



2022 Marketing Plan

Monmouth County Park System

January 20, 2022

Approved by Patti Conroy, Superintendent of Recreation

Goals for 2022

Non-Financial

- Continue to meet customers' expectations in providing quality programs, summer camps, events and parks.
- Increase brand awareness for the Monmouth County Park System using marketing via print media, internet, radio and television.
- Increase visitation to the Park System sites and facilities.
- Entice visitors to return to our parks, facilities and programs.
- Increase the use of social media to engage and inform patrons/customers.
- Increase reach to currently underserved Monmouth County residents in proximity to Park System parks and facilities.
- Increase public awareness of all that the Monmouth County Park System has to offer.
- Increase public appreciation of the health and wellness benefits from visiting a park or taking a program.
- Attract 70,000-80,000 visitors to the Monmouth County Fair.
- Provide recreation experiences for everyone to enjoy.

Financial

- Increase revenue from Park System programs and summer camps.
- Increase revenue from the Park System's eight golf courses, located within six sites.
- Increase revenue from room/facility rentals.
- Increase revenue from park sites, such as Turkey Swamp Park's campgrounds as well as the summer season at Seven Presidents Oceanfront Park.

Agency Purpose

The purpose of the Monmouth County Park System is to provide community services through diverse and innovative parks, recreation and natural resource opportunities. We envision the Monmouth County Park System as a national leader in promoting community health and well-being through fun, progressive and memorable parks and recreation experiences and activities for all ages, abilities and interests. Our Marketing Plan is designed to make the Monmouth County Park System synonymous with the quality parks and recreation experiences our residents appreciate.

The Monmouth County Park System's core service areas are:

- Park, operation and facility maintenance
- Recreation services and opportunities
- Open space planning, land acquisition and design
- Parks and recreation planning

The Monmouth County Park System serves residents and non-residents through a collection of 45 park locations including: eight golf courses located within in six site locations; five historic sites and buildings; seven undeveloped sites; and 10 specific use sites including a public garden, a marina, a 9/11 memorial, two greenways, a showground, an equestrian center, an indoor recreation center, and two former railroad rights-of-way that now serve as trail corridors.

The Monmouth County Park System is comprised of four main divisions:

- Visitor Services
 - Communications & Marketing
 - Creative Arts
 - Nature Interpretation
 - Sports & Fitness
 - Outdoor Adventures
 - Therapeutic Recreation
 - Community Recreation
 - Cultural Services
 - Equestrian
 - Fort Monmouth Recreation Center
 - Volunteer Services
- Operations & Maintenance
 - 45 parks and recreation areas
 - 2 historic sites
 - 10 specific use areas
- Golf
 - Six golf courses which offer five championship 18-hole courses, two 18-hole executive courses, a 9-hole, par 3 course, and three warm-up ranges

- Acquisition & Design
 - Land Acquisition & Design
 - Park Planning
 - Graphic Design
 - Historic Preservation
 - Environmental Preservation

Communications & Marketing Division

Mission Statement

The mission of the Monmouth County Park System's Communications & Marketing Division is to provide existing and potential customers with information about Park System sites, facilities, programs, events, and services and to encourage them to enjoy the benefits that are available.

Responsibilities

The Monmouth County Park System's Communications & Marketing Division (Marketing Division) is responsible for the following:

- branding and brand management,
- community relations,
- creation and management of brochures,
- creation and management of the Parks & Programs Guide,
- crisis communications,
- e-mail marketing,
- kiosk and message board management,
- mailings,
- media relations,
- messaging,
- multimedia presentations,
- personal contact with community groups,
- press releases,
- print materials (fliers, posters, postcards, etc.),
- print and media advertising,
- public relations,
- social media,
- survey development and distribution, and
- website management.

The following are examples of the events and races that are promoted through our Marketing Division:

- Craft Shows (spring & fall),
- Creative Arts Center Exhibit & Sale,
- Creative Arts Festival,
- Creatures of the Night Wagon Rides,
- E. Murray Todd Half Marathon,
- Harvest Home Festival,
- Monmouth County Fair,
- Spring and Fall Plant Swaps,
- Thompson Park Day,

- Timberbrook Triathlon,
- Walnford Day, and
- Wind & Sea Festival.

Communications & Marketing Objectives

- To build awareness of the Park System with both residents and non-residents.
- To educate residents and non-residents regarding the benefits of parks and recreation and how the Park System provides these benefits to the community.
- To solicit, gather and organize information related to Park System programs, events, sites and facilities.
- To evaluate, analyze and employ the most effective and efficient methods for delivering information to existing and potential customers.
- To promote Park System sites, programs, events and facilities utilizing all available media including print, internet/social media, direct mail, outdoor signage, radio, television, and information stations within the parks.
- To establish methods for targeting information to specific geographic and demographic segments of the community based on benefits that the particular service is intended to deliver.
- To evaluate the effectiveness of current programs, events, sites and facilities to determine the needs of the community through regular surveys to both current customers and the community at large.
- To develop and portray a consistent and positive image of the Park System in all forms of informational media.
- To ensure all programs, events, sites and facilities are promoted to the fullest in order to achieve a desired level of growth in attendance, program participation, sales and revenue.
- To consistently respond in a timely, efficient and professional fashion to requests for information from the community and Park System staff.
- To serve as the official source of information for inquiries from the media.
- To maintain the primary repository of items relevant to the institutional history of the Park System including images, reports, publications and other materials.

Communications & Marketing Division Support

The Park System's Marketing Division relies upon the following staff members in order to properly facilitate our community relations and marketing goals:

- Superintendent of Recreation
- Public Information Officer
- Assistant Public Information Officer
- Copy Editor
- Social Media Coordinator
- Website Editor

- Press Release Writer
- Photographer (one full-time as well as one part-time)
- Print Advertising Coordinator
- Administrative Assistants/Receptionists (three full-time as well as one part-time weekend receptionist – since 2020 no part-time staff member has been rehired due to the pandemic)

Public Information Office Functions

The Public Information Office is included in the Communications & Marketing Division of the Visitor Services Department.

The functions of the Public Information Office are:

- To act as the primary contact for the media.
- To assist the news media in accurately covering news stories about the Park System’s mission, facilities, policies, events and programs.
- To publicize, highlight and promote Park System goals and accomplishments with the responsibility of providing timely and accurate information.
- To assist news personnel with routine stories and respond to media inquiries.
- To arrange and assist with news conferences.
- In accordance with New Jersey’s Open Public Records Act, and with the support of the Assistant Director, to coordinate public and news media requests for information related to the Park System’s operations, acquisitions, finances, policies and procedures.

Marketing Plan

The Communications & Marketing Division of the Monmouth County Park System has a Marketing Plan that identifies yearly goals, objectives and strategies to enable the Park System to fulfill its market vision and mission statement. The Plan includes demographic and market statistics, prescriptions for assessment and evaluation, and a communication plan with project timelines and areas of staff responsibility.

Internal Communications

The Marketing Division facilitates internal communications in order to keep Park System staff informed about public needs, recreation trends, and facility and program developments. Internal communications allow all Park System staff to best facilitate information to the public through their individual customer relations in the field.

Internal communications throughout the Park System are enhanced by the following:

- Agendas
- Annual Report
- Brochures

- County file-sharing network
- Dates to Remember List
- E-mail
- Employee newsletter – *Green Link*
- FAQ sheets
- Fliers
- Information Desk
- Kiosks and bulletin boards
- Management meetings
- Meeting minutes distribution
- Memos
- Park System newsletter – *Green Link*
- *Parks & Programs Guide*
- Phone calls
- Policies and procedures
- PowerPoint presentations
- Reports
- Specialty print items
- Staff development and training
- Staff meetings (virtual and in-person)
- Staff presentations
- Text messages
- Website

External Communications

The Marketing Division leads Monmouth County Park System efforts through external communications with the public through creating and distributing information about Park System sites, facilities, programs and events. The main elements of external marketing include the following:

- Advisory groups
- Annual Report
- Brochures – parks, facilities, programs, etc.
- Direct mail pieces
- Electronic news releases
- E-mail blasts – general & golf
- Every Door Direct mailings
- Face to face interactions
- FAQ sheets
- Interactive voicemail information source
- Internet paid advertising
- Kiosks
- Letterhead

- Letters
- Logos
- Meeting agendas
- Meeting minutes
- Memos
- Message boards
- Nature on the Move
- Newsletter – *Green Heritage*
- Print paid advertising
- *Parks & Programs Guide*
- Posters
- PowerPoint presentations
- Proclamations/certificates
- Professional meetings & conferences
- Programs
- Public meetings
- Radio paid advertising
- Speakers Bureau
- Social media – *Facebook, Instagram, Twitter, Pinterest*
- Social media paid advertising – *Facebook & Instagram*
- Specialty print items
- Staff presentations/meetings
- Television paid advertising
- Website

What Makes Us Different

The Monmouth County Park System stands apart from its competition by providing a wide variety of high-quality parks, facilities, programs and events. The Park System provides safe and inviting locations, knowledgeable and accessible staff, quality resources, and affordable rates. It serves all ages as well as a wide range of interests.

