

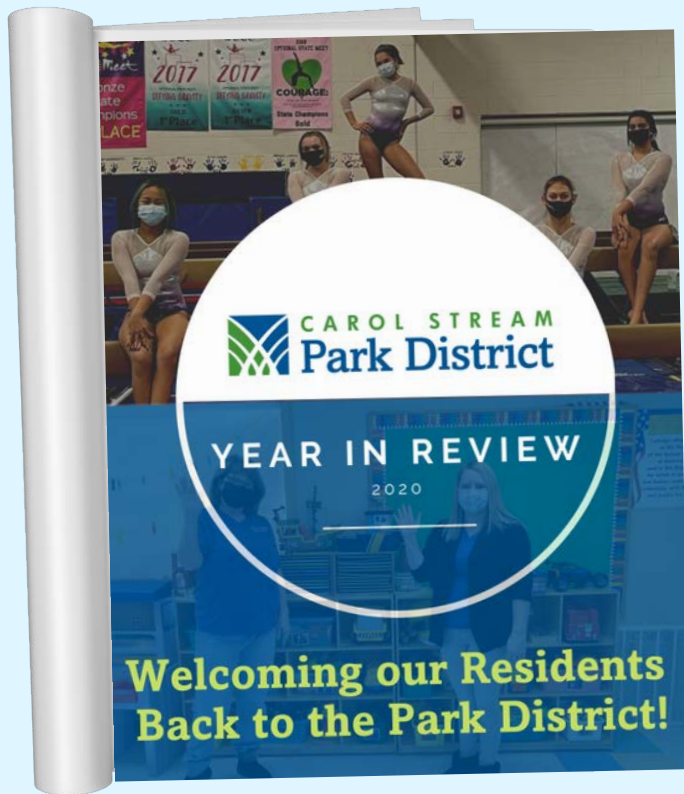
 CAROL STREAM Park District

MARKETING

2021 UPDATE

Year In Review

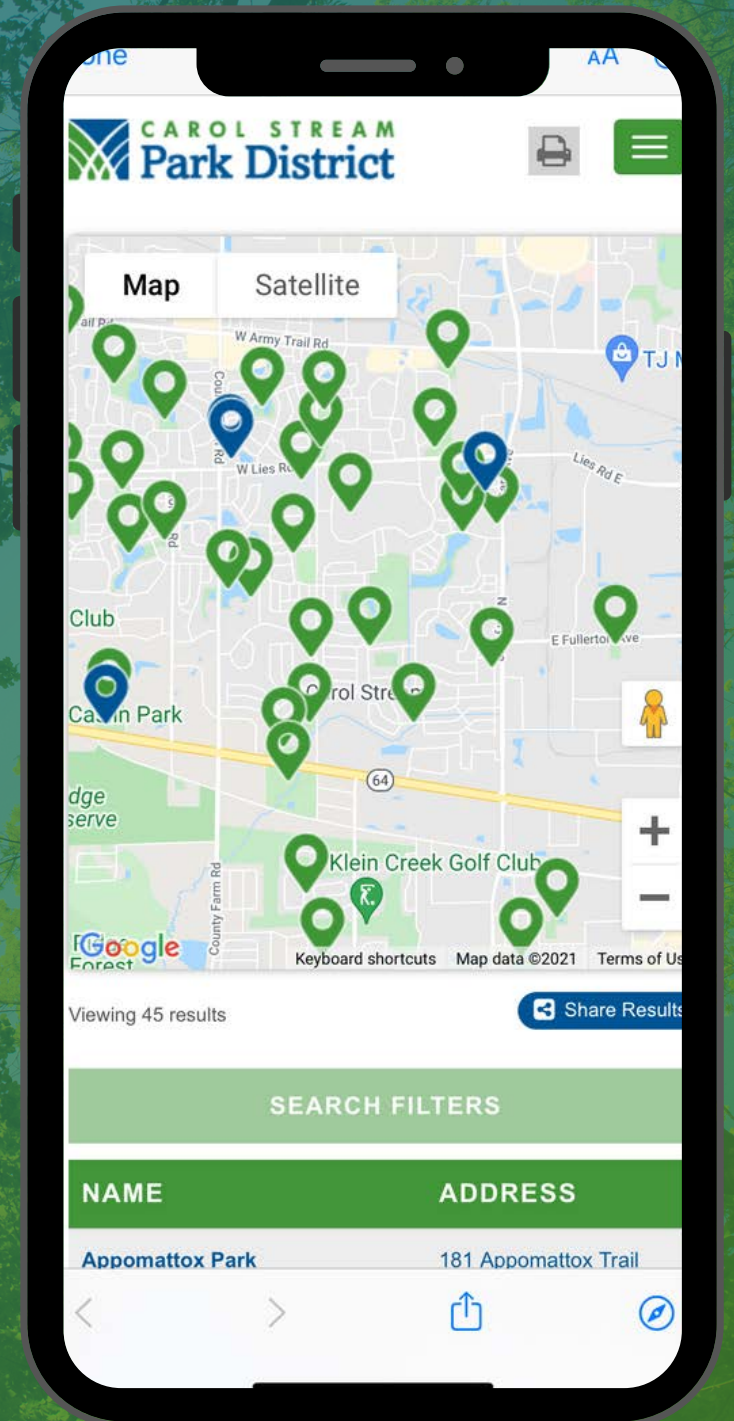
Digital publication and video



218 People Reached

166 READS - 4:28 AVG. READ TIME

CHECK OUT OUR NEW **Parks Map**



eNewsletter Boom!

Sending Program News with
Constant Contact Email

- gives us metrics
- share on social media
- links to register, website
- pre-schedule
- staff collaboration
- contact list management
- branded & consistent design

