

## **Public Affairs**

- The city's website had 2,678,118 sessions in 2022, more than double that of 2021. The site had 2,553,906 unique visitors in 2022, more than double that of 2021.
- Sent 80 Bmails to an audience of more than 7,000 subscribers.
- Continued to send out on-the-go traffic and weather advisories through the city's B-Alert text messaging system
- Completed 12 BNews Monthly newsletters, averaging 24 to 28 pages, delivered to every address in Biloxi; generated \$139,096 in advertising revenue to offset printing and delivery costs
- BTV: Biloxi Television, municipal TV channel, offered local programming.
- Continued live streaming city council meetings and Biloxi A to Z weekly reports
- Continued to work with all departments on marketing materials and social media
- Continued media request email for all media inquiries
- Gained thousands of followers to end year with more than 50,000