

## Fiscal Year 27-28 Budget Communication Plan

| Fiscal Year: 27-28                     | Description                                                                                                                                                                                                                |        | Action Item                                                                                                                      | Assigned Staff           | Target Completion Date |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------|
| Budget Calendar and Communication Plan | Outline the key phases of the annual budgeting process and specify how and when information will be shared with stakeholders. This section serves as a timeline for internal planning and a roadmap for public engagement. | Step 1 | Draft Budget Calendar including all meetings (Agenda, Special, Workshops, Council Sessions, Q&A Forum, Public Hearing, Adoption) | Finance                  | 8/1/2026               |
|                                        |                                                                                                                                                                                                                            | Step 2 | Internal Review period for staff                                                                                                 | Finance/Comms/Admin      | 8/10/2026              |
|                                        |                                                                                                                                                                                                                            | Step 3 | Present Calendar and Communication Plan at August Agenda Meeting                                                                 | Finance                  | 8/17/2026              |
|                                        |                                                                                                                                                                                                                            | Step 4 | Distribute finalized Communication Plan to staff and Council                                                                     | Finance                  | 8/18/2026              |
|                                        |                                                                                                                                                                                                                            | Step 5 |                                                                                                                                  |                          |                        |
| Town Website                           | Descriptive webpage to serve as main source of comprehensive information and explanation of the proposed budget.                                                                                                           | Step 1 | Create FY27-28 Budget Webpage and URL redirect /budget28                                                                         | Communications           | 10/1/2026              |
|                                        |                                                                                                                                                                                                                            | Step 2 | Add Initial budget documents and information                                                                                     | Finance/Communications   | 10/1/2026              |
|                                        |                                                                                                                                                                                                                            | Step 3 | Update with relevant documents, dates, and information                                                                           | Finance/Communications   | As needed              |
|                                        |                                                                                                                                                                                                                            | Step 4 | Post the completed Budget Manual                                                                                                 | Finance/Communications   | 5/21/2026              |
|                                        |                                                                                                                                                                                                                            | Step 5 |                                                                                                                                  |                          |                        |
| Press Release                          | Release to be sent to Sunshine List (media and community partners) and posted under Town News on the website highlighting key points and takeaways of the proposed budget and advertising of the Budget Open House.        | Step 1 | Draft Initial Budget Press Release: Proposed Budget Submitted                                                                    | Communications           | 3/5/2026               |
|                                        |                                                                                                                                                                                                                            | Step 2 | Review Period for Draft Press Release: Proposed Budget Submitted                                                                 | Finance/Comms/Admin      | 3/15/2027              |
|                                        |                                                                                                                                                                                                                            | Step 3 | Issue Press Release: Proposed Budget Submitted                                                                                   | Communications           | 3/19/2027              |
|                                        |                                                                                                                                                                                                                            | Step 4 | Draft Initial Budget Press Release: Approved Budget                                                                              | Communications           | 5/5/2027               |
|                                        |                                                                                                                                                                                                                            | Step 5 | Review Period for Draft Press Release: Approved Budget                                                                           | Finance/Comms/Admin      | 5/14/2027              |
|                                        |                                                                                                                                                                                                                            | Step 6 | Issue Press Release: Approved Budget                                                                                             | Communications           | 5/20/2027              |
| One-Page Flyer                         | Budget at a Glance flyer highlighting key points and takeaways of the budget.                                                                                                                                              | Step 1 | Create outline for "Budget at a Glance" flyer with placeholders                                                                  | Finance/Comms            | 1/15/2026              |
|                                        |                                                                                                                                                                                                                            | Step 2 | Review Period for the formatting                                                                                                 | Finance/Comms/Admin      | 2/8/2026               |
|                                        |                                                                                                                                                                                                                            | Step 3 | Provide final information to Communications                                                                                      | Finance                  | 2/9/2026               |
|                                        |                                                                                                                                                                                                                            | Step 4 | Review period for content/formatting                                                                                             | Finance/Comms/Admin      | 2/13/2026              |
|                                        |                                                                                                                                                                                                                            | Step 5 | Add to the website, print for Town facilities, and distribute at meetings                                                        | Finance/Comms            | 3/1/2026               |
