



REVISED SEPTEMBER 2024

Georgetown-Scott County
Parks and Recreation

Community Relations & Marketing Plan



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MISSION STATEMENT

To provide exceptional parks, programs, and places that enrich lives for our growing community.

VISION STATEMENT

Memorable park experiences create long-lasting memories for our diverse community and visitors.

OVERVIEW

The information included in this document guides the development of all community relations and marketing efforts. It defines Georgetown-Scott County Parks and Recreation's (GSC Parks) audience, brand message, and provides recommendations regarding the agency's approach to community relations & marketing. Information regarding the marketing mix, general marketing calendar, marketing strategies, community relations strategies, and market research evaluation methods explains how Georgetown Scott County Parks and Recreation's programs, facilities, and services are presented to the public.

OBJECTIVES

- Provide accurate, timely information about parks, programs, facilities, and services offered to the residents of Scott County.
- Provide marketing materials which include a consistent image and perception of our programs, facilities, and services to establish branding.
- Solicit input from citizens to ensure that current and future programs, facilities, and services meet the needs of all demographic groups in the community.
- Encourage participation in planned recreation programs and events. * Encourage citizens to visit parks and facilities.
- Educate internal and external customers on the benefits of recreation and value it adds to the community and to their quality of life.
- Help improve community relations through support of programs, initiatives offered by other City, County departments, and other community organizations.
- Solicit input from citizens to ensure that the programs offered serve the needs of all demographics.
- Solicit input from citizens to ensure quality and satisfaction of the agencies program, facilities, and services.
- Solicit input to continuously try new methods and implement new ideas, adapt services according to trends and continuously improve processes in order to meet the needs of our customers and exceed their expectations.

POLICIES

The Georgetown-Scott County Parks and Recreation Department (GSC Parks) values community input and participation and expects the agency and staff to actively promote opportunities for involvement and to gather feedback.

- Customer Input Policy (POL.A.02.01)
- Cooperation with Community Organizations Policy (POL.A.02.02)
- Public Information Policy (POL.A.02.05)
- Sponsorship Policy (POL.A.04.04)

All Georgetown - Scott County Parks and Recreation Policies are available for viewing at <https://gscparks.com/gsc-parks-policies/>.

TARGET MARKET: GENERAL DEMOGRAPHIC INFORMATION

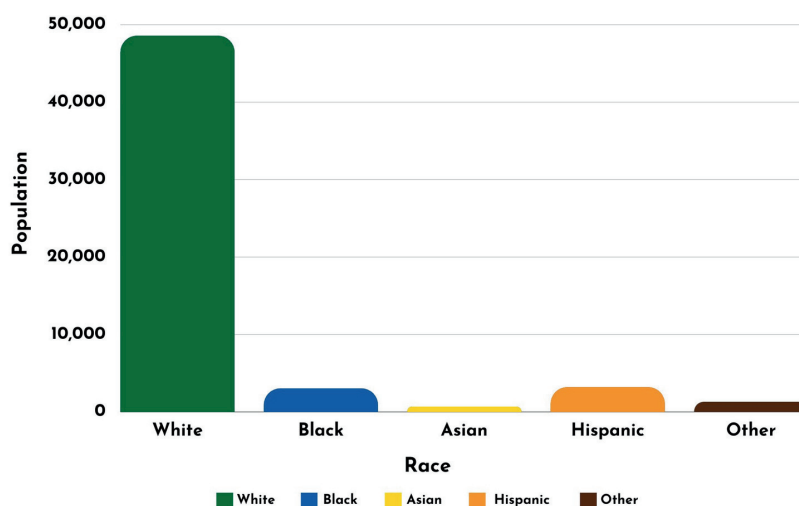
The following general demographic was collected from the 2020 Census and a recent update to the Kentucky State Data Center.

In simple terms, the Target Market for the Georgetown-Scott County Parks and Recreation Department (GSC Parks) includes every resident of Scott County as well as some residents from other nearby communities. GSC Parks programs and facilities are designed to serve the recreational needs of its residents, regardless of age, race, or income.

CORE DEMOGRAPHICS

The Kentucky Data Center reported that the population of Scott County in 2020 is 57,155 (Demographics, 2020). As of the 2022 census population estimates, the population of Scott County is 59,099 (Bureau, 2022). Scott County maintains a 3.4% growth rate which is the highest growth rate in the state of Kentucky. One reason for such a high growth rate is the presence of manufacturing jobs which are stimulated by Toyota Motor Manufacturers of America. Of this population 50% are female. The primary target market for GSC Parks is believed to skew much stronger in favor of females, as evidenced by the large percentage of female interactions we encounter through our social media (84%) (Insights, 2023).

