

ROUND ROCK PARKS AND RECREATION DEPARTMENT MARKETING COMMUNICATIONS PLAN 2019



ROUND ROCK TEXAS
PARKS AND RECREATION



INTRODUCTION

Round Rock has 37 developed parks gracing over 2,270 acres and trail corridors. Old Settlers Park is the crown jewel, offering a generous 570 acres of rolling countryside for local events and festivals. Round Rock offers exclusive parks including the Dog Depot Dog Park, the Play for All Abilities Park, Prete Main Street Plaza, Centennial Plaza and the Shaylah Dame Skate Park.

Aquatics:

The City has three outdoor municipal swimming pools open in the summer (including Rock'N River Waterpark), and a year round indoor pool at the Clay Madsen Recreation Center, hosting Swim Lessons, Aquacise, Lifeguard Training, and Special Events. The Aquatics Division hires 200+ seasonal employees including lifeguards, pool attendants, swim instructors, cashiers, and pool management.

Athletics:

Round Rock provides numerous athletic leagues and programs.

Forestry and Brush Recycling:

The Forestry Division manages Round Rock's urban forest with a focus on education, tree planting, tree preservation, tree care and enforcement. In addition, brush recycling is handled by this division at the Recycling Center. Residents can dispose of brush and used Christmas trees that are ground into mulch. The mulch is used in city parks and free mulch is available to Round Rock residents.

Kids' Clubhouse and Camps

The Kids' Clubhouse is an after-school program for children in grades K – 5. The Counselor in Training (CIT) program is an afterschool program for children in grades 6-8. Toddler Treehouse Preschool Program is an annual developmental program that offers children ages 3-5 years an opportunity to explore and learn. Seasonal camps are also offered.

Recreation:

The city has two recreation centers. Clay Madsen Recreation Center, a 50,500-square-foot facility with two basketball courts, weight room, aerobics classes, indoor swimming pool and more. Allen R Baca Center for Senior and Community Activities hosts programs for adults ages 50 and up with an arts-and-crafts room, lunchroom, kitchen, computer lab, patio workout and dance rooms.

Rental Facilities:

We have several facilities that can be rented for a minimal fee, including the Baca Center banquet room, the Rabb House, park plazas and pavilions.



MARKETING SUMMARY

The purpose of the Round Rock Parks and Recreation Department's Marketing Division is to provide transparent, accurate, and timely information to the Round Rock community through delivery of integrated marketing, media and public relations activities that promote high quality programs and services.

As part of its marketing philosophy, the Division will implement key marketing strategies that are designed to:

- Communicate the unique attributes and benefits of the Round Rock Parks and Recreation system
- Increase participation in programs and activities
- Facilitate revenue generation
- Provide consistent messaging and visual identity
- Promote the department as an essential service that helps create the identity of our amazing City
- Educate the public by "Telling Our Story," thereby building strong community support
- Engage an ongoing collaborative dialogue with community and stakeholders
- Market all programs and activities by engaging our community to tell our PARD success stories
- Engage an ongoing collaborative dialogue with community and stakeholders



Mission Statement:
People dedicated and empowered to create a positive memorable experience in people's lives.

MARKETING/COMMUNICATIONS/MEDIA RELATIONS STRUCTURE (TEAM MEMBER FOCUS)

Program guide design & Production
Video production/script writing/shooting/editing
Scala video displays management
Venus digital sign at Old Settlers Park
Draft City Council scripts, talking points
PARD main page website updating
roundrockrecreation.com website updating
Draft media releases
Media relations/spokesperson
Sponsorship letters/development
City Council Reports
e-blasts-Constant Contact/pm template
Social media posts/development
Emcee special events
MEU & LED Jumbotron setup and Management
Resident mailings/communications
Special event planning/grand openings/special programming
Design print ads/fliers & art for events, athletics & more
Manage print advertising with Round Rock Leader & Community Impact
New event/programming/departments logo design
Accreditation updating & management
TV/Radio/News Stations media trades/proposals/agreements
Attend/help with special events
Attend communications meetings



Roger Heaney
Media Specialist

Todd Worlock
Marketing & Events Coordinator



TARGET MARKETS

Targeting Current Customers:

As defined by zip code areas, age, and gender. Reaching existing customers is six times less expensive than adding a new customer, and word-of-mouth referrals from existing customers are the primary way customers currently learn about program offerings. Entice current customers to be our brand ambassadors and sell our services across marketing platforms.

Targeting our current Youth & Adult Sports market and amplifying their achievements and put them in the spotlight

Highly promote current youth and adult sports programs by marketing winning teams, feature players, and facilities. Via video and social media highlight all programs putting players and parents in the spotlight to see kids and adults in action. Promote social media "shares" by highlighting "the people" and capitalize on the "folks love to see themselves" momentum.

