

2024-2025 Communication Summary

April 16, 2025 – VCA Annual General Meeting

Newsletters



We have an excellent open rate. 82% of newsletters sent are opened by recipients. This is consistent with last years numbers. Thank you!

April 2024

- 5 Newsletters
- AGM date, AGM documents, Loyalty Partners, Eclipse Party, Sunset Social Announcement

May 2024

- 4 Newsletters
- Sunset Social, Loyalty Showcase, Mother's Day, Garage Sale, No Parking signs at Perez mailbox, Fire safety

June 2024

- 6 Newsletters
- Garage Sale, Business Centre announcements, Father's Day, Loyalty Partners, Car Theft in The Village, VCA Volunteers needed

July 2024

- 3 Newsletters
- Golf Day Announcement, Music Niagara tickets

August 2024

- 3 Newsletters

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- Golf Day, Business Centre Update, Village Article by Nigel, Shred-it event, Palliative care seminar

September 2024

- 2 Newsletters
- Golf Day results, Newark Food Drive, Heritage Trail, Ukrainian Fundraiser

October 2024

- 4 Newsletters
- Halloween Event, Golf Photos, General Meeting Announcement

November 2024

- 6 Newsletters
- Holiday Lights, Grocery Store Announcement & ground-breaking

December 2024

- 5 Newsletters
- Holiday Lights, Safety with Lights, Car Break-ins

January 2025

- 7 Newsletters
- Holiday Lights, Winter Mix & Mingle, Coyotes, Hotel Announcement, VCA Executive Nominations, Rotary Event, Music Niagara

February 2025

- 4 Newsletters
- Mix & Mingle, Valentines Day Loyalty Partners, Car Break-ins, Hawley Award, Friends with Benefits

March 2025

- 5 Newsletters
- Mix & Mingle, Membership Renewal, Womens Day Photo, Recycle Bins at Macdonall Mailboxes, AGM Date, Live & Learn Seminar

Total number of Newsletters – 54 for this period

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Website – www.thevillagenotl.org



Web Traffic

Visitors to the website are increasing and monthly variations reflect the number of newsletters with links to the site and activity in The Village.

This summary of each month shows the number of visitors, the number of pages viewed, the top viewed pages and the number of newsletters.

April 2024

- 2,069 Pages Viewed
- 455 Visitors
- AGM, Home Page, Loyalty Partners, Loyalty Showcase
- 5 newsletters

May 2024

- 1,379 Pages Viewed
- 371 Visitors
- Garage Sale, Home Page, Loyalty Partners, Sunset Social, Farmers Market
- 4 Newsletters

June 2024

- 1,328 Pages Viewed
- 401 Visitors
- Garage Sale, Home Page, News, Farmers Market
- 6 Newsletters

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July 2024

- 1,044 Pages Viewed
- 254 Visitors
- Golf Day, Home Page, Farmers Market, Loyalty Partners
- 3 Newsletters

August 2024

- 1,006 Pages Viewed
- 300 Visitors
- Golf Day, Home Page, Farmers Market, News, Business Centre Development
- 3 Newsletters

September 2024

- 1,577 Pages Viewed
- 592 Visitors
- News page, Future Development, Golf Photos, Home Page, 2024 News Letters
- 2 Newsletters

October 2024

- 1,216 Pages Viewed
- 309 Visitors
- Coming Events, Home Page, News, Future Business Centre Development, Loyalty Partners
- 4 Newsletters

November 2024

- 1,165 Pages Viewed
- 359 Visitors
- Home Page, Future Developments Past events
- 6 Newsletters

December 2024

- 893 Pages Viewed
- 327 Visitors

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- Holiday Lights, Home Page, Future Developments, News, 2024 Newsletters
- 5 Newsletters

January 2025

- 1,022 Pages Viewed
- 351 Visitors
- Home Page, Future Developments, Coyotes, Loyalty Partners, News, Mix & Mingle
- 7 Newsletters

February 2025

- 702 Pages Viewed
- 255 Visitors
- Home Page, March Mix & Mingle, Loyalty Partners
- 4 Newsletters

March 2025

- 983 Pages Viewed
- 263 Visitors
- Konzelmann Mingle, Membership, Home Page
- 4 Newsletters

Web Traffic Summary April 2024 - March 2025 (year-to-date)

- Total Number of Visitors – 4,384
 - Average each month – 357
- Total Number of Pages Viewed – 14,384
 - Average each month – 1,199