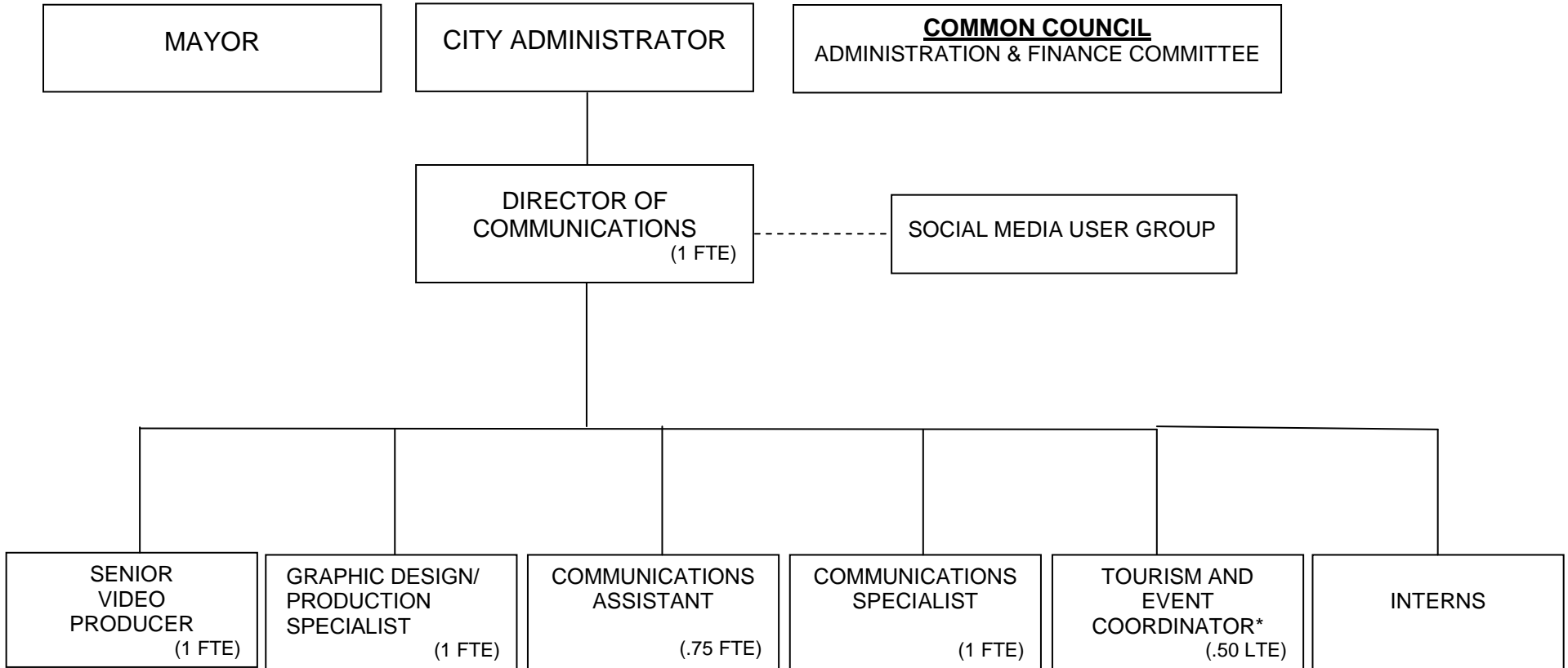


**CITY OF WEST ALLIS
2018 BUDGET
COMMUNICATIONS**

	2015 Actual	2016 Actual	2017 Budget	Adjustments	2017 Adjusted Budget	2017 Estimated	2018 Budget
REVENUES							
Franchise Fees	\$708,259	\$683,927	\$720,000	0	\$720,000	\$720,000	\$720,000
Creative Services Revenue			\$20,000		\$20,000		\$20,000
Miscellaneous	\$300	\$119,141	\$10,000	0	10,000	0	\$10,000
Total Revenues	\$708,559	\$803,068	\$750,000	\$0	\$750,000	\$720,000	\$750,000
COMMUNICATIONS EXPENDITURES							
1 Wages & Benefits	\$311,731	\$258,392	\$328,371	\$0	\$328,371	238,519	327,871
1 Admin Support Charge	\$350,000	\$350,000	\$50,000	0	\$50,000	50,000	50,000
1 Materials / Supplies / Maintenance	\$8,572	\$5,106	\$66,365	0	\$66,365	66,365	70,565
1 Membership Dues	\$970	\$1,020	\$1,000	0	\$1,000	1,000	1,000
1 Travel / Auto / Training	\$1,818	\$2,165	\$3,100	0	\$3,100	3,100	3,100
1 Advertising & Promotion	\$1,453	\$325	\$6,000	0	\$6,000	6,000	9,000
1 Utilities	\$17,461	\$16,486	\$17,777	0	\$17,777	17,777	8,077
1 Equipment	\$26,084	\$1,666	\$400	0	\$400	400	400
1 Rentals / Consulting / Other Services	\$11,684	\$15,080	\$42,800	0	\$42,800	42,800	45,800
CREATIVE SERVICES EXPENDITURES							
2 Wages & Benefits	\$0	\$0	\$115,180	\$0	\$115,180	\$115,180	115,180
2 Admin Support Charge	\$0	\$0	\$0	\$0	\$0	\$0	0
2 Materials / Supplies / Maintenance	\$0	\$0	\$69,550	\$0	\$69,550	\$69,550	69,550
2 Membership Dues	\$0	\$0	\$0	\$0	\$0	\$0	0
2 Travel / Auto / Training	\$0	\$0	\$1,000	\$0	\$1,000	\$1,000	1,000
2 Advertising & Promotion	\$0	\$0	\$0	\$0	\$0	\$0	0
2 Utilities	\$0	\$0	\$500	\$0	\$500	\$500	500
2 Equipment	\$0	\$0	\$43,210	\$0	\$43,210	\$43,210	43,210
2 Rentals / Consulting / Other Services	\$0	\$0	\$34,050	\$0	\$34,050	\$34,050	34,050
Capital Budget Items						\$50,000	
Total Expenditures	\$729,773	\$650,240	\$779,303	\$0	\$779,303	\$739,451	\$779,303
Net Operating Gain(Loss)	(\$21,214)	\$152,828	(\$29,303)	\$0	(\$29,303)	(\$19,451)	(\$29,303)
Fund Balance:							
Fund Balance Beginning of Year	\$775,591	\$754,377	\$907,205	\$907,205	\$907,205	\$907,205	\$887,754
Fund Balance End of Year	\$754,377	\$907,205	\$877,902	\$907,205	\$877,902	\$887,754	\$858,451
Reserve for Capital Accum.	\$191,122	\$206,122	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
General Fund Balance	\$563,255	\$701,083	\$577,902	\$607,205	\$577,902	\$587,754	\$558,451
	\$754,377	\$907,205	\$877,902	\$907,205	\$877,902	\$887,754	\$858,451

ORGANIZATIONAL CHART COMMUNICATIONS



CITY FUNDED FTEs: 0.00
OTHER FUNDING SOURCES FTEs: 5.25

*2018 New Initiative

2018 DEPARTMENT BUSINESS PLAN

Department	Director	Fund and Dept. Group
Communications	Jonathan Matte	Fund: 260 Dept Group: 82
Mission/Overview		