Targeting Millennials:

Millennials are increasingly becoming an essential group to think about when structuring your programs, as well as your marketing efforts. Their birth years range from the early 1980s to the early 2000s, which means they have now become the bulk of the workforce. This age group values things like transparency and values, aims for and appreciates work-life balance, collaboration and instant gratification.

Targeting the Baby Boomer Population:

Another quickly expanding population segment, Baby Boomers, will use and enjoy the Department's various programs and services as they move into retirement in the coming years and have greater amount of time for recreation and leisure activities.

Mommy influencers:

Marketing to Moms who make decisions on what and where families go and do for recreation and leisure. Heavy users of social media who have the ability to influence other families to do the same and take part in "LIKE" activities. Potential to become strong brand ambassadors for PARD.



COMMUNICATION VEHICLES & MARKETING

The Division employs a variety of communication vehicles to disseminate information in an accurate and timely manner. These vehicles provide excellent publicity opportunities to deliver information to a vast majority of Round Rock residents, and include:

Broadcast Media: Radio, TV & the City's Channel 10 station

Print Media: Newspapers, magazines, PARD Program Guide

Electronic email marketing (46,000 sub base) via Constant Contact

Electronic News Outlets

Social Media: Facebook, Twitter, YouTube & Instagram (PARD, City & SportsCenter shares)

Social Media: AMPLIFY with City Employees Facebook, Twitter, YouTube & Instagram

Intranet/Internet: roundrockrecreation.com, PARD City landing page, teamsideline.com, RockBeats internal website

MEU video promotions at all events

LED Jumbotron at all big events

Official Department Publications: Annual Report (print & video), PARD Program Guide Presentations

Online Event Calendars

Print Materials: Brochures, fliers, posters, hand bills

Video production/YouTube Channel & social media driven

Round Rock Leader full page color ad placement/1st & 3rd Thursdays of the month

PARD Digital display boards video promotion/CMRC, BACA

Venus digital signs at Old Settlers Park

Community Impact Newspaper ad placement Monthly

Intercom Radio Group Majic 95.5, Mix 94.7, Talk Radio 1370, 96.3 RnB Austin Radio Partnership/ :30 radio promotions (Traded)

Round Rock News (all employee e-mail communications)

Round Rock "News Flash" Utility Bill message Communications (two month prior deadline)

Media Releases

Pitch for on-site TV coverage with TWC News, KVUE, KEYE, KXAN, KTBC/ Pitch AAS & Round Rock Leader pre & post stories.



Marketing Frequency

Social Media:

TWITTER: 1-2 Tweets/Day @ 120 characters

Timely, Personal Note to Retweets/Mentions

Social Media



FACEBOOK: 1-2 Posts/Day @ 120 characters

Video-Driven, Announcements, Conversation/Call to Action



INSTAGRAM: 1-2 Posts/Day >5 Hashtags

Timely, Personal, Behind-the-Scenes, eye candy



Print:

COMMUNITY IMPACT NEWSPAPER:

Print ad drops monthly

ROUND ROCK LEADER:

Print ads drop twice monthly. 10,000 circulation

AUSTIN-AMERICAN STATESMAN:

Drop ads as needed. 120,000 circulation

ELECTRONIC E-MAIL NEWSLETTERS:

(44,000 subscriber base) Drops twice per month

PARD Digital display boards video promotion/CMRC, BACA & OSP:

Updated weekly. Can add content in minutes.



PARD Youtube channel video promotion/Front page of PARD website:

Videos produced weekly and updated daily.

Austin American-Statesman
statesman.com

PARD Program Guide:

Summer, Fall/Winter/Spring. Incorporated into Community Impact (circulation 32,000)



DEPARTMENT REPUTATION AND BRANDING AN IMAGE OF EXCELLENCE

The City of Round Rock Parks and Recreation Department has been awarded accreditation status from the National Recreation and Parks Society (NRPA) and was awarded the National Gold Medal Award for Excellence in Park and Recreation. The NRPA Gold Medal Award is the highest national honor in the park and recreation industry.

This certification confirms the Department as a leading agency that is committed to the delivery of high quality services and park amenities for its residents.

As an accredited agency, the Department meets the standards of best practices within the field of parks and recreation.

The Department was also awarded the Texas Recreation and Park Society Gold Medal Award. The TRAPS Gold Medal Award is the highest state-wide honor in the park and recreation industry.

The Department enjoys a reputation of excellence, as evidenced by the numerous awards and honors bestowed on the Department from local, state and national organizations.



GOALS AND OBJECTIVES FY 2019/FOCUSES

Objective: #1

Educate the public by "Telling Our Story" and benefits that we bring the community; thereby building strong community support, engage community and stakeholders.

