

APPENDIX 2

MBCC Engagement
April 20 – June 20, 2022

Mount Boucherie Community Centre Engagement Analytics

Electronic PSA:

PSA No. 1 – [Have your say! Engagement to restore Mt. Boucherie Community Centre is underway](#)

- April 20, 2022
 - The Mt. Boucherie Community Centre (MBCC) Restoration Project is underway from **April 20** through **June 20**, and we want to hear from you as we begin to transition this much-loved facility back to the community in time for its 50th anniversary in 2024.
 - As part of the project, the City of West Kelowna is developing a facility plan to restore the interior of the building to its former state as a community centre with a special emphasis on capturing memories of the MBCC from 1974 to 2008. This is an exciting opportunity to collect, preserve and share stories of events and activities over the years.

PSA No. 2 - [Share your feedback on future programming and amenities for Mt. Boucherie!](#)

- June 1, 2022
 - There is still time to help shape the future of Mt. Boucherie Community Centre (MBCC) and share your stories on past activities. We want to hear from you as we begin to transition this much-loved facility back to the community in time for its 50th anniversary in 2024.
 - Get involved today at OurWK.ca/restoreMBCC:
 - complete a short online questionnaire
 - add comments to the Ideas portal
 - share a favourite memory, photo or story about MBCC

e-News No. 3 - Final days to provide feedback on the future of Mt. Boucherie Community Centre

- June 14, 2022
 - The June 20 deadline to provide input and help shape the future of Mt. Boucherie Community Centre is almost here.
 - We want to hear your ideas and stories as we begin to transition this much-loved facility back to the community in time for its 50th anniversary in 2024.
 - Feedback is open until June 20, 2022 and input will help inform the facility plan to restore the interior of the building to its former state as a community centre. We will keep our stories portal open for the remainder of the year.

Electronic & Community Relations:

e-News updates issued

- April 20 – Launch PSA
 - 3,575 sent
- June 1 – Mid-point PSA
 - 3,583 sent
- June 14 – Final call
 - 3,592

City website

- Homepage highlight
 - April 20 – June 20: 12,540 unique pageviews

Postcard

- 500 printed
- 6 scans of QR code

Social Media:

Facebook

- Facebook ad #1
 - April 22 – May 9
 - Link clicks: 87
 - Reach: 5,592
 - Engagement: 104
 - Comments: 0
- Facebook ad #2
 - May 25 – June 20
 - Link clicks: 471
 - Reach: 3,159
 - Engagement: 478
 - Comments: 4
- Post – April 20
 - Impressions: 3,749 (the number of times your post was on screen)
 - Reach: 3,493 (the number of people who saw any of your posts at least once)
 - Engagement: 191 (the number of times people engaged with your post through reactions, comments, shares, views and clicks)
 - Likes: 20
 - Comments: 0
- Post – May 3
 - Impressions: 930
 - Reach: 835
 - Engagement: 26
 - Likes: 0
 - Comments: 1
- Post – June 1
 - Impressions: 657
 - Reach: 617
 - Engagement: 14
 - Likes: 3
 - Comments: 0
- Boosted Post – June 14
 - Impressions: 7,957
 - Reach: 3,255
 - Engagement: 258
 - Likes: 8
 - Comments: 0

Facebook ad #1

**City of West Kelowna**
Sponsored · 

...



The Mt. Boucherie Community Centre Restoration Project is underway! We want to hear from you as we begin to transition this facility back to the community in 2024.

Review the display boards, complete the online questionnaire and share your ideas for future recreational programming in West Kelowna.

Do you have a favourite memory or activity from MBCC? Share your story, a favourite memory or upload a photo to our online engagement platform.

Visit www.OurWK.ca/restoreMBCC to get involved.



Mt. Boucherie Community Centre Restoration Project

Mt. Boucherie Community Hall early 2000s

ourwk.ca



Share your ideas!

West Kelowna's central c...


