

2018 BOND PROGRAM COMMUNICATIONS UPDATE CAPITAL ASSET ADVISORY COMMITTEE MARCH 2021

COMPLETED WORK:

- Produced Lumberg Groundbreaking event:
 - ["This is Going to Be Your New Home"](#) - video on JPS TV
 - [EdgeWater Echo story](#)
 - [Facebook Live](#)
- Jefferson Beam Signing (Images Below)
- Board site tour with Susan Harmon
- Produced Video: [Building Design Preview](#)
- [Denver 7 story](#) (ran in early March)

Website analytics:

Jeffcobuilds.org and all pages with "jeffco builds" in the URL (ie sub-pages)

Jeffco Builds page performance	Page views	Unique page views
February 2021	1,360	1,188
March 2021	1,993	1,741
% change	47% increase	46% increase

UPCOMING WORK:

- Events:
 - Kendrick Lakes Ribbon cutting - March 16 (@ 1:30)
 - Kendrick Lakes Media Tour - March 6
 - Building out newsfeed (external news) for JeffcoBuilds
- Website refresh:
 - Updating the navigation of the page
 - Streamlining homepage design/layout

