



CITY OF  
ST. CATHARINES

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## Memorandum

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**To:** Budget Standing Committee

**Cc:** Evan McGinty, Acting Manager of Communications

**From:** Brian York, Director of Economic Development and Government Relations

**Date:** November 10, 2017

**Subject:** Corporate Communications 2018 Advertising Revenue

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Further to Councillor Britton's request for confirmation of the Communication division's 2018 advertising revenues, staff have included \$43,000 the 2018 communications operating budget. The operating budget is now \$377,956, an increase of \$1,262 or 0.3% compared to the 2017 budget.

2018 Budget	2017 Budget
\$377,956	\$376,694

As previously reported, staff are in negotiations with a preferred vendor, but remain confident that a target revenue of \$43,000 is achievable.