2019 - 2 Newsletters

2021 - 9 Newsletters





Digital Customer Base

As of 9/30/2021

27,521

EMAILS

Subscribers In Constant Contact

21,654

CSPARKS.ORG

Avg Monthly Users Since 1/2021

13,285

SOCIAL MEDIA

Followers

1,919

DIGITAL GUIDE

Avg Monthly Users Since 1/2021

ADA SIGNAGE

Coyote Crossing Mini Golf Outdoor Room Identification



ADA SIGNAGE

Coyote Crossing Mini Golf Indoor Room Identification



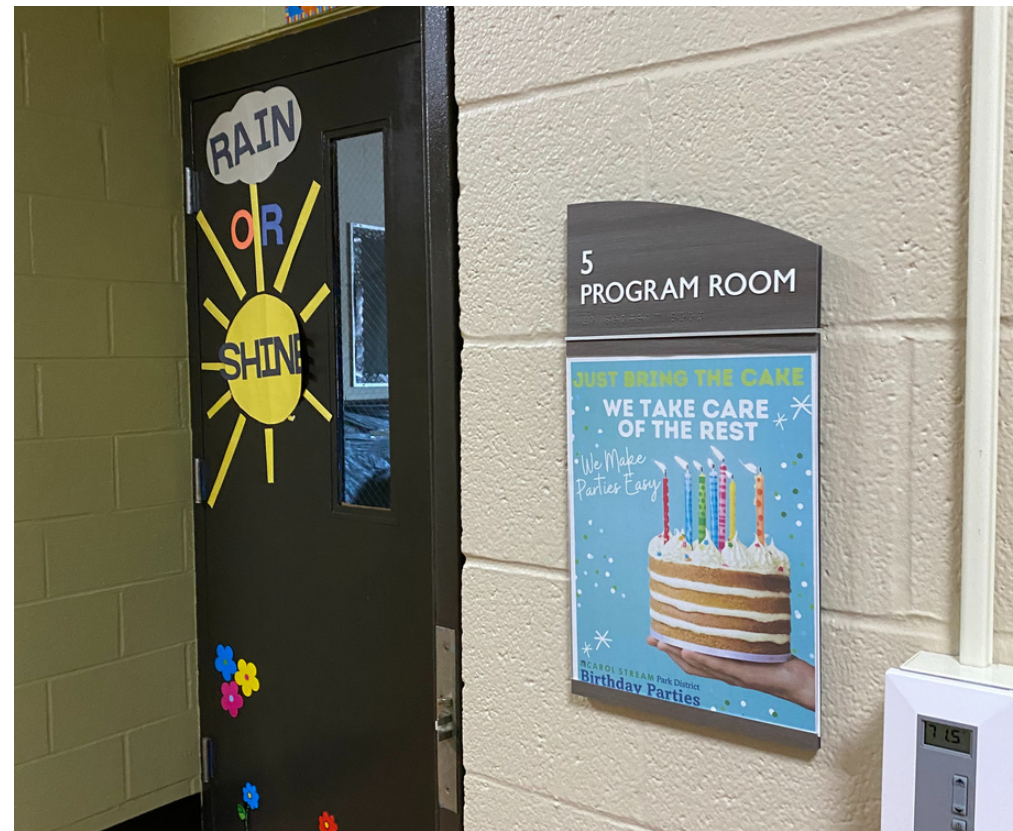
ADA SIGNAGE

Coyote Crossing Mini Golf Hole Signs



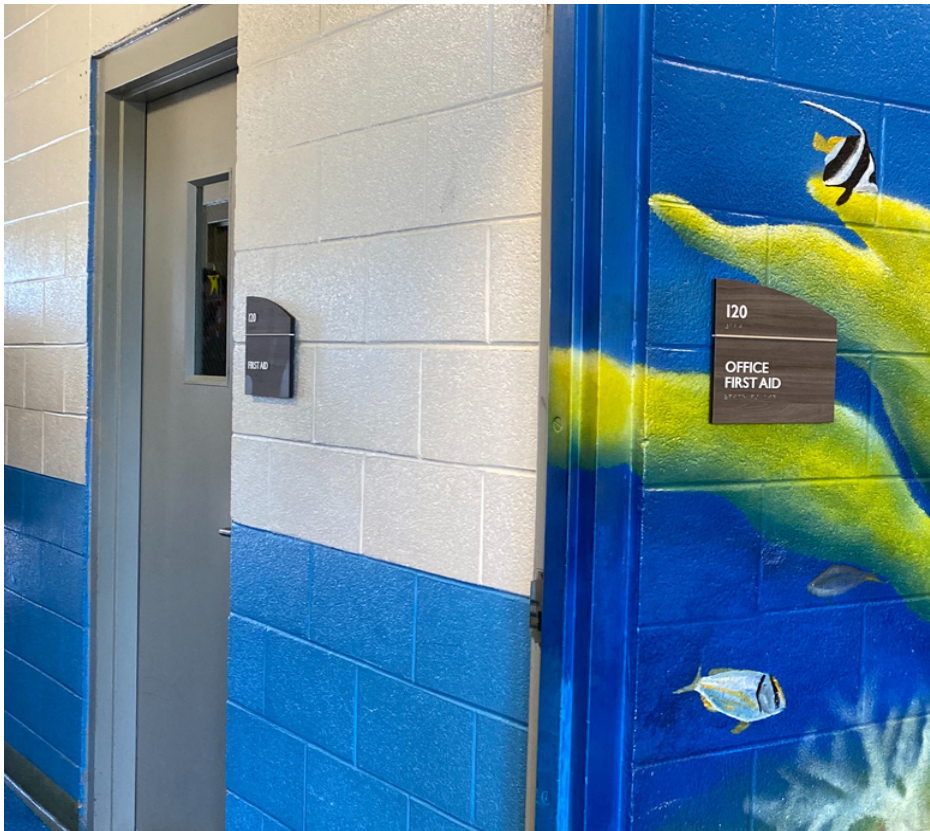
ADA SIGNAGE

Simkus Recreation Center
Indoor Room Identification



ADA SIGNAGE

Coral Cove Water Park
Indoor Room Identification



