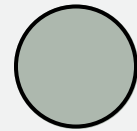


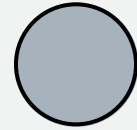
MOM WHAT'S NEXT

City
Manager
Meeting

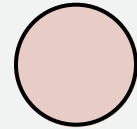
SEPT 2023



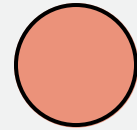
Intros/Icebreaker



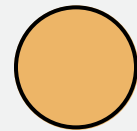
Welcome to the Family



City Growth Report



Topic Training w/ Whitney

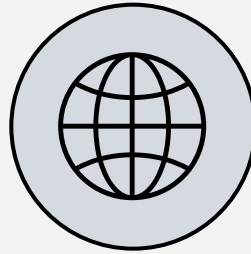


Q&A

MOM WHAT'S NEXT

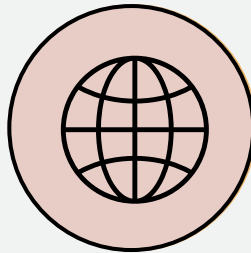
City
Manager
Meeting

SEPT 2023



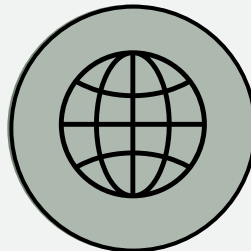
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

- Name
- City/Area you manage



ICE BREAKER

- Show us your most used emoji

Erica will call out your name when it's your turn.

WELCOME TO THE FAMILY



Ryann Jane Pease
Congrats Molly (SLC)



Baylor Ann McBournie
Congrats Sadie (Spokane)



Sophia Kaia Lee
Congrats Emily Lee (Oahu)



Nora Renne Cibart
Congrats Kaitlin (Redding)

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER
RECRUITING & OPERATIONS











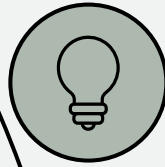
Victoria Chiampas

.....
CO-FOUNDER
FINANCE & MARKETING

MOM WHAT'S NEXT

city growth plan

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-999 followers
-  1,000-1,499 followers
-  1,500-1,999 followers
-  2,000-2,499 followers
-  2,500+ followers



LAUNCH

Setting up your page, learning the brand, getting the word out.



BUILD

Consistently posting content and interacting with moms in your city



GROW

Looking for opportunities to get exposure for your page (collaborations, meetups, events, etc)



MONETIZE

Creating products, partnering with local businesses, paid media, etc.



NATIONAL CAMPAIGNS

Working with corporate to get paid media on a larger/national scale.

MOM WHAT'S NEXT

city
managers

- 0-100 followers
- 101-250 followers
- 251-500 followers
- 501-999 followers
- 1,000-1,499 followers
- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500+ followers

- PORTLAND**
OLIVIA CARTER
- BEND**
ERICA, VICTORIA &
WHITNEY BERNHISEL
- TRICITIES**
- PRESCOTT**
HELP WANTED
- SEATTLE**
CYNTHIA LOUIE
- LAS VEGAS**
AMIE CARR
- CHICO**
CARLY BOETTCHER
- SPOKANE**
SADIE MCBOURNIE
- OREGON COAST**
OLIVIA CARTER
- WHIDBEY ISLAND**
HELP WANTED
- MONTCLAIR NJ**
KAITLYN REILLY
- SF PENINSULA**
KRISTA DESILVA 
- SAN JOSE**
HELP WANTED
- RALEIGH**
HELP WANTED
- REDDING**
KAITLIN CIBART 
- SANTA CLARITA**
HELP WANTED

MOM WHAT'S NEXT

city managers

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- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500+ followers

17

CANBY
HELP WANTED

18

SNOHOMISH CO
ALLISON WILSON

19

EUGENE
HELP WANTED

20

OAKLAND
NICOLE DILLMAN

21

SALEM
REBECCA YOUNG

22

VENTURA
KELSEY REVICH

23

MAUI
MWN CORPORATE

24

VANCOUVER WA
VALERIYA O'BRIEN

25

OAHU
EMILY LEE

26

SANTA CRUZ
MWN CORPORATE

27

PRINEVILLE
CASSIE BECKER

28

CARLSBAD
LINDA VEJNONSKA

29

HOOD RIVER
OLIVIA CARTER

30

SALT LAKE CITY
MOLLY PEASE

31

KLAMATH FALLS
MIKAYLA HOWE

32

TWIN CITIES
JESSICA WALKER

MOM WHAT'S NEXT

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managers

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- 1,000-1,499 followers
- 1,500-1,999 followers
- 2,000-2,499 followers
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33 **BELLEVUE**
VICKY LIN

34 **TULSA**
MANDIE FREY
CORINNE LOVEJOY

35 **COEUR D'ALENE**
AMANDA BAREMORE

36 **ORANGE COUNTY**
JESSICA ALTHOFF

37 **SANTA BARBARA**
HELP WANTED

38 **NEW HAVEN**
RACHEL BERNHISEL

39 **NORTH AUSTIN**
TIARE CURTIS
RACHELLE GADBERRY

40 **NEW YORK CITY**
MWN CORPORATE

41 **TRI VALLEY**
MWN CORPORATE

42 **MINNEAPOLIS**
JAMIE VAN NUYS

43 **NEWBERG**
NATALIE BJOREM

WHAT'S NEXT?



