

# 2023-2024 Communication Summary

April 17, 2024 – VCA Annual General Meeting

---

## Newsletters



We have an excellent open rate. 82% of newsletters sent are opened by recipients. Thank you!

### **April 2023**

- 5 Newsletters
- AGM date, Documents, Sunset Social, Architectural Codes

### **May 2023**

- 5 Newsletters
- Sunset Social, Car theft in Village, Safety Tips, Loyalty Partners, NOTL Town – Join the Conversation, AGM Minutes,

### **June 2023**

- 3 Newsletters
- 25<sup>th</sup> Anniversary, History of The Village, Sunset Social, Loyalty Partners, Car Theft in The Village, Ravine news, Adam Hawley message

### **July 2023**

- 5 Newsletters
- 25<sup>th</sup> Anniversary update, Golf Day, Kid's Day in the Market,

### **August 2023**

- 5 Newsletters
- Golf Day, Construction updates, Email Scam & Security, Loyalty Partners, Lights near the Ravine Pathway

# 2023-2024 Communication Summary

April 17, 2024 – VCA Annual General Meeting

---

## **September 2023**

- 3 Newsletters
- Golf, Newark Food Drive, Medical Centre Update, Loyalty Partners, Country Baskets

## **October 2023**

- 7 Newsletters
- Halloween Decorating Contests, Golf Photos, General Meeting, Bravo Niagara

## **November 2023**

- 7 Newsletters
- Holiday Lights, Holly Jolly event, Coyotes, Hawley update, Van Noort offering, Loyalty Partners

## **December 2023**

- 4 Newsletters
- Holiday Lights, Hawley Update, Street Parking, Street Parking, Cake Café, new Loyalty Partner, JT Event in January, Safety Lights

## **January 2024**

- 5 Newsletters
- Holiday Lights, Winter Mix & Mingle, JT Event photos, Talented Residents, Bravo Events, Resident Survey

## **February 2024**

- 3 Newsletters
- Loyalty Partners, Mix & Mingle, VCA Resident Survey, Executive Nominations, Membership Renewal, Talent in The Village, Dates to Save

## **March 2024**

- 2 Newsletters
- Mix & Mingle, Membership Renewal, Newark Neighbours, Bench info

**Total number of Newsletters – 56 as of March 29, 2024**

# 2023-2024 Communication Summary

April 17, 2024 – VCA Annual General Meeting

---

Website – [www.thevillagenotl.org](http://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 2023

- 717 Pages Viewed
- 371 Visitors
- AGM, Home Page, Sunset Social
- 5 newsletters

### May 2023

- 559 Pages Viewed
- 326 Visitors
- Sunset Social, Social Home Page, Home Page
- 5 Newsletters

### June 2023

- 537 Pages Viewed
- 346 Visitors
- Sunset Social, Village Anniversary History, 25 Anniversary
- 3 Newsletters

### July 2023

# 2023-2024 Communication Summary

April 17, 2024 – VCA Annual General Meeting

---

- 697 Pages Viewed
- 397 Visitors
- Golf Day, Village History, Home Page
- 5 Newsletters

## **August 2023**

- 549 Pages Viewed
- 362 Visitors
- Lighting in The Village, Golf Day, Home Page
- 5 Newsletters

## **September 2023**

- 348 Pages Viewed
- 257 Visitors
- Golf Photos, Home Page, Gold Announcement
- 3 Newsletters

## **October 2023**

- 995 Pages Viewed
- 768 Visitors
- Future Development, Halloween Event, General Meeting
- 6 Newsletters

## **November 2023**

- 825 Pages Viewed
- 414 Visitors
- Holiday Party, Holiday Lights, Home Page
- 7 Newsletters

## **December 2023**

- 638 Pages Viewed
- 381 Visitors
- Holiday Party, Home Page, Holiday Lights
- 7 Newsletters

## **January 2024**

- 474 Pages Viewed
- 276 Visitors

# 2023-2024 Communication Summary

April 17, 2024 – VCA Annual General Meeting

---

- Home Page, Wildlife in the Village, Loyalty Partners, Social Home Page
- 5 Newsletters

## February 2023

- 273 Pages Viewed
- 164 Visitors
- Jackson-Triggs Mingle, Home Page, Konzelmann Mingle
- 3 Newsletters

## March 2023

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

## Web Traffic Summary April 2023 - March 2024 (year-to-date)

- Total Number of Visitors – 4325
  - Average each month - 360
- Total Number of Pages Viewed – 6990
  - Average each month – 582

## Comparing this year to the previous:

- **About 100 additional visitors each month**
- **About 170 additional page views each month**