

To: David Creery, Chief Administrative Officer

From: Colleen Collins, Manager, Marketing and Communications

Re: Funding for Website Migration

AIM

The purpose of this report is to seek approval from Council on the source of funding for the required 2025 costs associated with migrating to a new website platform and pre-budget approval for the 2026 associated costs.

BACKGROUND

In 2024, our website vendor introduced a new content admin platform and we have been given an end-of-life date for our current solution of June 2026. The new platform has additional functionality that will improve the way information is presented for both staff and the public. It will also allow us to address some of the accessibility issues that are present in the current platform and give us greater flexibility and reduce costs for updates that are out of our control. Effective Dec. 31, 2025, we will no longer receive support for our existing platform which could result in diminished functionality and no ability to repair if the solution fails after that date.

The project will include the redesign and migration of the City's primary website and Economic Development microsite, as well as the implementation of additional microsities for the Woodstock Art Gallery and Woodstock Museum tailored to their audiences.

While staff has already done extensive work to prepare the content for migration, given the frequency with which content is updated and the size of our website, this project will take significant time and effort to complete. In order to continue to deliver core marketing and communications services like producing the What's on Woodstock magazine, promoting City programs and services and managing and monitoring the City's social media platforms, we require a temporary staffing resource in order to complete the migration. This person would work with staff across the corporation to update and move content to the new platform and assist with training staff on how to use the new platform. Further, this person would support staff with the implementation of the internal SharePoint solution which will improve efficiency and effectiveness through access to key corporate information and better cross-departmental collaboration

COMMENTS

Because the work to migrate to a new platform will take approximately 8 months to complete, we are at significant risk of not being able to maintain our website if the work does not begin in 2025. To minimize risks associated with any delays, we are proposing the project begins in July 2025, with a go-live target of March 2026 to ensure we have a buffer.

We have worked with the City Treasurer and are recommending the 2025 costs be financed from the Tax Stabilization Reserve Fund (0180-52008-0601) using previously committed funds that are no longer required for the original purpose.

We have negotiated a payment schedule to be split between 2025 and 2026 to minimize the amount required to be funded from the reserve fund and are seeking pre-budget approval for the 2026 costs.

Funding Year	Migration Fee	Staffing	Total
2025	\$24,995.20	\$46,500 (5.5 months)	\$71,495.20
2026	\$24,995.20	\$24,500 (2.5 months)	\$49,495.20
Total Cost			\$120,990.40

ATTACHMENTS

N/A

RECOMMENDATION

That Woodstock City Council approves \$71,500.00 from the Tax Stabilization Reserve Fund to commence work on the migration of the City's website to a new platform in 2025;

And further that City Council authorizes pre-approval of \$49,500.00 in the 2026 Revenue Fund Budget for the remainder of the website migration work.

Authored by: Colleen Collins, Manager, Marketing and Communications

Approved by: Amy Humphries, Deputy Chief Administrative Officer/City Clerk

Approved by: David Creery, P. Eng, MBA, Chief Administrative Officer