

Report to Chief Administrative Officer For the month of July, 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 2

Press Releases x 2

- Council funds additional RCMP officer
- Council amends budget to fund capital projects

Messages via city@coldlake.com x 72

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

Messages/Conversations via Facebook DM x 22 (14 of these were from new contacts)

- Staff maintained a 100% response rate.

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

- City Wide Sale (Registrations = 91), pivoting to advertising in other communities; Aqua Days; Communities in Bloom; Snow Mountain; Golf Course Promotions; Energy Centre; Community Registration and Information Night

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 7
- Posters x 59
- Social media Graphics x 35
- Website banners and graphics x 6
- Newspaper Ads x 6
- Magazine Ads x 0

Other design and marketing projects:

- Swag bags and promotional giveaways x 8
- Annual Report – design., writing and editing

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 110
- Instagram Posts x 65
- Twitter Posts x 5
- LinkedIn Posts x 0
- Changes to www.coldlake.com x 15 (Revamp of cemeteries content, Rural Renewal Stream Online Applications, Temporary Road Closures, Street Sweeping Schedules, Safety Screened Contractors added/updated)

Economic Development:

- Received and Processed 5 applications for the Rural Renewal Stream
- Approved 0 applications submitted to the July EDAC meeting as quorum could not be established.
- Received 7 requests for letters of nomination
- Received 164 messages via ecdev@coldlake.com
- Attended Rural Renewal Stream Summit online
- Received 3 inquiries regarding the Rural Entrepreneur Stream
- Assisted with coordinating one exploratory visit for a potential rural renewal stream applicant in early August.
- Attended Economic Development Performance indicator webinar

Other Activities:

- Meetings re: AME project and potential use case
- Attended EDAC meeting (meeting adjourned as the committee could not meet quorum)