

Appendix 2: Expense Summary

Downtown Visioning Expenses (2017 Budget)	
Consulting Services	Cost
McElhanney Consulting Services (January 1 to February 26) <ul style="list-style-type: none"> review consultation strategies review and advise on public consultation questions, materials and logistics train staff members for facilitation facilitation and engagement at workshops and focus groups debrief from consultation events and conduct social media review client communication, preparation of next steps and updates 	\$8,153.46
McElhanney Consulting Services (February 27 to March 19) <ul style="list-style-type: none"> review all consultation data for trends and themes internal team review of consultation trends and themes preparation and presentation of trends and themes to Senior Leadership/CAO 	\$2,041.20
Total Consulting Service Expenses	\$10,194.66
Advertising Mechanisms	Cost
Printing "Downtown Visioning" postcards	\$353.00
Portable sign designs and installations (3 locations, 3 total weeks)	\$425.25
Additional newsprint advertising in Airdrie Echo	\$300.00
Total Advertising Expenses	\$1,078.25
Refreshments and Supplies	Response Quantity
Refreshments and other supplies <ul style="list-style-type: none"> food, beverages and ice at workshops and focus groups wrapping for focus group attendance gifts 	\$1,498.14
Total Refreshment and Supply Expenses	\$1,498.14
Total Downtown Visioning Expenses	\$12,771.05

