

TOWN OF NORTHLAKE

# MARKETING & COMMUNICATIONS

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MARCH 10, 2022





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# DEPARTMENT OVERVIEW

## CORE FUNCTIONS

- Plans and manages the development, implementation, and administration of corporate communication and marketing for the Town.
- Develops corporate communication and marketing initiatives to promote the Town's brand identity.
- Fosters involvement and heightens awareness of municipal programs, services, initiatives and events.
- Manages Town websites and social media.



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# DEPARTMENT OVERVIEW

## COUNCIL GOAL ALIGNMENT

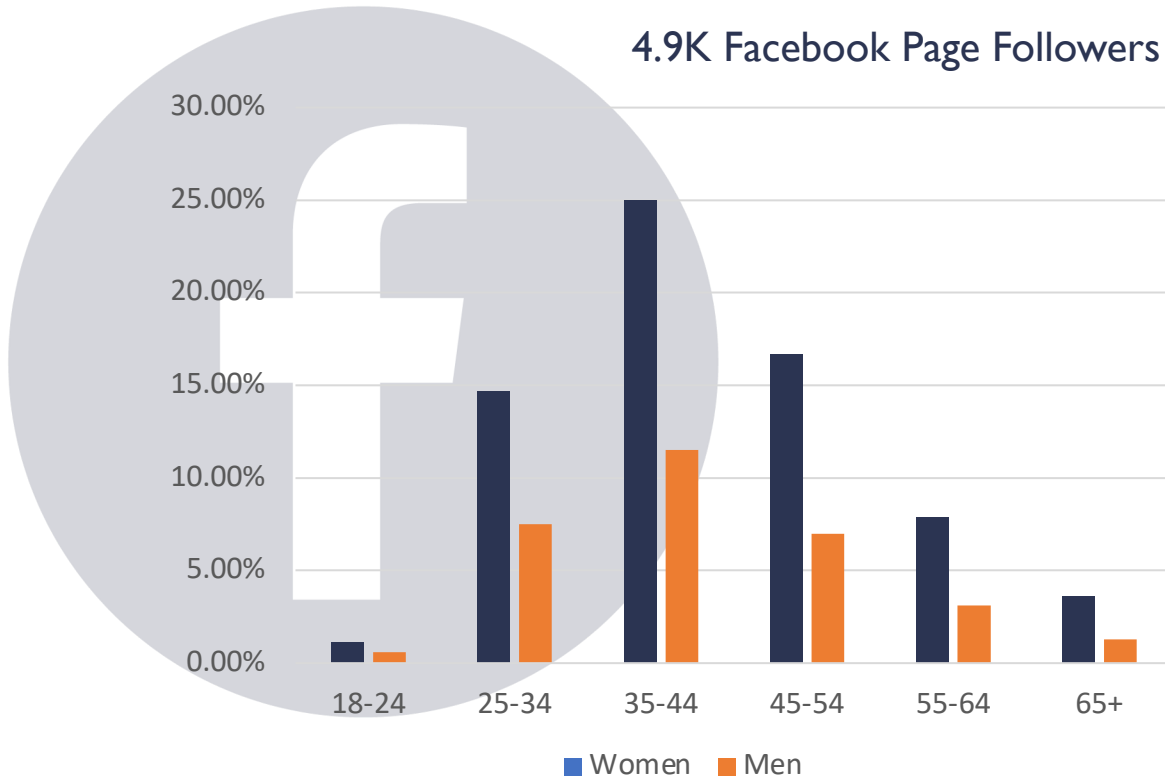
- Reinforce our Identity/Add Beautification Measures to Roads and Community Entrances
- Define Future Amenities/Prioritize Town-Provided Services
- Define Future Amenities/Provide Advanced Technology to Survey, Track and Deliver Citizen Services