The Park System is unique in that it serves its customers in every stage of life – toddlers, school age children, teens, young adults, adults, families and seniors. Part of its appeal is that customers can explore a new interest or revisit an old one. In many cases a lifelong interest can start during a parent/child program and continue in preschool, summer camps, family, and adult offerings. Examples include arts & crafts, nature, outdoor adventures, sports & fitness, and culinary arts programs.

The Park System is also committed to providing recreational opportunities to those of all abilities. It offers a dedicated therapeutic recreation department offering inclusive services for its general offerings, as well as two universally accessible playgrounds.

The Park System is also committed to those with financial need. We provide scholarship opportunities as well as reduced fees for groups and individuals determined to be in need of financial assistance.

Target Audience

The Monmouth County Park System's customers cover a wide age range, including young adults, parents, adults, families, and senior adults. Our customers register themselves and their families for programs as well as plan family and social outings to Park System parks, facilities and events. Each market segment has multiple needs, wants and interests that we use a variety of materials for in order to inform them of all we have to offer as an organization.

- Elected officials – municipal, county, state, federal
- Event attendees
- Golfers
- Libraries
- Media
- Monmouth County businesses
- Monmouth County residents and non-residents
- Municipalities
- Other parks and recreation agencies
- Park neighbors
- Park System employees
- Park System volunteers
- Park visitors
- Program participants
- Schools
- Self-identified interest groups
- Visiting tourists

Marketing Tools & Facilitation

To reach our various customers, the Monmouth County Park System uses a combination of tools and materials that overlap between market segments in order to best reach the widest range in our audience.

In-House Images/Photography

An important part of the Park System's marketing is our vast database of visuals. Our full-time and part-time staff photographers consistently photograph park sites, facilities, staff, programs, events and volunteers. Through these photographs, we are able to show the public what we have to offer. This assists us in selling experiences through beautiful visuals that show what other customers are enjoying while visiting the parks.

Everyone who participates in a Park System program is our marketing segment and images are taken by our photographers for use in promotional pieces. (An individual may request their image not be used while our photographer is present.)

These photographs are used in a variety of marketing materials along with artwork created by the Park System's Graphic Design Department.

Website

Information about the Park System's parks, facilities, events and programs is available on its website at www.MonmouthCountyParks.com. Upcoming and seasonal offerings are promoted on the homepage through images and links. Webpages are added and removed to reflect the most current offerings and upcoming events. Benefit statements regarding health, social and environmental value of Park System offerings are found throughout the website. Copy is written following AP Style guidelines to be consistent with other Park System promotional materials as well as other Monmouth County government websites. Printed materials that are uploaded to the website are made ADA accessible by the Park System's Graphic Design Department to assure website visitors with visual impairments have access to all the information made available on our site.

The Monmouth County Park System's website is geared to various age groups looking to find information about the parks, facilities, programs and events. Popular pages of the website include the homepage, golf, and programs & registration. In 2021, the website had 1,843,549 visits, with approximately 64% viewing the site from a mobile device. Website visitation was increased by over 140,000 in comparison to 2020, as the pandemic remained ongoing and visitors searched for outdoor activities while the booming real estate market brought many new residents to the area. The website is updated through a custom content management system designed by Monmouth County's IT department.

Information on the website is organized into the following sections:

- Parks
- Facilities
- Activities
- Golf
- Natural Resources
- About Us
- Contact

The website is updated on an annual, seasonal, weekly and, occasionally, daily basis.

- Annually
 - Fees & Charges
 - Special Events & Races
 - Annual Report
- Seasonally
 - Calendar of Events
 - Drop-in Offerings
 - Upcoming Events
 - Seasonal Activities
- Monthly
 - Nature Calendar
- Weekly
 - This Weekend in the Parks
 - Review of Park Pages
 - Review of Drop-In Offerings
- As Needed
 - Coming Soon section on the homepage
 - Homepage slides
 - Updates on availability of winter activities (sledding, ice skating, etc.)
 - Additions to the *Nature Now* and *In the Garden* pages
 - Park hours

The Park System's online *Calendar of Events* lists all of its special events and drop-in offerings. This online calendar feeds into the Monmouth County website calendar, allowing the Park System to reach an even broader audience.

The Park System's *This Weekend in the Parks* page lists drop-in offerings (defined as those not requiring registration) scheduled for the current or coming weekend. The page highlights activities that require little or no prior planning. This page is updated weekly on Mondays.

Besides timely offerings, the *This Weekend in the Parks* page provides links to the Park System's trails, historic sites, environmental centers, and self-guided offerings pages. It also provides information about the most recent *Parks & Programs Guide* and links to the publication. This gives visitors an array of different activities they may find interesting.

An additional website used in marketing is www.MonmouthCountyFair.com, which leads visitors directly to the Monmouth County Fair page of our site. This site is advertised on many of our Monmouth County Fair ads and publications.

The Park System's *Programs & Registration* page is updated automatically in conjunction with the release of the latest *Parks & Programs Guide*. This is done through the custom PRS program designed by Monmouth County's IT department.

Parks & Programs Guide

The *Parks & Programs Guide* is a publication that showcases hundreds of programs offered in the Monmouth County Park System each season. The Guide is geared particularly toward adults with segments of the population being parents and adults of varying ages from young adults to seniors. Due to the wide variety of programs offered through the Monmouth County Park System, the *Parks & Programs Guide* reaches a wide audience. The Guide also offers information about parks and facilities available through the Park System.

The *Parks & Programs Guide* has approximately 37,000 copies printed per volume which are distributed to the public via:

- Mail using our in-house mailing list that is based on visitors who have taken our programs over the last few years as well as those who have requested to receive it.
- Copies which are placed in every Monmouth County Park System park location in specially placed containers to allow visitors to pick up copies at their leisure.
- Copies are delivered to county and township libraries, post offices and municipal buildings as well as some local businesses who assist in spreading the word about what the Park System has to offer.

The Guide is also available in PDF format on the website.

Direct Emails

The Park System sends information about upcoming programs, events, and park and facility-related news directly to customers through a weekly email. This email is written in an inviting and informal tone. The Park System maintains several email lists, which are as follows:

- Activities – 25,751
- Golf – 45,242
- Summer Camp 2020 & 2019 – 3,092
- Summer Camp 2021 – 1,929

The Park System uses granicus.com (*formerly GovDelivery*) to distribute these emails.

In 2021, the Park System continued the use of its direct email lists for summer camp promotions. A list of 2019 & 2020 camp families was included in the email sent to our general mailing list regarding the upcoming release of the Camp/Swim editions of the *Parks & Programs*

Guide. They were also sent the email “reminder” for start of camp/swim registration. A current Summer Camp list was generated for the season and used to communicate important updates with campers’ families. Both past and current summer camp lists will continue to be used for promotion and communication.

In 2021, the Park System sent out 57 emails to its general list; four emails to its golf list; two emails sent to the 2020 camp list; three emails to the 2021 summer camp list; and one to Deer Management. Additional emails promoting camp registration and the release of the Annual Report were also sent. In total, the Park System sent 63 direct emails. (Please note that some emails are sent to a combination of these lists; most notably the Annual Report.) These emails had an average unique email open rate of 26.5% and a click rate of 1.6%. The Park System’s delivery rate is 97.8%.

