



Cost breakdowns	Cost
<p><b>Developing The City’s service and budget story online</b>                      Creation/enhancement of website pages and tax calculator tool including:</p> <ul style="list-style-type: none"> <li>• Project planning/documentation and conceptualization</li> <li>• Sitemap review</li> <li>• User experience design</li> <li>• Development</li> <li>• Visual design</li> <li>• Web content writing</li> <li>• Project management</li> <li>• Data visualization and infographics tool</li> <li>• Tax calculator functionality enhancements + update to align with services</li> </ul>	<p>\$45, 559</p>
<p><b>Telling The City’s service and budget story to citizens</b>                      Marketing campaign ad concepting and promotional tactics including:</p> <ul style="list-style-type: none"> <li>• Creative concept and design</li> <li>• Print ads (English and multicultural)</li> <li>• Online ads</li> <li>• Radio ads</li> <li>• Broadcast – Report to Calgarians video (twice run)</li> <li>• Search Engine Marketing – Google Adwords</li> <li>• Social media (Twitter, Facebook, Instagram and YouTube)</li> </ul>	<p>\$104, 441</p>
	<p><b>Total = \$150,000</b></p>