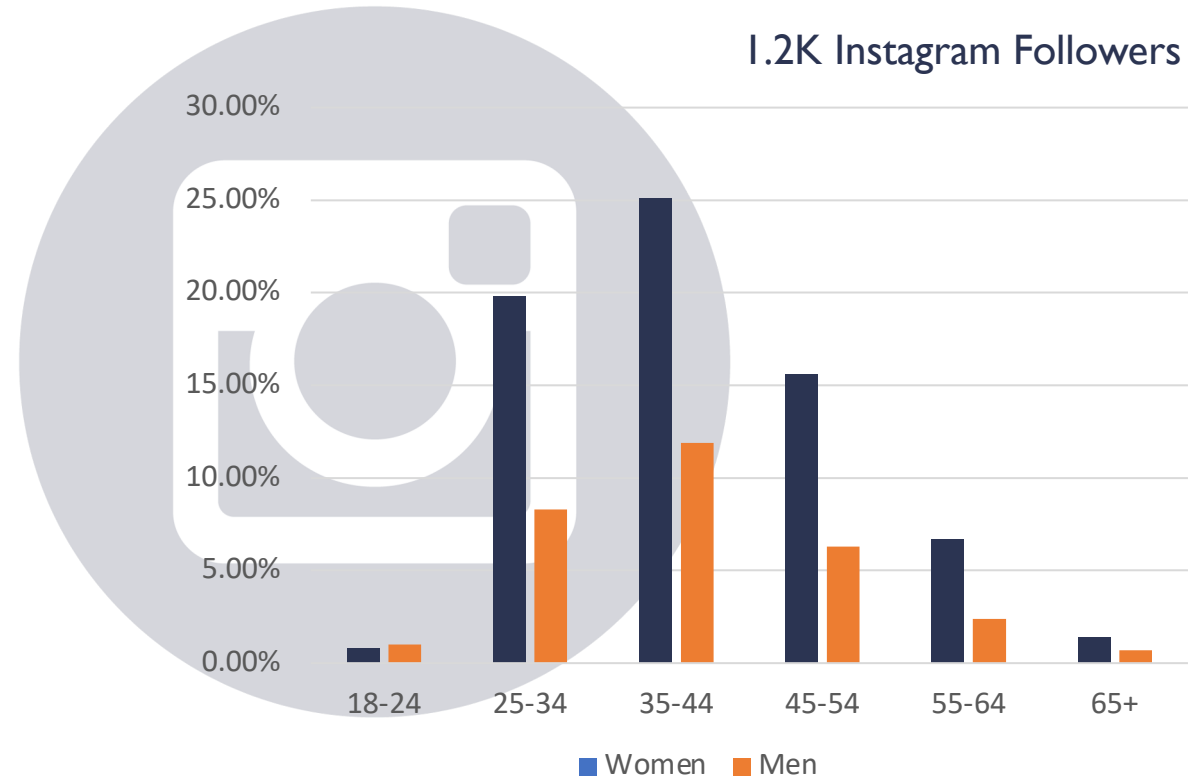
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# SOCIAL MEDIA FOLLOWERS

4.9K Facebook Page Followers



1.2K Instagram Followers



December 1 – February 28, 2022



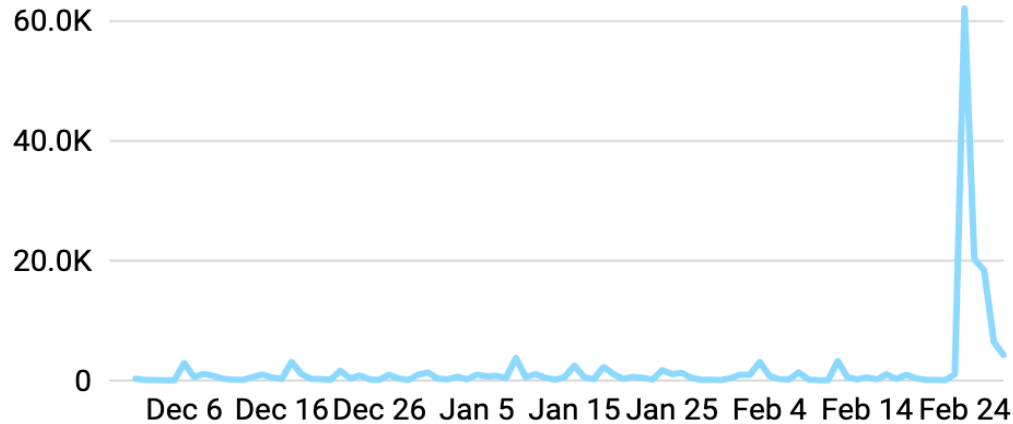
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# SOCIAL MEDIA REACH

