



COMMUNICATIONS AND MARKETING
REPORT

OCTOBER 2024 // PREPARED BY ROSE HOFFMAN



LONG-TERM FOCUS



GOAL: VISIBILITY WITH OUR SCHOOLS

In addition to partnering with Aledo ISD on several projects, the city debuted its first-ever commercial on the scoreboard for home games at Tim Buchanan Stadium. The city also sponsored a sign on the scoreboard at Trinity Christian Academy's Eagle Stadium.

The Aledo ISD campaign, "Willow Park: In the Heart of Bearcat Country," was accompanied by a digital campaign on the city's social media and print channels.

The city participated for the 6th time in Bearcat Nation 101, which greets new families to the district.





GOAL: PROMOTE AND SUPPORT LOCAL BUSINESSES

As part of our long-term brand planning, the city is launching a campaign to advocate for our Willow Park businesses and help them take pride in their home city. We welcomed the following businesses with a basket of Willow Park swag and promotional posts on our social channels:

- Melt
- The District Butcher
- The Market at Aledo
- Glamper Camper
- The Western Charm Boutique

We also made contact with every business in the city to ask them to participate in promotional campaigns for the city. Look for some fun marketing in the spring!

FALL 2024

The city held a ribbon cutting for the Trinity Track and Kings Gate Park on August 15 with the Parker County Chamber of Commerce. The communications department also assisted the Willow Park Police Department with their National Night Out event, which achieved record attendance.



Event and outreach

HIGHLIGHTS

SHORT TERM GOALS

1. Promote tourism and shopping local through marketing campaigns
2. Save the date! Christmas Tree Lighting Dec. 3 at 6 p.m.
3. Conduct website audit to check for up-to-date content, broken links, and ADA compliance
4. Partner with the Parks Department on planning for future event and outreach

2024 FALL/WINTER GOALS



Second quarter

SUMMARY