Strategies:

- Increase frequency of "Love Your Park" campaign to include PARD team member highlights, park highlights, Baca & CMRC stories (changed lives), resident testimonies about our rental facilities/memories of a lifetime, Athletics testimonies.
- Create a social media campaign using life-size frames where residents can get inside them or hold them and snap photos and post using displayed hash-tags. Place them in Parks, Trails, Special Events, Rec Centers, Plazas and Athletics events. Choose best photos and grant swag. #LoveMyPark, #LoveMyTrails, #LoveMyParksandRec, #LoveMyRecCenter, #LoveMyRRTeam.
- Maintain #PeopleOfRRParks, #TeamMemberTuesday campaigns.



Projected Costs:

Frame displays depending on the size.

Measurable Results:

Produce 2 love your Park features per month (2k views or more). Grant swag prize once per month (winners featured in LYP campaign.)

Objective: #2

Increase Youth and Adult Athletics marketing to engage participants and to increase attendance and player numbers. Position PARD athletics as the best choice in town and tell folks why.

Strategies:

- Promote a sense of pride and community cohesion with athletics by highlighting players, families and facilities. Sell our competitive advantages. Sizzle reel style videos no more than :30 seconds. End with brand message: Round Rock Athletics: Brings the community together.
- Promote athletic achievements: Via video & social media, using the same edit style, highlight current scores, standings, awards presentations and programs.
- Social media campaign using branded hand held frames where players can snap photos and post to their accounts using #LoveMyRRTeam. Choose best photos and grant swag to players & parents.
- Produce mid-season highlights ESPN E60 style video to increase hype and show off players to the community.
- Highlight uniforms and t-shirt swag.
- Adult Recreation complex. Major promotion as it goes up.

Projected Costs:

Frame displays depending on the size.

Measurable Results:

Highlight athletics programs 2 times per month



GOALS AND OBJECTIVES FY 2019/FOCUSES

Objective: #3

Marketing to Moms who make decisions on what and where families go and do for recreation and leisure. Heavy users of social media who have the ability influence other families to do the same and take part in "LIKE" activities. **Potential to become strong brand ambassadors for PARD.**

Strategies:

- "Round the Rock" Mommy Blog partnership. Be a part of blog, website and E-blasts on a regular interval.
- "Meet Up" Mommy Groups. Come to monthly group meetings to promote upcoming PARD events and programming.
- Research Mommy Groups in Round Rock and make presentations about PARD offerings. Leverage their social media contacts and offer them incentives to be our brand ambassadors. Give discounts to our events/VIP treatment at events/exclusive play time at new playgrounds.
- Mommy Bloggers come to special events and openings to promote their group while promoting us.

Projected Costs:

Purchase of ads in key blog sites

Measurable Results:

Form at least 2 group relationships.



GOALS AND OBJECTIVES FY 2019/FOCUSES

Objective: #4

Roll out formal #LoveYourPark social media picture submission campaign and reward with PARD swag and exclusive PARD experiences. Promote the Park Finder, Special Events Calendar on the City Mobile App.

Strategies:

- Branded program with full court marketing press. "Share your PARD experience" tag 5 friends on your social media account when posting. Post your Favorite park, trails, beauty shots and special events? Tag 5 friends with your favorite photos . #loveYourPark. Repost and feature winning photos on PARD social media and get video testimonials of winners to feed the campaign. Use community photos in our marketing and promotions.
- Offer winners with unique PARD experiences. Swag, VIP treatment at events, sneak peeks at new facilities, Ride with a Ranger VIP tour.
- Via short produced "how to" videos and using winning photos and resident interviews, promote the "Park Finder" and "Special Event Calendar" tool in the City's Mobile App. Show how useful it can be on the go, using your smart phone and encourage use of the tool. Additional video promoting PARD email news letter sign up.

Projected Costs:

Team Hours

Measurable Results:

Feature one winner per month via social media and video feature with demos of mobile app tools.



Objective: #5

Refresh PARD photos and video annually to ensure we have fresh, quality & creative visual content with real Round Rock residents.

Strategies:

- Make a comprehensive list of shots needed and work with Henry Huey or professional photographer to take quality images. Also use students who excel in photography and pay them to take photos.

PARD Marketing Team out once per month shooting updated footage of parks, trails, Rec Centers, special events to provide new content on a regular interval.

Projected Costs:

Team hours. Cost of photographer

Measurable Results:

Refresh PARD photos and video annually.



GOALS AND OBJECTIVES FY 2019/FOCUSES

Objective: #6

Adaptive and Inclusive Recreation marketing plan.

Work with Selisa to draft a marketing promotions plan to promote AIR programming to our targeted market.

