

To: Budget Standing Committee
From: Evan McGinty, Manager, Corporate Communications (Acting)
Date: October 10, 2017
Subject: Savings Provided By In-House Graphic Design Services

At the Oct. 2 Budget Standing Committee meeting a memo was requested outlining the savings to the City by having graphic design work produced in-house rather than outsourcing the work to external design agencies.

The City of St. Catharines has two full-time Graphic Designers who provide design services for City departments.

To date in 2017, the City's graphic designers have produced more than 850 items, including posters, flyers, website banners, business cards, newspaper advertisements, maps and content for the City's Leisure Guide.

The ability to achieve this volume of work is possible because the City's designers are focused solely on graphic design. As such, any cost comparison to external agencies should be based on external agencies providing the same volume of dedicated graphic design service.

Estimated annual costs for external graphic design work compared to in-house graphic design services

(Estimates based on graphic design rates from Niagara advertising and public relations organizations. Based on 254 business days of service)

Rate Type	Hourly Rate for Graphic Design	Annual Cost to the City		2018 Graphic Design Budget	Savings by Keeping Design In-House
Low	\$85.00	\$282,030.00		\$171,990	\$110,040.00
High	\$150.00	\$497,700.00		\$171,990	\$325,710.00
Average	\$126.25	\$418,897.50		\$171,990	\$246,907.50

By keeping graphic design in-house the City is saving a minimum of \$110,040 annually compared to what it would cost for the same volume of work from an external design agency.

In addition to cost savings, by keeping graphic design services in-house the City is able to produce communication and public service material during emergency and after-hour situations, a benefit which may not be possible with an external agency.