



LMT Parks and Recreation

Marketing and Community Relations Plan

Lower Makefield Township
Parks and Recreation
Marketing and Community Relations Plan

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Summary

In order to foster productive relationships with the Lower Makefield Township Community, Lower Makefield Township Parks and Recreation Department has developed a Marketing and Community Relations plan. This plan has been designed to create a strategy for all external communications for the Lower Makefield Township Parks and Recreation Department. Due to the ever-changing dynamics of communication tools, this document should be reviewed annually.

All marketing and community relation efforts will be created to meet the needs of the Parks and Recreation vision of **cultivating health, happiness and community**.

Goals:

- Create a key message that is shared with the public in a united voice.
- Continue to manage transparency.
- Provide timely information to residents and community partners.
- Develop and maintain a positive relationship with the community.
- Gain community support and engagement for future projects.
- Promote special events and upcoming programming.
- Communicate emergency information.
- Spread awareness of the Township's available amenities, resources, and services.
- Highlight features of the Township that make Lower Makefield a great place to live, work and play.
- Further support the Lower Makefield Township Parks and Recreation Mission.

Mission:

HEALTH: Improve physical health, mental health and overall quality of life by offering safe and accessible facilities and open space.

ENVIRONMENT: Act as environmental stewards through responsible use of the natural environment to protect and maintain Parks and Recreation assets.

COMMUNITY: Create opportunities for the community to connect through a wide variety of partnerships, programs, events and classes.

Community Profile

1.0 Overview

Since the 2003 Master Plan Update, many changes have taken place. Even though population growth has leveled off, there has been continued land development activity within the Township. To help understand the current situation, and possible directions for the future, some existing conditions and characteristics relative to the Township have been examined.

These findings include:

- The Township is past the major development phases of previous decades.
 - Following significant population increases in each of the previous three decades (increases of 17.2 percent from 1970 to 1980; 44.6 percent from 1980 to 1990; and 30.3 percent from 1990 to 2000), the Township's population declined by 0.4 percent from 2000 to 2010. However, that decline reversed between 2010 and 2017 when the population increased slightly by 0.2 percent. According to U.S. Census data, the Township had fewer residents in 2017 (32,621) compared to 2000 (32,681).
 - After several decades of double-digit growth in the number of housing units in the Township, housing growth slowed considerably, increasing by only 2.1 percent from 2000 to 2010, and by 2.5 percent from 2010 to 2017. → The Township is nearly developed with little suitable land remaining for new larger-scale construction.
- The Township's population is aging.
 - Between 2000 and 2017, the number of individuals between the ages of 55 and 64 increased by slightly greater than 6.5 percent, which is more than any other age set. Residents aged 55 years and older make up one-third of the Township's population.
 - Middle-aged residents between the ages of 35 to 54 years, make up almost a third of the Township's population. School-aged children, ages 5 to 17 years, represent almost a fifth of the Township population.
- The Township has high levels of educational attainment and higher than average median household incomes.
 - Lower Makefield has higher rates of postsecondary education attainment than any surrounding municipality. In 2017, slightly more than 67 percent of Township residents had earned a bachelor's degree or higher, with 32 percent having earned a graduate degree or higher.

- In 2017, the Township’s median household income was \$139,808. This is higher than that for the county, as well as all surrounding municipalities except for Upper Makefield. This figure suggests a strong correlation between Township residents’ high education levels and types of employment.
- The Township has expanded and enhanced park and recreation lands and facilities. There have been major additions to the Township’s park and recreation system including:
 - Memorial Park, which features the Garden of Reflection memorial and various playgrounds, athletic, and recreation facilities
 - Lower Makefield Township Dog Park located off of Heacock Road
 - Lower Makefield Township Community Center along Oxford Valley Road.

