

## **Public Affairs**

- The city's website had 837,823 sessions in 2021, nearly double that of 2020. The site had 690,501 unique visitors in 2021, more than double that of 2020.
- Sent 120 Bmails to an audience of more than 7,000 subscribers.
- Changed B-Alert text messaging company in October; number updated to 99411
- Completed 12 BNews Monthly newsletters, averaging 24 to 26 pages, delivered to every address in Biloxi; generated \$146,200 in advertising revenue to offset printing and delivery costs
- BTV: Biloxi Television, a municipal TV channel, offered local programming and replays of council meetings. New programming included Postcards from Biloxi, Golf Carts on Biloxi Streets, Mission Update: The Fred Haise Statue, Old Biloxi Photos, Holiday Fire Safety Tips, and Storytime with Kelly Gumbo.
- Continued live streaming city council meetings and Biloxi A to Z weekly reports
- Implemented media request email for all media inquiries
- Gained thousands of followers to end year with more than 50,000