

ANNUAL REPORT 2023



City of Kannapolis
Communications
Annual Report



WHAT WE DO

The mission of the Department of Communications is to provide timely and accurate information on the services and functions of the City to our residents and stakeholders and to create a strong sense of community through public outreach programs, events, and partnerships.

- Implement City's Brand & Strategic Marketing Plan
- Daily Website Updates and Maintenance
- Daily Social Media Posts across 4 platforms and 6 pages
- News Releases - 200 annually
- Citizen Engagement
- Monthly Kannapolis Matters Mailer and Utility Bill Messaging
- Develop Marketing Materials for all City Departments
- Crisis Communications
- Environmental Education
- Civic Education/Field Trips - all 3rd graders in Kannapolis City Schools
- Kannapolis 101
- Monthly/Quarterly Email Newsletters (Resident, Economic Development, and Realtors)
- Liaison & Joint Marketing with Key Partners - CHA, NCRC, CVB, Rowan Tourism Authority, Cabarrus/Rowan Chambers of Commerce, Business Community, Cabarrus & Kannapolis City Schools, Kannapolis Cannon Ballers, CCRA, RCCC, EDCs
- Legislative Activities - coordinate priorities with Metro Mayors, NCLM, State and Congressional Officials
- Grant Writing
- Wayfinding
- Public Records Requests Assistance
- N.C. Film Commission for Commercials and Movie Productions Liason
- Community Presentations
- Special Events Marketing and Planning
- Award Nominations for Departments
- Public Art Program
- Youth Council Initiative
- Adopt-A-Street Program
- Maintain Photo Library
- Gem Theatre Strategic Marketing Plan



2023 SPECIAL PROJECTS

- Assumed Responsibility for the Gem Theatre's Strategic Marketing Plan
- Expanded Youth Council 40+ Students
- Won 4 North Carolina City & County Communicators Awards
- Launched Gem Theatre Fundraising Campaign and 2nd Phase of Economic Development Promo Campaign
- Name the Truck Contest for Local Elementary-Aged Children
- Promoted the Addition of a New Train at Village Park
- Debut of Kannapolis Q's Baseball Team Branding
- Crisis Communications During Historic Flooding Event
- Charlotte on the Cheap Daytrip Feature
- Co-Hosted the Savannah Bananas at Atrium Health Ballpark
- Chick-fil-a Supply Announced Distribution Center in Kannapolis Industrial Park
- Park Rangers Program Launched in Police Department
- NC Tripping, Day Trip by Train Feature
- New Water Tank Erected
- Civic Education Field Trips for 700+ students
- Launched Hiring Campaigns in Partnership with Human Resources
- Community Bridge Outreach Project Promotional Campaign
- Explore Cabarrus and Your Rowan Joint Tourism Campaign
- Revamped 3rd Grade Civic Education Booklet



SOCIAL MEDIA GROWTH

28,312

Facebook Followers
12% increase from 2022



8,125

Instagram Followers
15% increase from 2022



5,196

Twitter Followers
3% increase from 2022



55%

Resident Email Newsletter
Open Rate
14% increase from 2022



1,648

LinkedIn Followers
29% increase from 2022



16,313

Nextdoor Members
14% increase from 2022



This platform is our most successful engagement tool.

We maintain six Facebook pages:

- City of Kannapolis- Community News
- Kannapolis Police and Fire
- The Gem Theatre
- CARTology
- Jiggy with the Piggy BBQ Challenge
- Run Kannapolis/Loop the Loop

Our total Facebook reach increased by 22% in 2023!

188,536

facebook page visits

98,207

post engagements

3,589

new followers

Engagement



8,752
comments



56,557
reactions



9,197
shares



23,701
link clicks

399,631

Unique website visitors

1:26

Minutes spent to find the desired information

2.63

Average page views per session to find the desired information

The industry standard is 2-3 minutes. As an informational resource for our citizens, we view this as a positive metric— users are able to quickly and easily find the needed information.

The best practice is to click three times or less to find the information needed.



