

# **Communications Overview Q1-Q2**

January 1–June 30, 2023

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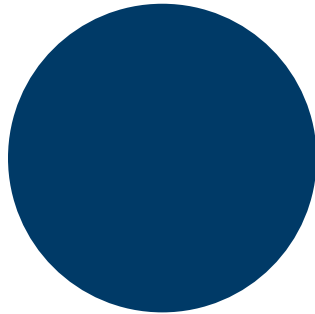
# Branding

I asked permission from Mayor Kuzma and City Administrator Hagen to make Ramsey's branding color palette more vibrant to reflect the City's energy. The top set of colors has not strayed far from the original, yet looks fresher.

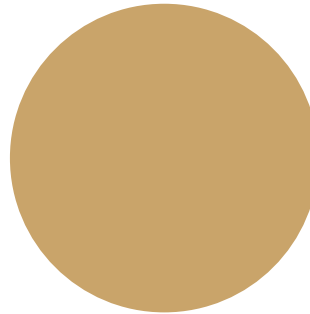
## CITY OF RAMSEY COLOR PALETTE (NEW 2023)

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### Primary Color Palette

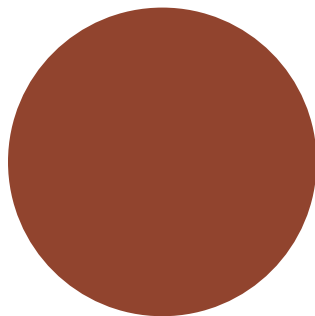


**PMS** P 108-16  
**CMYK** 100/45/0/59  
**RGB** 0/58/105  
**HEX** #003A69

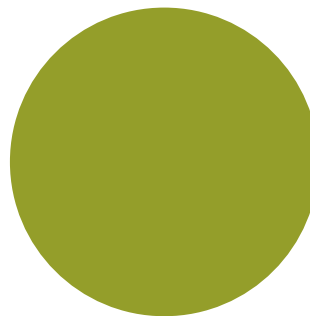


**PMS** P 19-2  
**CMYK** 18/32/65/5  
**RGB** 199/165/85  
**HEX** #C7A555

### Secondary Color Palette



**PMS** P 39-15  
**CMYK** 13/72/76/39  
**RGB** 135/44/37  
**HEX** #872C25



**PMS** P 165-8  
**CMYK** 37/10/95/38  
**RGB** 100/142/8  
**HEX** #648E08

Revised 5\_2023

## CITY OF RAMSEY COLOR PALETTE (PREVIOUS)

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### Primary Color Palette



**PMS** 2955 – 60% TINT  
**PMS** 2955 – 80% TINT  
**PMS** 2955  
**CMYK** 99 / 37 / 6 / 41  
**RGB** 53 / 87 / 119  
**HEX** #355777



**WHITE/PAPER**  
**PMS** 465 – 40% TINT  
**PMS** 465  
**CMYK** 23 / 32 / 72 / 8  
**RGB** 175 / 151 / 113  
**HEX** #AF9771

### Secondary Color Palette



**PMS** 174 – 60% TINT  
**PMS** 174 – 80% TINT  
**PMS** 174  
**CMYK** 10 / 64 / 90 / 21  
**RGB** 156 / 91 / 77  
**HEX** #9C5B4D



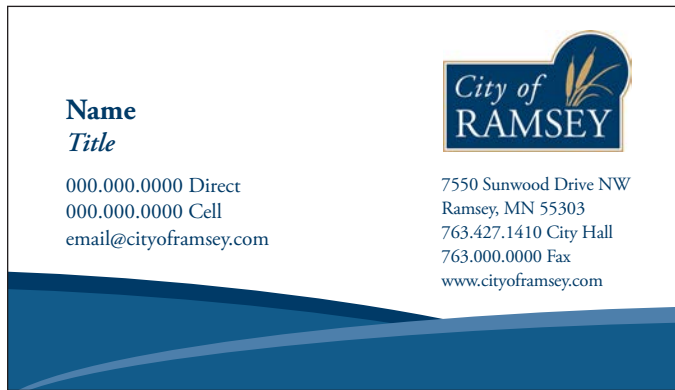
**PMS** 384 – 60% TINT  
**PMS** 384 – 80% TINT  
**PMS** 384  
**CMYK** 27 / 6 / 95 / 28  
**RGB** 129 / 136 / 60  
**HEX** #81883C

# Branding

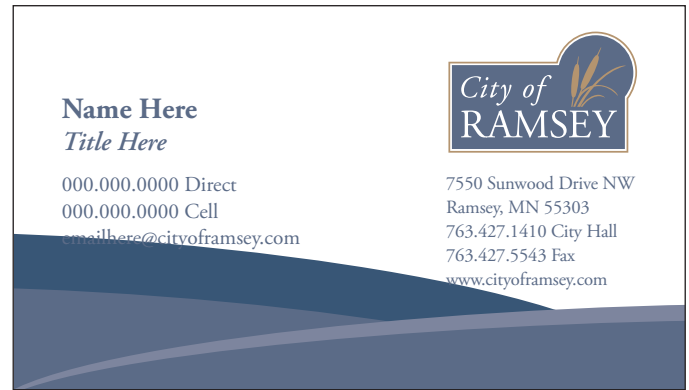
# Stationery

Once the colors were approved, all of the City's stationery was revamped. Some examples are below.

## NEW 2023



## PREVIOUS



## NEW 2023



## PREVIOUS



Note: These stationery color changes will be made as the City runs out of the stock on hand.

# Projects

# New Resident Packet

The next few pages will be samples of some of the projects I have been working on. In some cases there will be before and after samples.

## NEW RESIDENT PACKET (2023)

The packet is now a 24 booklet.

**City of RAMSEY**

# Welcome

New residents and businesses, we are glad you are here!

### Mayor and City Councilmembers

**MAYOR**

**Mark Kuzma**  
At Large  
Term Expiration: 1-6-2025  
763-576-4367 (VM)  
[mkuuzma@cityoframsey.com](mailto:mkuuzma@cityoframsey.com)

**COUNCILMEMBERS**

**Chris Riley**  
At Large  
Term Expiration: 1-4-2027  
763-576-4368 (VM)  
[criley@cityoframsey.com](mailto:criley@cityoframsey.com)

**Chebec Howell**  
At Large  
Term Expiration: 1-6-2025  
763-576-4362 (VM)  
[chehowell@cityoframsey.com](mailto:chehowell@cityoframsey.com)

**Michael Olson**  
Ward 1  
Term Expiration: 1-4-2027  
763-576-4363 (VM)  
[mcolson@cityoframsey.com](mailto:mcolson@cityoframsey.com)

**Matt Woesthoff**  
Ward 2  
Term Expiration: 1-6-2025  
763-576-4364 (VM)  
[mwoesthoff@cityoframsey.com](mailto:mwoesthoff@cityoframsey.com)

**Dan Specht**  
Ward 3  
Term Expiration: 1-4-2027  
763-576-4361 (VM)  
[djspecht@cityoframsey.com](mailto:djspecht@cityoframsey.com)

**Debra Misgrove**  
Ward 4  
Term Expiration: 1-6-2025  
763-576-4360 (VM)  
[dmsgrove@cityoframsey.com](mailto:dmsgrove@cityoframsey.com)

City Council Meetings are open to the public and are held on the second and fourth Tuesday of each month at 7:00 p.m. at the Ramsey Municipal Center, 7550 Sunwood Drive NW. After the meeting is convened at 7:00 p.m., the floor is open for citizen input. Meetings are broadcast live on QCTV Channel 16 with periodic repeat broadcasts.

Meeting schedules of other Boards and Committees are included in the City of Ramsey Resident newsletter, on the City's website at [www.cityoframsey.com](http://www.cityoframsey.com) and on the public notice board in the Municipal Center's lobby.

**STAY connected**

- Visit the City of Ramsey website at [www.cityoframsey.com](http://www.cityoframsey.com)
- Sign up for Notify Me! - receive alerts on various topics of your choice, visit the City's website, [www.cityoframsey.com](http://www.cityoframsey.com) and click Stay Connected
- Facebook: [cityoframsey](https://www.facebook.com/cityoframsey)
- Instagram: [cityoframsey](https://www.instagram.com/cityoframsey)
- Twitter: [@CityOfRamseyMN](https://twitter.com/CityOfRamseyMN)
- YouTube: [CityOfRamseyMN](https://www.youtube.com/CityOfRamseyMN)

New Resident/Business Packet 2023 5

**Garbage Haulers**

**RESIDENTIAL & COMMERCIAL**

**Ace Solid Waste, Inc.**  
6010 McKinley Street NW  
Ramsey, MN 55303  
763-427-3110  
[www.acesolidwaste.com](http://www.acesolidwaste.com)

**Aspen Waste Systems, Inc.**  
Commercial Only  
2951 Weeks Avenue SE  
Minneapolis, MN 55414  
612-884-8008  
[www.aspenwaste.com](http://www.aspenwaste.com)

**Curbside Waste Inc.**  
4025 85th Avenue North  
Brooklyn Park, MN 55444  
763-504-2872  
<https://www.curbsidewaste.com>

**LePage & Sons**  
23602 University Avenue NW  
Bethel, MN 55005  
763-575-1100  
[www.lepageandsons.com](http://www.lepageandsons.com)

**Republic Services**  
10330 Naples Street NE  
Blaine, MN 55449  
763-784-2104  
[www.republicservices.com](http://www.republicservices.com)

**Walters Recycling & Refuse Inc.**  
2830 101st Avenue NE  
Blaine, MN 55449  
763-780-8494  
<https://www.waltersrecycling.com>

**Waste Management of MN Inc.**  
10050 Naples Street NE  
Blaine, MN 55449  
952-890-1100  
[www.wm.com](http://www.wm.com)

**Library**

**Ram River Library**  
4201 6th Avenue NW  
Anoka, MN 55305  
763-324-1520  
[www.anokaramsriver.com](http://www.anokaramsriver.com)  
gov/2095/Ram-River-Library

**Post Office**

**Anoka Post Office**  
2168 7th Avenue NW  
Anoka, MN 55305  
612-446-7970  
[www.usps.com](http://www.usps.com)

24 New Resident/Business Packet 2023

## NEW RESIDENT PACKET (PREVIOUS)

**City of RAMSEY**

7550 Sunwood Drive NW • Ramsey, MN 55303  
City Hall: 763.427.1410 • Fax: 763.427.5543  
[www.cityoframsey.com](http://www.cityoframsey.com)

Dear New Resident/Business:

Welcome to Ramsey! We're glad you're here. Once you get settled in, we thought you'd like to know a little bit more about the services we offer at the City of Ramsey.

**City Council Meetings** – Meetings of the City Council are held on the 2nd and 4th Tuesdays of each month at 7:00 pm at the Ramsey Municipal Center, 7550 Sunwood Drive NW. After the meeting is convened at 7:00 pm, the floor is open for citizen input. Your feedback is always welcome.

**Dogs** – Dogs in public spaces must have some type of identification (tag tags, owner applied tags or microchip). Dogs must be under the control of the owner when they are off of the owner's property. Dog excrement in public spaces must be removed immediately by the owner and disposed of in a proper receptacle. Please call the Ramsey Police Department for animal complaints or lost/recovered animals. Four or more dogs per household require a licensed license. Contact the City community development department for this license.

**Parking** – There is **No Parking** on City streets from 2:00 am to 6:00 am year round.

**Recycling** – Your recycling is provided every other Monday. You'll need to do two things to set up this service: The first is to call Ace Solid Waste at 763.427.3110 or email [ace@acesolidwaste.com](mailto:ace@acesolidwaste.com) to have a recycling cart delivered to your home. Next you'll need to call us at the City at 763-576-4343 to set up your billing account. Acceptable recyclable materials are listed on the cart. Recyclables should be cleaned, but separating of materials is not required. Each household is charged \$8.85 per quarter (equivalent to \$2.95 per month) for recycling.

**Refuse** – Ramsey residents are required to have refuse service provided by a licensed hauler. A list of licensed haulers is enclosed in this packet. All haulers collect refuse on Monday.

