

MUNICIPAL DISTRICT  
BONNYVILLE NO.87

FOURTH  
QUARTER  
REPORT

October 1 to December 31, 2024

APPENDIX A



# SEASON PASS

EARLY BIRD SALE!!!

## 2024/2025 Season

**ADULT** Ages 18+  
\$365 early bird price  
\$430 regular price

**FAMILY OF 5**  
\$800 early bird price  
\$950 regular price

**STUDENT** Ages 13-17  
\$320 early bird price  
\$375 regular price

**ADDITIONAL MEMBER**  
\$100 early bird price  
\$120 regular price

**CHILD** Ages 5-12  
\$300 early bird price  
\$350 regular price

**KRITTER** Ages 0-4  
\$125 early bird price  
\$149 regular price

**SENIOR** Ages 65+  
\$300 early bird price  
\$350 regular price



KINOSOO.CA | 780-594-5564

# MARKETING AND COMMUNICATIONS

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## Fourth Quarter Projects

- ▷ 2025 Municipal Election Website
  - ▷ 2025 Candidate Guide
  - ▷ 2025 Adventure Guide
  - ▷ 2025 Budget Press Release
  - ▷ Ordered new promotional materials
  - ▷ Initiated Staff Store project
  - ▷ Attended 2025 Budget Meetings
  - ▷ KRR Winter Season Planning
  - ▷ Issued 2025 Printing Projects RFQ
  - ▷ Marketing support for the launch of the M.D.'s new tender system – bids&tenders
  - ▷ Designed CPTED banners for Public Safety
  - ▷ Designed and printed new visitor badges for all M.D. facilities
  - ▷ Designed new Kinosoo road signage
- ▷ Designed branding materials for the 2025 Municipal Election
- ▷ Designed sign for Cherry Grove Fire Hall site



# MARKETING AND COMMUNICATIONS

## Ongoing Projects

- ▶ Provided department support to Kinosoo Ridge Resort, The Ridge, Planning and Development, and Transportation for social media and other marketing initiatives
- ▶ Produced and distributed three editions of internal staff newsletter
- ▶ Produced and distributed two editions of Rural Review
  - The December edition of the newsletter was distributed digitally due to the Canada Post labour dispute
- ▶ Wrote and distributed Council Highlights following each Regular Meeting of Council
- ▶ Organized local radio advertising
- ▶ Created social posts for various departments
- ▶ Designed newspaper ads, as required
- ▶ Weekly website updates
- ▶ 4 Wing Community Guide Ad

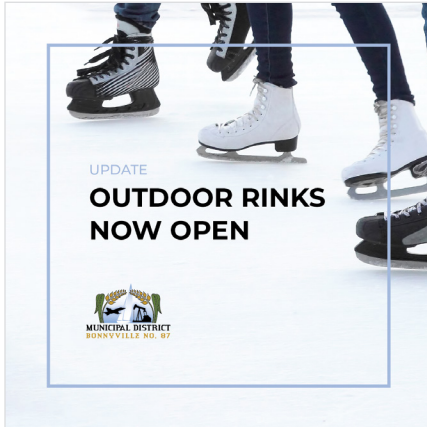


## Upcoming Projects

- ▶ 2025 Adventure Guide printing and mailing
- ▶ Planning for 2025 Municipal Election
- ▶ Annual Report production
- ▶ Overhaul of P & D permits

# MARKETING AND COMMUNICATIONS

## Social Media



October 1 to December 31, 2024

Facebook reach – 195,525

Facebook profile visits – 21,866

Instagram reach – 11,387

Instagram profile visits – 1,256



### Top Meta Posts

Truman Bridge Closure/Update – 13,534

Little Bear Ice Fishing – 11,763

Truman Bridge Reopened – 9,262

Administrative Change at M.D. – 8,972

Outdoor Rinks Open – 7,712





# MARKETING AND COMMUNICATIONS

## Website Metrics

Here is a quick overview of website visitor information for October 1 to December 31, 2024

Page views – 60,367

Users – 20,464

### Top Pages Viewed

Home page – 7,489

Search – 4,480

Jobs – 3,640

GIS/Maps – 2,652

Council – 1,565