December 1 – February 28, 2022

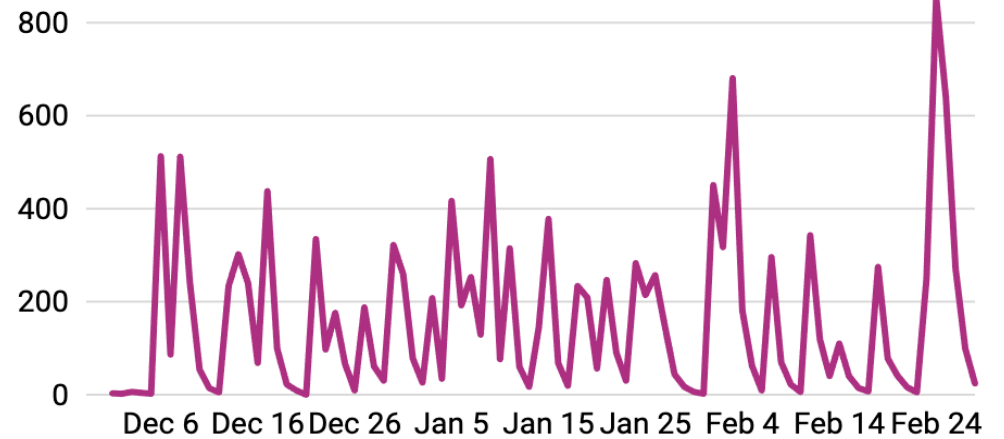
Facebook Page Reach ⓘ

103,042 ↑ 677.7%



Instagram Reach ⓘ

1,493 ↑ 37.2%

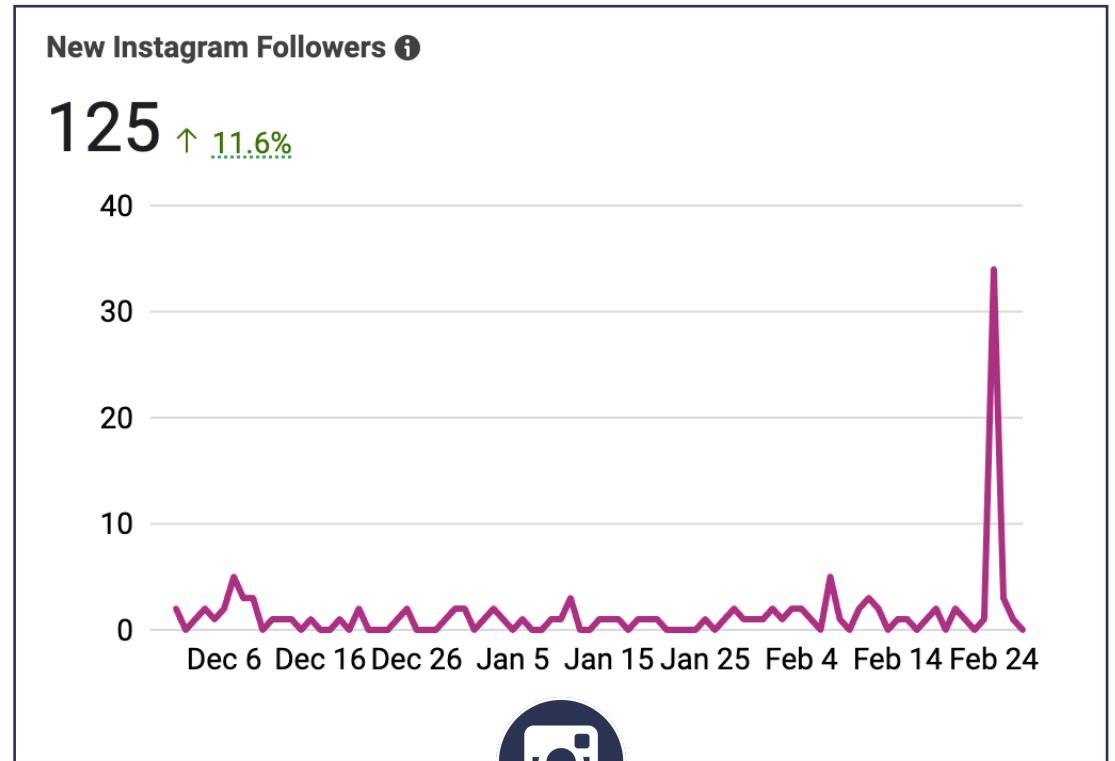




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# SOCIAL LIKES AND FOLLOWERS


December 1 – February 28, 2022






# SOCIAL MEDIA TOP PERFORMERS

Boost post



**UPDATE: Both officers are now stable. One officer will remain in the hospital for o...**  
February 24, 2022 at 11:22 AM

ID: 317945203698858



**Interactions**

👍 3,956 reactions

💬 787 comments

➦ 333 shares

**Performance**

**Reach** ⓘ

Total  
**71,781**

Worst  Best

This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

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Reach 71,781

**Reactions, comments and shares** ⓘ

Total  
**5,076**

Worst  Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

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Reactions	3,956
Comments	787
Shares	333

**Results** ⓘ

Total  
**6,556**


Worst  Best

This post received more link clicks than **100%** of your 50 most recent Facebook posts and stories.

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Link clicks 6,556

Boost post



**UPDATE: Both officers are now stable. One officer will remain in the hospital for o...**  
February 24, 2022 at 11:22 AM

ID: 17931405733904179



**Interactions**

❤️ 136 likes

💬 23 comments