<p>To clearly and accurately communicate information of key City services, programs, messages and values; to foster an engaged and informed citizenry; to provide leadership in further strengthening and promoting West Allis' "brand" as a benchmark for superior municipal government service through all City communication tools including communications plans, media relations, community outreach, social media, marketing publications, phone, internet, municipal television and video production; to serve as a resource to City departments for delivery of their specific communication needs; and to provide a comprehensive, unified delivery of information – look, feel, content and messaging.</p>		
Performance Measures		
<ol style="list-style-type: none"> 1. Social media metrics and website analytics including visit rate, content consumption, click-throughs, emails opened, reach, engagement, sentiment, number of comments; set benchmarks for all web/social platforms; growth rate of notify me channels. 2. Citizen satisfaction with City website. 3. Citizens feel informed about City programs, services and activities. 4. Citizens' rating of opportunities to express their opinions about municipal services or issues. 5. Citizen, business owner and employee feedback through website feedback forms, social media messaging and email. 6. Employee's satisfaction levels with the information they get about what is happening in the organization (intranet, newsletter, surveys, email, etc.) 7. Communications plans raise awareness and measure changes in behavior before and after the campaign; report on success of programs and selected campaigns. 8. % of training and development accessed by employees. 9. Produce 1-2 new in-house videos per month; produce and edit a monthly recap of 4-6 stories, 5-7 minutes in length; produce 1-3 promos or public service announcements per month; provide end of year report on hours of video content produced with a benchmark of 50 projects and 2000 hours annually; provide KPIs for videos including viewer counts and comments. 10. Maintain a weekly logbook of number of documents scanned; maintain monthly records of all print jobs and mark ownership of each job; track volume of printing per month on equipment and provide monthly reports; report on total number of print jobs completed annually; <5% error and accuracy rate. 11. Internal client satisfaction with services provided by Communications. <i>Benchmark 86.96% (2017, ISS Survey)</i> 		
Position Information*		
Titles	Number	Funding Source(s)
Communications Director	1	Special Revenue
Communications Specialist	1	Special Revenue
Senior Video Producer	1	Special Revenue
Graphic Print and Web Designer	1	Special Revenue
Communications Assistant	.75	Special Revenue
Vacant Positions*		
Title	Length of Vacancy	2018 Plan/Current Status

