



PARTNERSHIP

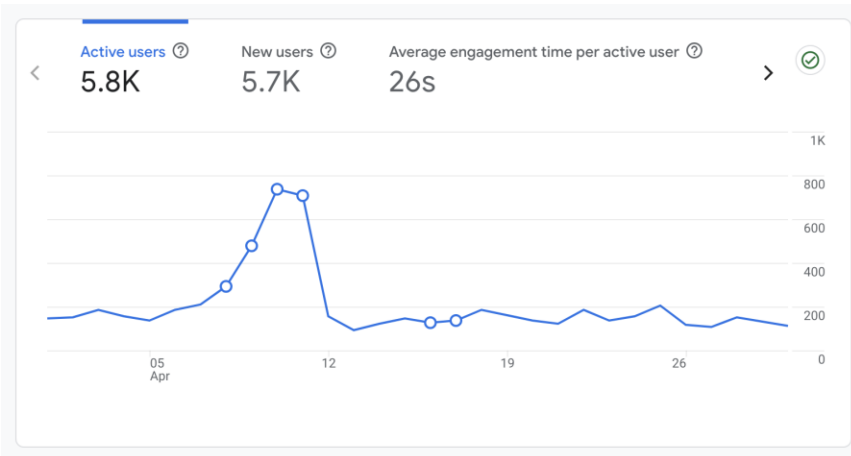
Marketing Overview Report

April 2026

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

Website Traffic

April 2026



Top queries	↓ Clicks	Impressions
big boy train roseville	144	8,178
big boy roseville	112	5,912
downtown roseville	89	499
roseville big boy train	81	754
roseville events	74	385
big boy bash roseville	53	65
big boy bash	49	86
downtown roseville events	42	96
wine down wednesday roseville	38	288
roseville big boy	35	358

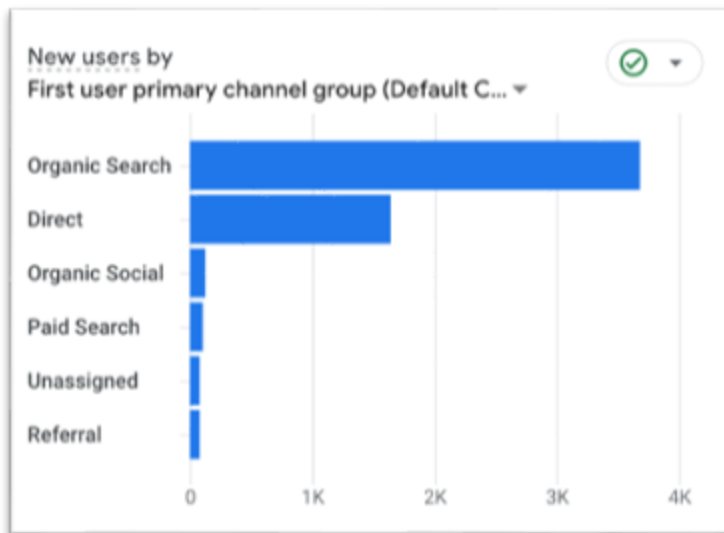
Traffic Notes

- This period had **5.8K** users and **5.7K** new users, which was a **+30.5% increase** compared to the previous year (**4.5K users**).
- Compared to the previous month, there was also an increase of **+23.8%** (there were **4.7K users** in March).
- The **Calendar** page had the greatest amount of traffic at **2,125 views**. The **Big Boy Event** acquired **276 page views** and **The Big Boy Viewing Events** acquired a total of **2,337** across both days. The **Big Boy Makers on Rails** event acquired a total of **853 views** this month.
- **Organic traffic** sources accounted for the most traffic this month at **68.62% of sessions (4,901 of 7,142 sessions)**. Second was **direct traffic** at **25.95% of traffic (1,853 of 7,142 sessions)**.
- **6/10 organic search terms** were relevant to the **Big Boy event**, with a total of **500+ searches**.

