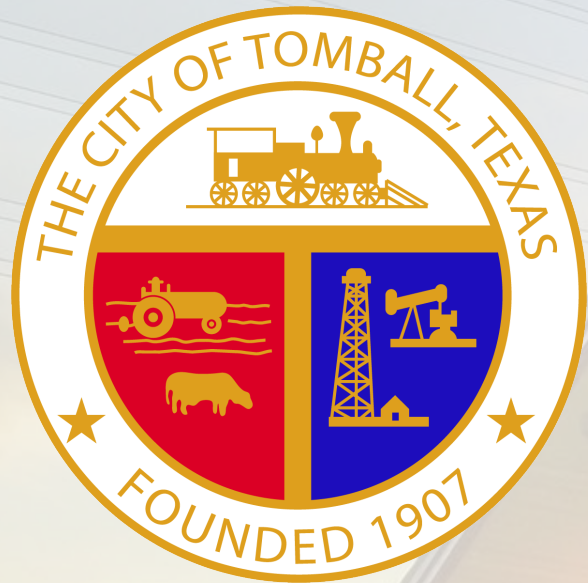
- Enhance online presence by maintaining an updated and user-friendly website, leveraging social media platforms to engage with followers and share engaging content.
- Host familiarization tours or press trips for journalists, travel bloggers, and social influences on experiencing Tomball firsthand.
- Collaborate with Chamber of Commerce and Economic Development for joint marketing campaigns.
- Execute more creative events, unique attractions, and one-of-a-kind experiences to draw more visitors.



Objective 3: Enhance Community Center experiences

- Implement inter and multi-generational programming that include fitness classes, workshops, cultural celebrations, educational seminars, and recreational activities.
- Regularly solicit feedback from community members through surveys, suggestion boxes, or community meetings to actively involve community members in decision-making processes, such as programming, events, and facility improvements.
- Organize community-building events such as food related gatherings, game nights, volunteer opportunities, or collaborative projects.





Questions?