Communications Department
Monthly Report – July 2020

Community Relations
- DORA Stakeholder Discussion (July 1 & 22)
- Virtual Coffee with the City Manager (July 17)
- Mid-Ohio Regional Planning Commission's Social Media Conference Presenter (July 29)

Social Media Engagement
Calling all Powell detectives! The annual Powell Mystery Night Out is being held virtually this year. Participate any time Tuesday, Aug. 4 and Wednesday, Aug. 5. The Police Department is partnering with Actionbound – an app for playing digitally interactive scavenger hunts. This is a free app in the Apple App Store or at the Google Play Store.
  - *People Reached – 10.4K | 200 Likes, Comments & Shares*

- Powell City Council Meeting: July 21, 2020
  - *People Reached – 4.8K | 54 Likes, Comments & Shares*

- Watch this brief message from Ofc. Audrey Wilt to learn more about this year's virtual Mystery Night Out! Participate any time Tuesday, Aug. 4 and Wednesday, Aug. 5.
  - *People Reached – 4.2K | 124 Likes, Comments & Shares*

Online Newsroom
- Street Maintenance Program Updates (July 17)
- Mystery Night Out (July 6)
- Parks & Recreation Department offering select summer programs (July 2)

E-Newsletter
Weekly News from the City of Powell, Ohio (July 2)
- Select summer programs begin July 6 | Upcoming Public Meetings & Events
- Open Rate – 33.7%

Weekly News from the City of Powell, Ohio (July 10)
- Virtual Mystery Night Out planned | Select summer programs now available | Are masks required in Powell? | Upcoming Public Meetings & Events
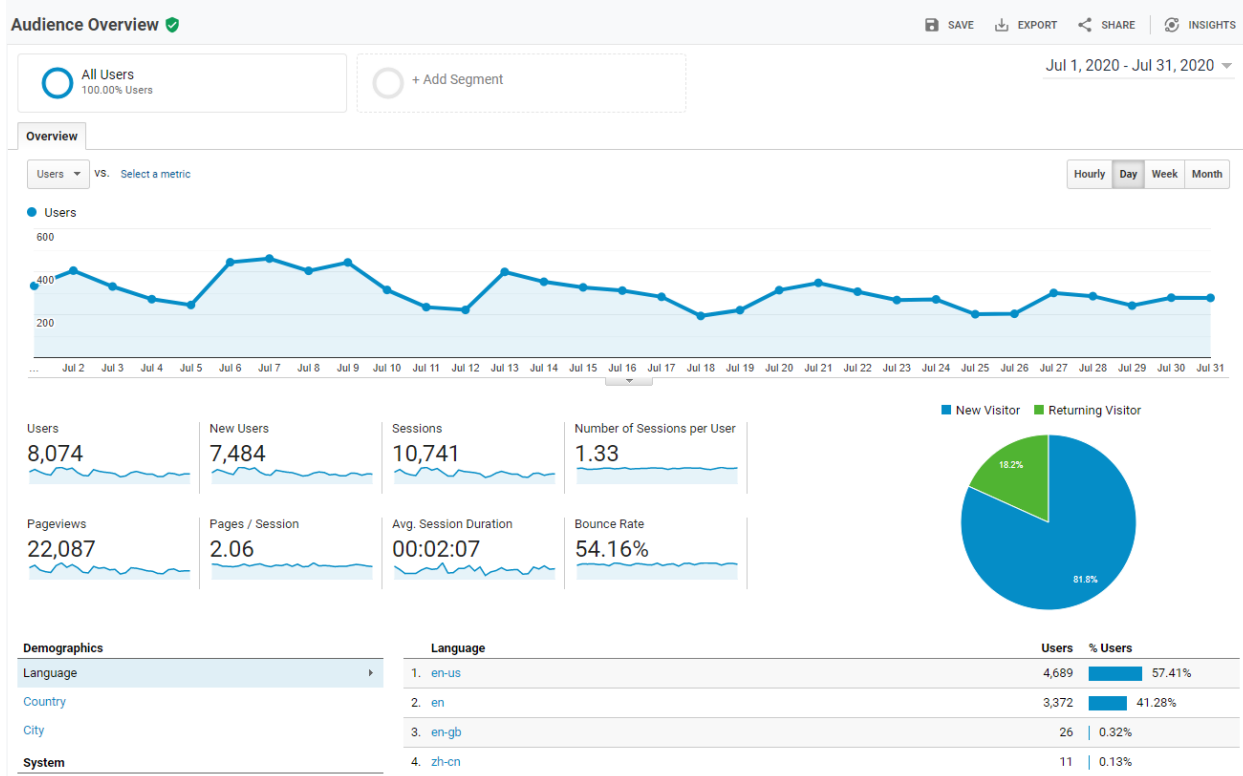- Open rate – 33.9%

Weekly News from the City of Powell, Ohio (July 17)
- Virtual Mystery Night Out planned | Delaware County reaches alert level red | Upcoming Public Meetings & Events
- Open rate – 32.9%

[Weekly News from the City of Powell, Ohio (July 24)](#)

- Virtual Mystery Night Out planned | Delaware County reaches alert level red | Street Maintenance Updates | Upcoming Public Meetings & Events
- Open rate – 32.1%

Website

	Page	Pageviews ↓	Unique Pageviews
		22,087 % of Total: 100.00% (22,087)	16,947 % of Total: 100.00% (16,947)
☐	1. /	4,227 (19.14%)	2,957 (17.45%)
☐	2. /news/covid-19/	1,507 (6.82%)	1,146 (6.76%)
☐	3. /residents/parks-recreation/	1,297 (5.87%)	965 (5.69%)
☐	4. /government/building-department/	847 (3.83%)	556 (3.28%)
☐	5. /police-agency/	702 (3.18%)	480 (2.83%)
☐	6. /events/	554 (2.51%)	427 (2.52%)
☐	7. /powells-first-dora-planned-for-june/	541 (2.45%)	496 (2.93%)
☐	8. /government/agendas-minutes/	463 (2.10%)	209 (1.23%)
☐	9. /residents/parks-recreation/parks-recreation-guide/	446 (2.02%)	237 (1.40%)
☐	10. /government/building-department/city-of-powell-residential-building/	403 (1.82%)	262 (1.55%)

Video
- Virtual Coffee with the City Manager:
  https://www.facebook.com/watch/live/?v=3275460179181943&ref=watch_permalink

Media Relations
Jeni's Splendid Ice Creams in Powell won't reopen
Olentangy Valley News

First beneficiaries of Delaware County small-business loan program named
Olentangy Valley News

Chef, owner of Powell's Novella Osteria tells his story through food
Olentangy Valley News

Gemperline's legal battle with Powell residents continues
The Delaware Gazette

Updated: Olentangy Schools' game plan hinges on county's COVID-19 status
Olentangy Valley News

Powell development director Betz shepherded city's boom
Olentangy Valley News

DORA's debut in Powell has leaders, restaurateurs looking ahead to next time
Olentangy Valley News

DORA's debut in Powell has leaders, restaurateurs looking ahead to next time
Olentangy Valley News

Living on the edge
Olentangy Valley News

New $5 fee gives Orange Township roads a boost
Olentangy Valley News

Powell's first designated 'refreshment' area draws crowds – and some critics
The Columbus Dispatch