

Marketing and Communications

2026 Operating Budget

2025 Highlights

- Waste Collection Changes
- Website Migration
- SharePoint Implementation

Looking ahead

- Onboarding new Manager
- City's 125th anniversary celebrations in 2026
- Launch of new website – end of April
- Municipal and School Board Election

Budget Notes - Website

2025

- Transfer from Tax Stabilization Reserve Fund into revenue line to offset the website migration cost
 - Expensed in Full-time wages and Website maintenance and development

2026

- Preapproval of \$49,500 for the remainder of the website migration work

Budget Notes - Miscellaneous

- 2025 Summer Intern

- Transfer from Reserve for Salaries and Benefits into revenue line to offset the wages cost

- WOW Magazine

- Under budget in 2025 - October edition was not mailed due to the Canada Post strike & outstanding Canada Post 2025 invoice
- Increase in production costs for 2026

Questions?
