

Oak Lawn Park District Comprehensive Plan

Marketing Plan

2022 Oak Lawn Park District Marketing Plan

Brand Promise/Mission Statement:

The Oak Lawn Park District promotes a strong sense of community by providing leisure opportunities and the preservation of natural resources that enhances the quality of life and wellness for everyone.

Positioning Statement / Slogan:

Dating back to the 1970's, this slogan has been part of Park District's across Illinois as part of a state-wide initiative. It has stood the test of time and continues to be a slogan Oak Lawn Park District uses to encourage our residents to make sure they make time in their busy schedules for fun.

Take Time for Fun!

Strategic Initiatives:

1. To drive people to the Oak Lawn Park District website
2. To improve internal communication
3. To ensure the opportunity of recreation for all through the scope of diversity, equity, and inclusion
4. To Invest in New and Continuing Staff Culture and Success
5. Program Service Evaluations

2021 Review:

Staff changes:

Justin Waters took as Marketing Manager in August of 2021 and Genae Grabowski was hired as Graphic Designer in May of 2022. We feel we have a foundation built within our new team to take this district to places it has never seen from a marketing strategy and design standpoint.

Major accomplishments:

- Mailed out a postcard for the Community Needs Survey in September to all 23,000 Oak Lawn resident households
- Completely redesigned and Moved the Digital Program Guide to joomag.com starting with the Winter 2021 Digital Program Guide to better track and analyze statistics, while providing a better user experience.
- Sent out a Summer Day Camp Mailer in April 2022 to households in Oak Lawn with kids ages 3-14 and cross-referenced with a list of campers that have participated in camps in the last 3 years.

- Re-constructed and built website pages for rentals, aquatics, gymnastics, art, dance, and events.

Social Media Statistics (*started tracking August 23, 2021*)

Facebook

Likes:

Jan 1, 2021: 7,209

December 31, 2021: 7,815

Engagement Rates (began tracking August 23, 2021):

The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post counts the percentage of engagements (clicks, likes, shares, and comments) on the post out of the number of people who viewed it

Facebook: 7.61%

Instagram: 4.09%

Page Engagement:

The total number of interactions (reactions, comments, and shares) received by your Pages' posts as well as by other posts on Facebook that mention your Pages (that is, reactions to user check-ins, event responses, mentions, likes of your Pages, and more)

Facebook: 7,255

Instagram: 1,085

Page Content Clicks:

Facebook: 18,872

2021 Website Statistics:

Total Unique Users: 135,549

Percent New Users: 80.4%

Percent Returning Users: 19.6%

Unique Page Views: 508,433

Bounce Rate: 53.60%

Most page visits:

1. Home 99,627
2. Community Pavilion 46,172
3. Program Guide 32,633
4. Calendar 25,069
5. Ice Arena 22,283
6. Aquatics 17,629

- 7. Racquet/Fitness 14,187
- 8. Athletics 13,753

2021 Traffic

- Mobile: 70.23%
- Desktop: 28.12%
- Tablet: 1.65%

2021 Acquisition

- Organic 70.5%
- Direct 18.6%
- Social 4.8%
- Referral 3%
- Paid Search >1%

Top Searches through Google

1. oak lawn park district
2. oak lawn pavilion
3. oak lawn ice arena
4. oaklawn park district
5. oak lawn racquet club
6. oak lawn gymnastics
7. oak lawn park district programs
8. oak lawn pool
9. oak lawn park district registration
10. olparks

Top Referral

1. Facebook
2. patch.com
3. baidu.com
4. mommypoppins.com
5. Yelp

Brochure Schedule

FALL:

- | | |
|--------------------------------------|----------|
| Dept. Heads Email To Marketing | May 16 |
| Proof 1 from Marketing to Rec. Staff | June 20 |
| Edits to Marketing | June 27 |
| Proof 2 from Marketing to Rec. Staff | July 5 |
| Edits to Marketing | July 11 |
| Program Guide on Website | July 18 |
| Resident General Registration | July 25 |
| Non-Resident General Registration | August 8 |

WINTER:

Dept. Heads Email To Marketing	August 29
Proof 1 from Marketing to Rec. Staff	September 26
Edits to Marketing	October 3
Proof 2 from Marketing to Rec. Staff	October 10
Edits to Marketing	October 17
Program Guide on Website	October 24
Resident General Registration	October 31
Non-Resident General Registration	November 14

Postcard Delivery Schedule

- July 18
- October 24

Village of Oak Lawn Demographic Breakdown:

Est. Population (2019): 55,022

Males: 26,942 (49.0%)

Females: 28,080 (51.0%)

Median resident age: 41.2 years

Illinois median age: 38.6 years

Zip codes: 60453.

