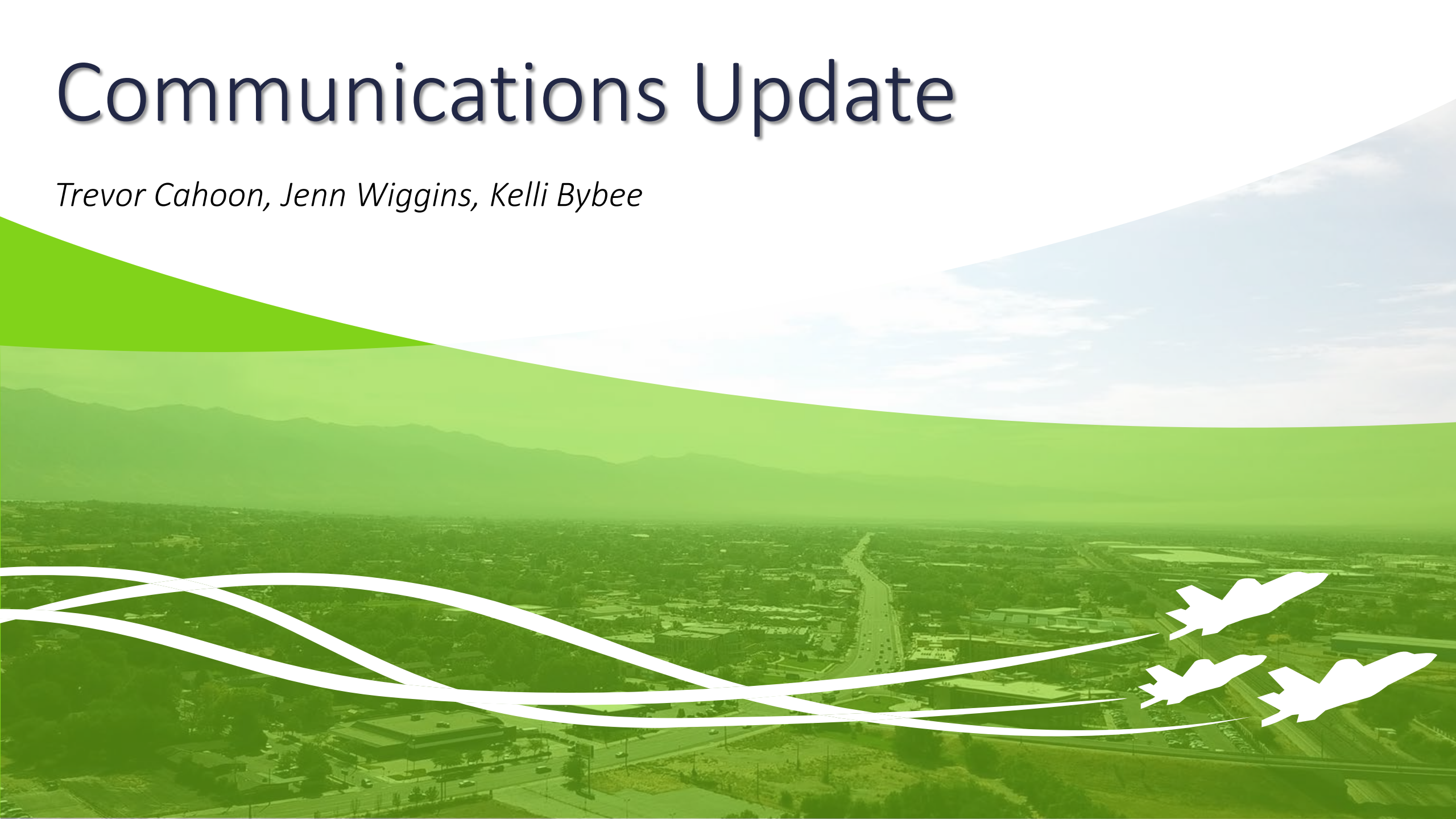


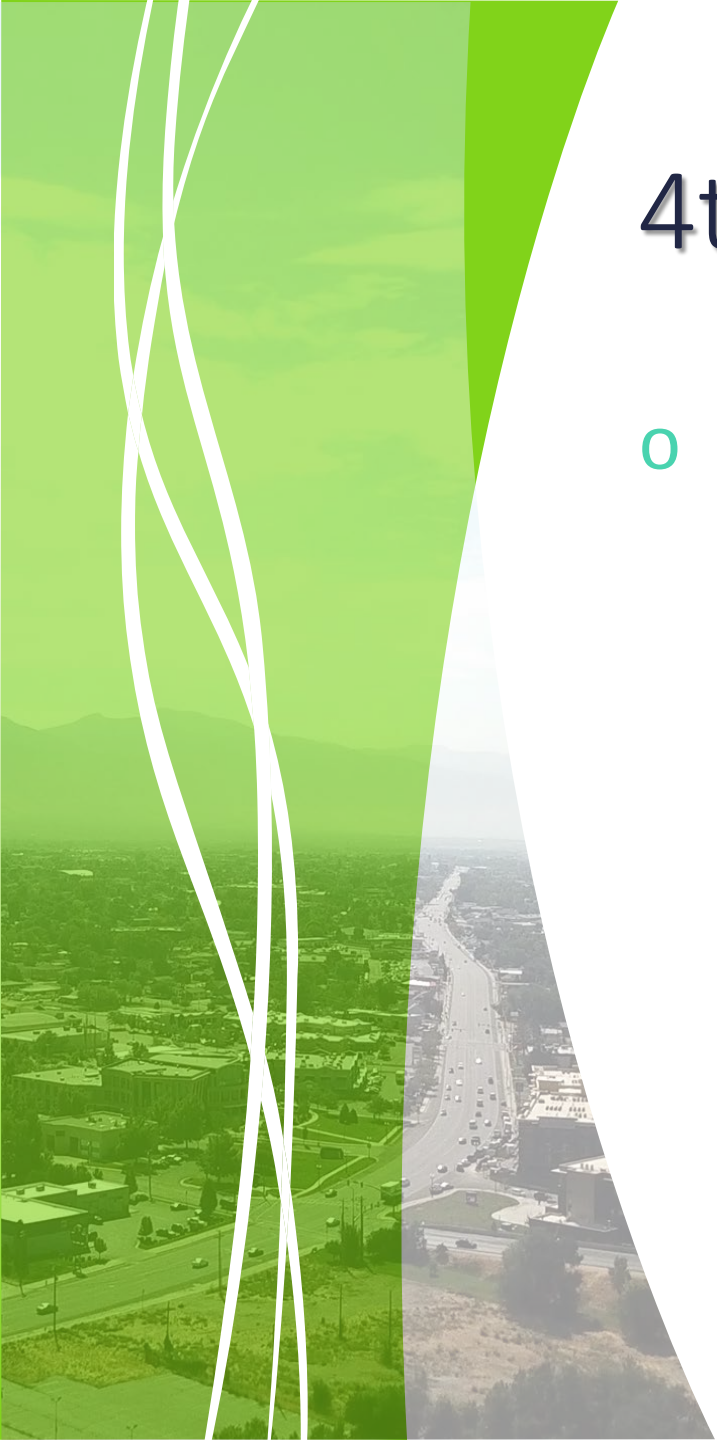
Communications Update

Trevor Cahoon, Jenn Wiggins, Kelli Bybee





4th of July Messaging



4th of July Messaging

- *This year's theme is Light the Fire*
 - *This theme originally was in reference to the 2002 Olympic Theme, we have shifted this to be Light the Fire of Community and Patriotism.*
 - *Now more than ever is a time to bring people together and create meaningful connections*
 - *This theme ties into events such as Paint the Park, Search the City, and the Neighborhood parade well*

