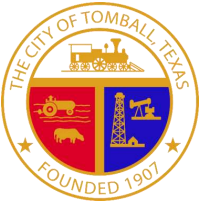


Marketing Updates



Marketing Updates

FESTIVALS:

Continue promoting and increasing attendance for upcoming festivals:

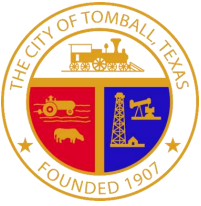
- GroovFest – September 28
- Spooktacular: Hogwarts at the Depot – October 12
- Depot Day Fall Fest – November 16
- Deck the Depot Tree Lighting – December 7

COMMUNITY EVENTS:

Currently working on the City's smaller events, such as 2nd Saturday at the Depot and Kids Club, while also assisting community partners with upcoming local events like the Freedom 5k Fun Run, Cancer Kiss My Cooley Fun Run and Superhero Dash, Tomball Museum Classic Car Day, Tomball Rotary Club Big Show, Tomball High School Homecoming Parade, GTACC Holiday Parade, and the Tomball German Christmas Market.

MARKETING:

Continuing work with the "Around Houston" group to promote the City as a destination through activities such as cross-promotion of events, public relations opportunities, and more. Current ad placements include Community Impact, K-Star Country 99.7 FM, Texas State Travel Guide, Tour Texas, RV Travel & Camping Guide, Cowcatcher Magazine, and various Greater Houston external calendars.



Marketing Updates (con't)

ASSOCIATIONS:

The City continues to collaborate closely with the Texas Festivals & Events Association and the Texas Travel Alliance to network and share best practices with other members.

KTTF-FM:

New event-specific spots will be recorded to promote the festival lineup. A new 5G wireless bridge was installed in August. Ongoing work with consultants Tom Conley and Ben Lato is helping to optimize station management and operations.

COMMUNITY CENTER:

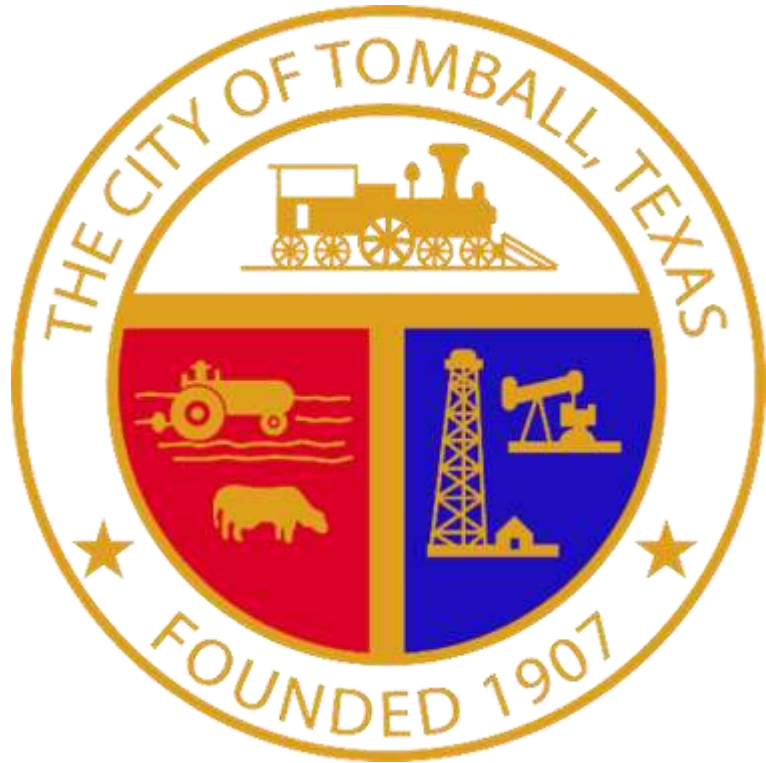
The venue offers a variety of programs and events, including fitness, yoga, gaming, dancing, and youth activities like 4H and scouts. Popular events like Bingo & Lunch, Family Game Night, and Teen Neon Night, along with free seminars on wellness and fraud prevention, attract 500-600+ weekly guests. Enhanced technology and new procedures have improved operations and growth.