The weekly email is sent mid-week, allowing subscribers time to plan to attend the offerings while maintaining a sense of immediacy. The weekly email generally promotes drop-in offerings 3-9 days in advance and programs requiring registration 5-11 days in advance.

Each weekly email is normally composed of approximately four programs requiring registration and one free, drop-in offering. The Park System strives to maintain a balance of various interests for all market segments in each blast. Programs and activities listed are selected based on availability and timeliness. (Please note that the pandemic disrupted the balance of registration/drop-in offerings.)

Links are provided to each program’s online registration page to encourage immediate registration. Links are also provided to program locations, the Park System’s homepage, and the Park System’s general email (info@monmouthcountyparks.com). Other links are added as needed.

For the 2022 email blast schedule, see Appendix C.

Press Releases

The Monmouth County Park System’s parks, programs, facilities and events are promoted through press releases. Information is also sent to local media through annual, seasonal, monthly and additional press releases. On average, press releases are sent out 7-10 days in advance of a general offering. On the other hand, special events will have several releases sent out starting 6-8 weeks in advance and continuing at two-week intervals. Often a “reminder” press release is sent 2-3 days before an event targeting online publications and radio stations. Each month, a press release listing all the Park System drop-in offerings is sent by the 15th to meet monthly publications’ deadlines. Press releases are written following AP Style guidelines.

Press releases target potential park patrons who have little or no knowledge of the Park System and its offerings as well as established costumers. In 2021, 54 press releases were sent. However, this number is less than that from previous years due to changes that occurred

because of the Covid-19 pandemic. The Park System's media list has 84 contacts (as of December 2021) that can be targeted by interest and location.

The Park System's media list is diverse and composed of traditional print newspapers and magazines, online newspapers, websites, and radio stations. It is updated continuously. Many organizations on the list have more than one contact and medium. For example, the Asbury Park Press has numerous contacts and is an online and print publication. Greater Media offers print, digital and radio. Even smaller, localized publications, such as The Two River Times, have multiple contacts.

For the 2022 media list (as of December 2021), see Appendix A. For the 2022 press release schedule, see Appendix B.

Brochures

Informational brochures are considered a community service and target those who are already our customers or who are new customers. Brochure information is generated by the Marketing Division, which is then used to design a printed piece by the Graphic Design Department. This information offers visitors details on the following subjects:

- Parks – Park brochures offer valuable information on specific park locations, such as the history of the site, facilities available, directions to the park, park specific rules, trail information, and park maps.
- Nature – Nature brochures act as informational pieces to educate visitors on the many animals that call our parks, and Monmouth County as a whole, home.
- Programs – When needed, brochures are produced in order to offer additional advertising for specific types of programs or programs being held at certain locations. These brochures act as compliment pieces to the *Parks & Programs Guide*. For example, a brochure may be created for programs happening at Clayton Park in spring or for upcoming sports camps at Dorbrook Recreation Area.

Social Media

With ever popular use of social media by the public, the Monmouth County Park System has increased its visibility through these sites. The Park System is active on the following social media platforms:

- Facebook
- Twitter
- Instagram
- Pinterest

Looking at the insights of our social media pages, the majority of our followers/fans are women between the ages of 35-54. However, these are not our only fans, so we gear our social media marketing toward families first and then add posts that will appeal to a more varied audience base.

We work to create a variety of posts to reach the many interests of those who follow or like our pages. These include posts about upcoming programs and events, as well as posts offering information about the parks and facilities, local nature information, historic information about parks, and what the parks have to offer our residents. Posts are scheduled based on the segment they are geared towards depending on the time of day they will best be seen.

Since social media is a very time sensitive medium, events and programs are promoted in a timely manner so they are not easily forgotten. Most larger events start getting publicized 2-3 weeks before the event date. Upcoming programs that need additional promotion are published approximately 1-2 weeks before the program date. The Monmouth County Fair, being the Park System's largest event, receives extra promotion which begins approximately one month prior to the event.

Posts to our social media pages most often contain the following:

- Photo/visual to grab our audience
- Short description of the program/event
- Link to our website page that discusses the program/event in detail
- Hashtags (i.e. #MonmouthCountyParks, #MonmouthCounty, #YoursToDiscover)

Every Door Direct Mailings

Utilizing the United States Postal Services Every Door Direct mapping tool made, the Park System mails 8 ½" x 11" postcards designed by the Graphic Design Department in order to advertise upcoming events like the Monmouth County Fair and Thompson Park Day. Every Door Direct mailings are an affordable and targeted service that allows us to map our marketing mail by zip code as well as age, income, and household size. These tools are perfect for targeting our best possible customers.

The following are the standard print/ mailing counts for Every Door Direct postcards:

- Events (i.e. Thompson Park Day) – 10,000
- Monmouth County Fair – 20,000

In 2021, due to the pandemic, Every Door Direct mailings remained halted; however, one was completed for the return of the Monmouth County Fair.

Kiosk Maps

Maps are placed in kiosks throughout the parks to serve as information stations for visitors. Park specific maps are placed in kiosks in order to help visitors better understand their location in the park. County maps may also be placed in kiosks in order to illustrate all the parks located throughout the County.

Message Boards

Message boards are used to promote various Park System events, golf courses, seasonal Seven Presidents Oceanfront Park access passes, boat slips at Monmouth Cove Marina, the Monmouth County Fair, Volunteer with Us, Job Fairs, and the Summer Camp and Swim Lessons volume of the *Parks & Programs Guide*.

Message boards are placed around the county near Park System sites and target all members of the public, both who are familiar with the Park System and those who are not. Twelve message boards, which are approximately 4' x 8', are maintained by the Graphic Design Department using information provided by the Marketing Division and are placed in the parks by Park Rangers using a yearly schedule (see appendix E). To maintain the Park System's branding, all message boards include the Park System's logo and website address.

Newsletters

Two newsletters are created by the Marketing Division: *Green Heritage* and *Green Link*.

- *Green Heritage*
 - The *Green Heritage* newsletter is created for the general public and is written with the average visitor in mind who is interested in park information, projects and events.
 - Includes the following: a feature story; Open Spaces, Livable Places; Home Gardener; and Nature Corner.
 - Distributed seasonally four times a year, mailing approximately 11,500 copies to the current mailing list as well as having additional copies available in some of our parks.
- *Green Link*
 - The *Green Link* newsletter is created specifically with Park System employees as the main audience.
 - This publication offers a way for employees to be more up-to-date on current park projects, park news, employee accomplishments, and new and retired employees.
 - Distributed bimonthly, six times a year, mailing approximately 1,000 copies to current and retired Monmouth County Park System employees as well as Park System volunteers, Monmouth Conservation Foundation members, Friends of the Parks Board members, Board of Recreation Commissioners, and the Special People United to Ride (SPUR) Board.

Paid Internet Advertising

- Website Advertising
 - The Park System has geared internet advertising toward family interests. We choose websites that are specifically geared toward that marketing segment.
 - With the family demographic in mind, we advertise on family-oriented sites and only advertise family events, such as the Monmouth County Fair, Wind & Sea Festival and Thompson Park Day.

- Currently, the Park System has contracts with MommyPoppins.com, which also allows us to also post our events on their online calendar.
- In 2021, the following events were advertised with MommyPoppins.com: Monmouth County Fair, Wind & Sea Festival, Harvest Home Festival, and Thompson Park Day.
- In 2021, 4,931 people visited our site from MommyPoppins.com, making them the #3 referral site for our website.
- Google AdWords
 - With online searches in mind, Google AdWords is used to promote summer camps and the Monmouth County Fair through a carefully selected list of keywords.
 - As individuals from the Monmouth County area search for these keywords, our ad is seen at the top of their Google search page.
 - Using Google AdWords allows our organization to not only choose our own budget and keywords, but also to view Google generated analytics that will assist us in better understanding our customers.
 - In 2021, Google AdWords was used to promote the Monmouth County Fair. The cost of the ad was \$813.00 and it had 307,525 impressions and 3,378 clicks.
- The Park System has a contract with NJ Advance Media for additional SEC advertising for the Monmouth County Fair on Google, Bing and Yahoo search engines as well as on the NJ.com and Star Ledger websites.

