



CITY OF SANTA BARBARA

PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: March 23, 2016

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: 2016 Summer Camp Marketing and Registration

RECOMMENDATION: That the Commission receive a presentation on the 2016 summer camp marketing and registration.

DISCUSSION:

Over the last several months, the Recreation Division has been busy expanding existing programs while developing new camps for implementation during the 2016 summer season. Each year, staff conduct an analysis of the previous summer recreation programming which includes the total number of youth served, the age range of activities, and a review of the program evaluations. The preparation for the new summer season includes expanding popular programs, implementing new programming, and developing marketing materials, and executing within a pre-determined set schedule.

Key elements for 2016 include new programs and enhanced marketing. New programs include Tiny Timbers, which is based on the popular Nature Camp, adapted for youth 4-6 years of age; expanded science and technology camps in existing programs; and a girls' Lacrosse Camp to meet the explosion of interest in the sport.

Due to the competitive market for summer camps, Parks and Recreation marketing materials play a key role in program registration and revenue generation. Ensuring that Parks and Recreation Department marketing materials are available to the public ahead of the competition is a point of emphasis this year. To target its marketing, staff used in-depth customer analysis data from the previous five years, including customer demographics and local population statistics.

In response to customer feedback and market research of other programs, the 2016 summer camp marketing campaign and registration day launched two weeks earlier than in 2015. New marketing strategies and technology ensure that marketing material and social media campaigns are implemented and run concurrently to generate early interest and increase program participation. A new summer camp mini-guide and an online

“Campfinder” enable parents to easily find appropriate camps by age of participant. Examples of newly developed marketing strategies based on analysis include:

- A reorganized activity guide with optimization for mobile and online viewing;
- Facebook and Google Calendar release information and provide reminders for parents regarding the registration date and time;
- Standardized informational resources for Department customer service staff;
- Social media campaigns focus on new camp offerings and easy ways for parents to find appropriate information;
- New online quick-links to each summer camp in all online and print materials;
- Updated summer camp descriptions address customer needs and benefits to campers; and
- Redesigned, mobile-friendly marketing emails to summer camp parents from the past two years.

The combination of new programming and a coordinated, highly-targeted marketing campaign suited to serving customer needs resulted in the most successful first week of summer camp registration on record, with an increase of 212 (30%) in individual registrations and \$22,637 (14%) in revenue over the first week of summer camp registration in 2015.

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