

MEMORANDUM



Bellevue Parks &
Community Services

Date: March 1, 2020

To: Parks & Community Services Board

From: Colin Walker, Marketing Administrator
Parks & Community Services

Subject: 2020 Marketing & Communications Plan overview
(Board action requested – review and endorse)

SUGGESTED MOTION

Move that the Parks & Community Services Board endorse the 2020 Marketing & Communications Plan as presented.

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.

Parks & Community Services has completed the update to the department's Marketing & Communications Plan (included in your packet), and staff will present it to the Board on March 10 for review and endorsement. The Board received information about the plan update at its February 2020 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.