Services Provided*					
<i>Service</i>	<i>Funded by</i>	<i>Frequency</i>	<i>Shared Service (list Partners)</i>	<i>Contracted</i>	<i>Statutory (Federal, State, Local)</i>
Facilitate and serve as a resource to City departments to manage their individual communication needs effectively and efficiently.	260 - Special Revenue	Daily			
Support the Council and City management in planning, communicating and implementing programs, services and goals that promote and/or impact our overall quality of life, healthy economy, development, and the safety and welfare of our citizenry.	260 - Special Revenue	Daily			
Provide support and tools to enhance communications with City employees; create and implement citywide communications plans on major City needs or initiatives; research awards applications which assist in further recognizing the City's programs, services, accomplishments and key messages.	260 - Special Revenue	Daily			
Develop and produce print collateral, consult, assist and oversee other City departments in the development and production of their special publication needs including photography, brochures, posters, flyers and other design needs; assure proper use of City logo and key messages.	260 - Special Revenue	Daily			
Administer City's social media presence. Ensure all City news releases, media alerts, emergency and urgent City service notifications and events are posted on official City Facebook page, Twitter and other appropriately identified social media tools; manage social media content for accuracy, timeliness, and design and brand consistency.	260 - Special Revenue	Daily			
Manage the editorial content and design/redesign of the city website; team with department web administrators to ensure all are trained in website administration; provide guidance on best practices for information presentation and development.	260 - Special Revenue	Daily			
Facilitate and manage communications with the news media in communicating day-to-day City services, programs and public safety communications. Manage surveying, tracking and assessing	260 - Special Revenue	As needed			

citizen opinions on City services and programs.					
Broadcast government meetings; produce timely news briefs, informational videos about City programs and services; maintain electronic informational City and community bulletin boards; provide backups for content disruption; create videos for internal/external stakeholders.	260 - Special Revenue	Weekly			
Manage and encourage citizen engagement through volunteer opportunities; manage West Allis 4-1-1; coordinate district Town Hall meetings; facilitate City Hall tours and guides.	260 - Special Revenue	Monthly			

1. Strategic Plan Goal #5 – Excellence in Government, calls for operational analysis/audit/alternative service delivery options, continuous improvement and a culture of innovation. To assist with accomplishing this goal, identify the top three services provided (by time or money spent) and 2018 efforts to improve service delivery (quality and/or resources allocated)

1. External Communications

- Media Relations, Community Outreach, Social Media, Website Administration, Municipal TV
- a) Identify new communications channels and increase digital footprint through concentrated and consistent messaging. Deliver 24/7/365 customer service.
- b) Participate in Emergency Government training and planning as key team member.
- c) Maintain positive, proactive relationships with various members of the media by promptly fulfilling image and information requests.
- d) Build stronger relationships with community partners, local organizations and neighborhood associations. Embrace and develop brand ambassadors.
- e) Collaborate with Mayor to increase promotional and marketing efforts to include new events, contests and give-a-ways.

2. Internal Communications

- Communications Plans, Emergency Communications, Employee Engagement, Employee Intranet, AV Production, Large Volume Printing and Finishing.
- a) Emphasize communications plans and advise staff on strategic implementation of a campaign. Establish and develop department Communications liaisons.
- b) Arrange and coordinate employee appreciation events, contests and give-a-ways to spur engagement and workforce satisfaction.
- c) Create high quality, accessible informational content in formats appropriate to a diverse internal audience
- d) Provide quarterly progress reports on 2017/2018 initiatives.

3. Brand Identity

- Formulate brand ideology and execute long term marketing strategy.
- a) Collaborate with marketing firm and Tourism Commission to build a strong, well-known brand identity and position West Allis as a top destination.

2. Describe any additional proposed changes to service delivery. (new initiatives should be documented on the new initiative form)

1. Sprout Social

- Harness social Media management software to streamline workflow across all platforms to ensure smarter and faster communication. Provide valuable social media management insights to key stakeholders in presentation ready reports. (New Initiative Form Attached)

2. **Centralize City Event Planning: Create Tourism and Event Coordinator Position (.50 LTE)**
 - Position to be responsible for planning, coordinating and leading the implementation of destination marketing and City events that promote tourism and/or increase community/employee awareness and engagement. (New Initiative Form Attached)
 3. **Create City Hall Mail Center: Decentralize Inter-Office Mail**
 - Eliminate inter-office mail delivery and create mail center for incoming and outgoing mail.
 4. **City Wide Digital Signage Program (Previously submitted as 2017 Budget Initiative)**
 - Implement digital display signage in various city buildings in select high traffic areas that will alert internal/external audiences to important deadlines, employee information, announcements, city marketing messages, events and other items of interest. (New Initiative Form Attached)
 5. **City Hall Audio-Visual Infrastructure: Meeting Recording**
 - Build audio-visual infrastructure capable of recording and live streaming all City meetings including those taking place concurrently. (Underway)
 6. **Process Automation: Folder/Insertor**
 - Achieve automation with a folding and inserting system enabling staff to fold, insert and close envelopes 10 to 40 times faster than by hand. (New Initiative Form Attached)
 7. **Equipment Reduction**
 - Eliminate two press machines and migrate print production to an all-digital environment.
- 8. 2017 Accomplishments (include Strategic Plan and other approved plans accomplishments)**

Communications Planning and Consultation

Strategic Plan: Goals 3-2, 3-5, 3-6

1. Recycling Carts Communications Plan and rollout and online response management.
2. Conduct a communications audit to evaluate the effectiveness of existing communications strategies and their impact on audiences' knowledge, perceptions and attitudes.* (Q3/Q4 2017 Kickoff)
3. Update Social Media Policy for clarity and to meet internal and external user expectations.
4. Archive Social software provides transparency, analytics, and supports record retention requirement
5. Increased social media reach and citizen engagement; 24/7 customer service.
6. Successful cross-departmental communications collaborations, including Public Works Wednesdays, Wellness Program branding, Mayor's Challenge and GIS iPad use communications.
7. Provide advice and training to staff in brand application, website and social media content and media relations.

