

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
BOARD ACTION SUMMARY

DEPT: Parks and Recreation

BOARD AGENDA #: *B-21

AGENDA DATE: June 13, 2017

SUBJECT:

Approval to Submit a California State Association of Counties Challenge Award Application for the Department of Parks and Recreation's Think Outside the House Marketing Campaign

BOARD ACTION AS FOLLOWS:

No. 2017-310

On motion of Supervisor Withrow, Seconded by Supervisor Olsen
and approved by the following vote,

Ayes: Supervisors: Olsen, Withrow, Monteith, and Vice-Chairman DeMartini

Noes: Supervisors: None

Excused or Absent: Supervisors: Chairman Chiesa

Abstaining: Supervisor: None

1) Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:



ATTEST: PAM VILLARREAL, Assistant Clerk

File No.

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
AGENDA ITEM**

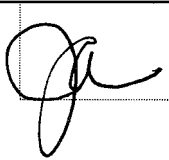
DEPT: Parks and Recreation
Urgent Routine

BOARD AGENDA #: *B-21

AGENDA DATE: June 13, 2017

CEO CONCURRENCE:

pht



4/5 Vote Required: Yes No

SUBJECT:

Approval to Submit a California State Association of Counties Challenge Award Application for the Department of Parks and Recreation's Think Outside the House Marketing Campaign

STAFF RECOMMENDATIONS:

1. Approve the submittal of a California State Association of Counties Challenge Award application for the Department of Parks and Recreation's "Think Outside the House" marketing campaign.
2. Authorize the Chief Executive Officer to sign a letter of endorsement authorizing the entry in the Challenge Awards competition.

DISCUSSION:

The California State Association of Counties (CSAC) conducts an annual Challenge Awards program to solicit innovative and creative programs implemented by California counties. The Department of Parks and Recreation (Department) is requesting to submit an application for consideration by CSAC for the 2017 Challenge Awards.

The Department's "Think Outside the House" marketing campaign is a comprehensive strategy to encourage park attendance and expand revenue opportunities for the regional parks. In implementing this marketing plan, the Department was faced with limited funding, a lack of presence in social media and community awareness, and outdated operation procedures that made it difficult to accommodate visitors during the peak season. The Department was also faced with the challenge of developing new revenue streams to generate funds that could be utilized for park improvements, maintenance, and enhanced programming.

With the help of a local marketing agency, the Department created the "Think Outside the House" marketing strategy; a comprehensive plan to assist in reaching the objectives. The marketing strategy focused on three fronts: improving park operations for those who were already visiting our parks; creating new programming to reach an untapped patron base; and attracting promoters to host national and international-scale events at our largest parks. The regional parks have seen an increase of over 25% in visitation and over 52% in revenue since implementation. The Department has significantly increased its online presence, growing its collective Facebook following from under 500 to over 18,000 since 2015. The Department has also launched Instagram, Twitter, and LinkedIn social media accounts, all of which help to keep the public aware of park updates and events.

Approval to Submit a California State Association of Counties Challenge Award Application for the Department of Parks and Recreation's Think Outside the House Marketing Campaign

The Department will continue to strategize on additional ways to market the regional parks through sponsorship opportunities at other local events that attract a targeted market and partnering with local businesses and non-profit agencies to provide sponsorships for the events offered at the parks. This project has allowed Stanislaus County Parks and Recreation to better connect with the communities that utilize these regional parks, and to expand awareness of our parks' unique amenities to Stanislaus County and beyond, providing a place for children and families to connect with nature and recreate outdoors together.

POLICY ISSUE:

Board of Supervisors approval is required to submit an award application.

FISCAL IMPACT:

There is a \$75 cost to apply for the award. Sufficient appropriations exist in the Fiscal year 2016-2017 Adopted Final Budget for the Department of Parks and Recreation to cover this cost.

Cost of recommended action:	\$	75
Source(s) of Funding:		
Parks and Recreation Budget	\$	75
Funding Total:	\$	75
Net Cost to County General Fund	\$	-

Fiscal Year:	2016-2017
Budget Adjustment/Appropriations needed:	No

BOARD OF SUPERVISORS' PRIORITY:

The recommended actions support the Board's priorities of Effective Partnerships and a Strong Local Economy by engaging in promotions, public sponsorships and the sale of merchandise to assist in the ongoing marketing of the regional parks. Marketing and advertising the regional parks will continue to lead to greater exposure and a stronger economic gain for parks.

STAFFING IMPACT:

There is no staffing impact associated with this agenda item.

CONTACT PERSON:

Jami Aggers, Director of Parks and Recreation

Telephone: 209-525-6770

ATTACHMENT(S):

None



CHIEF EXECUTIVE OFFICE

Stan Risen
Chief Executive Officer

Patricia Hill Thomas
Chief Operations Officer/
Assistant Executive Officer

Keith D. Boggs
Assistant Executive Officer

Jody Hayes
Assistant Executive Officer

1010 10th Street, Suite 6800, Modesto, CA
95354
Post Office Box 3404, Modesto, CA 95353-3404

Phone: 209.525.6333 Fax 209.544.6226

June 13, 2017

Challenge Awards Administrator
CSAC Challenge Awards 2017
1100 K Street, Suite 101
Sacramento, CA 95814

Dear Challenge Awards Administrator:

As the County Chief Executive Officer, I proudly endorse the Stanislaus County Parks and Recreation Challenge Award application and I authorize the submission of the "Think Outside the House Marketing Campaign" entry in the Challenge Awards competition.

The "Think Outside the House" marketing campaign is a comprehensive strategy to encourage park attendance and expand revenue opportunities for the regional parks. In implementing this marketing plan, the department was faced with limited funding, a lack of presence in social media and community awareness, and outdated operation procedures that made it difficult to accommodate visitors during the peak season.

This approach to creative thinking highlights a positive approach to sustaining the parks ability to serve the public through park improvements, maintenance, and enhanced programming.

I appreciate the opportunity to forward this application for your review and ask you consider it when making your final selections for the 2017 CSAC Challenge Awards.

Sincerely,

Stan Risen
Chief Executive Officer