

1. Activity Report

April's overall activity level was expectantly high, with an appropriate portion dedicated to the Redbud Festival. Significant staff time was given to the annual Easter Egg Hunt, along with preparation for the Greenway Dedication.

The planning and fulfillment of various marketing initiatives continues to expand with the objective to promote the Town's events, businesses, historic entities, and community / civic outreaches.

The Town's Facebook page's audience reach has seen solid growth in both "people reached" and post engagements. The Town's page has over 4,100 followers. The Town's website's Events & Meeting Section will soon reflect user-friendly improvements (via the site's web developer).

2. Project Update

A. 10th Annual Redbud Festival (Saturday, April 27th): The Festival was deemed a success with a solid show in attendance, vendor participation, kids & adult activities, and entertainment. The estimated attendance was around 3,500. There were 84 paid vendors on-site, along with 15 additional booths (kids activities, Sadie Rose Foundation, entertainers and the festival / town's Information Tent). 11 vendors did not show for various reasons. A total of 42 potential vendors were denied participation based on not meeting the Arts & Crafts "homemade" items requirement.

The Information Tent at Dove Park provided visitors with festival guides, redbud saplings (350 at the tent, 125 at local businesses), town's event cards, Muddler flyers and historic site information, it also became a "lost and found" center. Mayor Lee, along with Councilmen Collier and Daly assisted staff (and one Turner Ashby High student volunteer) with overseeing the tent's activities.

The Ducky Races had a total of 113 ducks sold resulting in the collection of \$565. BB&T's Branch Manager, Greg Riddle, oversaw the event. The funds were deposited by Riddle in an account for the Town's beautification projects. Mayor Lee and Councilman Collier worked the *in-water finish line* at Cooks Creek Park.

The tentative date for the next Redbud Festival is Saturday, April 18th, 2020.

B. Easter Egg Hunt: The Sunset Park event drew in approximately 65 children. The event was promoted on the Town's 2019 Event Calendar card. Mayor Lee served as the Easter Bunny (and arrived via the Bridgewater Volunteer Fire Company's truck). Councilwoman Worthy, along with Councilmen Collier and Jackson assisted staff in the event setup and placement of the 1,500 eggs within the four designated age sections. Councilmen Ohgren and Fletchall were also in attendance.

C. 8th Annual Dayton Muddler: Numerous levels of the event planning and marketing has continued. Registrations stand at 257. Goal is for 1,200 total participants for both the ½ marathon and Muddler's obstacle course. Sponsorship solicitations have begun.

D. 40th Annual Dayton Days: As of this report 189 vendor positions have been filled. The target is for 400 paid & qualified vendors. Strategy and planning meetings have begun. Desired attendance is in excess of 40,000. Event date is October 5th; the severe-weather date is October 12th.

E. Marketing / Economic Development / Parks & Community Development: The continuous aim of the Town's marketing is to maximize marketing opportunities and media outlets, as well as maintaining and growing beneficial partnerships with entities throughout the Shenandoah Valley.

The Economic Development Committee's new "Welcome to Dayton" banners were installed in mid-April. Three additional sets have been ordered (reflecting the remaining seasons: Summer, Fall and Winter). 22 new large flower planters were placed along sections of downtown. Plant "maintenance and guidance" was provided by a horticulture agent with the Virginia Cooperative Extension

The Parks and Community Development Committee's approved two-sided sign for Dove Park is scheduled to be installed on Tuesday, May 14th. A celebration / dedication of the newly named park is planned prior to the airing of the first movie of the season on Saturday, May 18th.

The planned ribbon-cutting ceremony for Phase 1 of the Greenway Project was postponed due to weather. A new date is pending.

F. Volunteer Program: The initial participation of the program saw a student each from Turner Ashby High School (TAHS) and Wilbur Pence Middle School. These two students assisted Staff with Easter Egg Hunt preparation. Staff also utilized the Community Service Day (May 3rd) outreach with students from TAHS and Blue Ridge Christian School. A total of 28 students (and adult supervisors) assisted the Town in washing Town-owned Police and Public Works vehicles, pulling of weeds and picking-up of trash at the three Town parks; one team provided office assistance in preparing the annual Water Quality Newsletter for mailing. As noted before, one TAHS student assisted Staff at the Town's Redbud Festival tent.

