

Report to Chief Administrative Officer For the month of July, 2024

Department of Economic Development, Strategy, and Communications

Communications and Marketing

The Economic Development, Strategy and Communications 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 inquiries from the public that arrive via city@coldalke.com, through the website and through the City's social media platforms.

Interview Requests x 4

Press Releases x 6

- Secondary suite incentive starts to take off
- City purchases hangar to house aircraft maintenance school
- Pigeon population sparks conversation
- Cyber attack shuts down City servers
- City still battling through cyber attack
- City begins recovery after cyber attack

Messages via city@coldlake.com x 62

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

Conversations via Facebook DM x 20

- Staff maintained a 100% response rate.

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

City Wide Sale: Advertising began at the beginning of July with a save-the-date poster made for social media, City website and newspapers. A theatre ad also ran from July to the weekend of the sale. Updates were given when residents could register their sale, pick up their signs and when their sale would be visible on our Google Map. Posters were placed at City Buildings and Radio ads began running at the start of August. A

total of 192 sales were registered for the weekend sale between residents and businesses.

Community Beautification Awards: Advertising on social media, City website and newspapers continued. Radio ads were scheduled at the end of August to increase awareness. Registration numbers will be monitored to see where additional efforts are needed to better promote this initiative.

Full Throttle Festival: Advertising was done through social media, newspapers, the City website and via radio ads. Advertising was done parallel to 4 Wing's advertising of the Cold Lake Air Show.

Aqua Days & Cardboard Boat Race: Advertising was done through social media, newspapers, the City website and via radio ads. Separate ads were made to promote registration for Vendor Alley as well as the cardboard boat races.

Community Registration Night: Advertising was done through social media, newspapers, and the City's website. Registration and payment was all done online via the City's website and its online forms function.

Energy Centre Anniversary Sale: Advertising was done through social media, newspapers, the City's website and via radio ads.

University Exhibition Hockey Series: Advertising was done through social media, newspapers and the City's website. This year tickets are sold exclusively in person at the Cold Lake Energy Centre (as opposed to last year, when tickets were sold via ticketmaster).

Summer Street Sweeping: The new schedule was updated on the City Website and screen shots of dates and neighborhoods were posted on social media.

Marketing and Design

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

- Television/Outdoor Advertising Slides x 1
- Posters x 19
- Social media Graphics x 17
- Website banners and graphics x 2
- Newspaper Ads x 4
- Magazine Ads x 1 (Alberta Outdoors)

Other design and marketing projects:

- Liaising with Cold Lake Regional Chamber of Commerce and third-party designer regarding refresh of content and design of the Community Guide.
- Design and produced signage and menu for Full Throttle Festival.
- Revised Climbing Wall signage.
- Revised and produced new Wall of Fame plaque for Alex Janvier.
- Transit map and Transit sticker revisions.
- Photo retouching request x 2
- Annual report design 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 70
- Instagram Posts x 54
- Twitter Posts x 3
- LinkedIn Posts x 4
- www.coldlake.com: 97,266 page views from 36,742 unique users.
 - The Top 10 Pages for the month of July were:
 1. Home Page (1)
 2. Webcams (--)
 3. Cold Lake Airshow and Full Throttle Festival (--)
 4. Canada Day (--)
 5. Rural Renewal Stream Job Board (7)
 6. Waste Collection Schedule (3)
 7. Aqua Days (--)
 8. Kinosoo Beach (7)
 9. Careers (--)
 10. Celebrations and Events (--)

The following changes were made to the website:

- No significant website changes for July.

Economic Development:

1. Rural Renewal Stream:
 - a. Received and Processed 1 First Time Employer Applications for the Rural Renewal Stream.
 - b. Received 7 Letters of Endorsement Applications.
2. Rural Entrepreneur Stream:

- a. Received two (2) inquiries for the RES program.
 - b. One (1) Exploratory Visit completed.
3. Webinars / Virtual Meetings Attended:
 - a. Yolo Nomads Informative Conference Call
 - b. Met with Co Op to discuss the possibility of land development in the North
 - c. Labour Market Needs
4. Committee / Affiliation Meetings:
 - a. Attended the July EDAC Meeting – Investigating the local residential housing process.
5. Cold Lake Aerospace Symposium
 - a. Symposium planned for 10 – 12 June 2026
 - b. Currently compiling the speaker list and event Agenda
 - c. Next steps are to design the website.
 - d. Megan and Dan have been brought onto the project to assist.
 - e. Met with Octopus Creative to discuss what we want from the website.
6. Met with a Prime Defence Contractor to discuss the possibility of ITB Financial contributions – currently waiting on an NDA for discussions to proceed.

Other Activities:

- Assisted with coordinating Air Show Guest List and in delivering Air Show VIP packages to guests.
- Liaised with Portage College and Prime Defence Contractors re: AME Project
- Assisted with crisis communications during cyber attack.
- 2025 Budget preparations for department.
- Liaised with infrastructure to update and disseminate the Street Sweeping Schedule.