Paid Social Media Advertising

Paid advertising through Facebook (which includes Instagram) allows us to not only reach a larger audience, but also to gain more attention to our social media pages which, in turn, increases our followers. Paid advertising on social media is done for special events as well as some additional items such as summer camps. These ads increase traffic directly to our website.

The following is the schedule for paid social media advertising for 2022:

- Spring Craft Show
- Creative Arts Festival
- Walnford Day
- Monmouth County Fair
- Wind & Sea Festival
- Harvest Home Festival
- Thompson Park Day
- Creatures of the Night
- Fall Craft Show
- The Creative Arts Center Exhibit & Sale

Paid Print Advertising

Our market for print media advertising is to all of Monmouth County as well as Northern Ocean County and parts of Middlesex and Mercer Counties. These advertisements are placed in local newspapers and magazines, as well as specialty printed materials, such as summer camp and class trip guides.

The following print media are currently used for print advertising:

- Asbury Park Press (high readership)
- Newspaper Media Group Publications (high readership)
- Two River Times (more local readership)
- Coast Star (more local readership)
- Latinos Unidos (specific readership to Hispanic residents)
- Spark Market Solutions
- Discovery Maps for Shark River and Bel-Aire Golf Courses
- Campgrounds Guide for Turkey Swamp Park

Paid Radio Advertising

Advertising on local radio stations is used to market the Monmouth County Fair each summer in order to attract local families to the event. Local radio stations are contracted to run Monmouth County Fair ads each July. The contracts run for two weeks with Fair ticket promotions beginning the first week and on-air commercials beginning four to five days prior to opening night.

All local radio companies are represented, which include:

- Townsquare NJ
- Townsquare Shore
- Townsquare Princeton
- Press Communications
- Beasley Media

Each of the companies has stations among the top four in Monmouth County. Contracting with all companies provides the greatest reach to all of New Jersey for the Monmouth County Fair. See Appendix F for Nielsen Ratings for the current stations we advertise with.

Sponsorship of Events

The Monmouth County Park System has sponsored promotions at Jersey Shore Blueclaws baseball games in order to publicize the Monmouth County Fair.

Park System Courier Distribution

Park System staff distributes brochures, *Parks & Programs Guides*, program and event rack cards, and other information throughout Monmouth County venues not serviced by regular County distribution methods. Local libraries, post offices, businesses, town halls, the local chamber of commerce, hotels/motels, restaurants, coffee shops, and retail outlets are visited

as often as possible. When an upcoming special event is approaching, distribution of information will target venues in proximity to the event.

Branding

Like with any organization or business, branding is an important aspect of the Monmouth County Park System's marketing efforts. Branding helps make sure current customers and future customers recognize the Park System. Proper use of branding concretes user loyalty by helping to deliver clear messages and confirming the credibility of the materials we produce.

The following are the branding tools currently used by the Park System:

- The Park System's logo is placed on all materials, both print and electronic, viewed both internally and externally. These include brochures, press releases, newsletters, posters, print advertisements, postcards, annual reports, and email blasts.
- The Park System's current tagline is "Yours to Discover". This tagline is used on the *Parks & Programs Guide*, website, direct email, and as a social media hashtag.
- The Park System's tagline for its six golf courses is "Tee Up with Us!". This tagline is used on golf advertisements and on the Monmouth County Park System Golf Facebook page.

Market Segments

The Monmouth County Park System's customers are parents, young adults, adults, families, seniors and golfers. The Park System markets to them both collectively and individually. Customers are reached through a combination of information available on the Park System's website, through press releases sent to local media, published in the *Parks & Programs Guide*, and through direct email. There is an overlap between market segments and in promotional materials.

Parents & Families

Parents register themselves and their families for Park System programs and summer camps as well as plan family and social outings to Park System parks, facilities and events. Parents are looking to provide social experiences; explore new interests; keep themselves and their families physically fit; develop their children's language and gross motor skills; foster their children's independence and confidence; and create family memories.

Parents and families are targeted through information provided in both the *Parks & Programs Guide* and on the website. Parents can find offerings for:

- Families – Arts & Crafts, Family Fun, Horticulture, Nature, Outdoor Adventures
- Kids & Teens – Arts & Crafts, Culinary Arts, Education & Enrichment, Nature, Outdoor Adventures, Performing Arts, Sports & Fitness
- Parent/Child – Arts & Crafts, Culinary Arts, Education & Enrichment, Nature, Outdoor Adventures, Play Group, Sports & Fitness

Parents are also targeted through press releases sent to local media. These releases are sent to nearly the entire media list, of which contains the following media outlets that are targeted toward parents:

- Family Magazine
- Macaroni Kids
- Monmouth Journal
- Things to Do in New Jersey

The Park System strives to list at least one family-friendly offering in each of its weekly direct emails. Several are usually included. Programs that target this group include parent/child play groups, nature programs, family walks or hikes, and STEM offerings.

The Park System's social media advertising is specifically geared toward parents and families, marketing upcoming events that are family oriented, such as the Monmouth County Fair and Thompson Park Day. Paid internet advertising is also geared toward this segment, specifically promoting family events and programs on MommyPoppins.com.

Young Adults & Adults

Young adults and more established adults are targeted through information provided on the Park System's website and in the *Parks & Programs Guide*. Many in this market segment are looking to socialize, stay fit, develop an interest or hobby, and/or travel. Adults can find offerings for:

- Arts & Crafts
- Culinary Arts
- Education & Enrichment
- Health & Wellness
- Horticulture
- Nature
- Outdoor Adventures
- Performing Arts
- Sports & Fitness

Adults are also target through press releases sent to local media. Press releases targeting this group are sent to most of the media list. The Park System strives to include at least one offering designed for adults in its weekly email. Programs of this nature include upcoming trips, cooking classes, exercise classes, and hikes.

Senior Adults

Seniors are targeted through information provided on the Park System's website and in the *Parks & Programs Guide*. Many in this market segment are looking to socialize, stay fit physically and mentally, develop an interest or hobby, and/or travel. Senior adults can find offerings for:

- Active Adults 55+
- Arts & Crafts
- Culinary Arts
- Education & Enrichment
- Health & Wellness
- Horticulture
- Nature
- Outdoor Adventures
- Performing Arts
- Sports & Fitness

Seniors are also targeted through press releases sent to local media. Press releases targeting this group are sent to most of the media list. Special rates for seniors are mentioned when applicable for golf fees, beach access passes, and Monmouth County Fair dates free to seniors.

The Park System's weekly email often highlights programs designed for seniors such as hikes and exercise classes.

Golfers

The Park System has a section of its website dedicated to golfers to promote its six golf courses. It contains over 20 pages and is updated on a regular basis. Information includes golf news, current rates, yearly specials, tournaments, clinics, lessons, FAQ, videos and individual course pages. There are also links to the Park System's online tee time registration system and GHIN.

Golf related press releases are sent to promote the Park System's courses as requested by the department. Press releases regarding golf are sent to the majority of the media list including local golf and sports editors. The following media have dedicated golf and/or sports editors:

- Asbury Park Press
- Home News/Courier
- Trentonian

The Park System maintains a separate email list for golfers. These emails are sent out as requested by the golf department. As of December 2021, the list contained 45,242 golfers. In 2021, the Park System sent out four emails to this list. Golf events not requiring a county "golf card" are also promoted in the Park System's general weekly email and on its homepage.

The Park System also maintains a Facebook page specific to the Golf Courses. This page is updated upon request of the Golf Division with information on hole-in-one players, tournament winners, special rates, and seasonal information as needed.

Cross-Segment Marketing

All of the above market segments are targeted by the Monmouth County Park System using multiple methods including the following:

- The *Coming Soon* section of the website promotes upcoming programs of interest that still have openings available for registration.
- The *Calendar of Events* section of the website is updated seasonally and provides information on all upcoming drop-in programs as well as special events and races.
- The *This Weekend in the Parks* section of the website is updated weekly and offers details on all drop-in programs happening in the upcoming weekend.
- All park and activity pages are used to promote the activities and facilities available throughout the parks to give our audience the information they need to find the locations best suited to their needs or interests.
- The Park System's social media pages promote parks, programs and facilities throughout the year. Market segments are often targeted by scheduling posts to go up at specific times of day that they will be most likely viewed by the specified audience.