Graph: Population by Race - Scott County, Kentucky



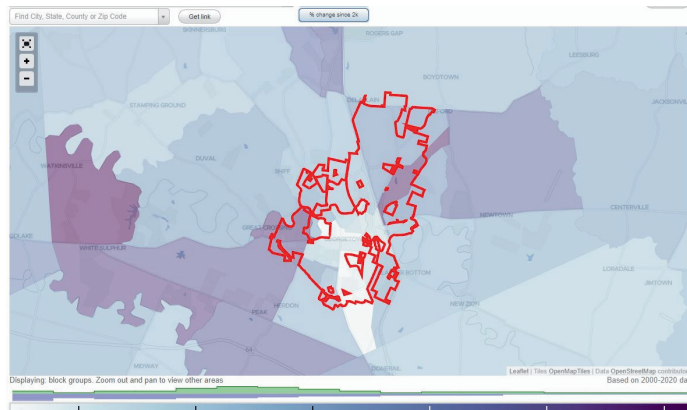
The above graph represents the ethnic diversity of Scott County, Kentucky. The majority of the Scott County residents are White (90%), 6% are Black, 1% is Asian, 2% is Other, and 5% is Hispanic.

PRESENCE OF CHILDREN

The census data depicts a large number of children between 0 and 19 years of age (16,193). This indicates that children consist of 28% of the population of Scott County. This is higher than the national average of 24%.

INCOME & HOME VALUE

Scott County is a relatively affluent community with an estimated median household income of \$73,113.00, significantly higher than the estimated median household income for the entire state of Kentucky, \$55,573.00. As of 2020 the median home value in Scott County was \$208,800.00 which is significantly higher than the state as a whole (\$155,100). The cost of living index for Georgetown is 89.7, lower than the national average (100). (Georgetown, Kentucky, 2023). The main reason for the lower cost of living is the lower cost of housing available in Scott County.

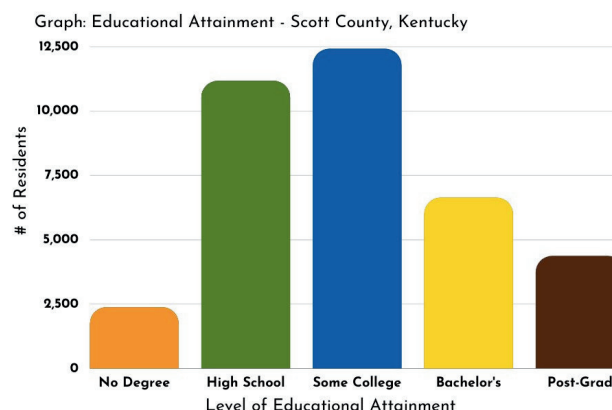


Median Home Calculator from <http://www.city-data.com/city/Georgetown-Kentucky.html>

The color-coded map above shows the geographic breakdown of estimated median home values for Scott County and surrounding communities. In general, values are lower than in surrounding communities. This is particularly true due to Lexington being to the south of Scott County.

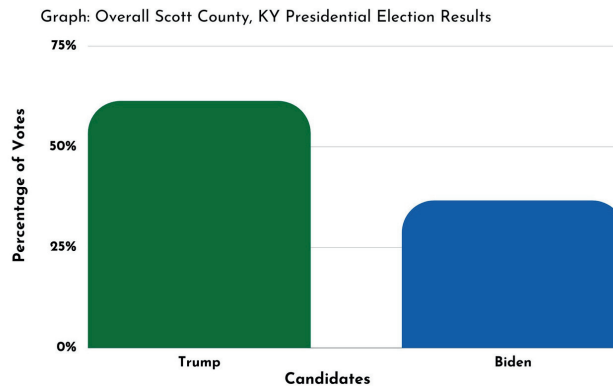
EDUCATION

Scott County is a relatively well-educated community. The percentages of Scott County residents who have attained at least a Bachelor's Degree or higher (29.7%) which is higher than the state of Kentucky as a whole (25.7%) (Bureau, 2020).

