



city of
Woodstock

CHIEF ADMINISTRATIVE OFFICER

2019 REVENUE FUND BUDGET

MARKETING ADMINISTRATION & PRINT MEDIA

What's On Woodstock Magazine

- ❑ No change in cost from last year
- ❑ Cost increases will be offset by reducing the number of issues in the year by one.

New Equipment

- ❑ Increase \$13,000 – Replacement of portable branded City of Woodstock tents

MARKETING WEBSITE

Website Maintenance and Development

- ❑ City site includes Woodstock Museum and Woodstock Art Gallery
- ❑ 2019 addition: we are including Come to the Crossroads on this domain
- ❑ Hosting costs have increased to provide enhanced Business Directory and Available Lands modules for Economic Development
- ❑ 2019 addition: Design new Parks and Recreation Landing Page for better usability

MARKETING WEBSITE

Corporate Intranet



My Employment

Health, Wellness and Safety

Training and Resources

Corporate Documents

Popular Links

Welcome Julia Moore Logout



City Updates

Welcome to our new, exciting intranet!

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What are you looking for?

★ MY FAVORITE LINKS

- [Lorem ipsum dolor sit](#)
- [Amet, conse ctetur adipiscing](#)
- [Elit sed do eiusmod nisi](#)
- [Tempor incididunt ut](#)
- [Labore et dolore magna](#)
- [Aliqua ut enim ad minim](#)

[Edit Your Links](#)



Staff Directory



My Intranet Profile



Intranet Suggestion Box



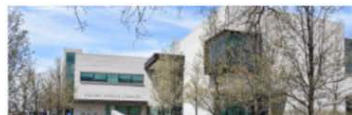
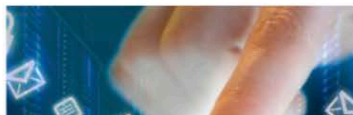
Pay and Timesheets



Vacations and Time Off



Request IT Services



MARKETING WEBSITE

Corporate Intranet

- ❑ Opportunity to improve availability of information for Employees and Council
- ❑ Uses include Internal Job Postings, Health and Safety, Corporate Policies, Marketing resources, etc.

SPECIAL EVENTS

List of Events

- Easter Egg Hunt – April 20
- Arbor Day – April 26
- Woodstock Day – April 27
- Victoria Day – May 16-20
- Canada Day – July 1
- Art in Victoria Park – July 20
- Cowapolooza 18 - August 16-17
- City Beautiful Awards Reception – September 25
- Remembrance Day – November 11
- Lighting in Museum Square – November 15
- Santa Claus Parade/Sister City Gathering-November 16
- Decoration Exchange – November 21,22,23
- Long Service Awards Banquet - November 29
- CP Holiday Train – TBA

SPECIAL EVENTS

- ❑ **WinterLights - transferred lighting program to Parks Budget**
- ❑ **Cowapolooza - Provisions for Reserve for Cowapolooza 20 entertainment**
- ❑ **Long Service Award Banquet – Budgeting increase in cost due to increase in Long Service Award recipients**

MARKETING – ADDITIONS TO BASE BUDGET

Communications & Special Events Assistant

2018 Budget - Funds approved for contract position

- ❑ In house graphic design for Marketing & Communications print and digital media
- ❑ Corporate resources supporting: Economic Development , Public Works, Museum, Library, Parks & Recreation, Transit, Marketing and Special Events

2019 Budget - Proposed Full-Time position