

STAFF REPORT:

C.1



REPORT TO: Finance and Administration Committee
MEETING DATE: September 11, 2012
REPORT NO.: CEDC.12.8
SUBJECT: Corporate Advertising Costs
PREPARED BY: Lisa Kidd

A. Recommendations

THAT Council receive Staff Report CEDC 12.8 “Corporate Advertising Costs” for information purposes.

B. Background

The purpose of this Staff Report is to communicate to Council that the Town’s year-to-date advertising costs are significantly lower than last year at this time.

Advertising costs for the Town are largely print-based with a nominal amount of radio advertising.

As of August 31, 2012, the Town’s year-to-date advertising costs were \$41,105.97. In 2011, for the same period, advertising costs were \$76,702.86. This is a difference of \$35,596.89.

Staff is of the opinion that at year-end, advertising costs for 2012 will be less than the approved budget of \$78,760.

The reduction in advertising costs to date this year is the result of Staff’s concerted efforts to monitor advertising costs and use alternate modes of communication for Town related news, event and notices, namely electronic.

Note however that Staff continues to use print advertising when it is a required, desirable and/or effective means to communicate on matters of importance to the community.

Staff continues to make efforts to reduce advertising costs. These efforts include a review of the current corporate notification policy to identify alternative and more cost-effective methods of communicating with the public.

C. The Blue Mountains’ Strategic Plan

6.6 Implement processes for continuous improvement

D. Environmental Impacts

None.

E. Financial Impact

Staff projects that by year-end, the advertising budget will be under spent by at least \$11,400.70. This is barring any unforeseen matters requiring extensive public communication.

F. In Consultation With

Debbie Brown, Financial Analyst

G. Attached

None.

Respectfully submitted,

Signature

Troy Speck, C.A.O.

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