Strategies:

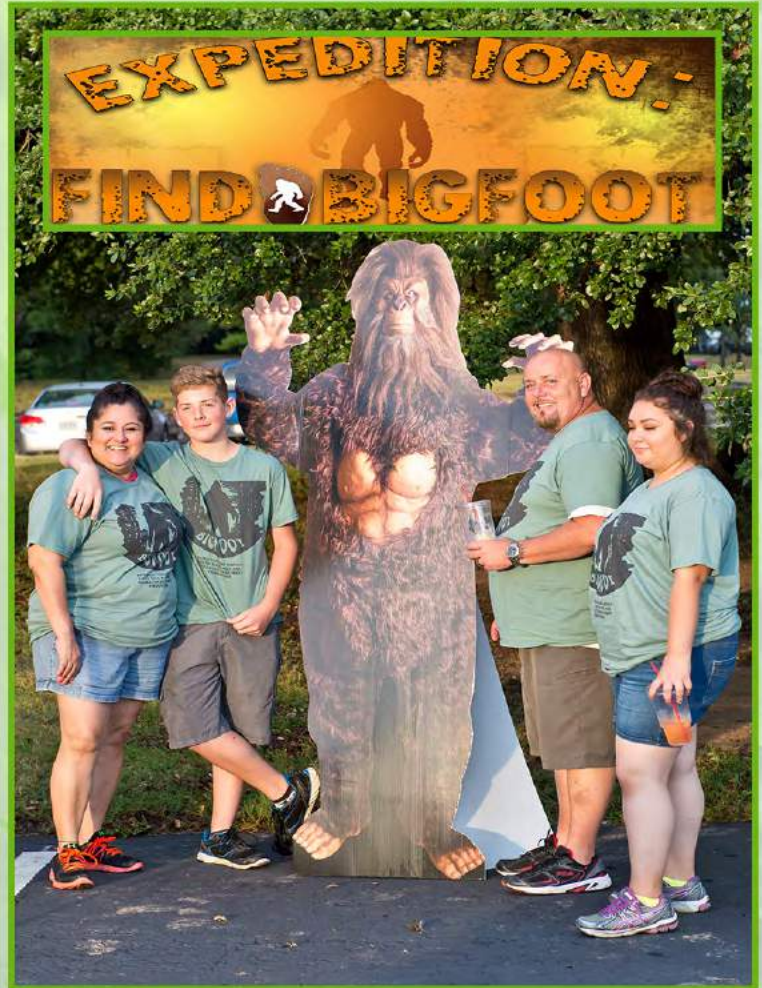
- Reach out to adaptive and special needs community groups to form relationships that will enable PARD to market to their clients as a team effort.
- Begin to create unique marketing email contact lists just to market to the adaptive special needs demographic.
- Implement strategies to motivate current customers to invite friends and family to AIR programming and events.
- Create :30 second TV video spot to introduce and promote PARD's newest offerings (AIR) programming to serve our growing community.

Projected Costs:

Team time

Measurable Results:

15% increase in the adaptive special needs population taking part in special events and programming.



GOALS AND OBJECTIVES FY 2019/FOCUSES

Objective: #7

Take our video production quality to the next level and increase frequency providing quality content on a regular basis.

Strategies/Video Recap:

- Videos will feature PARD team members at work/what they do (on going/one per month)
- Athletics players and parents (ongoing), Athletics mid season (on going), scores/standings (on going/one per month)
- Love Your Park campaign (on going/one per month)
- City Mobile App PARD tools, Find a Park, Special Events Calendar, Find a Trail/Tek Trek (1 time feature each)
- Bond project updates (on going)
- PARD News letter sign up/social media promotion (on going/one per month)
- AIR video promotions (on going/per each program)
- Sizzle reel: parks, rec centers, trails, programming and rental facilities (on going/one per month)
- Special events pre & post highlights (as they occur)
- PARD annual report video (annually)



Examination of Round Rock, Texas Demographic Trends

Subject	Total		18 years and over	
	Number	Percent	Number	Percent
Total Population	99,887	100%	68,857	100%
One race:	96,089	96.2%	67,159	97.5%
White/Anglo	70,707	70.8%	50,306	73.1%
Black/African-American	9,744	9.8%	6,411	9.3%
American Indian/Alaskan	678	0.7%	458	0.7%
Asian-American	5,165	5.2%	3,630	5.3%
Native Pacific Islander	124	0.1%	93	0.1%
Some other race	9,671	9.7%	6,261	9.1%
Two or more races	3,798	3.8%	1,698	2.5%
Hispanic or Latino (any race)	28,958	29.0%	17,836	25.9%
Not Hispanic or Latino (any race)	70,929	71.0%	51,021	74.1%
Total Housing Units	37,223	100%	n/a	n/a
Occupied housing units	35,050	94.2%	n/a	n/a
Vacant housing units	2,173	5.8%	n/a	n/a

Top National Trends in Parks and Recreation (National Recreation and Park Association NRPA)

Parks Everywhere, Especially Underground

Innovative locations for public parks are being proposed everywhere — on the tops of tall buildings, in the middle of stormwater management areas, even in abandoned underground spaces. Thirty years ago, who would have thought that repurposing abandoned rail corridors into linear parks and active transportation networks would become a nationwide movement that would conserve more than 22,000 miles of unused rail lines converted to hiking and biking trails? Today, the spotlight is on underground parks. New York's Lowline, billed as "the world's first subterranean green space" is planned to open in 2021. Increasingly, the question most often asked about unused public space in cities across America is becoming: "How can we make this space into a park?"