Stakeholder Relations

Strategic Plan: Goals 1-2, 3-1, 3-5, 3-7

1. Reimagine City newsletter as community magazine, publish in full-color to provide more engaging, resident-focused piece with photographs and relevant content.
2. Monthly e-newsletter to engage residents between print issues of city newsletter.
3. Oversee and administer community and employee surveys including Fire Dept. community survey, Human Resources employee survey and department internal services survey.
4. Coordinate and manage employee appreciation days to increase employee engagement.
5. Centralize city news releases to improve media communications and create media request process.
6. Respond to 6-10 social media inquiries a day often outside of normal business hours; offer a 24/7/365 customer service approach.

Digital Media

Strategic Plan: Goals 3-5, 3-6,

1. Drive internal/external online forms, registration tools and e-services (let us help, citizen in action, reserving city park space, employee training sessions, retiree portal, etc.) for greater efficiency and better customer service.
2. Migrate and align Police/Fire departments to Ask Allis; train staff on site administration.
3. Generate new website content including 'Parks, Playgrounds and Outdoor Recreation', 'What's in

West Allis", "Citizen in Action", "Recycling FAQ" and "Rumor vs Fact" pages.

Production

Strategic Plan: Goals 1-1, 3-3, 3-5

1. Update City marketing communications for fresh, cohesive and modern look adhering to brand standards.
2. Responsible for overnight parking permit stickers (2017 savings = \$5000).
3. Create recruitment communications including organizational advertising and promotion.

4. 2018 Priorities/Goals (include Strategic Plan and other approved plans goals)

Goal 1: West Allis meets the need for open, transparent and meaningful stakeholder communication and engagement

Outcome: Stakeholders are satisfied with the information they receive and the opportunity to engage with the City.

Strategic Plan: Goal 1-3, Goal 3-1 | Initiatives:

- Strengthen and integrate digital media as part of communications programs.
- Develop internal communications strategy including emergency and crisis communications.
- Re-evaluate City website strategy and redesign with citizen-centric platform.

Goal 2: West Allis understands the strategic value of ongoing communications programs and specific campaigns

Outcome: Decisions about the most effective and efficient allocation of communications resources are supported by data.

Strategic Plan: Goal 3-1, 3-8, 3-9 | Initiatives:

- Assess level of uptake of brand messaging within and external to the community.
- Quantify and report on success of ongoing programs and selected campaigns.
- Departments receive reports related to website usage and specific campaign performance.

Goal 3: West Allis proactively addresses issues and opportunities with one, clear voice.

Outcome: West Allis' position on key issues is well known, and communicated in a clear, consistent manner, increasing stakeholders' perceptions of openness and transparency.

Strategic Plan: Goal 1-1, Goal 3-2, Goal, 3-5 | Initiatives:

- Strengthen communications support for Mayor as key spokesperson.
- Continue to assess and prepare organization to respond to potential and emerging issues.
- Ensure internal teams are satisfied with the level of communications support provided and feel prepared to respond to issues.

Goal 4: New tools and/or processes adopted increase efficiency, effectiveness and consistency of Communications' service delivery across West Allis.

Outcome: Communications is efficient, effective and consistent

Strategic Plan: Goal 3-8, Goal 3-10 | Initiatives:

- Continue to assess, adopt and develop innovative tools and processes.

Goal 5: Communications supports a positive working environment and opportunities for learning and growth.

Outcome: Employees are satisfied, empowered and motivated to learn, achieve and innovate.

Strategic Plan: Goal 5-1, Goal 5-2 | Initiatives:

- Actively practice and encourage open communication, active listening and support.
- Provide timely and meaningful recognition and feedback.
- Encourage participation in relevant training.



2018 NEW INITIATIVE BUDGET PROPOSAL

Proposed New Initiative	
Initiative Name	Create Tourism and Event Coordinator (.50 LTE)
Initiative Leader Contact	Jonathan Matte
Alternate Contacts	Rebecca Grill
Contacts E-Mail Addresses	jmatte@westalliswi.gov
Phone/Extension	8352

Please submit New Initiative proposal with your budget documents to rgrill@westalliswi.gov

Please complete the form below describing your proposed New Initiative

- 1. Summary of Proposed Initiative (not to exceed 200 words); provide a synopsis of the proposed project.**

Position to be responsible for planning, coordinating and leading the implementation of destination marketing and City events that promote tourism and/or increase community/employee awareness and engagement. This position will be a part-time, non-benefited position that carries out day-to-day activities in accordance with the Communications Department and the Tourism Commission.
- 2. New and Innovative (not to exceed 100 words); CWA is looking for new ways to deliver programs, products, or services. Describe what is new and innovative about this project.**

