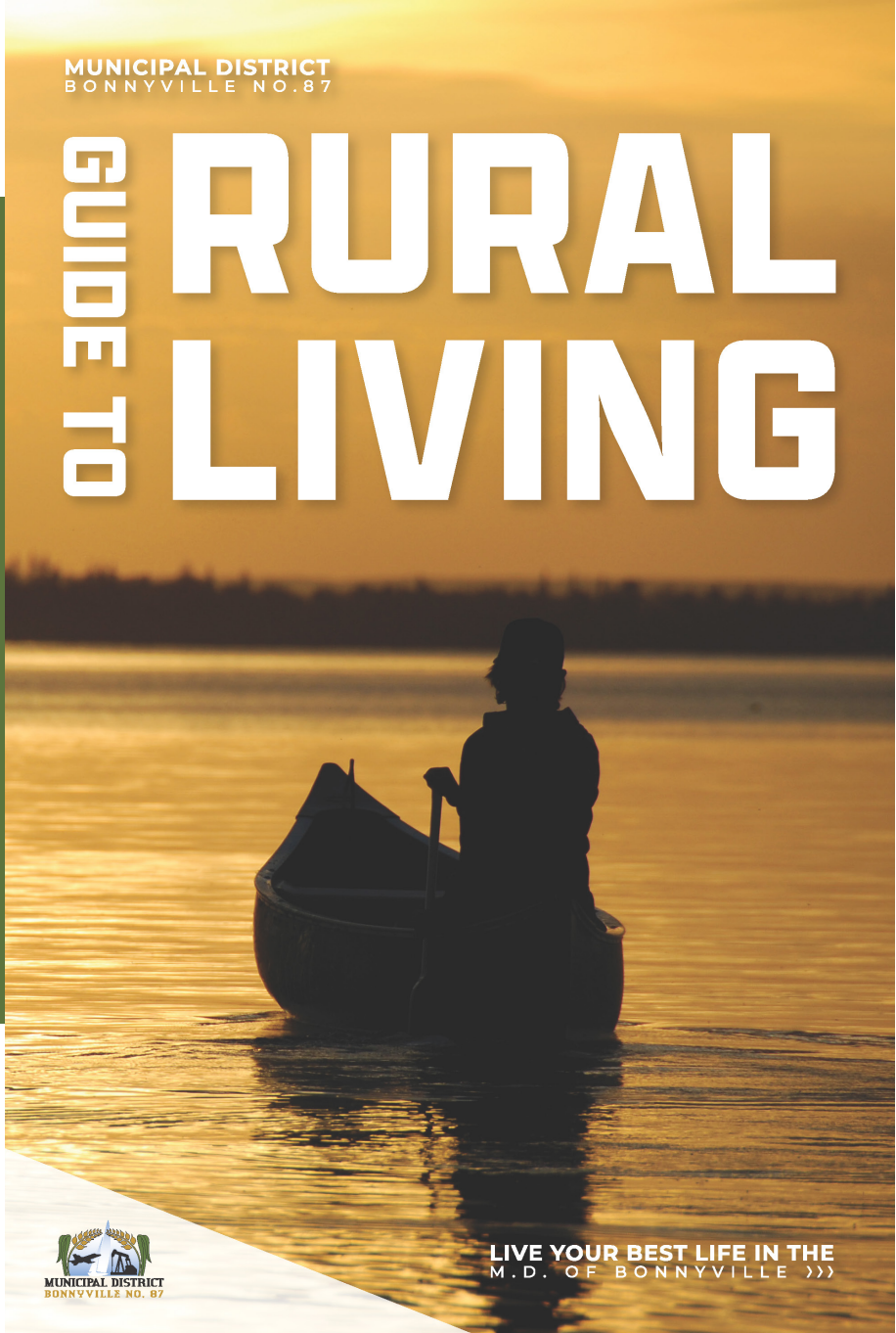


**APPENDIX A**

**MUNICIPAL DISTRICT  
BONNYVILLE NO.87**

**SECOND  
QUARTER  
REPORT**

April 1 to June 30, 2024

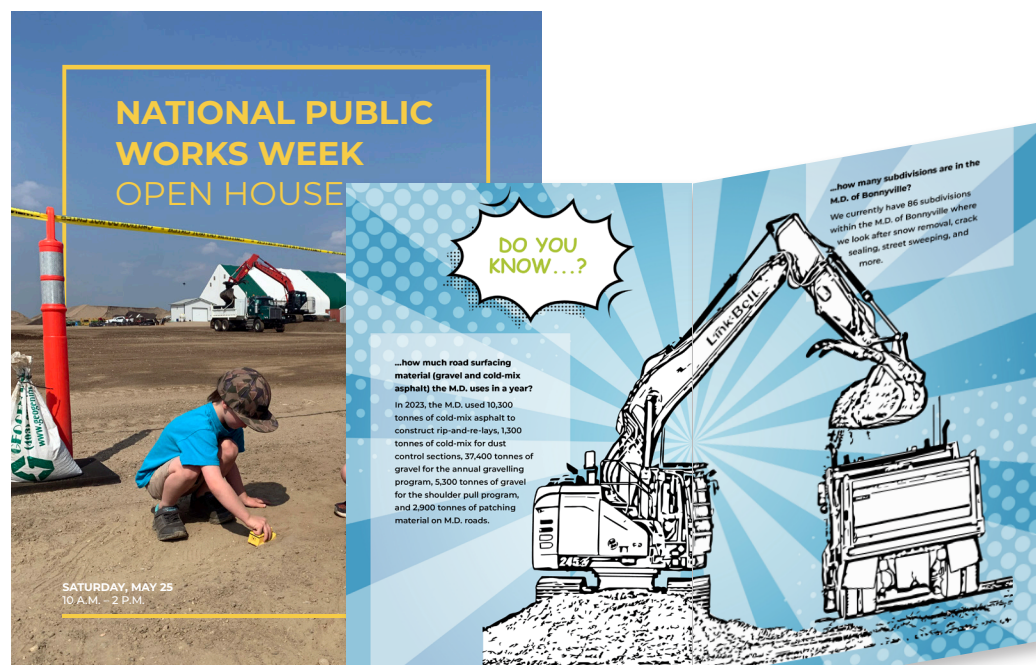


**MARKETING AND  
COMMUNICATIONS**

# MARKETING AND COMMUNICATIONS

## Department Activities

- ▷ Edited, produced, and mailed the Guide to Rural Living
- ▷ Completed campground brochure and map revamp, expansion, and updates
- ▷ Edited, produced, and mailed out the May, June, and July editions of Rural Review
- ▷ Continued department support to Planning & Development for the Land Use Bylaw Review & Update project
- ▷ Assisted with review of the new Economic Development website
- ▷ Completed 2025 Business Plan cover design and document reformat
- ▷ Completed marketing assistance for the Emergency Preparedness and Public Works Week Open Houses, including creating a colouring/facts book using photos from last year's Public Works Week event and marketing materials.
- ▷ Completed t-shirt design for Parks Staff
- ▷ Continued work on SiteLink marketing materials
- ▷ Worked with VIC staff on social media
- ▷ Attended Go East of Edmonton Board Meetings x 2
- ▷ Ordered reprint of 2024 Adventure Guide
- ▷ Completed and distributed 2023 Annual Report and 2024 Budget
- ▷ Helped organize Cherry Grove Fire Hall groundbreaking ceremony
