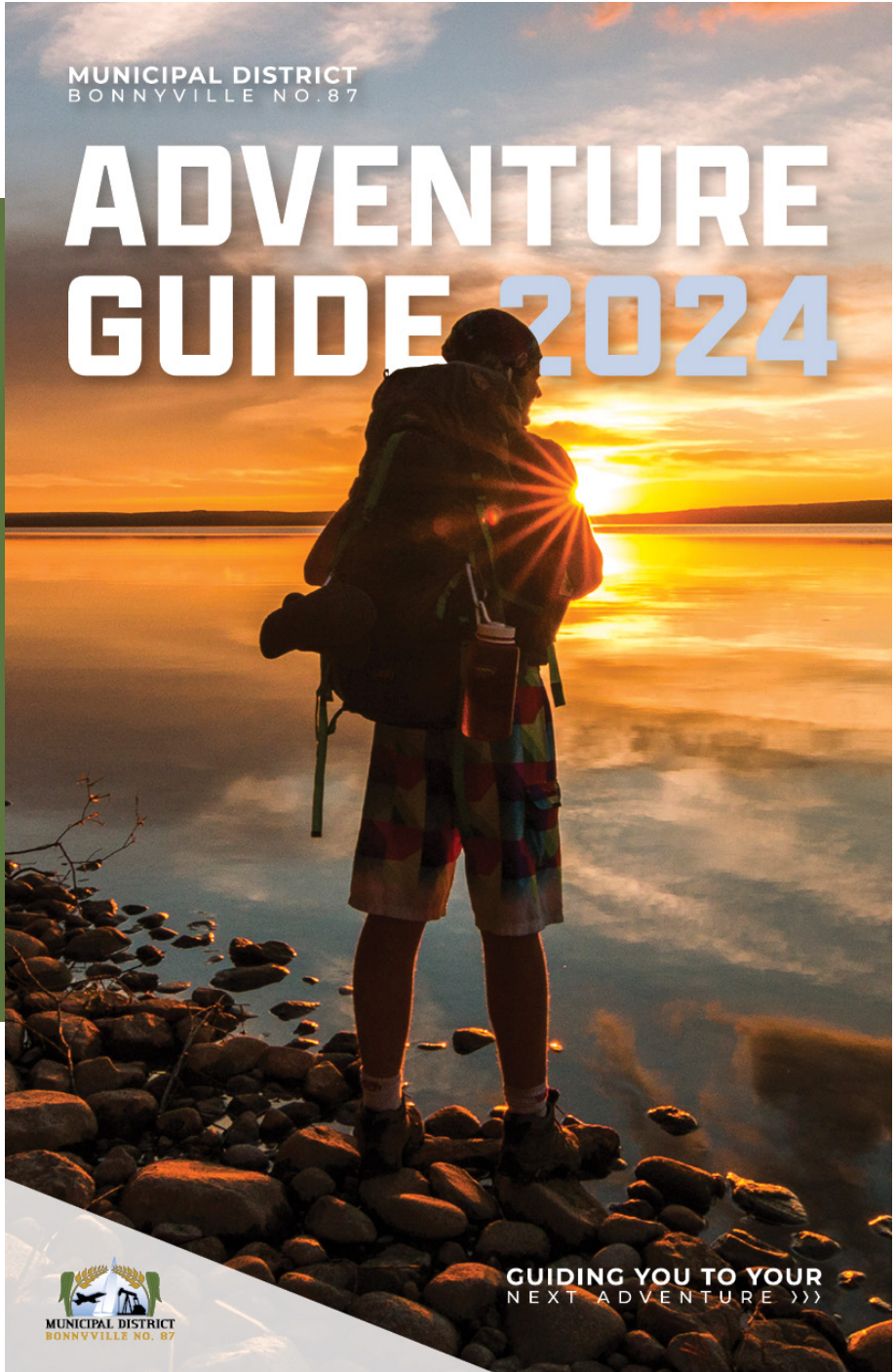


MUNICIPAL DISTRICT
BONNYVILLE NO. 87

FIRST
QUARTER
REPORT

January 1 to March 31, 2024



MARKETING AND
COMMUNICATIONS

MARKETING AND COMMUNICATIONS

Department Activities

- ▷ Completed the 2024 Adventure Guide and mailed to 14,000 local residents
- ▷ Assisted with the Alberta Winter Games announcement
- ▷ Produced and delivered two editions of Rural Review – February and April
- ▷ Started updates to revamp and expand campground brochures
- ▷ Assisted with planning and marketing for the Public Works and Emergency Preparedness Open Houses
- ▷ Completed site-wide updates to md.bonnyville.ab.ca
- ▷ Collaborated with HR and GIS Tech to create a new portal on the M.D. website for seasonal job opportunities to streamline the application process
- ▷ Assisted with marketing of the M.D.'s annual shelterbelt program
- ▷ Collaborated with the Planning & Development Department to create a communications strategy, timeline, and marketing materials for the Land Use Bylaw Review & Update project
- ▷ Produced a postcard for local farmers about available drought programs in cooperation with LARA and the Ag Services Department
- ▷ Completed drafts of the Economic Development Sector Profiles
- ▷ Designed graphics for Kinosoo Ridge Resort's Slush Cup event