Website Traffic

April 2026

Acquisition Sources



Sessions by
Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	4.9K
Direct	1.9K
Paid Search	134
Organic Social	131
Unassigned	118
Referral	99

April 2026

Website Updates – Home Page Slider

Blog Article Feature (Kid's Spring Activities)



Springtime in the Square



Placer Robotics Summer Camp



Also updated/added the following:

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

April 2026

April Blog

The April blog “**Spring Into Fun: Kid-Friendly Things to do in Downtown Roseville**” was published on **April 8th**.

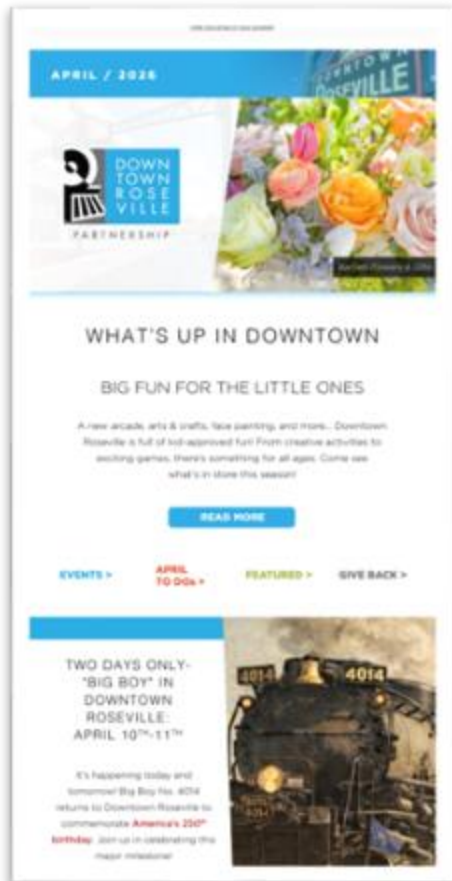
It has a total of **138 pageviews** as of the day of this report (**May 15th**).

- **31.16%** of pageviews came from direct sources
- **26.09%** of pageviews came from organic search
- **17.39%** of pageviews came from social media
- **12.32%** of pageviews came from Google's NewsBreak app
- **7.98%** of pageviews came from the newsletter



April 2026

April Eblast Highlights



April 2026 Newsletter

Open Rate: **41.6%**

Click Rate: **4.1%**

Entertainment/Events Industry


Average Open Rate: **20.41%**


Average Click Rate: **2.19%**


Contacts: **2,193** (for April 2026)


April 2026





Posts
 Previous month: 23 **24**


Posts
 Previous month: 21 **21**


Posts
 Previous month: 19 **22**

Followers
 34,892 Previous month: 34,211
 Increase: 2% 


Followers
 8,096 Previous month: 8,031
 Increase: 0.81% 

Followers
 600 Previous month: 597
 Increase: 0.5% 

Interactions
 Previous month: 928
 Increase: 28% **1,189**

Interactions
 Previous month: 6,704
 Increase: 30% **8,679**

Interactions
 Previous month: 5 **5**

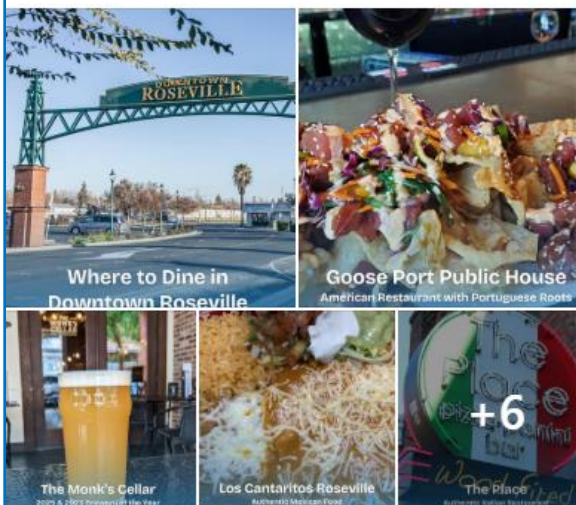
Reach
 240,140 Previous month: 168,161
 Increase: 43% 

