

Develop a marketing and utilization plan to measure and promote the image, usage, role, and effectiveness of Richmond’s parks.

| Action Steps | Parties to Involve | Time Frame | Estimated Cost |
|---|---|------------|----------------|
| <p>Assemble an advisory group of City leaders and department heads to guide the development and implementation of the Park’s marketing plan¹.</p> <p>Inventory all exist parks properties and facilities including the programs and events that occur within each.</p> <p>Inventory all existing marketing efforts including but not limited to printed mailers, flyers or brochures, e-mails, and social media posts. As possible, indicate the approximate reach of each method to establish a marketing and promotions baseline.</p> <p>Identify future goals for the marketing effort such as program participant increase.</p> <p>Define target markets and population segments.</p> <p>Determine appropriate marketing tactics such as brochures, posters, events, social media channels and align these tactics to the target markets and population segments.</p> <p>Identify necessary resources including materials, manpower and monetary amounts that will allow for implementation of the marketing plan.</p> <p>Develop a consistent brand for the City of Richmond Parks Department.</p> <p>Establish partnerships with newspapers, local bloggers, community organizations, etc. and align new and existing partnerships with the resources necessary for implementation.</p> <p>Implement marketing strategies and evaluate the success by measuring progress against the identified goals.</p> | <p>City of Richmond Parks and Recreation Dept.</p> <p>Parks and Recreation Board</p> <p>Communications Director</p> <p>Wayne County Convention and Tourism Board</p> | 3-6 months | Low |

Funding Assistance to Explore: Parks funds, general revenues from the City of Richmond, and the Wayne County Foundation.



¹ Please note this Critical Path Strategy could be completing in conjunction with a Parks and Recreation Master Plan update