



## Business Friendly- YYC We Do Business Better

### Marketing Communications – Proposed budget outline for Q3 2019 to Q4 2021

Below is a budget estimate for marketing, communications and supporting research and engagement needs required to ensure awareness and understanding of business-friendly initiatives by businesses, the public and media.

**Note** – This estimate is based on current information available. If there are changes to the program approach, the supporting marketing communications strategy and tactics may change accordingly.

Work package	What the budget would cover	Amount
<b>One-time, one-offs</b>		
calgary.ca Web presence, promotion and measuring success	<ul style="list-style-type: none"> <li>Project management, user experience design/testing, web editing and metrics for: <ul style="list-style-type: none"> <li>Building a streamlined web hub for businesses where they can find City information/resources to start, maintain, manage, grow and transition a business (lifecycle of a business).</li> <li>Creating online infrastructure to better share information for businesses and potential business customers (those interested in owning a business).</li> <li>Pre/post online survey (Business Perspectives Panel) to determine if businesses find the improved web pages easier to navigate. Will inform further modifications/improvements.</li> <li>Two-month promotion of refreshed websites to create awareness of the new sites.</li> </ul> </li> </ul>	\$215,000
Promotion of small business week	Promote small business week (2019,2020, 2021) through paid marketing promotions to the business community. Marketing tactics to be determined based on audience analysis during event planning. Budget is for a promotional push for 2019, 2020 and 2021 events + collateral (brochures, banners etc.)	\$100,000
Storytelling campaigns	Take a “social movement” approach to marketing to better connect with Calgary’s communities and support what they value and care about. Identifying up to three campaigns during this timeframe. i.e. Shop Local and promotions supporting this initiative. Others to be determined.	\$80,000
<b>Ongoing (2019-2021)</b>		
Promotion of process improvements	Promotion of major process improvements to businesses, the media and citizens to create awareness. Improvement examples include things like putting permits online or establishing pop-ups. Two major improvements per year for a total of five during the timeframe, each with a campaign of \$90,000. Campaign amount based on review of previous, similar campaigns for Invest in Calgary, myBusiness and Real Estate.	\$450,000
Integrated Research and Engagement	<ul style="list-style-type: none"> <li>Up to 4 Business Perspectives Panel surveys per year (perceptions, campaign tracking, recall/awareness)</li> <li>Up to 10 business focus groups per year</li> <li>Cross-corporate approach and support for engaging businesses for major initiatives (working sessions, 1 to 1 consultations, facilitated conversations/events)</li> <li>Cost effective venue/catering for engagement events</li> </ul>	\$200, 000
<b>Total</b>		<b>\$1, 045, 000</b>

Further considerations on the radar:

- To support a more customer-friendly approach, employees, specifically frontline, will need training and support to shift mindset and approach. This requires supervisor support, educating/training of employees, embedding accountability within performance measurement and regular communications. This will require change management support to complete. This cost is not included in the budget, but being considered as part of the resourcing approach for the program overall.
- Marketing and promoting Calgary to businesses and entrepreneurs outside of Calgary is not included in the scope of this ask. CED leads that work, however there may be a future opportunity for The City to better support this work. i.e. Offering The City's multicultural resources to support communicating to businesses outside of Canada. These opportunities are yet to be determined and as a result are not included in this budget ask.
- The content of this budget focuses on local Calgary businesses. However, it should be noted that there are further tiers for which marketing could be extended to. Eventually, we could build off Business Friendly to be also Enterprise Friendly and Corporate Friendly (bigger businesses, businesses external to Calgary).

