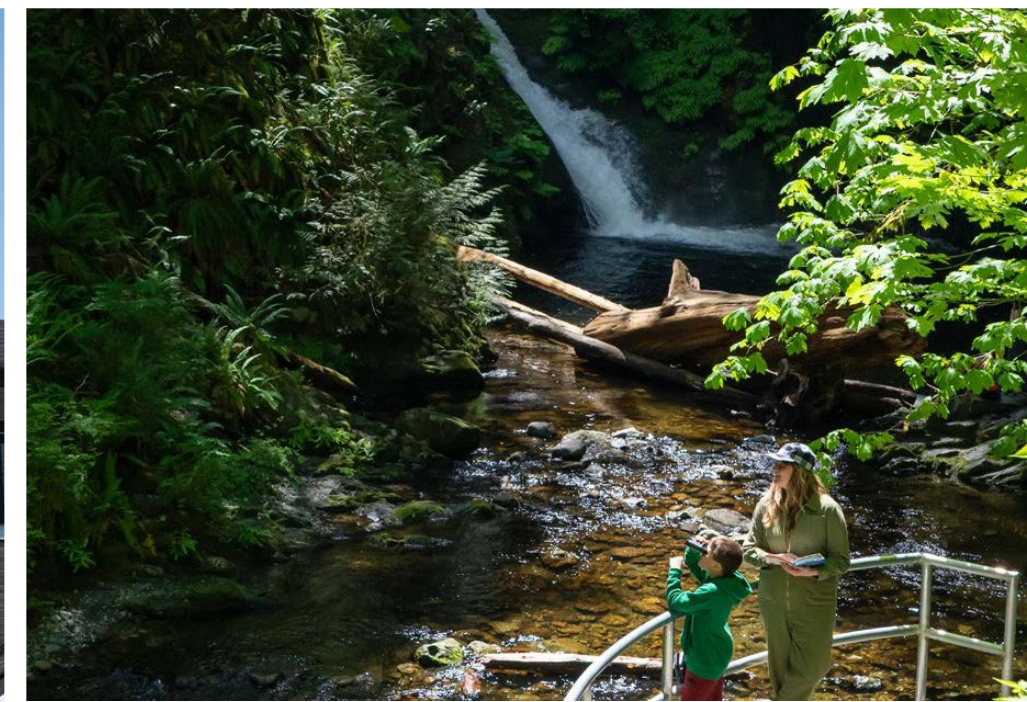
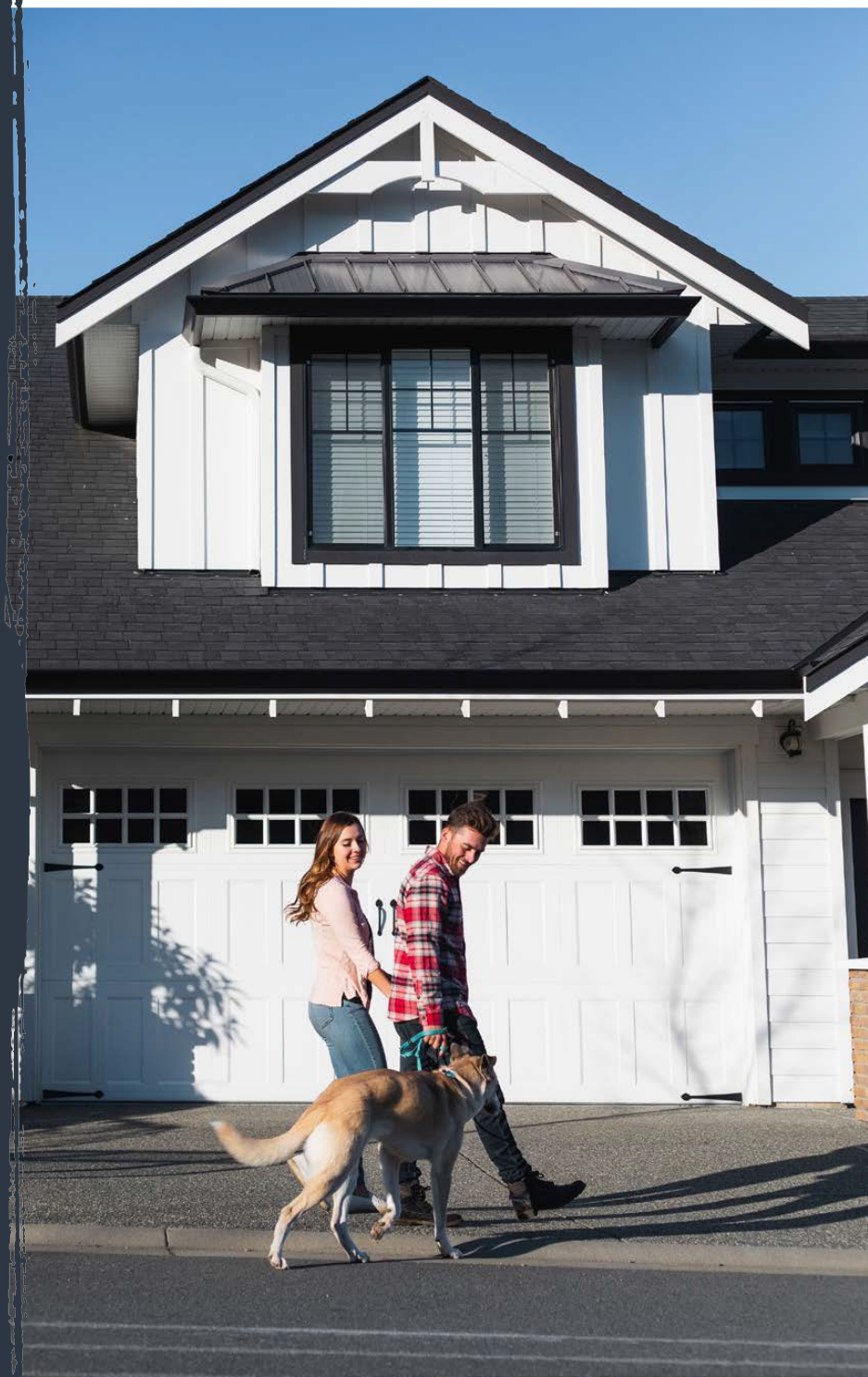