This is a unique position devoted to enhancing the quality of life for our citizens, improving the visitor experience in West Allis and increasing employee engagement. The position will facilitate and coordinate all City events providing a streamlined and efficient workflow and reduce workload for existing clerical and assistant staff.
- 3. Strategic Importance (not to exceed 100 words); Why is this project of strategic importance?**

This position will help fulfill Strategic Goal #1, Image/Brand/Destination, and Goal #3, Citizen Engagement, to increase tourism, citizen engagement and make the City a destination for visitors, residents and businesses. Additional benefits include increasing community, citizen and employee awareness of current events and activities and identifying or rebranding new and existing City sponsored events.
- 4. Identify others who are benefiting from the new initiative and how they would benefit.**

Primary beneficiaries of this are visitors, residents, businesses and internal/external stakeholders including City clerical and assistant staff who are often tasked with working on event coordination outside of their scope of duties.
- 5. Outcomes and Metrics (not to exceed 200 words); What outcomes do you expect from this initiative? What are the metrics you will use to measure success?**

Outcomes and metrics include increased satisfaction of visitors, residents, and business; positive word of mouth; transformation of the City into a destination; reversal of negative image; increased partnership with City businesses on new events; explore new ways of using City facilities such as the Farmers Market.

6. Please indicate the estimated funding required and the anticipated duration (maximum of 3 years) of this Initiative.
- Estimate the revenue, expenses less the staffing and HR costs, and the initiative funding requested by year. Next, provide an estimate for staffing and the total cost for the initiative by year.
 - When considering human resources, please estimate the “fully-loaded” cost. (“Fully-loaded” cost includes direct plus all indirect costs, including infrastructure/overhead).
 - Explain the potential revenue sources by providing a list of potential users/customers. If the new initiative involves non-financial returns of some kind, explain those and identify the users/customers.

Duration of Initiative: 1 Year 2 Years 3 Years

Budget: *To complete, double click on the spreadsheet to enter data.*

Budget Item	Year One	Year Two	Year Three	Initiative Totals
Anticipated Revenue	\$0	\$0	\$0	\$0
Anticipated Expenses (less staffing and HR)	\$0	\$0	\$0	\$0
Initiative Net Requested (subtotal)	\$0	\$0	\$0	\$0
Anticipated Staffing and HR Costs	\$35,000	\$38,000	\$41,000	\$114,000
Total Initiative Cost	\$35,000	\$38,000	\$41,000	\$114,000

Revenue Explanation: If the initiative is expected to generate revenue, justify the expected revenue and provide a list of potential users and customers. If the initiative involves non-financial returns of some kind, please explain this non-financial return and describe the users and customers.

7. Sustainability of the Initiative: If the required funding exceeds 1-3 years, how will the City continue to fund the initiative?

The Tourism Commission and Communications Fund include budgetary capacity to support this initiative.



2018 NEW INITIATIVE BUDGET PROPOSAL

Proposed New Initiative	
Initiative Name	SproutSocial Social Media Management
Initiative Leader Contact	Jenny Kosek, Communications Specialist
Alternate Contacts	Jon Matte, Director of Communications
Contacts E-Mail Addresses	jkosek@westalliswi.gov ; jmatte@westalliswi.gov
Phone/Extension	X8354

Please submit New Initiative proposal with your budget documents to rqrill@westalliswi.gov

Please complete the form below describing your proposed New Initiative

1. Summary of Proposed Initiative (not to exceed 200 words); provide a synopsis of the proposed project.

The Communications Department currently uses Hootsuite, a cloud-based social media and marketing automation platform, to manage and post to city social media accounts. As more internal users begin participating in city social media usage and more networks emerge as important communications channels for residents to connect with city information, a more robust social media management tool is needed. SproutSocial is an alternate platform that offers increased ability for social media administrators to manage users' activity, better serve customers, receive detailed analytics, and more efficiently leverage social media to engage citizens.

2. New and Innovative (not to exceed 100 words); CWA is looking for new ways to deliver programs, products, or services. Describe what is new and innovative about this project.

Currently, Communications uses an automated marketing platform to schedule, publish, and monitor social media activity. Social media users outside of the department, such as those in the Health Department or DPW, post directly to the platforms. This prevents Communications from monitoring content before it is published to ensure it supports strategic goals and aligns with the City brand. SproutSocial would allow all internal social media users to prepare content within the platform, so Communications could review for appropriateness before it is published. In addition, SproutSocial provides detailed analytics, develops profiles of users, and ensures social media users are leveraging the platforms to their full potential.

3. Strategic Importance (not to exceed 100 words); Why is this project of strategic importance?

Strategic Goal 1-1: "Formalize a clear image through marketing and brand development process." SproutSocial will allow Communications to preview content for all of the City's social media platforms before it is published to ensure brand and messaging compliance.
 Strategic Goal 3-5: "Expand access to City information through citizen focused city-wide communications and social media activities." SproutSocial's robust features make social media usage easy, effective, and more secure for the City and internal and external users.

