



PARTNERSHIP

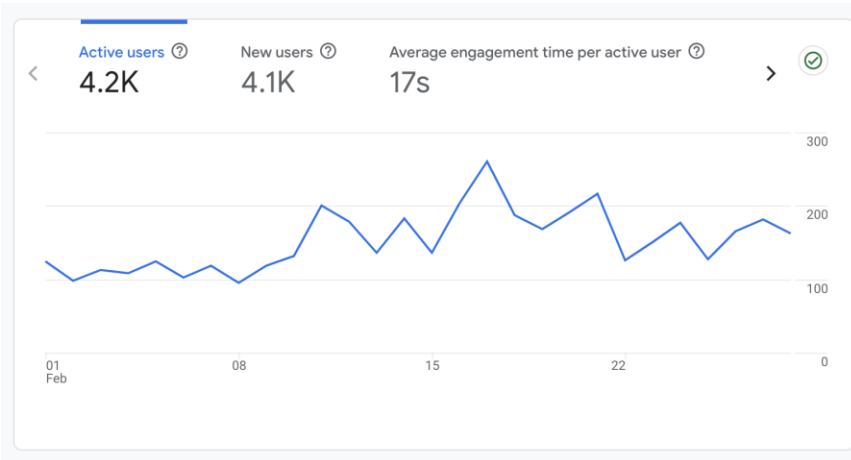
Marketing Overview Report

February 2026

Prepared by: **e|elevate**
public relations & marketing

Website Traffic

February 2026



Top queries	Clicks	Impressions
downtown roseville	72	456
roseville events	27	280
downtown roseville events	23	57
roseville events this weekend	16	141
roseville ca events	13	81
downtown roseville partnership	12	15
orbit culture roseville	11	111
roseville downtown	11	82
events in roseville today	10	113
roseville events today	10	110

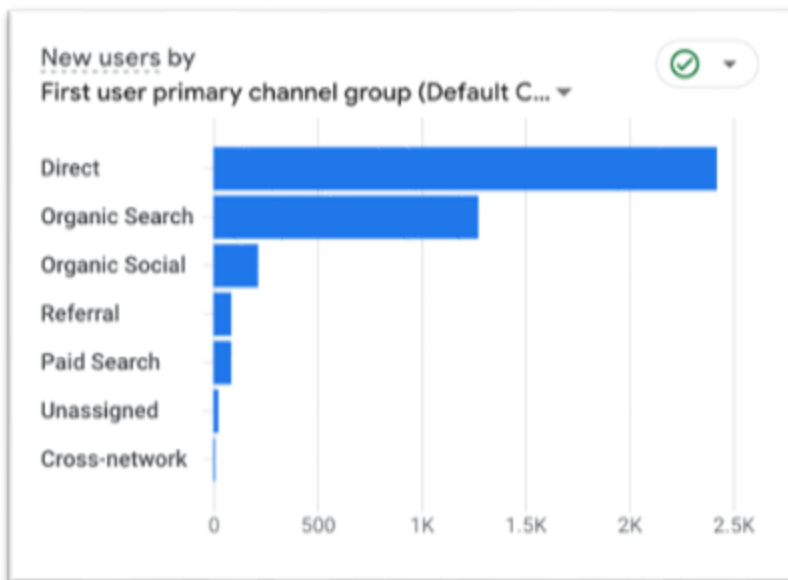
Traffic Notes

- This period had **4.2K** users and **4.1K** new users, which was a **43.7% increase** compared to the previous year (**2.9K users**).
- The **Calendar** page had the greatest amount of traffic at **1,057 views**. The **Green & Clean Event** acquired **179 page views** in February.
- **Direct traffic** sources accounted for the most traffic this month at **54.34% of sessions (2,496 of 4,593 sessions)**. Second was **organic traffic** at **35.1% of traffic (1,612 of 4,593 sessions)**.
- **6/10** of the top 10 searches were regarding **Downtown Roseville events**, it seems there is increasing interest in events as we head towards Spring.

Website Traffic

February 2026

Acquisition Sources



Sessions by
Session primary ch...

