

COMMUNICATIONS + QUALITY OF LIFE

September 2021

47 Hall Street | Powell, OH 43065 | 614.885.5380 | cityofpowell.us

Community Events

Community Bonfire - Sept. 25

Top Social Media Engagement

1. Save the date! Trick or Treat is scheduled for 6-8 p.m. Sunday, Oct. 31 in the city of Powell, rain or shine.

Total Reach – 6.2K | 128 Link Clicks

 Photos from this evening's Community Bonfire presented by the Powell Police Department and Liberty Township/Powell Fire Department! Many thanks to our community partners – McClurg Properties, KEMBA Financial Credit Union, MegaKick Martial Arts, Powell Sertoma Club, Olentangy Rotary Club and the Powell Citizens Police Academy Alumni Association – for making this year's Bonfire possible.

Total Reach - 4.8K | 847 Link Clicks

3. Fresh pavement and paint on Bennett Parkway. The entire stretch of Bennett Parkway was re-paved this year as part of the city's annual Street Maintenance & Repair Program.

Total Reach – 3.6K | 150 Link Clicks

Video

Powell Concert Band Special Events Partnership

Newsroom

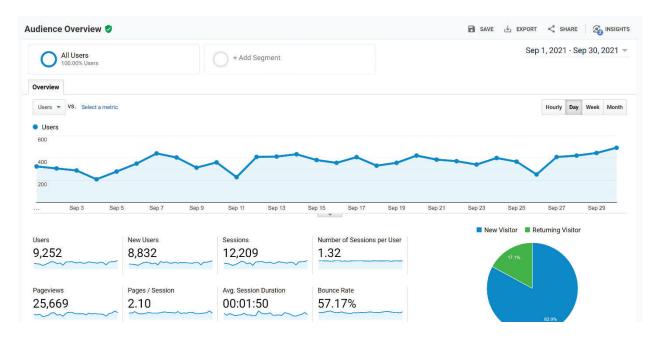
- Community Bonfire planned for Sept. 25 (Sept. 9)
- Liberty Road closed for roundabout construction (Sept. 9)
- Candy by the Carload (Sept. 21)



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Website Performance | Sept. 1-30, 2021



Page ⑦		Pageviews 🗸		Unique Pageviews		Avg. Time on Page ?
			5,669 6 of Total: 100.00% (25,669)	%	0,227 of Total: 100.00% (20,227)	00:01:40 Avg for View: 00:01:40 (0.00%)
1.	/	4,598	(17.91%)	3,267	(16.15%)	00:01:56
2.	/events/	1,705	(6.64%)	1,399	(6.92%)	00:00:42
3.	/residents/parks-recreation/	1,153	(4.49%)	850	(4.20%)	00:01:59
4.	/government/employment-opport unities/	1,062	(4.14%)	773	(3.82%)	00:02:56
5.	/government/building-departmen t/	681	(2.65%)	442	(2.19%)	00:01:09
6.	/government/agendas-minutes/	571	(2.22%)	289	(1.43%)	00:01:56
7.	/police-agency/	510	(1.99%)	382	(1.89%)	00:01:37
8.	/about/candy-by-the-carload/	440	(1.71%)	329	(1.63%)	00:03:03
9.	/government/departments/	431	(1.68%)	260	(1.29%)	00:00:43
10.	/residents/trash-recycling-and-yar d-waste/	412	(1.61%)	372	(1.84%)	00:02:47



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E-Newsletter Campaigns

Weekly News from the City of Powell, Ohio (Sept. 10) | Open Rate – 46.4%

Passport to Powell Recap | Community Bonfire planned for Sept. 25 | Meet the Powell Concert Band | Street Maintenance Program underway | Liberty Road closed for roundabout | Upcoming Events

Weekly News from the City of Powell, Ohio (Sept. 17) | Open Rate – 47.4%

Community Bonfire planned for Sept. 25 | Save the Date: Candy by the Carload | Trick or Treat scheduled for Oct. 31 | Upcoming Events

Weekly News from the City of Powell, Ohio (Sept. 24) | Open Rate – 28.1%

This Weekend: Community Bonfire | Leaf Collection Service | Save the Date: Candy by the Carload | Trick or Treat scheduled for Oct. 31 | Upcoming Events

Media Articles

\$2 million winning Powerball ticket sold at Powell gas station Olentangy Valley News

Powell Pool hit by 'extreme vandalism' over weekend, swastika reported at nearby park The Columbus Dispatch

6 Family-Friendly Suburbs and What It Costs to Live There Yahoo! Finance

Courtney's Story
Defector Media