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**CITY OF FORT LAUDERDALE | FISCAL YEAR 2027
DEPARTMENT REQUEST**

Office of Strategic Communications



Office of Strategic Communications

Department Description

The Office of Strategic Communications fosters trust and civic pride by delivering clear, accurate, and engaging communication that connects Fort Lauderdale with neighbors, businesses, visitors, and the media. The Office enhances public understanding of City operations, policies, and initiatives through transparent, accessible, and timely messaging.

Supporting internal departments, Strategic Communications ensures coordinated and impactful communication across digital media, public relations, emergency alerts, marketing, and creative services. The Office is also expanding its role to include proactive marketing efforts that promote Fort Lauderdale as a place to live, work, and do business, reaching audiences beyond current neighbors and businesses.

By shaping the City’s brand identity, supporting governance transparency, and strengthening civic and economic engagement, the Office contributes to a vibrant, resilient, and thriving community.

The Office of Strategic Communications resource allocation and initiatives described in this section advance and achieve the following guiding principles to become the “City you never want to leave.”

PRESS PLAY FORT LAUDERDALE 2029 STRATEGIC PLAN

Guiding Principle: Customer Service

Guiding Principle: Inclusivity

HIGHLIGHTED PROGRAM

- Strategic Communications

Office of Strategic Communications

FY 2027 Projected Organizational Chart

Total FTEs - 13

STRATEGIC COMMUNICATIONS - 13

Director	1
Deputy Director	1
Program Manager I	3
Senior Administrative Assistant	1
Senior Strategic Communications Specialist	3
Strategic Communications Manager	1
Strategic Communications Specialist	2
Webmaster	1

FY 2026 Adopted	FY 2027 Projected	Difference
13	13	0

Office of Strategic Communications

Strategic Communications

FY 2026 Anticipated Major Accomplishments

- Communicated potential Charter revisions and the process to neighbors including changes related to the City's form of government, city manager residency requirements, election cycle, and public land use and disposition
- Coordinated a public outreach effort for the Automated Meter Infrastructure (AMI) Smart Water Meter Program
- Added non-emergency SMS text messaging as an outreach tool
- Created a marketing plan to promote the City as a place to live, work, and play
- Implemented a website upgrade to enhance performance, improve user experience, and introduce new accessibility tools

FY 2027 Major Projects and Initiatives

- Expand outreach for major City initiatives, including targeted communications for the City Hall project, Holiday Park improvements, and the Fortify Lauderdale program, to keep neighbors informed and engaged
- Implement a coordinated, Citywide communications strategy for capital projects to ensure neighbors receive timely updates throughout planning and construction
- Launch a Traffic Alert System to deliver timely updates on major road closures and construction impacts through City communication channels
- Deploy a Citywide newsletter providing regular updates on City projects, services, and community initiatives
- Strengthen media relations to increase proactive coverage of City initiatives, programs, and infrastructure investments across local and regional outlets
- Implement website updates to enhance performance, improve accessibility, and ensure the platform remains adaptable to future needs

Office of Strategic Communications

Department Performance Measures

Strategic Goal	Performance Measure	FY 2024 Actual	FY 2025 Actual	FY 2026 Projected	FY 2026 Target	FY 2027 Target
Guiding Principles: Customer Service and Inclusivity	Number of impressions on all social media platforms (recorded in millions)	9.5	12.7	11.4	≥10.5	≥13.0
	Number of views on the City's web pages (recorded in millions)	N/A ¹	4.0	1.1	≥1.1	≥1.1 ²
	Average time to review City communication plans and documents (business days)	N/A ¹	N/A ¹	4	≤4	≤4

¹New measure, historical information not available

²The Department will be moving to a new system; upon implementation of the system, the FY 2027 target will be refined

General Fund

Department Fund Financial Summary

Financial Summary - Funding Source

	FY 2025 Actuals	FY 2026 Adopted Budget	FY 2026 Estimate	FY 2027 Budget Recommended	FY 2026 Adopted Budget vs FY 2027 Budget Recommended	Percent Difference
General Fund - 001	\$ 2,715,956	3,505,541	3,471,744	3,766,732	261,191	7.5%
Total Funding	2,715,956	3,505,541	3,471,744	3,766,732	261,191	7.5%