**Performance**

**Reach** ⓘ

Total  
**963**

Worst  Best

This post reached more people than **100%** of your 50 most recent Instagram posts and stories.

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Reach 963

**Likes, comments and shares** ⓘ

Total  
**186**

Worst  Best

This post received more likes, comments and shares than **100%** of your 50 most recent Instagram posts and stories.

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Likes	136
Comments	23
Shares	27

**Results**

Total  
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Link clicks --

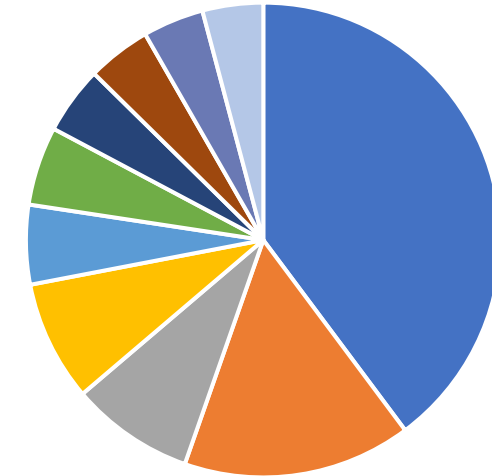
[www.town.northlake.tx.us](http://www.town.northlake.tx.us)





# WEBSITE ANALYTICS

PAGE	PAGE VIEWS	UNIQUE PAGE VIEWS
Home Page	5219	4187
Utility Bill Pay	2041	1481
Jobs/Utility Billing Clerk	1103	959
Utility Billing	1076	892
Jobs	710	597
Employment Opportunities	704	521
Start a New Service	604	413
Jobs/Police Officer	569	532
Police Department	545	437
Planning Development	542	413



- Home Page
- Utility Bill Pay
- Jobs/Utility Billing Clerk
- Utility Billing
- Jobs
- Employment Opportunities
- Start a New Service
- Jobs/Police Officer
- Police Department
- Planning Development

January 15 - February 15, 2022





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# COUNCIL RECAP NEWSLETTER



DATE	SENDS	OPENS	CLICKS
January 13	99	65	4
January 27	104	79	7
February 10	132	85	1

