

The City of Waco

Communications & Marketing Update

Monica Sedelmeier, Director



09.3.2024



**We're dedicated to telling Waco's
story with integrity and excellence.**

WHAT WE DO

Public Relations/Communications,
Video Production, Marketing/Graphic Design



ONE VOICE ONE BRAND

We are the stewards of the City's trademarked brand, ensuring that all communications and marketing materials maintain brand consistency across all public-facing materials.





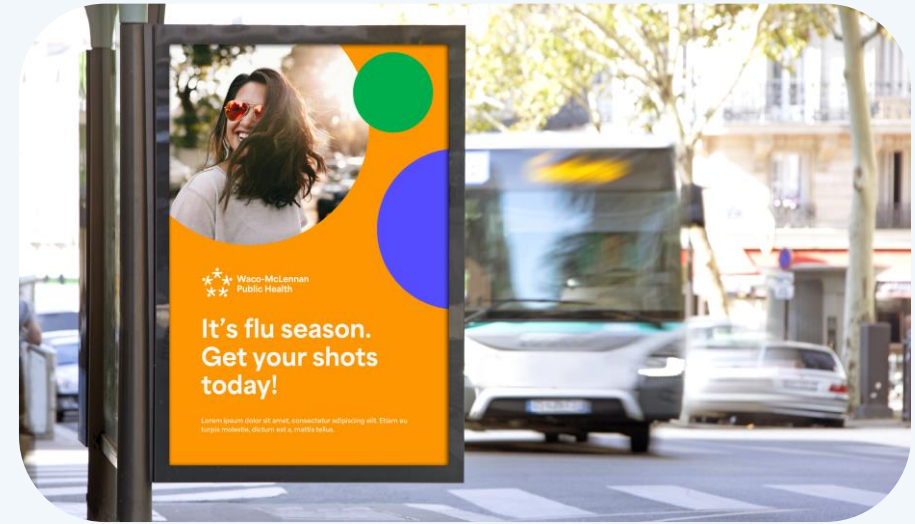
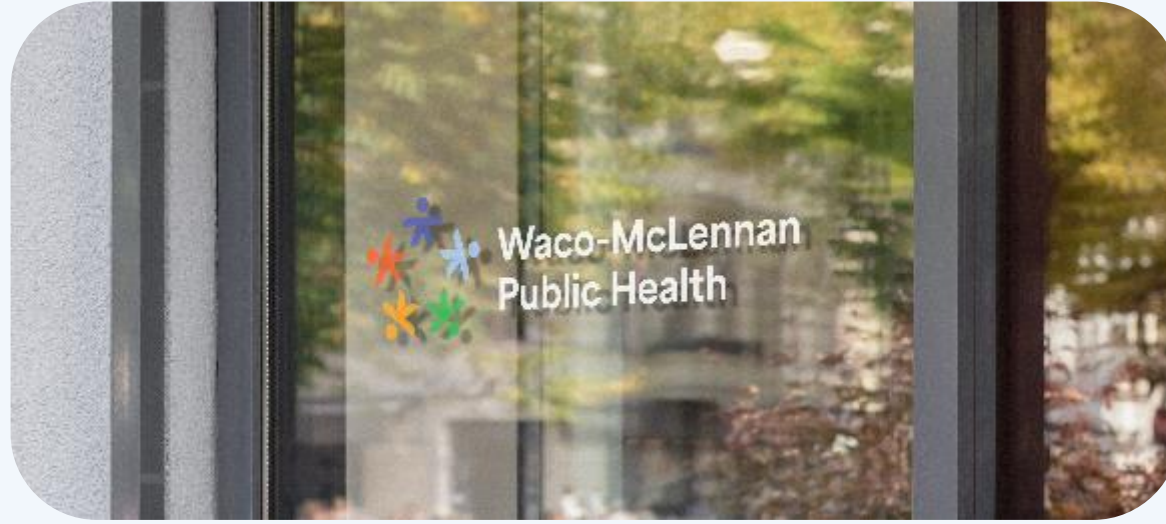
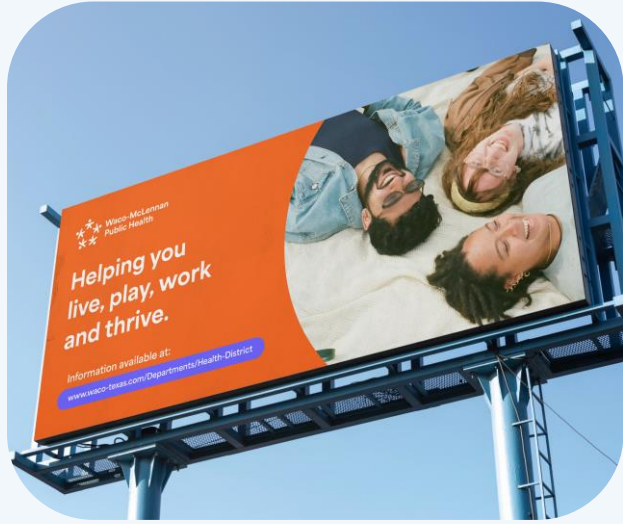
A CITY TO BELIEVE IN