INFORMATION CENTER:

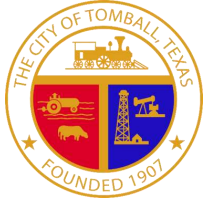
The Information Center is averaging over 10 visitors per week this year.

DEPOT MUSEUM:

The Depot Museum sees 150+ visitors every Saturday between 10 a.m. and 2 p.m.

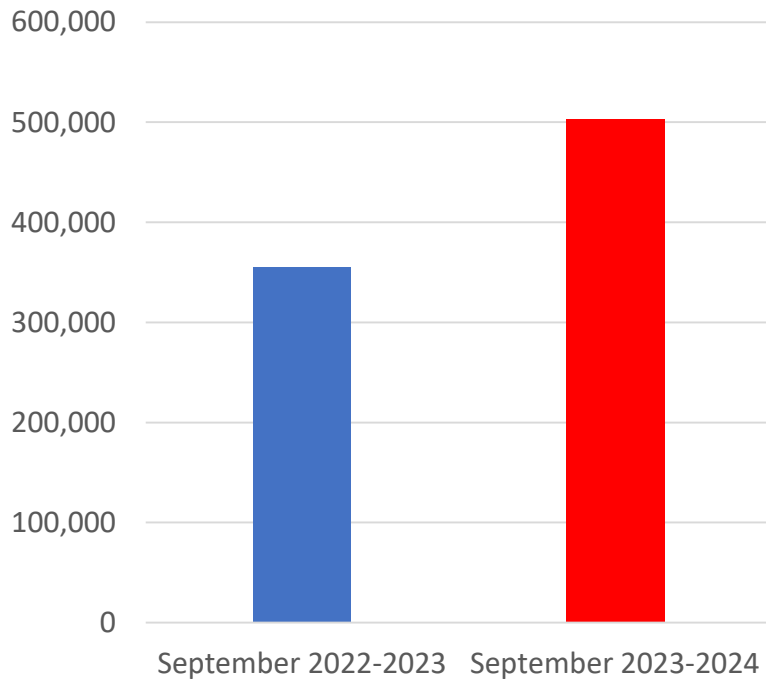