- Delivered via Email
- Link Posted on Social Media
- Link Available on Website



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# DIGITAL BOARDS

Amano  
Italian Bistro  
now open in NORTHLAKE TEXAS

POSTNET  
now open in NORTHLAKE TEXAS

RIDDER  
ORTHODONTICS  
now open in NORTHLAKE TEXAS

Bella Italia  
BISTRO  
now open in NORTHLAKE TEXAS

ORTHOPEDIC ASSOCIATES  
ORTHOPEDIC SURGERY AND SPORTS MEDICINE  
now open in NORTHLAKE TEXAS

Hwy 114 at I35W • January 14 - February 14, 2022

PERFORMANCE	PLAYS	IMPRESSIONS
Delivered	93,361	127,136





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# DIGITAL BOARDS



- Current rotation includes new businesses and those coming soon to Northlake
- Average dwell time: 8 seconds
- Anticipated Impressions per day: 1,699

Hwy 114 at I35W • February 14, 2022

PERFORMANCE	PLAYS	IMPRESSIONS
Delivered	244	332



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# CROSSTIMBERS GAZETTE

## BRING YOUR BUSINESS TO NORTHLAKE

- Serve the growing number of residents and workforce in the Northlake market
- Prime commercial sites available for development and commercial space for lease
- Incentives available for large employers, restaurants and retail

Join our growing business development located at IH 35W and SH 114:

Amano Italian Bistro • Burgers & Curries • PJ's Coffee  
Rosa's Cafe • Texas Roadhouse • Wingstop • Resort Nail Bar

Coming Soon: Back Porch Draft House and Rocket Carwash

With even more development opportunities located at Northlake Commons on FM 407 in front of Harvest:

Papa John's • Bella Italia Bistro • Wow Donuts • PostNet • Northlake Dental  
It's a Paw Thang • Ridder Orthodontics

Coming Soon: Northlake Café and Northlake Color Lab



1500 COMMONS CIRCLE, SUITE 300 • NORTHLAKE, TEXAS 76226  
WWW.TOWN.NORTHLAKE.TX.US • 940.648.3290



- Mailed monthly free of charge to nearly 54,000 southern Denton County homes and businesses.
- Reaches over 136,000 residents.
- Delivered to every mailbox in Flower Mound, Highland Village, Lantana, Argyle, Bartonville, Canyon Falls, Copper Canyon, Double Oak, Harvest, Northlake and Robson Ranch and in newsstands across southern Denton County.
- \$556.75 Monthly



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# **POLICE VEHICLE WRAPS**

- Purple identifying color
- “POLICE” largest lettering, main focal point
- Utilizing same branding as the Town, but cool color palette
- Incorporate compass point

