

budget - Budget 2013 - Funding Request

From: <webmaster@greatersudbury.ca>
To: <budget@greatersudbury.ca>
Date: Tuesday, June 04, 2013 12:36 PM
Subject: Budget 2013 - Funding Request

Budget 2013 - Online Funding Request Form

Full Name: John Lindsay
Organization: Friendly to Seniors - Sudbury
Daytime phone:
Email:

Oral presentation requested: yes

Comments/Suggestions:

Creation of "Community Guide" in hard copy (print from) to be replace but include information in current "Leisure Guide" to be published twice yearly and distributed to all residents. Content to also be available on line (internet)

Description of project/program:

Valuable and useful information would be available in one publication and would include beside leisure activities information on practical community services (waste management etc.), arts and cultural activities, tourist attractions (for visitors) health services, clubs and organizations etc. This publication would be of particular value to many in our population, particularly seniors who do not have internet access, and would be more convenient.

Estimated one-time cost:

Reduction of city advertising costs in traditional print media, which is becoming less effective with dropping circulations. Possible advertising revenue that could be generated by paid ads in Community Guide to off-set production and printing costs.

Estimated on-going costs:

The "Community Guide" would likely be more useful to the general public than the current "Leisure Guide" therefore greater value for money expended, plus possible advertising revenue to off-set costs. Material to be included would be submitted by various city departments and compiled and edited by the communications dept who would also enlist community organizations such as the Sudbury Arts Council etc.