**Organics** – We also offer an Organics Recycling Drop-Off program available at no additional cost. A starter kit is available at City Hall from the Planning Division. Details on the program can be found at [www.cityoframsey.com/organics](http://www.cityoframsey.com/organics)

**Utility Billing** – All City service billings, including streetlights, sewer and water, recycling and storm water drainage, are handled by the City. To establish services or if you have billing questions, give us a call at: 763-576-4343 or visit [www.cityoframsey.com/250/utility\\_billing](http://www.cityoframsey.com/250/utility_billing).

**Property Taxes** – If you have questions about your property tax bill, contact the Anoka County Assessor's Office at: 763-328-5400.

Again, welcome to the City of Ramsey! Please call the City offices at 763.427.1410 with questions.

Sincerely,  
  
Mark Kuzma  
Mayor, City of Ramsey  
763-576-4367

*It is our mission to work together to responsibly grow our community, and to provide quality, cost-effective and efficient government services.*

MAYOR AND COUNCIL

| Mayor  |          | Term Expiration |
|--|----------|-----------------|
| Mayor Mark Kuzma   | At Large | 1-6-2025        |
| 763-576-4367 (VM)  |          |                 |
| <a href="mailto:mkuuzma@cityoframsey.com">mkuuzma@cityoframsey.com</a>       |          |                 |
| <b>Councilmembers</b>  |          |                 |
| Chris Riley  | At Large | 1-4-2027        |
| 763-576-4368 (VM)  |          |                 |
| <a href="mailto:criley@cityoframsey.com">criley@cityoframsey.com</a>         |          |                 |
| Chebec Howell  | At Large | 1-6-2025        |
| 763-576-4362 (VM)  |          |                 |
| <a href="mailto:chehowell@cityoframsey.com">chehowell@cityoframsey.com</a>   |          |                 |
| Michael Olson  | Ward 1   | 1-4-2027        |
| 763-576-4363 (VM)  |          |                 |
| <a href="mailto:mcolson@cityoframsey.com">mcolson@cityoframsey.com</a>       |          |                 |
| Matt Woesthoff   | Ward 2   | 1-6-2025        |
| 763-576-4364 (VM)  |          |                 |
| <a href="mailto:mwoesthoff@cityoframsey.com">mwoesthoff@cityoframsey.com</a> |          |                 |
| Dan Specht   | Ward 3   | 1-4-2027        |
| 763-576-4361 (VM)  |          |                 |
| <a href="mailto:djspecht@cityoframsey.com">djspecht@cityoframsey.com</a>     |          |                 |
| Debra Misgrove   | Ward 4   | 1-6-2025        |
| 763-576-4360 (VM)  |          |                 |
| <a href="mailto:dmsgrove@cityoframsey.com">dmsgrove@cityoframsey.com</a>     |          |                 |

City Council Meetings are open to the public and are held on the second and fourth Tuesday of each month at 7:00 pm at the Ramsey Municipal Center, 7550 Sunwood Drive, NW. After the meeting is convened at 7:00 pm, the floor is open for citizen input. Meetings are broadcast live on QCTV Channel 16 with periodic repeat broadcasts.

**GARBAGE HAULERS**

| Residential & Commercial   |   |
|--|---|
| <b>Ace Solid Waste, Inc.</b> 763-427-3110  | <b>Aspen Waste Systems, Inc.</b> 612-884-8008   |
| 6010 McKinley Street NW<br>Ramsey, MN 55303<br><a href="http://www.acesolidwaste.com">www.acesolidwaste.com</a>      | 2951 Weeks Avenue SE<br>Minneapolis, MN 55414<br><a href="http://www.aspenwaste.com">www.aspenwaste.com</a>                 |
| <b>Curbside Waste INC.</b> 763-504-2872  | <b>LePage &amp; Sons</b> 763-757-1100   |
| 4025 85th Avenue North<br>Brooklyn Park, MN 55444  | 23602 University Avenue NW<br>Bethel, MN 55005<br><a href="http://www.lepageandsons.com">www.lepageandsons.com</a>          |
| <b>Randy's Sanitation, Inc.</b> 763-972-3335   | <b>Republic Services</b> 763-784-2104   |
| 5625 Quam Avenue NW<br>St. Michael, MN 55376<br><a href="http://www.randysanitation.com">www.randysanitation.com</a> | 8661 Bendavia Street NE<br>Circle Pines, MN 55014<br><a href="http://www.republicservices.com">www.republicservices.com</a> |
| <b>Walters Recycling &amp; Refuse Inc.</b> 763-780-8494  | <b>Waste Management of MN Inc.</b> 952-890-1100   |
| 2830 101st Avenue NE<br>Blaine, MN 55449<br><a href="https://www.waltersrecycling.com">www.waltersrecycling.com</a>  | 10050 Naples Street NE<br>Blaine, MN 55449<br><a href="http://www.wm.com">www.wm.com</a>                                    |
| <b>LIBRARY</b>   |   |
| <b>Ram River Library</b> 763-324-1520  | <b>Anoka Post Office</b> 612-446-7970   |
| 4201 6th Avenue Anoka, MN 55305<br><a href="http://www.anokaramsriver.com">www.anokaramsriver.com</a>                | 2168 7th Avenue Anoka, MN 55305<br><a href="http://www.usps.com">www.usps.com</a>   |

City of Ramsey

# Wellness PROGRAM

City of RAMSEY

## AWAIR

A Workplace Accident and Injury Reduction Safety Manual

### EMPLOYEE HANDBOOK

Revised April 2023

City of Ramsey

## Wellness PROGRAM

Nicole Laubach  
HR Specialist  
nlaubach@cityoframsey.com  
763-433-9866

*"Life is like ice cream... enjoy it before it melts!"*

### GET A SCOOP ON WEDNESDAY, MAY 24

11:30 A.M. UNTIL 1:30 P.M.

**WHEN & WHERE**  
If the weather is nice, the Ice Cream Social will be held outside by the picnic tables on Wednesday, May 24. Feel free to bring your own ice cream and socialize with your coworkers between 11:30 a.m. and 1:30 p.m.

**QUESTIONS**  
Please contact Nicole Laubach  
nlaubach@cityoframsey.com

## Wellness PROGRAM Deskercise

20 ways to get moving while you're at work!

● CARDIOVASCULAR  
● STRENGTH  
● STRETCH

The term Deskercise refers to exercise that can be performed throughout your workday and even from your desk. There are a variety of movements available, but here are 20 ways to effectively add more movement into your day.

- 1 Standing Rear Pulses:** Raise your heel up a few inches, behind you. Continue to alternate between lifting your heel up then pressing it back. Do 20 to 30 reps, then switch sides.
- 2 Pretend Jump Rope:** Hop on both feet at once or alternate your arms as if you were holding a rope.
- 3 Calf Raises:** Stand behind your chair and hold on to it for support. Raise your heels off the floor until you are standing on your toes. Slowly lower yourself back to the floor. Do 3 sets of 10.
- 4 Lunges:** With one leg in front of the other, gently lower the weight of your back leg down towards the ground, 10 times on each leg. Do this move at your desk, or go all out and lunge down the hall to the printer and back. Don't be surprised if your co-workers want to join.
- 5 Seated Bicycle Crunches:** Position your hands behind your head and lift one knee towards the opposite elbow, twisting your body down towards it, then return to a seated, straight-back position. Finish 15 times, then repeat on the other side.
- 6 Oblique Twists:** Use your swivel chair to your advantage! Hold onto the edge of your desk. Next, use the core to swivel the chair from side to side. Go back and forth 15 times.
- 7 In Place:** This exercise can be done sitting or standing. Lower the movement for one minute if standing, intensity while picking up your knives.
- 8 Arms:** Hold arms up and out fully extended with one forward and the other back. Swap arms back and forth continuously for one minute.
- 9 Sit Circle:** Sit in a chair with feet flat on the floor. Circle your feet up to the ceiling and down to the floor. 10 before you get your chair.
- 10 Chair Squat:** Sit on the edge of your chair with feet about shoulder-width apart. Stand up without using your hands, stick your backside out and always make sure your knees do not cross over your toes. Complete 8-10 reps.
- 11 Chair Squat:** Sit on the edge of your chair with feet about shoulder-width apart. Stand up without using your hands, stick your backside out and always make sure your knees do not cross over your toes. Complete 8-10 reps.
- 12 Chair Squat:** Sit on the edge of your chair with feet about shoulder-width apart. Stand up without using your hands, stick your backside out and always make sure your knees do not cross over your toes. Complete 8-10 reps.
- 13 Desk Dip:** Use a sturdy desk or a non-rolling chair. Sit at both sides of the body. Plant both feet on the floor and take one to two steps away from the desk or chair. Bend your elbows down to a 90-degree angle, hold, and re-straighten. Complete 8-10 reps.
- 14 Wall Push-Up:** Start standing or seated in a chair about two feet from a wall. Lean forward until palms are against the wall and then bend your elbows to push yourself toward the wall. Hold push-up for a few seconds and then push back to the starting position. Complete 10 reps.
- 15 Chest Fly:** Grab two objects, and hold in each hand. Begin objects in hand, with arms fully extended in front of your body. Bend your elbows back and release up to the starting position. Complete 10-12 reps.
- 16 Raise The Roof:** Grab two books and hold them with your palms up. Raise your hands up towards the roof and lower back down with your elbows even with shoulders. Complete 8-10 reps.
- 17 Overhead Triceps Extension:** Grab one or two books with both hands, arms fully extended above your head. Bend your elbows back and release up to the starting position. Complete 10-12 reps.
- 18 Forearm Stretch:** Hold one arm fully extended out in front of you with your fingers facing up. Use your other hand to pull your fingers back towards your body and hold.

## Wellness PROGRAM Ergonomics

Ergonomics is the practice of fitting the job to the person in order to prevent Musculoskeletal Disorders (MSDs) and Cumulative Trauma Disorders (CTDs).

This is accomplished through:

- Workstation optimization
- Adjusting how tasks are performed
- Training

**Where to start**

1. Employee Posture
2. Chair
3. Desk
4. Keyboard
5. Monitor
6. Employee's Tasks
7. Office Lighting

**POSTURE**

- Both feet flat on floor
- Back supported to maintain the normal "S-curve"
- Shoulders relaxed
- Head looking straight forward

**CHAIR**

Things to keep in mind while adjusting the chair:

1. Chair Height
2. Seat pan tilt and placement
3. Back Rest
4. Arm Rests

**Height**

- Feet flat on floor
- Knees slightly out from the edge of seat and thighs parallel to the floor

**Seat**

- Tilt the seat pan so that it is comfortable and encourages employee to sit back fully into it
- Positioned properly in relation to the back rest
- Proper depth

**Back Rest**

- Lumbar (lower back) support
- Maintain the "S" curvature of the spine

**Keep hand, wrist and forearm straight**

- Keyboard/mouse placed at seated elbow height
- Rest palms, not wrists, while pausing at the keyboard
- Viewing distance as far as possible while clearly reading

**Upper arms relaxed at your side and supported with armrests**

- Backrest positioned to fit in lower back area
- 90° or greater angle at hips and knees
- Feet in the floor. Use footrest to change foot angle or raise chair height if work surfaces cannot be lowered

**CHAIR (continued)**

**Positioning**

- Should be positioned in a way that encourages proper posture without being so far forward so as to push the employee to lean forward too far

**Arm Rests**

- Height
  - o Too High
  - o Too Low
- Angle
  - o Too Wide
  - o Too Narrow

**DESK**

**Height**

- Legs should have ample room to fit underneath desk
- Desk should not be so high as to make the keyboard or monitor uncomfortable to access

**Desk Edge**

- Edge of desk should be rounded or padded
- Consider using a wrist rest

**Workstation Layout**

- Most used items near by
- Clutter free (both above and below desk)

**KEYBOARD**

- Height
  - o Distance
- Placement
  - o Centered
  - o Angle it sits at
- Mouse

**MONITOR**

- Location
  - o Centered in front of Keyboard
- Height
- Viewing Distance
- Tilt
- Breaks
  - o Take frequent breaks
  - o Alternate non-computer tasks
  - o Monitor Settings
  - o Brightness
  - o Resolution

**EMPLOYEE'S JOB DUTIES**

- Long or frequent periods on the phone
- Transcribing from documents
- Data entry

**SITTING MOST OF THE DAY**

- Alternate between tasks that employees perform at their desk and tasks that require them to get up and move around
- Take regular breaks to stand up and stretch at your desk or move around a little

**OFFICE LIGHTING**

- Adequate lighting
- Avoid direct light behind screen
- Monitor Glare
- Windows

## Wellness PROGRAM

Nicole Laubach  
HR Specialist  
nlaubach@cityoframsey.com  
763-433-9866

### Redefine lunch on-the-go!

Summer is a great time to get outdoors and take a little walk.

