City of Grand Island

Tuesday, March 13, 2007
Council Session

Item I1

#2007-66 - Approving Marketing Plan for the Parks and Recreation Department

Staff Contact: Steve Paustian

Council Agenda Memo

From: Steve Paustian, Park and Recreation Director

Meeting: March 13, 2007

Subject: Marketing Plan for the Park and Recreation Department

Item #'s: I-1

Presenter(s): Steve Paustian, Park and Recreation Director

Background

The Park and Recreation Department is in the unique position for a governmental agency to offer services that need to be marketed. Unlike the electric utility, for example, that has a captive market. With the construction of Island Oasis, Jackrabbit Run Golf Course, and now the Heartland Public Shooting Park, it is in the best interest of the City to market these venues to try to maximize revenue.

Discussion

The Park and Recreation Department has formulated a policy to allow for promotions, give-a-ways, and cross marketing promotions to help generate additional revenues and increase public awareness for the various Park and Recreation Department facilities (see attached policy).

Alternatives

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve
2. Refer the issue to a Committee
3. Postpone the issue to future date
4. Take no action on the issue

Recommendation

City Administration recommends that the Council approve the adoption of this marketing policy.

Sample Motion

Motion to approve the marketing policy.

In an effort to enhance the current marketing plan for the City's recreational facilities, the Parks & Recreation Department is proposing to adopt some additional promotional strategies. The new promotional ideas are designed to increase facility awareness, attendance, revenue, and customer satisfaction. The marketing plan is intended to primarily impact Island Oasis Water Park, Heartland Public Shooting Park, and Jackrabbit Run Golf Course.

Coupons	Circulate discount coupons through newspaper ads, flyers, or other advertising. Coupon discounts should not exceed the facilities best group rate as established by the budget fee structure.
Cooperative Marketing	Make agreements with beverage companies, restaurants, potato chip companies, etc. to distribute marketing materials. Example: Island Oasis flyer on pizza boxes in trade for pizza coupon on back of Island Oasis admissions ticket.
Giveaways	Random drawings on location or through promotional events for free admission, concessions or merchandise items. Giveaways shall not exceed .005% of the facilities budgeted revenue.
Rain-Checks	With facility managers digression, give rain-checks to deserving customers. Parks & Recreation Administrative Office will maintain and review rain-check distribution log.
Specialty Promotions	Example - Birthday Party Package: Offer free admission for B-day boy/girl with free lifejacket rental to group, and include specialty birthday decorations for the event.
Day Promotions	Examples Include: Fathers Day – All dads admitted free Child Care Day – All providers admitted free Baseball/Softball Day – Players admitted for $1.00 off and all coaches admitted free

The Parks & Recreation Director will annually review all promotions for viability.

R E S O L U T I O N 2007-66

WHEREAS, the City of Grand Island, Parks and Recreation Department, is proposing to adopt additional promotional strategies to enhance current marketing plans for Island Oasis Water Park, Heartland Public Shooting Park and Jackrabbit Run Golf Course; and

WHEREAS, the Parks and Recreation Department has formulated a policy to allow for marketing promotions to generate additional revenues and increase public awareness for the Parks and Recreation facilities; and

WHEREAS, the proposed marketing plan has been reviewed and approved by the City Attorney's Office.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that marketing plan proposed by the Parks and Recreation Department of the City of Grand Island to promote additional revenues for the Parks and Recreation Department, including the Island Oasis Water Park, Heartland Public Shooting Park and Jackrabbit Run Golf Course is hereby approved.

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Adopted by the City Council of the City of Grand Island, Nebraska, March 13, 2007.

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Margaret Hornady, Mayor

Attest:

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RaNae Edwards, City Clerk

Approved as to Form ¤ _____
March 8, 2007 ¤ City Attorney