



COMMUNICATIONS AND MARKETING

REPORT

Q4 2024 // PREPARED BY ROSE HOFFMAN





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 amenities, was completed at the end of January.

The communications director presented the results in February and will now be working 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.

A flyer for Willow Park City with a green background. At the top left is the Willow Park logo. The main text reads "WE WANT TO HEAR FROM YOU!". Below this are four circular icons representing different community aspects. On the right is a photograph of the Willow Park City Hall building. At the bottom, it says "HERE'S HOW TO REGISTER:" followed by a phone number (775-235-2240) and a website (www.flashvote.com/willowparktx). It also includes a QR code and the text "Or scan the QR code here:". A small disclaimer at the bottom left states: "The City of Willow Park is preparing to conduct a series of public surveys for community input. Register now to make your voice heard!"



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

1. 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



Fourth quarter

SUMMARY