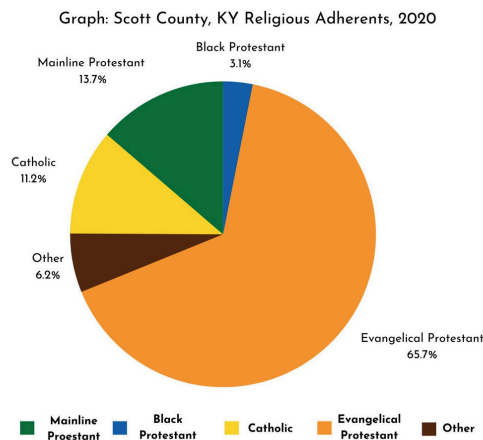


POLITICS & RELIGION

The results of the recent presidential elections depict a heavily Republican community. (Overall 2020 Scott County (Kentucky) Presidential Elections Results, 2023). In 2020, 61.3% of the Scott County registered voters voted for the Republican candidate (RD Trump) and 33.6% collectively voted for a Democratic candidate (J. Biden).



There are 73 congregations in Scott County, Kentucky as of the 2010 U.S. Religion Census (Scott County, Kentucky 2010, 2018). Nearly 60% of the residents of Scott County, Kentucky that participated in the 2010 U.S. Religion census, nearly 60% reported that they did not adhere to one of the 236 groups of religions listed. The highest percentage of reported religious preference is Evangelical Protestant ranked highest (65.7%). Roughly 13.7% Mainline Protestant, 11.2% Catholic, and less than 3.1% Black Protestant. 6.2% identified as "Other" (Scott County, Kentucky 2020, 2023)



ALTERNATIVE PROVIDERS

Georgetown - Scott County Parks and Recreation is tax supported by both the City of Georgetown and Scott County through an interlocal agreement and non-appropriated funds. As a result, we attempt to serve the various parks and recreation needs of all of our residents of Scott County. In general, GSC Parks operates in a market which has some similar providers such as private fitness facilities, summer camp programs, youth programming who compete for the leisure time of our residents. Competitors include the YMCA, the local school districts, the public library, and a wide variety of private businesses who serve the needs of a specific demographic or interest group within the larger community. Examples of these businesses include, fitness clubs, yoga studios, select sports teams, churches, and early childhood learning centers. In addition to competing with other providers of recreation, we also compete with TV, DVDs, video games, vacations, and social media for the leisure time of youth and adults within our community.

MARKET POSITIONING

BRAND IDENTITY: UNDERSTANDING BRAND

As we have grown and transformed our department, awareness of our brand has increased as well. So too, has the need to present that brand in a more consistent, focused and in a united fashion. Branding is the expression of the relationship between Georgetown - Scott County Parks and Recreation (GSC Parks) and the residents of Scott County and others who use our facilities and services.

Georgetown - Scott County Parks and Recreation relies on our mission statement as our brand message. *"The Georgetown - Scott County Parks and Recreation Department continually strives to develop, provide, and maintain quality programs and facilities that meet the increasing needs of our growing community."*

As Georgetown Scott County Parks and Recreation competes for participants, memberships, donations, and funding with outside organizations, it is important that the entire department communicate with a clear, consistent public identity. A memorable and effective identity takes years to build and can quickly erode if steps aren't taken to protect the elements that define the brand.

Every time someone from Georgetown - Scott County Parks and Recreation communicates with the public, it contributes to our reputation. Public appearances print materials, publications, videos, promotional products, advertisement, and other forms of communication, all represent not just the individual or program, but the entire department.

GRAPHIC STANDARDS

In this document you will find the basic guidelines for using Georgetown - Scott County's name and logos. Time has been spent refining the multiple elements that you can use to represent GSC Parks to the public. These visual tools will ensure that GSC Parks's image will retain its power and consistency for years to come.

The goal is for all managers to utilize the department's brand through its logo, signatures, and styles in a consistent basis across all communication platforms. These guidelines provide a centralized set of standards for usage and display of the logo along with the appropriate signatures.

We also are using the introduction of a unified logo as a transition point. As managers print new letterhead and business cards, or move to refresh or to design signage, we are asking that you display the GSC Parks logo according to these standards.

A consistent brand image is a critical element in our strategic goal for this department to be recognized as one of the leading parks and recreation departments in the state.

Use of logo standards should be consistent on any signage which is developed by partner or youth organizations which fall under the umbrella of GSC Parks.

BASIC IDENTITY ELEMENTS

PRIMARY COLOR PALETTE

Due to differences across applications and paper, there will always be slight discrepancies when using Pantone Matching System (PMS), CMYK, or RGB colors. These specific colors will help enforce consistency. Additionally, black and white are also available to use.