- ▷ Began marketing of M.D.'s biannual Rural Beautification Awards & Tour
- ▷ Edit, layout, and design of the Ag Services Wildfire Workbook
- ▷ Edit, layout, and design of tax notice insert for P & D and Economic Development
- ▷ Staff attended Alberta Municipal Communicators conference and Crisis Communications Workshop
- ▷ Designed Positive Tickets for Public Safety initiative





# MARKETING AND COMMUNICATIONS

## Ongoing Projects

- ▶ Provided department support to Kinosoo Ridge Resort, The Ridge, and Visitor Information Centre for social media and other marketing initiatives
- ▶ Produced and distributed three editions of internal staff newsletter
- ▶ Wrote and distributed Council Highlights following each Regular Meeting of Council
- ▶ Organized local radio advertising for campground vacancies
- ▶ Created social posts for various departments including Agricultural Services, Waste Services, Planning & Development, Parks & Recreation, and Tax & Assessment.
- ▶ Economic Development Quarterly Newsletter
- ▶ 4 Wing Community Guide quarterly ad
- ▶ Designed newspaper ads, as required



## Upcoming Projects

- ▶ 2025 Adventure Guide
- ▶ Planning for 2025 municipal election
- ▶ Completion of 2025 department budget

# MARKETING AND COMMUNICATIONS

## Social Media



Facebook reach – 97,153 (up 190.9% over last quarter)