Communications Timeline

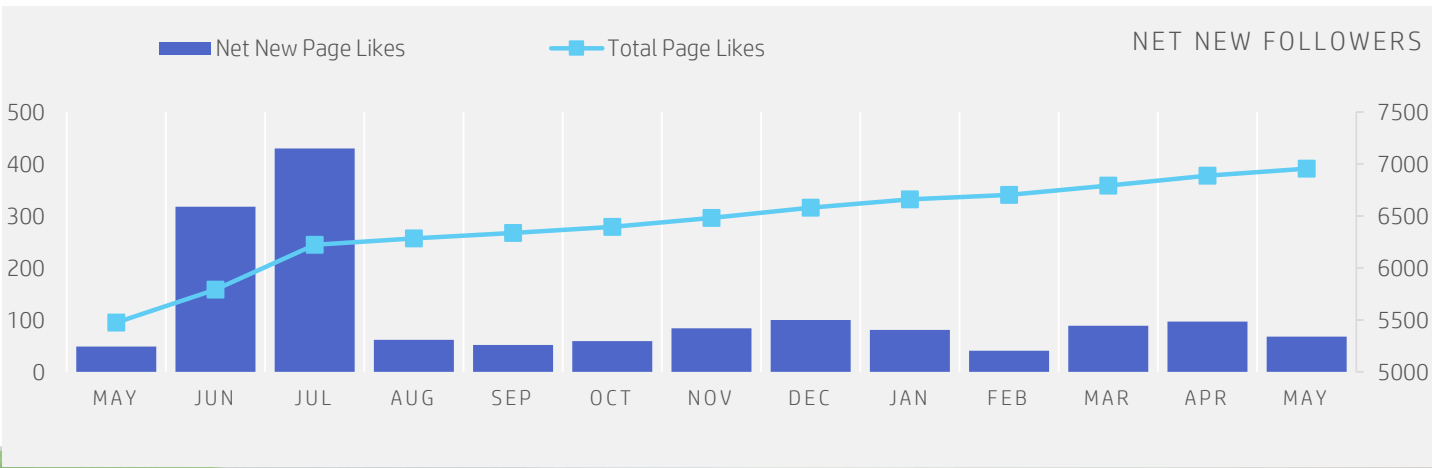
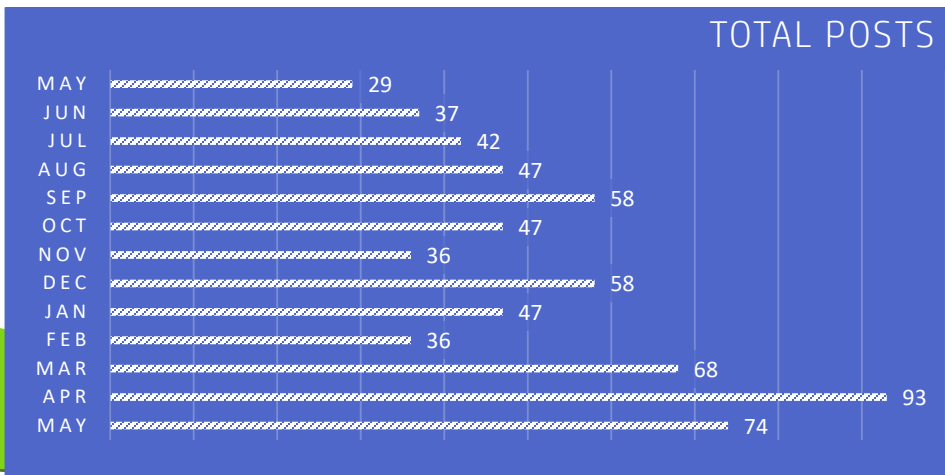
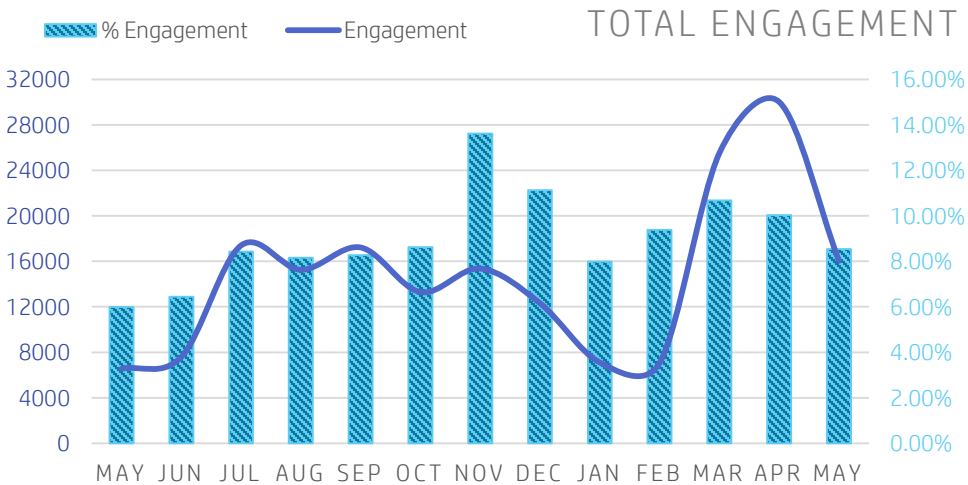
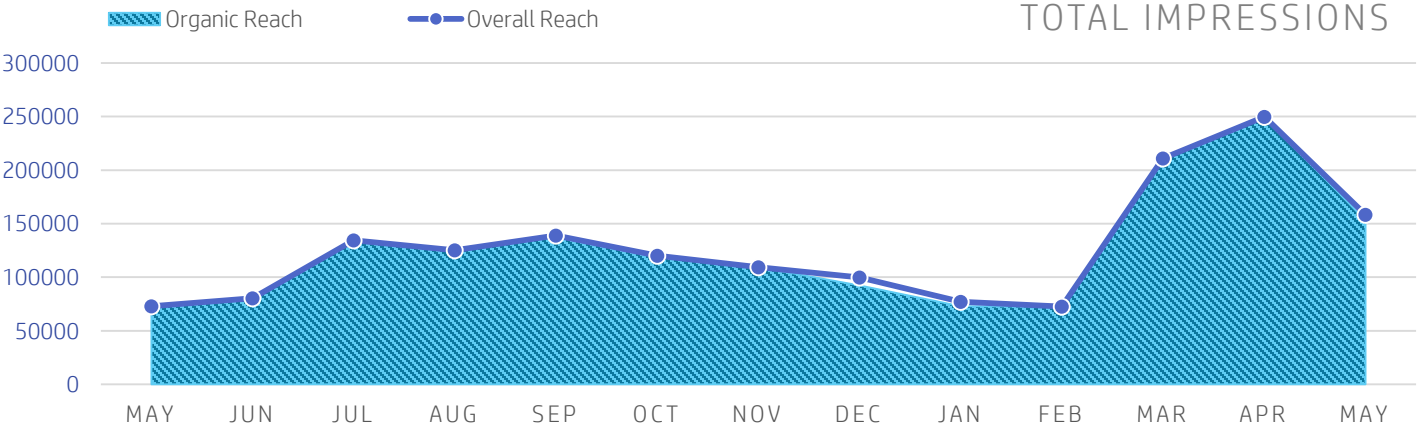
- *We have a much shorter schedule, so communication is crucial that we have the pieces in the right places*
 - *June 2 – Business Outreach & Most Patriotic Neighborhood (Call for Nominations)*
 - *June 5 – Facebook Events/Website/Social Media Posts*
 - *June 5 – Press Release*
 - *June 8 – Utility Bill with Newsletter*
 - *June 19 – All City Postcard*
 - *June 24 – All City Email*
 - *June 26 – Paint the Park*
 - *July 2 – Digital Band Concert*
 - *July 3 – Drive-in Movie*
 - *July 4 – Council Neighborhood Parade/Search the City/National Anthem*