The PMS palette is the department's preferred printing palette and should be used for printing where the circumstances allow you to use a PMS color.

The CMYK palette should be used for printing when the circumstances do not allow for PMS colors.

The RGB palette should be used for all vscreen-based applications.



PMS 349C
CMYK 90-12-95-40
RGB 4-106-56



PMS 2727C
CMYK 70-47-0-0
RGB 48-127-226



PMS 152C
CMYK 0-66-100-0
RGB 229-114-0

SECONDARY COLOR PALETTE

The secondary colors are not meant to be the main color representation of GSC Parks and Recreation and NEVER to replace the primary colors. Instead, they are meant to supplement the Primary Color Palette. They can be used for accents or help create a hierarchy in a variety of materials. They should be used about 30 percent as much as the Primary Color Palette and never be used without at least one color from the Primary Palette present. The colors below are to help reinforce a department brand and help build brand identity.



PMS 576C
CMYK 54-5-94-24
RGB 120-157-74



PMS 116C
CMYK 0-14-100-0
RGB 255-205-0

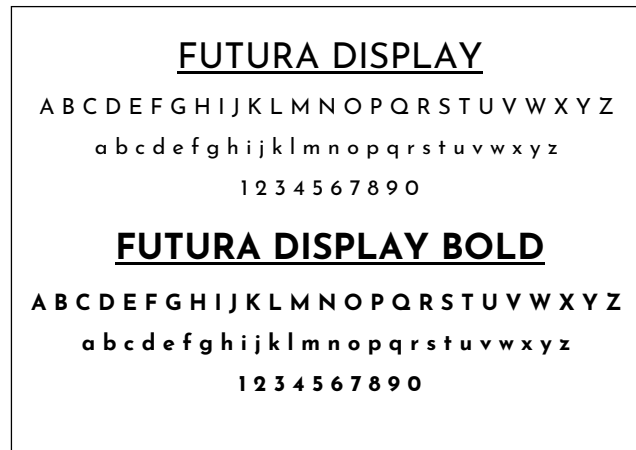


PMS 476C
CMYK 30-71-75-81
RGB 78-54-41

You are permitted to use any color in flyers, brochures, and design, however GSC Parks logos must be reproduced in the primary color palette.

SERIF TYPEFACE

The designated serif face for GSC Parks is Futura. It is the primary font family and should be used in roughly 75 percent of instances. This face can also be used in all available weights and styles. It is also available as a web form. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Futura rather than simply pushing the “Bold” button in a program. This alters the font and is not preferred.



SAN SERIF TYPEFACE

The designated sans serif face for GSC Parks is Times New Roman. It is the secondary font family and should be used roughly 25 percent of the instances or when Futura is not available.

This face can also be used in all available weights and styles. It is also available as a web font. It is acceptable to use the “Bold” or “Italic” button when using this font.



LOGO

This logo is the primary graphic tool for expressing the GSC Parks identity. Always use this or other approved reproducible artwork. It can be used in situations where the Main Lockup is not necessary. Logo should not be sized smaller than 2 inches in width. It is acceptable to use parts of the logo as accents. Please make every effort to maintain the current aspect ratio.



INTERNAL USAGE

All internal communication pieces should use the GSC Parks logo. The logo may stand alone on any piece that will be circulated only to GSC Parks personnel or on signage seen only by on-site visitors.

EXTERNAL USAGE

Communication pieces and promotional items distributed externally from the department must include the logo and the piece should clearly identify that it is from GSC Parks. This includes email signatures which need to be consistent with the branding standards. All email signatures will use the same design for email signatures. Email signatures will be left indented, display professional credentials and include all additional contact information

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Fax: (502) 867-3710



parks&recreation
GEORGETOWN-SCOTT COUNTY

Growing Strong Roots for a Healthy Community

MINIMUM DESIGN STANDARDS FOR PUBLICATIONS

The GSC Parks logo should appear clearly and prominently on the front or back of all publications to advance the branding identity of the department. As a rule, the logo should NEVER be smaller than 2 inches in width.