Facebook profile visits – 16.4 K (up 126.9% over last quarter)

Instagram reach – 1.6K (up 54.6% over last quarter)

Instagram profile visits – 3,254 (up 55.8% over last quarter)

### Top Meta Posts

Mattress Recycling (part of National Public Works Week campaign) – 25.7K

State of Local Emergency Declared – 19K

Cost of Dust Control (part of National Public Works Week campaign) – 13.2K

Fire Ban – 11.1K

Grain bag rolling/recycling (part of National Public Works Week campaign) – 8.2K



# MARKETING AND COMMUNICATIONS

## Website Metrics

Here is a quick overview of website visitor information for April 1 to June 30, 2024

Page views – 94,594

Users – 32,219

### Top Pages Viewed

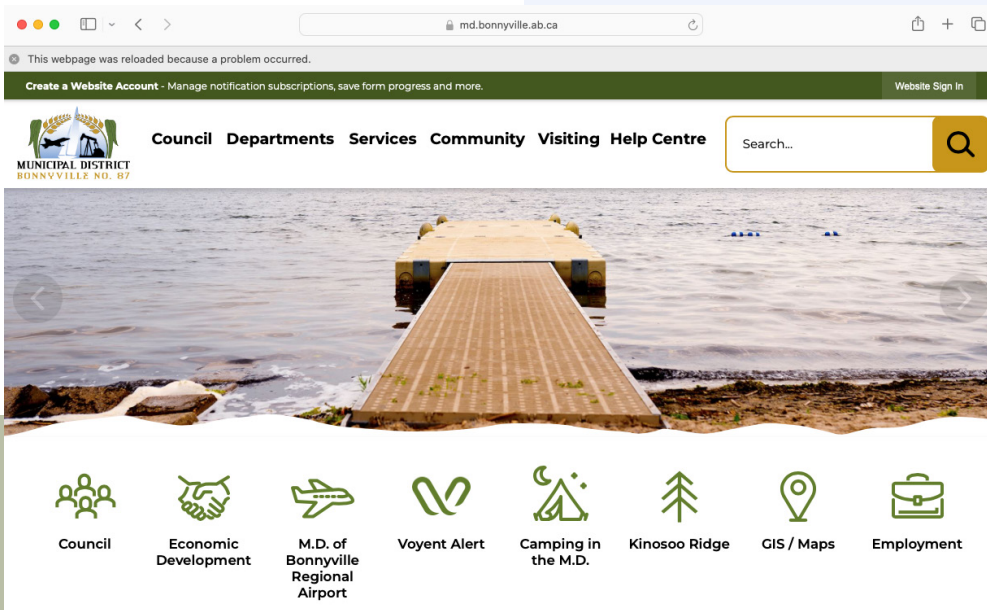
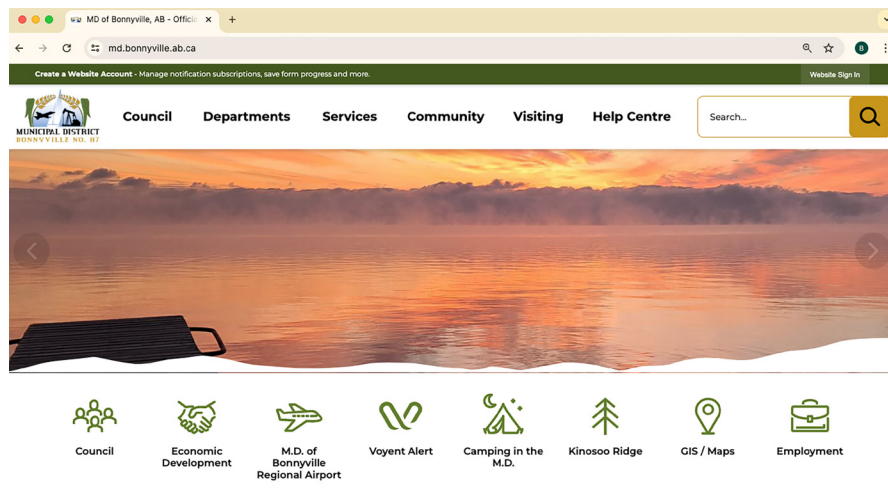
Home page – 11,836

M.D. Campgrounds – 9,569

Jobs – 8,698

Search – 6,209

Alert Centre (Fire bans, etc.) – 4,040



### LATEST NEWS