LET'S BUILD WITH CONSISTENT POSTING

01



SPREADSHEET (AUDIT)

This was Whitney's brainchild and a GREAT idea.

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02



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	A	B	C	D	E
1	Post	Post Date	Category	Region	Season
261	Oregon Winterfest	02/18/2022	Outdoor	Bend	Winter
262	Moms N Groms at Boss Rambler	02/17/2022	Restaurant	Bend	
263	Downtown Bend Library	02/15/2022	Indoor	Bend	
264	Valentine's Post	02/14/2022			Winter
265	Leapin Lizzards Toy Company	02/13/2022	Shop	Bend	
266	Drop it Downtown Post	02/11/2022			
267	Fun Mom Gear Post	02/11/2022			
268	The Sparrow Bakery	02/03/2022	Shop	Bend	
269	Tread Tabata Mom Meetup	01/31/2022			
270	Park Parent Hello Reel	01/23/2022			
271	West Canyon Rim Park	01/22/2022	Playground	Redmond	
272	2022 Park Play Dates	01/18/2022			
273	Bend Creative Music Project	01/16/2022	Outdoor		
274	Sunday Funday Mom Meetup	01/14/2022			
275	Ponderosa Park	01/14/2022	Playground	Bend	
276	Central Oregon Gymnastics	01/13/2022	Indoor	Bend	
277	K1 Speed	01/07/2022	Indoor	Bend	
278	Reptile Zone	01/06/2022	Indoor	Bend	
279	Sunriver Village Ice Skating	01/05/2022	Outdoor	Sunriver	Winter
280	Happy Birthday Vic	01/04/2022			
281	Sledding in the Pit	01/01/2022	Outdoor	Bend	Winter
282	New Year's Eve Reel	12/31/2021			
283	Seventh Mountain Ice Rink	12/30/2021	Outdoor	Bend	Winter
284	Sunriver Holiday Light Show	12/29/2021	Outdoor	Sunriver	Winter
285	Holiday Magic Post	12/24/2021			
286	Grace & Hammer	12/21/2021	Restaurant	Redmond	
287	Holiday Light Experience	12/19/2021	Outdoor	Redmond	Winter
288	Grimes Family Christmas Scene	12/19/2021	Indoor	Prineville	Winter
289	Christmas in the Pines	12/19/2021	Outdoor	Prineville	Winter
290	Christmas Tree Lane	12/18/2021	Outdoor	Bend	Winter
291	Holiday Lights Paddle Parade	12/11/2021	Outdoor	Bend	Winter
292	Happy Meal Reel	12/09/2021			
293	Downtown Bend Christmas Parade	12/04/2021	Outdoor	Bend	Winter
294	Hillside Park	12/02/2021	Playground	Bend	
295	Santa Express	11/29/2021	Outdoor	Bend	Winter
296	Winter Guide 2021 Reel	11/29/2021			
297	Christmas Tree Hunt	11/27/2021	Outdoor		Winter
298	Small Biz Saturday Sale	11/27/2021			
299	Santa's Airlink Arrival	11/26/2021	Outdoor	Bend	Winter
300	Winter Guide Post 2021	11/26/2021			
301	Walt Reilly's	11/24/2021	Restaurant	Bend	
302	Packing for Adventure Reel	11/24/2021			
303	Okawa Steak House	11/22/2021	Restaurant	Bend	
304	Winter Guide Preview	11/22/2021			
305	Happy Birthday Erica	11/19/2021			
306	Fall River Fish Hatchery	11/17/2021	Outdoor	Bend	
307	Perfect Day in Bend	11/16/2021			
308	Drake Park in the Fall	11/13/2021	Outdoor	Bend	Fall
309	Music Together	11/12/2021	Indoor	Bend	
310	Music Together	11/12/2021	Indoor	Bend	
311	Multiple Kids Reel	11/05/2021			
312	Farewell Bend Park	11/03/2021	Playground	Bend	
313	Halloween Post	10/31/2021			Fall
314	Dry Canyon Trail	10/27/2021	Outdoor	Redmond	
315	Fort Rock Park	10/23/2021	Playground	Sunriver	
316	Lava Cast Forest Hike	10/21/2021	Outdoor	Sunriver	