| Social Media                           | Recurring social media posts highlighting budget meeting dates and specific elements of the proposed budget that add value to residents.                                                                                   | Step 1 | Provide a list of budget highlights                                                                                              | Finance                  | 3/12/2027              |
|                                        |                                                                                                                                                                                                                            | Step 2 | Post Meeting Dates                                                                                                               | Communications           | Ongoing                |
|                                        |                                                                                                                                                                                                                            | Step 3 | Create Budget Highlight content in coordination with Departments                                                                 | Communications/All Depts | Ongoing                |
|                                        |                                                                                                                                                                                                                            | Step 4 | Share Budget Highlight content across platforms                                                                                  | Communications           | Ongoing                |
|                                        |                                                                                                                                                                                                                            | Step 5 | Announce final adopted FY27-28 Budget across all social media platforms                                                          | Communications           | 5/21/2027              |
|                                        |                                                                                                                                                                                                                            | Step 6 |                                                                                                                                  |                          |                        |
|                                        |                                                                                                                                                                                                                            | Step 7 |                                                                                                                                  |                          |                        |
| Video                                  | A video highlighting broader concepts of what the approved budget seeks to accomplish.                                                                                                                                     | Step 1 | Create budget video storyboard outlining key messages and visuals                                                                | Communications           | 4/16/2027              |
|                                        |                                                                                                                                                                                                                            | Step 2 | Schedule and conduct video shoots                                                                                                | Communications           | April/May TBD          |
|                                        |                                                                                                                                                                                                                            | Step 3 | Edit and finalize FY27-28 Budget video                                                                                           | Communications           | April/May TBD          |
|                                        |                                                                                                                                                                                                                            | Step 4 | Review Period for Budget Video                                                                                                   | Finance/Comms/Admin      | May TBD                |
|                                        |                                                                                                                                                                                                                            | Step 5 | Publish budget video on website and social media                                                                                 | Communications           | May/June TBD           |
| Budget Q&A Forum                       | An opportunity to engage with the public to discuss the proposed budget and answer questions. The meeting will feature a high level presentation from staff and a Q&A with Council and staff.                              | Step 1 | Prepare staff presentation summarizing key budget highlights                                                                     | Budget                   | 3/31/2027              |
|                                        |                                                                                                                                                                                                                            | Step 2 | Hold Budget Open House                                                                                                           | All Departments          | April TBD              |
|                                        |                                                                                                                                                                                                                            | Step 3 | Draft a summary of Q&A from the public and key takeaways from the Forum                                                          | Budget                   | April TBD              |
|                                        |                                                                                                                                                                                                                            | Step 4 |                                                                                                                                  |                          |                        |
|                                        |                                                                                                                                                                                                                            | Step 5 |                                                                                                                                  |                          |                        |
| Other Council Engagement Opportunities | Councilmember engagement opportunities throughout the budget process.                                                                                                                                                      | Step 1 | Add meeting sign up option to the website                                                                                        | Communications           | 10/1/2026              |
|                                        |                                                                                                                                                                                                                            | Step 2 | Provide Council with updated budget discussion points and highlights                                                             | Finance                  | As needed              |
|                                        |                                                                                                                                                                                                                            | Step 3 | Schedule budget meetings with Councilmembers as requested                                                                        | Town Clerk's Office      | As needed              |
|                                        |                                                                                                                                                                                                                            | Step 4 | Public Hearing                                                                                                                   | Finance                  | 4/15/2027              |
|                                        |                                                                                                                                                                                                                            | Step 5 |                                                                                                                                  |                          |                        |