4. Identify others who are benefiting from the new initiative and how they would benefit.

Because SproutSocial allows monitoring of incoming social media comments, messaging, and feedback in one platform, the City will be able to more quickly respond to or coordinate a

response to resident inquiries, improving customer service. Internal users will find SproutSocial's interface easier to use than many social media platform's interfaces, and will spend less time coordinating content as collaboration between departments is simplified in SproutSocial. This will save a great deal of time for social media managers who are tasked with social media projects on top of their regular work duties.

5. Outcomes and Metrics (not to exceed 200 words);
 What outcomes do you expect from this initiative? What are the metrics you will use to measure success?

Metrics will include number of posts per platform (with the goal to increase post frequency across all networks); number of incoming messages/outgoing responses; increase in likes/followers/sentiment across networks.

6. Please indicate the estimated funding required and the anticipated duration (maximum of 3 years) of this Initiative.

- Estimate the revenue, expenses less the staffing and HR costs, and the initiative funding requested by year. Next, provide an estimate for staffing and the total cost for the initiative by year.
- When considering human resources, please estimate the "fully-loaded" cost. ("Fully-loaded" cost includes direct plus all indirect costs, including infrastructure/overhead).
- Explain the potential revenue sources by providing a list of potential users/customers. If the new initiative involves non-financial returns of some kind, explain those and identify the users/customers.

Duration of Initiative: 1 Year 2 Years 3 Years

Budget: *To complete, double click on the spreadsheet to enter data.*

Budget Item	One	Two	Three	Totals
Anticipated Revenue	\$0	\$0	\$0	\$0
Anticipated Expenses (less staffing and HR)	\$5,000	\$0	\$0	\$5,000
Initiative Net Requested (subtotal)	\$5,000	\$0	\$0	\$5,000
Anticipated Staffing and HR Costs	\$0	\$0	\$0	\$0
Total Initiative Cost	\$5,000	\$0	\$0	\$5,000

Revenue Explanation: If the initiative is expected to generate revenue, justify the expected revenue and provide a list of potential users and customers. If the initiative involves non-financial returns of some kind, please explain this non-financial return and describe the users and customers.

7. Sustainability of the Initiative: If the required funding exceeds 1-3 years, how will the City continue to fund the initiative?

Sprout Social offers subscription based pricing. We have the flexibility to evaluate usefulness and change plans or cancel at any time.

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2015 Actual	2016 Actual	2017 Original Budget	2018 Mayor's Budget	2018 CC BUDGET	2018 Dollar Change
Communications							
Regular Employees							
260-8201-517.11-01	Salary & Wages	163,886	153,147	237,600	219,544	219,544	18,056-
LEVEL	TEXT	TEXT AMT					
CCBG	DIRECTOR OF COMMUNICATIONS COMMUNICATIONS SPECIALIST SENIOR VIDEO PRODUCER						
260-8202-517.11-01	Salary & Wages	0	0	90,400	98,377	98,377	7,977
LEVEL	TEXT	TEXT AMT					
CCBG	GRPAHIC DESIGNER/PRODUCTION SPECIALIST COMMUNICATIONS ASSISTANT						
260-8201-517.11-02	Vacation	18,208	12,017	0	0	0	0
260-8201-517.11-03	Holidays	9,299	7,415	0	0	0	0
260-8201-517.11-04	Sick Leave	8,669	1,840	0	0	0	0
260-8201-517.11-06	Funeral Leave	0	1,444	0	0	0	0
260-8201-517.11-07	Jury Duty	745	0	0	0	0	0
260-8201-517.11-12	Comp Time Used	1,753	2,194	0	0	0	0
* Regular Employees		202,560	178,057	328,000	317,921	317,921	10,079-
Provisional Employees-PT							
260-8201-517.12-01	Prov. Salary & Wages	0	0	0	29,340	29,340	29,340
LEVEL	TEXT	TEXT AMT					
CCBG	INTERN INTERN VIDEO PRODUCER						
* Provisional Employees-PT		0	0	0	29,340	29,340	29,340
Overtime							
260-8201-517.13-01	Overtime Pay	3,725	5,722	1,000	1,000	1,000	0
* Overtime		3,725	5,722	1,000	1,000	1,000	0
Misc Additional Pays							
260-8201-517.14-09	Performance Allowance	0	0	500	500	500	0
260-8201-517.14-10	Car Allowance	1,028	700	1,000	500	500	500-
* Misc Additional Pays		1,028	700	1,500	1,000	1,000	500-
Insurance							
260-8201-517.21-01	Health Insurance	67,458	42,625	46,800	51,702	51,702	4,902
260-8202-517.21-01	Health Insurance	0	0	15,600	7,674	7,674	7,926-
260-8201-517.21-04	Life Insurance	487	131	400	121	121	279-
260-8202-517.21-04	Life Insurance	0	0	200	248	248	48
260-8201-517.21-07	Dental Insurance	3,700	2,852	3,200	3,075	3,075	125-
260-8202-517.21-07	Dental Insurance	0	0	1,080	432	432	648-
* Insurance		71,645	45,608	67,280	63,252	63,252	4,028-