Marketing Effectiveness/Measurements

Often it is difficult to determine the effectiveness of certain marketing tools used in advertising. Some of the methods the Park System uses to determine our effectiveness are the “Tell Us What You Think” website survey for visitor feedback, emailed online surveys to program participants, the Park System’s website analytics via Google Analytics, monitoring of participation in social media (Facebook, Twitter, etc.), monitoring of number of requests to receive the Park System’s e-mail information, monitoring the compliment and complaints report, monitoring park attendance reports, monitoring program attendance reports, and monitoring revenue reports.

Marketing efforts are evaluated at the end of each year to plan for the coming year.

Parks & Programs Guide

The best measurement for our Guide is registration reports which offer information about how many programs have run, financial tracking of program registration, and more. It is also helpful to keep track of how many people request the *Parks & Programs Guide* through our website or over the phone.

Our Administrative staff sends out program surveys weekly to recent participants. Survey results are monitored frequently and details are saved through our online survey provider as well as given to the Superintendent of Recreation for review. The Superintendent of Recreation distributes the surveys to the appropriate areas with comments if necessary.

Website

With the use of Google Analytics, we are able to see a variety of details about our website usage. Some of these details include:

- How many visitors have come to our website
- What pages were most visited
- Where visitors to our site were acquired from (whether directly or via links on other websites or social media sites)
- What types of devices visitors are using to get to our site (computers, mobile phones, tablets)
- The general demographics of website visitors

Google Analytics are looked at monthly and a report is compiled noting site visitation and the top 20 pages visited within the month. An end of the year report is also compiled. These reports are sent to the Park System’s Marketing Team and also given to the Board of Recreation Commissioners.

Social Media

Some social media sites offer insights, whereas others do not. With those that do, it is important to review those insights in order to better plan future postings.

Facebook offers some of the best insights of all the social media platforms, allowing us to see how many people our posts are reaching as well as how many clicks, likes, shares, etc. they receive. Watching these numbers helps us to schedule future posts as we see what has worked (and hasn't worked) in the past. Also, Facebook paid advertisements offer a wealth of knowledge like this as well, including demographics on who's clicking on those paid posts.

Twitter offers a range of insights that are helpful about the demographics of our followers, but they are not quite as detailed about the posts themselves. For instance, Twitter insights show how many followers retweet posts and who our most popular followers are. But they also show the income range, occupations, marital status, education, buying styles, and special interests of our followers.

Pinterest recently added some analytical information including how many people have viewed our Pinterest profile and how many people our "pins" reach. It could potentially offer more, but only if we are willing to add special coding that they provide to our website HTML.

Instagram does not currently offer analytics unless you are subscribed to an outside service. For 2022 the Park System will once again procure a one-year subscription to Later.com which will offer additional analytics for our Instagram page as well as other helpful tools like scheduling of both Instagram and Twitter posts.

Quarterly, information is compiled about our social media pages in a report that is provided to the Marketing Team at quarterly meetings. An annual report is also created to track items year to year and see what's working and what is not.

Paid Social Media Advertising

When advertising on Facebook, which also publishes to Instagram, analytics are available to show how many people each advertisement reached, how many clicks it received to the link provided in the ad, and how often it was shared. These analytics allow us to see how well the advertisement worked so we can evaluate future social media advertising.

Internet Advertising

Our best mode of measurement for internet advertisements is using Google Analytics to track how many visitors came to our website from the advertising page's site. We are able to look at the specific time frame during which the advertisement ran to better track how many clicks came through as well as the specific pages from the advertising site that visitors clicked a link to our site from.

Marketing Evaluation

The Communications & Marketing Division of the Monmouth County Park System performs an annual evaluation of the Marketing Plan and the Superintendent of Recreation makes recommendations for shifts in staff activity and budgetary resources. The Plan is then forwarded to the Secretary-Director and Assistant Director, working with sub-committees of the Board of Recreation Commissioners, and periodically directs and reorganizes the marketing goals as new needs and opportunities are identified. Redirection may arise from external market forces or political forces, and may include the following:

- Efforts to reach underserved demographic and geographic segments of the community,
- Initiatives to promote open space benefits in anticipation of a referendum,
- Campaigns to spur press exposure to and public awareness of particular parks and services where use and attendance are below desirable levels, and
- Shifts in revenue and service emphases based on fluctuations in external funding sources.

Demographics & Statistics

Recent demographics and statistics available through the Census assist our staff in determining who we want to market to and where we want to advertise.

Monmouth County Demographics

(Information from Census.gov New Jersey page)

Monmouth County ranks as the sixth largest county in New Jersey, with a total land area of 472 square miles and 193 square miles of water bodies. In terms of total population, the 2020 Census ranked Monmouth as the fifth most populous county in New Jersey.

County population growth in the 1990s was due to immigration from other regions of the country, international immigration, and net natural increase (the excess of births over deaths). The U.S. Census Department estimated that 49% of Monmouth County's population growth during the 1990s was linked to net nature increase, 34% in migration from other parts of the United States, and 19% from international immigration. In contrast, recent census bureau population estimates indicate that population growth during the 2000s was primarily linked to international migration and net natural increase.

Population of Monmouth County

(Information from the U.S. Census Bureau)

2020:	643,615	(+2.1% change since 2010)
2017 <i>(estimated)</i> :	626,351	(-0.6% change since 2010)
2015:	628,715	(-0.3% change since 2010)
2010:	630,380	

The overall population increase is likely linked to the significant housing boom that started in early 2019 during the Covid-19 pandemic which saw the real estate market increase as mortgage rates decreased drastically.

Also documented in the 2020 Census is adds that while the out-of-state migration of those 18 and under is a decrease in population of 18,354 (12.2%), likely due to teens leaving for college, there was a significant increase of 31,589 (6.6%) in population of those over the age of 18.

Population by Sex

(Information from the U.S. Census Bureau, 2020 population estimates)

Female population: 51.3%
Male population: 48.7%

Income

(Information from the U.S. Census Bureau and CensusReporter.org)

	<u>2019 (estimated)</u>	<u>2017 (estimated)</u>	<u>2014</u>	<u>2010</u>
Median Household Income	\$102,870	\$91,807	\$85,605	\$80,231
Median Income	\$56,171	\$46,736	\$43,548	\$39,995

Age Composition

(Information from the CensusReporter.org from the U.S. Census Bureau 2019 ACS)

- 54% of Monmouth County’s population is age 40 and over
- The median age is 43.5. In 2000, the median age was 37.7.
- The median age for females is 42.6.
- 51% of Monmouth County’s population is female.
- The median age for males is 39.9.
- 49% of Monmouth County’s population is male.

Population by Race

(Information from the U.S. Census Bureau)

	<u>2020</u>	<u>2010</u>	<u>2000</u>
White	84.8%	82.6%	84.4%
African-American	7.5%	7.4%	8.1%
Asian	5.6%	5.5%	4.0%
Hispanic	11.1%	9.7%	6.2%

Households by Type

(Information from the CensusReporter.org from the U.S. Census Bureau 2019 ACS)

Number of Households:	240,377
Average Family Size:	3.22
Average Household Size:	2.6
Married Couple Households:	69%
Male Householder (no wife):	4.3%
Female Householder (no husband):	11%
Non-Family Householder:	15%

Housing

(Information from the CensusReporter.org from the U.S. Census Bureau 2019 ACS)

Number of Housing Units:	262,917
Occupied Housing Units:	91%
Vacant Housing Units:	9%
Median Value of Occupied Units:	\$445,000
Percentage of Units Valued at \$300,000 or lower:	19%
Percentage of Units Valued at \$300,000-\$500,000:	40%
Percentage of Units Valued at \$500,000 or higher:	38%

Education

(Information from the CensusReporter.org from the U.S. Census Bureau 2019 ACS)

High School Education:	23%
Some College:	24%
Bachelor's Degree:	29%
Post-Graduate Education:	19%

Migration to Monmouth County

(Information from the Monmouth County Division of Planning's 2021 Profile)

According to Federal tax return data, from 2014 to 2016, the counties with the largest in-migration of households into Monmouth County were Ocean County (17.53% of total) and Middlesex County (16.09% of total). In-migration from other U.S. counties and foreign countries made up 29.05% of the total household in migration from 2014 to 2016.