**10% MORE CALORIES BURNED**  
Research shows that walking or running outdoors burns 10 percent more calories than being on a treadmill at the same speed.

Every level of ability is encouraged to join. This is a motivational group to help set personal goals and encourage each other while tracking our weekly steps!

**WHAT TO BRING**  
Bring some walking shoes and water if needed. You are fine wearing your work attire (depending on the weather).

**CONTACT**  
Nicole Laubach if you want to join or have any questions.  
• nlaubach@cityoframsey.com  
• 763-433-9866

**WHEN**  
Monday - Friday. Walking sessions will start at Noon and the next at 12:30 p.m. We will walk for 20-30 minutes each day. Walk at your own pace. We won't rush you!

**WHERE**  
Meet in the City Hall lobby for either time session. We will walk various routes around the COR. Bad weather? No problem, we can walk inside the Public Works Facility.

**WHY**  
To interact with your co-workers in a healthy way, to benefit your joints, alleviate back problems, lessen worry and tension and add years to your life!

NEW 2023

**25<sup>TH</sup> ANNIVERSARY**  
**happy days**  
 ramsey, mn

**5K & Youth Fun Run**

This event is in partnership with **CONNEXUS ENERGY**

**Saturday, September 9**  
 8:00-9:30 am  
 Elmcrest Park  
 16303 Quicksilver Street

- ▶ Day of registration offered, 7:00-7:30 am
- ▶ Race packet pick-up, 7:00-7:45 am
- ▶ The awards ceremony for all winners begins shortly after the Youth Fun Run

Preregistration **\$25**  
 Day of Registration **\$30**  
 Youth Fun Run **Free**

Need more information? Visit [www.cityoframsey.com/343/Happy-Days](http://www.cityoframsey.com/343/Happy-Days) or contact Nicole Laubach at [nlaubach@cityoframsey.com](mailto:nlaubach@cityoframsey.com)

**25<sup>TH</sup> ANNIVERSARY**  
**happy days**  
 ramsey, mn

**Schedule of Events**

**September 9-10, 2023**  
 Events are held across from Ramsey City Hall on Sunwood Drive NW  
 Subject to change for most up-to-date schedule go to [www.cityoframsey.com/happydays](http://www.cityoframsey.com/happydays)

| SATURDAY, SEPTEMBER 9                |                     | SATURDAY, SEPTEMBER 9  |                  |
|--------------------------------------|---------------------|--|------------------|
| 5k and Youth Fun Run                 | 8:00 am - 9:30 am   | Musical Entertainment  |                  |
| Parade                               | 11:00 am - 12:00 pm | Mik Sterling presents Silk and Soul: The Songs of Bob Scaggs | 6:30 - 8:00 pm   |
| Expo                                 | 11:00 am - 7:00 pm  | Musical Entertainment  |                  |
| New Life Farmers Market              | 11:00 am - 5:00 pm  | Michael Jackson Family Review featuring RFactor              | 8:30 - 10:00 pm  |
| Food Vendors                         | 11:00 am - 10:00 pm | Fireworks  | 10:00 - 10:15 pm |
| Lions Beer Tent                      | 11:00 am - 10:00 pm |  |                  |
| Kids Activities, Inflatables & Games | 12:00 - 7:00 pm     |  |                  |
| Chili Cook-Off                       | 1:00 - 2:30 pm      |  |                  |
| Car Show                             | 1:30 - 4:00 pm      |  |                  |
| Dog Show                             | 1:30 - 2:30 pm      |  |                  |
| Bean Bag Tournament                  | 2:00 - 5:00 pm      |  |                  |
| Musical Entertainment                | 2:00 - 3:30 pm      |  |                  |
| Brass Lassie (Celtic)                |                     |  |                  |
| Musical Entertainment                | 4:30 - 6:00 pm      |  |                  |
| Salsa Del Soul                       |                     |  |                  |
| BINGO                                | 4:30 - 9:45 pm      |  |                  |

**SUNDAY, SEPTEMBER 10**  
 9/11 Memorial Golf Tournament 11:00 am - 6:00 pm

*We appreciate all of our sponsors. Please look on the back to see who they are.*

PREVIOUS

Contact Event Coordinator Nicole Laubach at [nlaubach@cityoframsey.com](mailto:nlaubach@cityoframsey.com).

The Happy Days Committee in partnership with Connexus Energy is proud to present the

**5K & Youth Fun Run**

Saturday, September 10  
 9:00 to 11:15 am  
 VA Outpatient Clinic  
 7545 Veterans Drive

Preregistration is **\$25**  
 Day-of registration is **\$30**  
 Youth Fun Run is **FREE**

Learn more at - [www.cityoframsey.com/343/Happy-Days](http://www.cityoframsey.com/343/Happy-Days)

CONNEXUS ENERGY


Happy Days

**24<sup>th</sup> Annual Happy Days Festival**  
 September 9 - 11, 2022

| Friday, September 9                         |                     |
|---|---------------------|
| Movie in the Park (Rescheduled to Sept. 16) | 8:15 pm - 10:15 pm  |
| Hope 4 Youth Sale (Ramsey Storage)          | 10:00 am - 5:00 pm  |
| Saturday, September 10                      |                     |
| 5K Run & Youth Fun Run                      | 9:00 am - 11:15 am  |
| Pancake Breakfast                           | 9:00 am - 11:30 am  |
| Hope 4 Youth Sale (Ramsey Storage)          | 10:00 am - 3:00 pm  |
| Family Bike Tour                            | 11:00 am - 12:30 pm |
| Car Show                                    | 11:00 am - 2:30 pm  |
| New Life Farmer's Market                    | 11:00 am - 7:00 pm  |
| Lions Beer Tent                             | 11:00 am - 11:00 pm |
| Kids Activities, Games & Inflatables        | 11:30 am - 7:00 pm  |
| Food Vendors                                | 11:30 am - 11:00 pm |
| Bean Bag Tournament                         | 11:30 am - 3:00 pm  |
| Dog Show                                    | 12:00 pm - 1:30 pm  |
| Expo  | 12:00 pm - 7:00 pm  |
| Chili Cook-off                              | 1:00 pm - 2:30 pm   |
| Talent Show **CANCELLED**                   | 2:00 pm - 3:00 pm   |
| Parade                                      | 3:00 pm - 4:30 pm   |
| The Dollpops                                | 4:30 pm - 5:30 pm   |
| Petting Zoo                                 | 4:30 pm - 7:30 pm   |
| Bingo                                       | 6:00 pm - 10:30 pm  |
| Greatest Rolling Stones Cover Band          | 8:30 pm - 11:00 pm  |
| Fireworks                                   | 9:00 pm - 9:20 pm   |
| Sunday, September 11                        |                     |
| 9/11 Memorial Golf Tournament               | 1:00 pm - 7:00 pm   |

\*Details subject to change - visit [www.cityoframsey.com](http://www.cityoframsey.com) for current information.

## NEW 2023



### Parade Information Packet

**Saturday, September 9, 11:00 am to 12:00 pm**  
**Across from the Ramsey Municipal Center on Sunwood Drive**  
**Welcome to the City of Ramsey's annual Happy Days Festival!**

We are excited about your participation in the 2023 Happy Days Parade. Please review the following list of important day-of instructions and the attached documents.

- The parade begins at 11:00 am, and we will start the parade line-up at 10:00 am. City staff will coordinate the parade line-up near the Float Entrance (146th Ave and Rhinestone St).
- Please Note: The Happy Days parade *will take place rain or shine - no refunds will be given.*
- Please see the enclosed Parade Map for specific information on directions, drop-off areas, pick-up areas, parade route, parking, etc. And the attached Parade Line-Up document for your line-up row/stall assignment.

**Line-Up**

- The Float Entrance & Check-in is at **146th Ave and Rhinestone St**. Please be sure to enter from Bunker Lake Blvd and turn South onto Center St.
- When you arrive, please check in with staff at the table on the **corner of 146th Ave and Rhinestone St**.
- It is critical that you enter your float from the location designated on the included map. Please do **NOT** drive to your spot on your own without checking in.
- Please do not move or swap spots:** it will throw off announcements, broadcasting, and judging.
- If you know the size of your float has drastically changed (greater than 15 feet only) from when you submitted your registration, please inform Nicole Laubach as soon as possible (contact information provided below).
- Please view the attached **Parade Line-Up** document to identify your assigned row and stall number. Then review the attached **Parade map** to reference where your line-up row will be located.

**Parade Details**

- The Parade route will begin at the intersection of Rhinestone Street and Sunwood Drive. The route will be approximately .5 miles long.
- The parade is expected to take up to 1 hour in total.
- An estimate of approximately 2,000 - 3,000 viewers will be present during the parade.
- To discourage the audience from running out into the parade route, **candy/giveaways must be passed out by volunteers on the ground walking between your float/vehicle and the curb.** DO NOT aggressively throw items or candy into the crowd.
- Please DO NOT spray viewers with water/squirt guns, hoses, etc., without their consent.**



## PREVIOUS

## 24<sup>th</sup> Annual City of Ramsey

# HAPPY DAYS

### Parade Information Packet

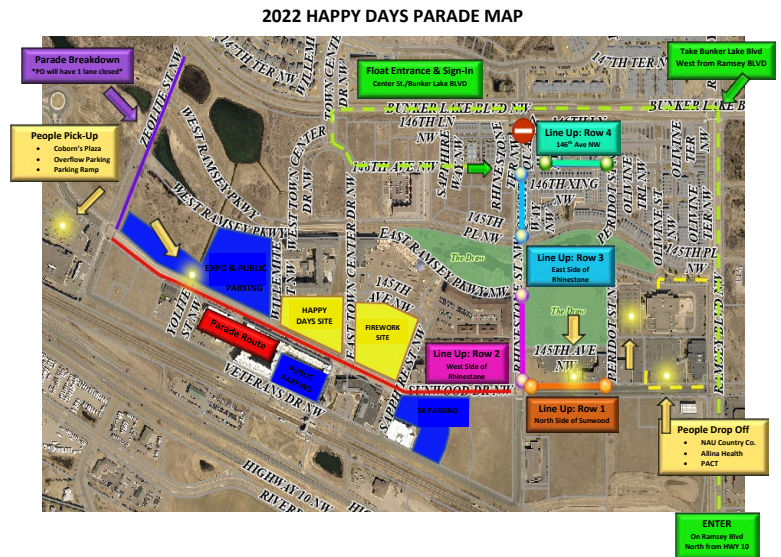
**Saturday, September 10, 3:00 – 4:30 pm**  
**Across from the Ramsey Municipal Center on Sunwood Drive**  
**Welcome to the City of Ramsey's annual Happy Days Festival!**

We are excited for your participation in the 2022 Happy Days Parade. Please read through the following list regarding important day-of instructions and review the attached documents.

- The parade begins at 3:00 pm, we will begin the parade line-up at 1:00 pm. City staff will be coordinating the parade line-up near the Float Entrance (Bunker Lake Blvd. and Center Street).
- Please Note: The Happy Days parade *will take place in rain or shine - no refunds will be given.*
- Please see the enclosed Parade Map for specific information on directions, drop off areas, pick up areas, parade route, parking, etc. And the attached Parade Line-Up document for your line-up row/stall assignment.

