



HCM UPDATE

January-July 2016

REBRANDING

- New Logo & Tagline
- Logo Style Guide
- Downtown Pole Banners
- Luggage Tags
- Proud Partner Program
 - Window clings
 - One sheet employee education piece
- "More Than Just a Mile Weekend" – promoting HCM and various activities in and around Boerne
- Press Release
- Spring CVB Visitors Guide

Chamber of Commerce Ribbon Cutting @ Gazebo

(<http://www.boerne.org/members/tabid/337/vw/1/itemid/750/hill-country-mile,-more-than-just-a-mile.aspx>)

MARKETING

- Updated HCM website
- Updated HCM Facebook page
- Updated business cards
- Updated business contacts spreadsheet

SOCIAL MEDIA

Facebook likes grew from 400 to 782, a 95.5% increase.

- Pre-launch Likes – 446 as of 04/30/2016
- Current Likes - 979 as of 08/01/2016
- Gender: 83% Female; 17% Male; sweet spot – 48% are female between 35-54 years old
- Location: Boerne 31%; San Antonio 16%; other Texas Cities 34%
- We are now sharing various area events to demonstrate the diversity of The Mile and the surrounding area

MEDIA COVERAGE

Hill Country Mile Rebranding Launch Public Relations Wrap-up Report

Campaign timeline: April 1 – May 31, 2016, with launch on May 12, 2016

As part of a new revitalization and rebranding process, the City of Boerne introduced a new Hill Country Mile logo with the tagline “More Than Just a Mile,” which launched at a ribbon cutting led by the Mayor of Boerne at Main Plaza on May 12, 2016, just prior to May’s second Thursday weekend. The new brand now appears on banners, clings, social media and all related collateral materials. To bring awareness to the campaign, the City of Boerne named the launch weekend “More Than Just a Mile Weekend,” and worked closely with retailers along the Mile to encourage them to create special incentives for shoppers. The celebration, and individual retailers were promoted heavily via social media, and the team reached out to local and regional media to announce the new brand. Media relations will now continue on a regional, state and national scope to spread the word about the Hill Country Mile and all the area has to offer.

Total impressions: 358,677 (Not including social media)

San Antonio Business Journal, May 17, 2016, circulation 7,327, Unique Visitors per Month 63,150

“Boerne on a Mission to Grow Economic Development Downtown”

<http://www.bizjournals.com/sanantonio/news/2016/05/17/boerne-on-a-mission-to-grow-economic-development.html>

Boerne Star, May 13, 2016, circulation 8,200

“More Than Just a Mile”

Print copy only, large photo and write up on front page

Texas Public Radio, Aired at drivetime May 19 & May 20, cume estimate 140,000*, story on

www.tpr.org.

***Cume estimate is the total number of different persons who tune to a radio station during the course of a daypart for at least 5 minutes.**

“Boerne Kickstarts its New Marketing Campaign in Houston Movie Theatres”

<http://tpr.org/post/boerne-kickstarts-its-new-marketing-campaign-houston-movie-theaters#stream/0>

CALENDAR LISTINGS

Eventful

<http://eventful.com/boerne/events/more-than-just-mile-weekend-downtown-boerne-/E0-001-093309732-5>

SA Current

<http://www.sacurrent.com/sanantonio/more-than-just-a-mile-weekend/Event?oid=2525907>

Evensi.com

<https://www.evensi.us/more-than-just-a-mile-weekend-in-downtown-boerne-hill/175593185>

San Antonio Movers & Shakers – Remote from HCM (Dienger Trading Co. with Chamber’s Joe Granados guest)

ADVERTISING W/CVB PARTNERSHIP

- Austin Monthly – CVB offered co-op ad opportunity for re-launch – sold out
- Austin CVB – Blog post – CVB gifted us one of their blog posts with the Austin CVB for the re-launch - “OUTSIDE AUSTIN CITY LIMITS – BOERNE BECKONS”

MARKETING/ADVERTISING UNDERWAY

- HCM Rack card – available by end of August
- Texas Monthly – Texas Best Downtowns survey

RETAILERS – CURRENT CONCERNS

- Kendall County Tax increase to downtown commercial properties - passed through to tenants
- Downtown Street closures for events & parades – working with members of Retail Committee and Chief Kohler to re-visit