Note: The numbers utilized by the Division of Planning's 2021 were estimations for 2020 and not from the true 2020 Census. The numbers are skewed as they had not yet included the drastic increase in population due to the housing boom that began in 2019.

Market Research

In 2009, the Park System paid a research firm to conduct a Citizen Opinion and Interest Survey that mailed out surveys to residents as well as called residents to answer questions. The following are some of the results of this survey.

- 93.5% of respondents are aware of the Monmouth County Park System.
- Parks most visited according to the survey: Holmdel Park, Manasquan Reservoir and Dorbrook Recreation Area.
- 49% of respondents indicated they “knew that all of the parks were operated by the Monmouth County Park System”.
- Paved trails (55% of respondents) were the most frequently mentioned park facility used. Other frequently mentioned: unpaved trails (49%), playgrounds (41%), and picnicking areas (36%).
- 97% of respondents rated the condition of all parks in the Monmouth County Park System that they have visited as excellent (51%) or good (46%). The excellent rating of 51% is significantly higher than the national benchmarking average of 30%.
- 50% of respondents mentioned “word of mouth” as the most frequently way that they learned of Park System programs and activities. Others mentioned: newspaper articles (46%), parks system brochures (33%), and park system activity directory (28%).
- 52% of respondents cited preserving open space and the environment as the most important benefit of the Park System. Others mentioned: protect forested areas from development (34%), improve physical health and fitness (33%), make Monmouth County a more desirable place to live (32%), and protect historical attributes of Monmouth County (31%).
- 62% of respondents indicated that the most important function of the Park System is to operate and maintain County parks and facilities. Others mentioned: provide safe and secure facilities, (51%), and provide walking, hiking, and biking trails (34%).

In 2014, an online survey was created with the assistance of the Park System’s Acquisition & Design Division. This survey was sent out via the Park System’s email blasts and social media pages, as well as being mentioned on the Park System’s website. A total of 865 surveys were completed. The following are some of the results acquired from this survey.

- Parks most visited according to the survey: Holmdel Park, Dorbrook Recreation Area, and Thompson Park.
- 19% didn’t know the parks they visited were operated by the Monmouth County Park System.
- The most popular Park System facilities utilized by those surveyed were: Trails (paved & unpaved), natural areas, playgrounds, environmental centers, and gardens/arboretums.
- 91% felt the condition of the parks they visited was either excellent or very good.
- 65% have participated in programs or events run by the Park System.

- 54% feel the Monmouth County parks, recreation facilities and/or programs are of a higher quality than other facilities and agencies they use.
- 78% learn about Park System program and activities through the Directory (now called the Parks & Programs Guide) while 69% also learned through the website and through emails from the Park System (64%).
- 68% felt it is most important for the Park System to acquire open space and preserve the environment.
- 77% were very satisfied with the overall value of the Monmouth County Park System.

APPENDIX A

Media List - 2022

- American Towns
- Asbury Park Press
- Atlantic Highlands Herald
- CBS News
- Community Magazine
- Design NJ
- Family Magazine
- Fox 5 Community News
- Beasley Media
- Home News/Courier
- Jersey Shore Online
- Latinos Unidos de Nueva Jersey
- Lifestyle Magazine
- Local Patches
- Macaroni Kids
- Micromedia Publishing
- Monmouth County Public Information Office
- Monmouth Journal
- My Community Source
- New Jersey Department of Agriculture
- News 12
- NJ Monthly
- Our Town
- Press Communications, LLC
- Princeton Packet
- Star Ledger
- Star News Group
- Tap into Middletown
- The Coaster
- The Link
- The Trenton Times
- Things to Do in New Jersey
- Times of Trenton
- Townsquare Media
- Trentonian
- Two River Times
- US1 News
- WRAT 95.9

APPENDIX B

2022 Press Release Schedule

Send out the week of:

January 3

- National Seed Swap Day

January 10

- February Events
- Call for Entries for Creative Arts Festival

January 24

- Spring Parks & Programs Guide

February 7

- E. Murray Todd Half Marathon

February 14

- Camp/Swim Guide Release
- March Events

February 21

- Summer Job Fair

February 28

- Camp/Swim Registration Open

March 14

- April Events

March 21

- Turkey Swamp Campground Opening for the Season
- Walnford Mill Demonstrations Start for the Season
- Spring Craft Show

April 4

- Creative Arts Festival

April 11

- Sheep Shearing

- Walnford Day – Announcement
- Earth Day Activities – Announcement

April 18

- May Events
- Summer Parks & Programs Guide Release
- Boat Tours at Man Res
- Creative Arts Festival – detailed

April 25

- Creative Arts Festival - Reminder with details
- Walnford Day – Detailed
- Deep Cut Gardens Plant Swap

May 2

- Walnford Day – Reminder

May 9

- Beach Badges & Guarded Swimming (confirm prices with Barbara Berry)
- June Events

May 16

- Fair – Home & Garden Competition (check with Christina Carlson for changes)
- Fair –Dates Announcement
- Deep Cut Open House

June 6

- Fishing Derbies

June 13

- Seining at Bayshore
- Fair – Tradition
- July Events

June 21

- Fair – Favorites
- Family Fun (check with Joe Reynolds)

June 27

- Tidal Tuesdays

July 5

- Fair – Entertainment

July 11

- Fair – new attraction or old favorite
- August Events
- Fair – Highlights
- Fall Parks & Programs Guide

July 18

- Fair - Opening Soon Reminder

August 15

- September Events
- Wind & Sea Festival Announcement

August 22

- Harvest Home Announcement

August 29

- Timberbrook Triathlon
- Wind & Sea Festival – Detailed

September 6

- Plant Swap at Deep Cut Gardens
- Car Show (Confirm with Rachel Cohen)
- Wind & Sea Festival Reminder

September 12

- Harvest Home Festival – schedule?
- Thompson Park Day Announcement
- October Events

September 19

- Creatures of the Night (Check with Carmen Peterson to see if needed.)
- Harvest Home Festival – Reminder

September 26

- Thompson Park Day - Schedule

October 3

- Thompson Park Day – Details

October 10

- Fall Craft Show
- November Events

October 17

- Winter Parks & Programs Guide

November 14

- December Events

November 21

- Creative Arts Center Exhibit & Sale

December 14

- January Events

APPENDIX C

2022 Email Blast Schedule

Date	Topics/Notes	Drop-ins	Register
January 5	<i>Healthy New Year</i>	Jan. 8-14	Jan. 10-16
January 12		Jan. 15-21	Jan. 17-23
January 19		Jan. 22-28	Jan. 24-30
January 26		Jan. 29-Feb. 4	Jan. 31-Feb. 6
February 4	<i>sent on Friday to coordinate with Spring P&PG release</i>	Feb. 5-11	Feb. 7-13
February 9		Feb. 12-18	Feb. 14-20
February 16		Feb. 19-25	Feb. 21-27
February 25	<i>sent on Friday to coordinate with Camp P&PG release</i>	Feb. 26-Mar. 4	Feb. 28-Mar. 6
March 2		Mar. 5-11	Mar. 7-13
March 9	<i>Summer Job Fair</i>	Mar. 12-18	Mar. 14-20
March 16		Mar. 19-25	Mar. 21-27
March 23		Mar. 26-Apr. 1	Mar. 28-Apr. 3
March 30	<i>Campground Opening (?)</i>	Apr. 2-8	Apr. 4-10
April 6	<i>Spring Craft Show</i>	Apr. 9-15	Apr. 11-17
April 13		Apr. 16-22	Apr. 18-24
April 20	<i>Sheep Shearing Earth Day</i>	Apr. 23-29	Apr. 25-May 1
April 27		Apr. 30-May 6	May 2-8
May 6	<i>sent on Friday to coordinate with Summer P&PG release Creative Arts Festival</i>	May 7-13	May 9-15