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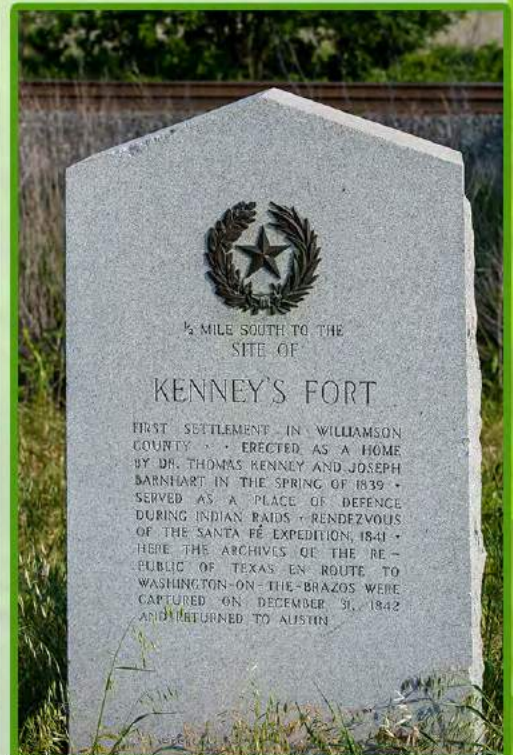
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Dedicate Your Park — Or You Could Lose It

As cities increasingly look for available real estate, a high-profile case in New York City in which the city proposes to convert the Marx Brothers Playground in East Harlem to a high-rise development has brought the issue of converting park land to other purposes into sharp relief. Advocates are vigorously fighting the proposed conversion. "Public parks are under constant threat of diversion to economic development and other non-park uses," says James Kozlowski, law professor at George Mason University, who details another proposed conversion case in Westfield, Massachusetts, in his upcoming February 2018 Law Review column in Parks & Recreation magazine. In the case of Westfield, the court's decision rejecting the conversion hinged in part on whether the land was dedicated as a park, and therefore under state law required a two-thirds majority vote of the legislature to approve such a conversion, as well as federal protections from the LWCF law which required any conversion to be replaced by land of equal quality and value.

Economic Development Depends on Quality Parks

What does economic development have to do with parks and recreation? Plenty according to NRPA's VP of Research Kevin Roth who cites an NRPA study that shows local parks and recreation are responsible for generating \$140 billion in economic impact and one million jobs annually. More importantly, as the Roanoke Times recently editorialized about why Humm Kombucha, a specialty health beverage brewer, chose the Roanoke Valley as a site to locate a new \$10 million facility with 46 good jobs: "The greenways, the bike paths—they aren't frills. Those are actually economic development infrastructure, just in a different form."



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Parks as Supervised Opioid Injection Sites

With the spread of opioid abuse nationwide, some parks and public areas regrettably have become preferred sites for opioid users. In response, some localities are considering providing designated opioid injection sites that are staffed with health care professionals to supervise injections. Such public health outreach has a long history in Europe as well as Canada and Australia. Most recently in the U.S., King County, Washington, received state approval to establish an approved opioid injection site. More states are considering proposals.

Drones, Drones and More Drones

Drone use by public sector agencies is becoming increasingly more widespread with governmental drones performing duties like successful search and rescue operations, surveillance of illegal activity, tracking the spread of invasive species, and more. In addition, the public flying of recreational drones is vexing those agencies who resist making an accommodation with this fast-growing form of public recreation. Drones will only continue to become more popular with the public who are looking for places to fly them and agency staff who are looking to utilize their unique capabilities.

Hepatitis A Coming to a Park Near You?

Public lands such as under highway bridges and unsupervised properties have sometimes become sites for homeless encampments. Such sites are much more likely to spread communicable diseases from unsanitary conditions and shared drug paraphernalia. In August 2017, CDC notified all state and local health departments regarding investigations of clusters of Hepatitis A in persons who were homeless and/or used injection drugs. Recent outbreaks of Hepatitis A in San Diego, Los Angeles and Santa Cruz, California were widely reported in 2017 and incidence of Hep A in homeless and illicit drug users has increased in other states including Michigan, Kentucky and Utah.

Parks and Rec as Partners in Evidence-based Health Delivery

On the good news side regarding parks and health, many park and recreation sites are becoming not just places to improve health through physical activity, but locations to participate in evidence-based programs that measurably improve health. NRPA-sponsored programs with local park and rec agencies range from Active Living Every Day for sedentary adults to Walk With Ease low-impact weekly walking programs to arthritis intervention programs such as Fit and Strong! for those with osteoarthritis. 155 agencies representing 45 states and American Samoa have already made commitments to implement arthritis evidence-based physical activity programs in parks.