changing COVID PROTOCOLS



signage

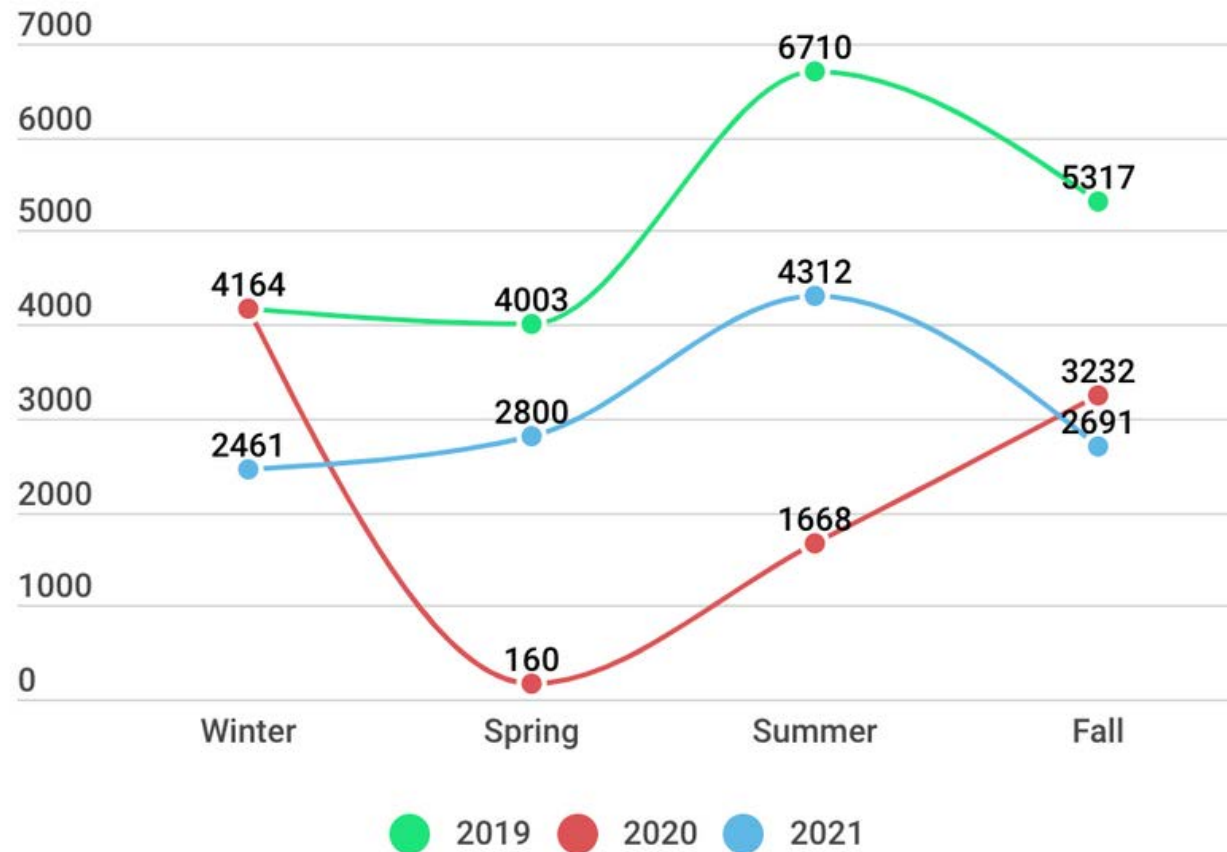


Updating website



changing REGISTRATION

Watching registration return . . . halfway there



from Active Net Insights 9/29/2021

New Registration Banners



REGISTER NOW
FOR *Winter* PROGRAMS



CAROL STREAM
Park District

Potential Reach: Daily Traffic at County Farm & Lies - 30,200

[illegible]

from Average Daily Traffic Counts - DuPage County 9/29/2021 <https://www.dupageco.org/dot/searchadt.aspx>

BOOSTING REGISTRATION 2022 TACTICS

Direct Mail Campaign



Design and send out postcard to alert residents Winter Registration is Open, using a saturation postage method to reach all households of Carol Stream.

Potential Reach: 16,930 Carol Stream households
1,455 nonresident addresses

BOOSTING REGISTRATION 2022 TACTICS

PDF Guide



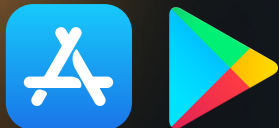
New Idea for a pdf version of a digital guide for Spring 2022. The PDF is being designed to look somewhat similar to a print guide but with button graphics that link to registration and additional information on the website, such as hours, procedures, facility pages, group fit schedule, etc.

Potential Reach: To be determined



NEW!
COMING
IN 2022

App



Membership Card

Field Updates

**Program Notifications
& More!**

THANK

YOU

LOOKING FORWARD TO 2022