	<i>Plant Swap Boat Tours</i>		
May 11	<i>Walnford Day</i>	May 14-20	May 16-22
May 18		May 21-27	May 23-29
May 25	<i>Lifeguards on duty Open Swim at the Fort</i>	May 28-Jun. 3	May 30-Jun. 5
June 1	<i>Deep Cut Open House</i>	Jun. 4-10	Jun. 6-12
June 8		Jun. 11-17	Jun. 13-19
June 15	<i>Fishing Derbies & Free Seining</i>	Jun. 18-24	Jun. 20-26
June 22	<i>Family Fun</i>	Jun. 25-Jul. 1	Jun. 27-Jul. 3
June 29	<i>Enviro Quest & Tidal Tuesdays</i>	Jul. 2-8	Jul. 4-10
July 6		Jul. 9-15	Jul. 11-17
July 13		Jul. 16-22	Jul. 18-24
July 20		Jul. 23-29	Jul. 25-31
July 27	<i>Monmouth County Fair Opening use fair banner</i>		
July 29	<i>sent on Friday to avoid conflict with sending Monmouth County Fair email and to coordinate with Fall P&P Guide release</i>	Jul. 30-Aug. 5	Aug. 1-7
August 3		Aug. 6-12	Aug. 8-14
August 10		Aug. 13-19	Aug. 15-21
August 17		Aug. 20-26	Aug. 22-28
August 24		Aug. 27-Sep. 2	Aug. 29-Sep. 4
August 31		Sep. 3-9	Sep. 5-11
September 7	<i>September 11th Ceremony</i>	Sep. 10-16	Sep. 12-18
September 14	<i>Fall Plant Swap Wind & Sea Festival</i>	Sep. 17-23	Sep. 19-25

September 21	<i>Harvest Home Festival Car Show (?)</i>	Sep. 24-30	Sep. 26-Oct. 2
September 28	<i>Timberbrook</i>	Oct. 1-7	Oct. 3-9
October 5		Oct. 8-14	Oct. 10-16
October 12	<i>Thompson Park Day</i>	Oct. 15-21	Oct. 17-23
October 14	<i>Dedicated Thompson Park Day blast; use Thompson Park Day banner</i>		
October 19		Oct. 22-28	Oct. 24-30
October 26		Oct. 29-Nov. 4	Oct. 31-Nov. 6
November 4	sent on Friday to coincide <i>coordinate with Winter P&P Guide release (?)</i>	Nov. 5-11	Nov. 7-13
November 9	<i>Fall Craft Show (?)</i>	Nov. 12-18	Nov. 14-20
November 16		Nov. 19-25	Nov. 21-27
November 23		Nov. 26-Dec. 2	Nov. 28-Dec.4
November 30	<i>Creative Arts Center Exhibit & Sale</i>	Dec. 3-9	Dec. 5-11
December 7		Dec. 10-16	Dec. 12-18
December 14		Dec. 17-31	Dec. 19-31
December 21 & 28 – not sent due to holidays unless needed			

Notes:

- *Emails are sent to our golf mailing list as requested.*
- *An email will be sent out from “Message for our Secretary-Director” with link to the **Annual Report**. This goes to all mailing lists. Coordinates with release/posting on the website.*

APPENDIX D

2022 Marketing Promotional Program

Goal: Generate interest and awareness in the Monmouth County Park System and what we have to offer, as well as gain followers on social media sites.

Types of Contests & Guidelines:

Contest	Prize	Value	Objective
“Toes in the Sand” Contest	2 seasonal park access passes and 1 seasonal parking pass to Seven Presidents Oceanfront Park	\$225	Generate interest in Seven Presidents Oceanfront Park and purchasing seasonal park access passes
Fair Trivia & Sweepstakes Contests	12 Fair One Day Entry Passes	\$96	Generate interest in people coming to Fair
Fair Trivia & Sweepstakes Contests	12 Fair Ride Wristband Vouchers	\$240-\$300	Generate interest in people coming to Fair
Fair Sweepstakes Contest	FFA Produce Basket	\$20-\$25	Incentive to come to Fair
Fair Sweepstakes Contest	4-H food voucher at the Fair	\$20	Incentive to come to Fair
Contest	Family of 4 voucher for wagon ride at Thompson Park Day	\$12	Incentive to come to Thompson Park Day
Contest	2 Summer Season Passes for the Fort Monmouth Recreation Center Pool	\$200	Generate interest in Fort Monmouth Recreation Center
Contest	Family Fossiling Group program	\$105-\$175	Generate interest in nature programs at Shark River
Contest	Seaside Campfire Party	\$235	Generate interest in nature programs at 7 President’s
Contest	Group Archery Program	\$225	Generate interest in Outdoor Adventure programs and archery
Pop-Up Contests	Products purchased in 2019 (tote bags, tumblers, and cell phone rings/stands	Varies with prizes from \$4-\$15 each	Increase engagement on social media with our fans/followers as well as give more initiative for more visitors to follow our pages

- Sweepstakes Contests – Participants can enter by just filling out a form with their email address, name, and address.
 - Rules are as follows:
 - Only one entry per email address
 - Only one winner is chosen at random (using random.org)
 - Contest runs on specified dates

- Pop Up Social Media Contests – These will be a variety of one to two-day contests throughout the year where the prizes will be either a drawstring tote bag, insulated tumbler, or cell phone ring/stand. Participants can enter in multiple ways depending on the contest, which may include, but are not limited to:
 - Answering a trivia question
 - Commenting on a post with a photo
 - Posting a photo and using a special hashtag
 - Filling out a special survey

- Photo Contests – Participants submit a photo and enter their email address, name and address.
 - Rules are as follows:
 - Only one entry per email address
 - Only one winner is chosen by Visitor Services staff
 - Contest runs on specified dates
 - Photos must be family-friendly and must not contain any of the following:
 - Profanity, nudity or offensive content
 - Any material that condones violence, bullying or unlawful behavior
 - Advertising for other businesses or organizations

- Trivia Contests – Participants fill out a form with their email address, name and address as well as choose an answer to a trivia question.
 - Rules are as follows:
 - Only one entry per email address
 - Only one winner is chosen at random from all correct answers (using random.org)
 - Contest runs on specified dates

Monmouth County Fair

- Complimentary Admission
 - One (1) day ticket distributed to full time County employees.
 - One (1) day ticket made available to members of volunteer First Aid Squads and Fire Departments located in Monmouth County in recognition for their volunteer service.
 - One (1) day admission ticket distributed to various state, county, Board of Recreation Commissioners, and County Board of Chosen Commissioners.
 - One (1) day ticket distributed to County 4-H, FFA, and County Agricultural Board members, staff and volunteers.
 - One (1) day ticket distributed to radio stations for promotions and contests.
 - One (1) day ticket distributed for social media contests.
 - One (1) day ticket distributed to vendors, demonstrators, judges, entertainers and exhibitors.
 - Five (5) day passes distributed to vendors.
 - One (1) day ticket distributed to sponsors and Friends of the Park Board members.

Seven Presidents Oceanfront Park

- Free Beach Access to Active Duty Military, Veterans, and their families to Seven President's Oceanfront Park in recognition for their military service.

