



## Recreation Programs & Events Promotional Planning Guide



**Strategic Staff Planning:** The County Parks staff frequently put together scheduled and impromptu planning meetings, attend local professional organization meetings and state & national conferences. The staff is continuing to learn how to inform the public of the recreational opportunities that are offered by the department and County Park facilities.

**County Wide Programs & Special Events:** At most of our programs and events, an information booth/table is set up to educate the public about all County Parks offering, which included providing marketing material about our upcoming programs, park facilities and our trails & bike paths. These programs and events allow the department staff to personally promote the department to residents and non-residents who may not be aware of the numerous recreational and wellness opportunities that our department has to offer.

**Marketing Communication:** The County Parks Department Marketing Division relies heavily on the use of social media, department website, media relations and email to educate and communicate with residents regarding the numerous recreational programming and facilities.

Our staff regularly communicates news, events, programs and services information through email marketing as part of a digital marketing plan. Our subscriber database of over 40,000 people get up to date information in real time right to their smart phones or desktop. Communications include but is not limited to newsletters, customer surveys, upcoming program/events information and special promotions.

**Department Website:** Our Marketing Division staff is dedicated to keeping the website up to date with the latest offerings. Our website <https://parks.westchestergov.com/> provides information regarding how to access and utilize the facilities and locate information about our programs and services that are offered.

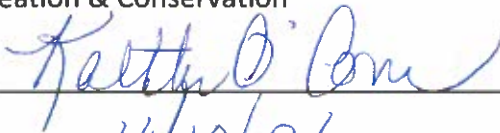
**Social Media:** The Marketing Department promotes department leisure programs and facilities using social media platforms such as Instagram, Facebook, X (Twitter), TikTok, LinkedIn, Threads and YouTube. These platforms are utilized to post photos and videos to motivate residents to attend events, register for programs, visit our facilities, promote our Department and target new residents. One of the greatest benefits of marketing through social media is that it helps you cut marketing costs without sacrificing results. With so many consumers using social media every day, this presents a great opportunity for County Parks to reach their online audience.

**Wellness Expo:** A.C.E. in partnership with Westchester County Parks presents: Health is Wealth, the County's first and largest Wellness Expo! The event will feature inspiring workshops, live fitness activations and over 40 vendors providing hands-on experiences. Featuring event founders and hosts Dave Reggina and Sean Degnan, with major thought leaders and experts serving as keynote speakers in health and wellness, leadership, and financial literacy.

Approved by: Kathleen M. O'Connor

Commissioner – Parks, Recreation & Conservation

Signature:

  
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4/10/26

Date:

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