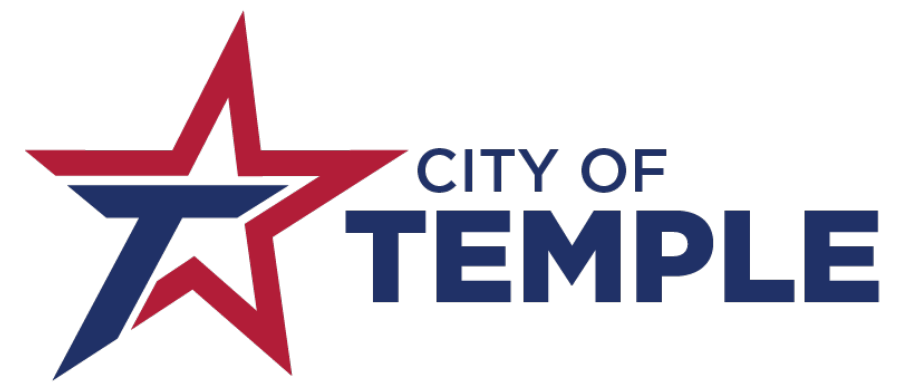




MARKETING & COMMUNICATIONS

**EFFECTIVE PROBLEM SOLVING – SOLUTIONS
FROM THE BEST OF THE BEST.**

TEMPLE

A growing city 45 minutes north of Austin with a population around 80,000 people.



**2018...BEFORE THE
WORLD WENT CRAZY.**



Transparency

2

Effective
Communication

Surveys

Downtown
Survey
for citizens

Strategies & action items

MARKETING/ BRANDING

Tell others
what we are
doing GREAT

Branding

UNIFIED
MESSAGE
FROM
CITY

tell our
story

Re-Brand
our
services

Improve
our
image

brand the
city

Tell our
Story

OUTREACH

Citizen
Engagement

Encourage
Participation

OUTREACH/
EVENTS

New website
that is mobile
friendly

Community
Link/
engagement

SOCIAL MEDIA

Use more
Social media

IV
USING EMAIL -
Social Media

360 Communication
360 Level - more use.
Community social media
Make content level - open
Engage communication with
citizens (Twitter, Facebook, etc.)
Mobile App

Social
Media

NEWSLETTERS

Newsletter

Council
Action
Report

WEBSITE

Userfriendly
website

Remote
Access to
Services & Info

Interactive
Internet
Communications
regarding Services

Expand Lower
Income access
to Internet

Expanded
Internet
access for
low income population

VIDEO

more
Video
programming

Expand
rem TV
programming
(educational)

OK...NOW WHAT?