APPENDIX E

2022 Park System Message Boards Schedule

Location	Event	Pick up & Display	Takedown Date	Comments
Big Brook Park Route 520 442-Rick Royle	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Creative Arts Festival, May 7 Volunteer With Us! Monmouth County Fair, July 27-31 Harvest Home Festival, Sep 25 Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale Dec 3-10 Volunteer With Us!	----- Jan 28 Apr 1 May 8 Jun 10 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11	Jan 28 Apr 1 May 8 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11 See 2023 schedule	
DeBois Rec Area Bus Route 33 447-Robert Lauser Matt Ruding	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Tee Up With Us! Monmouth County Fair, July 27-31 Volunteer With Us! Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale, Dec 3-10 Volunteer With Us!	Jan 28 Apr 22 Jun 10 Aug 1 Sep 9 Oct 17 Dec 11	Jan 28 Apr 22 Jun 10 Aug 1 Sep 9 Oct 17 Dec 11 See 2023 schedule	
Dorbrook Rec Area Route 537 (south side) 432-Nick Podsvirow Matt Ruding	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Creative Arts Festival, May 7 Volunteer With Us!* Monmouth County Fair, July 27-31 Harvest Home Festival, Sep 25 Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale, Dec 3-10 Winter Magic In The Parks	----- Jan 28 Apr 1 May 8 Jun 10 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11	Jan 28 Apr 1 May 8 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11 See 2023 schedule	*NEW SIGN REPLACING ECO-ELEPHANT FLEA MARKET

<p>Fort Monmouth Recreation Area</p> <p>453 – Matt Ruding Andy Spears</p>	<p>Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Spring Craft Show, Apr 9 Open Swim, May 28 - Labor Day Monmouth County Fair, July 27-31 Open Swim, May 28 - Labor Day Thompson Park Day, Oct 16 Fall Craft Show, DATE NOT SCHEDULED* Winter Magic In The Parks</p>	<p>----- Jan 28 Mar 19 Apr 10 Jun 10 Aug 1 Sep 7 Oct 17 Nov 13</p>	<p>Jan 28 Mar 19 Apr 10 Jun 10 Aug 1 Sep 7 Oct 17 Nov 13 See 2023 schedule</p>	<p>IN ADDITION TO MESSAGE BOARD AT FORT MONMOUTH</p> <p>Banner for Summer Job Fair, Mar 12 will be picked-up and posted on February 11 and taken down on Mar 13. Banner to be place on fence on Corregidor.</p> <p>*FALL CRAFT SHOW DATE NOT SCHEDULED AT THIS TIME. USE 'COME, VISIT, ENJOY' IF NEEDED.</p>
<p>Hartshorne Woods Buttermilk Valley</p> <p>417-Scott Major Tom Dillon Ryan Rochelle</p>	<p>Come, Visit, Enjoy Summer Camps/Swim , Mar 6 on sale Volunteer With Us! Monmouth County Fair, July 27-31 Wind & Sea Festival, Sep 17 Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale, Dec 3 – 10 Volunteer With Us!</p>	<p>----- Jan 28 Apr 8 Jun 10 Aug 1 Sep 18 Oct 17 Dec 11</p>	<p>Jan 28 Apr 8 Jun 10 Aug 1 Sep 18 Oct 17 Dec 11 See 2023 schedule</p>	
<p>Henry Hudson Trail North Hwy 36 (near Earle WS)</p> <p>438-Mike Dollear Rick Royle</p>	<p>Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Boat Slips Available Volunteer With Us! Monmouth County Fair, July 27-31 Wind & Sea Festival, Sep 17 Thompson Park Day, Oct 16 Boat Slips Available</p>	<p>Jan 28 Mar 18 May 6 Jun 10 Aug 1 Sep 18 Oct 17</p>	<p>Jan 28 Mar 18 May 6 Jun 10 Aug 1 Sep 18 Oct 17 See 2023 schedule</p>	<p>The Boat Slips Message Board can be changed to Volunteer With Us! if the Marina sells out of slips.</p>
<p>Henry Hudson Trail South Rt 79/Wyncrest Rd.</p> <p>438-Rick Royle</p>	<p>Come, Visit, Enjoy Boat Slips Available Summer Camp/Swim, Mar 6 on sale Tee Up With Us! Monmouth County Fair, July 27-31 Harvest Home Festival, Sep 25 Thompson Park Day, Oct 16</p>	<p>----- Jan 28 Feb 11 Apr 29 Jun 10 Aug 1 Sep 26</p>	<p>Jan 28 Feb 11 Apr 29 Jun 10 Aug 1 Sep 26 Oct 17</p>	<p>The Boat Slips Message Board can be changed to Tee Up With Us! if the Marina sells out of slips.</p>

	Boat Slips Available	Oct 17	See 2023 schedule	
Manasquan Reservoir Old Tavern/Manassa Rd 425- Zack Kuhlwein Matt Ruding	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale FootGolf at Bel-Aire Reservoir Boat Tours, May 7-Sep 5 Monmouth County Fair, July 27-31 Reservoir Boat Tours, May 7-Sep 6 Thompson Park Day, Oct 16 FootGolf at Bel-Aire Winter Magic In The Parks	----- Jan 28 Mar 18 Apr 24 Jun 10 Aug 1 Sep 7 Oct 17 Dec 2	Jan 28 Mar 18 Apr 24 Jun 10 Aug 1 Sep 7 Oct 17 Dec 2 See 2023 schedule	
Seven Presidents Park Ocean Blvd/Atlantic Ave 420- Paul Bagdanov Ryan Rochelle	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Volunteer With Us! Monmouth County Fair, July 27-31 Harvest Home Festival, Sep 25 Tee Up With Us! Winter Magic In The Parks	----- Jan 28 Mar18 Jun 10 Aug 1 Sep 26 Dec 2	Jan 28 Mar 18 Jun 10 Aug 1 Sep 26 Dec 2 See 2023 schedule	
Sunnyside Recreation Area Middletown-Lincroft Road 436-Dan Bisti Bill Vaughn Matt Coleman	Come, Visit, Enjoy Summer Camps/Swim Mar 6 on sale Creative Festival, May 7 Tee Up With Us! Monmouth County Fair, July 27-31 Harvest Home Festival, Sep 25 Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale, Dec 3-10 Winter Magic in the Parks	----- Jan 28 Mar 25 May 8 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11	Jan 28 Mar 25 May 8 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11 See 2023 schedule	
Tatum Park Red Hill Dwight/VanSchoick 415- Ken Olsen Alan Archer Matt Coleman	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Tee Up With Us! Monmouth County Fair , July 27-31 Harvest Home Festival, Sep 25 Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale, Dec 3 - 10 Come, Visit, Enjoy	----- Jan 28 Mar 25 Jun10 Aug 1 Sep 26 Oct 17 Dec 11	Jan 28 Mar 25 Jun 10 Aug 1 Sep 26 Oct 17 Dec 11 See 2023 schedule	

Thompson Park 520/Everett Rd	Come, Visit, Enjoy Summer Camps/Swim, Mar 6 on sale Creative Arts & Music Festival, May 7	----- Jan 28 Apr 1	Jan 28 Apr 1 May 8	
411-Dan Bisti Bill Vaughn Matt Coleman	Volunteer With Us! Monmouth County Fair, July 27-31 Tee Up With Us! Thompson Park Day, Oct 16 Creative Arts Center Exhibit & Sale, Dec 3-10 Volunteer With Us!	May 8 Jun 10 Jun 10 Aug 1 Aug 1 Sep 9 Sep 9 Oct 17 Oct 17 Dec 11	Jun 10 Aug 1 Sep 9 Oct 17 Dec 11 Dec 11 See 2023 schedule	

December 2021

APPENDIX F

2022 Park System Radio Advertising

The Park System utilizes the following radio stations when advertising for the Monmouth County Fair each July.

Fall 2021 Nielsen Audio Quarterly Report (Updated 1/10/22)

12+ Population: 1,049,400

Totals are persons 12+, Monday-Sunday, 6 a.m.-midnight

Station	Spr 20	Fall 20	Spr 21	Fall 21	Format	Owner
WKMK-FM	4.3	2.2	4.1	4.1	Country	Press Communications
WRAT-FM	2.9	2.3	2.6	2.7	Rock	Beasley Media
WOBM-FM	3.7	2.1	2.8	2.2	AC	Townsquare Media
WJLK-FM	3.0	4.0	3.1	2.7	Hot AC	Townsquare Media
WWZY-FM	3.2	3.1	2.7	2.8	Classic Rock	Press Communications
WJRZ-FM	1.4	2.6	1.5	1.7	Classic Hits	Beasley Media
WCHR-FM	2.1	2.1	2.6	2.3	Classic Rock	Townsquare Media
WBBO-FM	0.9	1.2	1.6	1.4	CHR	Press Communications
WKTU-FM	1.3	1.1	1.7	N/A	Hot AC	iHeartMedia
WOBM-AM	0.5	0.2	0.9	1.6	Oldies	Townsquare Media
WWPR-FM	0.8	1.5	1.4	N/A	Urban	iHeartMedia
WHTG-AM	0.8	0.3	0.6	0.4	Oldies	Press Communications

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