

2014 Budget

Communications

Communications overview

- External, internal
- Variety of activities
 - Media events
 - Program launches
 - Website training
 - Citizen survey
 - Branding



Communications goals

- Downtown revitalization priority for 2014
- Continue brand development work
 - Establish templates for the organization
- Social media strategy
- Promote online services
 - E-billing

Communications budget

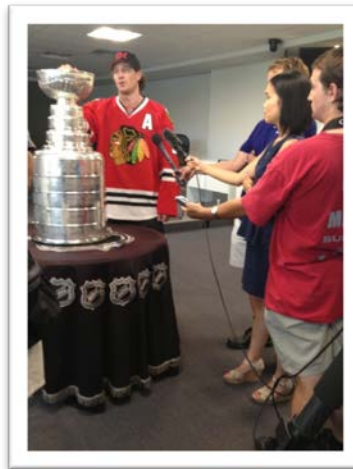
Description	2013 budget	2013 projection	2014 budget
General duties	\$88,400	\$88,371	\$88,400
Professional services – graphic design	\$5,000	\$5,950	\$5,000
Annual report	\$1,500	\$1,487	\$1,500
Utility newsletter	\$18,000	\$20,085	\$20,500
Tax notice insert	\$2,000	\$1,113	\$3,000
Citizen Survey	\$10,000	\$9,778	\$10,000
Yellow Pages	\$1,100	\$1,050	\$1,150

Communications budget

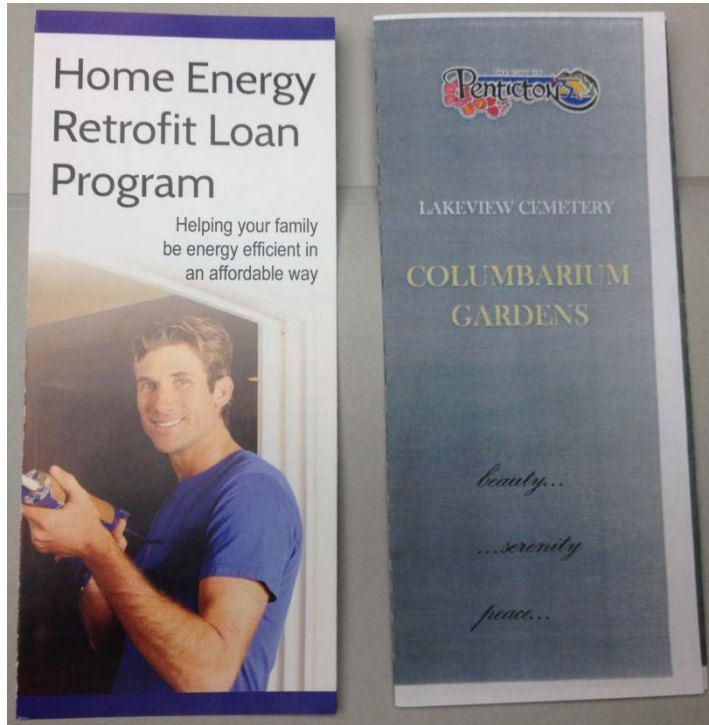
Description	2013 budget	2013 projection	2014 budget
City Page	\$50,000	\$60,000	\$50,000
Other advertising	\$2,500	\$2,100	\$3,000
Radio	\$2,500	\$2,800	\$3,500
Social media	\$400	\$357	\$1,000
Web	\$100	\$60	\$500
Events	-	-	\$2,000
Printing	-	-	\$5,000
TOTAL	\$181,500	\$192,500	\$194,550

Communications budget

Events give the community an opportunity to celebrate



Communications budget



- Marketing and promotional materials need improvement
- Professional printing to take quality to that next level
- Modest budget, done strategically



Questions?