BRANDING ACROSS THE CITY

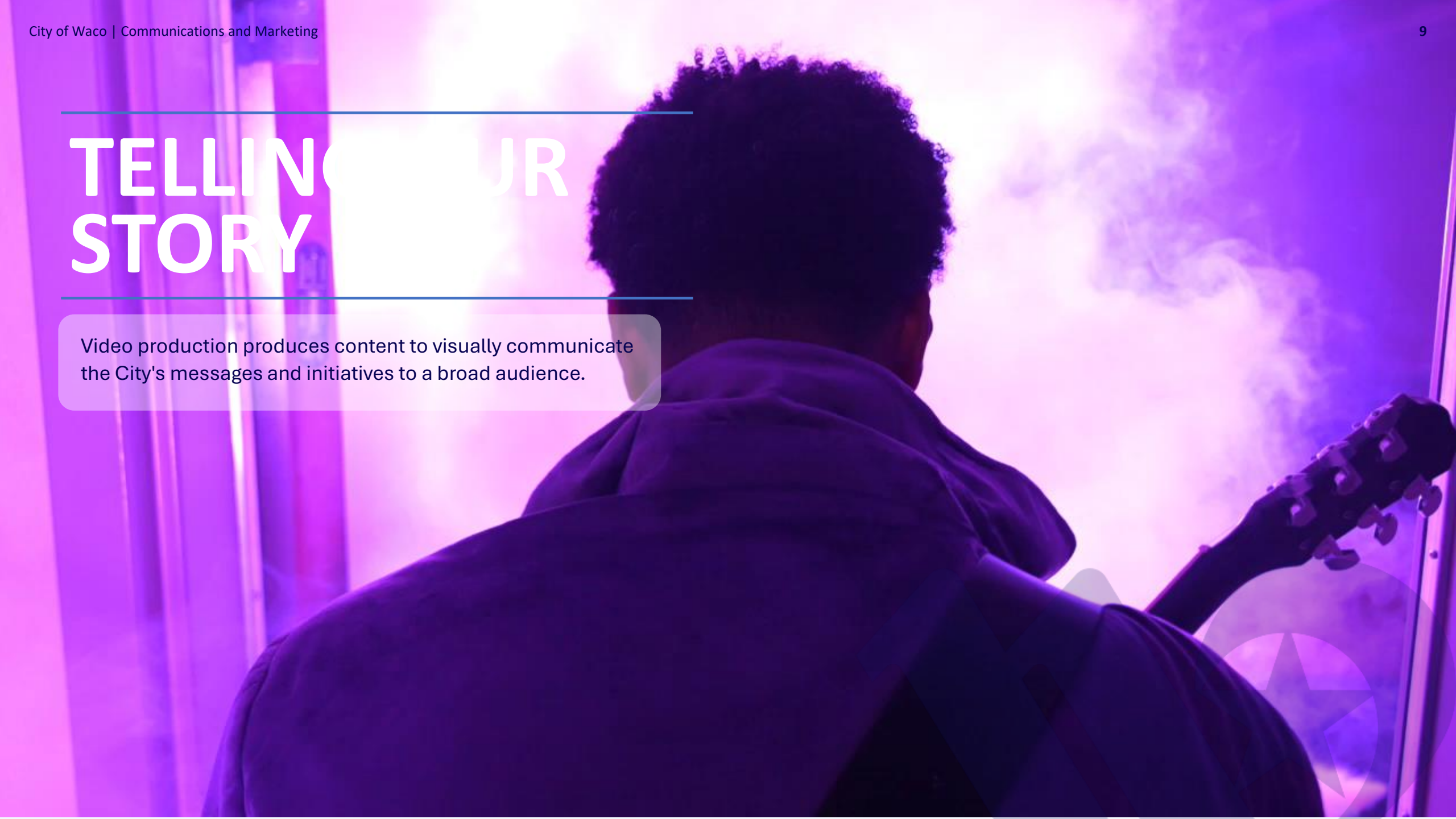






TELLING OUR STORY

Video production produces content to visually communicate the City's messages and initiatives to a broad audience.





