

Administration &  
Public Communication  
4th Quarter Report  
October 2022 -  
December 2022



9,017 Lobby Visits

October - 3,349  
November - 2,414  
December - 3,254

## Open Record Requests

October - 24  
November - 19  
December - 10

**53 Total**

## Licenses

Implemented & issued 9 regulatory fee certificates for massage establishments.

Issued 1 new alcohol license.

Renewed 102 alcohol licenses for 2023.

## Public Communication

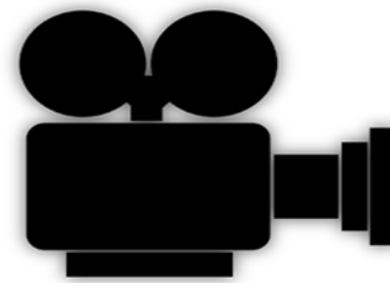
The office of communications added two specialists in the fourth quarter. These new staffers manage the city's social media accounts, produce informative and engaging videos, and write the weekly newsletter. The public communications team also serves as a liaison with the press, securing coverage and interviews on the Weather Channel, CBS 46, WSB-TV, WXIA-TV, and the Atlanta Journal-Constitution.

12,911 total subscribers

4,914 new subscribers  62.7%\*

52% email open rate  8%\*

## Newsletter



## Videos

New series, "Mondays with the Mayor," launched

17 videos produced

55% average viewer completion rate on YouTube



4,580 views

98.6 hours of watch time

61 new subscribers

13,900+ minutes viewed on Facebook

## Social Media



Launched in October  
21,106 views  
704 likes



25.8K impressions  
2.7% engagement rate



190,000+ page reach  73.1%\*  
591 new followers  2.8%\*



5,300+ reach  180.9%\*  
163 new followers  73.4%\*

\*percentage increase or decrease based on 3rd quarter 2022 numbers.