

**2007 DRAFT OPERATING BUDGET – ADDITIONAL INFORMATION REQUEST
FEBRUARY 20, 2007**

Recommendation

The Commissioner of Finance & Corporate Services and the Acting Director of Budgeting & Financial Planning recommends:

That the following report be received for information purposes.

Communications Plan

N/A

Purpose

To provide the information requested by the Budget Committee on the 2007 Draft Operating Budget.

Background - Analysis and Options

At the February 20, 2007 Budget Committee meeting, staff was directed to report back on the following details of the 2007 Draft Operating Budget.

- Detailed breakdown of grouped expenses
- Detailed breakdown of corporate promotions expenditures
- Detailed breakdown of departmental advertising expenditures
- Detailed breakdown of advertising expenditures for Council Corporate
- Specified program revenues & expenditures

As requested, the above information has been assimilated and enclosed for the Budget Committee's review are the following attachments.

- Attachment 1 - Grouped expenses by business unit
- Attachment 2 - Corporate promotions by business unit – under review
- Attachment 3 - Advertising expenditures by department and source
- Attachment 4 – Council Corporate advertising account detail
- Attachment 5 - Specified program revenues & expenditures

Relationship to Vaughan Vision 2007

The Operating Budget process is consistent with the priorities set by Council in Vaughan Vision 2007.

Regional Implications

N/A

Conclusion

The purpose of this report is to address the query by the Budget Committee on the above listed detail in the Draft 2007 Operating Budget.

Report prepared by:

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Acting Director of Budgeting & Financial Planning

Respectfully submitted,

Clayton D. Harris, CA
Commissioner of Finance & Corporate Services

John Henry, CMA
Acting Director of Budgeting & Financial Planning

City of Vaughan
2007 Draft Operating Budget
Grouped Expenditures By Business Unit

ATTACHMENT #1

Expenditure Account	2007 Draft Budget	2006 Budget	Variance
<u>City Manager</u>			
<u>Fire and Rescue Services</u>			
Fire & Rescue Services-Admin.	32,205	32,205	0
Fire Operations	7,830	7,830	0
	40,035	40,035	0
<u>Comm. of Finance and Corp. Services</u>			
Purchasing Services	50	50	0
Corporate - Election	0	650,000	(650,000)
<u>Comm. of Legal and Admin. Services</u>			
Clerks Licensing -Livestock	2,500	2,500	0
Legal Services - Registration Fees	26,430	26,430	0
<u>Enforcement Services</u>			
Enforcement Services	980	980	0
Animal Control	360,000	389,280	(29,280)
	360,980	390,260	(29,280)
<u>Human Resources</u>			
Recruitment and Training	1,460	1,460	0
Employee Relationships	8,165	8,165	0
Employee Services	5,870	5,870	0
Health and Wellness	1,080	1,080	0
	16,575	16,575	0
<u>Comm. of Community Services</u>			
<u>Advisory Committees</u>			
Vaughan Youth Cabinet	6,850	6,850	0
The Seniors Assoc. of Vaughan	2,500	2,500	0
Police Community Liaison Comm.	4,890	4,890	0
	14,240	14,240	0

City of Vaughan
2007 Draft Operating Budget
Grouped Expenditures By Business Unit

