

## **Report to Chief Administrative Officer**

### **For the month of February, 2025**

#### **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@coldlake.com, through the website and through the City's social media platforms.

Interview Requests x 3

Press Releases x 3

- ACCC temporarily closes Saturdays, still open during the week
- CRACH Grant applications to be reviewed more frequently
- Arrest made as RCMP, Municipal Enforcement clean up illegal camp

Messages via city@coldlake.com x 40

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 7

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

Snow Fever: Advertising campaign concluded as Snow Fever celebrations were held over the Family Day weekend. Ad placements concluded on the radio, social media, the City's website and newspaper. Considering the cold weather, turnout was a success with lots of attendees. There were also some last-minute entries to the Cardboard Sled race which saw a lot of interest by spectators.

Concert – Tenille Townes: The City's first concert of the year was announced at the end of February with Tenille Townes coming to Cold Lake on May 10<sup>th</sup>. An initial announcement was made on Monday, Feb. 24 and tickets went on sale Feb, 28. Only after one weekend, 10% of tickets were already sold. Ad placements will be seen on social media, the City's website, newspaper, radio and printed poster's throughout the City.

2025 Municipal Elections: The City announced on Jan 1 an open call for nominations to run for both City of Cold Lake Council and Mayor of the City of Cold Lake. Our

municipal elections page on the website was opened and updated for the 2025 election year. A link on the City's homepage was placed as well as preliminary advertising on social media. To date, one nomination for mayor and two nominations for council have been submitted. Further advertising for the elections committee and a call out for volunteers will be forthcoming.

Cold Lake Fishing Derby: Registration opened for the annual Cold Lake Fishing Derby with weekly ads in the newspaper, social media and a fixed link on the City's Homepage for people to get information and to register. To date, we have 167 registered.

Photo Contest: Our Photo Contest concluded with over 80 entries for the communications team to go through to decide a winner. Residents provided some unique photos that will likely be seen in future publications or ad campaigns. Winners were decided and will be announced in the first week of March.

General Advertising: Programming at the Cold Lake and District FCSS and Energy Centre was advertised throughout the month on social media and in newspapers as well as select events on the City's website.

### **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 15
- Posters x 30
- Social media Graphics x 12
- Website banners and graphics x 5
- Newspaper Ads x 6
- 3 marketing materials sent to M.D. of Bonnyville for logo approval
- Magazine Ads x 1 (Alberta Outdoors)

Other design and marketing projects:

- Lifestyle Marketing package design continues
- Pickleball schedule created for Energy Centre
- Tournament Rules Flyer created for Energy Centre
- City-wide sale save the date for August 16/17 create
- 3 marketing material sent to M.D. for logo approval
- FCSS rack card revision x 1
- FCSS adaptive transit pass revision
- Election package updated
- Waste management signs designed and produced

### **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 66
- Instagram Posts x 55
- Twitter Posts x 3
- LinkedIn Posts x 3
- [www.coldlake.com](http://www.coldlake.com): 50,454 page views from 17, unique users.
  - The Top 10 Pages for the month of February were:
    1. Summer Jobs Portal (--)
    2. Council Calendar (--)
    3. Careers (2)
    4. Energy Centre (1)
    5. Community Calendar (--)
    6. Cold Lake Fishing Derby (--)
    7. Transit Schedule and Route Map (4)
    8. City shoots back after cold lake junior A team denied
    9. Live webcams (5)
    10. Transit App Bus Tracker (4)

The following changes were made to the website:

- The migration of the website to a new server has begun.
- Safety screened contractors updated
- Energy Centre Tournament Facility Rules Flyer designed
- Election page and associated material updated

#### **Other Activities:**

- Attended CEDI monthly workshop
- Attended seven CEDI sub-discussion meetings
- Reviewed photo contest submissions
- Assisted with organization of M.D. and City of Cold Lake hockey challenge (Mayor vs. Reeve)