2024 Budget Presentation

Communications and
Economic Development

CITY OF
Langford



Communications and Economic Development Overview

- 5 staff members
- Oversees the following:
 - Communications
 - Public engagement
 - Economic development
 - Tourism
 - Events
 - Arts and culture



Communications and Economic Development

Communications & Public Engagement Overview

- Manages the website
- Manages social media
- Supports all department communications needs
- Issues media releases and responds to media inquiries
- Manages the Let's Chat Langford platform
- Plans City public engagement initiatives



Communications and Economic Development

Economic Development Overview

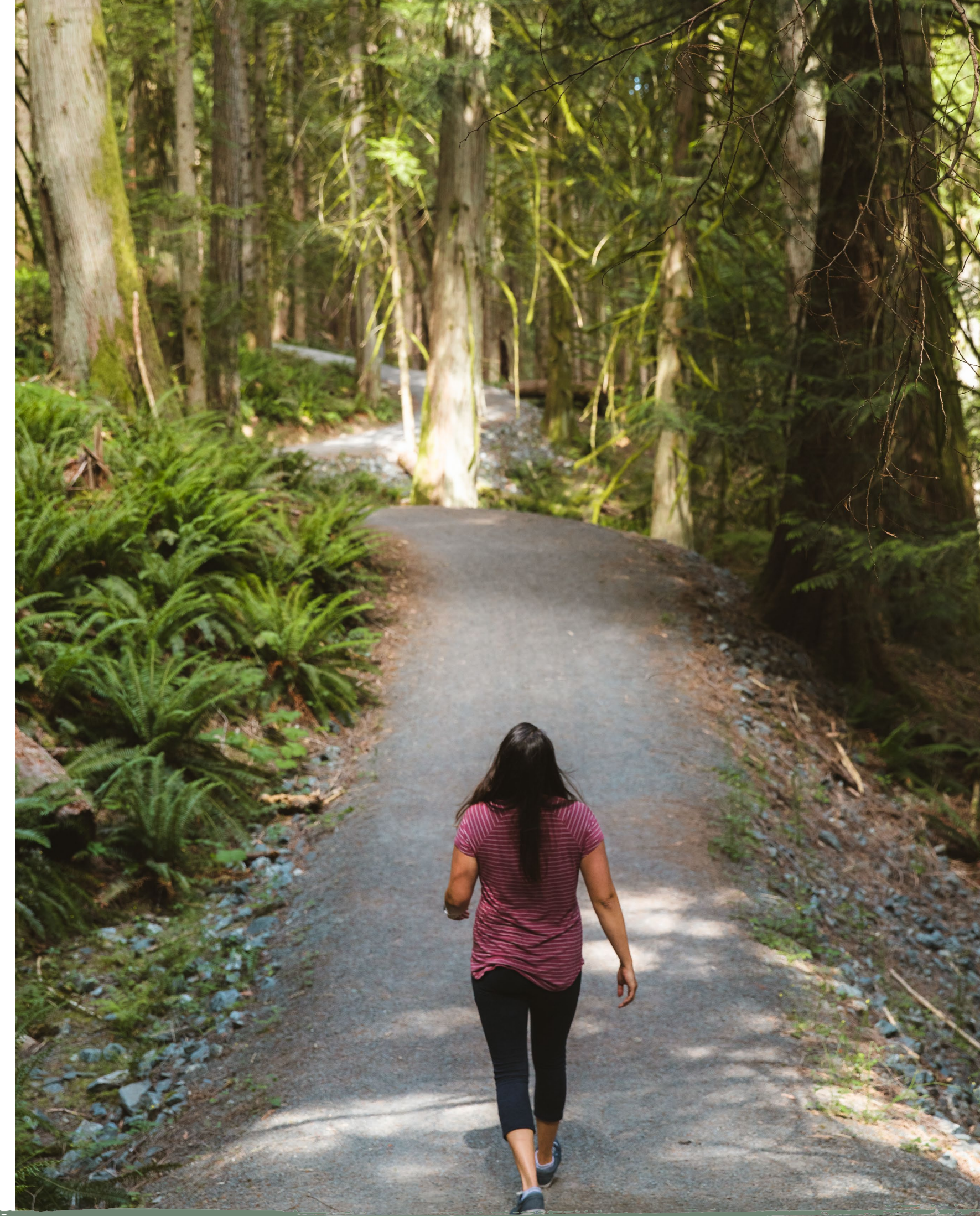
- Supports local businesses (retention and expansion)
- Supports new business looking to open in Langford
- Manages the Langford Job Bank
- One-stop contact for business questions and supports
- Resource for grant opportunities
- Manages the business license program
- Connects local businesses for collaborative opportunities