Learn more

 Like  Comment  Share

Facebook ad #2

**City of West Kelowna**
Sponsored · Paid for by City of West Kelowna · 

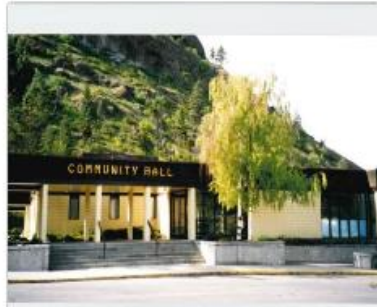
...



Take a trip down memory lane as we transition the Mt. Boucherie Community Centre back to the Westside in 2024!

The Mt. Boucherie Community Centre Restoration Project is underway and we want to hear your stories and feedback. Share your ideas about programming and help guide the design of the building.


Visit www.ourwk.ca/restoreMBCC to get involved.



Mt. Boucherie Community Hall 1980s


We want to hear from you!




Learn more



Program

Share y memor

 4 10 Comments

 Like  Comment  Share

MBCC Engagement
April 20 – June 20, 2022

Facebook post – April 20

City of West Kelowna
Published by Sprout Social · April 20 ·

Celebrate the past and help shape the future of Mt. Boucherie Community Centre (MBCC)! We're restoring Mt. Boucherie Community Centre and we want your input as we begin to transition this facility back to the community in 2024.

Your feedback will be used to help shape recreation programming, activities and the design of the building.

Get involved today:

- Online: Check out www.ourwk.ca/restoreMBCC to view the display boards, complete the questionnaire or add comments to the ideas portal. You can also share a favourite memory, photo or story about MBCC.
- In person: Stop by our pop-up engagement session at the Westbank Library from April 22 – May 20 to learn more about the project and provide your feedback.
- By mail: Contact us at 778-797-1234 and we'll arrange for a package of materials to be mailed to you, including a paper copy of the questionnaire.

Have a question about the Mt. Boucherie Community Centre Restoration Project? Ask us in the comments below.



OURWK.CA
Mt. Boucherie Community Centre Restoration Project
West Kelowna's central community hub to connect, play and learn Mt. Boucherie Communit...

Facebook post – May 3

City of West Kelowna
Published by Sprout Social · May 3 ·


Got a memory from a program or event held at Mt. Boucherie Community Hall back in the day? What about an old photo of the hall?

We want to hear from you!

We're looking to collect stories and old photos of Mt. Boucherie Community Centre in celebration of its 50th anniversary when it's returned to the Westside community in 2024. The building was constructed in 1974 and was a vibrant community hub for the Westside prior to the temporary relocation of municipal hall in 2009.

Head over to www.ourwk.ca/restoreMBCC to share your memories or upload a photo. Let's capture our Westside stories!

MT.BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT



Programming at Mt. Boucherie Community Hall
Mt. Boucherie Community Hall 1980s
Winter Fest at Mt. Boucherie Community Hall

Facebook post – June 1

City of West Kelowna
Published by Sprout Social · June 1 at 10:42 AM ·

Celebrate the past and help shape the future of Mt. Boucherie Community Centre! Share your feedback on future programming and amenities.

There's still time to add your ideas for the future of Mt. Boucherie Community Centre (MBCC) and share your stories on past activities. We want to hear from you as we begin to transition this much-loved facility back to the community in time for its 50th anniversary in 2024.

Get involved today at www.ourwk.ca/restorembcc:

- complete a short online questionnaire
- add comments to the Ideas portal
- share a favourite memory, photo or story about MBCC

Learn more about the MBCC Restoration project at www.ourwk.ca/restorembcc.

Mt. Boucherie Community Centre Restoration Project



Mt. Boucherie Community Hall early 2000s

Facebook post – June 14

City of West Kelowna
Published by Sprout Social · June 14 at 2:37 PM ·


Deadline alert! June 20 is the last day to provide feedback on the future of Mt. Boucherie Community Centre.

We want to hear your ideas and stories as we begin to transition this much-loved facility back to the community in 2024.

Your input will help shape the facility plan to restore the interior of the building to its former state as a community centre.

Get involved today and take the online questionnaire at www.ourwk.ca/restoreMBCC

Mt. Boucherie Community Centre Restoration Project



Mt. Boucherie Community Hall 1980s

OURWK.CA
Mt. Boucherie Community Centre Restoration Project
West Kelowna's central community hub to connect, play and learn Mt. Bo...