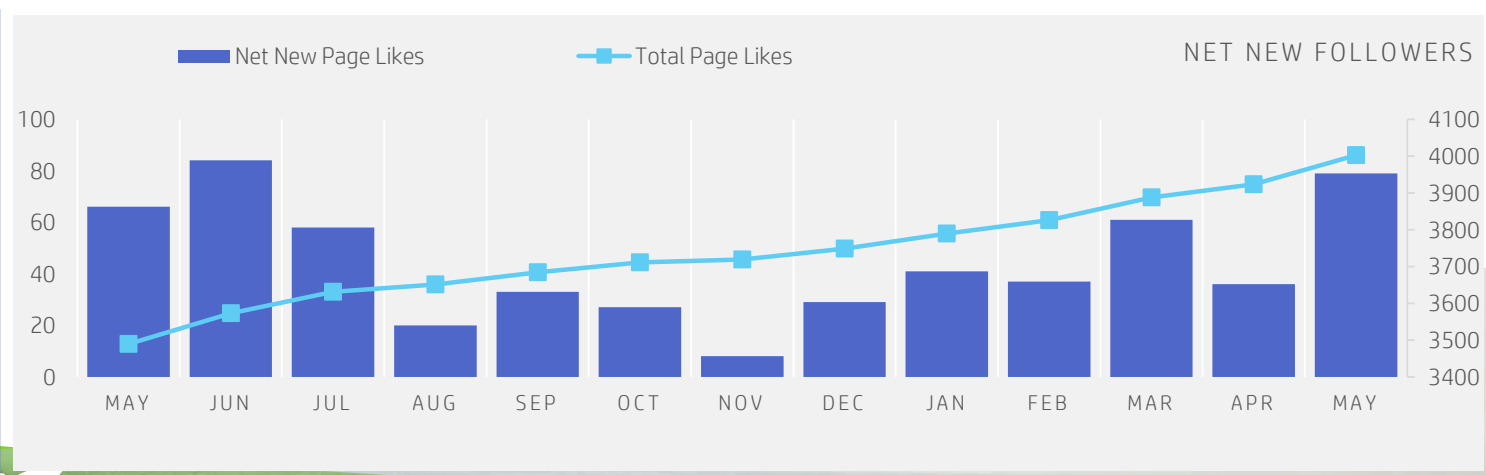
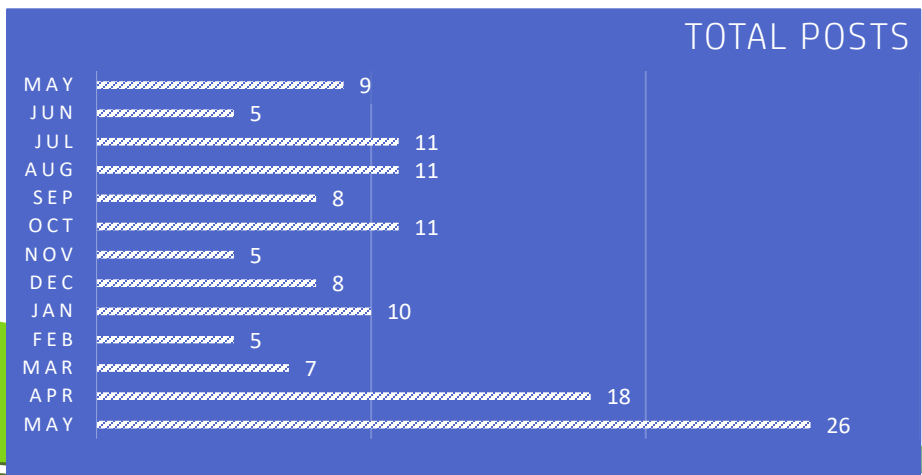
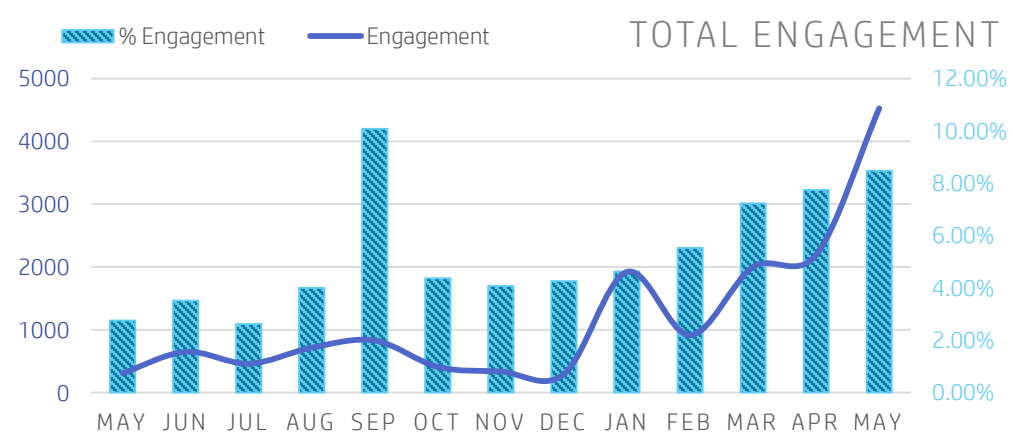
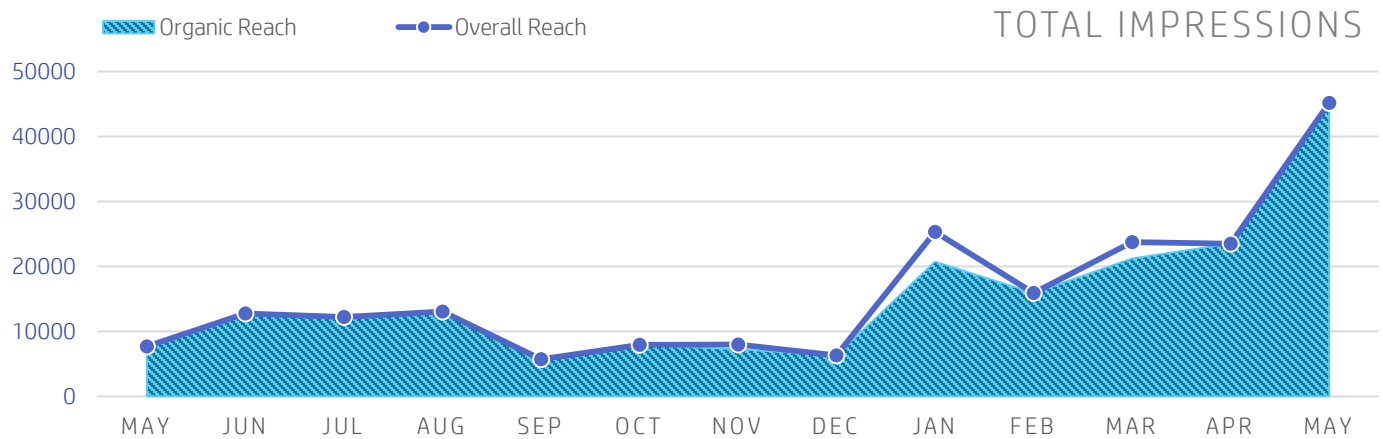
Metrics