**Line-Up:**

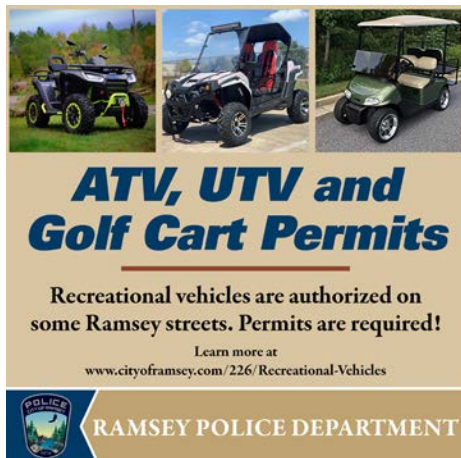
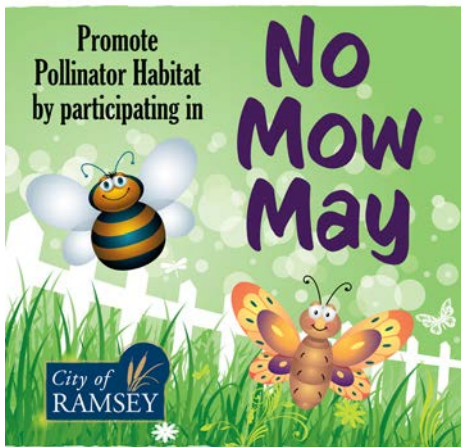
- The Float Entrance & Check-in is at **Center Street** off of Bunker Lake Blvd. Please be sure to use this entrance *only*. Rhinestone Street will be closed all day on Saturday.
- When you arrive please check in with staff at the **Parade Judges' stage**, which is in blue on the site map and they will direct you to your assigned stall.
- It is critical that you enter your float from the location designated on the included map. Please do **not** drive to your spot on your own without checking in.
- Please do not move or swap spots:** it will throw off announcements, broadcasting and judging.
- If you know the size of your float has drastically changed (greater than 15 feet only) from the time you submitted your registration, please inform Nicole Laubach as soon as possible (contact information provided below).
- Please view the attached **Parade Line-Up** document to identify your assigned row and stall number. Then review the attached **Parade map**, to reference where your line-up row will be located.



# Projects

# Facebook/Instagram/Twitter

Most social media posts are branded with either the City's logo or with colors.



# Projects

# Facebook/Instagram/Twitter



Brought to you by:  
City of RAMSEY  
RUMRIVER ART CENTER

## ELMCREST ART FAIR

**Saturday, June 24**  
10:00 a.m.-4:00 p.m.

**Elmcrest Park**  
16303 Quicksilver Street NW  
Ramsey, MN

**ART** Original art from local and visiting artists  
**FOOD** Variety of Food Trucks  
**FAMILY** FREE art demonstrations classes and raffle tickets for sale **and more!**

**FREE Admission**

City of RAMSEY **PARKS & RECREATION**

**Gentle Movement Yoga with Jennifer**

Join Jennifer for an hour-long gentle movement-style yoga class and destress from your day.

This class will focus on connecting to our breath through mindful movement. All experience levels are welcome and encouraged to participate in this series.

*The first class of this series is free* for those who want to try it out before committing and paying for the whole series. The fee for this series is \$25. Registration is required by the second session (May 31).

First class is on **Wednesday, May 24**

Location: Public Works Building  
14199 Jasper Street NW  
Ramsey, MN 55303

Date: Wednesdays, May 24-June 28  
Time: 6:00-7:00 p.m.

REGISTER AT  
[cityoframsey.com/parkevents](http://cityoframsey.com/parkevents)

City of RAMSEY **PARKS & RECREATION**

## Kites and bites

**free event**

Fill the spring sky with colorful kites and have some tasty bites!

**Saturday, April 29 | 11:00 a.m.-2:00 p.m.**

**Elmcrest Park**  
16303 Quicksilver Street NW | Ramsey, MN

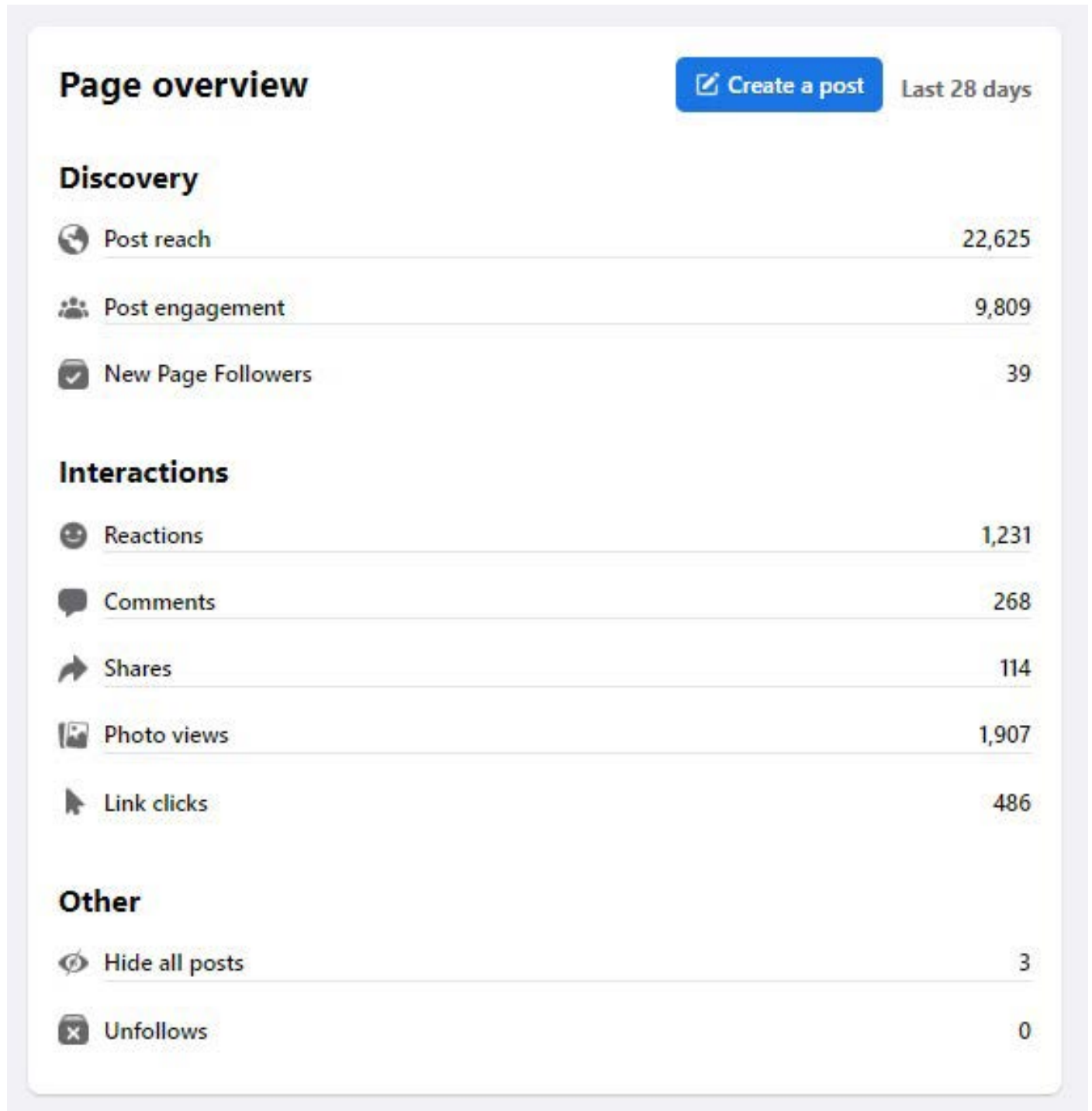
For more information, please visit  
[www.cityoframsey.com/ParkEvents](http://www.cityoframsey.com/ParkEvents)





# Facebook Analytics

Pulled on July 17, 2023



# Facebook/Instagram Analytics

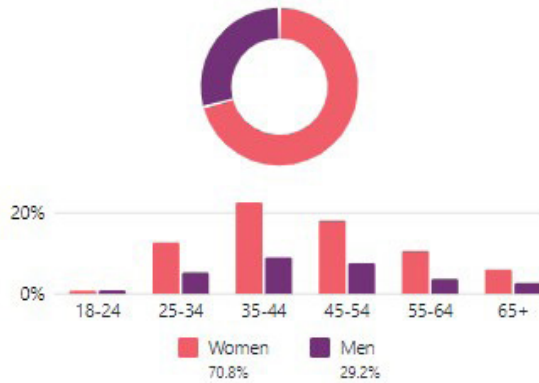
Ad account: Pat Johnson 23842601397280171

