

Report to Chief Administrative Officer For the month of June, 2023

Department of Economic Development, Strategy, and Communications

Communications and Marketing

The Economic Development, Strategy and Communication Department writes press releases and works with the media to assist reporters in finding relevant information and to coordinate and schedule interviews.

The department also fields requests and enquiries from the public that arrive via city@coldalke.com, through the website and through the City's social media platforms.

Interview Requests x 1

Press Releases x 3

- City's 4H purchase will help two community non-profits
- Cold Lake 2023 street improvement program underway
- Two summer events get council's support

Messages via city@coldlake.com x 102

- Staff respond to various requests, complaints, and messages ensuring that the appropriate staff members is notified of the message and that the customer receives a prompt response.

Messages/Conversations via Facebook DM x 18 (14 of these were from new contacts)

- Staff maintained a 100% response rate.

The following advertising campaigns were coordinated during the month of June:

- This is Our Rush Hour; Animal Care and Control Centre promotion; Release of the Summer and Fall Program Guide; Bylaw Awareness (bike helmets, OHV operation, parking, unsightly premises); Energy Centre Summer Camps; Cold Lake Golf and Winter Club programming and events; Positive Ticketing; Canada Day events and programming; Cold Lake Fishing Derby; Community Beautification Awards; City Wide Sale Registration

The Economic Development, Strategy and Communication Department worked with various city departments to complete the following design work and marketing material:

- Television/Outdoor Advertising Slides x 6
- Posters x 33
- Social media Graphics x 27

- Website banners and graphics x 3
- Newspaper Ads x 7
- Magazine Ads x 2 (Alberta Outdoors, St. Albert-based tourism magazine)

Other design and marketing projects:

- Annual Report Design and Writing
- Grand Centre Legacy Trail Design and Mock-up
- Beautification Award Signage
- Backstage Passes for Energy Centre
- Tested Graffiti Removal Method for Wayfinding Signs
- Revised Firepit Design for Production
- FCSS New Logo – sign design and mock up
- Marina Boat Launch Maps and other material for
- Provide artwork for garbage receptacle wraps
- No Diving signs for Marina
- Design of some signage to assist with provincial soccer tournaments
- Assist with Communities in Bloom booklet design – kick off meeting and initial concept
- Municipal enforcement – rack card and brochure, design and printing
- Utility bill mail insert design
- 4'x8' signs for Waste Management

Social Media & Website

The Economic Development, Strategy and Communication Department posts to the City of Cold Lake's social media channels, monitors the channels, and responds to inquiries sent through direct messaging. The Economic Development, Strategy and Communication Department also liaises with other City departments to ensure that website updates are made as required.

- Facebook Posts x 107
- Instagram Posts x 73
- Twitter Posts x 13
- LinkedIn Posts x 1
- Changes to www.coldlake.com x 1 (Entering all programs from program guide to website with links for registration)

Economic Development:

- Received and processed 18 applications for the rural renewal stream
- 22 applications submitted to the June EDAC Meeting.
- Approved and issued 8 letters of nomination
- Received and processed 7 new requests for nomination
- Approved 1 Community Support letter under the Rural Entrepreneur Stream

- Attended Alberta's Iron Horse Trail Artisan at Work – Destination Analysis
- Extracted Facebook post data and conducted trend analysis
- Attended Alberta HUB AGM
- Discussions re: AME training at CEN-5
- Discussions re: UAV training and industry opportunities, potential for local symposium/industry meetings

Other Activities:

- Planning networking event for Power Up North Conference
- Met with local to secure historic photos from collection
- Program Guide delivery to various facilities
- 4 swag bags for various events