[Learn more](#)

Twitter

- Tweet – April 20
 - Impressions: 367
 - Engagements: 22
 - Likes: 5


- Tweet – May 3
 - Impressions: 207
 - Engagements: 5
 - Likes: 0

- Tweet – June 1
 - Impressions: 176
 - Engagements: 10
 - Likes: 2

- Tweet – June 14
 - Impressions: 130
 - Engagements: 2
 - Likes: 0

Twitter thread – April 20


City of West Kelowna @WestKelownaCity · Apr 20
Celebrate the past and help shape the future of Mt. Boucherie Community Centre (MBCC)! We're restoring MBCC and we want your input as we begin to transition this facility back to the community in 2024.



1 5

City of West Kelowna @WestKelownaCity · Apr 20
Your feedback will be used to help shape recreation programming, activities and the design of the building.

Get involved today! Check out [OurWK.ca/restoreMBCC](https://ourwk.ca/restoreMBCC) to view the display boards, complete the questionnaire or add comments to the ideas portal.



ourwk.ca
Mt. Boucherie Community Centre Restoration Proj...
West Kelowna's central community hub to connect, play and learn Mt. Boucherie Community Centre ...

1

City of West Kelowna @WestKelownaCity · Apr 20
Have a question about the Mt. Boucherie Community Centre Restoration Project? Ask us below. [👉](#)

1

Twitter thread – May 3

City of West Kelowna @WestKelownaCity · May 3
Got a memory from a program or event held at Mt. Boucherie Community Hall back in the day? What about an old photo of the hall?

We want to hear from you! [🗨️](#)



1

City of West Kelowna @WestKelownaCity · May 3
We're looking to collect stories and old photos of Mt. Boucherie Community Centre in celebration of its 50th anniversary when it's returned to the Westside community in 2024.



1

City of West Kelowna @WestKelownaCity · May 3
The building was constructed in 1974 and was a vibrant community hub for the Westside prior to the temporary relocation of municipal hall in 2009.

Head over to ourwk.ca/restoreMBCC to share your memories or upload a photo. Let's capture our Westside stories! [📷](#)



1

MBCC Engagement
April 20 – June 20, 2022

Twitter thread – June 1



City of West Kelowna
@WestKelownaCity

Celebrate the past and help shape the future of Mt. Boucherie Community Centre (MBCC)! Share your feedback on future programming and amenities for MBCC.

There's still time to share your ideas for the future of MBCC and share your stories on past activities.



City of West Kelowna @WestKelownaCity · Jun 1

Replying to @WestKelownaCity

Why do you visit a community centre? 🧐👤👤



4 votes · Final results



City of West Kelowna @WestKelownaCity · Jun 1

What do you think makes a great community centre?

Tell us below 🗨️



City of West Kelowna @WestKelownaCity · Jun 1

What programming activities would you most like to see at MBCC? 💡

Let us know below!

Learn more about the MBCC Restoration project:



Twitter thread – June 14



City of West Kelowna @WestKelownaCity · Jun 14

🚨 Deadline alert! 🚨 June 20 is the last day to provide feedback on the future of Mt. Boucherie Community Centre.

💬 We want to hear your ideas and stories as we begin to transition this much-loved facility back to the community in 2024.



City of West Kelowna @WestKelownaCity · Jun 14

Your input will help shape the facility plan to restore the interior of the building to its former state as a community centre.