Financial Summary - Program Expenditures

	FY 2025 Actuals	FY 2026 Adopted Budget	FY 2026 Estimate	FY 2027 Budget Recommended	FY 2026 Adopted Budget vs FY 2027 Budget Recommended	Percent Difference
Strategic Communications	2,715,956	3,505,541	3,471,744	3,766,732	261,191	7.5%
Total Expenditures	2,715,956	3,505,541	3,471,744	3,766,732	261,191	7.5%

Financial Summary - Category Expenditures

	FY 2025 Actuals	FY 2026 Adopted Budget	FY 2026 Estimate	FY 2027 Budget Recommended	FY 2026 Adopted Budget vs FY 2027 Budget Recommended	Percent Difference
Personnel Services	1,534,716	2,233,094	2,171,890	2,527,084	293,990	13.2%
Operating Expenses	1,181,240	1,272,447	1,299,854	1,239,648	(32,799)	(2.6%)
Total Expenditures	\$ 2,715,956	3,505,541	3,471,744	3,766,732	261,191	7.5%
Full Time Equivalents (FTEs)	10	13	13	13	-	0.0%

FY 2027 Major Variances

Personnel Services

\$ 199,820 - Increase in personnel services related to mid-year position reclassifications
36,712 - Increase in pension related costs

Operating Expenses

(20,540) - Decrease in food services based on historic trend
(7,040) - Decrease due to one-time expenses associated with new positions added in FY 2026

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Descriptions & Line Items by Division

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Office of Strategic Communications

Strategic Communications - General Fund

Division - Fund Budget by Account

Account Name	FY 2025 Actuals	FY 2026 Adopted Budget	FY 2026 Amended Budget	FY 2026 Estimate	FY 2027 Department Requested	FY 2027 Budget Recommended	FY 2026 Adopted vs FY 2027 Budget Recommended	% Dif	Justification
10-1101 - Permanent Salaries	1,004,897	1,441,201	1,441,201	1,422,877	1,641,021	1,641,021	199,820	13.86%	Increase based on mid-year reclassification
10-1107 - Part Time Salaries	32,868	73,800	73,800	42,186	78,600	78,600	4,800	6.50%	
10-1110 - Sick Conv to Cash	4,989	5,600	5,600	5,600	6,000	6,000	400	7.14%	
10-1113 - Vac Mgmt Conv	5,872	9,800	9,800	9,800	12,100	12,100	2,300	23.47%	
10-1119 - Payroll Accrual	5,514	-	-	41,556	-	-	-	0.00%	
10-1199 - Other Reg Salaries	-	-	-	-	3,701	3,701	3,701	100.00%	
10-1201 - Longevity Pay	3,807	4,011	4,011	7,503	7,941	7,941	3,930	97.98%	
10-1401 - Car Allowances	31,220	42,600	42,600	38,360	44,280	44,280	1,680	3.94%	
10-1407 - Expense Allowances	360	-	-	1,440	1,440	1,440	1,440	100.00%	
10-1413 - Cellphone Allowance	5,040	5,640	5,640	7,200	8,160	8,160	2,520	44.68%	
10-1501 - Overtime 1.5X Pay	72	-	-	-	-	-	-	0.00%	
10-1707 - Sick Termination Pay	4,874	-	-	-	-	-	-	0.00%	
10-1710 - Vacation Term Pay	10,181	-	-	-	-	-	-	0.00%	
20-2107 - Moving Expense	-	-	-	3,015	-	-	-	0.00%	
20-2119 - Wellness Incentives	1,000	1,000	1,000	1,000	4,000	4,000	3,000	300.00%	
20-2204 - Pension - General Emp	25,943	67,350	67,350	67,350	78,718	78,718	11,368	16.88%	
20-2210 - Pension - FRS	100,409	134,450	134,450	136,084	154,430	154,430	19,980	14.86%	
20-2290 - Pension - Other	-	10,400	10,400	10,400	10,700	10,700	300	2.88%	
20-2299 - Pension - Def Cont	18,116	19,333	19,333	20,041	19,991	19,991	658	3.40%	
20-2301 - Soc Sec/ Medicare	81,806	112,894	112,894	112,314	126,631	126,631	13,737	12.17%	
20-2304 - Supplemental FICA	-	6,100	6,100	-	6,400	6,400	300	4.92%	
20-2401 - Disability Insurance	454	500	500	466	500	500	-	0.00%	
20-2402 - Life Insurance	1,164	600	600	600	1,200	1,200	600	100.00%	
20-2404 - Health Insurance	154,646	259,038	259,038	205,321	282,033	282,033	22,995	8.88%	
20-2410 - Workers' Comp	531	696	696	696	696	696	-	0.00%	