[\(Lower Makefield Township 2019 Master Plan\)](#)

2.0 Demographics

2.1 General Statistics

(Data provided from US Census)

- Population: 32,662
- Median Age: 47
- Median Income: \$139,808
- Marital Status: 67% married, 33% single
- Number of Households: 12,007
- Average Persons Per Household: 2.7
- High school graduate or higher (25 and above): 97.6%
- Bachelor’s Degree or higher (25 years and above): 70.6%

2.2 Age

The Township’s population has been aging, and this trend can be expected to continue. The median age in the Township has been edging steadily upward, from 33.7 years in 1970, to 46.1 years in 2017– almost a full 13-year increase. The median age in Bucks County as of 2017 was somewhat lower, at 43.6 years. As the Township’s population continues to age, the demand for specialized services, facilities, and housing for the elderly will likely heighten.

The upward momentum in the Township’s age distribution reflects the number of baby boomers, members of the massive post-war generation born between 1946 and 1964, along with notable gains in the 65-and-older population. At the same time, the share of

young adults has been diminishing. From 2000 to 2010, the Township saw a decrease in the number of young adults between the ages of 18 and 34 years. This decrease is consistent with regional trends and is known as the “Brain Drain”– the trend of young professionals moving to other areas that offer more options for employment and housing.

In 2017, adults in the 35-to-54 age bracket formed the largest segment, about one-third, of the Township’s adult population. Children, between the ages of 5 and 17 accounted for 19 percent of the population, and adults between the ages of 55 and 64 represented 16.7 percent of the population, while seniors age 65 and up accounted for 16.5 percent of the population.

Residents aged 55 years and older make up 33 percent of the Township’s population. Middle-aged residents aged 35 to 54 decreased by 4 percent from 2010 to 2017, while the 55-to-64 age group increased by almost 2 percent. (Lower Makefield Township 2019 Master Plan)

Table 1

Change in Age Distribution in Lower Makefield, 2000–2017

Age	2000		2010		2017	
	Number	Percent	Number	Percent	Number	Percent
Under 5 years	2,457	7.5	1,645	5.1	1,374	4.2
5-17 years	6,560	20.1	6,841	21.0	6,191	19.0
18-34 years	4,929	15.1	4,063	12.5	4,598	14.1
35-54 years	12,060	36.9	10,914	33.5	9,621	29.5
55-64 years	3,292	10.1	4,813	14.8	5,459	16.7
65-74 years	2,017	6.2	2,380	7.3	3,399	10.4
75 years and over	1,366	4.2	1,903	5.8	1,979	6.1
Total	32,681	100.0	32,559	100.0	32,621	100.0

Source: U.S. Census, 2000, 2010.

American Community Survey, 2013-2017 5-year estimates.

Under 5 years: This group would participate in tot programs, utilize our playgrounds and in strollers. Those in this age are likely to use our trail system accompanied by an adult.

6 to 12 years: This group represents a significant portion of our youth programming.

10-14 years: This group represents a portion of our youth programming but have been identified separately because they have become tweens and have different needs than both the youth group and the teen group.

15 to 24 years: This group represents teen/young adult program participants moving out of the youth programs and into adult programs. Members of this age group are often seasonal employment seekers.

25 to 34 years: This group represents involvement in adult programs with characteristics of beginning long-term relationships and establishing families.

35 to 54 years: This group represents users of a wide range of adult programs and park facilities. Their characteristics extend from having children using youth programs to becoming empty nesters.

55 to 65 years plus: This group represents users of older adult programs exhibiting the characteristics of approaching retirement or already retired and typically enjoying grandchildren. This group generally also ranges from very healthy, active seniors to more physically inactive seniors. This group can be considered a pre-senior and may or may not want to be active in senior programming.

65 and older: This group will likely be retired or approaching retirement. This group may consider taking part in senior trips or activities and could also be enjoying grandchildren. They may be taking their grandchildren to parks throughout the day and to some Parks and Recreation programming.

