

# BUDGET 2019

## CORPORATE COMMUNICATIONS

brand management | marketing | communications | media relations

Corporate Communications is the voice of the organization, collaborating with all departments to keep citizens in the know about City programs, services, issues and events. The department leads all internal and external communications, including newsletters, marketing materials, social media platforms, the internal and external websites, advertising and media relations. By monitoring and addressing emerging issues, Corporate Communications supports open and transparent government and ensures citizens and stakeholders receive the relevant and timely information they need.



### Programs We Manage

Communication Planning  
& Consulting

Stakeholder Relations

Digital Communications

Internal  
Communications

Production Services

Creative Services

Advertising & Marketing

Crisis & Emergency  
Communications

Media Relations

The subsequent pages will provide information on the department's budget.



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# Corporate Communications

## 2019 Proposed Operating Budget

	2018 Approved Budget	2019 Proposed Budget	\$ Change 2019-2018	Notes
<b>Revenues</b>				
User Fees & Charges	\$ 12,500	\$ 17,700	\$ 5,200	1
<b>Total Revenues</b>	<b>12,500</b>	<b>17,700</b>	<b>5,200</b>	
<b>Expenses</b>				
Salaries, Wages & Benefits	484,100	494,400	10,300	2
Contracted Services	7,100	43,000	35,900	3
Materials & Supplies	800	800	-	
Advertising & Printing	308,096	229,796	(78,300)	4
Training & Development	7,826	7,826	-	
Phones & Postage	9,659	7,459	(2,200)	5
Memberships	4,010	5,510	1,500	5
<b>Total Expenses</b>	<b>821,591</b>	<b>788,791</b>	<b>(32,800)</b>	
<b>Net (Surplus)/Deficit</b>	<b>\$ 809,091</b>	<b>\$ 771,091</b>	<b>\$ (38,000)</b>	

### Notes For Changes

Note 1: User Fees & Charges increased due to the reallocation of Leisure Guide revenue from the Recreation Services Department.

Note 2: Salaries, Wages & Benefits increased due to cost of living adjustment.

Note 3: Change due to the 2018 chart of accounts reclassification initiative; reclassification from advertising and printing.

Note 4: Advertising & Printing decreased due to the reduction in Cineplex Cinema advertisement and the 2018 chart of account reclassification initiative; reclassified to contracted services.

Note 5: Change due to the 2018 chart of accounts reclassification initiative.

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