Billionaires Love Parks

In the past five years, there have been a series of extraordinary gifts to park systems across the country by extremely wealthy individuals who want to give back to their communities. These have included a \$100 million gift to Central Park by hedge fund manager John A. Paulson in 2012; a \$350 million donation to the River Parks Authority in Tulsa, Oklahoma by the George Kaiser Family Foundation; and many multi-million dollar donations to park systems — most recently a \$12 million dollar donation in 2016 by Ken Griffin to the Chicago Park District to create a separated trail along the Chicago lakefront and a \$3 million donation by the Kenneth C. Griffin Charitable Trust to build 50 soccer fields in underserved Chicago communities.

Economy in Round Rock, Texas

Round Rock has an unemployment rate of 3.2%. The US average is 5.2%.

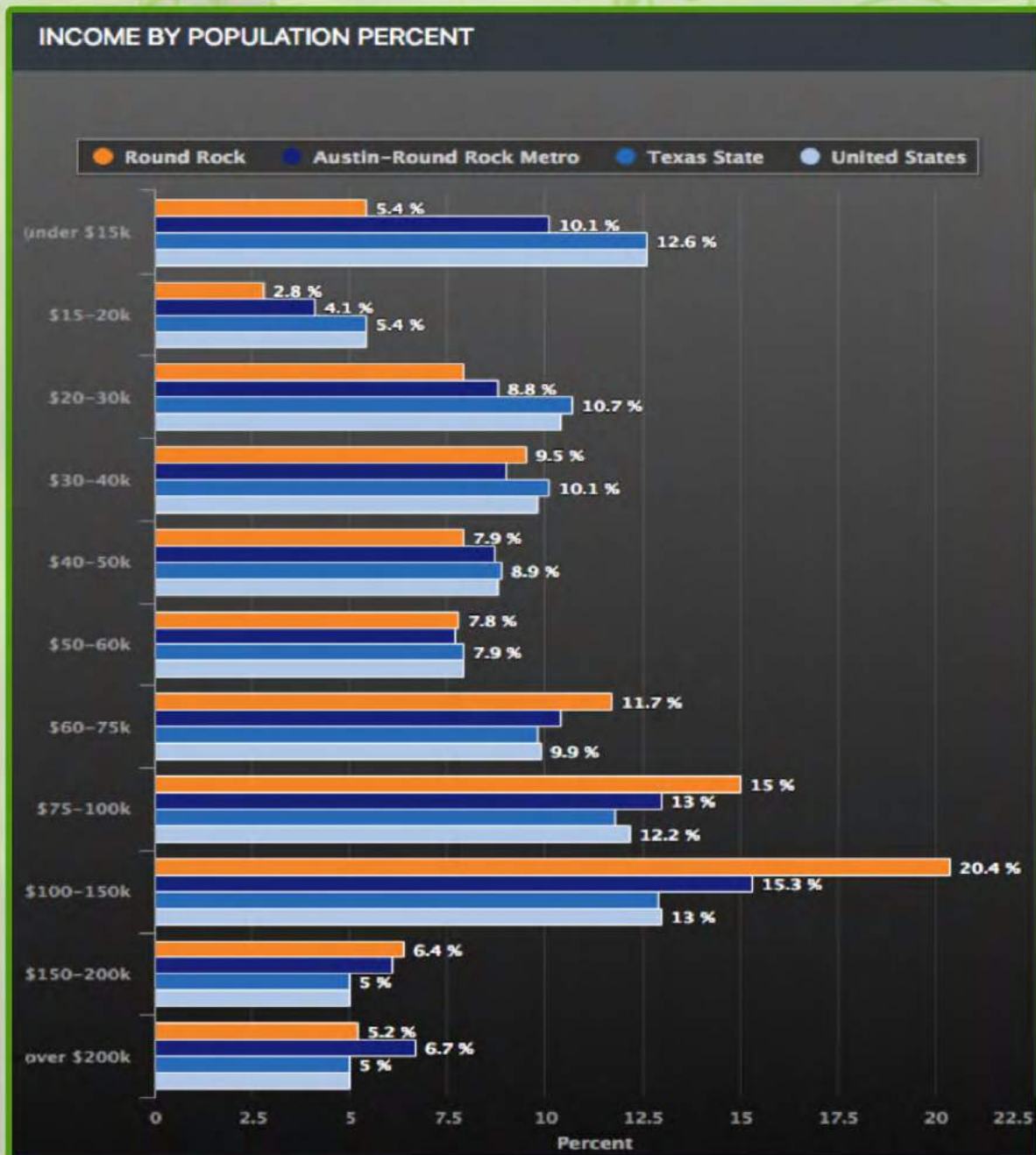
Round Rock has seen the job market increase by 3.1% over the last year. Future job growth over the next ten years is predicted to be 42.9%, which is higher than the US average of 38.0%.

