



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, 2025



DEPARTMENT GOALS AND INITIATIVES

Focus Area: Operational							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
1.1	Introduce ongoing municipal market research (benchmarking)	5					
1.2	Update corporate templates	5					
1.3	Develop Master Brand strategy	5					
1.4	Execute Master Brand strategy (e.g. update City and department branding, launch marketing and swag)	5					
1.5	Bring graphic design services inhouse	5					
1.6	Bring media services inhouse	5					
1.7	Bring writing services inhouse	5					
1.8	Add a public engagement position						
1.9	Top up advertising and marketing-related budgets post consolidation						

Focus Area: Communications							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
Website							
2.1	Launch new website that uses current technology	5*					
2.2	Website Audit	5					
2.3	Update City Intranet	5					
Application							
2.4	Research City App Potential and Requirements	2					
2.5	Digital Display System						

Focus Area: Department Support							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
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 public engagement to inform the 2027 - 2030 Strategic Plan	5					
3.3	ERP Communications	5*					
Economic Development							
3.4	Create and deply marketing materials through media (e.g. request for information response templates)	1					
3.5	Revamp investfortsask.ca	1					
Culture and Recreation							
3.6	Update Fort Heritage Precinct's website	3					
3.7	Support the water tower mural project	3					
3.8	Create brand & marketing strategies for the DCC	3					
3.9	Procure an agency for Culture and Recreation social media	3					
3.10	Develop new Aquatics Facility branding and communications	3					
Legislative Services							
3.11	Develop a communication campaign for the election	5					
Emergency Management							
3.12	Review existing communication channels (e.g. FortSaskAlert)	5					
3.13	Evaluate and install a River Marking System	5					
Fort Sask Transit							
3.14	Support marketing of new transit services	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.