📄 Get involved today and take the online questionnaire at



Instagram posts

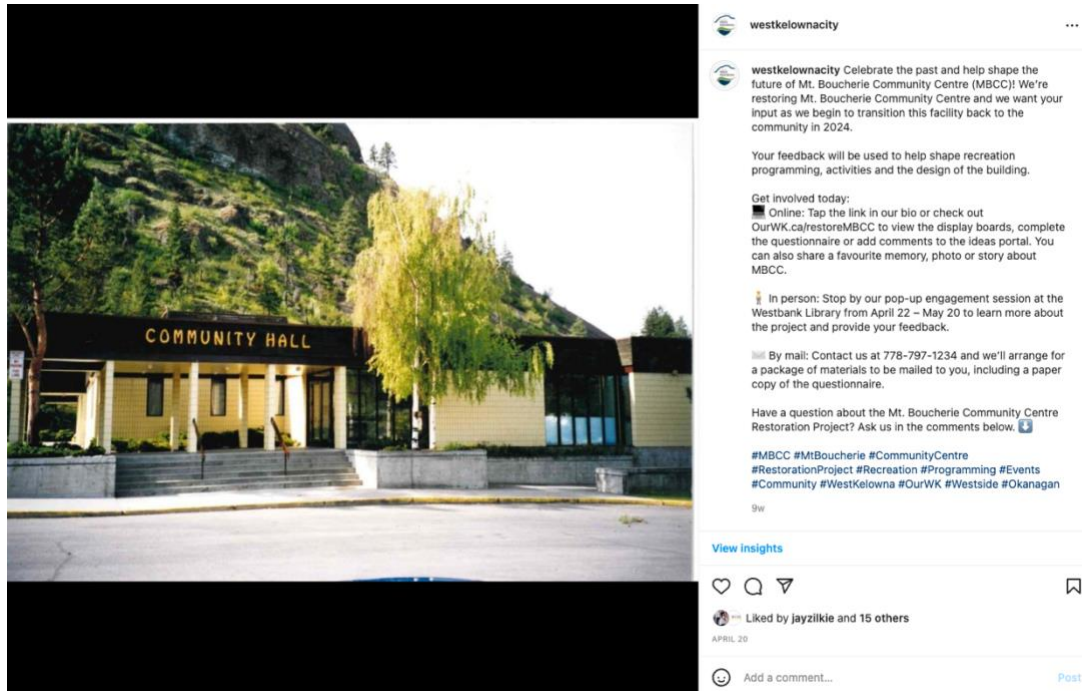
- Post – April 20
 - Impressions: 510
 - Reach: 474
 - Interactions: 6
 - Profile visits: 5
 - Likes: 16
- Post – May 3
 - Impressions: 436
 - Reach: 327
 - Interactions: 2
 - Profile visits: 2
 - Likes: 11
- Post – June 1
 - Impressions: 307
 - Reach: 293
 - Interactions: 4
 - Profile visits: 4
 - Likes: 10
- Post – June 14
 - Impressions: 242
 - Reach: 223
 - Interactions: 3
 - Profile visits: 3
 - Likes: 8

Instagram stories

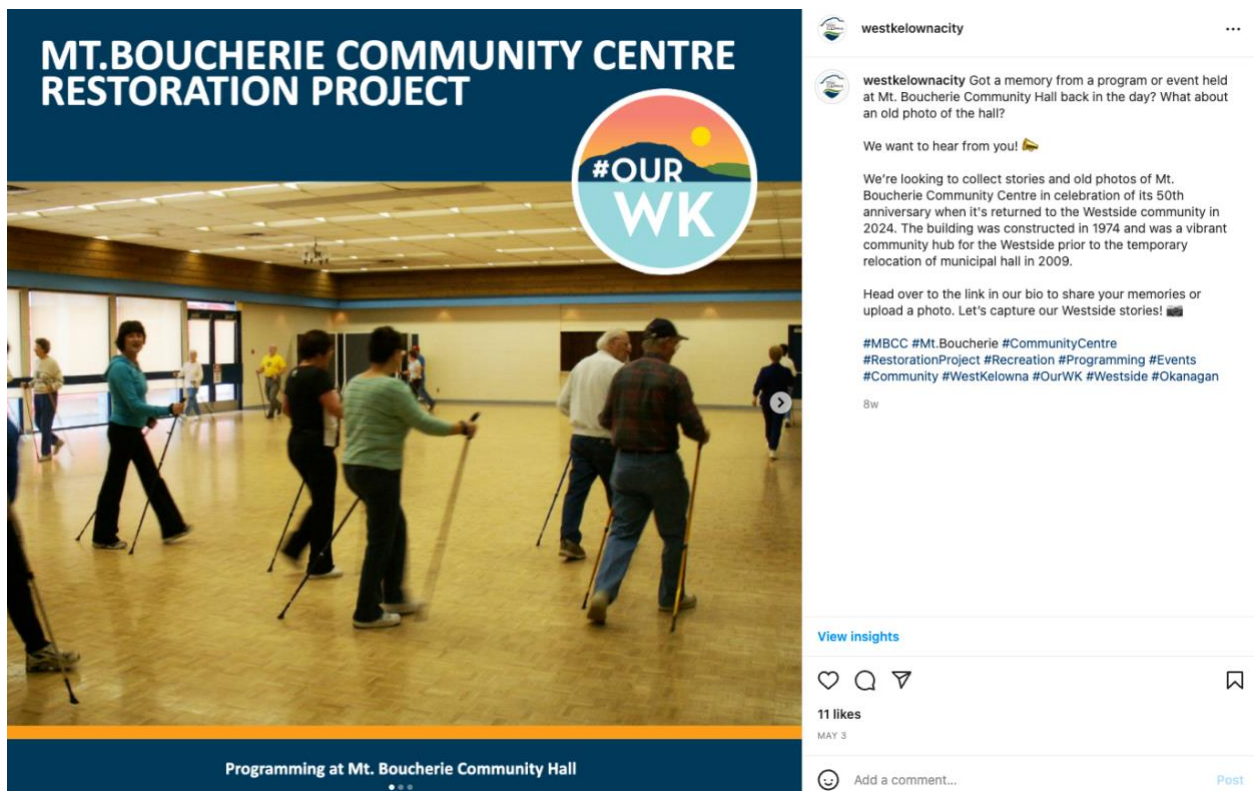
- Story – May 3
 - Impressions: 176
 - Reach: 173
- Story – June 1
 - Impressions: 166
 - Reach: 116