We won't spend a ton of time on this but we wanted to give you a glimpse at how we are doing at reaching the people of Clearfield.

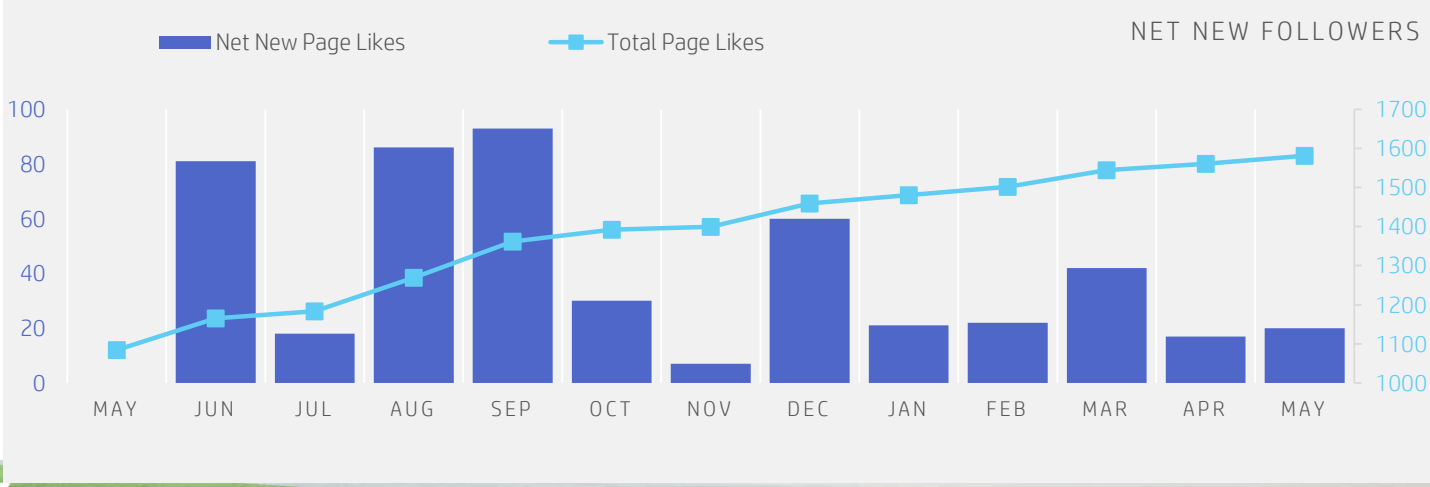
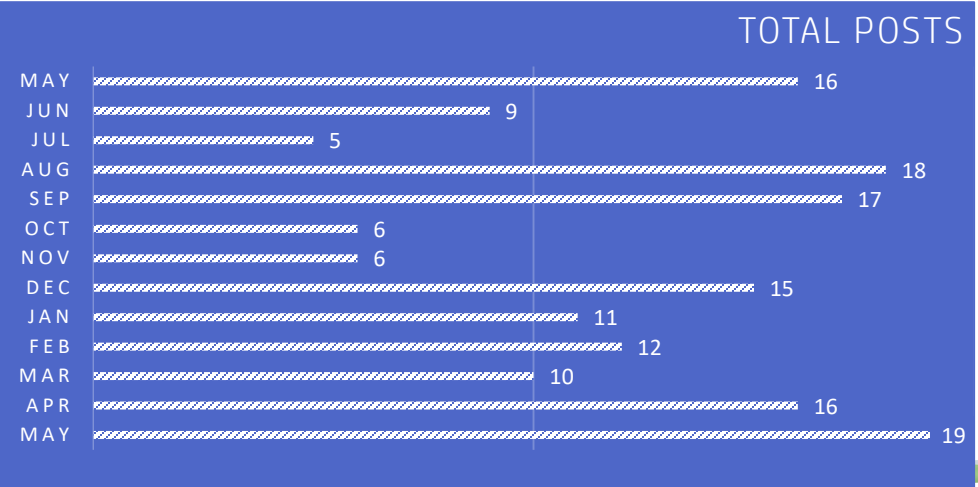
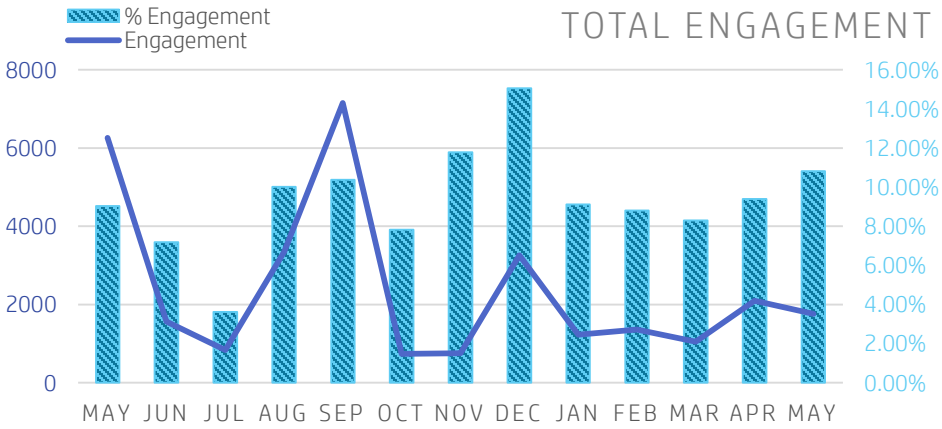
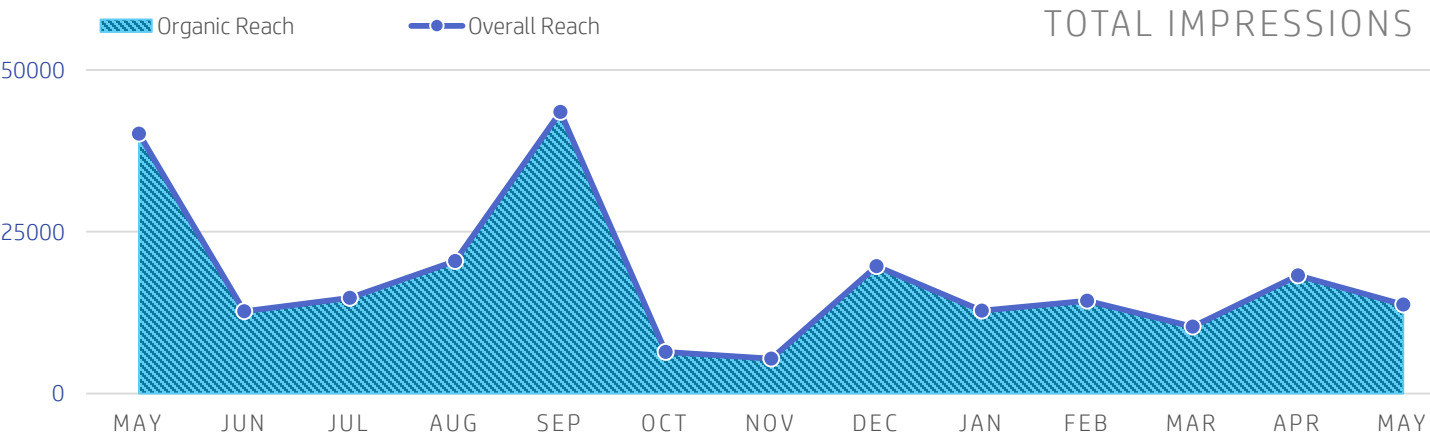
City Page