Estimated median household income in 2019: \$69,231 (it was \$47,585 in 2000)

State of IL: \$69,187

Estimated per capita income in 2019: \$34,479 (it was \$23,877 in 2000)

Races in Oak Lawn:

- White 36,279 (65%)
- Hispanic 12,363 (22.3%)
- Black 3,789 (6.6%)
- Asian 2,195 (4%)

Read more: <http://www.city-data.com/city/Oak-Lawn-Illinois.html>

RecTrac Global Demographics Report:

Residents: 72.21%

Non-Residents: 27.70%

Male: 47%

Female: 50.55%

(unknown): 2.45%

2022 Goals & Objectives – Building the Foundation:

- Develop Marketing Plan – 2nd quarter
- Develop Branding Manual with new “House of Brands” – 3rd Quarter
- Send out postcard to all resident households with release of new program guide
- Add/update all content to www.olparks.com – ongoing
- Develop plan for staff to review content once per month – 3rd quarter
- Get 5 new sponsors/partners – ongoing
- Develop market segmentation for Oak Lawn Park District – 3rd quarter
- Develop social media and website analytics template to track year-over-year, month-over-month, and quarterly – 3rd quarter
- Develop mailing list for e-newsletter and send out newsletters one per month
- Re-brand our major events:
 - Monarch Festival
 - Howl-O-Ween
 - Easter Egg Hunt
 - August '22 New Event
- Apply for Agency Showcase Awards at IPRA/IAPD Soaring to New Heights Conference – 4th quarter
- Build photo library across the board
 - New facility Pictures
 - Staff headshots
 - Program pictures
 - Park Pictures

Evaluation:

The marketing plan will be evaluated on a yearly basis by the Oak Lawn Park District Administrative Team. Additionally, every three years, we will conduct a Community Needs Assessment, where we survey Oak Lawn residents on an array of topics from how clean our parks are, what they'd like to see changed, how they get their information, and what programs they'd like to try that we don't offer.

Segmentation:

We have broken down our markets into age groups and by users to better message to our audience based on the goals of each marketing campaign. For example, in May of 2022, we mailed out a Summer Day Camp Guide to households in Oak Lawn with children ages 3-14 years old and/or that have participated in our camps at any point in the last three years.

- Teens (age 13-18)
- Post High-School/College/Young Adults (18-25)
- Adults with no kids (age 21+)
- Adults with young kids (kids age 0-10 years)
- Adults with older kids (kids age 11-18)
- Adults with kids that are older and out of the house
- Seniors (age 65+)

Community Relations:

The Oak Lawn Park District recognizes that communities are ever changing and it is crucial to be as inclusive with our services as possible so that all patrons of different backgrounds, cultures, and social groups can benefit from our programming. It is important for the Park District to be aware of the continuous changes in our community and to make sure we are adhering to patron concerns, needs and wants. This is also why it is important that the Park District continuously seeks out community sources to help build relationships and increase awareness of the needs of our community.

The Marketing Manager at the Oak Lawn Park District is the main spokesperson in regards to community relations, although all staff members play a crucial role in connecting and building relationships with community businesses, governmental leaders, the media, and patrons.

It is important that Park District presence is made visible in the community by Park District employee attendance or communication with other community organizations and events ranging from health fairs, Chamber of Commerce meetings and events, community events, school partners, corporate sponsors, The Village Oak Lawn, advertisers, sports organizations, surrounding parks and recreation agencies, and more. The purpose is not only to remain as visible as possible to prove to our community that we are being good stewards of their tax dollars, but to feedback from a number of diverse demographics.

As the landscape for information changes, it is important to maintain communication and to invite the media, businesses and leaders to Park District functions and activities and let them know of any involvement opportunities. Lastly, the creation and dispensing of numerous promotional materials and abiding by the Marketing Plan helps guide the park district in saturating the community.

Below is the list of tactics we utilize to promote Oak Lawn Park District to both internally and externally:

- SSPPA/IPRA/IAPD/NRPA - The Park District has numerous employees that are involved with the listed parks and recreation organizations. Participation helps us build connections with other community parks and recreation organizations and gives us an opportunity to spread our news and to hear what other park districts are offering their patrons. These organizations are key components in keeping the park district up to date with trends and educated on diversity.
- Oak Lawn Chamber of Commerce - A park district representative currently serves as a Board of Director of the Chamber of Commerce. We also maintain a booth at many Chamber of Commerce events and purchase advertising with them.
- Trainings/Meetings - Staff meet monthly for webinar trainings through IPRA. Webinars cover various topics from “Survey Says: Writing Questionnaires and Avoiding Common Pitfalls” to “The Many Faces of Diversity”. Each webinar is an educational tool and reminder on how to better serve our patrons.

