

MUNICIPAL DISTRICT
BONNYVILLE NO.87

THIRD
QUARTER
REPORT

July 1 to September 30, 2024



MARKETING AND
COMMUNICATIONS

MARKETING AND COMMUNICATIONS

Department Activities

- ▷ Cold Lake Air Show promotional material and advertising
- ▷ Kinsoo Ridge summer promotional material designs (cups, tattoos, banners)
- ▷ VIC advertising materials for Air Show barbecue
- ▷ Created new Waste Services landfill brochure
- ▷ Created new P & D brochure templates and began reformatting all brochures
- ▷ Designed and created editorial for new Asset Management employment opportunity
- ▷ Created and ordered promotional materials for SiteLink Conference
- ▷ Created SiteLink Conference book/program
- ▷ Provided marketing and communications services for SiteLink and Alberta CARE conferences
- ▷ Began work on 2025 Adventure Guide
- ▷ Completed departmental 2025 Budget
- ▷ Commissioned and received video and photo marketing assets for Muriel Lake and Pelican Point M.D. campgrounds for 2025 season
- ▷ Reworked HR website landing page for winter seasonal employment opportunities at Kinsoo Ridge
- ▷ Created templates and posters for ongoing Kinsoo projects including employment opportunities and the annual Early Bird Season Pass Sale
- ▷ Created a brochure outlining the M.D.'s seniors' programs
- ▷ Created screen graphics for new A/V system in Council Chambers
- ▷ Created pamphlet and provided onsite marketing for ASB Tour and Rural Beautification Awards
- ▷ Created a map card to help direct people to the new Ag & Waste Shop



MARKETING AND COMMUNICATIONS

Ongoing Projects

- ▶ Provided department support to Kinsoo Ridge Resort, The Ridge, Visitor Information Centre, and Economic Development for social media and other marketing initiatives
- ▶ Produced and distributed three editions of internal staff newsletter
- ▶ Produced and distributed two editions of *Rural Review*
- ▶ Wrote and distributed Council Highlights following each Regular Meeting of Council
- ▶ Organized local radio advertising for campground vacancies
- ▶ Created social posts for various departments
- ▶ 4 Wing Community Guide quarterly ad
- ▶ Alberta Outdoors winter ad
- ▶ Designed newspaper ads, as required
- ▶ Weekly website updates
- ▶ Distributed brand standards/corporate symbols policy for use for projects including signage, promotional items, and recognition for donations, sponsorships, etc.
- ▶ Currently restocking the promotional merchandise room

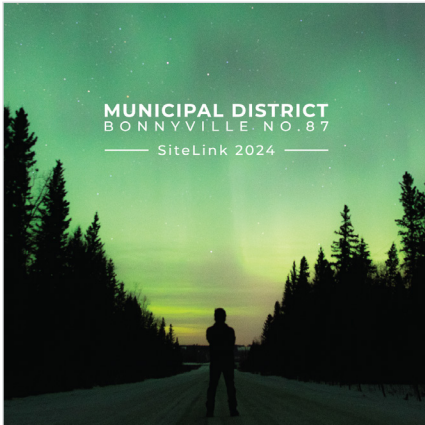


Upcoming Projects

- ▶ 2025 Adventure Guide
- ▶ Planning for 2025 municipal election

MARKETING AND COMMUNICATIONS

Social Media

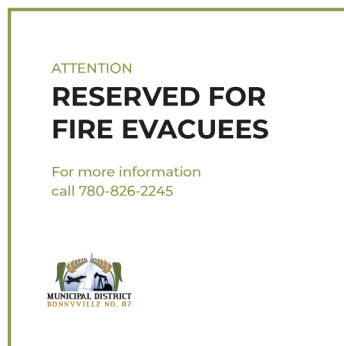


Facebook reach – 377,714

Facebook profile visits – 13.4K

Instagram reach – 7.2K

Instagram profile visits – 265



Top Meta Posts

Free camping for Jasperites – 274.6K

SiteLink Registration Deadline – 33.8K

Rural Beautification Awards (Pitts) – 17.9K

Rural Beautification Awards (Kemsley) – 15.2K

2024 M.D. Ownership Map online – 10.1K



MARKETING AND COMMUNICATIONS

Website Metrics

Here is a quick overview of website visitor information for July 1 to September 30, 2024