ATTACHMENT #1

Expenditure Account	2007 Draft Budget	2006 Budget	Variance
Recreation			
SOCAN (Society of Composers, Authors and Music Publishers)	2,940	2,940	0
City Playhouse - Admin.	10,000	15,000	(5,000)
City Playhouse - Operations	32,000	30,000	2,000
	<u>44,940</u>	<u>47,940</u>	<u>(3,000)</u>
Buildings and Facilities			
Misc. Rental Properties	2,450	2,450	0
Market Lane Parking-Woodbridge	18,600	18,600	0
	<u>21,050</u>	<u>21,050</u>	<u>0</u>
Parks Operations			
Sale of Plots	100	100	0
Maple Streetscape Advisory	3,500	3,500	0
	<u>3,600</u>	<u>3,600</u>	<u>0</u>
Comm. of Eco. and Tech. Develop. and Corporate Communications			
<u>Economic and Business Development</u>			
Ambassador Program	3,500	3,500	0
City Promotion	50,225	48,940	1,285
Tourism	0	0	0
Corporate Calling	8,810	8,810	0
Trade Show Participation	2,930	2,930	0
Communities In Bloom	30,000	0	30,000
Foreign Business Development	10,000	10,000	0
Vaughan Business Enterprise	9,790	9,790	0
Workshops/Seminars	11,750	11,750	0
Smart Vaughan Portal	0	0	0
Business Directory	7,730	7,730	0
Business Link Newsletter	11,000	7,000	4,000
Ref. Source Material	300	760	(460)
Corporate Image Programming	28,000	28,000	0
Placement of Print Ads	24,470	24,470	0
Public Relations Activities	4,900	4,900	0
Media Placement	82,220	82,220	0
Corporate Promotional Items	14,580	14,580	0
	<u>300,205</u>	<u>265,380</u>	<u>34,825</u>
Access Vaughan	935	935	0
Corporate Communications	18,980	19,580	(600)
<u>Comm. of Engineering and Public Works</u>			
Eng. & Construct. Recoverable - External	50,000	48,000	2,000
Total Grouped Expenses	<u>900,520</u>	<u>1,546,575</u>	<u>(646,055)</u>

City of Vaughan
2007 Draft Operating Budget
Corporate Promotions By Business Unit

ATTACHMENT #2

Under review per Budget Committee recommendation February 27, 2007.

City of Vaughan
2006 Operating Budget
Advertising By Department By Source

ATTACHMENT #3

Department	Source	2006 Actual
<u>Mayor and Members of Council</u>		
	A Journey To Heal	75.00
	A Night To Celebrate	210.00
	Aprea, Giovanni	50.00
	Beth Chabad Israeli Community	500.00
	Canadian Jewish News	394.24
	Vaughan Youth Cabinet	30.00
	Chabad @ Flamingo	1,000.00
	Consolata Missionaries	250.00
	St. Padre Pio Catholic Women's League	300.00
	Immaculate Conception Parish	620.00
	Jewish Gorsky Association of Canada	500.00
	King/Vaughan News	660.00
	Korean Community Centre for Multiculturalism	100.00
	Liturgical Publications	1,483.20
	Mico Alumni Association	100.00
	Multicom Media Services Ltd	800.00
	Project Isiolo	75.00
	Rezza, Stefano - Vecchie Glorie	300.00
	Richmond Hill Liberal	286.00
	St. Peter's Roman Catholic Church	1,500.00
	St. Clare of Assisi Church	900.00
	St. David's Parish	600.00
	St. Margaret Mary R.C. Church	1,050.00
	St. Padre Pio Prayer Group	1,050.00
	Vaughan Youth Cabinet	60.00
	Rezza, Stefano - Vecchie Glorie	300.00
	Ventura Park Public School	100.00
	Woodbridge Concerts	200.00
		13,493.44
 <u>Comm. of Finance and Corp. Services</u>		
Taxation and Prop. Assessment	King/Vaughan News	240.00
	Lo Specchio	1,969.35
		2,209.35
 Corporate - Election	ALL LANGUAGES LTD.	2,935.00
	Canadian Jewish News	9,025.20
	Corp. of The Town of Richmond Hill	405.96
	Lo Specchio	4,352.40
	Multicom Media Services Ltd	8,407.58
	Richmond Hill Liberal	897.00
	The Jewish Tribune	11,678.00
		37,701.14