**PUBLIC
RELATIONS /
COMMUNICATIONS**

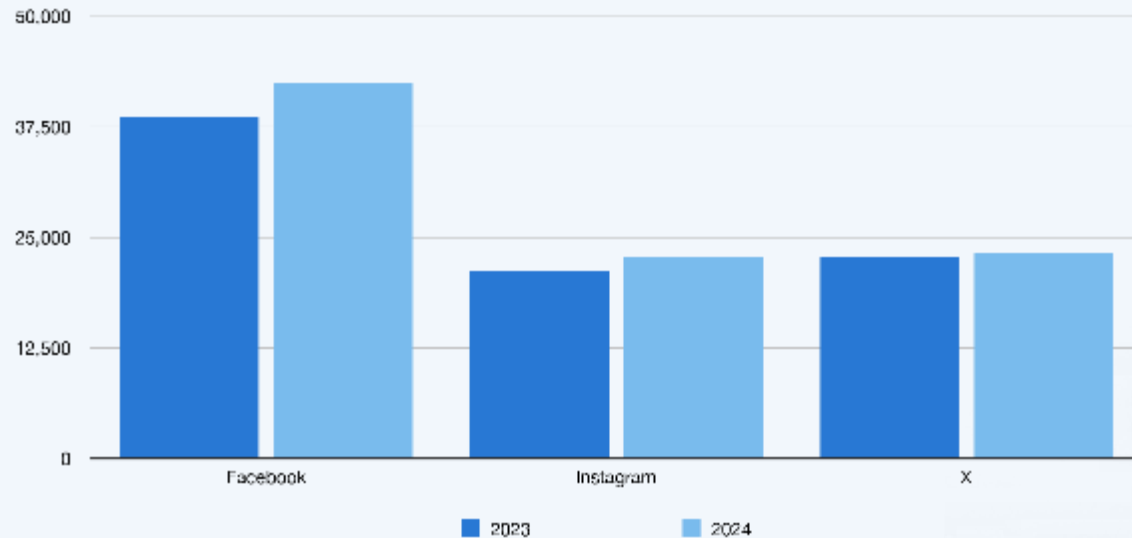
READ ALL ABOUT IT

- **City Limits Newsletter**
City Limits is a publication for the residents of Waco mailed through their water bill and available at city buildings.
- **City Limits eNews**
 - Total Subscriptions: 14,786 (as of 8/28/24)
 - Engagement Rate: 67%
- **GovDelivery (Email Notifications)**
From September 2023 to August 2024, a total of 184 email bulletins were sent to 553,116 recipients.



STAYING ENGAGED & CONNECTED

Social media is a crucial tool for real-time communication with residents, allowing the City to reach a broad audience quickly and effectively.



CONNECTION TO OUR RESIDENTS

Launched the new TRHFM website in January 2024 and developed internal ADA compliance and branding information pages. Currently working on a new website for Animal Services while collaborating with IT to create informative dashboards and data statistics.

Q3- April - June Stats:

- 842,429 views
- 323,423 different users
- Top Page visits (besides Homepage)
 - Pay Your Water Bill
 - Library
 - Careers



PARTY PLANNING COMMITTEE

- **Waco Regional Airport – Demo Day and Terminal Unveiling**
- **Penguin Shores Groundbreaking**
- **Fire Station #15 Groundbreaking**
- **Fire Station #6 Community Event**
- **Faith Leaders Conference**
- **Best Employees in Texas Celebration**



BRIDGING EMPLOYEE COMMUNICATIONS

We assist in internal communications to keep employees informed and aligned with the City's organizational goals.

- **Employee Newsletter**
- **City Manager's Minute**
- **Department and Director videos**
- **Hypersign TV's**
- **Employee recognition, events, pictures and videos**





HIGHLIGHTS/ ACCOLADES

BRAGGING RIGHTS

Award Winning Video Productions

- Brand Manifesto – A City to Believe In
- We Are Waco Series
- Bag and Tie Your Trash: Forest Gump
- Waco Glass Recycling: Purple Rain
- Where your Imagination Comes to Life: Harry Potter

On the Job

Waddle to Waco

City Beat





BE ON THE LOOKOUT

- **Animal Shelter website and Branding**
- **We Are Waco video series**
- **Downtown Redevelopment communications**
- **175th Anniversary**
- **Economic Development Strategic Plan**
- **PSA: Men in Black**
- **Community Connection**





THANK YOU.

#WeAreWaco #BelieveIt #CityToBelieveIn

#WTX

#BestTeamEver