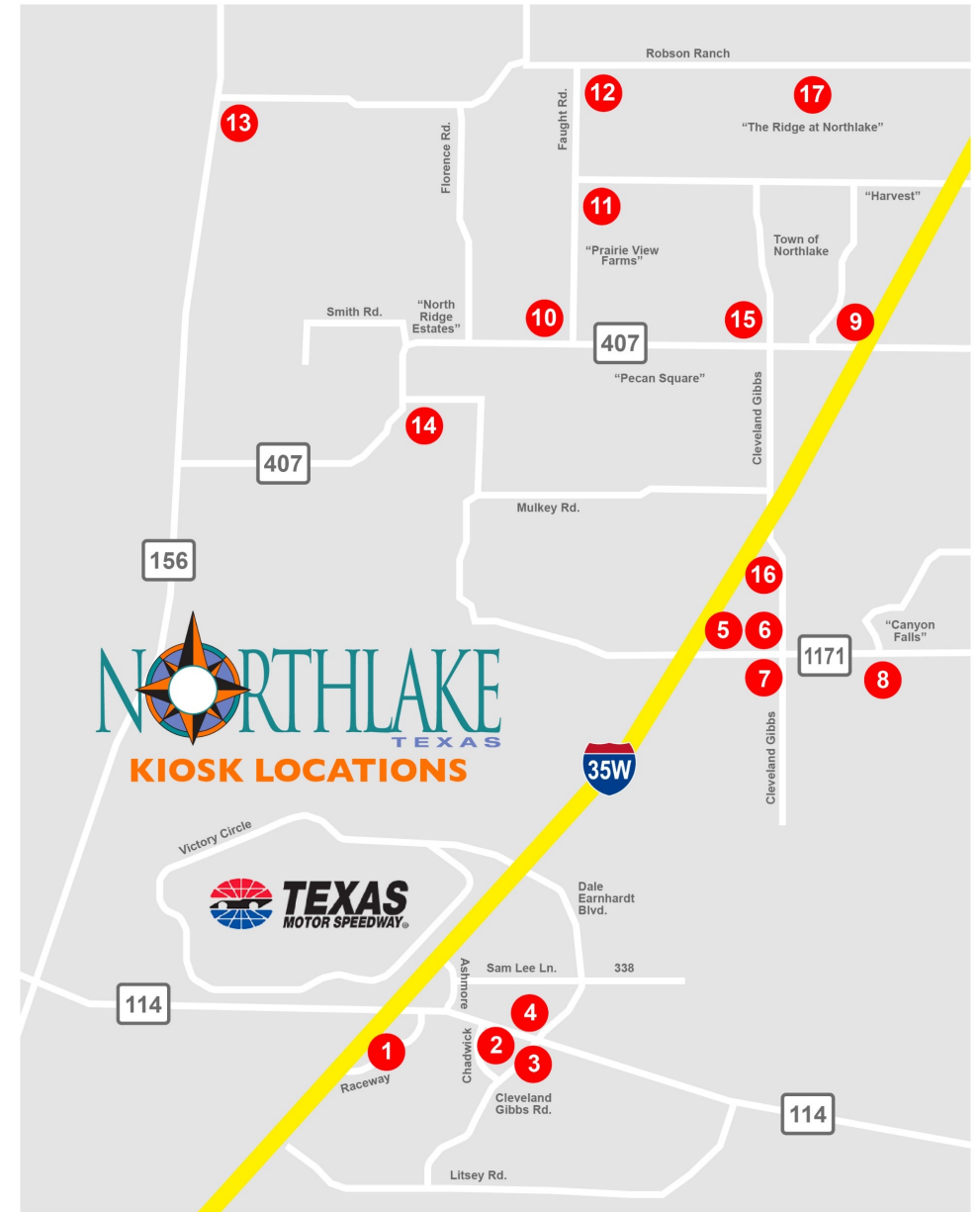




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# KIOSK UPGRADES

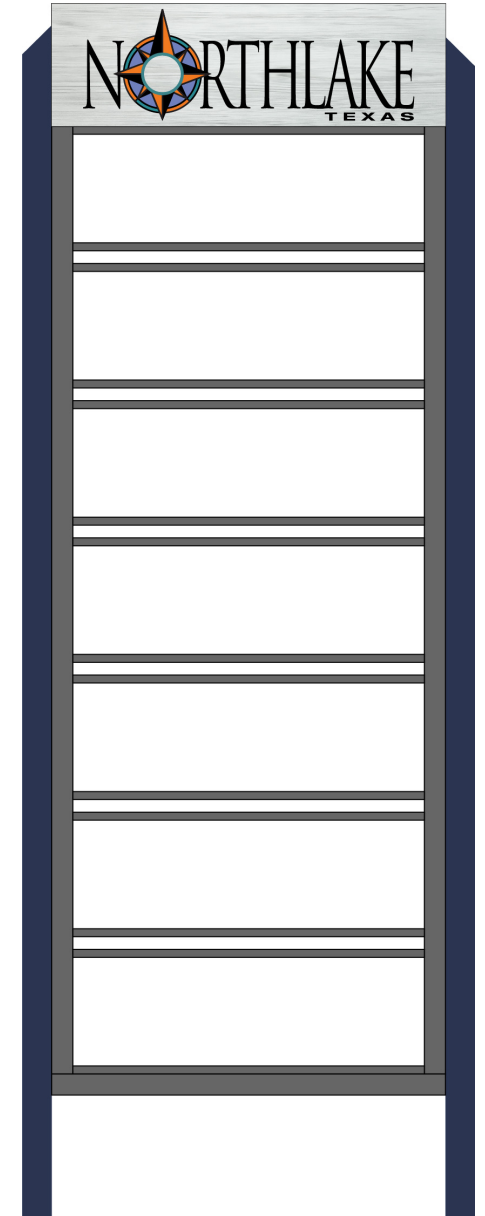
- 17 Signs
- Cost to advertise is \$50 per panel
- Town gets \$10 per panel
- Sign Central oversees selling panels, policing and maintenance
- Town profits approximately \$14,000 a year from kiosk signage
- Total cost of upgrades \$8,539.44