MBCC Engagement April 20 – June 20, 2022

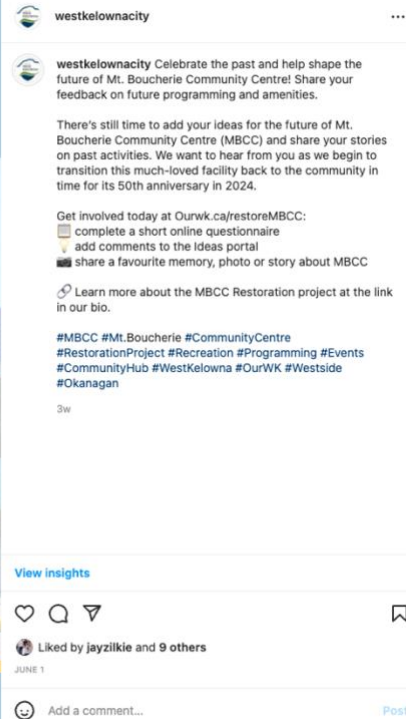
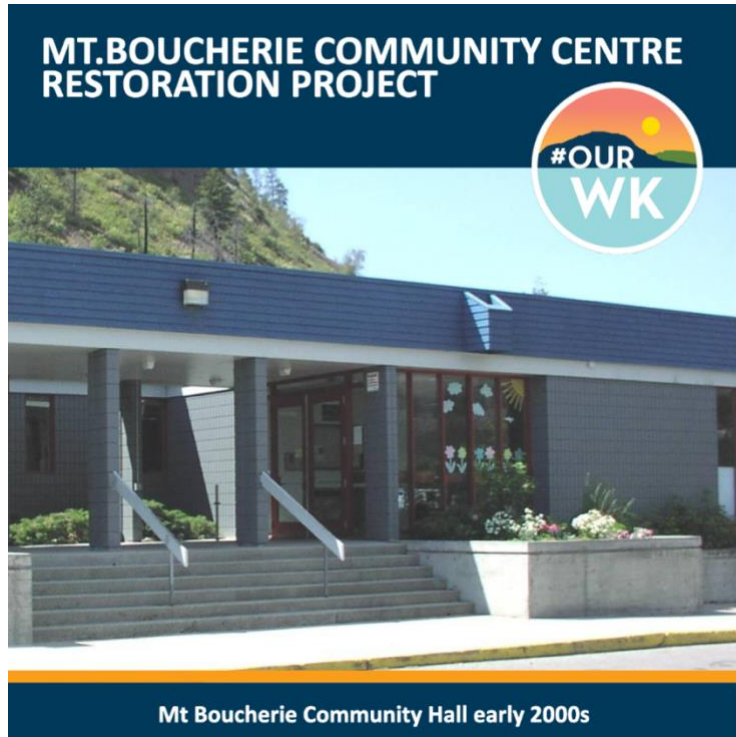
Instagram post – April 20