Digital Marketing Metrics



Social Metrics

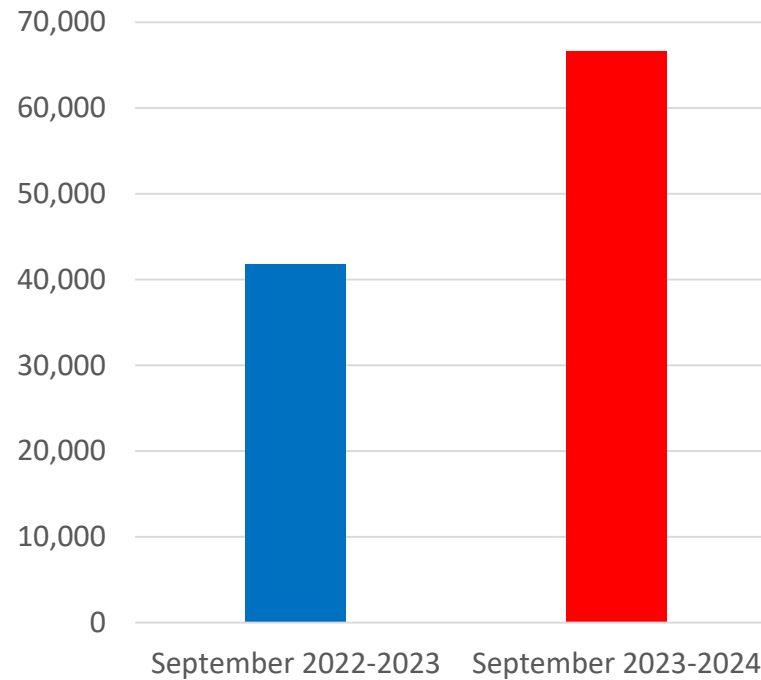
Viewer Reach



YoY %

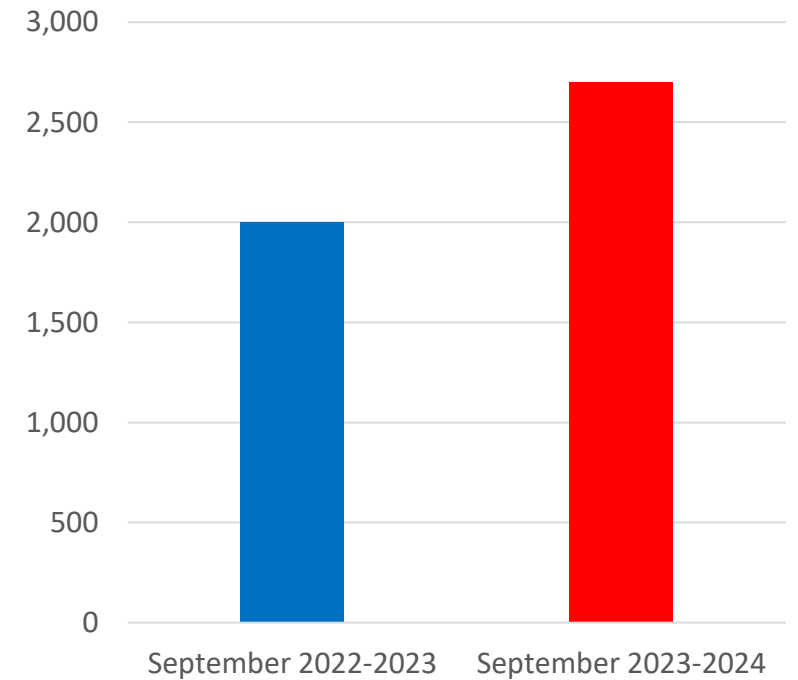
↑ 41.69%

Page/Profile Visits

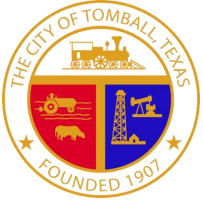


↑ 59.33%

New Likes & Followers



↑ 35%



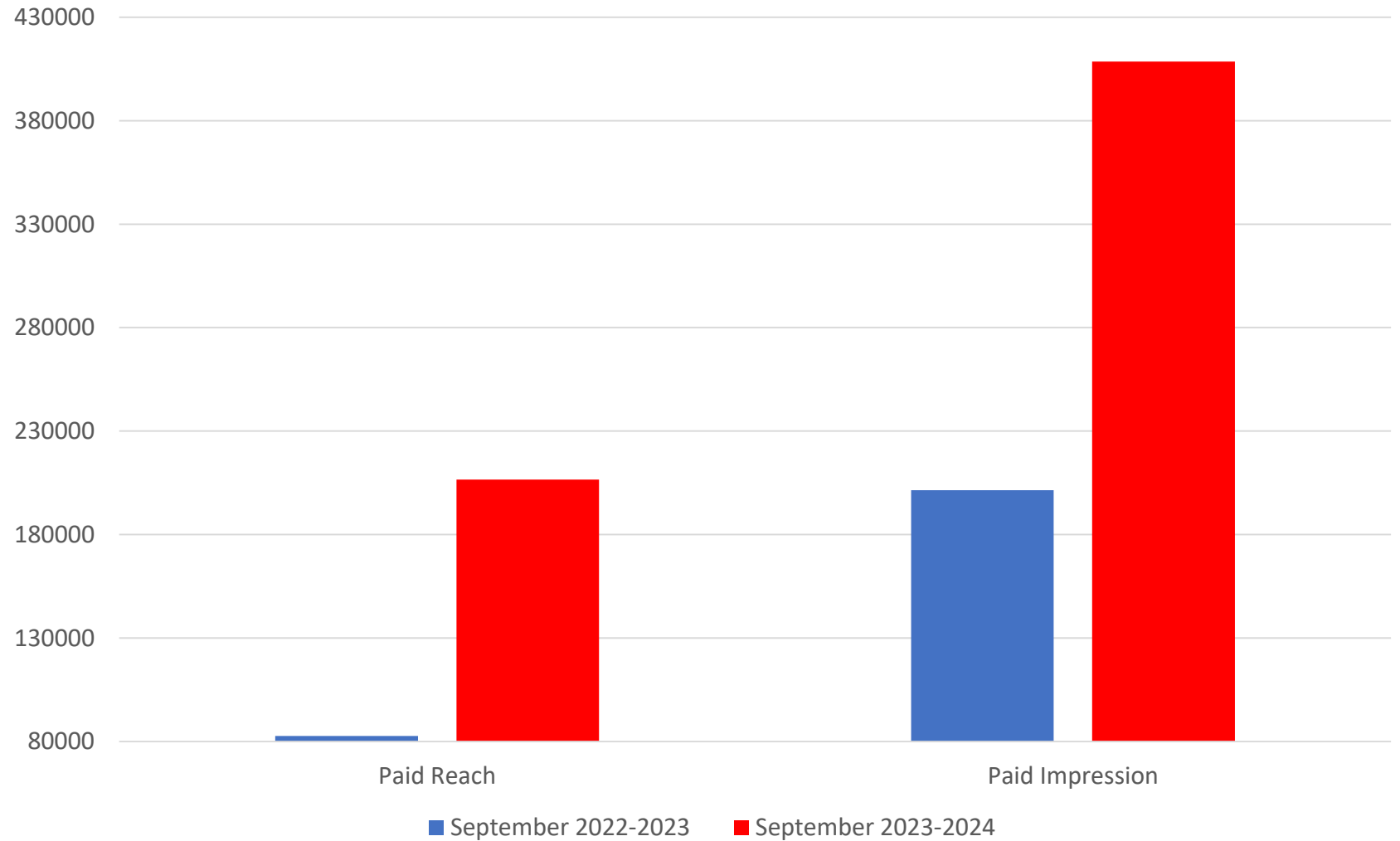