TIPS FOR LOGO USAGE

Try to ensure that the logo;

- Is large enough that the type is clear and legible. If your version of the logo is pixelated, please contact Courtlyn Ledesma at clledesma@gscparks.com for an original file.
- Be printed on colors that provide enough contrast for them to be legible.
- Be printed in the colors identified on page 10 of this publication.
- Not be used on a busy pattern or distracting background.
- On promotional items such as T-shirts or tote bags, the logo should not be printed, embroidered or embossed less than 5 inches wide.
- Anything mailed (postcards, brochures, etc.) must have GSC Parks in the return address
- Always be printed using PMS or spot colors when available Always use RGB when displayed on the web or video.
- Take into consideration the paper finish when choosing a coated or uncoated PMS color for your design.
- In house printer colors vary widely and should only be used in limited circumstances. The main printer upstairs should be used for distribution.

BRAND MESSAGE

Every time someone from Georgetown Scott County Parks and Recreation Department communicates with the public, it contributes to our reputation. The most basic yet comprehensive component of a strong image is a unified visual presentation. Collectively, to the community a consistent image that reflects our quality, professionalism and mission.

The brand message is the external statement made by GSC Parks describing the way we do business. It is crucial that our patrons understand that participation in our facilities and programs will improve their health. Our brand message focuses on community and health.

Growing Strong Roots for a Healthy Community

The tagline is based on the most important benefits of participating in recreational activities in Scott County.

By utilizing these guidelines and standards you help project a clear, unifying image for your department. The Marketing Department is a partner with you in this important effort. Through this office, our pledge is to listen; to continue to receive input and feedback; maintain these guidelines in a way that best highlights and protects the Georgetown Scott County Parks and Recreation Department brand.

The Georgetown Scott County Parks and Recreation's graphic standards are a work in progress. It will be updated on a regular basis with new design examples, resources and information. We also want you to know that your input and insight will help make this guide better. Please contact Courtlyn Ledesma with your thoughts and ideas. clledesma@gscparks.com or 502-863-7865x1101.

What is an Emergency?

An Emergency is a situation or event that causes, or has the potential to cause, keen public or media concern. It could be, among other things, accidental drowning, allegations of abuse, a criminal act that occurred on parks property, or damaged playground equipment. The list of potential emergencies is endless. If you know of a situation or event that could be a concern to the public or media, please contact our Director, Drew Beckett (dbeckett@gscparks.com) with a detailed description of your concern. Once the information has been reviewed, the Director will determine if the emergency plan needs to be implemented.

Chain of Responsibility

In the event that the Director is unavailable, the Assistant Director will take over the emergency, and the Marketing Manager will always assist with the Emergency Risk Communication Plan.

Spokespersons will be responsible for making official statements to the media on behalf of the emergency team. The Director will serve as the primary spokesperson.

General Action Steps Whan an Emergency Occurs

1. Whenever an emergency occurs that involves injury or property damage, the first responsibility of the team is to ensure that the agency's emergency action plan is implemented, local EMS services are contacted, and any other actions are taken to minimize further loss. Until the emergency is controlled, it is not recommended that any statements be made to the media until the team has had time to fully assess the emergency.
2. Remain calm and in control during an emergency. Notify the Director at once and provide all known details. The Director will direct actions depending on the severity of the emergency, the need for immediate information, and the time of day.
3. Notify employees of the emergency with the information/script provided by the Marketing Manager to ensure all information is being communicated properly and that all media inquiries should be directed to the spokesperson.
4. The Parks attorney should be immediately contacted in all emergency or potential emergency situations.
5. Depending on the situation, the Director will contact the Board Chair to make him/her aware of the situation.
6. Information will then be released to the public by the Marketing Manager to the proper channels based on the severity of the emergency.

MARKETING MIX

The graphic below is a visual representation of GSC Parks Marketing Plan. It tells the story of a flexible strategy, executed in phases over the next 3 - 5 years, designed to deliver the department's brand and message to our target audience while respecting realistic limitations on budget and resources.



COMMUNICATION & MARKETING STRATEGIES

BRAND & IDENTITY

- All GSC Parks employees will use the branding and graphics standards with all communications.
- The GSC Parks logo will be the primary representation of our department.
- GSC Parks will position itself as a crucial service to the Scott County community through the education of the benefits of recreational participation.

STATIONARY/BUSINESS CARDS/NAME TAGS

- Send requests for these items to Courtlyn Ledesma.
- **Contact:** Courtlyn Ledesma, Marketing & Special Events Manager, Ext. 1101, cledesma@gscparks.com.

GSC PARKS WEBSITE

- www.gscparks.com, average of **7,400** sessions per month
- Marketing Department responsible for website updates
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com.

