

3.4.3 - Marketing Plan

Standard: The agency shall have an established marketing plan, based on market research that is evaluated periodically for effectiveness. The fundamental principle of marketing is to gain an understanding of customer needs, wants, concerns and behaviors. The marketing plan addresses the appropriate mix of communications tools to promote agency programs, facilities, events and services and to provide accurate, timely and useful information to the various segments of the target audience.

Suggested Evidence of Compliance: Provide the plan and latest evaluation. The plan shall include:

- a. Marketing objectives;
- b. Situation assessment, to include:
 1. Examination of demographic trends
 2. Economic climate
- c. Market coverage by alternative providers;
- d. Segmentation, targeting, and positioning;
- e. Marketing mix;
- f. Marketing methods
- g. Evaluation criteria and methods.

Research is important to support segmentation, targeting, and positioning. Common evaluation methods include surveys, focus groups, customer comment cards, and mystery shopping.

Informational reference in the *Management of Park and Recreation Agencies*, (2010), 3rd Ed., Chapter 15 – Public Relations, Marketing, and Customer Service, pp. 359-377.

Agency Evidence of Compliance:

The Park District's Marketing & Public Relations Plan¹ includes a mix of overall communication strategies as well as specific information for certain targeted groups and facilities. The current version of the plan is guided by the latest information available to the Park District, including details from a 2013 Branding Study and the 2015-2025 Comprehensive Master Plan, both of which included feedback from residents in the form of a large community survey, focus groups, and participation by the Park District Citizens Committee. Additionally, the Park District incorporates data from on-going customer satisfaction surveys, website analytics, and agency performance measures² to refine the overall plan and to set a specific detailed calendar of tasks to be accomplished for the following year.

Documentation:

1. [03.04.03_Community-Relations-and-Marketing-Plan.pdf](#)
2. [03.04.03_2014-Marketing-Evaluation-in-Performance-Measurement-Report.pdf](#)

Agency Self Assessment: MET