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2015 Actual	2016 Actual	2017 Original Budget	2018 Mayor's Budget	2018 CC BUDGET	2018 Dollar Change
Payroll Taxes							
260-8201-517.22-01	Social Secrty-OASDI 6.2%	12,362	11,109	14,700	15,141	15,141	441
260-8202-517.22-01	Social Secrty-OASDI 6.2%	0	0	3,400	6,143	6,143	2,743
260-8201-517.22-02	Social Security-HI 1.45%	2,891	2,598	3,400	3,541	3,541	141
260-8202-517.22-02	Social Security-HI 1.45%	0	0	800	1,437	1,437	637
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* Payroll Taxes		15,253	13,707	22,300	26,262	26,262	3,962
Retirement							
260-8201-517.23-01	Retirement-General	14,013	11,611	16,200	14,710	14,710	1,490-
260-8202-517.23-01	Retirement-General	0	0	3,700	6,591	6,591	2,891
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* Retirement		14,013	11,611	19,900	21,301	21,301	1,401
Retirement-Unfunded Liab							
260-8201-517.24-01	Retirement-General	3,507	2,988	3,571	3,571	3,571	0
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* Retirement-Unfunded Liab		3,507	2,988	3,571	3,571	3,571	0
Professional Services							
260-8201-517.30-02	Consultants	0	0	0	15,000	15,000	15,000
LEVEL TEXT TEXT AMT							
CCBG	TOURISM AND EVENT COORDINATOR						
260-8202-517.30-02	Consultants	0	0	2,500	2,500	2,500	0
260-8201-517.30-04	Other	2,976	5,342	32,500	35,000	35,000	2,500
LEVEL TEXT TEXT AMT							
CCBG	RADIO ADVERTISING			25,000			
	TALENT SERVICES			7,500			
	EVENT PROMOTION			2,500			
				35,000			
260-8202-517.30-13	Leases	0	0	31,300	31,300	31,300	0
LEVEL TEXT TEXT AMT							
CCBG	COLOR AND B&W COPIERS PLUS OVERAGES						
260-8202-517.30-42	Rentals	0	0	250	250	250	0
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* Professional Services		2,976	5,342	66,550	84,050	84,050	17,500
Maintenance Contracts							
260-8201-517.32-01	Computer Equip/Software	0	0	5,000	8,600	8,600	3,600
LEVEL TEXT TEXT AMT							
CCBG	SOCIAL MEDIA ARCHIVING SOFTWARE			5,000			
	SOCIAL MEDIA MANAGEMENT SOFTWARE			3,600			
				8,600			
260-8202-517.32-01	Computer Equip/Software	0	0	8,300	8,300	8,300	0
260-8202-517.32-02	Office Equipment	0	0	2,700	2,700	2,700	0
260-8202-517.32-04	Other	0	0	9,550	9,550	9,550	0

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2015 Actual	2016 Actual	2017 Original Budget	2018 Mayor's Budget	2018 CC BUDGET	2018 Dollar Change
	LEVEL TEXT						
	CCBG POSTAGE MACHINE						
	MISC. EQUIPMENT						

*	Maintenance Contracts	0	0	25,550	29,150	29,150	3,600
	Utility Services						
260-8201-517.41-01	Water	523	571	571	571	571	0
260-8201-517.41-04	Electric	4,096	4,576	4,576	4,576	4,576	0
260-8201-517.41-05	Gas	1,727	1,930	1,930	1,930	1,930	0
260-8201-517.41-06	Telephone/Internet	11,115	9,409	10,700	1,000	1,000	9,700-
	LEVEL TEXT						
	CCBG SMARTPHONES						
				1,000			
				1,000			
260-8202-517.41-06	Telephone/Internet	0	0	500	500	500	0
	LEVEL TEXT						
	CCBG SMARTPHONE						
				500			
				500			

*	Utility Services	17,461	16,486	18,277	8,577	8,577	9,700-
	Rentals						
260-8201-517.43-01	Buildings/Space Rent Exp	8,708	9,500	9,500	9,500	9,500	0
260-8201-517.43-03	Other	0	0	500	1,000	1,000	500
	LEVEL TEXT						
	CCBG SPECIALIZED AUDIO AND VIDEO EQUIPMENT RENTALS						
				1,000			
				1,000			

*	Rentals	8,708	9,500	10,000	10,500	10,500	500
	Repair & Maintenance						
260-8201-517.44-08	Other	0	0	1,500	1,000	1,000	500-
	LEVEL TEXT						
	CCBG REPAIR OF AUDIO AND VIDEO EQUIPMENT						
				1,000			
				1,000			

*	Repair & Maintenance	0	0	1,500	1,000	1,000	500-
	General Supplies						
260-8201-517.51-01	Postage	0	2	27,700	27,700	27,700	0
	LEVEL TEXT						
	CCBG CITY NEWSLETTER						
				27,500			

