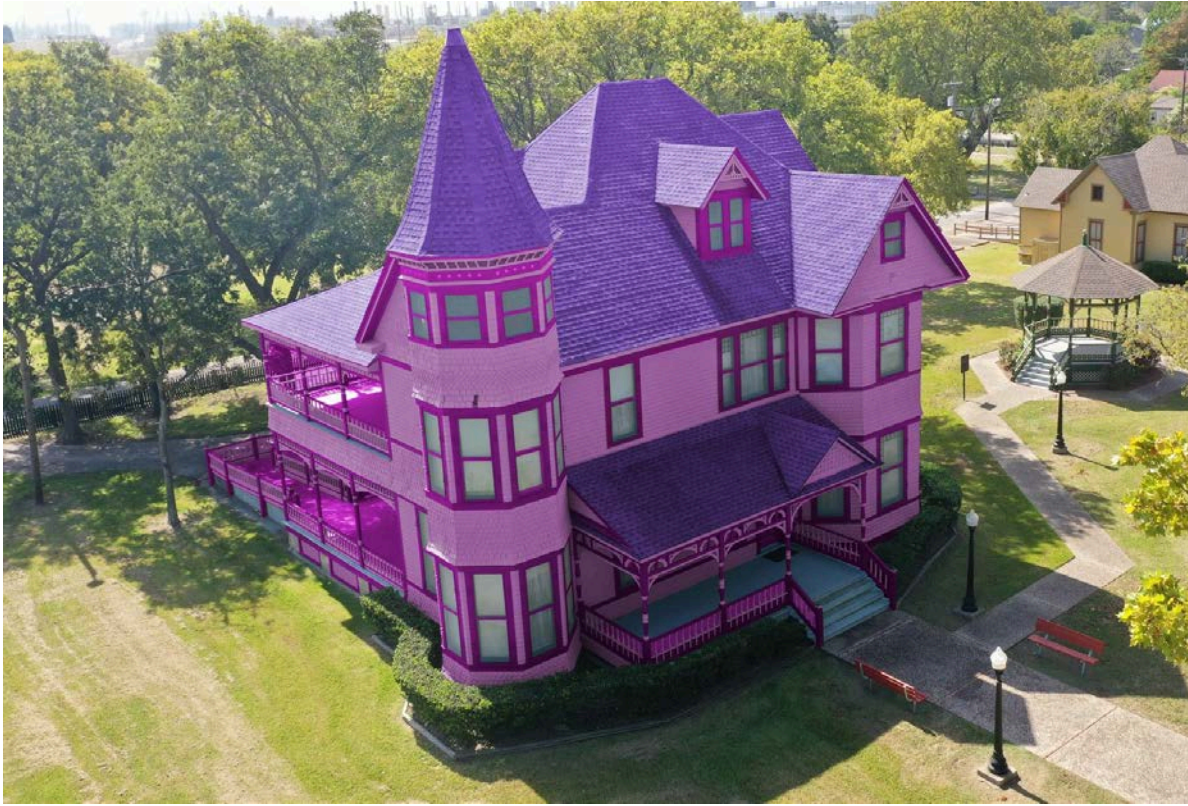


# COMMUNICATIONS



*Texas City*  
EST. 1911

# CHANGING HISTORY



## DAVISON BARBIE DREAM HOUSE



*Texas City*  
EST. 1911

# ANAYLTICS & REACH

**REACHED 21,000+ PEOPLE**

**GENERATED MEDIA INTEREST**

**CREATED INTEREST &  
EXCITEMENT ABOUT THE HOME**

The logo for KHOU 11, featuring the call letters 'KHOU' in blue with a red 'K', a red star, and the number '11' in blue, followed by a CBS eye logo.

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EST. 1911

# BUILDING LANDMARKS



**BABY**  
**DIKE**



*Texas City*  
EST. 1911

# ANAYLTICS & REACH

**REACHED WELL OVER  
HALF A MILLION PEOPLE**

**SHARED MORE THAN 700 TIMES**

**CREATED AWARENESS IN MEDIA,  
LOCAL FISHING GROUPS &  
OUR COMMUNITY**

The screenshot shows a news article from CHRON. The title is "Speckled trout, redfish, pranks plentiful at enormous Texas City Dike". The sub-headline reads "The world's longest manmade fishing pier is back in the news after a brilliant April Fools' joke." The author is "By Chris Gray, Gulf coast reporter" and the date is "April 13, 2024". There are social media sharing icons for Facebook, X, and YouTube. Below the article is an aerial photograph of the Texas City Dike, a long, narrow strip of land extending into the Gulf of Mexico. To the right of the photo is a "Ads by Google" sidebar with a "Send feedback" button and a "Why this ad?" link.