PHOTOGRAPHY/VIDEOGRAPHY

- Reserve Camera at least one week in advance
- When prompted by the camera import dialog box, use the following file naming system: use the event or subject name, underscore, followed by the date. **Example: Aquaticeasteregghunt_032318_**
- The dialog box will sequentially renumber the photos.
- Questions? Call Courtlyn Ledesma at 502-542-3081.
- Additional photo opportunities should be included on the submitted marketing request and communicated and scheduled with Courtlyn Ledesma.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com.

P&R HAPPENINGS NEWSLETTER

- Distributed to the schools 3 times per school year.
 - Deadline for school submission is as follows:
 - 15th of July for the September-December Publication
 - 15th of November for the January-April Publication
 - 15th of March for the May-August Publication
- Delivered to all Scott County Schools, elementary - middle school.
- Reminders on content is sent out to all recreation managers one week prior to the deadline for Marketing Request Form Submission
- Additional color copies are initially printed at 50 count and additionally printed as needed for availability at the Pavilion and Ed Davis Learning Center.
- PDF version is email blasted to all contacts through Constant Contact.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com.

BROCHURE

- All brochures distributed will be consistent with branding standards.
- All fliers distributed will be consistent with branding standards.

PUBLIC RELATIONS

- All full-time employees and board members are members of the Kentucky Recreation and Park Society (KRPS). Several staff are actively involved in KRPS committees and have attended and/or presented at the annual Kentucky Recreation and Park Society Conference.
- Numerous Staff are members of the National Recreation and Park Association and several attend the annual NRPA conference.
- One Park Board member is additionally a member of the Georgetown Scott County Friends of the Parks, Inc. One employee is appointed by the director as a board member of GSC Friends of the Parks and the Director acts as an ex facto member.
- As a part of community outreach efforts, GSC Parks staff are members of the Georgetown Kiwanis, Georgetown Rotary, Leadership Scott County, and Georgetown Chamber of Commerce.
- Facebook pages for GSC Parks, Ed Davis Learning Center and Suffoletta Family Aquatic Center are vehicles to collect public input and develop a relationship with the community.
- GSC Parks staff meet regularly with sports affiliate groups who have various agreements with GSC Parks and assist them with their marketing needs.
- GSC Parks partners in support of various agency special events throughout the community such as the Scott County Employee Recognition Picnic (Scott County Fiscal Court), Fair (Georgetown Kiwanis), Library Centennial (Scott County Library), Tractor Pull (Georgetown Kiwanis), Rodeo (Georgetown Kiwanis), Kite Fest (Georgetown Rotary), Golf Scramble (KRPS), Bike Derby (Georgetown Kiwanis), and the Festival of the Horse (Georgetown Scott County Tourism Commission).
- Staff is expected to visit programs and facilities on a regular basis and collect input from participants and visitors' person to person.
- Survey Monkey is used to gather public input regarding specific issues and planning projects, and program and facility evaluations.
- The website will display static information about parks, facilities, and programs as well as an up today calendar. The website will have an online form to collect community input.
- In accordance with our Community Cooperation Policy (POL.A.02.02) GSC Parks staff participates in interlocal meetings such as Scott County Safety Committee, Comprehensive Planning Committee, and Local Emergency Planning Committee Meeting.
- GSC Parks will publish the Annual Report to inform the public about the department's efforts and services provided over the past year.

OUTSIDE ORGANIZATION SPECIAL EVENT INVOLVEMENT

- GSC Parks participates in a variety of special events throughout the year which are hosted by other organizations. GSC Parks will set up a booth and allow staff to interact with the public, as well as distribute flyers and brochures about facilities and programs. Examples include;
- PD Palooza
- Georgetown Hospital Heart Walk
- Georgetown College Job Fair
- Georgetown College Involvement Fair
- NAACP Health and Safety Fair
- Community Parades - Staff will be requested to assist GSC Tourism Commission with the Festival of the Horse Parade and the Christmas Parade.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com

PRESS RELEASES/NEWSPAPER/CALENDAR ANNOUNCEMENTS

- Submitted on a monthly basis to the News-Graphic and Georgetown Tourism.
- Online calendar is maintained on GSC Parks Facebook page as well as the website.
- Reporters are contacted to pitch a feature article and photo opportunities at various events throughout the year.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com

UPDATES AND INFORMATION

- Quarterly Board Report featuring status of marketing for the previous quarters and news on upcoming special events.
- Included in regular Board Meeting Packet which is distributed to the press.
Contact: Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com.

PRINT ADS

- Print ads are determined on a case by case basis.

