



COMMUNICATIONS AND MARKETING
REPORT

Q2-3 2026 // PREPARED BY ROSE HOFFMAN

City of Willow Park

WELCOME TO THE WILLOW PARK FAMILY OF BUSINESSES!

This spring and summer we've welcomed a slew of new businesses with a gift basket of Willow Park swag and a visit from Mayor Palmer.

- Clean Eatz
- Authentic Pilates
- Pulido's
- Rotolo's Craft and Crust
- Kings Gate Co-working
- BackNine Golf
- Whit's Frozen Custard
- Toastique
- Lucchese (grand re-opening)
- Totality Medi-Spa
- And the groundbreaking for Baylor Scott White Health.



In addition to routine messaging and news from the city, our communications department also managed some campaigns that were not routine:

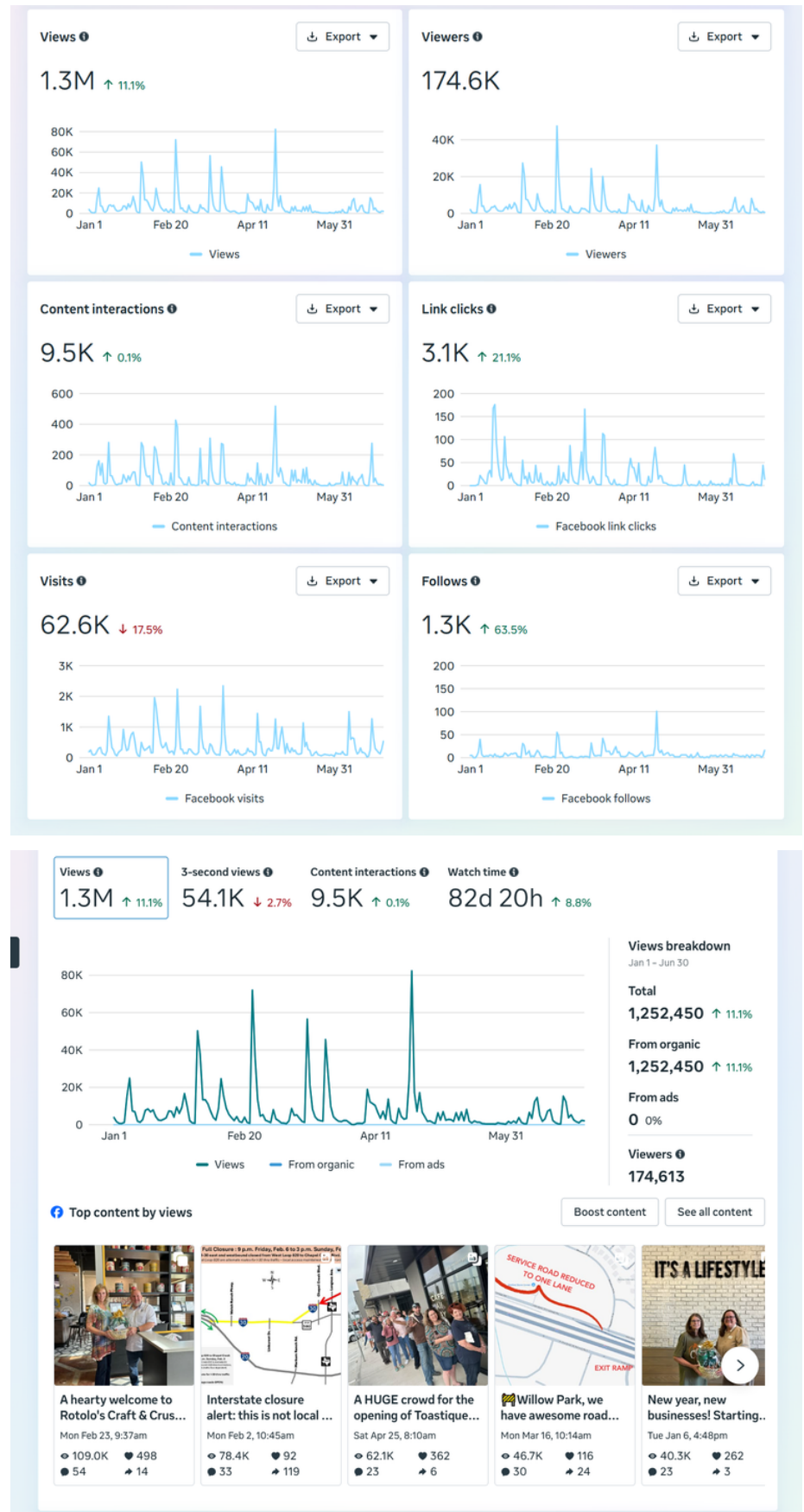
- Creation and maintenance of the city's website hub for all things home rule, including meeting agendas, minutes, and up-to-date copies of the charter draft;
- Regular updates and news on the Squaw Creek Road project;
- Emergency messaging during the January severe winter weather event and the tornado-warned storm in April;
- Trash cart conversion from Republic Services;
- A gas leak in the western portion of the city;
- A boil water notice and rescindment;
- The Kings Gate Bridge project.

