



# Special Projects Marketing Plan

art + community



**AL FRESCO**  
BOERNE • TEXAS

## MASTER PLAN CONSIDERATIONS

### *Introduction*

*“continued promotion of our distinguishing sense of place.”*

### *How to use This Plan*

*“General budget or capital improvement program investments.”*

### *Key Response Highlights*

*“Desire for more vibrant downtown with nightlife, diversified shopping, and improved parking options.”*

*Main Street listed as one of Boerne’s greatest assets.*

### *Livability*

*“Continue to promote multi-generational events which encourage social interaction and cohesion.”*

*Objective 6.2.1 – Investigate opportunities to expand and/or enhance the Hill Country Mile to increase its marketability*



**Relax, shop, dine, sip & savor historic  
downtown Boerne’s modern hospitality**

Just 20 minutes from San Antonio



[hillcountrymile.com](https://www.hillcountrymile.com)



# Recent Initiatives



Texas Lifestyle Show  
>51,000 viewers  
20 stations  
15 Texas markets



Texas Lifestyle/Travel Site  
>980,000 FB followers



Paid segment featuring Hill  
Country Mile & Dickens on Main



First video of AAF  
exhibition



Free bonus segment in  
YOLO TX Holiday Highlights  
Featuring Dickens on Main



3,130 Views

Boerne Art Al Fresco

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Get a whole new perspective of our amazing Art al Fresco exhibit, then be sure to vote for your favorites at [www.artalfresco.org](http://www.artalfresco.org)!

# Biggest Challenges



- Media's constant evolution
- Lack of Brand Recognition
- Outreach to HCM businesses
- Social Media Management & "Pay to Play"
- Keep content and images fresh
- Rising cost of Social Media Influencers & other advertising

# Take PR, Marketing, Advertising to next level



- Movie Theater advertising
  - Austin, Houston and San Antonio (in partnership with CVB) to highlight HCM, Dickens on Main, Art al Fresco
- More San Antonio Advertising
  - Create Commercial for HCM; update biennially.
- Local Campaign
  - The purpose is to bring brand recognition to our own back yard. Target outreach to local residents.
- Local Restaurants & Hotels
  - Use tent cards in restaurants and lobby posters in hotels to inform locals and visitors about local events.

# Social Media Data

02/01/2018 – 01/31/2019



- **Hill Country Mile – LIKES 3,644 (+ 37%)**
  - 30 Ads & Promos, Cost \$1,044
  - Reach 87,405 – Cost/Reach \$0.01
- **Dickens on Main – LIKES 11,409 (+ 31%)**
  - 16 Ads & Promos, Cost \$798
  - Reach 50,458 – Cost/Reach \$0.02
- **Art al Fresco - LIKES 1,711 (+ 9%)**
  - 11 Ads & Promos, Cost \$305
  - Reach 20,297 – Cost/Reach \$0.02
- **All – LIKES 16,764 (+ 30%)**
  - 57 Ads & Promos, Cost \$2,147
  - Reach 158,160 – Cost/Reach \$0.01

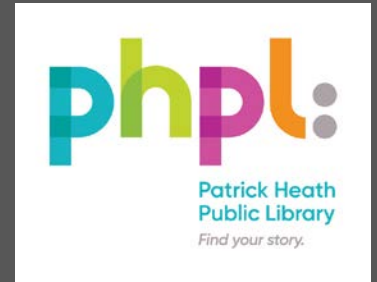


- **Dickens on Main**
  - 1477 FOLLOWERS + 44%
- **Hill Country Mile**
  - 1774 FOLLOWERS
- **Art al Fresco**
  - 407 FOLLOWERS



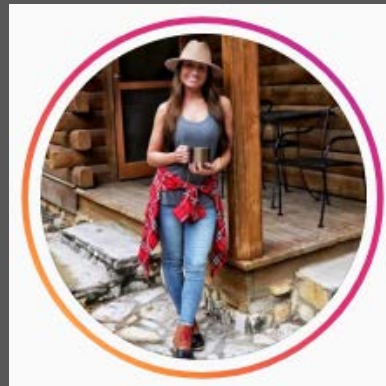
MEDIA COVERAGE – NO COST & IN-KIND

# MEDIA COVERAGE – NO COST & IN-KIND



**THE BOERNE STAR**

*Hill Country*  
**WEEKLY NEWSPAPER**



**kw BOERNE**  
KELLERWILLIAMS.REALTY



10 Holiday Events in Boerne You Can't Miss in 2018

*S.A. Foodie*



# Cost Summary



Description	FY 19 Budget	FY 20 Budget increase request	Increase %
Public Relations	\$24,805	\$2,500	10%
Advertising	\$34,450	\$11,450	33%
HCM Website (One-time Cost)		\$5,000	
<b>Total Paid Products &amp; Services</b>	<b>\$59,255</b>	<b>\$18,950</b>	
In-kind or No Cost Products & Services	\$62,850		
<b>Total Value Paid &amp; Unpaid Products &amp; Services</b>	<b>\$122,105</b>		

# FY 2019 Capital Funds



## HCM Physical Enhancements

- **Potential Elements**
  - Benches
  - Street Banners
  - Trash Receptacles
  - Interpretive Signage
  - Locations Maps

## HCM Rebranding

- **One-time costs (FY19)**
  - Create new logo
  - Create website
- **Future Considerations**
  - Create HCM brochure with map and detail about HCM businesses; and/or
  - Create and maintain Boerne mobile app that includes info on HCM, Boerne events