

Communications and Marketing

2025 Revenue Budget

2024 Highlights

Enhance communications

Actions to date

- Media relations
 - New corporate policy
 - Training for designated spokespeople
- Improvements to corporate website
 - Delivered training to more than 50 staff with responsibility for updating content on the website

Looking ahead

- Continue to support staff throughout the organization to share clear, user-focused information with the community
 - Waste Collection Changes
 - Navigating downtown during streetscape construction
 - City's 125th anniversary celebrations in 2026
- Play a key role in the SharePoint implementation to improve access to information and collaboration between staff / departments

Website

- Key tool for sharing information with the public
- Implemented many of the recommendations from content audit - reviewed over 900 pages
- Continue to monitor content to improve accessibility and user experience
- Improved governance processes

Website Analytics



495,728 users in 2025
(up from 488,898 users 2024)



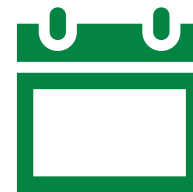
Busiest days

- Program registration
- Special events



Visitors access our website

- Directly www.cityofwoodstock.ca
- Google search
- Link from Facebook



Website traffic

Thursdays are busiest days

Budget Notes

- Realigning accounts to reflect the actual expenses (website costs vs. other technology costs)
 - ↓ Marketing Admin – Technology (1101-71501-0370)
 - ↑ Website Maintenance and Development (1101-71501-0483)
- Actual net increase - \$3,000 (due to rising prices and increased users)

Additions to Base

- **Migration to New Website Platform - Contract Staff and One-Time Transition Costs**
 - Migration to new website platform update to address accessibility issues, internal needs and improve user experience
 - Provider has introduced a new platform, end of life for current solution June 2026
 - Costs include one time transition fees related to set up and migration, creation of two additional microsites (Museum / WAG) and temporary staff resource to support additional workload
- **2025 Impact: \$118,000**

Connection to Strategic Plan

City of Woodstock Strategic Plan – City Priorities

Woodstock: Inclusive, Vibrant, Sustainable			
Council's Vision	Council's Goals	Objectives	Priority Actions
Woodstock is a safe, inclusive and caring community	Community Goal: Enhance the quality of life	<ol style="list-style-type: none"> 1. Provide a safe community for all 2. Effectively deliver amenities and services 3. Improve transportation and mobility 4. Increase active recreation opportunities 5. Continue to promote arts, culture and heritage 6. Enhance ongoing public engagement 	<ol style="list-style-type: none"> 1.5 Partner to support the development of a campus of services around addiction, mental health and transitional housing (NEW) 1.6 Promote equity, diversity and inclusion throughout the community (NEW)
Woodstock has a vibrant and diverse economy	Economy Goal: Create a dynamic, diversified economy	<ol style="list-style-type: none"> 7. Enhance the vibrancy in the downtown core 8. Promote Woodstock as a place to attract and retain business 9. Identify and create a 'destination' for Woodstock (place for visitors) 10. Support the development of a skilled labour force 11. Encourage the use of locally produced products 	<ol style="list-style-type: none"> 7.1 Update the property standards bylaw 7.5 Support the creation and intensification of residential units in the downtown (NEW) 8.1 Develop additional strategies to attract new business
Woodstock is a green and sustainable community	Environment Goal: Protect and enhance our natural environment	<ol style="list-style-type: none"> 12. Protect and preserve the environment 13. Promote and implement green initiatives 14. Protect the quality of our air and water 15. Reduce our energy consumption 	<ol style="list-style-type: none"> 13.1 Expand waste diversion initiatives 13.3 Focus on the goals of the Community Energy Plan (NEW)
Woodstock is fiscally responsible and accountable	Fiscal Sustainability Goal: Ensure long-term financial sustainability for the city	<ol style="list-style-type: none"> 16. Develop a long-term financial sustainability plan 17. Enhance emergency management planning 18. Provide the necessary resources to support community and economic growth (NEW) 	<ol style="list-style-type: none"> 18.1 Amend the Official Plan and Zoning Bylaw to allow for increased residential density (NEW) 18.2 Pursue a boundary adjustment to maintain a 25-year residential land supply (NEW)

Questions?