2.3 Race and Hispanic Origin

- White: 88.5%
- Black or African American: 4%
- American Indian and Alaska Native: .02%
- Asian: 4.6%
- Two or more races: 2%
- Hispanic or Latino: 5%

The population of Lower Makefield was mostly white and native-born as of the 2013-2017 American Community Survey 5-Year Estimates. The share of white Township residents was 88.5 percent, and native-born residents numbered 92.1 percent. The population was 50.9 percent female and 49.1 percent male.

The largest single minority group was Hispanics (of any race), who represented 5.0 percent of the population. African Americans represented 4.0 percent of the population, and Asian, 4.6 percent. Approximately 2 percent of residents identified as two or more races. The percentages of minorities increased slightly between 2010 and 2017. (Lower Makefield Township 2019 Master Plan)

2.4 Social and Economic Characteristics

According to the 2013-2017 American Community Survey 5-Year Estimates, Township residents had incomes and levels of educational attainment that were among the highest in the county, the median (half are higher, half lower) household income was \$139,808. This is higher than that for the county, as well as all surrounding municipalities except for Upper Makefield. Almost 97 percent of residents were at least high school graduates, and 67.1 percent held bachelor's degrees or higher. Almost a third of residents (32.3 percent), aged 25 and over, hold graduate degrees or higher. This is more than double the county average of 14.2 percent. Table 2 shows median household income for Lower Makefield, nearby municipalities and the county. Table 3 shows education attainment rates for residents in Lower Makefield, nearby municipalities and Bucks County.

Table 2

Median Income in Lower Makefield and Surrounding Municipalities, 2010-2017

Municipality	2010 Median Household Income	2017 Median Household Income	2010-2017 Percent Change
Lower Makefield Township	\$121,260	\$139,808	15.3
Falls Township	\$62,799	\$70,000	11.5
Middletown Township	\$78,861	\$85,136	8
Morrisville Borough	\$50,980	\$68,214	33.8
Newtown Township	\$107,430	\$114,319	6.4
Tullytown Borough	\$50,677	\$64,250	26.8
Upper Makefield Township	\$155,221	\$152,981	-1.4
Yardley Borough	\$71,360	\$82,614	15.8
Bucks County	\$74,828	\$82,031	9.6

Source: U.S. Census, 2010. American Community Survey, 2013-2017 5-year estimates

Table 3

***Educational Attainment of Residents in
Lower Makefield and Surrounding Municipalities, 2017***

Educational Attainment	Lower Makefield Township	Falls Township	Middletown Township	Morrisville Borough	Newtown Township	Tullytown Borough	Upper Makefield Township	Yardley Borough	Bucks County
High school graduate or higher	96.6%	91.8%	94.2%	93.0%	96.8%	92.7%	96.0%	98.2%	93.3%
Associate's degree or higher	71.7%	28.9%	46.0%	42.1%	66.2%	17.3%	69.9%	69.0%	44.2%
Bachelor's degree or higher	67.1%	21.2%	37.9%	32.8%	60.5%	13.4%	63.8%	60.6%	37.2%
Graduate degree or higher	32.3%	6.1%	13.9%	10.4%	24.4%	2.6%	29.6%	28.7%	14.2%

Source: American Community Survey, 2013-2017 5- year estimates.

Marketing

1.0 Overview

This document will outline the strategies that Lower Makefield Township's Parks and Recreation Department utilizes to continuously advance the department's vision of "cultivating health, happiness, and community." The department provides a wide array of programs, special events, activities, and summer camps that are designed to bring the community together, promote wellness and a high quality of life. This plan details opportunities for the Parks and Recreation Department to showcase these efforts. This plan will be used to continually ensure that the department is enhancing the community and engaging the residents of Lower Makefield. Marketing and Community Relations allows the department to gain an understanding of Township needs, create innovative programming, and provide unique resources to the Township.

