

Report to Chief Administrative Officer For the month of August, 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 12

Press Releases x 4

- Recovery a slow process after cyber attack
- Cleanup of illegal camps continues as rumours persist about their cause
- Council approves summer community grants, sponsorships
- Council delays mobile vendor changes to avoid business interruptions
- Council concerned with accessibility, mobility issues at assisted living facility

Messages via city@coldalke.com x 66

- 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 15

- Staff maintained a 100% response rate.

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

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 8
- Posters x 25
- Social media Graphics x 28
- Website banners and graphics x 5
- Newspaper Ads x 6
- Magazine Ads x 1 (Alberta Outdoors)

Other design and marketing projects:

- Annual Report - final design and editing
- Terry Fox Run map created
- Created a rendering and design concepts for North Arena exterior signage

- Revised rate sheet for Energy Centre fees
- “No Fishing in Marina Basin” signs designed and created.
- Card rack design for FCSS

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 65
- Instagram Posts x 56
- Twitter Posts x 2
- LinkedIn Posts x 3
- www.coldlake.com: 90,130 page views from 40,722 unique users.
 - The Top 10 Pages for the month of August were:
 1. Events Calendar (--)
 2. Home Page (1)
 3. City Wide Sale (--)
 4. Aqua Days (--)
 5. Careers (5)
 6. Rural Renewal Stream Job Board (6)
 7. Live Webcams (4)
 8. Golf and Winter Club (--)
 9. Transit Schedule and Route Map (--)
 10. Energy Centre (--)

The following changes were made to the website:

- No significant website changes for August.

Economic Development:

1. Rural Renewal Stream:
 - a. Received and Processed one (1) First-Time Employer Applications for the Rural Renewal Stream.
 - b. Received seven (7) Letters of Endorsement Applications.
2. Rural Entrepreneur Stream
 - a. Received two (2) inquiries for the RES program.
 - b. Two virtual Exploratory Visits completed.
 - c. Hosted a tech company
 - i. Toured a commercial property available in the City of Cold Lake.
 1. The company is looking at opening it doors in 2025.
 2. Plan on visiting again in May of 2025.
 - ii. Hosted an entrepreneurial family (Drycleaning Business Initiative)

1. Looked a commercial property available in the City of Cold Lake
 2. The company is looking at opening it doors in 2025.
 3. Plan on visiting again early 2025.
3. Webinars / Virtual Meetings Attended:
 - a. Met with a local business to discuss the possibility of land development in the North (July meeting was moved)
 - b. Met with a developer to discuss possible developments in the North
 4. Committee / Affiliation Meetings:
 - a. August EDAC Meeting did not meet quorum. RRS applications moved to Sep meeting.
 - b. Attended the REIP Meeting for August –a collaborative NRED Grant application was suggested by a member.
 5. AME Training Facility
 - a. Proposed Capital Budget amendment prepared
 - b. Took Portage IT Department on a tour of the Hangar & Terminal Building
 - c. Had a debrief meeting with consultant and the Mayor after their visit to the Abbotsford Airshow.
 - d. Met with CAE last month – Still waiting on an NDA (People need to return for Summer Leave)
 6. CEDI Project
 - a. Completed our 2nd monthly meeting with CEDI & CLFN
 - b. Started preparation for our first in-person full 1 Day workshop in Oct.
 7. Cold Lake Aerospace Symposium
 - a. Symposium planned for 10 – 12 June 2026
 - b. Currently compiling the speaker list and event.
 - c. Next steps are to design the website.

Other Activities:

- Staff took part in cyber awareness training.
- Working with IT Department on possible replacement system for internal TV network.
- Provided a write-up and photos for RCMP recruitment website.
- Merchandise inventory taken to balance stock between the Energy Centre and City Hall.
- Worked with IT to get council streaming back online.