

REMARKABLE TIP SHEETS



SOLUTIONS FOR GOVERNMENT AGENCIES & SPECIAL DISTRICTS

These **REMARKABLE MUNICIPAL SOLUTIONS** are designed specifically for Government Agencies, Municipalities, & Special Districts so they can be amazing at creating Thriving Communities.

This topic makes for great Staff Trainings and as an Educational Session at your annual Conference. Plus, we can assist you with: *Graphic Design, Staff Mentoring, Interim Leadership, Agency Check-Ups, Board Training & Strategic Planning.*¹

RECREATION PROFESSIONAL COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT STRATEGY

PLANTING -- BUILD A THRIVING MESSAGE

- 1) Agency Branding (Crafting Your Message)¹
- 2) Activity Guide & Brochures (Putting You In Front)¹
- 3) Annual Report (Telling Your Story)¹

SPROUTING -- EXPAND COMMUNITY AWARENESS

- 4) Digital Media / News (Keeping You Current)¹
- 5) Facilities & Programs (Building Brand Loyalty)
- 6) Public Meetings (Informing Your Policies)

FRUITING -- MULTIPLY COMMUNITY ENGAGEMENT

- 7) Agency Ambassadors (Multiplying Your Reach)
- 8) Volunteer Program (Multiplying Operations)
- 9) Community Groups (Multiplying Your Partners)

¹ Let us handle it. We can help you Thrive!

CONTACT MARK¹

928-278-8035

mark@remarkablerecreation
solutions.com

REMARKABLE
RECREATION SOLUTIONS



BUILD A THRIVING MESSAGE (PLANTING)

AGENCY BRANDING¹ (CRAFTING YOUR MESSAGE)

SOLUTION 1



Municipal Agencies tend to jump right into marketing, without first identifying their brand. Your Agency Brand is what folks are actually "buying" in terms of emotional benefits. In reality, your Brand is your Customer's (i.e. Community Member's) "Experience". We need to hear from both your Customers and more importantly, your Non-Customers. Next, your Agency Logo then becomes an outward reflection of your Agency's Brand. All other Marketing is done in support of your Brand.

ACTIVITY GUIDE / BROCHURE¹ (PUTTING YOU IN FRONT)

SOLUTION 2



Your Agency needs a foundational document (print/digital), that tells your community what you are all about. It could be a Multi-Page Booklet, Single-Page Flyer, or Tri-Fold Brochure. It also needs some creative elements to keep it fun and engaging for the kids & adults alike: (1) Themes: With verbiage and graphics to match; (2) Fun Facts: Matching your agency's mission; (3) Characters: A playful element sprinkled throughout the document and even hidden making it a challenge for kids to find/count; & (4) Contests: Engaging folks with some friendly competition, creating excitement about your agency.

ANNUAL REPORT¹ (TELLING YOUR STORY)

SOLUTION 3



Your community must to know all the ways you are *ESSENTIAL*. To create an Annual Report, showing everything you have accomplished for the year: (1) Gather all your pertinent data; (2) Create a narrative that tells *YOUR STORY*; (3) Highlight your key messages with Info-Graphs; (4) Add high quality photos of your Agency to enhance the message; & (5) Produce a highly attractive document, giving stakeholders a *STORY TO TELL*. Note: You may need a KPI DATA COLLECTION PROCESS (i.e. "Performance Measures") implemented for your Agency.

EXPAND COMMUNITY AWARENESS (SPROUTING)

DIGITAL MEDIA / NEWS OUTLETS¹ (KEEPING YOU CURRENT)

SOLUTION 4



Amazing online spaces require ACTIVE ENGAGEMENT items, such as: *Contests, Challenges, Surveys, "Find that spot", Event Gamification, POV video clips, People Highlights, "Did You Know" clips*. It is important to post and update weekly (1-3 times) for both your Social Media & Website. Additionally, it is

vital that you to establish relationships with your local News Outlets (all Newspapers & Radio/TV that cover your area). Strive to do regular news hits "on-location" at your place.

AGENCY FACILITIES & PROGRAMS (BUILDING BRAND LOYALTY)

SOLUTION 5



FACILITIES: All the places for your Agency where the community gathers should carry your Branding Message. Hang pictures on the wall with real-life happy people (in-action) participating and engaging with your Agency. Have a TV Screen playing slides shows & videos to promote your Agency. **PROGRAMS**: Make regular announcements (highlight the new, and engage your commercial sponsors). **LOYALTY PROGRAMS**: Implement "season passes", "buy 10 get 1", Gift Cards, Rewards, Memberships, etc.

PUBLIC MEETINGS (INFORMING YOUR POLICIES)

SOLUTION 6



Community Input is vital for high-value decisions. Public Board meetings are great for Community Engagement and Highlighting successes in your community. Occasionally, take the meeting to a neighborhood (in a new location or Park). Organize a "Facilities Tour" with the Board and open it up for the community to join. Bring Board Members when meeting Community Groups (#9).

MULTIPLY COMMUNITY ENGAGEMENT (FRUITING)

AGENCY AMBASSADORS (MULTIPLYING YOUR REACH)

SOLUTION 7



Ambassadors are community members who love your Agency & its services, *AND* who are telling others about you. We must incentivize their sharing: *Special Event Privileges, Special Discounts, Highlighting their efforts, & Event Gamification*. To grow your Agency's reach: (1) Identify your ambassadors, (2) Create new ones, & (3) Launch campaigns to "activate" them.

VOLUNTEER PROGRAM (MULTIPLYING YOUR OPERATION)

SOLUTION 8



Volunteers are Vital for your Agency. They can add to your Events; they can help in your Facilities; & they can help your Office run efficiently. All Recreation Agencies should implement a highly impactful "*Park Watch Program*". Other Municipal Agencies can do a similar program with their facilities as well.

COMMUNITY GROUPS (MULTIPLYING YOUR PARTNERS)

SOLUTION 9



Find ways to meet regularly with local community groups, to keep building relationships. This effort results in regular informal *Focus Groups* & partnerships to *Exchange "Equal-Value"*. Also, train ALL Agency Staff to be the "*Face*" of the Agency.

REMARKABLE RECREATION SOLUTIONS.COM
Get the "Recreation Professional Boot Camp" -- Designed for New Recreation Professionals