



REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: **Communications Budget Request**

File #: 0110.00

Doc #:

From: Ram Chung
Manager, Communications and Public
Engagement

Date: April 16, 2025

RECOMMENDATION:

THAT City Council allocate a budget of up to \$47,000 from the Council Enterprise Fund for communications support to promote Langley City's 70th anniversary and the Citizens' Assembly.

PURPOSE:

The purpose of this report is to secure funding for communications efforts that will effectively promote Langley City's 70th anniversary and the Citizens' Assembly. This budget will ensure that these significant initiatives are promoted to residents and engage the community.

POLICY:

N/A

COMMENTS/ANALYSIS:

The allocated budget will be strategically utilized to enhance the visibility and impact of Langley City's 70th Anniversary and the Citizens' Assembly through videography and photography, promotional opportunities and educational content on various communication channels.

BUDGET IMPLICATIONS:

\$47,000 to be allocated from the Council Enterprise Fund.

- 70th anniversary street banners (\$3300)
- 70th anniversary Langley Times historical storytelling feature series (\$15,000)
- 70th anniversary promotion at key community events in Langley City (\$7,000)
- Citizens' Assembly video development (\$10,950)
- Citizens' Assembly and other promotional opportunity through bus ads (\$5750)
- Photography for both initiatives, along with general authentic Langley City visuals for all communications (\$5000)

ALTERNATIVES:

That the communications budget allocation is reduced or not approved, noting that communications efforts will be scaled down or eliminated for both initiatives.

Respectfully Submitted,

Ram Chung
Manager, Communications and Public Engagement

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.

Francis Cheung, P. Eng.
Chief Administrative Officer