MARKETING AND COMMUNICATIONS

Ongoing Projects

- ▶ Provided department support to Kinsoo Ridge Resort, The Ridge, and Visitor Information Centre for their stand-alone social media platforms
- ▶ Produced and distributed three editions of internal staff newsletter
- ▶ Created social posts for the happenings of the M.D. including (but not limited to) the early start of wildfire season in the province, office closures due to stat holidays, Council meeting agendas and Highlights, notification of rat inspections, road ban information, the closure of the outdoor rinks, and more
- ▶ Wrote and distributed Council Highlights following each Regular Meeting of Council



Upcoming Major Projects

- ▶ Produce, design, and distribute 2023 Annual Report and 2024 Budget document
- ▶ Produce and design an informational book/guide in collaboration with the Economic Development Specialist for the SiteLink conference coming to the M.D. this fall
- ▶ Create templates for Emergency Management communications to streamline the process

MARKETING AND COMMUNICATIONS

Recent Project Updates

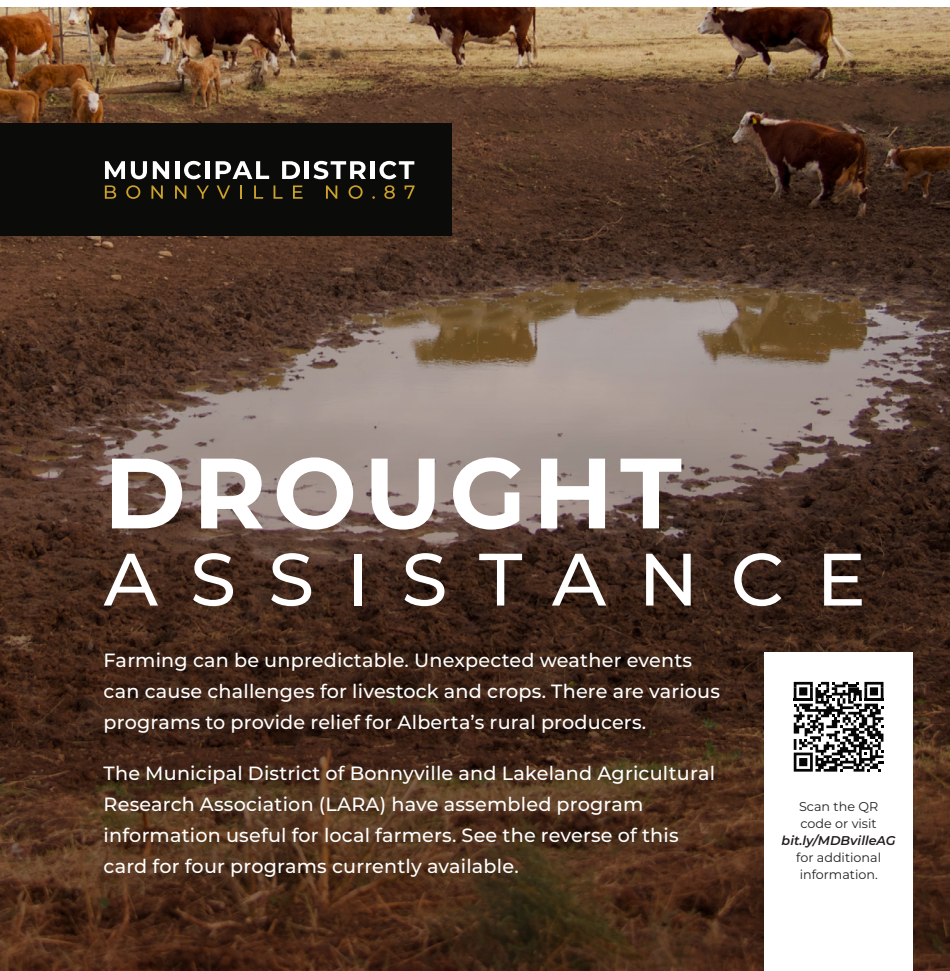
A late-winter ad campaign to let residents know they could be missing out on important information from the M.D. saw success.

As a result of the campaign, we saw the need to increase our publication print count from 4,100 copies to 4,300 copies – an increase of 200.

The information campaign informed residents that if they have notified the post office, they do not wish to receive flyers,

they are missing out on M.D. publications including the *Adventure Guide*, *Rural Review* newsletters, *Guide to Rural Living*, and more.

Marketing efforts with Go East of Edmonton are ongoing. The Marketing and Communications Department provided information and photos for their annual guide, designed a sticker for the annual Road Trip Game, and coordinated with Parks staff to make The Shaw House this year's sticker station destination.




MUNICIPAL DISTRICT
BONNYVILLE NO. 87

DROUGHT ASSISTANCE

Farming can be unpredictable. Unexpected weather events can cause challenges for livestock and crops. There are various programs to provide relief for Alberta's rural producers.