Page views – 104,545

Users – 32,765

Top Pages Viewed

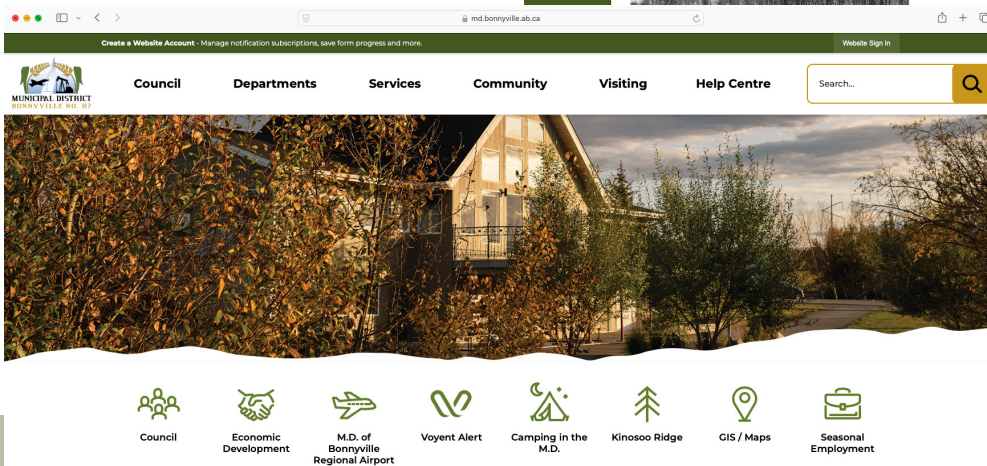
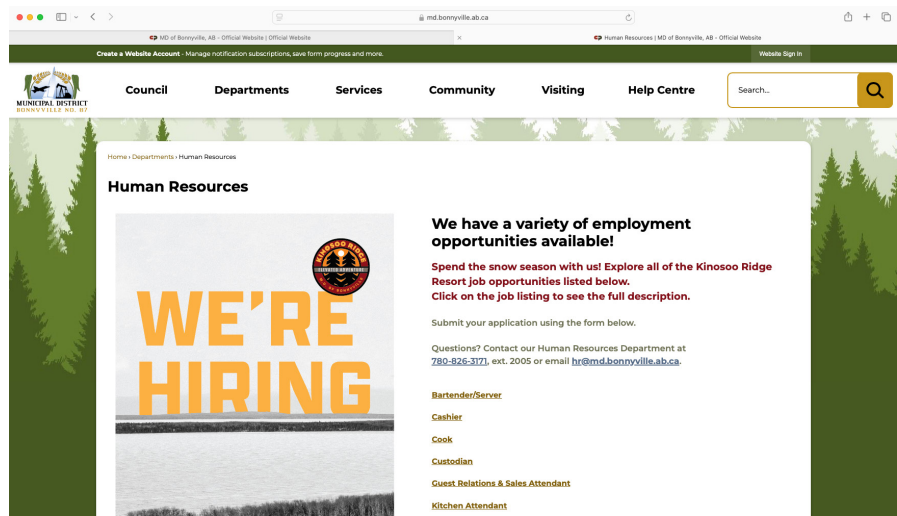
Not set – 12,842

M.D. Campgrounds – 11,034

Home page – 10,811

Search – 7,178

Jobs – 3,820



LATEST NEWS



Administrative Change at the Municipal District of Bonnyville

Effective October 2, 2024, Al Hoggan is no longer the Chief Administrative Officer (CAO) for the Municipal District of Bonnyville.

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NOTICE OF PUBLIC HEARING

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