

Corporate Communications

Business Plan & Budget Highlights

Corporate Communications

Mandate:

- Enhance and maintain a positive public image for the City of St. Albert.
- Develop and deliver clear, concise and consistent messages on behalf of the Corporation to both internal and external audiences.
- Inform and educate the public on the programs and services offered by the City of St. Albert.

Corporate Communications

Programs/Services:

- Develop programs to educate and inform the public.
- Develop and deliver programs for keeping City Council and internal staff informed.
- Media relations advice and support.
- Coordinate Corporate advertising program (Citylights).
- Coordination of the Corporate Website.
- Corporate Protocol
- Develop and deliver Annual Citizen Satisfaction Survey.
- Emergency Public Information.

Corporate Communications 2004 Highlights



- Redesign and launch of new City of St. Albert Web site.
- Assisted with addition of new On-Line services.

Corporate Communications 2004 Highlights



- Road Report designed to keep public informed about status of project
- Comprehensive information on Web site
- On site media events when necessary
- Assist in Public Information meetings

Corporate Communications 2004 Highlights



- Keep the public informed about MPLC progress.
- Develop awareness campaign for plebiscite on MPLC.
- Develop communications and advertising strategies for next phase of project including fundraising, sponsorships, construction updates and official opening.

Corporate Communications 2004 Highlights



- Develop strategies to keep the public informed about Annexation Application
- Citylights updates
- Comprehensive information on Web site
- Media updates when necessary

Corporate Communications 2004 Highlights



Red Willow Park West Master Plan Update

- Develop and implement plans to inform the public about Red Willow Park expansion
- Develop information program for possible partnerships
- Develop Communications plans to coordinate Red Willow Park expansion with West Regional Road

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Future Challenges:

- Review of Citylights advertising feature.
- Ongoing development and maintenance of Web site.
- Communications activities around Multipurpose Leisure Centre.
- Continued communications support on West Regional Road, Annexation, Smoking Bylaw.

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2005 Budget Pressures:

- Increasing demands for advertising and promotion dollars as Corporation continues to grow and demands for information increase.
- Increased demand for displays for Trade Show, Farmers Market booth and ongoing displays for MPLC.

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Significant Changes from 2004:

Expenditure

- Increase in advertising to reflect Global TV weather watch sponsorship.
 - \$28,000/yr

Revenue

- Possible co-sponsor for \$14,000
- Increase in training and development to allow Corporate Communications staff more training opportunities.
 - \$8,800 from \$3,000
 - Allows more training opportunities for staff and reflects funding for Management Development Certificate Program for Municipalities for Director of Corporate Communications.

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2005 Operating Business Cases:

- Business Case to move Web Master/Graphic Designer to full time with Corporate Communications to meet growing demands on Web site.
 - Position is currently shared 50/50 with Economic Development and Tourism.
 - Business Case is supported by ED&T.

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