

# Mayor's Office

Budget Proposal 2023

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# Mayor's Office

## Role

- Support the Mayor, his policies and vision through community liaison, public engagement, events, and public information.
- Provide an overarching point of contact for residents and connect them to City services.
- Work with the City Manager and City Departments to deliver services and communication in line with the Mayor's vision and goals.
- Liaison, communication and administrative services to the City Council, City Departments, and City Boards and Commissions.

## Vision

- Promote diversity and inclusive services.
- Drive business investment, employment and a strong economy.
- Position Annapolis to meet the challenges of the 21st century.

# PRIORITIES

## Fiscal Year: 2022 – 2023

- Transition to 'COVID normal'
- Resumption of events and in-person programs
- New ways of working and delivering - new demands
- Renewed/continued delivery of outreach and services (NAM, Take Care, LEAD, public information, constituent services)
- Ongoing - be ready and responsive to emerging needs

# 2022 Achievements

Electoral endorsement of the vision and policies of our Mayor and Council.

# Communication and Information

## Plans

- COVID transition - timely, evolving, responsive, accurate.
- Election 2022 - build understanding and participation.
- Weather, emergency, and events - keep residents safe, up to date, connected to services.
- Annapolis 'open for business' - promoting Annapolis as a business-friendly, destination city
- Major projects - Hillman Garage, City Dock, Choice Neighborhoods, Construction and Improvement projects, events and parades

## Products

- Hundreds of hours of live-streaming video including City Council/Standing Committees; virtual boards and commissions; and video products for all departments as requested
- Hundreds of individual products such as signs, banners, social media posts, videos, slides shows, presentations, and graphics including (in 2021-22) more than:
  - 400 City Council Citations
  - 40 City Proclamations
  - 60 Press Releases
  - 110 speeches (in addition to bi-monthly City Council remarks)

# Public Engagement and Community Services

- State of Black Annapolis (Black History Conversation 3 part Series)
- New NAM coordinator driving relationships and engagement
- Fuerza Latina - Latina Empowerment Program
- Take Care - more than 1500 needs assessment surveys, delivering 300 flu shots, over 18,000 masks distributed, almost 900 covid testing kits delivered, over 230 vaccine clinics supported, more than 9200 covid vaccinations provided.

## Events/Constituent Services/Project Support

- MLK Diaspora Festival
- Annapolis Songwriters Festival
- Smart Cities Competition MSU
- Around 430 resident cases
- Reduced vacancy rates for Boards & Commission

# Budget 2023 - Of Note

- **Salaries & Benefits:**
  - Contract to Exempt Service (one staff member) VEBA will be additional if taken up
  - health benefits to Chief of Staff (enhancement)
  - position re-alignment - Take Care moves to Community Services
- **Contract Services:**
  - \$20,000 for Choice Neighborhoods
- **Special Projects:**
  - \$14,000 for capacity to respond to emerging issues
- **Software:**
  - Granicus upgrade: \$8,300 (purchase + annual subscription) (enhancement)
- **General:**
  - Increases to cover rise in annual costs and service demands (Gmail, Phone, Text program)

Thank you. Questions?