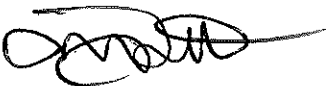
G: Facebook / Website Activity for April through 5/1/19 (9 a.m.):

Attached is the breakout of the various Facebook posts (messages, updates, events and employment opportunities) on the Town's page. Overall, the posts had a People Reach count of 56,662. Out of these, there were 6,484 Post Engagements (reactions, comments and shares). A total of 12 people "expressed interest" in the open positions for the Town by "clicking" on the "apply" button on the respective job postings. The Town's website had 8,618 overall views / sessions.

3. Items for Consideration

No items for consideration.

Respectfully submitted



Mike Betts, 5/7/19

Marketing and Events

Social Media: Facebook and Website

FACEBOOK ACTIVITY
4/1/19 through 5/1/19 (9 a.m.)

Legend	
People Reached	# of people who saw 1 or more pages
Engagements	Reactions, Comments, Shares
Expressed Interest	People who "applied" via Facebook only

Post	Treasurer	
People Reached		20
Engagements		0
Expressed Interest		1
Post	Superintendent	
People Reached		4
Engagements		7
Expressed Interest		1
Post	Administrative Assistant	
People Reached		65
Engagements		0
Expressed Interest		10
Post	Redbud Festival (pre-event)	
People Reached		6,045
Engagements		135
Post	Redbud Festival (post-event)	
People Reached		4,272
Engagements		1052
Post	Easter Egg Hunt	
People Reached		2,392
Engagements		282
Post	Dayton Muddler	
People Reached		2,226
Engagements		111
Post	Dayton Days	
People Reached		786
Engagements		21
Post	TOD Recognition of Jean O'Brien	
People Reached		5,221
Engagements		1051
Post	TOD New "Welcome" Banner	
People Reached		3,023
Engagements		253

Post	(Posted in March) Around Town: BB&T Bank Safe Move -- Non-Heist
People Reached	1,095
Engagements	174
Post	Around-Town: Silver Lake Mill
People Reached	2,921
Engagements	604
Post	Around-Town: Dressed Up Threads / Hopeful Things
People Reached	2,427
Engagements	652
Post	Around-Town: Braithwaite Studios
People Reached	1,801
Engagements	326
Post	Rockingham County's Kids Fishing Day - Promotion of...
People Reached	6,370
Engagements	436
Post	Dayton Market Events (including Redbud Festival) - Promotion of...
People Reached	3,727
Engagements	291
Post	Fort Harrison Events - Promotion of...
People Reached	2,607
Engagements	151
Post	BOLT-4 Run: Blue Ridge Christian School
People Reached	2,249
Engagements	228
Post	Blacksmith Shop Events - Promotion of...
People Reached	1,826
Engagements	298
Post	THM Genealogy - Promotion of...
People Reached	806
Engagements	27
Post	Sadie Rose 5K - Promotion of...
People Reached	604
Engagements	0
Post	Ruritan's Concert - Promotion of...
People Reached	548
Engagements	19

Post	TOD Yard Waste Pick-Up
People Reached	1,747
Engagements	96
Post	TOD Newsletter - Spring/Summer
People Reached	921
Engagements	73
Post	TOD Office Close - Good Friday
People Reached	860
Engagements	54
Post	TOD Planning Commission Meeting - Cancelled
People Reached	632
Engagements	3
Post	TOD PD - Lost Luggage
People Reached	740
Engagements	70
Post	TOD PD - Lost Kitty
People Reached	727
Engagements	71

All Posts	
People Reached	56,662
Engagements	6,485
Expressed Interest	12

11.45%

Website Activity

4/1/19 through 4/30/19

Legend	
Pageview	# of times any user lands on a page
Unique Pageviews	# of times a page was accessed during a session; multiple view by same user counts as one view
Session	Measure of time user spends on site up to 30 minutes of inactivity

Town of Dayton	
Users	2,368
Device Breakdown of Users	Desktop: 1,119 /47.25%; Mobile: 1,114 / 47%; Tablet 135 / 5.75%
Pageviews	8,618
Unique Pageviews	6,384
Within the above...	
Job Postings Views	338
Job Postings Unique Views	244

Note: The job posting unique views could have been when interested parties clicked the "downloads" tab for an application.