Office of Strategic Communications

Strategic Communications - General Fund

Division - Fund Budget by Account

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90-9239 - Transfer Out to Special Obligation Bonds Refinance	40,953	38,081	38,081	38,081	38,542	38,542	461	1.21%	
Personnel Services	1,534,716	2,233,094	2,233,094	2,171,890	2,527,084	2,527,084	293,990	13.17%	
30-3199 - Other Prof Serv	206,096	45,000	65,809	65,809	45,000	45,000	-	0.00%	Social media services
30-3201 - Ad/Marketing	31,158	60,000	60,428	60,000	60,000	60,000	-	0.00%	Paid advertising needs throughout the year
30-3203 - Artistic Services	-	1,000	1,000	1,000	1,000	1,000	-	0.00%	Artistic services for events
30-3207 - Laundry Services	44	500	500	500	500	500	-	0.00%	
30-3210 - Clerical Services	174	1,400	1,400	1,400	1,400	600	(800)	(57.14%)	Prototype services for the Community Appearance Board; decrease based on historic trend
30-3216 - Costs/Fees/Permits	339	400	400	400	400	400	-	0.00%	
30-3231 - Food Services	22,035	65,540	65,540	65,540	65,540	45,000	(20,540)	(31.34%)	Funding for public engagement events, such as State of the City, Citizens Committee of Recognition and Walk of Fame; decrease based on historic trend
30-3243 - Prizes & Awards	2,675	5,000	5,000	5,000	5,000	5,000	-	0.00%	Gifts and plaques for boards and government representatives
30-3299 - Other Services	14,887	13,600	14,400	13,600	13,600	13,600	-	0.00%	Outside vendors used to support various events
30-3304 - Office Equip Rent	1,053	-	2,381	2,381	-	-	-	0.00%	
30-3319 - Office Space Rent	91,077	123,000	123,000	123,000	123,000	123,000	-	0.00%	Office space rent in Tower 101
30-3322 - Other Facil Rent	3,480	5,000	10,035	5,000	5,000	5,000	-	0.00%	Space rental, such as Citizens Committee of Recognition and Community Appearance Awards
30-3401 - Computer Maint	8,162	-	-	-	-	-	-	0.00%	
30-3513 - Photography	7,006	15,000	15,000	15,000	15,000	15,000	-	0.00%	Purchase and maintenance of camera equipment and freelance assistance for video projects
30-3516 - Printing Serv - Ext	86,470	92,000	94,003	92,000	92,000	92,000	-	0.00%	FTL Connect magazine
30-3628 - Telephone/Cable TV	5,451	7,370	7,370	7,370	5,451	5,451	(1,919)	(26.04%)	
30-3907 - Data Proc Supplies	25,002	98,867	98,867	98,867	98,867	98,867	-	0.00%	Video content and editing licenses

Office of Strategic Communications

Strategic Communications - General Fund

Division - Fund Budget by Account

Account Name	FY 2025 Actuals	FY 2026 Adopted Budget	FY 2026 Amended Budget	FY 2026 Estimate	FY 2027 Department Requested	FY 2027 Budget Recommended	FY 2026 Adopted vs FY 2027 Budget Recommended	% Dif	Justification
30-3925 - Office Equip < \$5000	5,774	6,040	6,040	6,040	2,400	2,600	(3,440)	(56.95%)	Office equipment such as monitors, docking stations, standard office equipment, etc.; decrease due to the removal of one-time funding for new positions added in FY 2026
30-3926 - Furniture < \$5000	-	3,600	3,600	3,600	-	-	(3,600)	(100.00%)	Decrease of one-time funding for furniture for new positions added in FY 2026
30-3928 - Office Supplies	462	3,700	3,700	3,700	3,700	3,700	-	0.00%	
30-3931 - Periodicals & Mag	552	500	500	500	500	500	-	0.00%	
30-3946 - Tools/Equip < \$5000	-	-	-	17	-	-	-	0.00%	
30-3949 - Uniforms	-	2,300	2,300	2,300	2,300	1,300	(1,000)	(43.48%)	Funding for City apparel; decrease based on Citywide allocation
30-3999 - Other Supplies	50,379	25,000	25,000	25,000	25,000	25,000	-	0.00%	
40-4110 - Meetings	-	-	-	205	-	-	-	0.00%	
40-4119 - Training & Travel	3,197	27,850	27,850	27,645	30,350	30,350	2,500	8.98%	
40-4299 - Other Contributions	121,200	125,400	133,800	129,600	125,400	125,400	-	0.00%	Funding for sponsorship of Riverwalk Fort Lauderdale magazine and Winterfest, Inc.
40-4343 - Servchg-Info Sys	476,089	517,654	517,654	517,654	517,654	517,654	-	0.00%	
40-4355 - Servchg-Print Shop	6,362	15,000	15,000	15,000	15,000	11,000	(4,000)	(26.67%)	Print shop funding for graphic design projects; decrease based on historic trend
40-4404 - Fidelity Bonds	27	26	26	26	26	26	-	0.00%	
40-4407 - Emp Proceedings	417	256	256	256	256	256	-	0.00%	
40-4410 - General Liability	5,864	5,053	5,053	5,053	5,053	5,053	-	0.00%	
40-4416 - Other Ins Charges	5,808	6,391	6,391	6,391	6,391	6,391	-	0.00%	
Operating Expenses	1,181,240	1,272,447	1,312,303	1,299,854	1,265,788	1,239,648	(32,799)	(2.58%)	
Strategic Communications - General Fund Total	2,715,956	3,505,541	3,545,397	3,471,744	3,792,872	3,766,732	261,191	7.45%	

