

COMMUNICATIONS DEPARTMENT

Board Update

August 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

With questions, please contact:

Tina Fedko, Communications Manager, Communications Team

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Communications Department – The staff maintains responsibility for all Township web sites, social media accounts, along with other forms of communications such as the community digital sign, Cranberry Today, e-mail blasts, and NextDoor app. The staff also supports all departments in their need for presentations, reports, brochures, posters, fliers, social media posts, videos, writing, graphic design, vehicle wraps, and other various tasks. They also handle internal communications which include the employee newsletter Stafflines, and daily updates on internal SharePoint site.

Manager: Tina Fedko **Staff:** Judi Boren, J.W. Johnson, Cindy Marzock, Audrey Rattay

Projects: See below

| Project Title | Project Description |
|------------------------------|---|
| Business Hub (2.0) | Preparation & planning for re-launch of Business Hub |
| Volunteer Cranberry! | Re-brand & restart the Township's Volunteer program |
| Summer Events | Successful new event "Christmas in July" at Waterpark along w/new Cadet Program (CTVFC) |
| Cranberry Today Newsletter | July issue distributed. October issue in production |
| CTCC Project of the Year | Collaboration w/ CTCC & Township Manager of new POY |
| Donor Snap Database | Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances |
| E-newsletter | Cranberry Central monthly distribution |
| Event Promotion | Camp Cranberry, P&R Programs, plethora of summer events |
| Golf Course Marketing | Promotion on clinics, private lessons, plus sponsorships |
| Graham Park Sponsorship | Secured 4 bids for new UPMC Passavant sign. Permit requested. |
| Farmers Market | Collaborating with North Pittsburgh Chamber on hosting Farmers Market in front lot Municipal Center |
| HOA Forum | Communications Department hosts Forum w/ Event Playbook |
| Parks & Recreation Marketing | New signature marketing piece printed & distributed |

Work Orders:

- 180 work orders were completed from the last BOS report from 7-26-2021 to 8-24-2021
- 130 open work orders as of 8-24-2021

Projects Continued:

| Project Title | Project Description |
|-------------------------|--|
| Community Days 2021 | Please see two attachments |
| Fire Company | Promotion & Marketing of Fire Cadet Academy Summer Camp |
| Contest & Collaboration | EMS Toys for Tots drive @ WP for Christmas in July add on |
| Project Messaging | Strategic messaging on Township projects |
| Website | Daily maintenance of website & assist w/CADN & CTCC sites |
| Alert System | Managing Township's Alert System (i.e. traffic, construction, etc.) |
| Press Relations | Continued collab. w/ media outlets on event/project coverage |
| Photography | Daily pulse of Township via photography for external use |
| Social Media | Daily Creation of content for several social media platforms |
| Donor Relations | New sponsorship opportunities are being created for roll out |
| Community Sign | Management of messaging on community sign/sponsor comm. |
| Bill Inserts | Write, design, and vet September bill insert with SuperMail |
| Video Production | Production of videos (i.e. Pond Inspection, Fire Cadet Academy) |
| Event Management | Logistics of several ribbon-cutting for MSA Thruway, Freedom Road, and Burn Building |
| Drone Management | Team member being certified pilot to officially fly drone |

Website Statistics 2021:

Top pages on website for month of August 2021:

- Golf Course
- Tee Times
- Waterpark
- Library
- Pickleball
- WP Memberships
- Planning & Development
- Golf Conditions
- Search
- Calendar
- Golf Rates

Staff Update: Communications Specialist position currently open and seeking to fill.

Community Days Report: Please see below for 2021 Narrative Overview Report



2021 CTCC Community Days Overview

Prepared by Audrey Rattay – 8.3.2021

1) Overview

- CTCC Community Days took place July 8-10, 2021 at Community Park with over 30,000 in attendance. After a hiatus in 2020, due to the Covid-19 pandemic, CTCC's largest fundraising event of the year was a success. Faced with statewide mandates and uncertainty leading up to the event, fundraising and general marketing commenced May 10th – a much shorter timeframe than prior years. Businesses and organizations welcomed the much-needed community celebration with over \$154,000 raised to support the next Project of the Year.

2) Event by Numbers

| | 2021 | 2020 | 2019 | | | |
|---------------------------|------------------|------------|------------------|--|--|--|
| Total Revenue | \$189,413 | \$0 | \$251,365 | | | |
| Total Expenditures | \$35,149 | \$0 | \$41,964 | | | |
| Profit/Loss | \$154,264 | \$0 | \$209,401 | | | |

3) Sponsor Highlights – 83 Sponsors

- UPMC Passavant was named Title Sponsor of Community Days for the 7th year.
- Baierl Toyota renewed as Presenting Sponsor of the Community Chase 5K with a \$7,500 sponsorship.
- T-Mobile signed on as a new sponsor with a \$10,000 donation to serve as the Parking Sponsor. With health and safety in mind, cash donations for parking were waived for this year and replaced with sponsorship funds.
- Flynn's Tire & Auto Service joined the Community Days family as the new Cruisin' Cranberry Presenting Sponsor.

4) Vendor Highlights – 93 Vendors in attendance

- Compared to previous years, vendor attendance was less than half. Discussions with prior vendors had recurring themes of staffing shortages and pandemic related obstacles. Vendors were spaced apart by at least 10' to encourage social distancing.

5) Media Exposure

- CTCC Website:** May 1 to July 12, 2021, website sessions were 13,698 (+1107% from prior period) and unique visitors were 8,906 (+1151% from prior period). Community Days landing pages accounted for most all page visits. The website was updated daily, providing sponsors timely advertising and visitors with up-to-date information.
- Cranberry Township Website:** Community Days unique pageviews between July 8-11 were 4,754 marking it the most highly visited page during that period, followed by Golf Course and Waterpark.
- Social Media:** CTCC & Township Facebook and Instagram pages were heavily utilized to share schedule of events, important information, and supporting sponsors. Graphics were designed in house and scheduled to social pages.
- Print:** The Cranberry Eagle continued to support the event with reduced printing and advertising costs and flexible print schedules to support the 28-page planner insert which was also designed in house by Communications.
- Rotary Amphitheater:** The official grand opening of the Rotary Amphitheater was held on Thursday, July 8th featuring guest speakers from the Board of Supervisors, CTCC, Rotary, Armstrong, and UPMC Passavant.

6) 2022 Planning Ahead

- Save The Date:** July 14-16, 2022
- Vendor and sponsorship packets will be available February 2022