Highlights - Most Engagement

April 2026

Go Downtown Roseville is with **Goose Po...** ...
 Published by **Geneveve Lynn** · April 7 · Roseville, CA ·

Visiting Downtown Roseville to see **Union Pacific Railroad's** Big Boy No. 4014? Swipe to find out where to DINE nearby! ... See more



Where to Dine in Downtown Roseville


- Goose Port Public House - American Restaurant with Portuguese Roots
- The Monk's Cellar - 2025 & 2022 Diner of the Year
- Los Cantaritos Roseville - Authentic Mexican Food
- The Place - Authentic Italian Restaurant

Boost this post to get more reach for Go Downtown Roseville. **Boost**

181 likes, 7 comments, 35 shares

Go Downtown Roseville is with **The Trax T...** ...
 Published by **Geneveve Lynn** · April 10 ·

Welcome Union Pacific Big Boy No. 4014! 🚂 Don't miss your chance to see the world's largest steam locomotive on display in Downtown Roseville!... See more



SPECIAL MENU

PROTEINS: Ribeye, Tri-Tip, Pulled Pork, or BBQ Chicken

SIDES: Mac & Cheese, Baked Beans, Potato Salad

2 Proteins + 1 Side \$20.00
 2 Proteins + 2 Sides \$24.00

ALL ABOARD THE BOY!
 DRINK SPECIALS AND TREATS!

347 ATLANTIC ST. ROSEVILLE, CA 95678

Boost this post to get more reach for Go Downtown Roseville. **Boost**

94 likes, 8 comments, 11 shares

Go Downtown Roseville is with **Roseville ...** ...
 Published by **Geneveve Lynn** · April 15 · Roseville, CA ·

It's about time Wednesdays got more FUN! 🥳🍷 Wine Down Wednesdays are back and tonight kicks off the first one of 2026!

V... See more

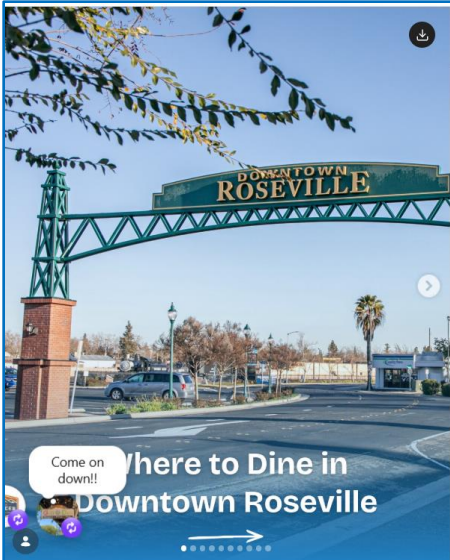


Boost this post to get more reach for Go Downtown Roseville. **Boost**

41 likes, 3 comments, 1 share

Highlights - Most Engagement

April 2026



godowntownroseville
Go Downtown Roseville

godowntownroseville Edited • 6w
Visiting Downtown Roseville to see Union Pacific's Big Boy No. 4014? Swipe to find out where to DINE nearby!

