

BUDGET COMMITTEE – MARCH 9, 2009

CITY PAGE ADVERTISING COSTS AND LAUNCH OF NEW WEBSITE FEATURE

The Director of Corporate Communications, in consultation with the City Manager, recommends:

That this report be received for information purposes.

Economic Impact

There are potential savings in 2009 of \$31,000 by discontinuing City Page print advertisements by July 2009, and moving the City Page content to the City's website.

Communications Plan

Not applicable to this item. There will be a communications strategy to support the transition of the City Page from its current print format to a web format.

Purpose

The purpose of this report is to highlight potential savings to the Corporation by discontinuing City Page print advertisements and moving the City Page content to the City's website.

Background - Analysis and Options

An item entitled "City Page Advertising and Notification Options" was submitted to the Committee Of The Whole (Working Session) of February 27, 2008.

The item recommended that Council approve the use of the City's website as the primary communications vehicle for City Page advertisements, including statutory notices; that the practice of publishing City Page advertisements in a print format, placed as paid weekly advertising with local newspapers, be discontinued; and that a transition period of four months from Council approval of this program be implemented, during which time City Page advertisements will continue to be published in local papers and overlap the launch of the new website feature.

The "Economic Impact" statement in the item submitted to the Committee Of The Whole (Working Session) of February 27, 2008 stated:

"The savings in 2009, should the City Page print advertisements be discontinued by July 2009, will be approximately \$53,000. Per annum, there will be savings of approximately \$90,000."

As a result of the Working Session discussion, the following requests directly relate to the economic impact of the reformatted City Page.

1. That the new City Page content on the website be advertised in local papers in 2009. Total estimated cost is \$7,000 for one notice placement per week for a total of 26 weeks.
2. That \$15,000 be allocated to advertising in Lo Specchio in 2009.

As a result, the economic impact of this initiative will be cost savings of \$31,000 in 2009.

The 2009 advertising budget for the Corporate Communications department can be adjusted from \$108,525 to \$77,525. These funds would be allocated as follows:

City Page placements to June 30, 2009: \$45,315

Advertising in Lo Specchio: \$15,000

Notification ads in local papers from July to December 2009: \$7,000

Council greetings and special one-off advertisements during 2009: \$10,210

Relationship to Vaughan Vision 2020

This report is consistent with the priorities set forth in Vaughan Vision 2020, specifically in providing service excellence to citizens by pursuing excellence in service delivery and providing excellence in the management of our city by demonstrating leadership and promoting effective governance.

Regional Implications

N/A

Conclusion

Council approval of using the City's website as the primary communications vehicle for City Page advertisements and discontinuing the practice of publishing City Page advertisements in a print format will provide cost savings of \$31,000 in 2009.

Attachments

None

Report prepared by:

Madeline Zito, Director of Corporate Communications

Ted Hallas, Manager, Corporate Communications

Respectfully submitted,

Madeline Zito

Director of Corporate Communications