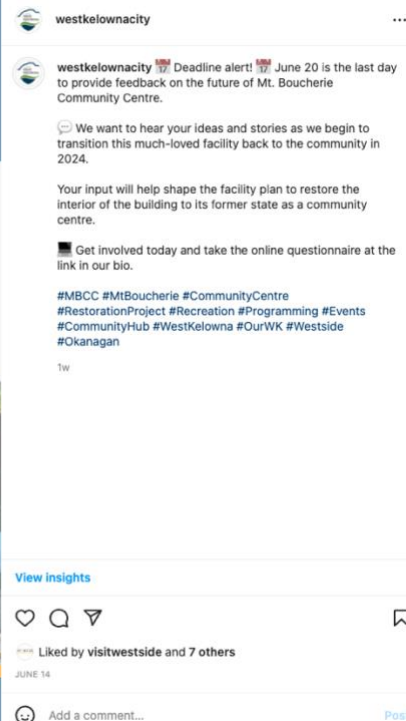
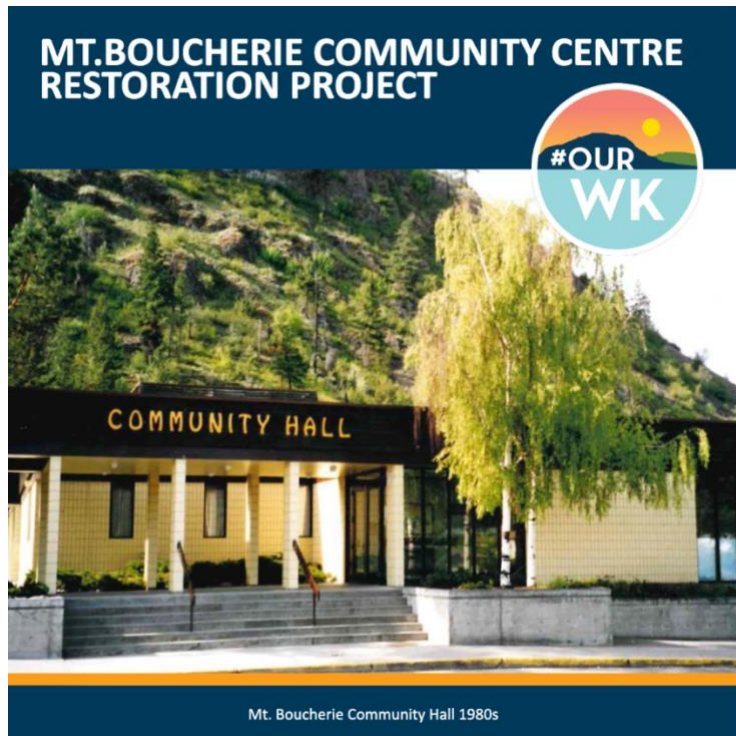
Instagram post – May 3



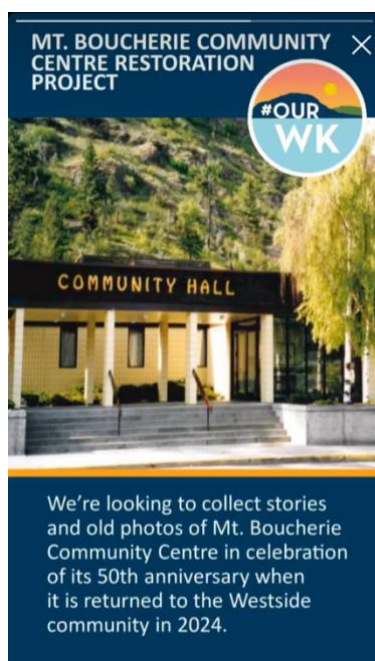
Instagram post – June 1



Instagram post – June 14



Instagram Story – May 3



Instagram Story – June 1