1	Post	Post Date	Category	Region	Season
317	Rareloom Farm & Garden	10/14/2021	Outdoor	Tumalo	
318	DD Ranch	10/05/2021	Outdoor	Terrebonne	Fall
319	Schilling's Garden Market	10/04/2021	Outdoor		Fall
320	Smith Rock Ranch	10/04/2021	Outdoor	Terrebonne	
321	Facebook Page Announcement	10/02/2021			
322	Pilot Butte Trail	09/30/2021	Outdoor	Bend	
323	Faith Hope & Charity Vineyards	09/27/2021	Restaurant	Terrebonne	
324	CJ's at the Airport	09/22/2021	Restaurant	Bend	
325	Free Spirit Yoga	09/19/2021	Indoor	Bend	
326	100 Sweet Cakes	09/15/2021	Shop	Bend	
327	Well Rooted Farm	09/14/2021	Outdoor	Redmond	
328	Sunriver Stables	09/12/2021	Outdoor	Sunriver	
329	Holst Sunriver	09/12/2021	Restaurant	Sunriver	
330	1K Giveaway Drawing	09/07/2021			
331	Cravin's Candy Emporium	09/06/2021	Shop	Bend	
332	1K Followers Giveaway	09/05/2021			
333	1K Followers Reel	09/05/2021			
334	Bike Park 242	09/03/2021			
335	Camp Sherman Store/River Trail	09/01/2021	Outdoor	Sisters	
336	Gramma Rose's Petting Zoo	08/27/2021	Outdoor	Prineville	
337	Eagle Crest Putting Course	08/26/2021	Outdoor	Eagle Crest	
338	Mountain Air Trampoline Park	08/19/2021			
339	Mountain Air Trampoline Park	08/19/2021	Indoor	Bend	
340	Park Playdate Announcement	08/13/2021			
341	Lava River Cave	08/13/2021			
342	Lava Lands and Cave	08/11/2021	Outdoor		
343	Hollygrape Park	08/03/2021	Playground	Bend	
344	Original Pancake House	08/01/2021	Restaurant		
345	Deschutes County Fair	07/28/2021	Outdoor	Redmond	Summer
346	Balloons Over Bend	07/23/2021	Outdoor		Summer
347	Bend Brewing Company	07/21/2021	Restaurant	Bend	
348	Quail Park	07/17/2021	Playground	Bend	
349	Suttle Lake	07/15/2021	Water		
350	Hill Logic	07/12/2021	Shop	Bend	
351	Village Green City Park	07/09/2021	Playground	Sisters	
352	Crux Fermentation Project	07/07/2021	Restaurant	Bend	
353	Tumalo State Park	07/02/2021	Water	Tumalo	
354	Centennial Park	06/25/2021	Water	Redmond	
355	500 Follower Giveaway	06/24/2021			
356	Juniper Swim Center	06/22/2021	Outdoor	Bend	
357	500 Follower Giveaway	06/21/2021			
358	Big Story Books	06/18/2021	Shop	Bend	
359	Camp Sherman	06/17/2021	Outdoor		
360	The Circuit Gym	06/09/2021	Indoor	Bend	
361	Pine Nursery Park	06/05/2021	Playground	Bend	
362	Sisters Bakery	06/02/2021	Restaurant	Sisters	
363	Library Story Walk	05/27/2021	Outdoor		
364	Peterson Rock Garden	05/26/2021			
365	Meadow Camp Trail	05/25/2021	Outdoor	Bend	
366	Riley Ranch	05/21/2021	Outdoor	Bend	
367	Active Culture	05/20/2021	Restaurant	Bend	
368	Sam Johnson Park	05/17/2021	Playground	Redmond	
369	Scout Lake	05/17/2021	Water		
370	Crescent Moon Ranch	05/15/2021			
371	Sparks Lake	05/13/2021	Water		
372	High Desert Museum	05/12/2021			
373	High Desert Museum	05/10/2021	Indoor		
374	Happy Mother's Day Post	05/09/2021			Spring
375	Larkspur Park	05/09/2021	Playground	Bend	
376	Crescent Moon Ranch	05/08/2021	Outdoor	Terrebonne	
377	Shevlin Pond	05/07/2021	Water	Bend	
378	Petersen Rock Garden	05/07/2021	Outdoor		
379	Smith Rock Ranch	05/06/2021	Outdoor	Terrebonne	Fall
380	Mount Bachelor	05/06/2021	Outdoor		Winter
381	Wanoga Snow Park	05/04/2021	Outdoor		Winter
382	Tumalo Falls (Winter)	05/04/2021	Outdoor		Winter
383	Introductory Post	05/03/2021			

WHITNEY BERNHISEL
MOM WHAT'S NEXT BEND



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WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



HOUSEKEEPING

- Cotopaxi
- Canva Requests



IDEAS/FEEDBACK

Lay it on us.



SHARE YOUR WINS

What's been working?



HAPPY HOUR

Mark your calendar: OCT 5th // 7-8pm PST



NEXT MEETING

We hope to see you: NOVEMBER 2nd // 1-2pm PST

WHO DO YOU KNOW?

Our best referral source is YOU

