



# City of Kingsburg

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Mayor Vince Palomar  
Mayor Pro Tem Brandon Pursell, Jr.  
Council Member Laura North  
Council Member Staci Smith  
Council Member David M. Silva

City Manager  
Alexander J. Henderson

## AGENDA

### Kingsburg Downtown Business Improvement District Advisory Board

Kingsburg City Council Chamber  
1401 Draper Street, Kingsburg, CA 93631  
Tuesday, October 3, 2023 at 8:00am

- I. Call to Order
- II. Public Comment
- III. Reports from Board Members
- IV. Other Business
- V. Adjourn to next meeting as decided

Any writings or documents provided to a majority of the Governing Body regarding any item on this agenda will be made available for public inspection at City Hall, in the City Clerk's office, during normal business hours. In addition, such writings and documents may be posted on the City's website at [www.cityofkingsburg-ca.gov](http://www.cityofkingsburg-ca.gov).

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the office of the City Clerk (559) 897-6520. Notification 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting [28 CFR 35 .102.35.104 ADA Title II].

Title VI of the Civil Rights Act of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the front entrance of City Hall not less than 72 hours prior to the meeting. Dated this 29<sup>th</sup> day of September 2023.

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Abigail Palsgaard, City Clerk

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# KINGSBURG DOWNTOWN SOCIAL

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## Goals, Strategy, Implementation & Reflection



The Kingsburg Business Improvement District alongside Oat & Oak are dedicated to fostering a vibrant and engaged online community. Our mission is to create a strong digital presence that connects community members, welcomes visitors, shares valuable information, and promotes a sense of unity. By leveraging the power of social media platforms, we aim to reach a wider audience, spark engaging conversations, and continue to cultivate our growing downtown. Through compelling content, strategic engagement, and collaborative initiatives, we are excited to embark on this journey of expanding our community's social media presence and fostering deeper connections among our residents and visitors.

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# GOALS & STRATEGY

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*To promote tourism in Kingsburg, it is crucial to develop a strategy that showcases the unique attractions and experiences the city has to offer in addition to highlighting our businesses. Our three-pronged approach will revolve around showcasing:*

- 1) Unique attractions, our culture, and history. By showcasing these aspects, tourists are enticed to explore and experience the local heritage, enrich their travel experiences, and contribute to the economic growth of the community. It also helps differentiate the town from others, making it more appealing and memorable to potential visitors.
- 2) Our local businesses in the district. By supporting local establishments, tourists are more likely to have authentic experiences, contribute to the local economy, and create a positive impact on the community's livelihoods, while also fostering a sense of pride and identity among residents.
- 3) Events put on in our town. Local events create a sense of authenticity and offer tourists a chance to immerse themselves in the local community, fostering a memorable and enriching travel experience that sets our destination apart from others.

*Each week we will chip away at these three themes through posting quality, engaging photo, video, and graphic content.*



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# IMPLEMENTATION

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Having recognized our goals and strategies, now it's time to implement them. One way to create engaging content is to know what appeals to the eye. In photography and videography those principles are called the Rules of Composition. For this month's tactical tip we will discuss the Rule of Thirds.

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# REFLECTION

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When analyzing social media performance, several key factors are worth paying attention to. These metrics can provide insights into the effectiveness of our social media strategy and help us make informed decisions to optimize future performance. Here are some main factors to consider:

- 1) **Reach and Impressions:** These metrics indicate how many people have seen our content (reach) and how many times our content has been viewed (impressions). This gives us an idea of the overall visibility and exposure of our posts.
- 2) **Engagement Metrics:** Engagement metrics measure the level of interaction and involvement our content generates from our audience. Key engagement metrics to consider include likes, comments, shares, and saves. These metrics reflect the level of interest, resonance, and interaction our content is generating.
- 3) **Follower Growth:** Tracking our follower growth provides insights into the overall growth and reach of our social media presence. Analyzing follower growth can help evaluate the effectiveness of our content and engagement strategies in attracting and retaining followers.
- 4) **Sentiment Analysis:** Assessing the sentiment of comments, mentions, or reviews of our content can help gauge the overall perception and sentiment of our audience.
- 5) **Audience Demographics:** Understanding our demographics, such as age, gender, location, and interests, helps tailor our content and marketing strategies to better reach and resonate with our target audience.
- 6) **Competitor Analysis:** Evaluating our performance in comparison to our competitors can provide valuable insights into our industry's landscape, identify areas for improvement, and uncover new opportunities.

It's essential to regularly track these metrics and analyze trends over time to identify positive and negative patterns. While these are not ALL of the factors for measuring success, these are some beneficial ones for our pages.

Performance update: September VS. August.

Organic Posts: 11  
Content Shared: 82

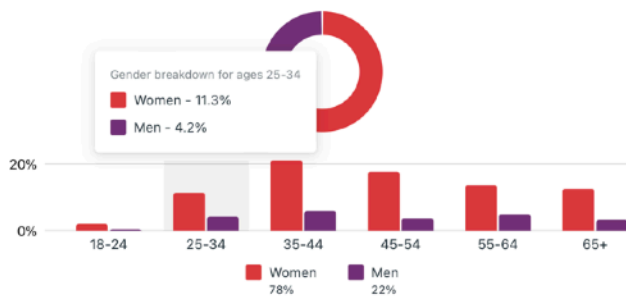
Notes:

- 1) More activity and follower growth during the days surrounding the Crayfish Festival.
- 2) June Hess's "Free Honey Sticks" had an incredibly high share ratio ( 7827 views to 93 shared)
- 3) Collaborations Reels are proving to be great for exposure by introducing each others brands to each others audiences.
- 4) Sharing everything sent from BID Businesses.