2.0 Market Strategy

Due to the demographic makeup of the Township, it is imperative to utilize a diversified marketing mix to provide messaging that will attract all residents. The Park and Recreation Department utilizes several marketing strategies to convey information and promote upcoming programming and events. In addition, the Township will have to utilize numerous marketing channels to aid in delivering messaging for all events, programs activities and facilities.

3.0 Marketing Template

The Parks and Recreation Department utilizes a template to outline the marketing techniques and timeline for each program. This template will be used to establish a record of successful marketing strategies for the department. A sample of the pool marketing template can be found in Appendix B.

4.0 Marketing Channels

Marketing channels provide the parks and recreation department with methods to communicate key information about upcoming programs, community initiatives, and special events. These channels are specific to the Parks and Recreation department. All marketing channel communication requires final approval from the Parks and Recreation Director before publication. Appendix A lists all Lower Makefield Parks and Recreation marketing channels.

4.1 Print and Television Media

Lower Makefield Township maintains a relationship with local news and television channels to provide information about the Parks System. News Releases will be produced in the Parks and Recreation Department and must be approved by the director before their release.

4.2 Press Releases

The Director of Parks and Recreations and/or Operations Manager are responsible for writing all press releases and ensuring they get distributed to the appropriate channels. These releases are used to send formalized messaging and to spread awareness of special interest projects and large events taking place in the Township.

4.3 Social Media

The Township uses Instagram, Facebook, LinkedIn, YouTube, and Twitter to get information out about programs, classes and events. Social media can also be used as an interactive experience during events and programs. In addition, to make the social media experience more unified the Township uses the social media management tool Hootsuite for a streamlined experience and reporting. For a report of social media usage please see Appendix F.



4.4 Website

Our lmt.org website is a “catch all” for all information regarding Parks and Recreation, programming, future planning, parks and facilities, leagues, etc... It is also the home of all of our media releases.

4.5 Banners and Signs

The Township uses banners and signs throughout the Township for various events to include Veterans Day, pool opening and registration, hiring, community day, etc.

4.6 Mailers/Newsletters

Newsletters are produced quarterly using Hometown Press, these newsletters cover Township news.

5.0 Evaluation Criteria and Methods

Both quantitative and qualitative methods will be used to determine the effectiveness of methods used to evaluate the marketing efforts of the Parks and Recreation department. These methods include:

- Asking for direct feedback from community members.
- Utilizing the registration software, the department will monitor the number of registrations for specific programs to help gauge community interest.
- Sending follow-up emails to active community members to provide feedback on programming and services offered by the department.

5.1 Qualitative Evaluation

Qualitative evaluation measures the quality of marketing programs, marketing through general feedback from residents, participants, providers and staff this can be done through surveys, email, phone or in person conversations. In order to measure our marketing, we will be asking marketing specific questions on the phone, during registration and after events.

5.1.1 After Action Report

At the conclusion of every event and program, an after-action report will be mailed to vendors, partners, and all who had stake in the event. This report will serve to gain direct feedback on the successes of the event and offer a way for partners to communicate what could have been better. Appendix D details this report.

5.2 Quantitative Evaluation

Quantitative Evaluation is numerical measure of marketing programs. We will be using registration reports and analytics to measure success of a campaign.

5.2.1 Registration Numbers

The registration software, Community Pass, gives the department access to up to date information on registered participants for programs and events. These numbers are utilized for programs such as instructor led classes, summer camp, and the Pool.

5.2.2 Analytics from Social Media Platforms

The Parks and Recreation Department monitors the insights and analytics of all social media platforms. As displayed in Chapter 1 Section 7, these analytics are utilized to aid in better understanding for marketing efforts for the Township's residents.

Community Relations

1.0 Overview

Bringing the community together is one pillar of the Lower Makefield Township Parks and Recreation Mission Statement. This emphasizes how important community interaction and developing relationships with department partners and residents is imperative to the success of the Parks and Recreation Department. This Community Relations Plan demonstrates how Lower Makefield will bring the community together in play but also how it will include the community in the decision-making process pertaining to the future of the Parks and Recreation Department. These efforts are aided by local community partners. This chapter will detail some of these partnerships and interactions the department has with local community organizations.

