

# MEDFORD PARKS & RECREATION

HEALTHY LIVES. HAPPY PEOPLE. STRONG COMMUNITY.

TO: Brian Sjothun, Director

FROM: Rich Rosenthal, Assistant Director

SUBJECT: Annual Report on Marketing Efforts

DATE: March 10, 2016

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Here is an overview and analysis of the Department's marketing efforts coordinated by the Recreation Division, as stipulated by CAPRA standard 3.4.3 (Marketing Plan), covering the 2015 calendar year.

Based on the strategies, tools and techniques described in the *Community Relations, Public Information and Marketing Plan*, the vast majority of staff time was devoted to the marketing and promotion of recreation programs and services. The following tools were utilized:

- *Medford Parks & Recreation* programs and services guide
  - Winter/Spring 2015 (43,187 printed; 40,329 mailed)
  - Summer 2015 (43,300 printed; 40,350 mailed)
  - Autumn 2015 (43,500 printed; 40,371 mailed at a cost of \$16,346)
- Web site postings
  - Playmedford.com
  - Sportsmedford.com and TeamSideline
  - Newspaper, radio and TV community event sections
- Direct mail
  - Neighborhood and special event notification postcards
- Blast email
  - Extensive, routine program registration reminders
  - Special event notifications
- Radio (Radio Medford trade agreement = \*)
  - Athletics program ad buys (\$10,000)\*
  - RecFest ad buy (\$3,000)\*
  - Daddy Daughter Dinner Dance ad buy (\$3,000)\*



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- Mother Son Super Hero Dance ad buy (\$1,000)\*
- Summer concert ads (part of event sponsorship trade)\*
- Table Rock Sports prep football/basketball halftime show sponsorship (\$3,000)
- Cable television (Charter Media trade agreement)
  - Umpire/sports official recruitment ad buy (\$15,000)
- Print advertising
  - Southern Oregon Family monthly tabloid (trade) – summer day camp ad
  - Los Caminos (Spanish magazine) – adult sports league ad
  - Community athletics event section listings (Mail Tribune, free)
  - Note - The Mail Tribune trade agreement expired Dec. 31, 2013
- Fliers, pamphlets, posters
  - Summer concert posters
  - Summer movie posters
  - Youth enrichment program posters
  - Junior Giants posters and fliers
  - Umpire/sports official recruitment poster
  - Prescott Park Adventure Course brochure
- Special publications
  - Parks and Recreation coloring book (print run: 1,000)
  - *2015 ASA Western National Tournament Guides* (print run: 1,000)
  - *2015 USCCP Tournament Guide* (print run: 1,000)
- Press releases/PSAs
  - Winter Lights festival schedule of events
  - USCCP economic impact report
  - Umpire/Official recruitment press release
  - ASA Tournament news releases
- Social Media
  - Facebook – increased page “likes” by 725 in 2015; total is 1,686 as of March 10, 2016. Engagement is up over 1,000% compared to 2014.
  - Twitter – MPRD followers up to 417, most joined in 2015.
  - Instagram – MPRD has a small following.
  - Pinterest – MPRD has a small following.
- Information Distribution at Community Events
  - Multi-Cultural Fair
  - Art In Bloom
  - Medford Cruise
  - Fall and spring Latino community festivals
  - MPRD special events

### Source of Initial Information

Staff tracks customer feedback data regarding how they heard about the particular class, program or service in which they participated. The evaluation results shed light on the impact of various marketing efforts and identify trends in how citizens obtain information:

Source	Winter/Spring 2015	Summer 2015	Autumn 2015
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Program Guide	80%	68%	75%
Word of Mouth	8%	18%	9%
Web Site	4%	11%	3%
Television	-	-	-
Newspaper	2%	<1%	1%
Facebook	-	<1%	1%
Radio	-	<1%	-
Email/Mail	4%	1%	7%
Other	2%	-	4%

The tri-annual program guide remains the Department's most-used promotional tool, cited by nearly 75 percent of respondents over the course of a 12-month period – an even higher rate than the previous year.

The MPRD web site is cited as an initial source less than previous years. However, the Department's revenue collections via the online registration system set an all-time record in 2015, suggesting that the initial source of information may be traditional, but participants are utilizing the web site portal for payment processing.

Although not reflected in the survey data, the Department's extensive use of blast email to remind previous participants of upcoming program deadlines frequently achieved the intended action, evidenced by the timing of phone and online registrations.

### **Marketing Overview and Outcomes**

The fiscal year ending June 30, 2015 set an overall revenue record (\$1.11 million), surpassing the previous record, set in 2014, by \$90,000. Athletics revenue surpassed the \$400,000 plateau for the first time ever. FY2016 revenue is ahead of the 2015 record pace in both categories.

Additionally, 92 percent of all classes, programs and services offered in 2015 reached the minimum number of participants for the program to be offered, a three percent increase from the previous sampling in 2013.

The Department enhanced its social media engagement by hiring a part-time employee (Michael Davis) to focus 10 hours per week on posting to Facebook, Instagram, Twitter and Pinterest. Coupled with the efforts of full-time staff, the Department's Facebook "likes" doubled in 2015 and engagement grew by over 1,000 percent. The Winter Lights Festival was heavily promoted via Facebook, and event attendance set a record (approximately 1,000) despite windy conditions, suggesting the medium is now a major promotional tool.

Recreation Division staff generally adhered to the 2013 comprehensive marketing and advertising plan identifying specific programs and stipulating promotional methods, the person responsible for marketing, and trade account allocations.

Primary marketing efforts were focused on:

- The annual Winter Lights Festival and "Beat of the Rogue" special events.
- Summer concert and movie series.
- Latino community outreach.
- Daddy Daughter Dinner Dance ticket sales.
- NFL Flag Football and Youth Indoor Soccer registration deadlines.
- Umpire and sports official recruitment.

Charter Communications assisted staff in producing an umpire/sports official promotional commercial that helped stimulate approximately two dozen contacts from aspiring referees and umpires. These recruitment efforts are ongoing.

In partnership with the Medford Arts Commission, the Department developed a customized Medford-theme coloring book as a tool to promote specific programs on a year-round basis. The publication is distributed free of charge at special events.

The Recreation Division was short-staffed for several weeks in the autumn as a result of the resignation of a recreation supervisor, which slightly inhibited routine marketing efforts for Fall 2015.

### **2016 Marketing Emphasis**

Recreation staff will continue the awareness campaigns and coordinate specific campaigns to promote Recreation Program Plan (CAPRA 6.1) priority programs, including:

- Day camps and childcare services.
- Swim lessons.
- USCCP tournaments and athletics programs.
- Outdoor Adventure Club and teen programs.
- Summer movies and concert series.
- Hawthorne Park activities and amenities.
- Special interest classes.
- Bubble soccer equipment.
- Latino community outreach and engagement.

Recreation staff will evaluate program guide content in a manner that reduces the number of pages (and reducing costs) while simultaneously highlighting core programs and services, as outlined in the recently revised Recreation Program Plan, and driving customers to online tools.

Staff has already revised the Marketing and Advertising matrix, in accordance with CAPRA 3.4.3, that serves as the Division's road map for how funds, in-kind trades are intended to be expended, based on the availability of staff resources.