Recreation & Aquatics



Police Department



Facebook Growth Metrics

Clearfield City Page

3210

- May 2017

6956

- May 2020

Rec & Aquatic Page

2614

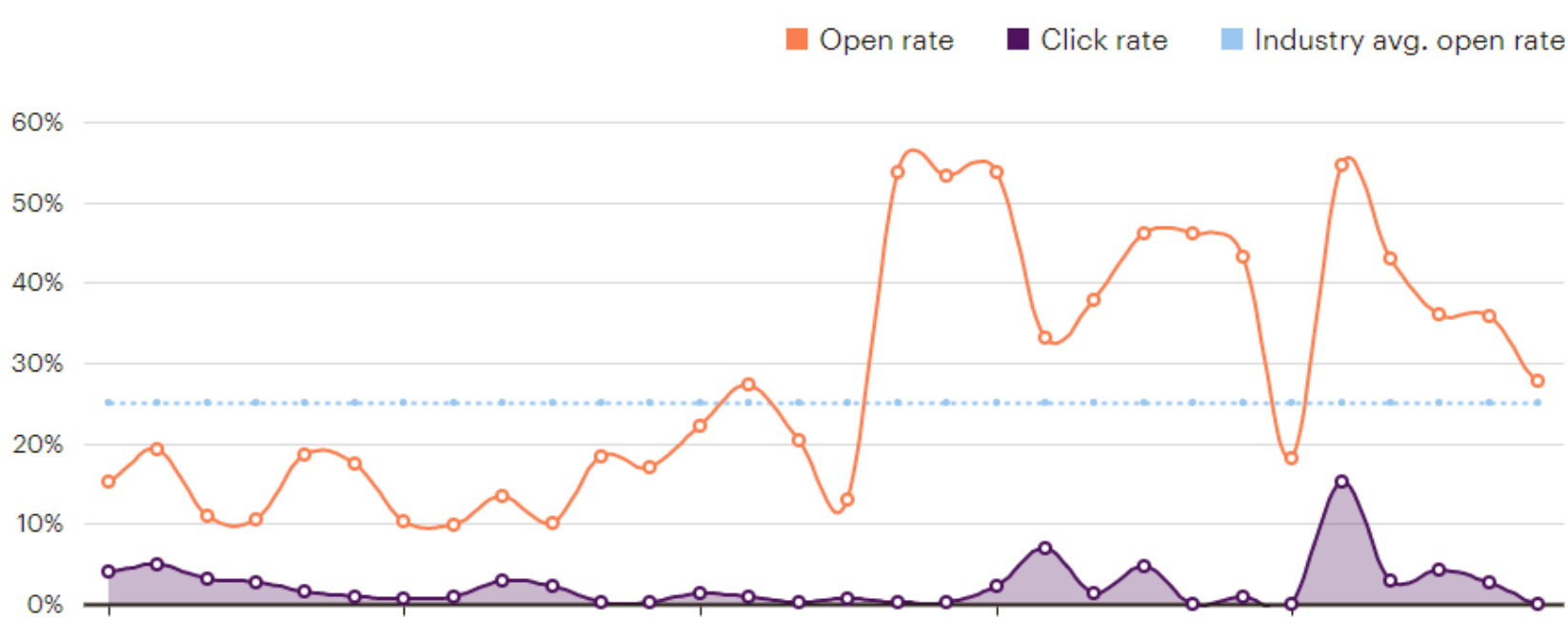
- May 2017

4002

- May 2020



Email Metrics



Rec & Aquatics News Sent 35.9% 2.7%
Regular · Mass List Opens Clicks

Sent Fri, May 22nd 12:40 PM to 17K
