



Communications Year End Report

2017 Year End Report

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Despite being away for three months during maternity leave, this has been a busy and productive year in terms of communications and community outreach for the Town. In regard to media relations, I regularly worked with local media outlets (Times Sentinel, Current, IBJ, Zionsville Magazine, Zionsville Monthly and others) to send press releases and make sure town news was consistently covered.

On the website, I continue to update and improve many pages and sections so that they are more user friendly and informative. At the beginning of the year, I worked with Gavin Merriman in the Stormwater Department to overhaul the subpages to the Stormwater Department. I created and posted a new policy and application for the new St. Vincent Community Room that better reflects the space in the new Town Hall. I regularly posted job openings from various departments as needed. I worked with the Finance & Records Department to add an online payments link to the website. I also kept the Creekside Corporate Park updated with current news.

In regard to community events, I planned several major events for the Town including the inaugural Mayor's Night In events (twice yearly) and the Town Hall dedication event. Both drew large crowds and generated local media coverage. The Mayor's Night In events have proved to fill a need to better inform residents. In hosting the twice per year events, we are able to stay proactive in engaging the community and bring Town staff directly to residents. I coordinated with the Zionsville Cultural District for the inaugural Sidewalk Poetry Contest and worked directly with ZCD to write and send a press release. I then coordinated with the Street & Stormwater Department for sidewalk stamping. I also participated in and graduated from the Boone County Leadership program. I regularly met with local organizations including the Zionsville Chamber, the Boone County Chamber, AIM and local merchants/businesses.

Internally, I worked with Town Departments on a daily basis to serve as the Town of Zionsville's "public relations agency" and as a disseminator of information for each department. Also on a daily basis, I processed special event applications and new this year, I began overseeing the Town meeting room calendars and coordinating the scheduling on public meetings at Town Hall. In coordination with other staff members, I wrote the new St. Vincent Community Room Policy. I worked with the Mayor and Chief VanGorder to develop a Town Hall meeting room sponsorship package and then met with several businesses to discuss sponsorship packages. I



sent several Mayor Proclamations for important dates in Zionsville including Zionsville Little League Day, Jean Apple Day, Jeff Papa Day and Zionsville Nature Play Days. I was part of the Town's Benefit Committee and attended regular meetings and distributed the employee benefits survey to all town staff.

This year was the launch of the Town's first promotional items. Several local businesses have purchased items for their staff. The various items (hats, tumblers, mugs, lapel pins, license plate) are available at Town Hall for the public to purchase and also are used as giveaways for special events or when dignitaries, officials or other key groups come to town.

In terms of the Town's social media, I continued to grow our presence on Facebook, Twitter and Instagram. This year I added NextDoor to our online presence and have seen a lot of positive feedback and a very active audience. The Town e-newsletter continues to grow. At the end of last year we had 2,000 subscribers and now we have over 2,600. Since January, the Town's social media followers has grown tremendously.

January 2017 numbers:

- Twitter: 4579 followers
- Facebook Town: 4570 likes
- Facebook ZFD: 2938 likes
- Facebook ZPD: 2638 likes
- Instagram: 1144 followers

December 2018 numbers:

- Twitter: 5204 followers
- Facebook Town: 5767 likes
- Facebook ZFD: 3696 likes
- Facebook ZPD: 3496 likes
- Instagram: 1480 followers
- E-newsletter: 2650 subscribers

Other highlights

-Designed an ad for Creekside Corporate Park to be in Site Selection magazine.

-Processed and compiled a listing of 2017 Main Street events for the Zionsville Chamber to use and to share with merchants and met with them to approve these events.



- Along with the Mayor, attended Governor Holcomb's signing of HB 1002 at Statehouse Rotunda.
- Coordinated with Leigh Ann Akard for the first Pop Up Farmers Market event series in Boone Village.
- Attended Pleasant View Elementary's Blue Ribbon Award Celebration event and took photos.
- Along with Mayor, attended Inside Indiana Business taped studio segment.
- Attended Boone EDC's Annual Meeting and Award Ceremony and Boone County Chamber Annual Dinner.
- Met regularly with Chief VanGorder, CSO Architects and others to discuss new Town Hall furniture.
- Along with the Zionsville Chamber, attended several ribbon cuttings including Family Allergy & Asthma, Tom Wood Toyota, N.K. Hurst Company and Hampshire neighborhood.