SPONSORSHIPS & EXTERNAL ADVERTISING

- There are multiple sponsorship opportunities available to businesses and organizations.
- Sponsorship Packet is available at [Sponsorship Packet](#)
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, cledesma@gscparks.com.

DIGITAL DISPLAYS

- GSC Parks has (4) digital display monitors, (1) one located centrally in the lobby/hallway area at The Pavilion and (1) one at the bottom of the stairs at The Pavilion, (1) one located at Ed Davis Learning Center, and (1) located at Suffoletta Family Aquatic Center. The large digital displays are supported through REACH Media.
- The primary purpose of our digital displays is to engage our members and provide information about our programs, events, and facilities.
- The Pavilion is open 7 days a week, over 95.5 hours each week, this equates to approximately 34,380 rotations and 5,730 visible minutes of advertising annually for each display.
- Benefits of Advertising
 - High visibility at a unique, attractive recreation facility with thousands of visits each month.
 - The Pavilion currently reports 2,700+ members and averages 5,800 + visits per month.
 - Brand exposure to a wide range of demographics: seniors, adults, children and families both local and out of town.
 - Positive goodwill by supporting your community.
- Information for Designing Advertising slides:
 - We can accept the following formats: JPEG, JPS, and MPO. We prefer a dpi of 600 or better.
 - All files will be emailed to clesma@gscparks.com.
 - Payment must be received in advance.
- The Price
 - Advertising on our digital signage is priced at the rate of \$250.00 per slide per month.
 - Price of an annual commitment is \$2,750.00 (one slide change per month).
- Exclusivity
 - Only one business in a category type will be allowed to advertise at the same time.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, clesma@gscparks.com.

SOCIAL MEDIA

Facebook, Twitter, Instagram

- Facebook <https://www.facebook.com/GSCParks/>
 - Average Reach per quarter goal is 2000 or higher
 - Average Page Likes per quarter goal is 500 or higher
 - Suffoletta Family Aquatic Center has a separate Facebook Page which is monitored, managed, analyzed and shared to secondary during months of operation.
- Twitter <https://twitter.com/GSCParksandRec>
 - Average increase in Followers by 25 + per quarter
 - Average Impression of 3,000 + per quarter
- Instagram <https://www.instagram.com/gscparksandrecreation/>
 - Presence on Instagram with cross posts
- Advertise upcoming programs, activity calendar, communicate immediate information, post photos from completed programs
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, clesdesma@gscparks.com.

MARKETING REQUEST

- Flyers, posters, banners, brochures for events, programs, facilities & recruitment. There is a minimum lead time of two weeks. This means that proper advertising times is 3 to 4 weeks PLUS the additional two week lead time.
- Banners for facility display and special events is a minimum of 30 days lead time. Marketing Request Forms are available at [Marketing Request Form](#)
- Requests can be submitted via email or in person.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, clesdesma@gscparks.com.

SURVEYS

- GSC Parks uses Survey Monkey as its survey tool.
- Currently used for administration, program, special event, facility, and camp evaluations.
- All program related surveys will address the conceptual foundation of play, organizational and program objectives, and customer satisfaction.
- **Contact:** Courtlyn Ledesma, Marketing and Special Events Manager, Ext. 1101, clesdesma@gscparks.com.

GENERAL MARKETING & COMMUNITY RELATIONS CALENDAR

This calendar is a general guide for all marketing and communications efforts. It is reviewed and updated regularly by the Communications & Marketing Department. Specific communications and marketing efforts are planned and scheduled.

JANUARY

- Frostey Meltdown Challenge
- Swim Lessons
- Martial Arts
- Dance & Gymnastics
- Crocheting
- Homeschool Gym & Swim
- Start Smart Basketball
- Lifeguard Training
- P&R Happenings
- Sports Registration - Softball, Baseball, Flag Football
- Education: New Years Resolution (NRPA)
- Annual Memberships
- Holiday Facility Closures

FEBRUARY

- Black History Month Events
- Swim Lessons
- Martial Arts
- Annual Memberships
- Kid's Kitchen
- Homeschool Gym and Swim
- Dance & Gymnastics
- Sports Registration - Softball, Baseball, Flag Football
- Education: New Years Resolution (NRPA) Social Media Calendar
- Aquatic Fitness Classes
- Summer Job Recruitment
- Department Annual Goals
- Education: Heart Health (NRPA)

