

MEMORANDUM



Bellevue Parks &
Community Services

Date: February 4, 2020

To: Parks & Community Services Board

From: Colin Walker, Marketing Administrator
Parks & Community Services

Subject: 2020 Marketing & Communications Plan overview
(*Board feedback requested—review and comment*)

BACKGROUND

The department's Marketing & Communications Plan outlines the overall philosophy and strategies used when determining relevance, effectiveness, and efficiency of our programs and services, and communicating key messages to the community. It is important for Parks & Community Services to continue to be seen as a quality purveyor of park and recreation opportunities throughout the community, increase the community's understanding of the programs and services offered by the department, and communicate the value of these programs and services to the community.

At its February meeting, the Parks & Community Services Board will receive an overview of the Marketing & Communications Plan. The final plan will be brought to the Board for endorsement at its March meeting.

CURRENT STATUS

Once endorsed by the Board, the Marketing & Communications Plan will be submitted as part of the supporting documentation for the accreditation process. The information will be submitted for review to the team of three CAPRA officials evaluating our department's documentation, the organization, and our park system.

If you have any questions prior to the meeting, please contact me at 425-452-7248 or cwalker@bellevuewa.gov.