City of Vaughan
2006 Operating Budget
Advertising By Department By Source

ATTACHMENT #3

Department	Source	2006 Actual
<u>Comm. of Legal and Admin. Services</u>		
Clerks - Administration	Canadian Jewish News	3,238.40
	King/Vaughan News	800.00
	Lo Specchio	2,014.00
	Multicom Media Services Ltd	3,120.00
	Richmond Hill Liberal	4,037.91
	The Jewish Tribune	5,951.00
	YRNG Classifieds	737.00
		<u>19,898.31</u>
Clerks - Council Corporate	Asian World Today	500.00
	Vaughan Weekly	450.00
	Canadian Jewish News	2,125.92
	King/Vaughan News	400.00
	Lo Specchio	2,069.00
	Multicom Media Services Ltd	2,000.00
	Richmond Hill Liberal	2,415.38
	The Jewish Magazine	2,253.04
	The Jewish Tribune	841.00
Woodbridge Italian Festival 2006	1,500.00	
		<u>14,554.34</u>
Human Resources	AMCTO	400.00
	HRPAO	584.00
	Day Advertising Group Inc.	67,717.24
	Hicks Morley LLP	6,642.29
	Municipal Engineers Association	2,400.00
	Municipal World Inc.	400.00
	NRU Publishing Inc.	570.00
	Ont. Assoc.of Certified Engineering Tech.	745.00
	Ontario Building Officials Assoc.	291.41
	Ontario Municipal Jobs	420.00
	Ontario Professional Planners	1,600.00
	Ontario Traffic Conference	250.00
	Parks and Recreation Ontario	175.00
Robert Half Legal	40,000.00	
		<u>122,194.94</u>

City of Vaughan
2006 Operating Budget
Advertising By Department By Source

ATTACHMENT #3

Department	Source	2006 Actual
<u>Comm. of Community Services</u>		
Fleet Management - Admin.	Richmond Hill Liberal	500.50
Parks - Administration	C.P. Printing Inc.	1,064.88
	Aurora Mobile Sign	237.60
		<u>1,302.48</u>
<u>Comm. of Planning</u>		
Planning - Administration	Richmond Hill Liberal	520.00
<u>Comm. of Eco. and Tech. Develop. and Corporate Communications</u>		
Corporate Communications	Activate Media	714.31
	CCN Matthews	1,060.00
	City Com Ltd.	8,075.00
	King/Vaughan News	11,900.00
	Lo Specchio	19,018.87
	Multicom Media Services Ltd	10,200.00
	Richmond Hill Liberal	45,546.53
	JA Media Services	5,810.02
	Media Profile Inc.	1,912.50
	A & G The Road Cleaners Ltd.	632.59
	FPinformart, a division of Can	850.00
		<u>105,719.82</u>
<u>Comm. of Engineering and Public Works</u>		
Engineering & Construct. Serv.	Reed Construction Data Inc.	544.48
Public Works - Admin.	CARLTON DRAFTING & SURVEY	181.70
Roads Division - Admin.	Reed Construction Data Inc.	537.92
Waste Management - Administ.	King/Vaughan News	7,265.62
	Lo Specchio	9,120.80
	Precision Graphics And Lithograph	172.80
	Richmond Hill Liberal	9,698.21
		<u>26,977.05</u>
<u>Vaughan Public Libraries</u>		
Library-Administration	Ontario Library Association	800.00
	Canadian Library Association	350.00
		<u>1,150.00</u>
Total Advertising by Dept. by Source		<u><u>346,765.85</u></u>

City of Vaughan
2006 Operating Budget
Council Corporate Advertising Account Details