2023 vs 2024 Paid Comparison

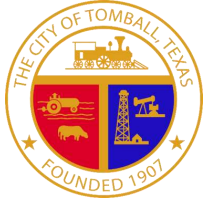
Paid reach

The number of accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same accounts.

Paid impressions

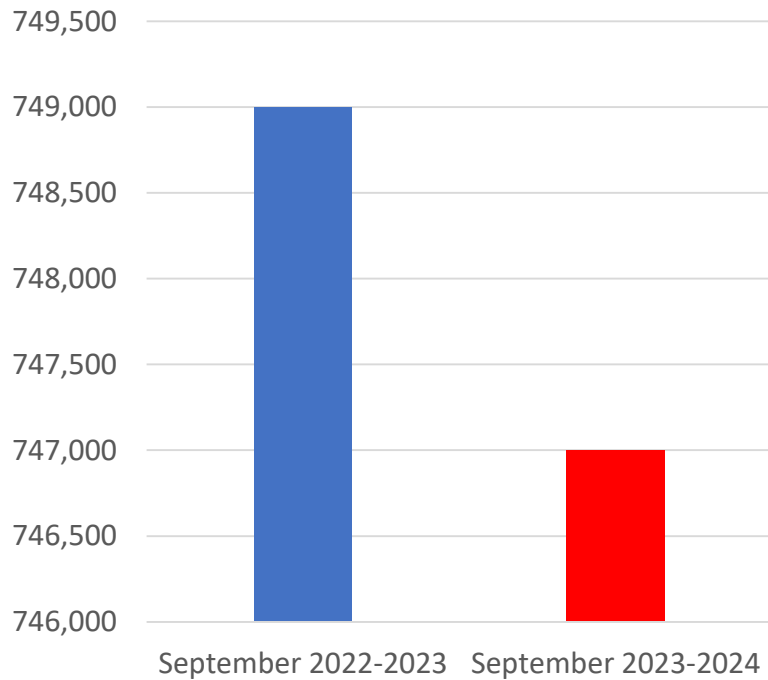
The number of times your ads were on screen.





