



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 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 of the department. Within these surveys, responders also provide the following information: location, number of people living in the household, age range of everyone in the 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, uses census studies and analysis of the economic climate to determine various fees for our facilities and programs. We offer discounts on our family park passes and free park passes to Veterans. Lifeguard scholarships are available for training courses, and admission to Playland Park is free.

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 are an ADA-accessible education garden built at Hilltop Farm and Educational Center and a day-long health and wellness expo at the Westchester County Center. Annual events include: 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 as 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 further 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 farmers' markets, community gardens, and educational children's exhibits, is 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 up to date:
 - Parks: parks.westchestercountyny.gov
 - Golf: golf.westchestercountyny.gov
 - County Center: countycenter.biz
 - Playland: playlandpark.org
 - Events Calendar: parksevents.westchestercountyny.gov
- E-blasts
 - Allowing residents to opt-in to receive e-blasts regarding upcoming events, programs, and updates that are relevant to them.
 - 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, various kiosks, or a digital billboard.
 - Utilize the County Center, which has exterior digital billboards to raise awareness of countywide 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
- Playland
 - Facebook: <https://www.facebook.com/PlaylandParkWestchesterCounty>
 - X (Twitter): https://x.com/playland_park
 - Instagram: <https://www.instagram.com/playlandparkofficialpage/>
 - TikTok: https://www.tiktok.com/@playland_park
- PR Strategy
 - Write press releases with quotes from County Officials that are disseminated to a dedicated press list. In addition to the press picking up the info, these releases are also posted to our website.
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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 also programming and offerings.

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

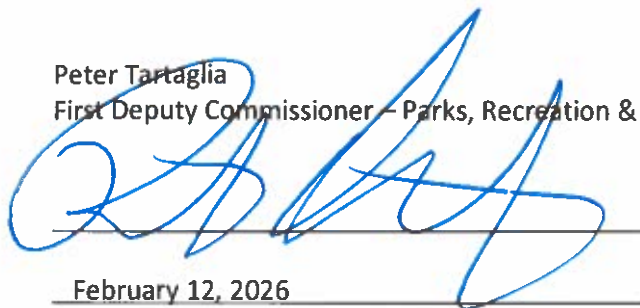
- Satisfaction Levels
- Public Usage
- Needs Assessment
- Facility Conditions

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 – Parks, Recreation & Conservation

Signature:



Date:

February 12, 2026