SESSION PRIMARY ...	SESSIONS
Direct	2.5K
Organic Search	1.6K
Organic Social	238
Referral	135
Paid Search	109
Unassigned	35
Cross-network	1

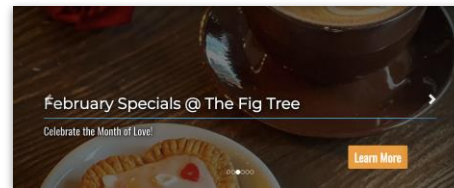
February 2026

Website Updates – Home Page Slider

Blog Article Feature (Self-Care)



Fig Tree Specials



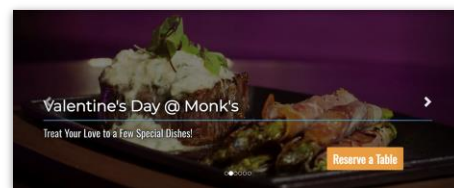
Lottery for the Arts



Valentine's Day: Le Tesh



Valentine's Day: Monk's Cellar



Clean & Green Event



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions

February 2026

February Blog

The February blog “**Self-Care in the Slow Season: Unwind and Recharge in Downtown Roseville**” was published on **February 12th**.

It has a total of **115 pageviews** as of the day of this report (**March 18th**).

- **31.30%** of pageviews came from social media
- **26.09%** of pageviews came from the Google NewsBreak App
- **24.35%** of pageviews came from the newsletter
- **5.22%** of pageviews came from organic search

Self-Care in the Slow Season: Unwind and Recharge in Downtown Roseville

Last Updated 2/17/2026 • Posted in Information, Businesses, & Events



After the excitement of the holidays fades, February often feels quieter and a little heavier. The cold lingers, routines settle in, and it's easy to feel stuck in the in-between. This month offers an opportunity to check in with yourself, restore your energy, and prioritize the small rituals that help you feel your best. From relieving built-up tension to refreshing your look or simply taking a peaceful hour for yourself, self-care now can set the tone for the months ahead. Downtown Roseville has plenty of ways to recharge and embrace this season of renewal.

Melt Away Cold Weather Tension

February 2026

February Eblast Highlights



February 2026 Newsletter

Open Rate: 45.8%

Click Rate: 4.6%

Entertainment/Events Industry


Average Open Rate: 20.41%


Average Click Rate: 2.19%


Contacts: 2,166 (for February 2026)

February 2026






Posts
 Previous month: 24 **21**



Posts
 Previous month: 24 **23**



Posts
 Previous month: 25 **19**


Followers
 34,182 Previous month: 33,408
 Increase: 2.3% 


Followers
 7,829 Previous month: 7,766
 Increase: 0.8% 

Followers
 596 Previous month: 596 

Interactions
 Previous month: 1,259 **4,221**
 Increase: 235% 

Interactions
 Previous month: 965 **2,955**
 Increase: 219% 

Interactions
 Previous month: 7 **5**
 Decrease: 28.6% 

Reach
 468,583 Previous month: 180,509
 Increase: 159% 

Highlights - Most Engagement

February 2026

Mark your calendars! Union Pacific's Big Boy No. 4014 is rolling into Downtown Roseville April 10-11.

The world's largest steam locomotive will be on display along Atlantic Street both days as part of its coast-to-coast tour celebrating 250 years of American independence. Route details and specific viewing times will be shared as the tour approaches.

On Saturday, April 11, [City of Roseville, California Government](#) will be offering additional activities at the Vernon Street Town Square between 9 a.m. to 3 p.m., including a Maker's Market and live music.

We're one of only two stops on the first leg of its tour, making this extra exciting for our community! More info to come. 📍

[#GoDowntownRoseville](#)



Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

👍❤️ 1.7K 162 💬 490 ➦

[Go Downtown Roseville](#) is at [The Place](#). ...

Published by [Geneveve Lynn](#) · February 11 · Roseville, CA · 🌐

Italian food speaks straight to the heart ❤️. Make it a Valentine's night to remember at [The Place](#).

[#GoDowntownRoseville](#)



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👍❤️ 77 6 💬 3 ➦

[Go Downtown Roseville](#) is at [Pedal Car Pi...](#) ...

Published by [Geneveve Lynn](#) · February 9 · Roseville, CA · 🌐

National Pizza Day calls for a local favorite 🍕. Stop by Pedal Car Pizza & Gelato for a delicious dinner of artisan pizza!