Lifetime: Jun 17, 2020 - Jul 16, 2023

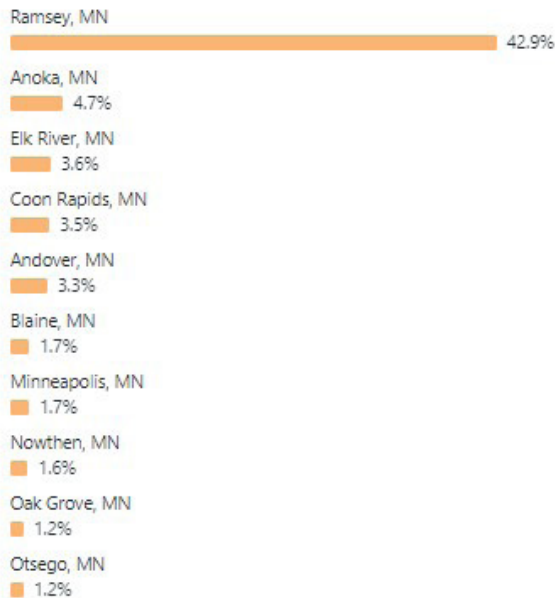
## Facebook followers

6,359

### Age & gender



### Top cities



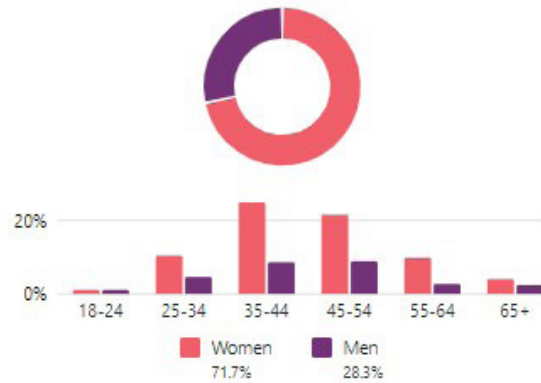
### Top countries



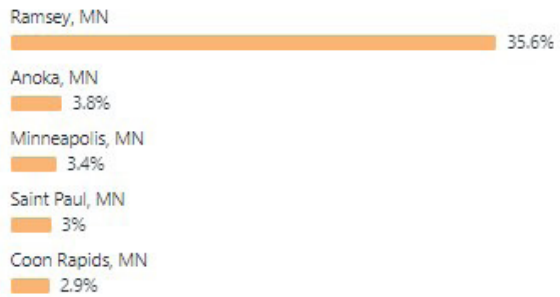
## Instagram followers

919

### Age & gender



### Top cities



### Top countries



# Facebook/Instagram Analytics

Ad account: Pat Johnson 23842601397280171

Jan 1, 2023 - Jun 30, 2023

## Reach

Export

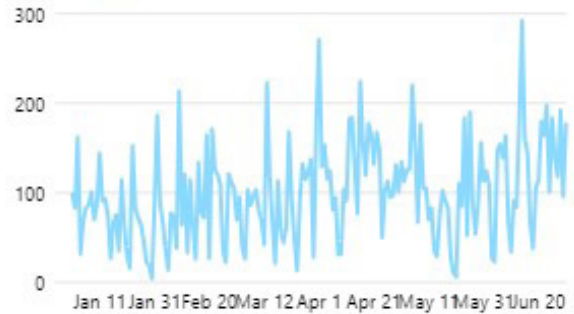
### Facebook reach

154,916  $\uparrow$  64.9%



### Instagram reach

811  $\uparrow$  23.6%

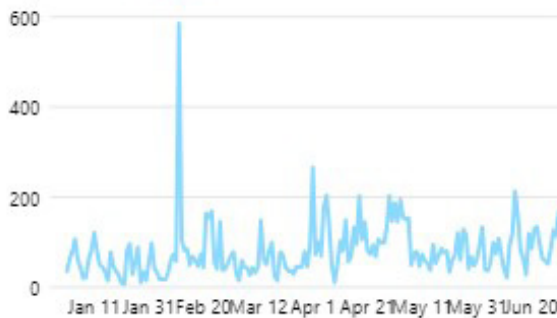


## Page and profile visits

Export

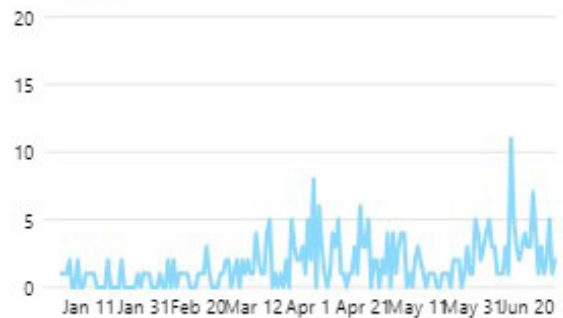
### Facebook visits

14,542  $\uparrow$  4.1%



### Instagram profile visits

301  $\uparrow$  26.5%

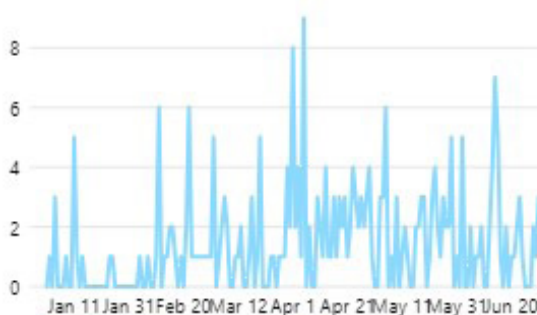


## New likes and follows

Export

### Facebook Page new likes

260  $\downarrow$  2.4%

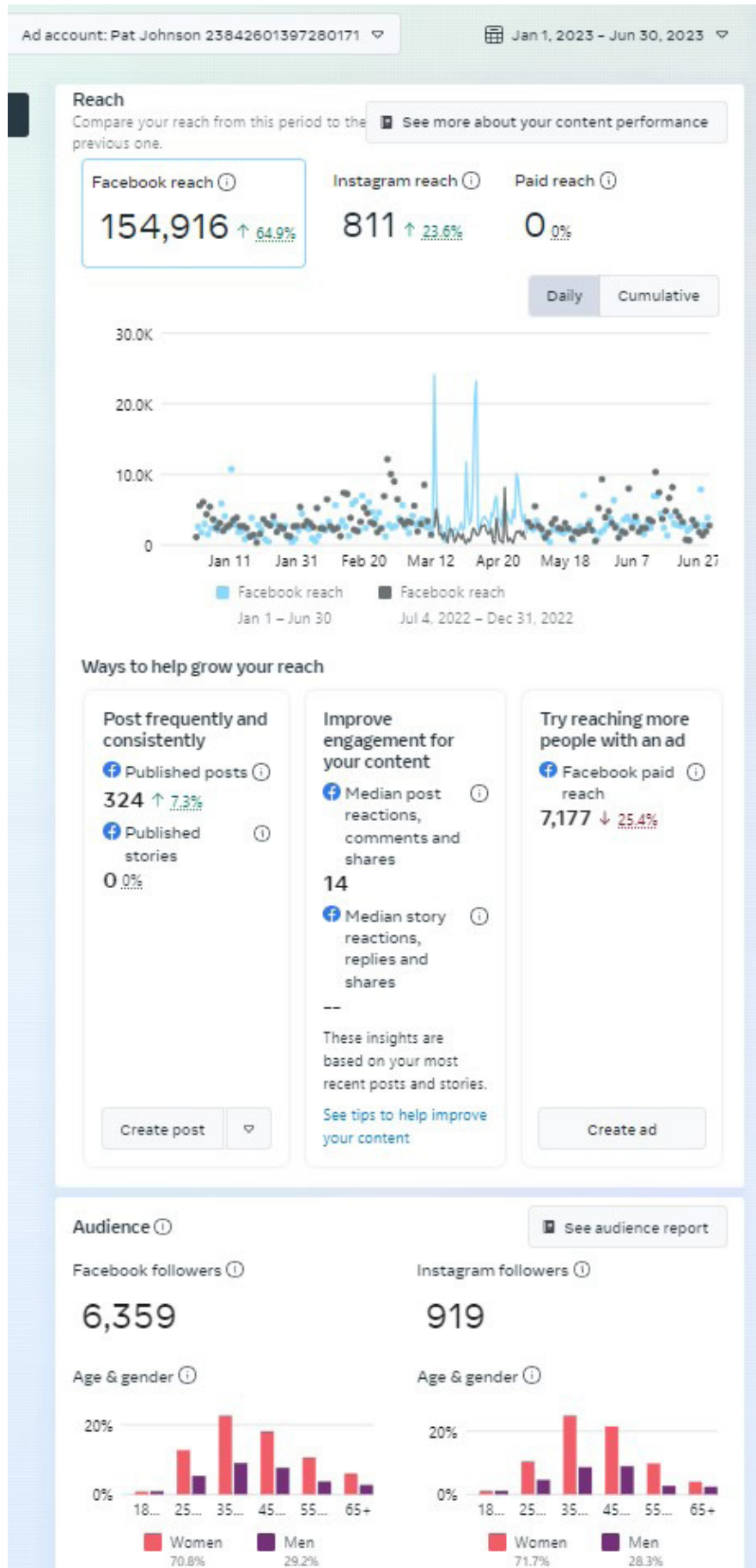


### New Instagram followers

117  $\uparrow$  160%

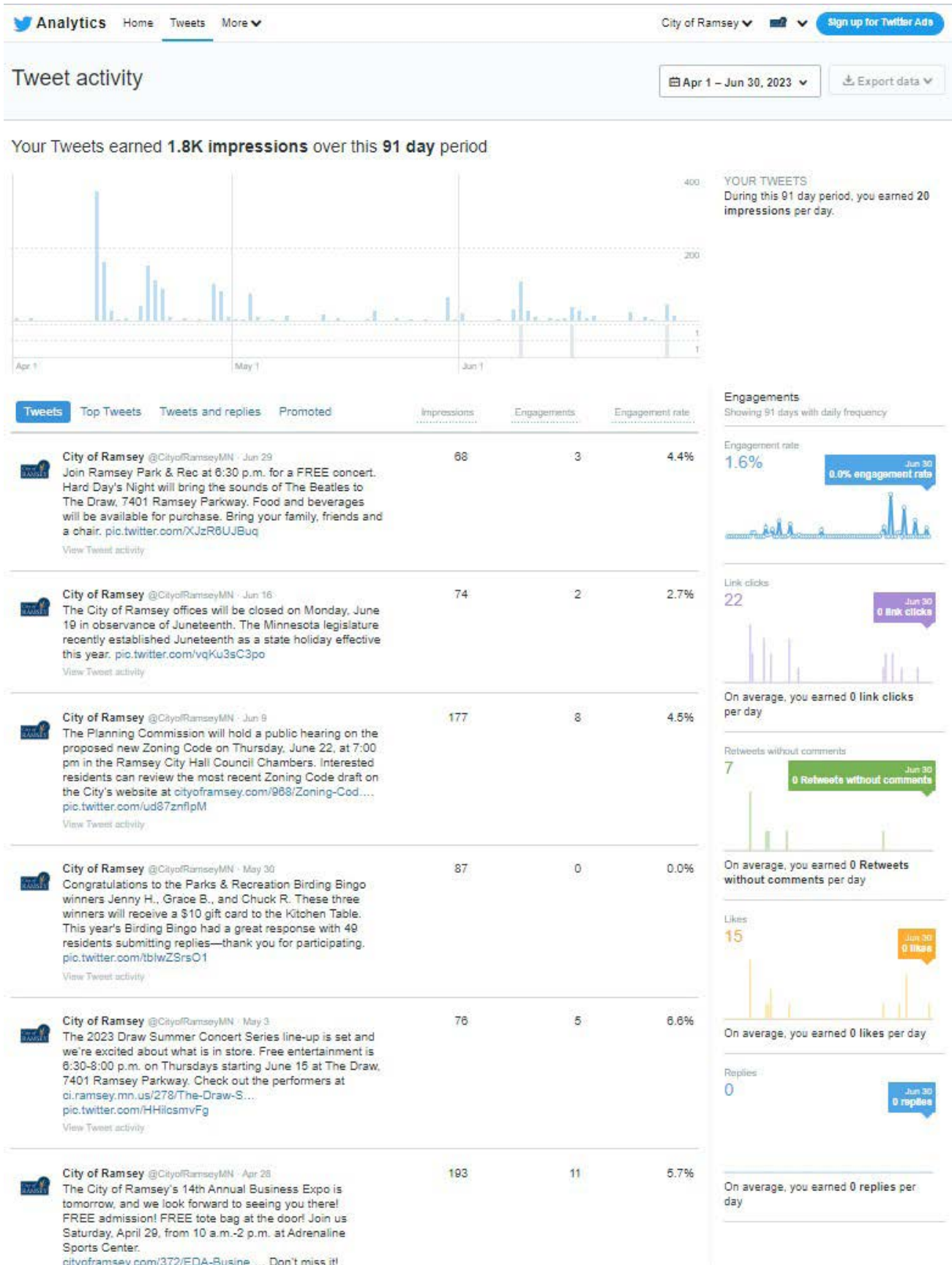


# Facebook/Instagram Analytics



# Twitter Analytics


Twitter only allows data to be pulled for a max of 90 days.



# Twitter 28 Day Analytics

Analytics Home Tweets More
City of Ramsey
Sign up for Twitter Ads

---



**Account home**  
City of Ramsey @CityofRamseyMN

Page updated daily

We're working on improvements to [analytics.twitter.com](#). In the meantime, you may see some metrics are missing. You can access your Tweet Analytics and download reports here. You can try the new version of account analytics beta here.

**28 day summary** with change over previous period

|                             |  |  |                                |                             |
|-----------------------------|--|--|--------------------------------|-----------------------------|
| Tweets<br><b>4</b> ↑ 100.0% | Tweet impressions<br><b>362</b> ↓ 3.5% | Profile visits<br><b>57</b> ↑ 1,325.0% | Mentions<br><b>11</b> ↑ 175.0% | Followers<br><b>347</b> ↑ 5 |
|-----------------------------|--|--|--------------------------------|-----------------------------|

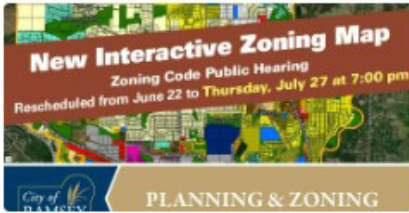
Jul 2023 · 18 days so far...

---

TWEET HIGHLIGHTS

**Top Tweet** earned 83 impressions


The Planning Commission will hold the public hearing for the proposed new Zoning Code and Zoning Map on Thursday, July 27, at 7:00 p.m. This meeting was previously scheduled for June 22. Residents can view their property in the new interactive map ([cityoframsey.com/968/Zoning-Cod...](#)). [pic.twitter.com/9Ew28DTJpz](#)




**PLANNING & ZONING**

[View Tweet activity](#)   [View all Tweet activity](#)

**Top mention** earned 5 engagements


 **QCTV**  
@qctv · Jul 11

TONIGHT on QCTV:

We're bringing you @CityofRamseyMN's City Council meetings LIVE at 7:00! 

Watch the meeting on your city's page on our website!

