

## **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 1

Press Releases x 7

- Cold Lake welcomes judges for Communities in Bloom competition
- City to provide funding for CLFN Healing Pow Wow
- Council considers glass recycling after questions from residents
- Council to debate possible changes to organic waste program
- Approved Rural Renewal Stream applications total 54
- City to award bid for Lakeshore Drive improvement project
- Water stations installed at beach and downtown

Messages via city@coldlake.com x 102

- Staff respond to various requests, complaints, compliments, 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 16

- Staff maintained a 100% response rate.

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

- City Wide Sale (Registrations 186); Community registration and information night (event was held in person and online, included a new online form); Cold Lake Golf and Winter Club year-end events; Aqua Days; Annual Report Release; Rural Renewal Stream (new web form for employer applications produced); Communities in Bloom; Back to School Safety; Bylaw Awareness; Energy Centre Anniversary Sale

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 14
- Posters x 29
- Social media Graphics x 30
- Website banners and graphics x 5
- Newspaper Ads x 8
- Magazine Ads x 1 (Alberta Outdoorsmen, Alberta Hunting Regulations)

Other design and marketing projects:

- Completion and distribution of the 2022 annual report
- Design of Wayfinding signs and wayfinding plan for transfer station
- FCSS pop-up banner design and production
- FCSS pink walk map
- FCSS bully free-form update
- FCSS Meals on Wheels rack cards design and printing
- FCSS adaptive transit handbook – revisions and printing
- Onsite meeting for Grand Centre Legacy Trail signage
- Updates to community rec grant booklet
- FCSS brochure
- New Cemetery Maps for Lakeview and GC memorial – 11x17 and onsite versions – design and production
- Signage concept for City Hall reception and Planning Reception
- New merchandise mockups made

### **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 82
- Instagram Posts x 60
- Twitter Posts x 3
- LinkedIn Posts x 0
- Changes to [www.coldlake.com](http://www.coldlake.com) x 7 (Update feature boxes, addition of FCSS programs)

### **Economic Development:**

1. Rural Renewal Stream:
  - a. Received and Processed 13 Applications for the Rural Renewal Stream.

- b. Received 22 Letters of Endorsement Request Forms.
  - c. All applications will be presented at the September EDAC Meeting – Sep 7th.
2. Rural Entrepreneur Stream:
  - a. Received two (2) inquiries for the RES program.
  - b. No new application received
3. Attended the Alberta HUB Labour “Trades” Initiative in Bonnyville. Group application to the GOA for the Labour Market Partnership program grant is being investigated / prepared.
4. Attended the Remotely Piloted Aircraft System Workshop via MS Teams.
  - a. [APEX+Alberta+RPAS+Report+2023.pdf \(squarespace.com\)](#)
5. Small Business Week Planning
6. Cold Lake Industry Symposium – Meeting with Chamber of Commerce and Community Futures about having them organize the conference. Alberta Hub is currently trying to setup a meeting with Invest Alberta about getting them involved in the project.
7. Arranged Cocktail & Sails Networking Event for the Power Up North Conference.
8. Cold Lake Aviation Training Project (AME Project): Submitting framework to L3-Harris for Terminal building Technician Training Facility.

**Other Activities:**

- Meetings re: AME project and potential funding
- Assisted with the Strategic Priorities meeting of Council
- Cyber security training
- Distribution of City-Wide Sale signs
- Inventory count of hoodies
- ICS training in Lloydminster
- Meetings re: Potential Facility Sponsorship