

BUDGET 2010

Building a path to a strong community

Corporate Communications

2010 Business Plan and Operating Budget Highlights



THE CITY OF
st. Albert

Fall 2009



Departmental Mandate

- To provide valuable advice, coordination and assistance in effectively communicating with stakeholders and in promoting the value of City of St. Albert programs, services and initiatives

Responsible for:

- Delivery of clear, concise and consistent communications using a variety of methods
- Measures, analyzes and reports on community perceptions



Our Programs and Services

- Strategic Planning - Communications and Marketing
- Media Relations
- Advertising and Promotions
- Special Events
- Public Opinion Research
- Internal Communications
- Corporate Website
- Corporate Products and Protocol
- Emergency Communications



Business Plan Objectives

- Through key corporate reports, ensure the community is informed about Council priorities and progress made through City programs, services and initiatives. *(2010 – 2012)*
- Ensure City Council and Administration are aware of the perceptions of residents in relation to the programs, services and work carried out through the City. *(2010 – 2012)*



Business Plan Objectives

- Through advertising, promotions and special events, ensure the public is aware of City programs and services as well as progress on key City initiatives. *(2010 – 2012)*
- Strengthen the City's overall marketing efforts as well as those for specific departments, programs and initiatives. *(2011 – 2012)*



Business Plan Objectives

- Ensure City Council and Administration are aware of emerging issues and topics of interest in a quick and efficient manner. *(2010 – 2012)*
- Ensure media relations efforts are effectively coordinated and City Council and Administration are well supported in preparing for interviews. *(2010 – 2012)*



Business Plan Objectives

- Provide support to City Council and senior management in preparing for key events and announcements. *(2010 – 2012)*
- Continue providing friendly and efficient service to residents and visitors contacting the City by phone or in person at main reception or through the City's general email address. *(2010 – 2012)*

BUDGET 2010



Expense Overview

	2009 Base	2010	Change (\$)
Salaries and Wages	\$416,000	\$466,000	-\$50,000
Contracted and General Services	\$179,000	\$173,900	\$5,100
Materials, Goods, Supplies, and Utilities	\$7,300	\$6,300	\$1,000
Total	\$602,300	\$646,200	-\$43,900



2010 Operating Business Cases

- No business cases being brought forward for 2010.
- Resources and services being closely monitored in 2010, with update and potential business cases to follow in 2011.



Questions?