recipients by you

Clearfield Aquatic Center Opening Email Sent 35.9% 4.3%
Regular · Mass List Opens Clicks

Sent Fri, May 8th 12:32 PM to 17K
recipients by you

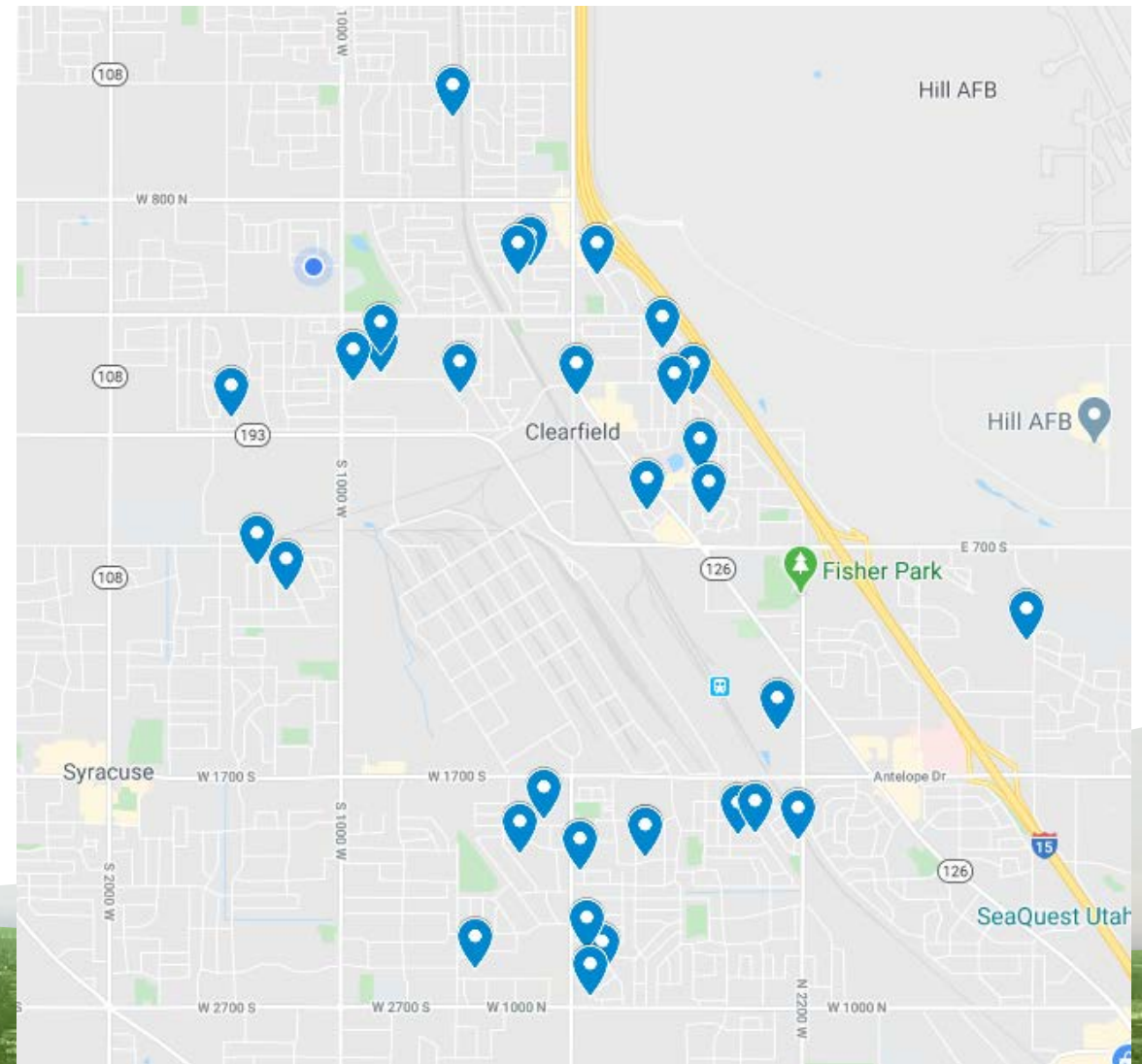
April 2020 - Newsletter Sent 43.1% 2.9%
Regular · Clearfield City E-newsletter
Subscribers Master List Opens Clicks