ATTACHMENT #4

Supplier Name	Detail	2006 Actual
Richmond Hill Liberal	Mayor's Levee - Thornhill Liberal	232.95
Richmond Hill Liberal	Mayor's Levee - Vaughan Citizen	349.44
Richmond Hill Liberal	Season's Greetings - Thornhill Liberal	458.64
Richmond Hill Liberal	Season's Greetings - Vaughan Citizen	687.95
Lo Specchio	Christmas Greeting	1,211.00
Lo Specchio	Mayor's New Year Levee	429.00
Canadian Jewish News	Happy Passover Greeting	686.28
Multicom Media Services Ltd	Happy Easter Greeting - Corriere Canadese	500.00
Multicom Media Services Ltd	Happy Easter Greeting - Tandem	500.00
The Jewish Magazine	Happy Passover Greeting	539.00
The Jewish Tribune	Happy Passover Greeting	690.00
King/Vaughan News	Happy Easter Greeting	400.00
Lo Specchio	Happy Easter Greeting	429.00
Richmond Hill Liberal	Easter/Passover Greeting	686.40
The Jewish Magazine	Jewish New Year Greeting	582.12
Canadian Jewish News	Jewish New Year Greeting	719.82
The Jewish Tribune	Jewish New Year Greeting	690.00
Woodbridge Italian Festival 2006	W.I.F. Program 2006	1,500.00
Asian World Today	Independent Day Wishes	500.00
The Jewish Tribune	Happy Chanukah Greeting	592.92
Canadian Jewish News	Happy Chanukah Greeting	719.82
Multicom Media Services Ltd	Buone Feste Greeting	500.00
Multicom Media Services Ltd	Season's Greetings	500.00
King/Vaughan News	Council Xmas Greeting	450.00
Total Council Corporate Advertising Account		<u>14,554.34</u>

**City of Vaughan
2007 Draft Operating Budget
Specified Program Revenues & Expenditures**

ATTACHMENT #5

<u>Department</u>	<u>2007 Budget</u>	<u>2006 Budget</u>	<u>Budget Variance</u>
ETD & Communications			
Tourism			
Total Revenue	225,000	96,805	128,195
Total Expenditures	<u>300,000</u>	<u>96,805</u>	<u>203,195</u>
Net Expenditures	<u>75,000</u>	<u>0</u>	<u>75,000</u>
Vaughan Business Enterprise			
Total Revenue	100,000	100,000	0
Total Expenditures	<u>110,600</u>	<u>110,600</u>	<u>0</u>
Net Expenditures	<u>10,600</u>	<u>10,600</u>	<u>0</u>
Corporate Communications			
Winterfest			
Total Revenue	15,000	15,000	0
Total Expenditures	<u>34,500</u>	<u>34,500</u>	<u>0</u>
Net Expenditures	<u>19,500</u>	<u>19,500</u>	<u>0</u>
Concerts-in-the-Parks			
Total Revenue	15,000	15,000	0
Total Expenditures	<u>39,180</u>	<u>39,180</u>	<u>0</u>
Net Expenditures	<u>24,180</u>	<u>24,180</u>	<u>0</u>
Canada Day			
Total Revenue	15,000	15,000	0
Total Expenditures	<u>53,860</u>	<u>53,860</u>	<u>0</u>
Net Expenditures	<u>38,860</u>	<u>38,860</u>	<u>0</u>

**City of Vaughan
2007 Draft Operating Budget
Specified Program Revenues & Expenditures**

ATTACHMENT #5

<u>Department</u>	<u>2007 Budget</u>	<u>2006 Budget</u>	<u>Budget Variance</u>
Commissioner of Community Services			
Communities in Bloom			
Total Revenue	15,000	15,000	0
Total Expenditures	<u>125,805</u>	<u>125,000</u>	<u>805</u>
Net Expenditures	<u>110,805</u>	<u>110,000</u>	<u>805</u>
Recreation			
York Region Transit Ticketing			
Total Revenue	680,000	575,000	105,000
Total Expenditures	<u>660,000</u>	<u>500,000</u>	<u>160,000</u>
Net Expenditures	<u>(20,000)</u>	<u>(75,000)</u>	<u>55,000</u>
City Playhouse - Operations			
Total Revenue	430,295	414,000	16,295
Total Expenditures	<u>386,165</u>	<u>386,570</u>	<u>405</u>
Net Expenditures	<u>(44,130)</u>	<u>(27,430)</u>	<u>(16,700)</u>
The Sports Village-Hockey			
Total Revenue	762,570	720,940	41,630
Total Expenditures	<u>1,096,305</u>	<u>1,074,805</u>	<u>21,500</u>
Net Expenditures	<u>333,735</u>	<u>353,865</u>	<u>(20,130)</u>