

### **Community Events**

Holidays in Powell (Experience Packs, Santa Porch Parade, Virtual Tree Lighting Ceremony and Prerecorded Holiday Concert from the Central Ohio Symphony and Fred Astaire Dance Studio Powell) – Dec. 5

### **Top Social Media Engagement**

1. The Delaware County-based Central Ohio Symphony's Brass Quintet and Fred Astaire Dance Studios - Powell are proud to present a special holiday concert for the Powell community. Enjoy the sounds of your favorite holiday classics from the comfort of your own home.

Thank you for following along today for our Santa Neighborhood Porch Parade and virtual Tree Lighting Ceremony. Many thanks to the City of Powell Parks & Recreation, Powell Police Department, Powell City Council, Liberty Township / Powell Fire Department, Liberty Township, local nonprofit and service clubs, and Santa & Mrs. Claus for making today possible.

Happy Holidays! #PowellOhioProud

*Total Reach – 19.6K | 233 Likes, Comments & Shares*

2. On November 5, 2020 the City of Powell and Powell Community Improvement Corporation (CIC) announced the launch of the “Together Strong, Together Powell” initiative, which included a Small Business Grant Program in an effort to help local businesses struggling financially as a result of the COVID-19 pandemic.

The city is pleased to announce the program has distributed approximately \$228,000 in grants to 31 different local businesses. Businesses span across a wide variety of sectors, including restaurants and retail stores to salons and more.

*Total Reach – 7.4K | 323 Likes, Comments & Shares*

3. Celebrate NYE in Powell!

The Designated Outdoor Refreshment Area (DORA) has been extended next week to include New Year's Eve. The DORA will run from 4-10 p.m. Thursday and Friday and 11 a.m.-10 p.m. Saturday and Sunday.

*Total Reach – 9.9K | 290 Likes, Comments & Shares*

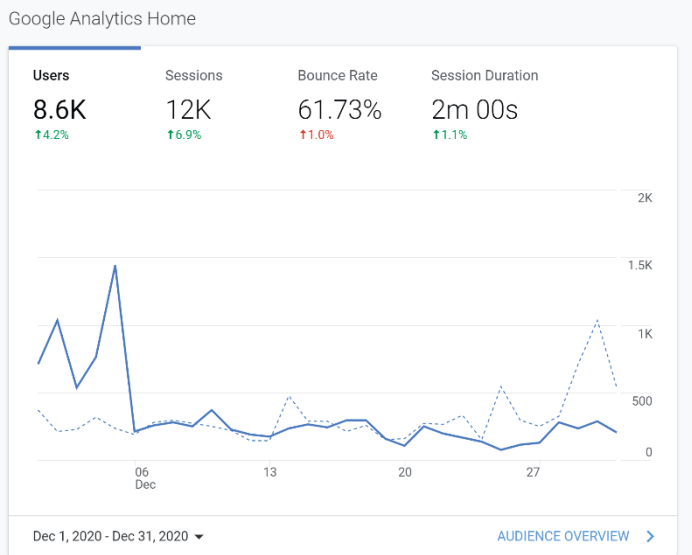
### **Video**

Holidays in Powell Concert | <https://vimeo.com/487411402>

**Newsroom**

- Candidates sought for Community Diversity Advisory Committee
- Rumpke offers curbside Christmas tree disposal
- City of Powell Small Business Grant Program issues \$228,000 to local businesses during pandemic

**Website Performance**



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	3,524 % of Total: 100.00% (3,524)	2,736 % of Total: 100.00% (2,736)	00:01:53 Avg for View: 00:01:53 (0.00%)
1. /	634 (17.99%)	471 (17.21%)	00:01:51
2. /holiday-trash-collection-schedule/	161 (4.57%)	149 (5.45%)	00:03:49
3. /police-agency/	139 (3.94%)	96 (3.51%)	00:01:24
4. /residents/parks-recreation/	131 (3.72%)	94 (3.44%)	00:03:07
5. /government/building-department/	130 (3.69%)	78 (2.85%)	00:01:18
6. /government/agendas-minutes/	123 (3.49%)	51 (1.86%)	00:02:37
7. /government/building-department/contractor-registration/	86 (2.44%)	45 (1.64%)	00:04:34
8. /residents/trash-recycling-and-yard-waste/	79 (2.24%)	73 (2.67%)	00:03:44
9. /government/employment-opportunities/	76 (2.16%)	62 (2.27%)	00:00:35
10. /about/designated-outdoor-recreation-area-dora/	68 (1.93%)	60 (2.19%)	00:01:15



## COMMUNICATIONS + QUALITY OF LIFE

47 Hall Street | Powell, OH 43065 | 614.885.5380 | [cityofpowell.us](http://cityofpowell.us)

### **E-Newsletter Campaigns**

[Weekly News from the City of Powell, Ohio \(Dec. 4, 2020\) | Open Rate – 32.6%](#)

Santa Porch Parade | Virtual Tree Lighting Ceremony | Holiday Classics Concert | Santa's Mailbox returns this year | Upcoming Public Meetings & Events

[Weekly News from the City of Powell, Ohio \(Dec. 11, 2020\) | Open Rate – 28%](#)

Snow Removal Services | Holiday Classics Concert | Santa's Mailbox returns this year | Upcoming Public Meetings & Events

[Weekly News from the City of Powell, Ohio \(Dec. 18, 2020\) | Open Rate - 41.3%](#)

Small Business Grant issues \$228,000 | Snow Removal Services | DORA extended through winter months | Christmas tree disposal | Upcoming Public Meetings & Events

[Weekly News from the City of Powell, Ohio \(Dec. 31, 2020\) | Open Rate – 27.9%](#)

Year in Review | Recreation programs for winter | Small Business Grant issues \$228,000 | DORA extended through winter months | Diversity Advisory Committee | Christmas tree disposal | Upcoming Public Meetings & Events

### **Media Articles**

[Powell in 2021: New leaders bring new ideas into new year](#)

Olentangy Valley News

[Olentangy Valley: 5 top stories of 2020](#)

Olentangy Valley News

[Powell City Council seeking input from residents via survey](#)

The Delaware Gazette

[City of Powell considering health, wellness center](#)

The Delaware Gazette