[#GoDowntownRoseville](#)

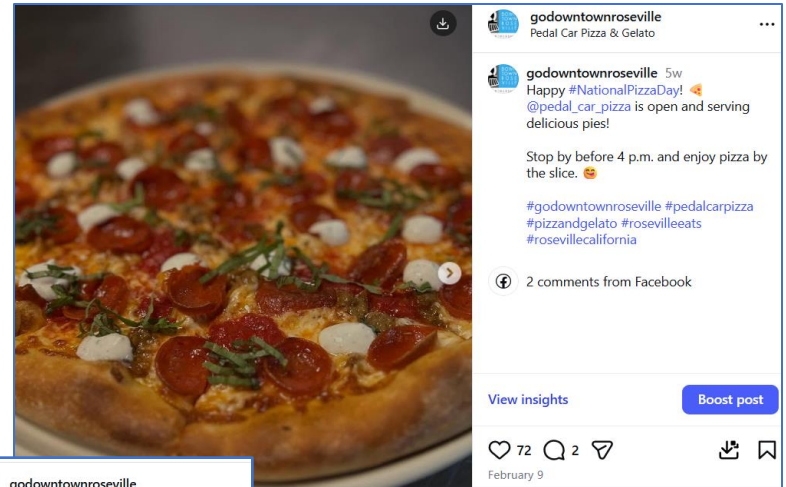
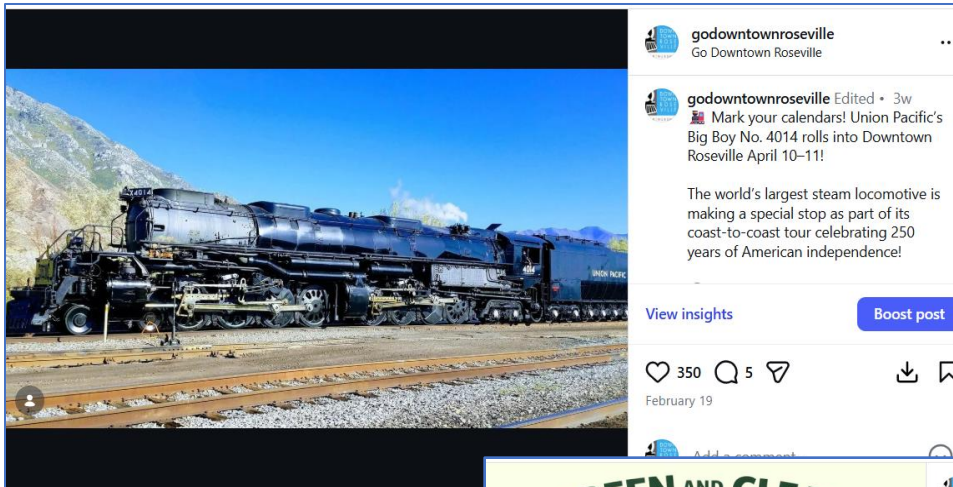


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👍❤️ Sparrow 5 and 37 others 2 💬 2 ➦

Highlights - Most Engagement

February 2026




GREEN AND CLEAN

2026

COMMUNITY CLEANUP

DOWNTOWN ROSEVILLE

MARCH 14, 2026
8 AM - 4 PM

Supplies Provided • Free T-Shirt • Raffle Prizes
Family Friendly • Community Fun

Seeking Volunteers!
Clean streets & creeks
Blow leaves & debris
Weed overgrown areas

Scan to sign up for a time slot!

Organized by Downtown Roseville Partnership
Questions? Email downtownroseville@gmail.com

Highlights - Most Engagement

February 2026

Go Downtown Roseville @GoDowntownRsvl · Feb 16

Something exciting is always around the corner in Downtown Roseville! ✨


Subscribe to our free e-newsletter to stay in the loop on upcoming events, business updates, and more.
godowntownroseville.com/subscribe



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Go Downtown Roseville @GoDowntownRsvl · Feb 9

National Pizza Day calls for a local favorite! Stop by Pedal Car Pizza & Gelato for a delicious dinner of artisan pizza! 🍕
[#GoDowntownRoseville](https://twitter.com/GoDowntownRoseville)



📊 73 📌 📤

Go Downtown Roseville @GoDowntownRsvl · Feb 7

Brides-to-be ❤️ Love is in the air at The Bridal Box!

Now through Valentine's Day, enjoy 15% off Maggie Sottero sample gowns! 💍 ✨



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February 2026

Google Ad Campaign Results

920

Impressions

121

Visits to Website

12.17%

Click Thru Rate

Facebook Ad Campaign Results

29,604

Impressions

22,313

Reach

450

Page Likes