



## **2025 Community Engagement Year in Review**

2025 was an exciting and impactful year for Community Engagement. Our efforts focused on two primary areas: online engagement and in-person connection, and this year marked significant growth in both.

Our online presence saw substantial success. Facebook generated 3.3 million views, while our YouTube channel experienced a 58% increase, reaching 6,500 views in 2025. The Town website welcomed 103,000 users, including 102,629 new users and 16,655 returning users. Engagement across our social media platforms increased notably, particularly through the use of reels and video content. We intentionally focused on being more approachable and engaging, while still maintaining a professional and informative Town voice.

Social media follower growth was strong and fully organic. In 2025, the Town Facebook page added 2,336 followers, bringing the total to 9,565, while the Parks Facebook page added 1,763 followers, bringing the total to 8,078. This growth is especially noteworthy as all engagement was achieved without paid advertising or boosted posts.

Community Engagement oversees or assists with eight social media accounts and one YouTube channel, generating more than 1,500 social media posts to keep residents informed and connected. We supported every Town department, helping promote and sell 1,478 park rentals and programs, and issued over 200 public alerts through the Town's notification software.

In 2025, we made strategic investments in our digital infrastructure. These included implementing social media archiving software, continuing use of the notification system, and maintaining the agenda builder platform. We also developed social media standards for tagging and sharing, reviewed and revised website and social media standards, and began an audit and training process focused on ADA compliance and digital accessibility. Additionally, we created new online forms and helped streamline the banner reservation process, improving efficiency for both staff and residents.

A major milestone in 2025 was assisting with the approval of the first Designated Outdoor Refreshment Area (DORA) in Hendricks County—the Danville Social District. This exciting and complex initiative involved multiple layers of coordination, including drafting the ordinance, completing website updates, developing maps and boundary signage, and maintaining ongoing communication with the Indiana Alcohol & Tobacco Commission (ATC) and local business owners. The official kickoff of the Danville Social District is planned for Paddy's on the Square in 2026.



Beyond digital engagement, Community Engagement partnered with and supported numerous community organizations, including the Downtown Danville Partnership, Danville Chamber of Commerce, Rotary Club of Danville, Kiwanis, Tri-Kappa, local youth sports leagues, and the Danville School Corporation. We participated in or supported more than 20 community events and captured over 10,000 photographs throughout the year.

Community Engagement also helped secure more than \$15,000 in sponsorships supporting staff engagement initiatives and park programs, and collaborated with the Parks Department to design more than 10 new park signs, enhancing wayfinding, branding, and visitor experience.

Additionally, we coordinated 23 stormwater initiatives, worked alongside 315 volunteers, and helped remove 186 bags of trash from local waterways, reinforcing our commitment to environmental stewardship and hands-on community involvement.

Overall, 2025 was a year of growth, innovation, and connection, strengthening how the Town of Danville communicates, engages, and serves its residents—both online and in person.