

Public Affairs Division

- *The city's website had **266,402** unique visitors in 2019, averaging about **8,194** visitors a week or **1,171** a day.*
- ***246 Bmails** were sent, an average of 4.7 Bmails each week to an audience of 9,000 subscribers.*
- ***274 B-Alert text messages** about traffic issues or weather were sent to an audience that is 9,189 subscribers, growing by 24 percent in 2019.*
- ***12 BNews Monthly** newsletters were printed and mailed to every home, business, apartment, condo and PO Box in Biloxi, each month, and generating \$122,650 in advertising revenue to offset printing and delivery costs.*
- ***Launched BTV: Biloxi Television**, a municipal TV channel carrying council meetings and other Biloxi programming on Sparklight, AT&T Uverse and simultaneously on the city's website.*
- *Ended year with **36,986 followers** on City of Biloxi Facebook page, a 12 percent increase. Other pages: Biloxi Police Department grew from 5,564 likes to 11,933, including more than 2,000 new followers in May, in the wake of the shooting of Officer McKeithen; Biloxi Visitors Center, 5,678 likes; Biloxi Fire Department, 4,705; and Jack, Biloxi Fire Dog, 1,172 in first month.*