Communications and Economic Development

Tourism Overview

- Fully funded by the Hotel Tax program (MRDT)
- Collected by hotels, submitted to the Province, and remitted to the City of Langford
- Continue to drive awareness to establish Langford as a visitor destination
- Operates mobile visitor services
- Tourism is proven to drive economic growth and job creation, maintaining an economically diverse and resilient community
- Supports events and sports teams such as Pacific FC, Rugby Canada, the West Shore Rebels, and special events such as Canada Soccer events



Communications and Economic Development

Events - Current Annual Events

- Coldest Night of the Year
- Family Day (new in 2024)
- FanCon (new in 2024)
- Pacific FC Season
- Earth Day
- Goldstream Farmers Market
- Fridays at The Station
- Changemakers Gathering Festival
- West Shore Rebels Season
- Music in The Park
- Langford Beer Festival
- Sober Fest
- Canada Day Celebrations
- Show and Shine
- Brewery & the Beast
- Rugby Canada Events
- Light Up The Hills
- Food Truck and Music Festival
- Treat Street
- Remembrance Day
- Langford Light Up & Winter Festival

Communications and Economic Development

Operating Expenses

	2023 Budget	2024	2025	2026	2027	2028
General Government						
Council						
Council - General	564,914	377,041	386,089	396,850	407,917	419,300
Council - Travel & Training	87,500	72,000	72,000	72,000	72,000	72,000
Council - Contingency	-	206,000	211,150	215,373	219,680	224,074
Council - Election Costs	-	-	-	80,000	-	-
Total Council	652,414	655,041	669,239	764,223	699,597	715,374
General Government Administration						
General Government Administration	3,332,017	4,673,961	4,171,050	4,996,771	5,937,369	8,920,644
Finance	1,138,788	1,231,566	1,533,394	1,607,392	1,653,915	1,699,205
Common Services	1,022,544	1,337,710	1,351,600	1,279,361	1,309,342	1,336,307
City Hall Equipment	27,030	-	-	-	-	-
City Hall	345,716	435,125	451,965	465,731	479,823	491,869
Rental Properties	45,000	50,900	52,073	53,114	54,176	55,259
Total General Government Administration	5,911,095	7,729,262	7,560,082	8,402,369	9,434,625	12,503,284
General Government - Other						
Network Administration	1,367,988	1,487,438	1,722,908	1,900,128	1,945,135	1,987,477
Records Management	415,243	587,973	657,985	676,138	695,867	716,186
GIS and Mapping	647,357	718,634	737,679	753,861	782,099	797,014
Internet Services	1,457	-	-	-	-	-
Database Management	291,568	298,169	307,115	318,929	325,817	335,592
Asset Management	57,222	53,581	54,920	58,619	57,139	58,282
Total General Government - Other	2,780,835	3,145,795	3,480,607	3,707,675	3,806,057	3,894,551
Total General Government	9,344,344	11,530,098	11,709,928	12,874,267	13,940,279	17,113,209

Communications and Economic Development

2024 Operating Budget Highlights

- Enhanced communications and public engagement opportunities
- Develop an Arts and Culture Strategic Plan
- Continue to attract new events, including new City managed events
- Develop an Economic Development Plan
- Update the business license database
- Conduct business pulse surveys
- Create a more robust economic development section on City website
- Implementation of the Five-year Tourism Strategy
- Design and launch standalone tourism website (Explore Langford)



Questions / Discussion