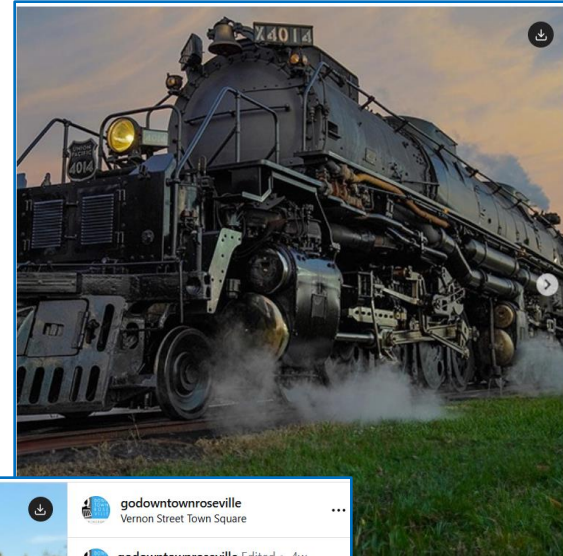
Special Event Reminders: Big Boy No. 4014 will be on viewing display 1 - 5 p.m. on Friday, April 10, and 9 a.m. - 3 p.m. on Saturday, April 11.

City of Roseville and Living Smart Farmers Markets are hosting their Big Boy Bash on April 11 from 9 a.m. to 3 p.m. in Vernon Street Town Square, featuring over 100 local makers, food stands and trucks, live music and a Kids

View insights [Boost post](#)

432 14 10

Liked by [thearcoplacercounty](#) and 431 others



godowntownroseville
Go Downtown Roseville

godowntownroseville Edited • 5w
Welcome Union Pacific Big Boy No. 4014! 🚂

Don't miss your chance to see the world's largest steam locomotive on display in Downtown Roseville!

- April 10 | 1-5 p.m.
- April 11 | 9 a.m.-3 p.m.
- 375 Atlantic St., Roseville, CA
- Free admission
- ⚠️ Safety first: Please remember to stay at least 25 feet back at all times.

While you're in the area, grab a drink.

View insights [Boost post](#)

153 2

Liked by [thewesthousetavern](#) and 152 others

April 10

Add a comment...



godowntownroseville
Vernon Street Town Square

godowntownroseville Edited • 4w
It's about time Wednesdays got more FUN! 🍷 Wine Down Wednesdays are back and tonight kicks off the first one of 2026!

Visit Vernon Street Street Town Square from 5:30 p.m. to 7:30 p.m. and enjoy tastings from this week's local wineries @sattiscuscellars, @bonitataboutiquewine, @mountsaintjosephwines, @lussodellatera, and @smokinbarrelwinery.

The \$12 entrance fee is good for five.

View insights [Boost post](#)

116 5 2

Liked by [leteshwinelounge](#) and 115 others

April 15

Add a comment...

Highlights - Most Engagement

April 2026

Go Downtown Roseville
@GoDowntownRsvl

Boost

Happy Earth Day! 🌍 Today is a reminder that the small things we do every day can make a big impact on the place we all call home. From supporting local businesses to enjoying our parks, walking our downtown streets, and keeping our community clean, it all adds up. ❤️



3:00 PM · Apr 22, 2026 · 14 Views

🗨️ ↻️ ❤️ 2 📌

Go Downtown Roseville
@GoDowntownRsvl

Boost

Visiting Downtown Roseville to see Union Pacific's Big Boy No. 4014? Find out where to DINE nearby!

More eateries listed on our directory: godowntownroseville.com/eat-drink/




6:24 PM · Apr 7, 2026 · 67 Views

🗨️ ↻️ ❤️ 1 📌 📤

Go Downtown Roseville
@GoDowntownRsvl

Boost

Lincoln Street Fried Chicken Sandwich at Goose Port 🤤 Truly everything you want in a chicken sandwich! Crispy stacked chicken, cool slaw, pickled serranos for a touch of heat, all served on a fresh bun. [#DowntownFoodieFriday](https://twitter.com/GoDowntownRsvl)



6:15 PM · Apr 24, 2026 · 24 Views

April 2026

Google Ad Campaign Results

939

Impressions

138

Visits to Website

14.70%

Click Thru Rate

Facebook Ad Campaign Results

36,304

Impressions

23,706

Reach

593

Page Likes