

MAY 2022 MONTHLY REPORT
PIO, COMMUNICATIONS AND MARKETING

PROJECT: LAGO FEST

- Lago Fest was held Saturday, April 30, 2022.
- This month debrief meetings and conversations were held.
- Data and feedback requests were sent out to various vendors, artists, food trucks, parking company, zip codes collected, etc.
- We are still waiting for a couple groups to respond. When all have responded, post festival feedback results will be compiled into a report.
- Will be looking at added costs for next year based on feedback from staff. Additional costs would be for items needed for additional signage, safety cones, possible misting stations, larger stage, etc.

PROJECT: 4TH OF JULY

- Attended 4th of July planning meetings
- Updated special events permit package and working with the group to navigate the permitting, planning, and production process.

COMMUNICATIONS, MARKETING, ECON DEV.

- City media releases, news articles, project updates (water outages, road closures)
- Dissemination of community-related group items
- Monitor State/County/local press releases and communicate to our citizens
- Media outlet relations – Police PIO requests
- Emergency alerts - CAPGOG
- Council PIO updates - City Council Regular & Special called meetings
- City departments – news suggestions, proposals, photos
- Calendar management – Website, Facebook
- Graphic design, photo editing
- May newsletter – content, design, print, publish
- Website updates, edits, restructures, upcoming redesign activities, request department involvement for content checks, e-notify additions, new website migration discussions and assistance
- Took over Public Works communications while PW Office Manager position not filled
- Created instructions manual for staff committee liaisons to manage agendas & minutes
- Department budget planning

CITY OF LAGO VISTA FACEBOOK STATS (last 28 days)

Page Overview

Discovery

 Post reach	5,535
 Post engagement	2,568
 New Page Followers	27

Interactions

 Reactions	329
 Comments	63
 Shares	60
 Photo Views	1,050
 Link Clicks	343

Other

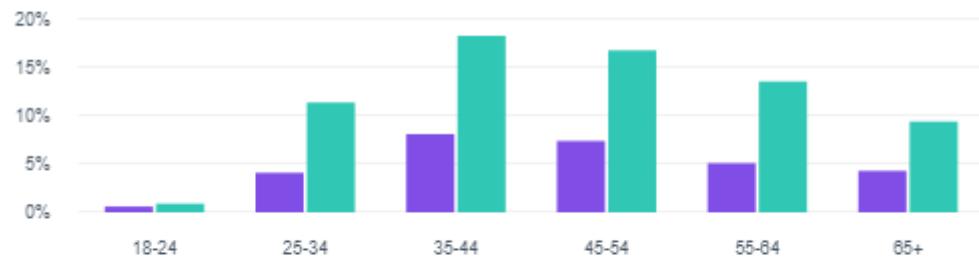
 Hide All Posts	0
 Unfollows	0

CITY OF LAGO VISTA FACEBOOK STATS (last 28 days)

Audience

Age and Gender

Men 29.70%
Women 70.30%



Location

Cities

Countries

Lago Vista, TX	1,995
Austin, TX	411
Cedar Park, TX	130
Leander, TX	122
Jonestown, TX	108
Point Venture, TX	86
Round Rock, TX	56
Houston, TX	40
San Antonio, TX	38
Georgetown, TX	36