

PARTNERSHIPS WITH OUR LOCAL SCHOOLS

Communications Director Rose
Hoffman is participating in the first
cohort of "Aledo Leads." The
participants will study topics such as
teaching and learning,
communications, student programs,
personnel/human resources, school
finance, safety and security, bonds,
growth, and facilities.

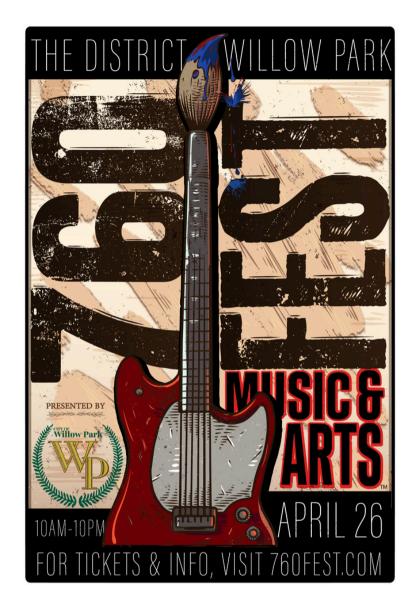
The city also worked closely with Aledo ISD on the announcement regarding their acquisition of land in Willow Park's ETJ.

COMMUNITY ENGAGEMENT

The city's first of six surveys this year, Parks amenties, was completed at the end of January.

The communications director presented the results in February and will now being work on the city's second survey. The survey, planned for April, will focus on messaging content and delivery - basically, what information do our community members want, what information is most important to them, and how they'd like to receive those messages. We learned from the survey registration campaign that some methods are more effective than others, so we will take that data to help us craft the survey.





GOAL: INCREASE NAME RECOGNITION AND VISIBILITY

The city is the Presenting
Sponsor for 760 Fest,
coming in April to The
District. This day promises
to be a great lineup of
artists and musicians and
we hope to see everyone
there!

The application process to receive our Film Friendly designation should be completed this spring and we expect to have our designation by summer



WINTER 2024

The last event that fell under the communications and marketing department was the 3rd Annual Christmas Tree Lighting held at city hall. We had our best attendance ever for the event, working in partnership with the Parks Department, and we look forward to seeing our events grow and flourish under the leadership from the Parks Director.







Event and outreach

HIGHLIGHTS

SHORT TERM GOALS

- Promote tourism and shopping local through marketing campaigns
- 2. Develop a strategic communications and outreach plan for the police department in partnership with the police chief
- 3. Continue to increase engagement opportunities with the public
- 4. Work with IT on updating website and making it more user-friendly

2025 SPRING GOALS