MARCH

- March Madness Competition
- Dodgeball Competition
- Book Club
- Paws in the Park Easter Egg Hunt
- EDLC Easter Egg Hunt
- Aquatic Easter Egg Hunt
- Homeschool Gym & Swim
- Martial Arts
- Dance & Gymnastics
- Spring Break Pool Schedule
- KidzWorld
- Summer Job Recruitment
- Lifeguard Training
- Senior Fitness Programs
- Movie in the Park Sponsorships
- Education: National Day of unplugging, Take a Walk in the Park (NRPA)

APRIL

- Fun Express
- Children's Ball
- Gardening Club
- Kickball
- Swim Lessons
- Homeschool Gym & Swim
- Martial Arts
- SeniorWorld Keeneland Trip
- Dance & Gymnastics
- KidzWorld
- Assist Basketball League
- Suffoletta Family Aquatic Center Opening Day
- Summer Job Recruitment
- Lifeguard Training
- Sports Registration - Stingrays, Football
- Movie in the Park
- Education: National Kindergarten Day (NRPA)
- SFAC Season Passes

MAY

- Glow Volleyball
- Bike Derby
- Fun Express
- Movies in the Park
- Swim Lessons
- Homeschool Gym & Swim
- Tennis
- Martial Arts
- Biking Education
- KidzWorld
- Suffoletta Family Aquatic Center Opening Day
- Sports Registration - Stingrays, Football, Soccer
- Lifeguard Training
- Pavilion Summer Pool Schedule
- Float Fest
- Aqua Jogging at SFAC
- P&R Happenings
- Education: Mother's Day, Love a Tree Day, Senior Health, End of School Year (NRPA)
- Assist Basketball League
- SFAC Season Passes
- Holiday Facility Closures

JUNE

- Adult Sports
- Kid's Kitchen
- Movies in the Park
- Juneteenth
- Hero's Day
- Swim Lessons
- Martial Arts
- SFAC Season Passes
- Parks (Green Space)
- Education: National Running Day, Father's Day (NRPA)
- Summer Job Recruitment
- Float Fest
- Tennis
- Pavilion Pool Schedule
- Aqua Jogging at SFAC

JULY

- Parks & Recreation Month
- Martial Arts
- Tennis
- Movies in the Park
- Swim Lessons
- Float Fest
- Paint War
- Fun Express
- Sports Registration: Softball, Baseball, Football
- Aqua Jogging at SFAC
- Education: 4th of July, National Father Daughter Take a Walk Day, National Dance Day (NRPA)
- Fitness Classes
- Annual Passes
- Parks (Green Space)
- Holiday Facility Closures

AUGUST

- Movies in the Park
- School Kick-Off
- Martial Arts
- Homeschool Gym & Swim
- Dance & Gymnastics
- Tennis
- Senior's Bingo
- Paws in the Pool
- Start Smart Basketball
- Water Fitness Classes
- Festival of the Horse
- Education: National Kids Day, National Happiness Happens Day, National Senior Citizens Day, Start of School Year (NRPA)
- Shutdown

SEPTEMBER

- Paws in the Pool
- Tennis
- Martial Arts
- Dance & Gymnastics
- Homeschool Gym & Swim
- Thrilled to Give
- Tricks & Treats
- Pavilion Fall Harvest
- Fall-O-Ween
- Fun Express
- Education: National Family Health and Fitness Day, National Women's Health and Fitness Day (NRPA)
- Dance & Gymnastics
- Shutdown
- P&R Happenings
- Holiday Facility Closures

OCTOBER

- SeniorWorld Keeneland Trip
- Martial Arts
- Fun Express
- Swim Lessons
- Dance & Gymnastics
- Fall-O-Ween
- Thrill to Give
- Tricks & Treats
- Pavilion Fall Harvest
- Customer Appreciation
- Education: National Child Health Day (NRPA)

NOVEMBER

- Martial Arts
- Dance & Gymnastics
- Homeschool Gym & Swim
- Fun Express
- Pickleball
- Breakfast with Santa
- Brunch with the Grinch
- Education: National Take a Hike Day, Thanksgiving Day (NRPA)
- Annual Memberships
- Baking with Mrs. Claus
- Holiday Facility Closures

DECEMBER

- Homeschool Gym & Swim
- Fun Express
- Dance & Gymnastics
- Martial Arts
- Baking with Mrs. Claus
- Brunch with the Grinch
- Breakfast with Santa
- Annual Memberships
- Holiday Facility Closures
- Education: Parks and Fitness (NRPA)

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