

Denton Parks and Recreation Marketing Annual Work Plan

Play Guide

- Establishing a consistent yearly production and publication cycle
- Three guides printed and distributed yearly (Winter/Spring (Dec 1), Summer (March 1), Fall/Winter (Aug 1))
- Additional Senior Guide printed yearly (January)
- Create a branded, professional, magazine-style look (Arlington is a good example)

E-Newsletter

- Establish a consistent monthly department e-newsletter sent to all rec participants
- Continue to work with staff to support the Sr. Newsletter and KDB Newsletter

Blogs

- Establish a process for consistent blog generation by staff
- Routine posting and sharing of stories to generate interest and share department happenings with the community

Social Media

- Focus on engagement from the public
- Support staff with posting ideas to build the brand and increase their followers

Marketing materials and needs from staff

- Meet consistently with each division to establish priorities, communicate progress on projects, solicit needs, gather information, etc.
- Continue use of smartsheet intake form, communicate progress on requested items with staff (This helps measure workload for future staffing requests)
- Support staff in the generation of marketing materials

Overall Strategic Goals

- Reestablish Denton Parks and Recreation Brand and continue to build awareness
- Help to build trust in PARD through sharing our story
- Promotion and awareness of programs, events, developments, and department “wins”
- Create consistency in the production and dissemination of materials
- Work with partners and other community stakeholders to cross-promote our department
- Continue to find new and creative ways to share our story outside of the virtual world

Performance Measures

- Identify key performance measures