**Texas City**  
EST. 1911

# FRANK-LY AMAZING



WIENERMOBILE  
**VISIT**



*Texas City*  
EST. 1911

# ANAYLTICS & REACH

**CREATED AWARENESS FOR  
ANYONE WHO WOULD RELISH  
SEEING THIS VEHICLE**

**AND HOT DOG! THERE WERE  
MORE THAN 80,000 OF THEM**

**ULTIMATELY, HELPED MORE  
PEOPLE KETCHUP ON WHAT'S  
HAPPENING IN OUR CITY**



*Texas City*  
EST. 1911

**JUNE '23-JUNE '24**

**MINUTES  
VIEWED**

**140**  
DAYS



**117%**

**CONTENT  
INTERACTIONS**

**158**  
THOUSAND



**106.7%**

**TOTAL**

**2,107,551**  
MILLION



**147.3%**



*Texas City*  
EST. 1911

# CITY EVENTS

**“HEY JEN, THINK WE  
CAN GET RECORD  
BREAKING NUMBERS  
THIS YEAR?”**



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# CITY EVENTS

## HURRICANE TOWN HALL JUNE 2023



**297 CITIZENS**



*Texas City*  
EST. 1911

# CITY EVENTS

## HURRICANE TOWN HALL JUNE 2024



*Texas City*  
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**580 CITIZENS**

(Hold for applause)



# TEXAS CITY MUSEUM



**SET A NEW  
ATTENDANCE  
RECORD**

**LARGEST OPEN  
HOUSE EVER AT  
DAVISON HOME**

**283% INCREASE IN  
ATTENDANCE AT  
BELL HOUSE**

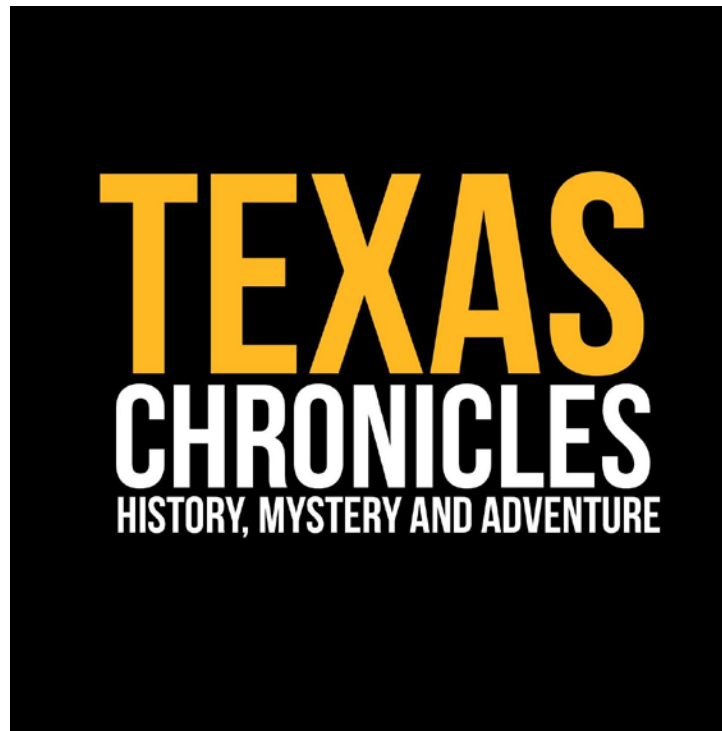


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# OUR REACH



GERMAN RADIO INTERVIEW



TEXAS CHRONICLES  
HISTORY, MYSTERY AND ADVENTURE



WALL STREET JOURNAL

# TEXAS CITY TELLS



**4 SEASONS**  
**60+ EPISODES**  
**VIEWED IN 8 COUNTRIES**

**NEW EPISODES EVERY WEDNESDAY**

# TEXAS CITY TELLS



**HOUSTON-GALVESTON REGIONAL  
PIO NETWORK MEETING**



**GALVESTON DAILY NEWS**



**WOODLANDS**



*Texas City*  
EST. 1911

# EOC COMMUNICATION



**SERVE AS PIO FOR  
EMERGENCY MANAGEMENT**

**SEVERE WEATHER, OIL  
SPILL, INDUSTRIAL  
INCIDENTS**

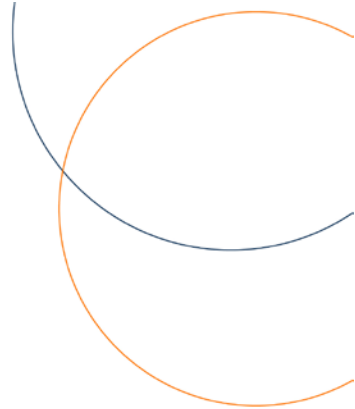
**INCREASED ALERT  
SUBSCRIPTIONS**



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EST. 1911

# BRANDING GUIDELINES

Graphic Standards Guide



## COMMUNICATIONS & BRANDING GUIDELINES

A quick reference  
2024



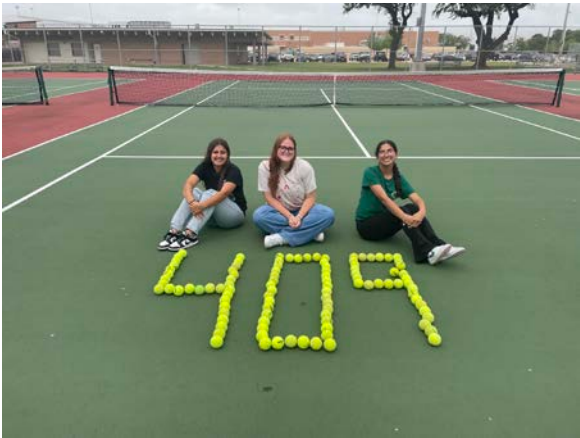
**OVER 60 REQUESTS IN A MONTH**

**THANK YOU TO EVERYONE WHO  
ADOPTED THESE GUIDELINES  
AND HELPED MAKE IT A  
SUCCESS!**

City of Texas City



# 409 DAY



*Texas City*  
EST. 1911



# Questions?

