



2023 - 26

CORPORATE COMMUNICATIONS

Department Business Plan

Department Overview

Corporate Communications serves as the pivotal voice of the organization, partnering with every department to ensure residents, businesses, and visitors are informed about City initiatives, services, emergencies, and events. Spearheading both internal and external communications, this department orchestrates all city marketing, advertising, brand stewardship, media relations, strategic media purchases, innovative creative and content creation, social media planning and management, and website management, among many other tasks.

By diligently upholding industry best practices, Corporate Communications champions a transparent government, ensuring all stakeholders access to pertinent and timely information. We are dedicated to cultivating and projecting a powerful, positive brand image that emphasizes the unique qualities that make Fort Saskatchewan truly remarkable.



CITY OF
FORT SASKATCHEWAN

Last Updated: May 1, 2024



DEPARTMENT GOALS AND INITIATIVES

Focus Area: Operational							
Department Initiative			Timeframe				
#	Description	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan			Future Strategic Plan	
			2024	2025	2026	2027	2028
Brand Review and Enhancements							
1.1	Complete a brand review	5*					
1.2	Introduce ongoing brand research	5					
1.3	Update brand suite and templates to meet a variety of needs	5					
1.4	Bring graphic design services inhouse	5					
1.5	Bring media development services inhouse	5					
1.6	Bring writing services inhouse	5					




Focus Area: Communications							
Department Initiative			Timeframe				
#	Description	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan			Future Strategic Plan	
			2024	2025	2026	2027	2028
Website							
2.1	Undertake engagement	5*					
2.2	Launch new website that uses current technology	5*					
Application							
2.3	Explore the value of creating a City app	2					

Focus Area: Department Support							
Department Initiative			Timeframe				
#	Description	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan			Future Strategic Plan	
			2024	2025	2026	2027	2028
City-wide							
3.1	Planning for 40th year anniversary of City Status and 150th of establishment of NWMP Fort in 2025	3					
3.2	Undertake engagement to inform the 2027 - 2030 Strategic Plan	n/a					
3.3	Establish department marketing plans	5					
3.4	Create an internal agency service-oriented approach	5					
Economic Development							
3.5	Update video ads and images	1					
3.6	Update marketing materials (e.g. request for information response templates)	1					
3.7	Support Fort Sask marketing campaign for investment attraction	1					
3.8	Revamp investfortsask.ca	1					
3.9	Support downtown development promotions	1					



Culture & Recreation							
3.10	Update Fort Heritage Precinct's Marketing Materials	3					
3.11	Create materials for the aquatics facility question	3					
3.12	Support the watertower mural project	3					
3.13	Create marketing strategies for DCC	3					
3.14	Use agency for Culture & Recreation social media	3					
Legislative Services							
3.15	Communication campaign for the election	3					

Legend:

-  Operational Initiative
-  One-time Operating Initiative
-  Capital Initiative

Strategic Plan Goals:

- 1 - Well-Planned Community and Resilient Economy
- 2 - Strategically Managed Infrastructure
- 3 - Welcoming, Compassionate and Active Community
- 4 - Environmental Stewardship
- 5 - Operational Excellence and Continuous Improvement

*Asterisk denotes a department initiative that is directly linked to a strategic initiative within the 2023 – 2026 Strategic Plan.