



# **Powell**

## **Communication Department**

*Monthly Report – October 2018*

### **Community Relations**

- Liberty Hills Homeowner Association Meeting (Oct. 11, 2018)
- Coffee with the Mayor & City Manager (Oct. 12, 2018)
- Girl Scouts Presentation (Oct. 15, 2018)
- Golf Village Neighborhood Discussion on the Proposed Income Tax (Oct. 18, 2018)
- Community Bonfire (Oct. 20, 2018)
- Coffee with the Mayor & City Manager (Oct. 22, 2018)
- Liberty Middle School – Expert Panel Review with Mayor Jon Bennehoof and the Parks & Recreation Department (Oct. 26, 2018)
- Candy by the Carload (Oct. 27, 2018)
- Coffee with the Mayor & City Manager (Oct. 29, 2018)
- Public Forum Discussion on the Proposed Income Tax (Oct. 30, 2018)

### **Popular Social Media Posts (Facebook, Twitter & Instagram)**

Join us for the annual Candy by the Carload event from 4-6 p.m. Saturday, Oct. 27 in the Municipal Building Parking Lot, located at 47 Hall Street. The parking lot will be transformed into a trick-or-treater's treasure chest. (Video)

*People Reached – 4,837 | 86 Reactions, Comments & Shares*

The Powell Police Department is looking for two suspects that are believed to be in connection with tampering and installing a skimming device on a local ATM machine.

*People Reached – 86,551 | 1,858 Reactions, Comments & Shares*

Powell was ranked as the 15<sup>th</sup> Best Place to Live in America by *USA Today!*

*People Reached – 12,872 | 613 Likes, Comments & Shares*

### **Video**

Candy by the Carload Preview | <https://vimeo.com/293585970>

Public Forum Presentation – Facebook Live Stream

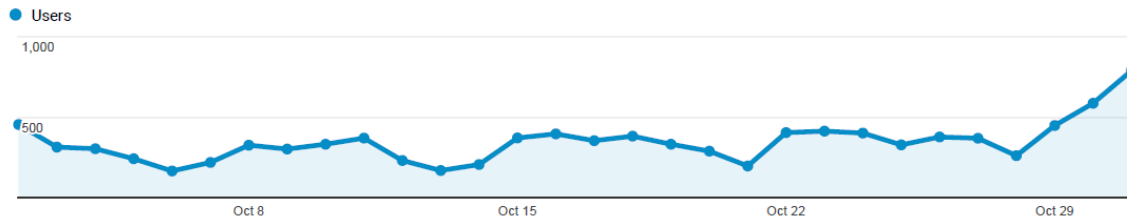
# Website

## Audience Overview

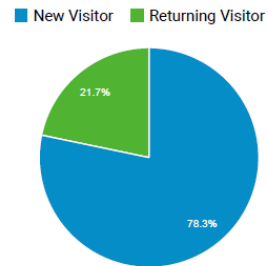
All Users  
100.00% Users

Oct 2, 2018 - Oct 31, 2018

### Overview



Users 8,850	New Users 7,574	Sessions 11,712
Number of Sessions per User 1.32	Pageviews 23,796	Pages / Session 2.03
Avg. Session Duration 00:02:05	Bounce Rate 58.45%	



\*40 submissions received through online contact us/public records request/public service request forms.

## Online Newsroom

- [Powell to hold Annual Community Bonfire – Oct. 15, 2018](#)
- [Candidates sought for Planning & Zoning Commission, Board of Zoning Appeals – Oct. 18, 2018](#)
- [Get the costumes ready – Candy by the Carload set for Oct. 27 – Oct. 22, 2018](#)
- [Keep your storm drains clear – Oct. 26, 2018 – Submitted by the Delaware Soil & Water Conservation District](#)

## E-Newsletter

- Oct. 19, 2018– 29.1% open rate
  - [Public Forum | Community Bonfire | Boards & Commissions | Candy by the Carload](#)

## Media Relations

Income-tax toughie tops ballot bounty in Powell area

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181030/income-tax-toughie-tops-ballot-bounty-in-powell-area>

Armita Plaza project stalls after dispute with Powell

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181030/armita-plaza-project-stalls-after-dispute-with-powell>

Powell quashes incursion of scooters via current law

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181023/powell-quashes-incursion-of-scooters-via-current-law>

Powell annexation slowly clearing way for Ohio State medical facility

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181023/powell-annexation-slowly-clearing-way-for-ohio-state-medical-facility>

Video catches men installing skimmer at Powell ATM

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181023/video-catches-men-installing-skimmer-at-powell-atm>

Powell leaders say income-tax hike best way to rip off 'Band-Aid'

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181016/powell-leaders-say-income-tax-hike-best-way-to-rip-off-band-aid>

Powell commission high on planned 'pocket neighborhood'

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181016/powell-commission-high-on-planned-pocket-neighborhood>

Powell's Four Corners: City soon could put full ban on left turns

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181010/powells-four-corners-city-soon-could-put-full-ban-on-left-turns>

Long-delayed Seldom Seen Park in Powell begins to rise

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181010/long-delayed-seldom-seen-park-in-powell-begins-to-rise>

Proposed income-tax increase: Powell concentrates on facts, figures  
*Olentangy Valley News*

<http://www.thisweeknews.com/news/20181003/proposed-income-tax-increase-powell-concentrates-on-facts-figures>

Powell Among Fiscally-Stressed Cities Identified By Ohio Auditor  
*WOSU*

<http://radio.wosu.org/post/powell-among-fiscally-stressed-cities-identified-ohio-auditor#stream/0>