

## APPENDIX A

MUNICIPAL DISTRICT  
BONNYVILLE NO. 87

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# FIRST QUARTER REPORT

January 1 to March 31, 2025

# ADVENTURE GUIDE 2025



GUIDING YOU TO YOUR  
NEXT ADVENTURE >>>

# MARKETING AND COMMUNICATIONS



# MARKETING AND COMMUNICATIONS

## First Quarter Projects

- ▷ Completed printing and mailing of the 2025 Adventure Guide
- ▷ Welcomed a new team member who will be looking after marketing and social accounts for M.D., with a focus on Kinosoo and Parks
- ▷ Created materials for voter information for the 2025 Election
- ▷ Promoted the M.D.'s annual Shelterbelt Tree Sale
- ▷ Created new vehicle decal program for M.D.
- ▷ Attended Edmonton RV Show and Calgary Outdoor Adventure Show in cooperation with Go East of Edmonton
- ▷ Completed two lunch and learn webinars through Canadian Association of Municipal Communicators
- ▷ Designed, ordered, and received new tradeshow booth elements
- ▷ Commemorative plaques x3
- ▷ M.D. hockey jerseys



# MARKETING AND COMMUNICATIONS

## Ongoing Projects

- ▶ Provided department support to Kinosoo Ridge Resort, The Ridge, Visitor Information Centre, Public Safety, Agricultural Services, 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 bookings and the 2025 Municipal Election
- ▶ Created social posts for various departments
- ▶ 4 Wing Community Guide quarterly ad
- ▶ Alberta Outdoors Summer ad and Sportfishing Regulations 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.



## Upcoming Projects

- ▶ 2025 Municipal Election
- ▶ National Public Works Week and Emergency Preparedness Week materials



# MARKETING AND COMMUNICATIONS

## Social Media



January 1 to March 31, 2025

Facebook reach – 37,680

Facebook profile visits – 252,502

Instagram reach – 2,118

Instagram profile visits – 17,208



### Top Meta Posts

Reservations for week-long campground bookings – 11,662

CAO accepts plaque from Cold Lake Ag Society – 7,735

Summer jobs at T & U – 5,386

Snowplow line-up – 5,249

Spring Workshop sign up – 5,152



# MARKETING AND COMMUNICATIONS

## Website Metrics

Here is a quick overview of website visitor information for January 1 to March 31, 2025

Page views – 97,007

Users – 34,505

### Top Pages Viewed

Home – 16,499

Jobs – 15,771

Civic Alerts – 5,655  
(Council Highlights, Media Releases)

Search – 5,605

M.D.-owned Campgrounds – 3,513

