



COMMUNICATIONS AND MARKETING

# REPORT

Q1 2025-26 // PREPARED BY ROSE HOFFMAN

City of Willow Park

## WATER CONSERVATION WITH THE MCCALL CATS



Communications Director Rose Hoffman visited McCall Elementary School to discuss the importance of responsible water use with the second grade science classes at McCall Elementary. Students were given a coloring book that discuss ways they can save water at home!



The city also welcomed Cork&Pig Tavern to The District for their grand opening in Willow Park.

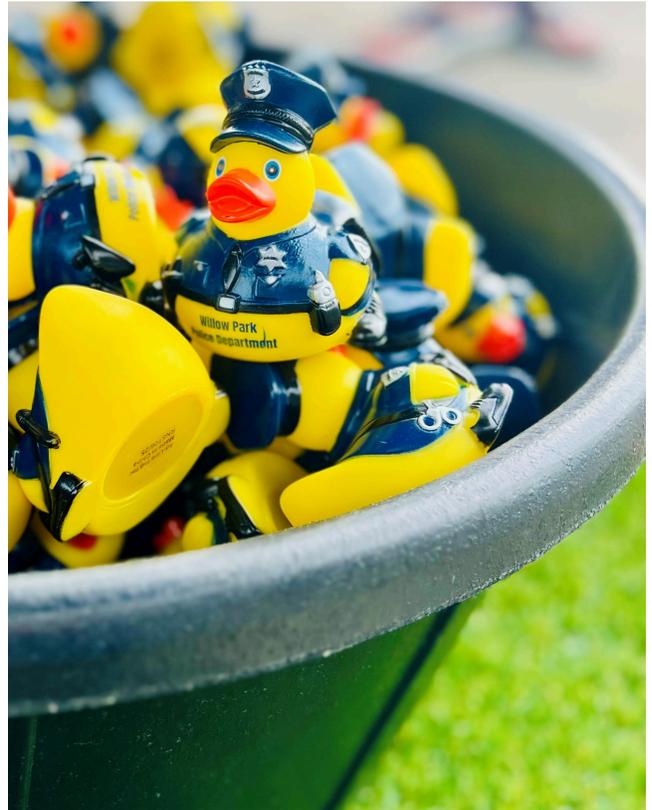
## TRAINING

Training and media engagement during this quarter:

- Staff attended the Media and Public Relations course through the FBI-Law Enforcement Executive Development Association in October, satisfying the first of two statutory requirements for House Bill 33 (commonly known as the Uvalde Strong Act);
- Staff attended a meeting with members of the North Texas PIO group and the leadership at CBS 11 TV, strengthening ties with the DFW media for the city;
- Communications Director Rose Hoffman served as the controller/evaluator for the PIO component of a 3-day, 4-county, 60+ agency exercise in North Texas that simulated a complex coordinated terrorist attack during the 2026 World Cup and received further training on crisis communications.



1. Promote tourism and shopping local through marketing campaigns
2. Crisis communication planning
3. Continue to increase engagement opportunities with the public
4. Website launched in November with minimal issues



Fourth quarter

SUMMARY