HIGHLIGHTS





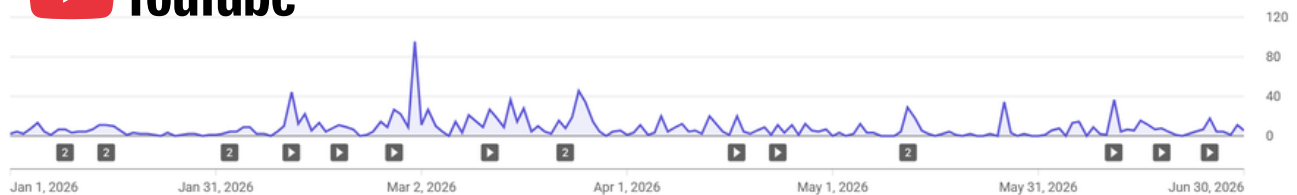
- We are still seeing record numbers on followers, engagement, and views.
- Our most popular content is anything construction related, new businesses, and development updates.
- It is possible these metrics reflect a minor restriction on our page, which seems to stem from our Juneteenth closure post, which had some comments that were reported to Facebook by our audience.





- Our audience continues to be dominated by women, mostly in the age 35-44 category.
- Our YouTube views continue to increase but historically viewers don't watch the majority of any single video. This is true across platforms for many other cities. That platform does appear to be gaining popularity among our audience.

Title	Date published ↑↓	Views ↑ ↓	Reach ↑↓	Viewers ↑↓
A hearty welcome to Rotolo's Craft & Crust... City of Willow Park, TX	Boost ... Mon Feb 23, 9:37am	108,958	71,315	71,511
Interstate closure alert: this is not local to ... City of Willow Park, TX	Boost ... Mon Feb 2, 10:45am	78,422	43,170	43,670
A HUGE crowd for the opening of Toastiqu... City of Willow Park, TX	Boost ... Sat Apr 25, 8:10am	62,054	38,892	39,077
Willow Park, we have awesome road clo... City of Willow Park, TX	Boost ... Mon Mar 16, 10:14am	46,677	24,342	24,478
New year, new businesses! Starting off str... City of Willow Park, TX	Boost ... Tue Jan 6, 4:48pm	40,306	24,038	26,363
Commercial development roundup: March ... City of Willow Park, TX	Boost ... Mon Mar 23, 1:39pm	38,464	21,513	22,006
At last night's City Council meeting, the me... City of Willow Park, TX	Boost ... Wed Feb 11, 4:20pm	38,265	19,031	18,612
We were thrilled to join Baylor Scott & Whit... City of Willow Park, TX	Boost ... Mon Mar 16, 9:33am	37,318	23,361	23,443
Quick road construction update from TxDO... City of Willow Park, TX	Boost ... Wed Apr 8, 2:43pm	33,473	19,248	19,120
Mayor Teresa Palmer and Communications... City of Willow Park, TX	Boost ... Tue Feb 3, 3:13pm	33,424	19,912	19,908
Another new business to welcome in Will... City of Willow Park, TX	Boost ... Mon Mar 23, 8:41am	27,551	16,413	16,536

Views
1.5KImpressions
12.6KImpressions click-through rate
5.4%Average view duration
9:24

How viewers find your videos

Views · Jan 1 – Jun 30, 2026

Overall

External

YouTube search

Suggested videos

Playlists

External

28.5%

Channel pages

28.3%

YouTube search

12.2%

Browse features

11.1%

Suggested videos

6.6%

Others

13.4%

Top videos

Views · Jan 1 – Jun 30, 2026



February 10 2026 City Council Meeting

223



February 24 2026 City Council Meeting

139



March 10 2026 City Council Meeting

121



March 24 2026 City Council Meeting

90



June 9 2026 City Council Meeting

68

[See more](#)

COMP PLAN SURVEY

As part of the city's commitment to closing the feedback loop with our stakeholders, the first phase of our comprehensive plan update included a 12-week public survey.

A wide net was cast with flyers, postcards, social media and website pushes and the results were posted when complete.



FILM FRIENDLY CERTIFIED!

The Texas Economic Development & Tourism Office within the Office of the Governor announced last week the City of Willow Park has been designated by the Texas Film Commission (TFC) as a Film Friendly Texas Certified Community after completing the multi-step training and certification process.

More than 200 Film Friendly Texas Certified Communities across the state receive ongoing training and guidance from the Texas Film Commission on media industry standards, best practices, and how to effectively accommodate on-location filming activity in their community.



- Communications director Rose Hoffman was a speaker at the annual Texas Association of Municipal Information Officers conference, speaking on the foundation of municipal communications. She attended several days of training at the conference as well.
- Our office was part of the teaching team for a PIO 101 class hosted by Parker County, where local agencies collaborated on regional communications issues;
- Our office also served as the evaluator for training sessions for FIFA World Cup preparedness;
- And assisted Parker County with media relations and messaging following the April tornadoes.



1. Ongoing messaging and community engagement on Bankhead project;
2. Implementation of Muni-versity
3. Analysis on mass notifications systems to determine scaling for growth;
4. Continue to diversify messaging systems



Fourth quarter

SUMMARY

**Willow Park
Y'all**