Tax Rates for Round Rock

- The Sales Tax Rate for Round Rock is 8.3%. The US average is 6.0%.
- The Income Tax Rate for Round Rock is 0.0%. The US average is 4.6%.

Income and Salaries for Round Rock

- The average income of a Round Rock resident is \$30,605 a year. The US average is \$28,555 a year.
- The Median household income of a Round Rock resident is \$70,952 a year. The US average is \$53,482 a year.



Bi-Annual City Survey

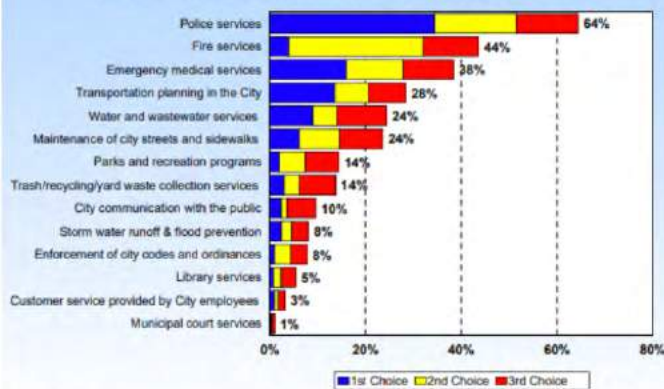
The City hired ETC Institute to conduct its biennial community survey in late spring 2018. The results were presented to the City Council on July 12, 2018. The survey, which was completed by 401 randomly selected residents, has a 4.9 percent margin of error.

ETC noted satisfaction with City services is significantly higher in Round Rock than in other communities. ETC conducts benchmark surveys nationally and regionally.

- The City's overall satisfaction rating for services is 33 percent above the national average
- The City's satisfaction rating for quality of life is 11 percent above the national average and 18 percent above the state average
- Round Rock residents' satisfaction with the maintenance of the City's parks is 18 percent above the national average and 24 percent above the state average
- Round Rock residents' satisfaction with City customer service ranked significantly higher than state and national averages, with 22 percent higher satisfaction with the "way they were treated" than the state average
- Of 11 services surveyed, 10 in Round Rock are higher than national and regional benchmarks. Only "management of traffic flow" is below national and regional benchmarks

Q2. City Services That Are Most Important to Residents by Major Category

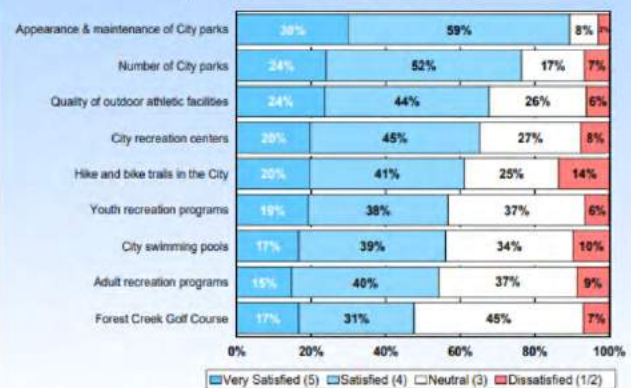
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016 Round Rock Community Survey)

Q7. Satisfaction with Various Aspects of Parks and Recreation

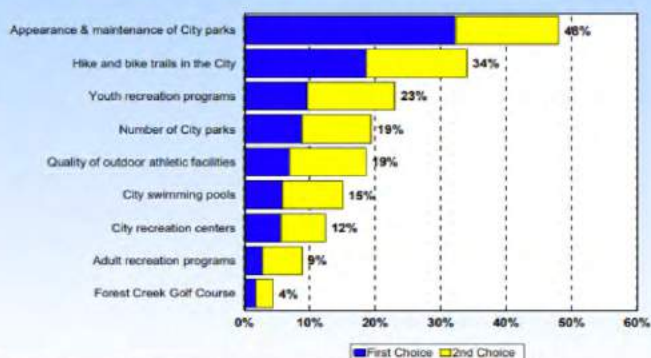
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016 Round Rock Community Survey)

Q8. Parks and Recreation Services That Residents Thought Were Most Important

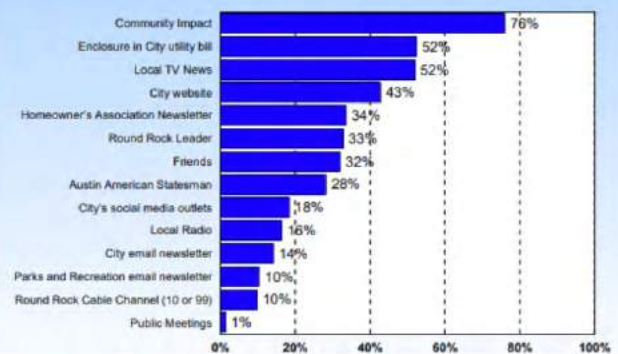
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016 Round Rock Community Survey)

Q15. Sources Where Residents Currently Get Information About the City

by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2016 Round Rock Community Survey)

Market Coverage by Alternate Providers

Four direct competitors are identified below as examples of organizations that provide similar services and compete for the same target audiences. The Marketing Division, along with other divisions in the department, monitor these organizations very closely to avoid duplication of services and assess possible collaborative partnership or joint-use opportunities.

