



CITY OF GROVEPORT REPORT TO MAYOR AND COUNCIL

July 2026 Highlights

Communications Department – Bodhi Ebright

JULY 4 DAY ONE CELEBRATION (7/3)

Published a Day 1 preview for our 2-day Independence Day celebration, detailing the daily schedule (live music, food trucks, and youth activities), logistical maps, and a quick reminder for the upcoming parades happening the following day. Also captured on-site video footage throughout the evening to generate content for our comprehensive holiday weekend recap video.



JULY 4 DAY TWO CELEBRATION (7/4)

Helped drive weekend engagement by disseminating Day 2 logistics including critical parade routing, staging locations, sponsor recognition, and essential weather safety guidelines (hydration and sun protection). Captured on-site parade footage to gather more visual assets for the weekend recap video. Illuminated the Town Hall lights in patriotic colors for the weekend and showcased a behind the scenes photo of city employees installing "America250" banners.



FIRST THURSDAY 7/7

Announced the final "First Thursday" community event of the season. Maximized exposure by including details across multiple local media calendars including WCMH NBC 4, WBNS 10TV, Spectrum News 1, the Columbus Dispatch, and Experience Columbus to help drive foot traffic. Communications also introduced the logistics for the premier of the "Paws in the Park" scavenger hunt, which was a unique shift from June's operation.



KIDSFEST ANNOUCEMENT 7/14

Initiated vendor and exhibitor recruitment for the upcoming Labor Day Weekend Kidsfest, targeting merchants and "big truck" owners to support the event's interactive display. Promotional outreach highlighted major event attractions while trying to drive conversions before the August 21 registration deadline via a direct digital application link.



EXPLORE DEGENHART PARK VIDEO 7/26

Produced a promotional video asset for Degenhart Park, strategically designed to stimulate foot traffic at one of our local nature escapes. The post and video highlight the location's proximity to residents and actively encourages them to discover and explore the park's diverse amenities. The video utilizes strong visual storytelling to drive viewers to the park.