RESEARCH & DISCOVERY

10
MEETINGS &
FOCUS GROUPS



3
DAY IMMERSION
TOUR



2
ONLINE
SURVEYS



1
CITYWIDE
DRIVING TOUR



100+
INDIVIDUALS
REACHED



Winston



STRATEGY PROCESS

- ★ **SWOT Analysis/Key Themes**

Areas that needed extra attention

- ★ **Website & Brand Reviews**

Reviewed both websites and brands

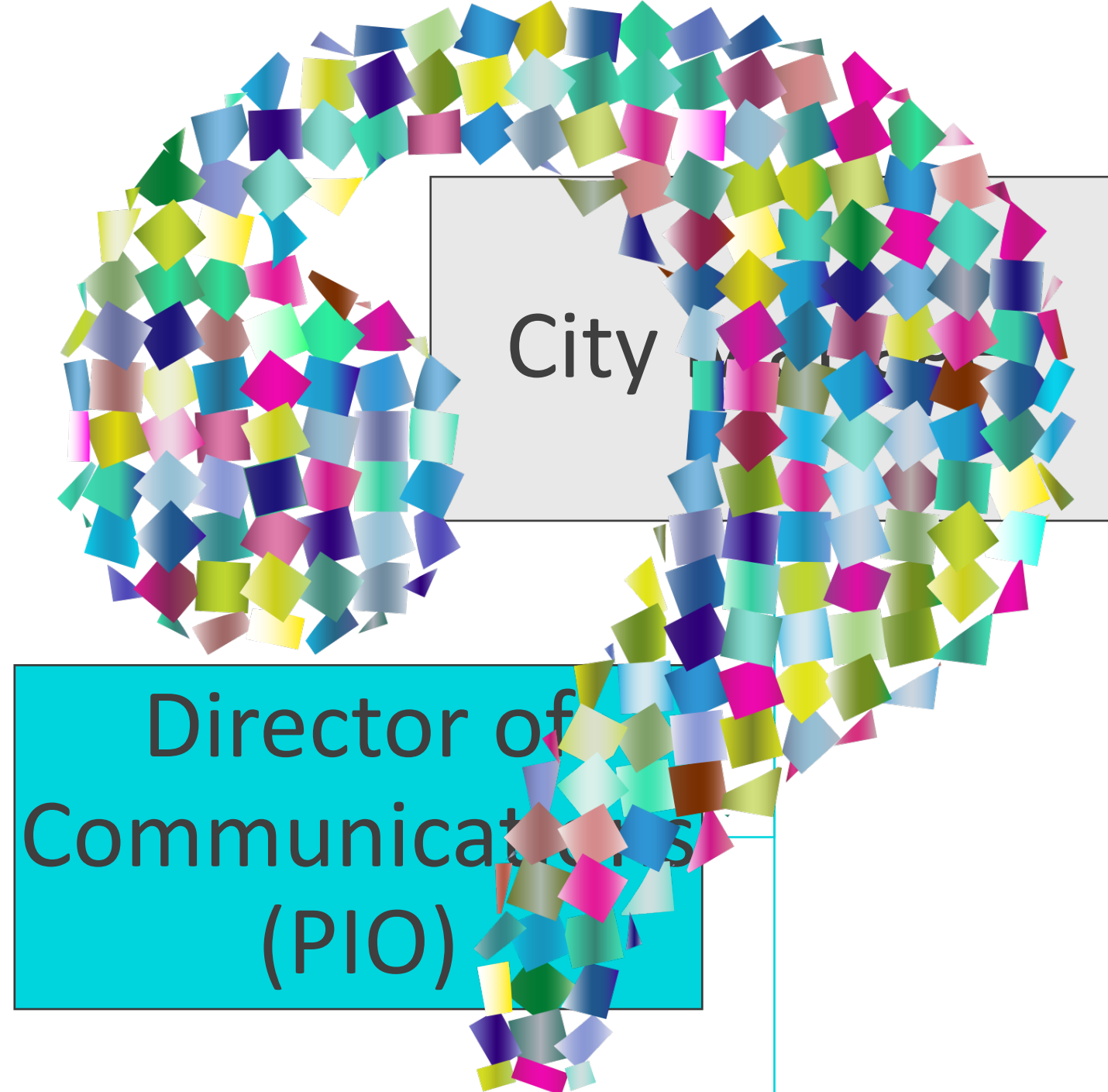
- ★ **Key Themes/Recommendations**

As it related to brand and communications efforts

RECOMMENDATIONS FROM STRATEGY



- **Need for increased focus on communications.**
- **Need for dedicated M&C Department.**
- **Better Tell Our Story!**





FAST FORWARD TO 2021...

MARKETING & COMMUNICATIONS



Heather Bates

Director of Marketing & Communications



Brenda Aponte

Marketing Assistant



Arielle Delery

Graphic Designer



Sydney Johnston

Graphic Designer

MARKETING & DIGITAL MEDIA



Jonathan Logue
Manager



Lindsay
Francis
Marketing Specialist



Vacant
Marketing Specialist

COMMUNICATIONS & PR



Robin Godfrey

Manager



Alejandra Arreguin

PR Specialist



Kiara Nowlin

PR Coordinator

DESTINATION MARKETING



Teresa Anderson

Manager



Sennett Farias

Marketing Specialist



Courtney Pierce

Destination Experience Specialist



Sarah Fox

Sales & Marketing Specialist



Sandy Freeman

Office Assistant - PT



Diane Jones

Sales & Marketing Specialist

WELCOME HOME GUIDE+



To view the Welcome Home Guide visit: templetx.gov/welcomehome

REALTOR QUICK GUIDE

A PLACE YOU LOVE TO CALL *Home*

The City of Temple's vision is to be a place that you love to call home. That means being a high-performing organization with a bold vision for our community, where we provide places and spaces where people want to live, while also maintaining a safe and healthy community with the proper infrastructure and systems to support exceptional service and long-term growth and development.



WHAT MAKES TEMPLE A PLACE YOU LOVE TO CALL HOME?



our **NEIGHBORHOODS**

The City of Temple is committed to fostering neighborhoods that are beautiful, safe and stable, while connecting citizens together to help reinvigorate communities.



our **SCHOOLS**

Temple residents have a choice when it comes to education. Temple is served by four public independent school districts, several private/charter schools and is home to a wide range of higher education opportunities.



our **PARKS, TRAILS & AMENITIES**

The City of Temple offers diverse options for indoor & outdoor activities for you and your family to enjoy.



TAKEAWAYS

- ★ **Be Purposeful with Efforts**
Be Strategic. Be Intentional.
- ★ **Collect & Utilize Data**
Use that to back up your award!
- ★ **Buy-In from Leadership**
Prove it



THANK YOU!

Contact me anytime: hbates@templetx.gov