Facebook followers ⓘ

1,047

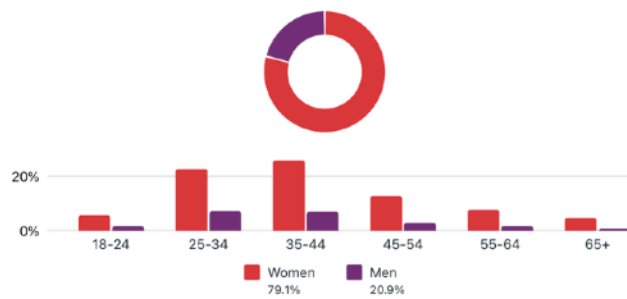
Age & gender ⓘ



Instagram followers ⓘ

2,734

Age & gender ⓘ



Top cities



Top cities



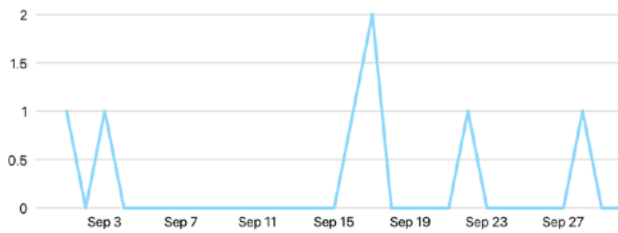
# September

## New likes and follows

Export

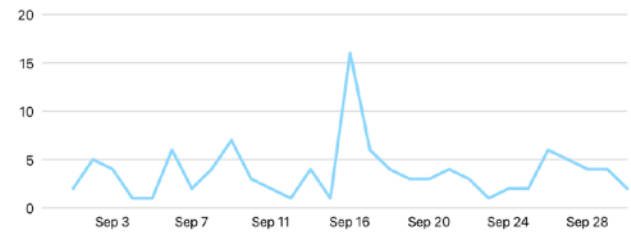
### Facebook Page new likes

7 ↑ 133.3%



### New Instagram followers

108 ↑ 11.3%

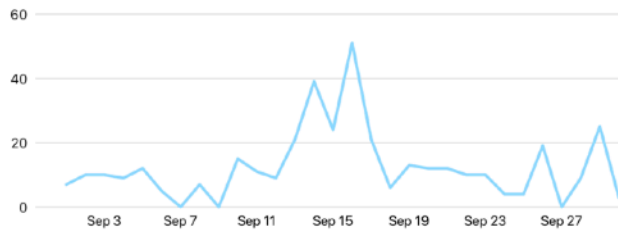


## Page and profile visits

Export

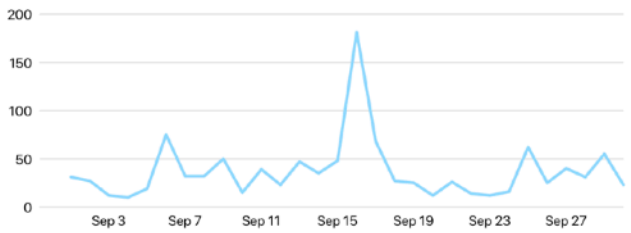
### Facebook visits

378 ↑ 10.9%



### Instagram profile visits

1,112 ↑ 21%

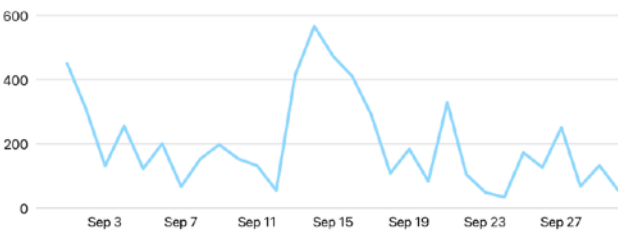


## Reach

Export

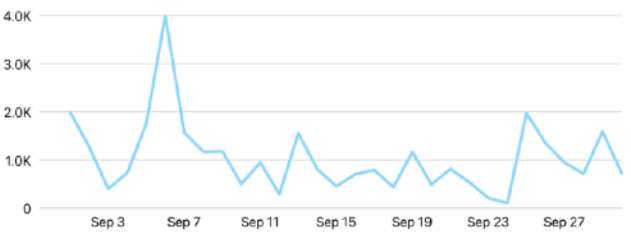
### Facebook reach

2,831 ↓ 27.3%



### Instagram reach

13,584 ↑ 24.9%



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# REFLECTION SUMMARY

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Reach, engagement, and following should continue to increase with the coming months as we continue to push out quality and timely content. While more data and time are required to better understand our audience, our top performing posts highlight that our audience appreciates Kingsburg's Swedish roots. Traffic increases the days before and the day of, main events such as the Swedish Festival. With our main demographic being women from the ages of 25-45 we will continue to create content to include topics such as lifestyle, fashion, wellness, personal development, family, and relationships. It is also worth noting that the primary location for viewership is here in Kingsburg; as we move forward it will be one of our goals to expand into neighboring towns, specifically Fresno and Visalia which boasts larger populations.