Decision Package

FY 2027 Decision Package Summary

Office of Strategic Communications - 001 General Fund

Priority	Request Type	Title of Request	# of Positions	Year 1 Net Cost	Year 2 Net Cost (Ongoing)
1	Program - Revised	Marketing Expansion for Citywide Branding and Outreach	-	60,000	60,000
			-	\$60,000	\$60,000

FY 2027 Decision Package Form

Office of Strategic Communications



Priority Number: 1
Title of Request: Marketing Expansion for Citywide Branding and Outreach
Request Type: Program - Revised

New Position(s)	Position(s) Eliminated:	Change in Part-Time:	Total Change in FTEs:	Expected
0.00	0.00	0.00	0.00	12/26

Basis of Justification: Improvement, revenue generating, mandated, cost reduction, workload change. Please state what will be the consequence if this request is not funded?

The Office of Strategic Communications requests an additional \$60,000 to expand the City's proactive marketing and brand building efforts. This would double the current \$60,000 allocation for a total annual investment of \$120,000 to support a broader Citywide brand initiative. This request supports a unified City brand that strengthens Fort Lauderdale's regional identity as a premier place to live, work, visit, and play. The added funding would expand implementation of the brand campaign, including work with an outside marketing agency, targeted advertising, and use of high visibility platforms such as digital media, social channels, Water Taxi advertisements, billboards, transit placements, and print, broadening the City's reach to visitors, prospective residents, businesses, event attendees, and other new audiences.

This investment would allow the City to build a more coordinated, professional, and recognizable brand presence by pairing professional marketing support with targeted advertising. Without this funding, marketing efforts would remain limited to smaller, isolated placements, leaving the Office of Strategic Communications with reduced capacity to produce branded materials, purchase targeted advertisements, or consistently promote Fort Lauderdale as a vibrant, competitive destination for visitors, residents, businesses, and event attendees.

The expanded support may include:

- Coordinating with an outside marketing agency and supporting Citywide brand, tourism, and destination-focused marketing efforts.
- Managing targeted advertising, including purchasing, placement, tracking, and development of collateral that promotes Fort Lauderdale's identity and appeal.
- Strengthening brand visibility and consistency across departments, channels, events, and community outreach.
- Planning, promoting, and overseeing public meetings and community events while maintaining a master calendar of major Citywide communications.

Performance Measures:

Measure Description	Current Year Projection	Next Year Without Funding Projection	Next Year Target with Funding Projection
Number of ads placed	50	60	120

Strategic Connections:

Focus Area: Business Growth and Support
 Goal: Business Growth & Support - Build a diverse and attractive economy
 Source of Justification: Commission Priorities

Funding Requests:

Cost Center	Account	Activity Code	Account Title	Cost Description	Budget Request	Year 2 (Ongoing)
Strategic Communications	30-3201		Ad/Marketing	Marketing funding for Citywide branding and outreach	60,000	60,000
Total Expenditures					60,000	60,000
Net					\$60,000	\$60,000

* Funded at \$40,000

FY 2027 Decision Package Form

Office of Strategic Communications

Funding Impacts (Net):

Fund	Budget Request	Year 2 (Ongoing)
General Fund	60,000	60,000

Notes