#RamseyMN #QCTV  
[pic.twitter.com/luBFJ336zj](#)



♥ 1

[View Tweet](#)

**ADVERTISE ON TWITTER**

**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)


---

JUL 2023 SUMMARY

|                             |                                 |
|-----------------------------|---------------------------------|
| Tweets<br><b>3</b>          | Tweet impressions<br><b>251</b> |
| Profile visits<br><b>46</b> | Mentions<br><b>6</b>            |
| New followers<br><b>3</b>   |                                 |

**Top media Tweet** earned 55 impressions

All City of Ramsey offices will be closed on Tuesday, July 4 in observance of Independence Day. Hope everyone has a safe and happy holiday! [pic.twitter.com/561NDqUisP](#)



[View Tweet activity](#)   [View all Tweet activity](#)

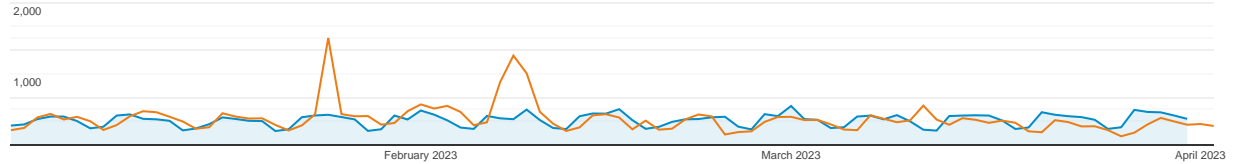
### Comm- Users Overview

**All Users**  
 +0.00% Users

Jan 1, 2023 - Mar 31, 2023  
 Compare to: Oct 1, 2022 - Dec 31, 2022

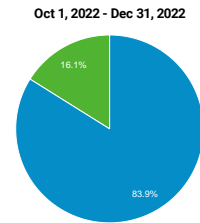
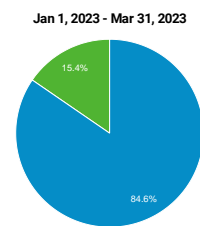
**Overview**

**Jan 1, 2023 - Mar 31, 2023:** ● Users  
**Oct 1, 2022 - Dec 31, 2022:** ● Users



|  |  |   |  |
|--|--|---|--|
| <b>Users</b><br><span style="color: red;">-8.66%</span><br>24,863 vs 27,219      | <b>New Users</b><br><span style="color: red;">-7.96%</span><br>23,827 vs 25,889    | <b>Sessions</b><br><span style="color: red;">-6.56%</span><br>34,773 vs 37,215                    | <b>Number of Sessions per User</b><br><span style="color: green;">2.29%</span><br>1.40 vs 1.37 |
| <b>Pageviews</b><br><span style="color: green;">1.77%</span><br>72,820 vs 71,550 | <b>Pages / Session</b><br><span style="color: green;">8.92%</span><br>2.09 vs 1.92 | <b>Avg. Session Duration</b><br><span style="color: green;">15.23%</span><br>00:01:59 vs 00:01:43 | <b>Bounce Rate</b><br><span style="color: green;">-7.08%</span><br>52.13% vs 56.10%            |

■ New Visitor ■ Returning Visitor



| Language                   | Users                                      | % Users                                    |
|----------------------------|--|--|
| <b>1. en-us</b>            |  |  |
| Jan 1, 2023 - Mar 31, 2023 | 23,715                                     | 95.10%                                     |
| Oct 1, 2022 - Dec 31, 2022 | 26,375                                     | 96.41%                                     |
| <b>% Change</b>            | <span style="color: red;">-10.09%</span>   | <span style="color: red;">-1.36%</span>    |
| <b>2. en-gb</b>            |  |  |
| Jan 1, 2023 - Mar 31, 2023 | 171  | 0.69%                                      |
| Oct 1, 2022 - Dec 31, 2022 | 165  | 0.60%                                      |
| <b>% Change</b>            | <span style="color: green;">3.64%</span>   | <span style="color: green;">13.69%</span>  |
| <b>3. zh-cn</b>            |  |  |
| Jan 1, 2023 - Mar 31, 2023 | 136  | 0.55%                                      |
| Oct 1, 2022 - Dec 31, 2022 | 103  | 0.38%                                      |
| <b>% Change</b>            | <span style="color: green;">32.04%</span>  | <span style="color: green;">44.85%</span>  |
| <b>4. en</b>               |  |  |
| Jan 1, 2023 - Mar 31, 2023 | 122  | 0.49%                                      |
| Oct 1, 2022 - Dec 31, 2022 | 146  | 0.53%                                      |
| <b>% Change</b>            | <span style="color: red;">-16.44%</span>   | <span style="color: red;">-8.33%</span>    |
| <b>5. (not set)</b>        |  |  |
| Jan 1, 2023 - Mar 31, 2023 | 109  | 0.44%                                      |
| Oct 1, 2022 - Dec 31, 2022 | 107  | 0.39%                                      |
| <b>% Change</b>            | <span style="color: green;">1.87%</span>   | <span style="color: green;">11.76%</span>  |
| <b>6. es-mx</b>            |  |  |
| Jan 1, 2023 - Mar 31, 2023 | 85   | 0.34%                                      |
| Oct 1, 2022 - Dec 31, 2022 | 22   | 0.08%                                      |
| <b>% Change</b>            | <span style="color: green;">286.36%</span> | <span style="color: green;">323.86%</span> |
| <b>7. es-es</b>            |  |  |

|                            |                |                |
|----------------------------|----------------|----------------|
| 7. <a href="#">es-es</a>   |                |                |
| Jan 1, 2023 - Mar 31, 2023 | 70             | 0.28%          |
| Oct 1, 2022 - Dec 31, 2022 | 35             | 0.13%          |
| <b>% Change</b>            | <b>100.00%</b> | <b>119.41%</b> |
| 8. <a href="#">en-ca</a>   |                |                |
| Jan 1, 2023 - Mar 31, 2023 | 66             | 0.26%          |
| Oct 1, 2022 - Dec 31, 2022 | 83             | 0.30%          |
| <b>% Change</b>            | <b>-20.48%</b> | <b>-12.76%</b> |
| 9. <a href="#">es-pe</a>   |                |                |
| Jan 1, 2023 - Mar 31, 2023 | 49             | 0.20%          |
| Oct 1, 2022 - Dec 31, 2022 | 13             | 0.05%          |
| <b>% Change</b>            | <b>276.92%</b> | <b>313.50%</b> |
| 10. <a href="#">en-au</a>  |                |                |
| Jan 1, 2023 - Mar 31, 2023 | 44             | 0.18%          |
| Oct 1, 2022 - Dec 31, 2022 | 50             | 0.18%          |
| <b>% Change</b>            | <b>-12.00%</b> | <b>-3.46%</b>  |

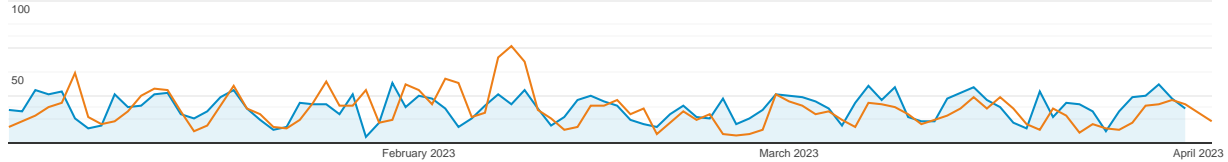
## Comm-Site Search Overview

**All Users**  
+0.00% Pageviews

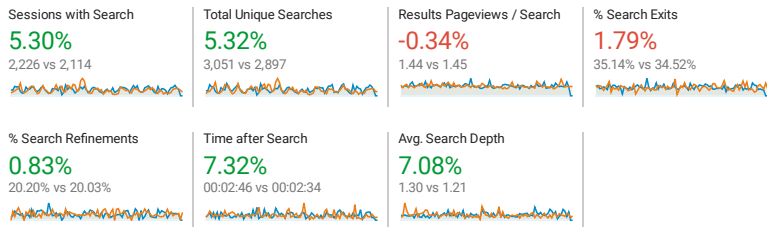
Jan 1, 2023 - Mar 31, 2023  
Compare to: Oct 1, 2022 - Dec 31, 2022

### Overview

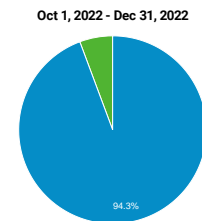
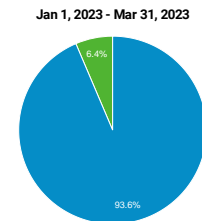
Jan 1, 2023 - Mar 31, 2023: Sessions with Search  
Oct 1, 2022 - Dec 31, 2022: Sessions with Search



### 6.40% of your visits used site search



■ Visits Without Site Search ■ Visits With Site Search



| Search Term                | Total Unique Searches | % Total Unique Searches |
|----------------------------|-----------------------|-------------------------|
| <b>1. Yoga</b>             |                       |                         |
| Jan 1, 2023 - Mar 31, 2023 | 23                    | 0.75%                   |
| Oct 1, 2022 - Dec 31, 2022 | 15                    | 0.52%                   |
| <b>% Change</b>            | <b>53.33%</b>         | <b>45.59%</b>           |
| <b>2. city code</b>        |                       |                         |
| Jan 1, 2023 - Mar 31, 2023 | 12                    | 0.39%                   |
| Oct 1, 2022 - Dec 31, 2022 | 16                    | 0.55%                   |
| <b>% Change</b>            | <b>-25.00%</b>        | <b>-28.79%</b>          |
| <b>3. Jobs</b>             |                       |                         |
| Jan 1, 2023 - Mar 31, 2023 | 12                    | 0.39%                   |
| Oct 1, 2022 - Dec 31, 2022 | 19                    | 0.66%                   |
| <b>% Change</b>            | <b>-36.84%</b>        | <b>-40.03%</b>          |
| <b>4. Staff Directory</b>  |                       |                         |
| Jan 1, 2023 - Mar 31, 2023 | 12                    | 0.39%                   |
| Oct 1, 2022 - Dec 31, 2022 | 7                     | 0.24%                   |
| <b>% Change</b>            | <b>71.43%</b>         | <b>62.78%</b>           |
| <b>5. zoning</b>           |                       |                         |
| Jan 1, 2023 - Mar 31, 2023 | 12                    | 0.39%                   |
| Oct 1, 2022 - Dec 31, 2022 | 6                     | 0.21%                   |
| <b>% Change</b>            | <b>100.00%</b>        | <b>89.90%</b>           |
| <b>6. Snowplowing</b>      |                       |                         |
| Jan 1, 2023 - Mar 31, 2023 | 11                    | 0.36%                   |
| Oct 1, 2022 - Dec 31, 2022 | 3                     | 0.10%                   |

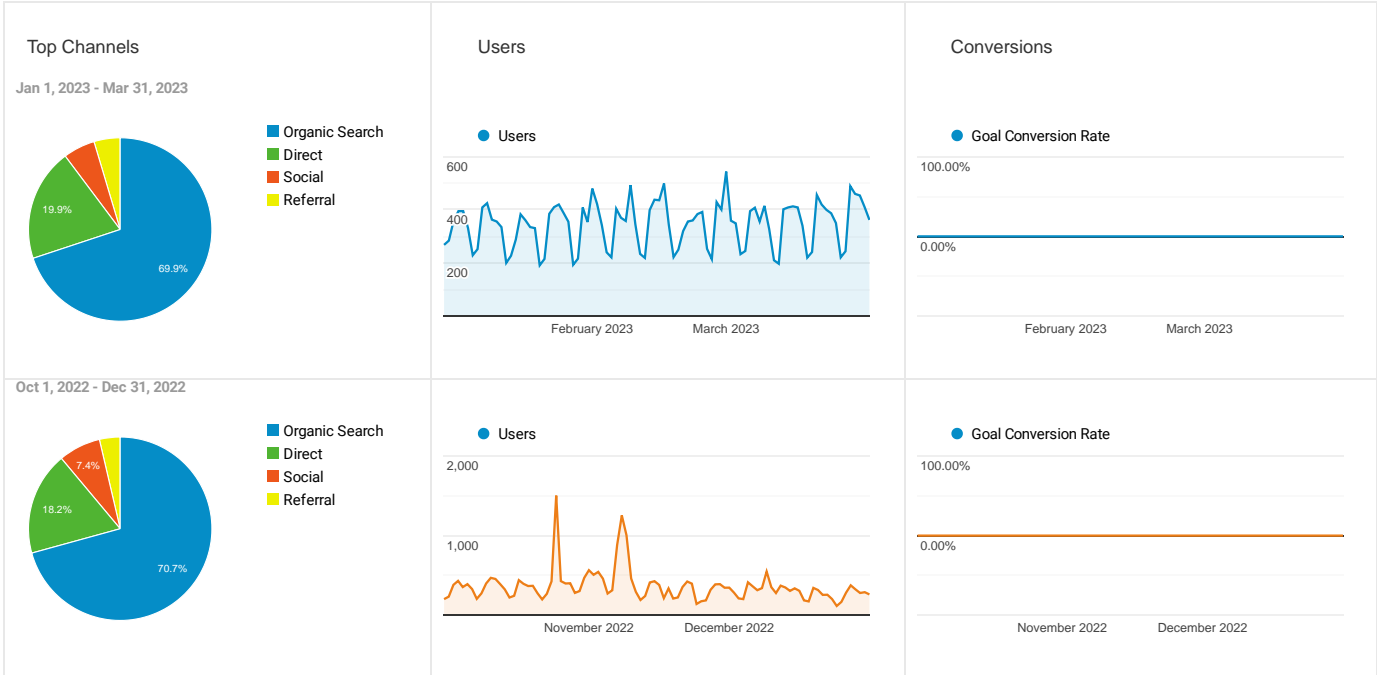
|                                 |         |         |
|---------------------------------|---------|---------|
| <b>% Change</b>                 | 266.67% | 248.16% |
| 7. <a href="#">yoga</a>         |         |         |
| Jan 1, 2023 - Mar 31, 2023      | 11      | 0.36%   |
| Oct 1, 2022 - Dec 31, 2022      | 3       | 0.10%   |
| <b>% Change</b>                 | 266.67% | 248.16% |
| 8. <a href="#">happy days</a>   |         |         |
| Jan 1, 2023 - Mar 31, 2023      | 10      | 0.33%   |
| Oct 1, 2022 - Dec 31, 2022      | 0       | 0.00%   |
| <b>% Change</b>                 | 100.00% | 100.00% |
| 9. <a href="#">public works</a> |         |         |
| Jan 1, 2023 - Mar 31, 2023      | 10      | 0.33%   |
| Oct 1, 2022 - Dec 31, 2022      | 1       | 0.03%   |
| <b>% Change</b>                 | 900.00% | 849.52% |
| 10. <a href="#">rebate</a>      |         |         |
| Jan 1, 2023 - Mar 31, 2023      | 10      | 0.33%   |
| Oct 1, 2022 - Dec 31, 2022      | 0       | 0.00%   |
| <b>% Change</b>                 | 100.00% | 100.00% |

