



PRC Marketing Plan



Policy

Marketing Objective:

To raise awareness of our parks system and drive foot traffic, attendance, sales for events and overall positive buzz about our parks system, individual facilities and programming.

Situation Assessment:

The Westchester County Department of Parks, Recreation and Conservation (PRC) deploys various methods of marketing for each division as the constituents' backgrounds and needs differ from category to category.

The demographics of our constituents are identified in two primary ways, via surveys and social media. The examination of demographic trends are assessed through surveys sent to residents made up of questions that ask about parks, recreational facilities, trails, sports, aquatic and cultural facilities visited within the year and the top three, the conditions, how residents hear about the aforementioned facilities, if needs are met and what facilities they feel are most needed, benefits from our facilities and the most important, the benefits of our facilities for future residents including how they may suggest investing in the parks system, what may prevent residents from visiting and overall satisfaction or the department. Within these surveys, responders also provide the following information: location, number of people living in household, age range of everyone in household, age of the person filling out the survey, gender, total household income, and race/ethnicity.

Through targeted social media ads on Facebook, Instagram, and TikTok, we are able to dive deeper into the demographics of our constituents. Demographics these platforms are able to identify include: age, gender, interests, and location.

PRC in conjunction with the Office of the County Executive, census studies and analyzing the economic climate, determine various fees for our facilities and programs. Most recently to off-set inflation, county-owned pools and beach admission fees were waived, Mondays through Thursdays. To meet residents' needs, the first full cricket pitch (field) was opened and two new recreation tournaments - cornhole and pickleball - were added.

Market Coverage by Alternate Providers

Based on the needs of our constituents and what may be accessible to them via their local municipalities, programs and facilities are frequently assessed to ensure the market is not over or under saturated with offerings. Examples of recent additions to our facilities include a fitness area at Tibbetts Brook Park in Yonkers, repaving of our frequently utilized South County Trailway and annual programs like cultural heritage festivals, movies and concerts in the parks, art shows, Bicycle Sundays where the Bronx River Parkway is closed off to motor vehicles and used solely for bikes and joggers, which are not offered on the municipal level in the same capacity of what the county provides.

Segmentation, Targeting and Positioning

Based on surveys and research, programming, events and facility offerings vary from location to location as needs are different for each part of the county. This is taken into consideration by tailoring fees, and not blanketing events and programming across the county in a one-size-fits-all capacity. For example, lower Westchester is more densely populated than northern Westchester with a more diverse population,

in turn, our annual cultural heritage festivals are located more south. Additional free recreation programming is offered in lower Westchester including an annual music festival and fireworks display commemorating the 4th of July, as well as, summer concerts and family-friendly outdoor movies. Sophisticated, paid programming, including farmer's markets, community gardens and educational children's exhibits, are offered in northern Westchester County to serve a more affluent population.

Marketing Mix

In order to drive awareness and attendance, PRC utilizes a variety of marketing tools including print, website, transportation, in-house, social media and a PR strategy.

Marketing Methods

- Print
 - Brochures
 - Palm cards
- Advertising
 - Local newspapers
 - Web ads
 - Dedicated e-blasts
- Websites
 - Keeping all websites update to date:
 - Parks: parks.westchestergov.com
 - Golf: golf.westchestergov.com
 - County Center: countycenter.biz
- E-blasts
 - Allowing for residents to opt-in to receive e-blasts regarding upcoming events, programs and updates that are relevant to them. Categories provided for them to choose include:
 - Conservation/Nature Study
 - County Center
 - Children's Camps
 - Entertainment
 - Golf
 - Horticultural Programs
 - Recreational Programs/Sports
 - Senior Citizen Programs
 - Trailways/Hiking/Biking
- Transportation
 - Utilize the county's transportation outlets to place ads on the following:
 - Bus exteriors
 - Bus interiors
 - Bus kiosks
 - Bus shelters
- Facilities
 - Advertise at the facility where an event will take place by using banners displayed prominently, posters and various kiosks
 - Utilize the County Center, which has exterior digital billboards to raise awareness of county-wide events
- Social Media
 - Utilize various social media channels to generate buzz, awareness and attendance, using organic and paid posts. Additionally, work with the Office of the County Executive to share updates that need additional highlighting as well as various Friends groups.
 - Parks:

- Facebook: @westchesterparks
- Instagram: @westchestercountyparks
- X (Twitter): @westchesterpark
- YouTube: <https://www.youtube.com/channel/UCpT5tGIP6ws4cEWsUcPLsdQ>
- TikTok: @westchestercountyparks
- Threads: @westchestercountyparks
- LinkedIn: <https://www.linkedin.com/company/westchester-county-parks>
- Golf
 - Facebook: <https://www.facebook.com/GolfWestchester>
- County Center
 - Facebook: <https://www.facebook.com/CountyCenter>
 - Instagram: @westchester_county_center
- PR Strategy
 - Write press releases with quotes from County Officials that are disseminated to a dedicated press list. In addition to press picking up the info, these releases are also posted to our website.

Evaluation Criteria and Methods

Marketing and advertising methods that allow for immediate feedback, including social media, e-blasts and press releases are extremely valuable in shaping future campaigns. We analyze the metrics and adjust our strategy accordingly. In addition to this feedback, we measure attendance and if applicable, profits. General surveys that ask for overall park feedback also play a large part in not only our marketing efforts but programming and offerings.

PRC deploy a user survey every 10 years, which pose a series of questions to park visitors to gauge the following:

- satisfaction levels
- public usage
- needs assessments
- facility conditions

Feedback is used to shape the future of the parks system. Due to COVID, this survey was delayed and deployed 14 years after the last.

Approved by:

Peter Tartaglia
First Deputy Commissioner

Signature:



Date:

4/18/24

Last Review: April 2024

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