

AGM 2017 COMMUNICATION REPORT

The board continues to place a high priority on regular communication with property owners through the website, monthly newsletter, email, and Buzz articles.

WEBSITE

We have access to reports that tell us how many visitors we receive per day, how many times they clicked on a link, which pages they frequented. Similar to last year, we average about 94 unique visitors per week and over 300 page views. The site is updated regularly and is the best place to find all the documents associated with the Improvement District and to read the latest notices and news. Website email is checked and answered several times a day.

NEWSLETTER

Similar to last year, there are currently 189 subscribers on our list and we are always happy to get more. We have access to reports that tell us if it was successfully delivered, what percent of the subscribers opened it up to read or clicked on a link, and even where in the world it was opened. Our open rate is usually between about 55% to 65%, which is higher than average. Archived newsletters are available under the More—Media Tab on our webpage and the latest newsletter is always available on our homepage.

TRI VILLAGE BUZZ

Each month a report on WLLID happenings and news is submitted for publication in the Buzz.