	YMCA Williamson Co	Planet Fitness	LA Fitness	24 Hour Fitness
Key feature	Captive audience with membership option reoccurring	Cheap. Open 24/7	High-end amenities	Open 24/7. Indoor pool.
Price	Memberships: \$56 monthly \$72 couple \$78 family	\$50 annual enrollment and \$10 a month starting	\$99 initiation, \$29 per month	\$0 initiation, \$29 per month
Primary customer	Families with kids	Teens and adults	High-end adults who want the best	High-end adults who want the best
Strengths	Variety of programming and financial aid	Cheap with major variety in fitness equipment	High-end amenities. Indoor pool. State of the art equipment.	High-end amenities. Indoor pool. State of the art equipment.
Weakness	More expensive than PARD. Only one location.	Only one location.	Expensive. Only one location.	Expensive. Only one location.



Segmentation, Targeting, and Positioning

Essential to fully understanding and meeting the unique recreation and cultural needs of Round Rock residents is the Department's ability to accurately define its customer base through market segmentation. The Department recently acquired a new recreation management software system designed to provide comprehensive demographic and utilization data necessary for market segmentation. Until the new system (PerfectMind) is fully operational and reliable data is collected, the Department will focus its current marketing activities to current customers, and will be looking at additional target groups to increase registration numbers at its facilities.

Social Media:

TWITTER: 1-2 Tweets/Day @ 120 characters
Timely, Personal Note to Retweets/Mentions Social Media

FACEBOOK: 1-2 Posts/Day @ 120 characters
Video-Driven, Announcements, Conversation/Call to Action
INSTAGRAM: 1-2 Posts/Day >5 Hashtags
Timely, Personal, Behind-the-Scenes, eye candy
Print:

Media Print Publications:
COMMUNITY IMPACT NEWSPAPER:
Print ad drops monthly

ROUND ROCK LEADER:
Print ads drop twice monthly. 10,000 circulation

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Drop ads as needed. 120,000 circulation

Additional Tacktics:
ELECTRONIC E-MAIL NEWSLETTERS:
(44,000 subscriber base) Drops twice per month

PARD Digital display boards video promotion/CMRC, BACA & OSP:
Updated weekly. Can add content in minutes.

PARD YouTube channel video promotion/Front page of PARD website:
Videos produced weekly and updated daily.

PARD Program Guide:
Summer, Fall/Winter/Spring. Inserted into Community Impact (circulation 32,000)

Evaluation Criteria and Methods

The Marketing Division conducts an evaluation of its performance annually. The evaluation process will include a review of established goals and objectives achieved during the plan period, an assessment of customer information, market segments against Round Rock demographic and cultural trends, web/social media analytics to better segment and define future target markets, and the sufficiency of the marketing budget toward accomplishment of stated goals.



Evaluation Criteria and Methods

The Marketing Division conducts an evaluation of its performance annually. The evaluation process will include a review of established goals and objectives achieved during the plan period, an assessment of customer information, market segments against Round Rock demographic and cultural trends, web/social media analytics to better segment and define future target markets, and the sufficiency of the marketing budget toward accomplishment of stated goals.

Round Rock Parks and Recreation Sponsorship Values 2018			
	In-Kind Total:	Cash Total:	Notes:
F/Y 2015	\$47,200.00	\$27,883.26	
F/Y 2016	\$65,900.00	\$23,680.00	
F/Y 2017	\$27,092.00	\$21,193.00	

Round Rock Parks and Recreation Media Values 2018			
	Media Value Total:	Notes:	
F/Y 2016	\$92,302.00		
F/Y 2017	\$155,278.00		

Instagram:

1,895 followers

roundrockpard
Follow

929 posts 1,895 followers 158 following

Round Rock Parks & Recreation

We provide positive and memorable experiences to through our nationally accredited and gold medal w

www.roundrockrecreation.com

PARD YouTube Channel:

73,211 views quarterly

PLAY ALL

Round Rock Parks & Recreation

92 videos • 73,211 views • Updated yesterday

- Christmas Towne 2018 Starts Tomorrow!

City of Round Rock

0:36
- Christmas Towne 2018

City of Round Rock

1:35
- "Love Your Park" with Denise SizzleFit Hunt

City of Round Rock

2:24

Facebook:

22,454 likes, 18.5k video views monthly



Email Marketing:

45% open rate on average, 65,185 active contacts.