TOP VISITED PAGES

1. Home Page
2. Parks & Recreation - Parks
3. Celebration of Lights
4. Utility Billing
5. Summer Concerts & Movies
6. Winterland Express Train Reservations
7. Kannapolis Christmas
8. Garbage
9. Jiggy with the Piggy
10. Contact Us

State Awards

- Distinguished Budget Award
- Four NC City & County Communicators Awards
- NC Waterworks Association Operator of the Year Award
- 2023 Hometown Hero Award (Kannapolis Police)
- Heavy Hitter Award, Lakeshore Corporate Park

National Awards

- National Association of Town Watch Award for National Night Out Event
- Four National City-County Communications & Marketing Association Savvy Awards

National Media Coverage

- MLB.com
- NBA.com
- Good Morning America
- CBS News
- Telemundo

Media Coverage

30

The media mentions Kannapolis or uses our news releases, on average, 30 times per month.

We receive weekly prominent coverage in the Charlotte Regional television/print market. One regional 60-second commercial, at minimum, costs \$1,000, thus we received over \$360,000 in "free" coverage for the City in 2023.

Regional Media Coverage

- Ace and TJ Radio Show
- Business North Carolina
- Cabarrus Business Magazine
- Cabarrus Weekly Newsletter
- Charlotte Agenda
- Charlotte Business Journal
- Charlotte Ledger
- Charlotte Observer
- Charlotte on the Cheap Blog
- Charlotte Regional Business Alliance
- Explore Cabarrus
- FOX
- Independent Tribune
- La Noticia
- NC Currents Magazine
- NC Tripping
- NC Department of Commerce
- Neighborhood TV
- Northeast Business Today
- North State Journal
- Our State Magazine
- QC News
- QC Morning
- Salisbury Post
- Spectrum News
- Triangle Business Journal
- Visit Cabarrus County
- Visit Rowan County
- WBTV
- WCNC
- WFAE
- WSOC
- WCCB



YOUTH COUNCIL

In 2020, City Council established a Youth Council to develop a diverse group of leaders. The core values of the Youth Council are leadership, accountability, and a heart for service. This group serves as an advisory group on youth affairs to the Kannapolis City Council.

MONTHLY MEETINGS

- The Youth Council held 12 monthly meetings in 2023
- Visits to city departments.

SOCIAL EVENTS

- Christmas Lock In
- Cannon Ballers Baseball Game
- Bowling
- End of Year Gala

SERVICE PROJECTS

- Run Kannapolis
- Discover Fun Summer Events
- Habitat for Humanity Landscaping Project
- Shred Event
- Cooperative Christian Ministry Christmas Gift Donations
- Christmas Cards to Assisted Living Residents
- Celebration of Lights
- Tree Lighting Ceremony



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ENVIRONMENTAL OUTREACH

Social Media Reach

We posted environmental education content on social media channels over **70** times in 2023, for an average of **6 posts per month**. Monthly posts include water conservation tips, stormwater tips, and garbage/recycling information.

Kannapolis Matters

- January- 2023 Recycling Schedule
- February- Stormwater
- March- Reusable Shopping Bags
- April- Know Your No's/Recycling
- May- Flushable Items
- June- 2023 Recycling Schedule/Info
- July-CARTology App
- August- Adopt-A-Street/Recycling Tips
- September- CARTology App/Recycling Tip
- October- Loose Leaf Collection Begins/Recycling Contamination
- November- FOGs Education/Loose Leaf
- December- Christmas Tree Recycling

Special Initiatives

- Curby the Stormwater Turtle present at major city-wide events to promote and educate the importance of clean stormwater
- Name the Truck Contest for environmental services vehicles helped educate elementary-aged children & the general public about the importance of street sweepers and leaf vacuum trucks

Education

- 3rd Grade Civic Education
- Kannapolis 101
- Imagine Kannapolis Environmental Sustainability Focus Group





Adopt-a-Street

We have **15** active groups who have adopted a total of **18 streets** and regularly hold litter pickup events throughout the year.

Shred Events

Approximately **20,000 gallons of paper** were shredded at our two annual events!

CARTology

In 2023, the Cartology app was downloaded over **6,000** times, a **22% increase** from 2022.

There were **1,819** new reminders for weekly collection and environmental campaigns set, a **4%** growth from 2022.

Recycle Right Campaign

We continued to participate in a recycling campaign to combat contamination from "wishful recyclers." We post regularly on social media with helpful messaging like "know your no's" and recycling best practice tips.

We also ran a "Don't be a wishcycler" messaging campaign through the Cartology app, which sent recycling education information weekly for the duration to anyone who receives a pick-up reminder.

KNOW YOUR NO'S
Don't tangle or contaminate. Recycle right for our state!

NO PAPER TOWELS OR TISSUE
Paper towels and napkins are often soiled and too thin to recycle.