- Booths - The park district participates in a wide range of exhibitions/booths. Some of these include “Spring into Summer”, Chamber Vendor Fair, Back to School booth, Health and Wellness Fairs, Springfield booth, and booths at our own special events.
- Promotional Materials - Through the use of promotional materials, the park district is able to saturate the community with information. This is done through our website, four (4) seasonal program guides, flyers, school-runs, adult newsletters, cable television, Constant Contact, Facebook pages, advertisements, word-of-mouth and etc.
- Press Releases – releases are distributed to the list below twice per month and uploaded to our “What’s Happening” section of our website that is dedicated to news released by the district pertaining to upcoming events, projects, and fun activities.
 - Press Release Distribution List:
 - bapa@bapa.org
 - Beverly Review: beverlyreview@earthlink.net
 - Bill Jones: williamdavidj@gmail.com
 - Des Plaines Valley: editor@desplainesvalleynews.com
 - Donna V: dvickroy@tribpub.com;
 - Family Time: patwiley@comcast.net
 - General Southtown Star communitynews@southtownstar.com
 - Jane Quinlanquinlan@oaklawn-il.gov
 - Kelly White kwhite439@yahoo.com
 - Oak Lawn Patch: lorraine.swanson@patch.com
 - marbar311@aol.com
 - Myra Eder: myrasharon@comcast.net
 - newsoaklawn@gmail.com
 - Oak Lawn Leaf: editor@oaklawnleaf.com, ressrelease@oaklawnleaf.com
 - Oak Lawn Chamber of Commerce: oaklawnchamber.com
 - releases@southwestmessengerpress.com
 - TheReporter: thereporter@comcast.net
 - Vickie Jurkowski: vickiejurkowski@gmail.com
 - Village View: vvnew@sbcglobal.net
 - news@southtownstar.com
 - peisenberg@tribpub.com
 - bjohnson@pioneerlocal.com
 - general@beverlyreview.net
 - kgarmes@beverlyreview.net
 - info@southwestmessengerpress.com
 - vvnew@sbcglobal.net
- Surveys/Evaluations - Survey evaluation forms on programs/events can be found online at www.olparks.com and the park district encourages customer feedback. Surveys are also used internally. A Community-Needs Assessment is conducted every three years and surveys all of Oak Lawn and its 55,000+ residents. In 2021, we received 850 respondents.

- Invitations - Not only is it important to maintain communication among businesses, legislators, media, and patrons, but it is also important to receive their feedback and invite them to specific events so they are aware of any changes or updates taking place with the park district. This includes community feedback on park renovations, grand-openings, special events, and etc.

External Committees: The park district relies heavily on internal committees to make sure goals and objectives are met. It is also beneficial for staff to service on external Committees to show local, state, and national support. The exchange of ideas and the educational opportunities provided through these external committees can then be disseminated to our own staff and community. Some current committees include:

- South Suburban Park and Recreation Legislative Committee
- Distinguished Accreditation - Committee Member
- Volleyball For Charity – Director
- Illinois Park & Recreation Agency – Conference Committee

Partnerships: Partnerships are beneficial to all parties involved, including the community. Some of our continued partnership include:

- Community High School District 218 - July 4th use of Richards High School
- Ridgeland School District 122 - Use of property
- Village of Oak Lawn - July 4th fireworks, Community Garden, Building Lease Agreement, Concert & Movies on the Village Green, Business Liaison
- School District 123 - Community Garden
- Oak Lawn Baseball - Use of fields
- West Side Baseball - Use of fields
- Oak Lawn High School - Reciprocal use of facilities
- Oak Lawn Police & Fire Departments - Liaison
- School District 122, 123, 218 & 129 - Emergency Management
- Park District Risk Management (PDRMA) -Risk Management & Safety Liaison
- George Shimko Basketball School - Provide Basketball instruction
- South Suburban Soccer Association Soccer League -Provides teams for the league
- USA Judo - Member
- Special Recreation Co-op - Provide recreational activities for co-op members
- Oak Lawn School District 122 & 123- FLASH Program & Intramurals
- Village of Oak Lawn
- Oak Lawn Public Library - Business liaison, StoryWalk®
- Oak Lawn Chamber of Commerce - Board Member
- Oak Lawn Parks Foundation - Liaison
- Chicago Blackhawks- Affiliation Agreement
- Sprinkler Fitters Local 281- Contracted ice agreement for Blackhawk Warrior Game

Sponsors/Donors - Much like partnerships, sponsorships and donations are key in maintaining community relations with businesses. We receive numerous year-round event sponsorships and donations from local and corporate businesses. These help us lower cost for our programs and events and in return, we help promote the businesses that are generous enough to provide us with their product or with financial assistance. New sponsors for 2022 include:

- Amazon Fresh
- T-Mobile
- ComEd
- Sport Clips