Sent Wed, April 29th 3:18 PM to 6K
recipients by you

CAFC COVID Survey Sent 54.6% 15.1%
Regular · Mass List Opens Clicks

Sent Mon, April 27th 5:36 PM to 17K
recipients by you



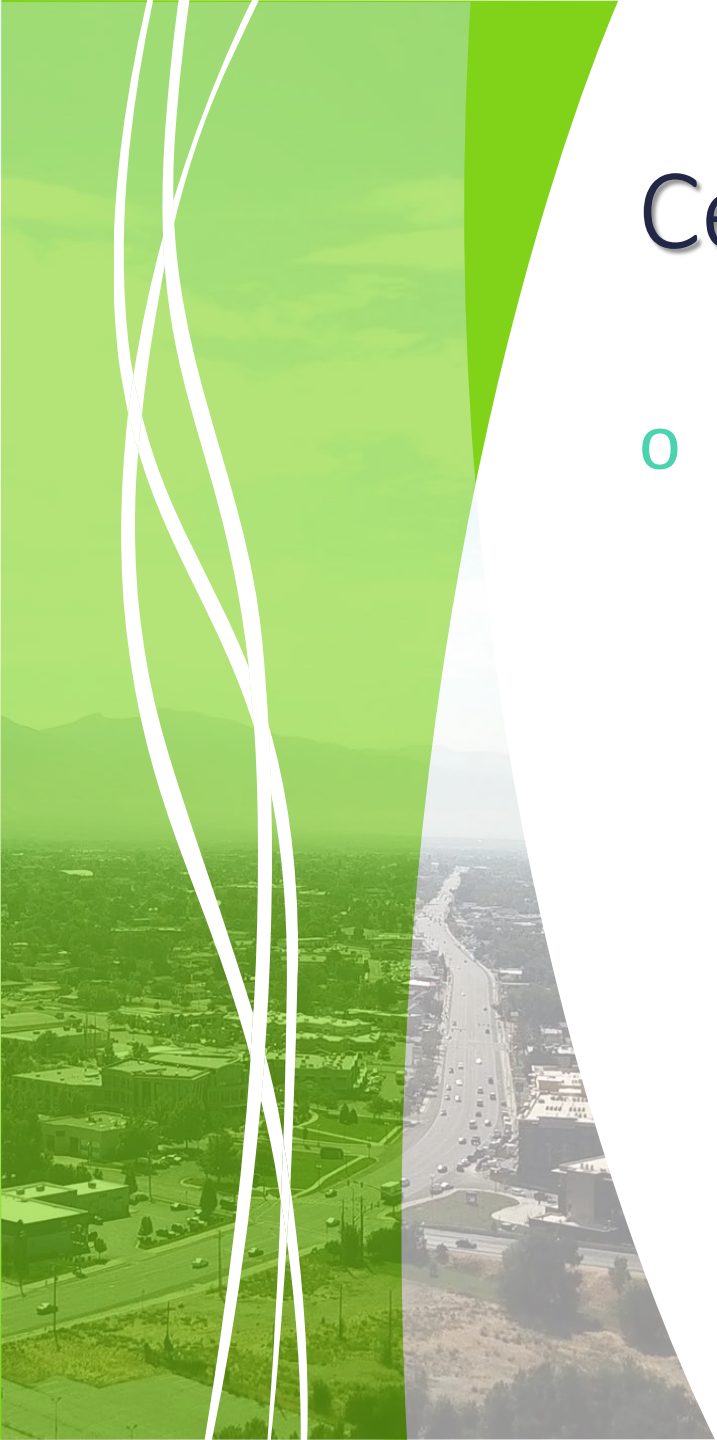
[illegible]



Communication Calendar

What is on the horizon

- *4th of July Celebrations*
- *Pickleball Court Grand Opening/Ribbon Cutting*
- *Property Tax & Budget*
- *Several Development Projects*
 - *Lotus*
 - *Davis County Library/Clearfield Branch*
 - *Clearfield Station*
 - *Lifetime*
- *Public Works Projects*
- *Aquatic & Fitness Center Memberships & Pricing*
- *Recreation Programming and Pricing*
- *Police Outreach (Night Out Against Crime?)*
- *Begin Planning General Plan Update Outreach & Messaging*



Central Messaging & Theming

- *Creating a Place Where People Want to Be*
 - *All messages will point to this purpose.*
 - *We will work with Department Heads and Council to continually craft this message as we progress through the year*



Are there any priorities that need to be addressed better?