The Municipal District of Bonnyville and Lakeland Agricultural Research Association (LARA) have assembled program information useful for local farmers. See the reverse of this card for four programs currently available.



Scan the QR code or visit bit.ly/MDBvilleAG for additional information.



LARA is here to help!

LARA is a tremendous resource for local producers. They will help with applications and supply more information on the programs on the reverse of this card.

Give them a call at 780-826-7260 for more information or to request assistance.

Keep an eye on laraonline.ca for webinars, workshops, and other learning opportunities.

MARKETING AND COMMUNICATIONS

Social Media



Facebook Reach – 33,392
(up 28.8 per cent over the last quarter)

Facebook profile visits – 7.2K
(increase of 26.4 per cent over last quarter)

Facebook followers – 41,648

Instagram Reach – 1.1 K
(down 9.2 per cent over the last quarter)

Instagram profile visits – 208
(increase of 14.9 per cent over last quarter)

Instagram followers – 1,700



Top Meta Posts

It should be noted, all of the top posts are on Facebook. We replicate posts from Facebook on Instagram through the Meta Business Suite.

M.D. Public Safety Department urges residents to not pick up stray dogs – 10.9K Reach

Seasonal Job Opportunities – 7.9K Reach

Reeve Safe in Haiti – 7.1K Reach

Seasonal Job Opportunities Post#2 – 6.8K Reach

Annual Shelterbelt Sale Opens – 5.3K Reach



MARKETING AND COMMUNICATIONS

Website Metrics

With GA4 completely online, we're hoping for a year of accurate website measurements.

Here is an overview for the period of January 1 to March 31, 2024.

Page views – 92,114

Users – 27,844

Top Pages Viewed

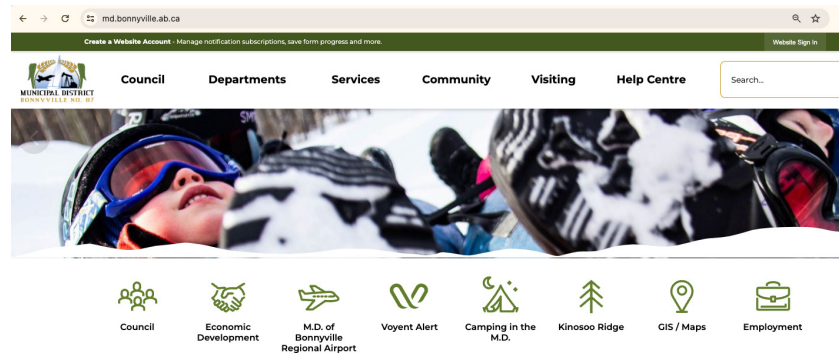
Jobs – 23,594

Home – 18,903

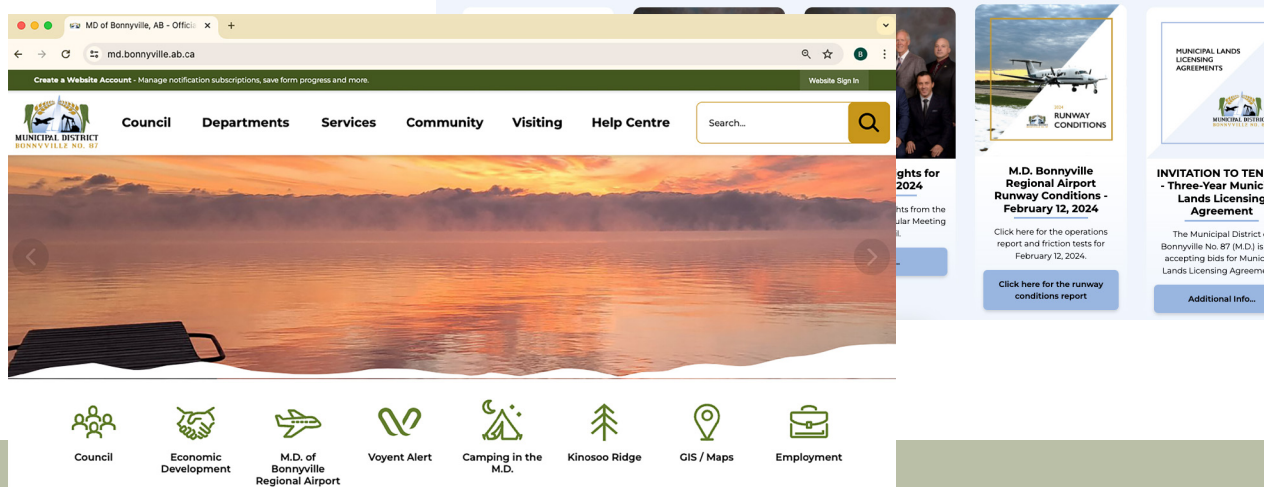
Municipal Operated Campgrounds – 3,532

Search – 3,339

CivicAlerts – 2,803



LATEST NEWS



LATEST NEWS

