

Communications

2010 Budget Hearing

Ways and Means/Budget Committee
Presentation

Oct. 13, 2009

Highlights of the Mayor's Recommended Budget

- 140,000 reduction to growth (5.7%)
- 1 FT position eliminated
- Reduce funding to MTN by \$26,000 (3.5%)

Overall progress of department

- Areas where we are excelling
 - Proactive, strategic communications advancing City goals/priorities
 - Promoting transparency & accountability
 - Smart use of video & social media to reach new audiences
- Challenge areas
 - “Beyond the evening meeting” two-way communication
 - Branding during budget challenges

Trends and Challenges

- News & information from non-traditional sources
- Increasing expectations around transparency & accountability
- Diminished resources

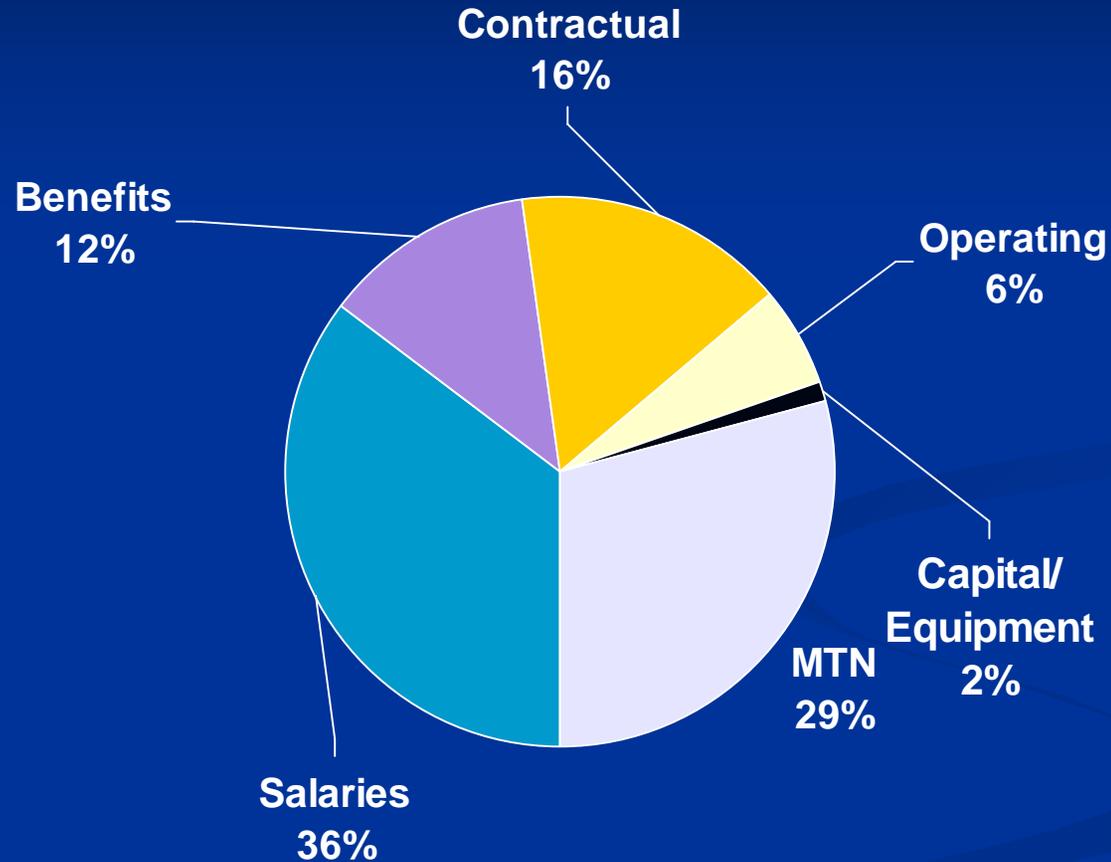
Impact of Recommended Budget

- Key impact around staffing
 - Fewer resources for routine communications planning & support
 - Further sharpen focus (prioritize) on strategic goals & priorities
 - Less ability to manage special projects

New Initiatives

- Identify new initiatives for 2010 & beyond.
 - Minneapolis 2.0
 - Exploring in partnership with BIS new Web tools and technology to allow collaboration among City employees and with our neighborhoods and communities
 - Enterprise social media
 - Routinize use of social media and develop internal systems to ensure enterprise-wide use
 - Video productions that mirror social media needs/world
 - Branding
 - Logo, Web URL, Cable Channels. Consistency.

Communications Expenditures by Type (\$2.45 million)



Communications

Direct Revenue by Type (\$4.18 million)

