

COMMUNICATIONS AND MARKETING
REPORT

JULY 2024 // PREPARED BY ROSE HOFFMAN





GOAL: TRAINING AND CERTIFICATIONS

Communications and Marketing Director Rose Hoffman spent a week in Emmitsburg, Maryland, at the National Emergency Management Institute and was awarded a certification as an Advanced Public Information Officer.

GOAL: REACHING UNREACHED AUDIENCES

We are so excited to launch TextMyGov, a text-based system for residents and businesses to get quick answers to common questions. We will be presenting more information about TextMyGov at our July 23 meeting. TextMyGov also allows the city to send out mass notifications via text message, furthering our reach when we are trying to connect with the most people for urgent news.

City of Willow Park, TX 

Text the city to find information and report issues!

Text  To:
817.458.3443

Additional Keyword Options:

Report

Missed Pickup

FAQ

Animal Control

Contact

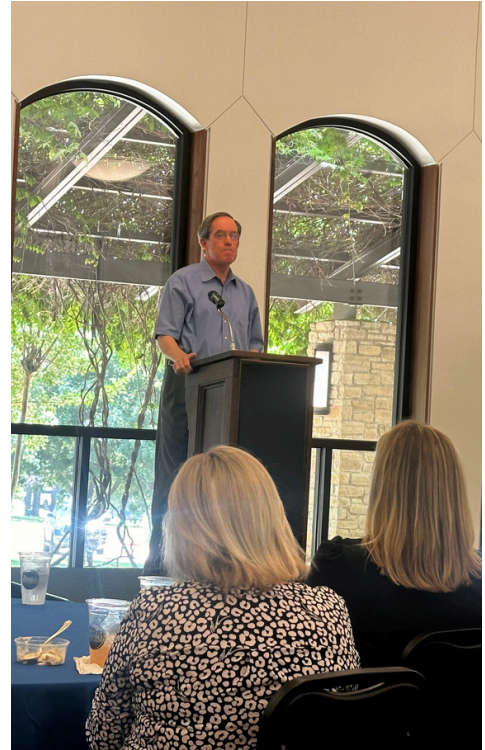
Permits

Pothole

Employment

Utility Billing

The City was present at both Willow Park Palooza at The Shops and Super Safety Saturday at Texas Health Resources during the month of June. We also assisted Mayor Moss on the 5th Annual Mayor's Council of Parker County Clergy Luncheon. Next up: Bearcat Nation 101 and other back-to-school projects. We are also beginning work on the annual Christmas Tree Lighting event.



Event and outreach HIGHLIGHTS

SHORT TERM GOALS

1. Promote tourism and shopping local through marketing campaigns
2. Finalize a crisis communication plan with internal stakeholders
3. Work with community partners to include more outreach at non-city events

2024 SUMMER/FALL GOALS



Second quarter

SUMMARY