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2015 Actual	2016 Actual	2017 Original Budget	2018 Mayor's Budget	2018 CC BUDGET	2018 Dollar Change
				27,500			
260-8201-517.51-02	Office Supplies	55	481	684	684	684	0
260-8202-517.51-02	Office Supplies	0	0	43,000	43,000	43,000	0
260-8201-517.51-09	Other	8,508	4,623	9,012	9,012	9,012	0
LEVEL	TEXT			TEXT AMT			
CCBG	CONNECTORS, ADAPTORS, WIRING			200			
	MUSIC LIBRARY LICENSE FEE			3,000			
	DIGITAL MEDIA			2,300			
	PRODUCTION ACCESSORIES			800			
	NATOA LEGAL FUND CONTRIBUTION			1,000			
	ASCAP LICENSE			690			
	BMI LICENSE			690			
	SPECTRUM CABLE BOX RENTALS - QTY. 3			332			
				9,012			
260-8202-517.51-09	Other	0	0	6,000	6,000	6,000	0
LEVEL	TEXT			TEXT AMT			
CCBG	GENERAL SUPPLIES						
*	General Supplies	8,563	5,106	86,396	86,396	86,396	0
	Advertising						
260-8201-517.54-03	Other	1,453	325	1,000	1,000	1,000	0
LEVEL	TEXT			TEXT AMT			
CCBG	VIDEO COMPETITIONS AND AWARDS			1,000			
				1,000			
260-8201-517.54-04	Public Relation Materials	0	0	5,000	8,000	8,000	3,000
*	Advertising	1,453	325	6,000	9,000	9,000	3,000
	Printing						
260-8201-517.55-01	In-house (Print Shop)	8	0	22,469	23,569	23,569	1,100
LEVEL	TEXT			TEXT AMT			
CCBG	CITY NEWSLETTER						
*	Printing	8	0	22,469	23,569	23,569	1,100
	Travel						
260-8201-517.56-01	Local Business Meetings	0	21	100	100	100	0
LEVEL	TEXT			TEXT AMT			
CCBG	REGIONAL MEDIA RELATED MEETINGS			50			
	MILEAGE			50			
				100			

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2015 Actual	2016 Actual	2017 Original Budget	2018 Mayor's Budget	2018 CC BUDGET	2018 Dollar Change
260-8201-517.56-02	Conferences & Seminars	1,818	2,144	2,000	2,000	2,000	0
LEVEL	TEXT			TEXT AMT			
CCBG	ANNUAL AND REGIONAL CONFERENCES			2,000			
	MEDIA AND TECHNOLOGY CONFERENCES						
	EQUIPMENT, TECHNOLOGY & LEGISLATIVE SEMINARS			2,000			

* Travel		1,818	2,165	2,100	2,100	2,100	0
Education & Training							
260-8201-517.57-01	Membership Dues	970	1,020	1,000	1,000	1,000	0
LEVEL	TEXT			TEXT AMT			
CCBG	NATOA ANNUAL MEMBERSHIP (AGENCY)			1,000			
				1,000			
260-8201-517.57-02	Registration Fees	0	0	1,000	1,000	1,000	0
LEVEL	TEXT			TEXT AMT			
CCBG	DIGITAL MEDIA AND TECHNOLOGY TRAINING COURSES			1,000			
				1,000			
260-8202-517.57-02	Registration Fees	0	0	1,000	1,000	1,000	0

* Education & Training		970	1,020	3,000	3,000	3,000	0
Misc Adjustments/Expenses							
260-8201-517.64-04	Shipping Charges	0	238	300	300	300	0

* Misc Adjustments/Expenses		0	238	300	300	300	0
Capital Items							
260-8201-517.70-01	Furniture & Fixtures	258	0	400	400	400	0
260-8201-517.70-03	Equipment	25,826	1,666	0	0	0	0
260-8202-517.70-03	Equipment	0	0	10,000	10,000	10,000	0
LEVEL	TEXT			TEXT AMT			
CCBG	OFFICE & FINISHING EQUIPMENT						
	AV EQUIPMENT						
260-8202-517.70-08	Hardware	0	0	16,350	16,350	16,350	0
LEVEL	TEXT			TEXT AMT			
CCBG	AV HARDWARE						
	AV WORKSTATIONS						
	DIGITAL SIGNAGE						
	MOBILE SOLUTIONS						
260-8202-517.70-09	Software	0	0	16,860	16,860	16,860	0
LEVEL	TEXT			TEXT AMT			

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2015 Actual	2016 Actual	2017 Original Budget	2018 Mayor's Budget	2018 CC BUDGET	2018 Dollar Change
CCBG	CITY WEBSITE EMPLOYEE INTRANET MASS NOTIFICATION SOFTWARE ANCILLARY WEBSITES						
* Capital Items		26,084	1,666	43,610	43,610	43,610	0
Operating Transfer Out							
260-8201-517.91-00	Operating Transfer Out	350,000	350,000	50,000	50,000	50,000	0
LEVEL	TEXT						
CCBG	INDIRECT ADMINISTRATIVE COSTS						
	ADDITIONAL TRANSFER PER COMMON COUNCIL						
	TRANSFER OF PRINT SHOP/MEDIA CTR FROM GEN FUND AND SOME PROMO EXPENSES FROM GEN FUND						
				250,000			
				100,000			
				300,000-			
				50,000			
* Operating Transfer Out		350,000	350,000	50,000	50,000	50,000	0
** Communications		729,772	650,241	779,303	814,899	814,899	35,596
*** Communications		729,772	650,241	779,303	814,899	814,899	35,596
		729,772	650,241	779,303	814,899	814,899	35,596