

ESB-MACC Marketing Report August 7, 2019

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Marketing Plan Progress:

- Presented comprehensive plan, approved by PARD, to Advisory Board in September 2018
- Completed immediate goals- increase/improve focus on online presence, redesign monthly event calendars, website, email campaigns, major focus on community outreach events, presentations
- Upcoming projects include improving signage, accessibility, developing brochures & materials for visitors, increase branding/ logos, purchasing branded outreach materials & tents

Major Accomplishments:

- Facebook followers increased 5,623 (April 2018) to 6,505 (April 2019) 15% increase in the past year.
- ESB-MACC now listed on Capmetro 17 bus map, collaborative effort with Sam Sargent (Feb 2019)
- New collaboration with Frida Friday ATX (La Mujer 2018, Viva Mexico 2019)
- New collaboration with the Guild for Community Art Education (Dia de los Muertos 2019)
- New SD23 promotional video with City Manager "I make a difference". Represented PARD in video.
- Collaborated with Girl Scouts of Austin allowed them to earn their culture patch @ Dia de Los Muertos
- Collaborative effort with Caminos resulted in Dolores Huerta's visit the MACC in April 2019

Outreach Event Totals:

2018:

2019:

#	Type of Outreach	#	Type of Outreach
9	Activity Tables	9	Activity Tables
14	Information Tables	11	Information Tables
2	Co-Collaborations	2	Co-Collaborations
7	Educative	2	Educative
6	Interviews	3	Interviews
7	MACC Event Information Table	4	MACC Event Information Table
3	Meeting	6	Meeting
23	Networking Events	20	Networking Events
6	Presentations	5	Presentations
5	Tours	10	Tours

Outreach Partners:

The Austin Hispanic Latino Network, Friends of Rundberg, Communities in Schools, Greater Austin Hispanic Chamber of Commerce, Hispanic Austin Leadership, Univision, Texas International Education Consortium, the Thinkery, Bob Bullock Museum, Austin Chronicle, Paramount Theater, YMCA, Austin Sustainable Food Center, Resistencia Bookstore, Nepantla, Asian American Resource Center, Chicano Alliance to Nurture Culture and Latino Arts (CHANCLA), Austin History Center, KOOP Radio, Educa Austin, Voces Oral History Project, Augzoo, Dove Springs Proud, Rainey St. Association, Latino Center for Leadership Development, Hispanic Alliance Austin. Fembeat, Jolt, Mexic-Arte Museum, COA Transportation, Tejano Music Alliance, Keep Austin Beautiful, Girl Scouts of Austin, Austin Film Festival, Nepris Streaming Lessons, Young Hispanic Professionals Association of Austin, Waller Creel Conservancy, Brown State of Mind, Blanton Museum of Art, TCTA, Texas Folk Life, Creative Action, Hispanic Alliance Austin, Dittmar Rec Center, Dove Springs Rec Center, ACE Academy, Ojeda Middle School, Travis High School, Metz Elementary, Cedars International Academy, Paredes Middle School, Ojeda Middle School, Community Montessori School, ACC Eastview,

Committees and Meetup Groups Joined:

Friends of Riverside

Waller Creek Community Engagement Committee

Arte es Vida Latino Artists, Tejiendo Nuestra Identidad, Eastside Austin, Bilingual Education (FB Groups)

Paid Advertisements:

Austin Chronicle Ad for Viva México (Sept 2018)

Todo Austin (January 2019)

Puerto Rican Folkloric Dance Brochure (May 2019)

August 2019 Outreach:

8.3 Back to School Bach, Palmer Event Center (78704)

8.6 Tour with teen girls from Integral Care Riverside (78741)

8.7 Family Culture Celebration, Austin Public Library (78701)

8.13 Waller Creek Community Engagement Panel (78701)

8.25 Hot Sauce Festival, Fiesta Gardens (78702)

8.22 Center for Health Empowerment, St. James Episcopal Church (78721)

LINKS:

SD23 promotional video with City Manager:

<https://www.youtube.com/watch?v=r0WOHXGuKSs&feature=youtu.be>

Dolores Huerta Visit:

<https://www.facebook.com/AustinESBMACC/videos/319241075656104/>

Caminos FOTO ATX Exhibit Opening and Musical Performances:

<https://www.facebook.com/AustinESBMACC/videos/948251185519054/>

<https://www.facebook.com/AustinESBMACC/videos/382004399167007/>

Summer Camp Showcase:

<https://www.facebook.com/AustinESBMACC/videos/501593733714863/>