## Comm-Referrals Report

Jan 1, 2023 - Mar 31, 2023  
Compare to: Oct 1, 2022 - Dec 31, 2022

All Users  
+0.00% Users

Primary Dimension: **Top Channels**  
Conversion: **All Goals**



|                  | Acquisition |             |            | Behavior      |                   |                         |
|------------------|-------------|-------------|------------|---------------|-------------------|-------------------------|
|                  | Users ↓     | New Users ↓ | Sessions ↓ | Bounce Rate ↓ | Pages / Session ↓ | Avg. Session Duration ↓ |
| 1 Organic Search | 8.66% ↓     | 7.96% ↓     | 6.56% ↓    | 7.08% ↓       | 8.92% ↑           | 15.23% ↑                |
| 2 Direct         | 10.01% ↓    | -           | -          | 6.90% ↓       | -                 | -                       |
| 3 Social         | 0.65% ↓     | -           | -          | 4.01% ↓       | -                 | -                       |
| 4 Referral       | 31.24% ↓    | -           | -          | 16.82% ↓      | -                 | -                       |
|                  | 15.16% ↑    | -           | -          | 0.11% ↓       | -                 | -                       |

### Conversions

**Set up a goal.**  
To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 4 Channels click [here](#).

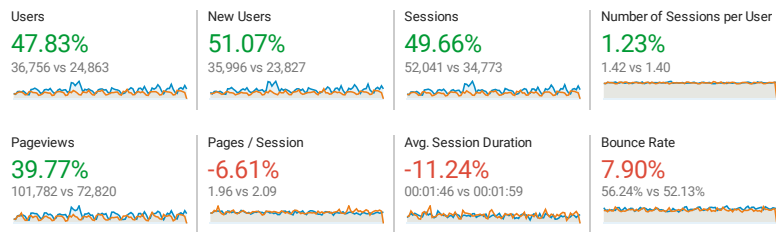
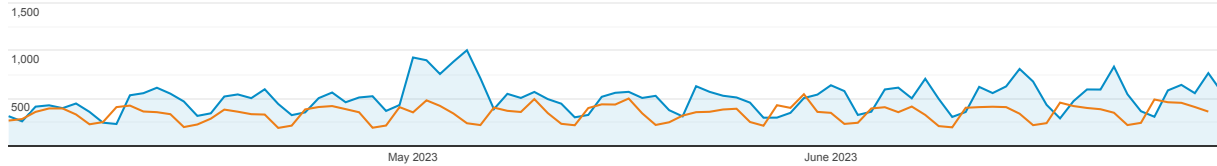
### Comm- Users Overview

All Users  
+0.00% Users

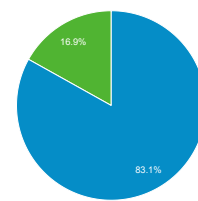
Apr 1, 2023 - Jun 30, 2023  
Compare to: Jan 1, 2023 - Mar 31, 2023

#### Overview

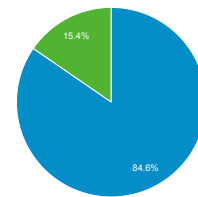
Apr 1, 2023 - Jun 30, 2023: ● Users  
Jan 1, 2023 - Mar 31, 2023: ● Users



■ New Visitor ■ Returning Visitor  
Apr 1, 2023 - Jun 30, 2023



Jan 1, 2023 - Mar 31, 2023



#### Language

| Language                   | Users          | % Users        |
|----------------------------|----------------|----------------|
| 1. en-us                   |                |                |
| Apr 1, 2023 - Jun 30, 2023 | 35,110         | 94.87%         |
| Jan 1, 2023 - Mar 31, 2023 | 23,715         | 95.10%         |
| <b>% Change</b>            | <b>48.05%</b>  | <b>-0.25%</b>  |
| 2. en-gb                   |                |                |
| Apr 1, 2023 - Jun 30, 2023 | 317            | 0.86%          |
| Jan 1, 2023 - Mar 31, 2023 | 171            | 0.69%          |
| <b>% Change</b>            | <b>85.38%</b>  | <b>24.90%</b>  |
| 3. en-ca                   |                |                |
| Apr 1, 2023 - Jun 30, 2023 | 279            | 0.75%          |
| Jan 1, 2023 - Mar 31, 2023 | 66             | 0.26%          |
| <b>% Change</b>            | <b>322.73%</b> | <b>184.82%</b> |
| 4. zh-cn                   |                |                |
| Apr 1, 2023 - Jun 30, 2023 | 224            | 0.61%          |
| Jan 1, 2023 - Mar 31, 2023 | 136            | 0.55%          |
| <b>% Change</b>            | <b>64.71%</b>  | <b>10.97%</b>  |
| 5. (not set)               |                |                |
| Apr 1, 2023 - Jun 30, 2023 | 222            | 0.60%          |
| Jan 1, 2023 - Mar 31, 2023 | 109            | 0.44%          |
| <b>% Change</b>            | <b>103.67%</b> | <b>37.23%</b>  |
| 6. en                      |                |                |
| Apr 1, 2023 - Jun 30, 2023 | 125            | 0.34%          |
| Jan 1, 2023 - Mar 31, 2023 | 122            | 0.49%          |
| <b>% Change</b>            | <b>2.46%</b>   | <b>-30.97%</b> |
| 7. es-mx                   |                |                |

|                            |               |                |
|----------------------------|---------------|----------------|
| .. <a href="#">en-us</a>   |               |                |
| Apr 1, 2023 - Jun 30, 2023 | 95            | 0.26%          |
| Jan 1, 2023 - Mar 31, 2023 | 85            | 0.34%          |
| <b>% Change</b>            | <b>11.76%</b> | <b>-24.70%</b> |
| 8. <a href="#">es-es</a>   |               |                |
| Apr 1, 2023 - Jun 30, 2023 | 87            | 0.24%          |
| Jan 1, 2023 - Mar 31, 2023 | 70            | 0.28%          |
| <b>% Change</b>            | <b>24.29%</b> | <b>-16.26%</b> |
| 9. <a href="#">es-co</a>   |               |                |
| Apr 1, 2023 - Jun 30, 2023 | 63            | 0.17%          |
| Jan 1, 2023 - Mar 31, 2023 | 44            | 0.18%          |
| <b>% Change</b>            | <b>43.18%</b> | <b>-3.53%</b>  |
| 10. <a href="#">en-au</a>  |               |                |
| Apr 1, 2023 - Jun 30, 2023 | 59            | 0.16%          |
| Jan 1, 2023 - Mar 31, 2023 | 44            | 0.18%          |
| <b>% Change</b>            | <b>34.09%</b> | <b>-9.65%</b>  |

# Website Analytics Q2

## Top Searches

Note: Google Analytics changed platforms between Q1 and Q2. The look of the data has changed.

### Event Pages

Apr 1, 2023 - Jun 30, 2023

**All Users**  
100.00% Unique Events

#### Explorer

Event

Total Events  
2,000



| Page                                     | Total Events  | Unique Events                                       | Event Value                             | Avg. Value                                      |
|--|---|---|---|---|
|  | <b>56,158</b><br>% of Total:<br>100.00%<br>(56,158) | <b>47,066</b><br>% of Total:<br>100.00%<br>(47,066) | <b>0</b><br>% of Total:<br>0.00%<br>(0) | <b>0.00</b><br>Avg for View:<br>0.00<br>(0.00%) |
| 1. /                                     | <b>6,023</b><br>(10.73%)                            | <b>5,246</b><br>(11.15%)                            | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 2. /375/Building-Permits-and-Inspections | <b>2,387</b><br>(4.25%)                             | <b>2,151</b><br>(4.57%)                             | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 3. /DocumentCenter/View/6803             | <b>1,110</b><br>(1.98%)                             | <b>930</b><br>(1.98%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 4. /948/Commercial-Developments          | <b>875</b><br>(1.56%)                               | <b>665</b><br>(1.41%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 5. /613/Agendas                          | <b>873</b><br>(1.55%)                               | <b>740</b><br>(1.57%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 6. /574/Parks-Recreation-Events          | <b>851</b><br>(1.52%)                               | <b>711</b><br>(1.51%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 7. /250/Utility-Billing                  | <b>793</b><br>(1.41%)                               | <b>692</b><br>(1.47%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 8. /477/Public-Data-Transparency         | <b>765</b><br>(1.36%)                               | <b>703</b><br>(1.49%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 9. /174/Police                           | <b>625</b><br>(1.11%)                               | <b>533</b><br>(1.13%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |
| 10. /198/City-Improvement-Projects       | <b>584</b><br>(1.04%)                               | <b>530</b><br>(1.13%)                               | <b>0</b><br>(0.00%)                     | <b>0.00</b>                                     |

Rows 1 - 10 of 4272

## Network Referrals

Apr 1, 2023 - Jun 30, 2023

Discover where your social traffic originates

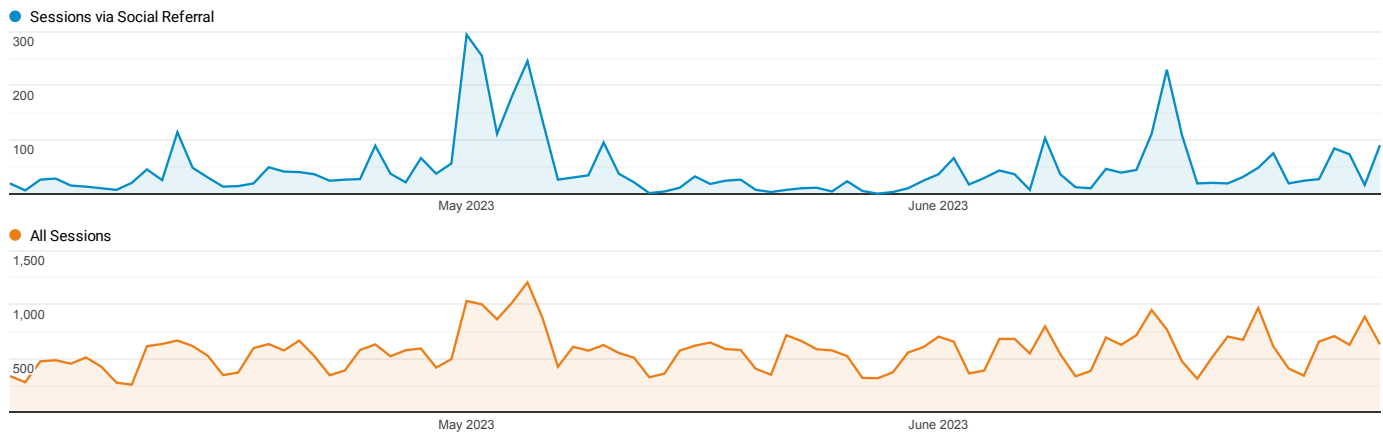
Identify the networks and communities where people engage with your content. Learn about each community, and identify your best performing content on each network.