Website Metrics

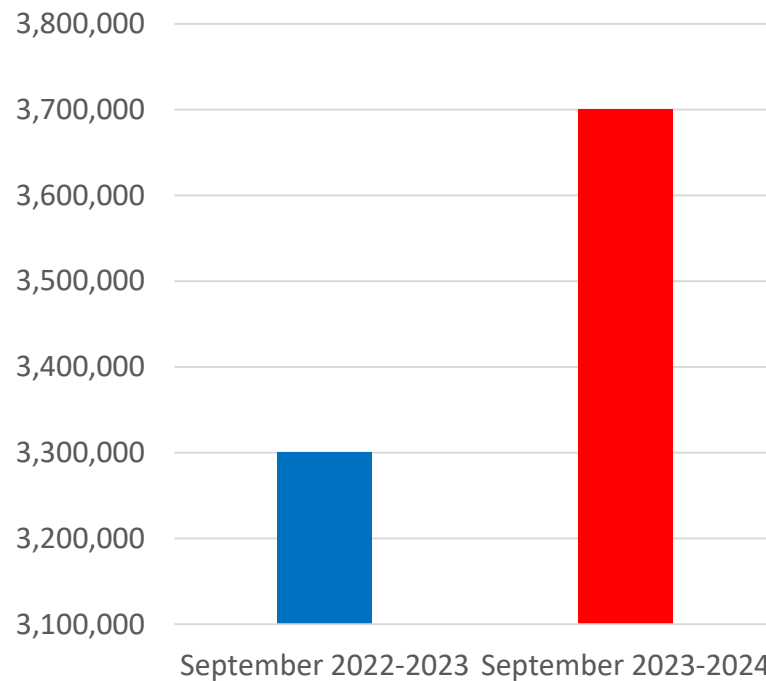
Pageviews



YoY %

↓ 0.27%

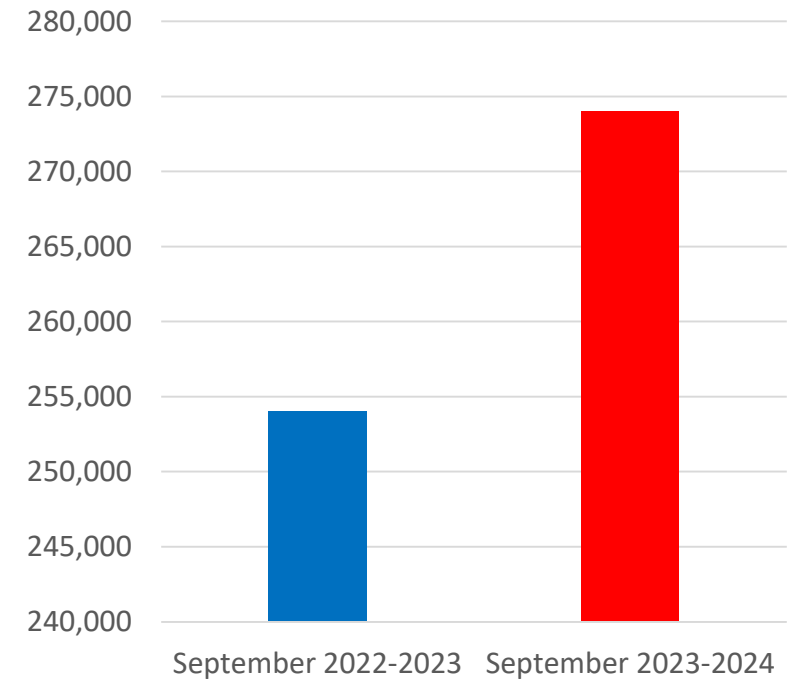
Event Count



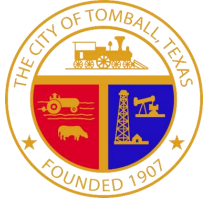
↑ 105.04%

*Google Analytics

New Users

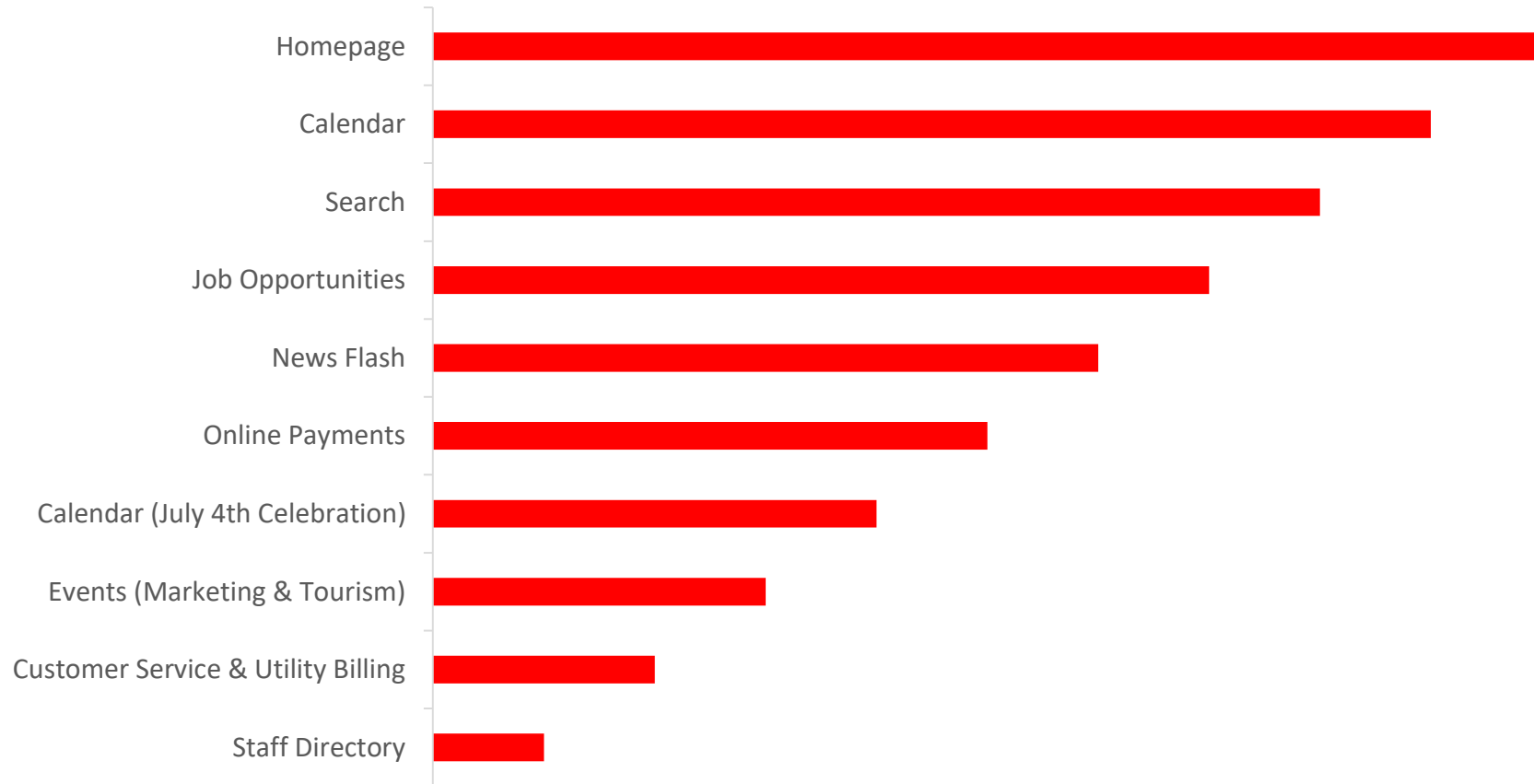


↑ 7.87%



Top 10 Most Visited Pages on Tomballtx.gov

September 2023-2024



2024 Marketing Goals

1. Explore more state-level promotional and marketing avenues to drive outside market traffic.
2. Continue to create unique added-value experiences at all City of Tomball events.
3. Research different approaches to building brand awareness.
4. Continue to create positive memorable experiences and increase social media engagement at all City of Tomball events.