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# KIOSK UPGRADES







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# ENTRY MONUMENT TIMELINE

DATE	SCHEDULE OF EVENTS
February 20, 2022	Post RFP On the Town's Website
February 20, 2022	First Publication of The Request for Proposal in the Denton Record Chronicle
February 27, 2022	Second Publication of The Request for Proposal in Denton Record Chronicle
April 1, 2022	Deadline for Questions, Clarifications, Or Interpretations
April 8, 2022	Deadline for Responses to Questions, Clarifications, Or Interpretations
May 2, 2022	Proposal Deadline and Opening
May 12, 2022	Staff Presentation and Recommendation to Town Council
May 26, 2022	Town Council Awards Contract
May 30, 2022	Commencement of Services



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# RESIDENT SURVEY

## FOCUS

- Resident Satisfaction
- Resident Preferences
- Economic Growth

DATE	RESPONSES
2020	567
2018	269
2015	138
2013	105
2010	81

## SAMPLE QUESTIONS:

- How would you rate the quality of life in Northlake?
- How would you rate the Northlake Police Department's visibility/presence in the Town?
- Do you feel like you receive enough information about Town of Northlake programs and services?
- Is there any specific content you would like to see included in the Town's social media feeds or website?
- What type of retail goods and services would you like to see locate in Northlake.

**PROPOSED SURVEY LAUNCH MAY 2022**



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# **FARMER'S MARKET**

## **PREFERENCES**

- Location: Town Commons
- Frequency / Day of the Week / Times
- Food Focused and/or Craft Items
- Vendor Ideas and Standards
- Booth Fees





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# FARMER'S MARKET

	LOCATION	FREQUENCY
Flower Mound Farmers Market	Parker Square, Flower Mound, TX	Sundays 10am-2pm
Frisco Farmers Market	9215 John W Elliott Dr., Frisco, TX	Saturdays 8am-4pm, Sundays 10am-4pm
Saginaw Farmers Market	725 S. Knowles Drive, Saginaw, TX	Second & Fourth Saturday 8am-12pm
Grapevine Farmers Market	Main Street, Grapevine, TX	Mon-Sat, 8am-8pm & Sunday 9am-6pm
Keller Farmer's Market	Bear Creek Park, Keller, TX	April 23-October 29 on Saturdays 8am-Noon
Carrollton Artisans Market	2722 N Josey Ln, Carrollton, TX	Sundays 10am-2pm
Pantego Farmer's Market	Bicentennial Park, 3206 Smith Barry Rd, Pantego, TX	Every 4th Saturday 6-9pm Jan-Oct, Nov-Dec. Every 3rd Sat.
Cowtown Farmers Market	3821 Southwest Blvd., Fort Worth, TX	Saturdays 8am-12pm
Burleson Farmers Market	Mayor Vera Calvin Plaza, Old Town Burleson, TX	Saturdays 8am-1pm
Dallas Farmers Market @ The Shed	1010 S. Pearl Expressway, Dallas, TX	Saturday 9am-5pm & Sunday 10am-5pm
Lake Dallas Farmers Market	Lake Dallas City Hall, Lake Dallas, TX	Saturdays 7am-12pm, April-October