[Don't show education messages.](#)

All Users  
100.00% Sessions

### Social Referral



| Social Network | Sessions ↓        | Pageviews         | Avg. Session Duration | Pages / Session |
|----------------|-------------------|-------------------|-----------------------|-----------------|
| 1. Facebook    | 4,157<br>(98.76%) | 6,653<br>(98.23%) | 00:01:17              | 1.60            |
| 2. Twitter     | 33<br>(0.78%)     | 82<br>(1.21%)     | 00:04:46              | 2.48            |
| 3. Instagram   | 13<br>(0.31%)     | 31<br>(0.46%)     | 00:00:42              | 2.38            |
| 4. LinkedIn    | 4<br>(0.10%)      | 5<br>(0.07%)      | 00:00:44              | 1.25            |
| 5. Glassdoor   | 1<br>(0.02%)      | 1<br>(0.01%)      | 00:00:00              | 1.00            |
| 6. Yammer      | 1<br>(0.02%)      | 1<br>(0.01%)      | 00:00:00              | 1.00            |

Rows 1 - 6 of 6

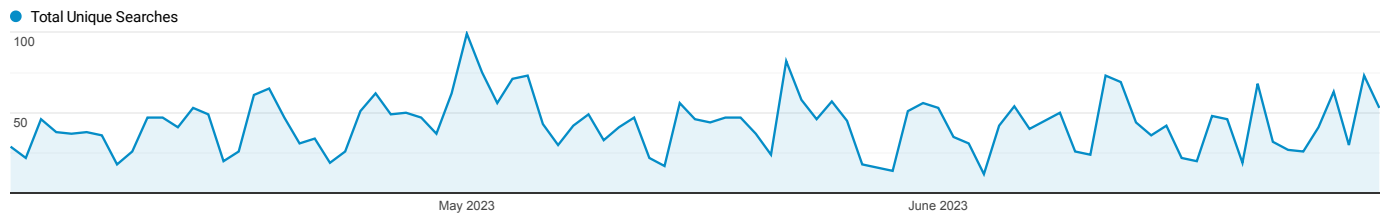
### Search Terms

Apr 1, 2023 - Jun 30, 2023

**All Users**  
100.00% Total Unique Searches

#### Explorer

Site Usage



| Search Term                                  | Total Unique Searches ↓                           | Results Pageviews / Search                      | % Search Exits                                      | % Search Refinements                                | Time after Search                                       | Avg. Search Depth                               |
|--|---|---|---|---|---|---|
|  | <b>3,900</b><br>% of Total:<br>100.00%<br>(3,900) | <b>1.38</b><br>Avg for View:<br>1.38<br>(0.00%) | <b>32.90%</b><br>Avg for View:<br>32.90%<br>(0.00%) | <b>20.27%</b><br>Avg for View:<br>20.27%<br>(0.00%) | <b>00:02:57</b><br>Avg for View:<br>00:02:57<br>(0.00%) | <b>1.36</b><br>Avg for View:<br>1.36<br>(0.00%) |
| 1. Pickleball                                | <b>40</b><br>(1.03%)                              | 1.18  | 40.00%  | 10.64%  | 00:02:58  | 1.40  |
| 2. 2023 City-Wide Garage Sale                | <b>27</b><br>(0.69%)                              | 1.33  | 11.11%  | 8.33%   | 00:04:49  | 2.26  |
| 3. Garage sale                               | <b>26</b><br>(0.67%)                              | 1.12  | 3.85%   | 3.45%   | 00:01:30  | 1.46  |
| 4. City-Wide Garage Sale                     | <b>20</b><br>(0.51%)                              | 1.25  | 20.00%  | 8.00%   | 00:03:42  | 2.45  |
| 5. garage sale                               | <b>20</b><br>(0.51%)                              | 1.15  | 5.00%   | 4.35%   | 00:02:06  | 1.60  |
| 6. Yoga                                      | <b>19</b><br>(0.49%)                              | 1.26  | 21.05%  | 20.83%  | 00:03:30  | 1.74  |
| 7. The Draw Summer Concert Series            | <b>18</b><br>(0.46%)                              | 1.11  | 5.56%   | 5.00%   | 00:04:30  | 2.00  |
| 8. Garage Sale Trail - City Wide Garage Sale | <b>15</b><br>(0.38%)                              | 1.13  | 0.00%   | 23.53%  | 00:07:14  | 3.20  |
| 9. How do I report potholes?                 | <b>15</b><br>(0.38%)                              | 1.00  | 46.67%  | 13.33%  | 00:01:55  | 1.00  |
| 10. Chickens                                 | <b>14</b><br>(0.36%)                              | 1.14  | 42.86%  | 37.50%  | 00:01:12  | 0.71  |

Rows 1 - 10 of 2625

# Website Analytics Q2

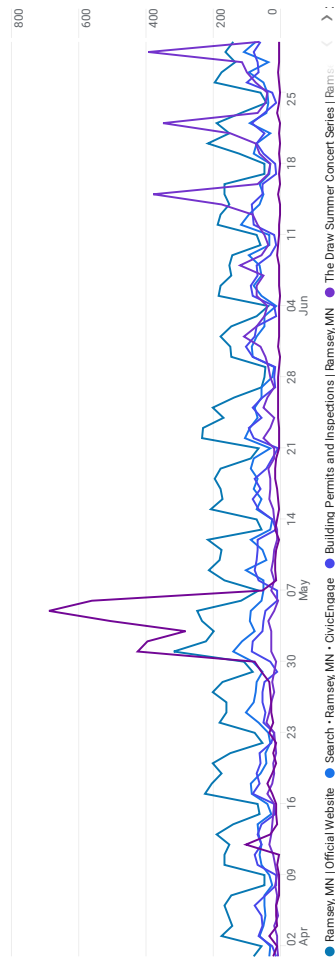
## Views by Page Title & Screen Class

Go to report

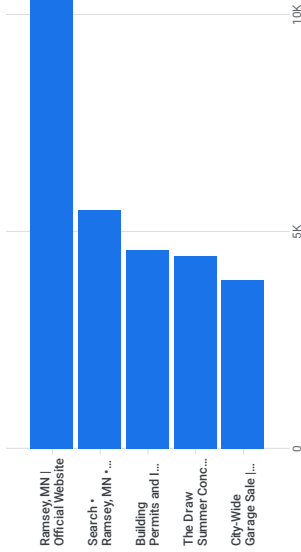
Custom Apr 1 - Jun 30, 2023

Pages and screens: Page title and screen class

Views by Page title and screen class over time



Views by Page title and screen class



| Page title and screen class                      | ↓ Views       | Users         | Views per user | Average engagement time | Event count | Conversions | Total revenue |
|--|---------------|---------------|----------------|-------------------------|-------------|-------------|---------------|
|  | 100% of total | 100% of total | Avg 0%         | Avg 0%                  | All events  | All events  | Revenue       |
| 1 Ramsey, MN   Official Website                  | 101,114       | 37,441        | 2.70           | 0m 59s                  | 379,647     | 0.00        | \$0.00        |
| 2 Search • Ramsey, MN • CivicEngage              | 12,990        | 7,240         | 1.79           | 0m 27s                  | 45,217      | 0.00        | \$0.00        |
| 3 Building Permits and Inspections   Ramsey, MN  | 5,489         | 2,251         | 2.44           | 0m 53s                  | 13,240      | 0.00        | \$0.00        |
| 4 The Draw Summer Concert Series   Ramsey, MN    | 4,564         | 2,284         | 2.01           | 0m 44s                  | 13,756      | 0.00        | \$0.00        |
| 5 City-Wide Garage Sale   Ramsey, MN             | 4,427         | 2,693         | 1.64           | 0m 44s                  | 12,812      | 0.00        | \$0.00        |
| 6 Facilities • Ramsey, MN • CivicEngage          | 3,878         | 2,433         | 1.59           | 0m 19s                  | 10,978      | 0.00        | \$0.00        |
| 7 Staff Directory • Ramsey, MN • CivicEngage     | 3,772         | 2,154         | 1.75           | 0m 40s                  | 12,714      | 0.00        | \$0.00        |
| 8 Common Problems With Spruce Trees   Ramsey, MN | 3,104         | 1,215         | 2.55           | 0m 47s                  | 8,178       | 0.00        | \$0.00        |
| 9 Calendar • Ramsey, MN • CivicEngage            | 2,052         | 1,816         | 1.13           | 0m 48s                  | 7,487       | 0.00        | \$0.00        |
| 10 Parks & Recreation Events   Ramsey, MN        | 1,937         | 962           | 2.01           | 0m 36s                  | 5,401       | 0.00        | \$0.00        |
|  | 1,838         | 1,232         | 1.49           | 0m 36s                  | 5,659       | 0.00        | \$0.00        |

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# Ramsey Resident

2023 Q1-2

## Cost and revenue


|                                 | Jan/Feb    | March/April | May/June   |
|---------------------------------|------------|-------------|------------|
| <b>Number of Articles</b>       | 27         | 18          | 19         |
| <b>Number of Pages</b>          | 16         | 16          | 16         |
| <b>Number of Paid Ads</b>       | 4          | 6           | 6          |
| <b>Total Ad Revenue</b>         | \$1,443    | \$2,398     | \$2,398    |
| <b>City Share of Ad Revenue</b> | \$717      | \$1,199     | \$1,199    |
| <b>Copies Printed</b>           | 11,910     | 12,000      | 12,100     |
| <b>Cost to Print</b>            | \$6,424.80 | \$6,592.61  | \$6,197.05 |
| <b>Total Pieces Mailed</b>      | 11,912     | 11,355      | 11,921     |
| <b>Cost to Bulk Mail</b>        | \$1,120    | \$2,032.70  | \$2,135.50 |

The channel is set-up for internal and external viewing.

☰ **Studio**

---

**YouTube Studio dashboard**



Channel  
City of Ramsey

- Dashboard
- Content
- Analytics**
- Comments
- Subtitles
- Copyright
- Earn
- Customization
- Audio library

---

- Settings

Overview
Content
Audience
Research

## In the selected period, your channel got 199 views

Views

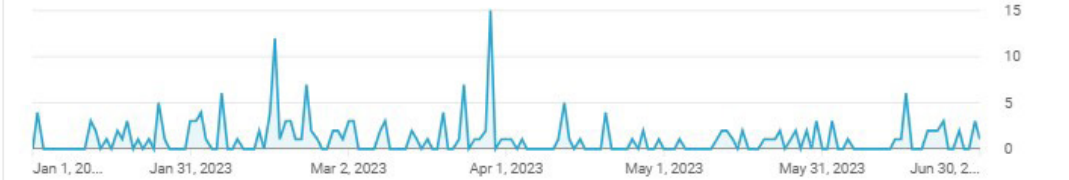
**199**

Watch time (hours)

**15.4**







Subscribers

**+6**



[SEE MORE](#)

### Your top content in this period

|   | Content   | Average view duration | Views |
|---|---|-----------------------|-------|
| 1 |  City of Ramsey - Economic Development Projects for 2021-2022<br>Mar 1, 2022 | 0:48 (68.4%)          | 34    |
| 2 |  Highway 10 Progress Video (Ramsey, MN - January 2023)                       | 2:23 (54.8%)          | 29    |
| 3 |  Staff Safety Training<br>Safety Training held on February 14, 2023          | 11:11 (16.8%)         | 18    |
| 4 |  Minnesota Deferred Comp Presentation  | 11:22 (27.5%)         | 16    |
| 5 |  Subscribing to Ramsey Calendars with iCal                                   | 0:46 (40.1%)          | 12    |
| 6 |  Ramsey Lunch 'n Learn - March 1st, 2023                                     | 2:17 (9.5%)           | 10    |