



2013 – 2014 Budget Communications Division

Prepared for City Council
August 13, 2012



Division Vision

The division strives to be the city's primary information source by:

- Delivering accurate and balanced information in a timely manner to a wide variety of stakeholders.
- Leading external and internal communication strategies or tactics.
- Serving as a trusted expert and valuable resource.
- Promote the city's brand and reputation.

The division supports the city's stated vision. All activities are consistent with council direction and uphold Commerce City's integrity.



Division Goals

1. To build a citizenry that is informed and engaged about Commerce City's vision and purpose through a proactive, integrated communication program.
2. To create a communications program that builds pride, connectivity and engagement among Commerce City residents, businesses, employees and others.
3. To establish a coordinated and consistent flow of information about Commerce City through internal and external channels.
4. To leverage diverse set of tools and tactics to support/reinforce more affectively reach our audiences.
5. Develop programs that promote the city reputation and characteristics to city and regional audiences.



Communications Team





Division Activities

- All external communications activities for:
 - Economic Development
 - Parks and Recreation
 - Golf Course
 - Public Works
 - Community Development
 - Police Department Crime Prevention Unit
 - City Clerk
- Hispanic outreach
- Internal communications
- Branding
- Media relations
- Social media
- City newsletter
- Photography
- Videography
- Channel 8 coordination
- Internet and intranet
- Council support
- Proclamations and recognitions
- Events and public meetings
- Policies and procedures
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Results Examples

- Secure earned media coverage – 140 stories placed during Q2 2012.
- Increase reach of city’s social media sites:
 - 17% increase in Twitter
 - 3,833% increase in Facebook
 - New YouTube, Pinterest account
- Finalized internal communication and Hispanic outreach plans.
- Redefining Commerce video.
- 57,000 web visitors/quarter.
- Newsletter reaches 20,843 households, 5,000 downloads.
- Interactive retail tool.
- External communication activities for parks and recreation (six months):
 - 66 fliers
 - 9 brochures
 - 9 mailings
 - 36 posters/banners
 - 11 advertisements
 - 6 senior newsletters
 - 7 special events
 - 14 strategic work plans.
- Six regional/national awards.
- Event logistics/support.
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2013 Division Summary

Budget Category	2012	2013	\$ Change	% Change
Personnel Services	\$392,223	\$372,511	(\$19,712)	-5.03%
Materials & Supplies	\$12,100	\$12,100	\$0	0%
Services & Charges (w/o allocations)	\$342,305	\$323,918	(\$18,387)	-4.93%
Expense Total	\$746,628	\$708,529	(\$38,099)	-5.38%
Revenue	(\$30,000)	(\$30,000)		
Budget Total	\$716,628	\$678,529	(\$38,099)	-5.61%

No additional enhancements or budget requests.

Plan to absorb cost increases for:

- Postage costs associated with city newsletter.
- Printing costs associated with city newsletter.
- Biannual community needs assessment telephone survey.

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Closing Comments/ Questions