2.0 Community Relations Goals

All community relation efforts will be created to achieve the following goals:

- Provide accurate information
- Establish rapport amongst community members
- Encourage community participation
- Sustain a proactive vs reactive response to community needs
- Engage stakeholders

3.0 Community Partners

Lower Makefield Township's Parks and Recreation department currently holds several partnerships with community organizations, recreation leagues, local schools, youth clubs, and local organizations. A few of these relationships are as follows:

3.1 Boy and Girl Scouts

Lower Makefield Township Park and Recreation assists the local Boy and Girl Scout troops with their programming needs and community service projects. The Park and Recreation department has assisted the Local Boy Scouts of America Troop with projects that have aided in the beautification and functionality of local parks. The department encourages these service initiatives and advises the scouts through the planning and execution of the project.

3.2 LMT Seniors

The Seniors of Lower Makefield established an organization comprised of residents who are 55 years of age or older. The Lower Makefield Township Seniors home base is located at the Township Community Center. The Lower Makefield Township Seniors submit an annual schedule of meetings, activities, and programs at the beginning of each year.

3.3 Sport Leagues

Lower Makefield Township maintains partnerships with local sport leagues from both inside and outside of the Township. These leagues offer most of the athletic programming within the Township while the Parks and Recreation Department provide facilities for them to operate. League heads report to the Park and Recreation Advisory Board monthly in order to keep the board updated with their progress through the year. Sports league heads also meet regularly with the Director of Parks and Recreation and the Chair of the Park and Recreation Advisory Board do discuss upcoming projects, programming, partnerships and field maintenance and scheduling.

3.4 Township Boards

While the Parks and Recreation Department has Advisory Board of 7 members there are several Township volunteer boards who work close with the Parks and Recreation Department for a variety of projects. These boards report to and advise the Township elected officials the Board of Supervisors.

3.5 Schools

The Parks and Recreation department partners with the local public and private school districts to provide programming and activities to school aged children. The school district assists the department with outreach and engagement for school age children and their guardians.

3.6 Religious Organizations

Local religious affiliated institutions, such as churches, partner with the Parks and Recreation Department in a variety of ways. These organizations often provide volunteers and various other resources to the Parks and Recreation department.

3.7 Friends groups

Friends groups and organizations that support the Parks department are important to the success of the department. Specifically, the Friends of 5 Mile Woods, The Veterans Committee and the 9/11 Memorial Foundation aid and the maintenance and upkeep of the park system. These groups are formed by volunteers and have

written policies about how they operate. These volunteers do a variety of clean up projects, fund raising and education about the various park facilities.

3.8 Local Businesses

Local businesses of Lower Makefield often partner with the Parks and Recreation Department to provide donations and resources for department programming and events. The department partners with several of the Township's grocery stores, restaurants, law firms, real estate agents, and healthcare providers.

3.9 Internal Partners

It is imperative that the Parks and Recreation Department functions collaboratively with the other departments of the Township. Open communication is most important. This includes Administration, Police, Fire, EMT, Finance, Planning and Zoning, Public Works.

3.9 Other Partners

There are so many people in this community that help the Parks and Recreation department run efficiently and effectively.

4.0 Volunteers

Lower Makefield Township utilizes volunteers to help put on events and services for the community. The Parks and Recreation department has a detailed list of individuals names for single day and extended commitment volunteers. Functions of volunteer use various form cleaning Township parks, serving on the 9-11 Memorial Committee, and other events the Township hosts to better the community. Volunteers who are used for committees and other important events are used more extensively throughout the year. Please refer to the Lower Makefield Township Parks and Recreation Volunteer Manual for more information.

5.0 Sponsorship Policy

The Parks and Recreation Department gains sponsorship and donations from local community business. An updated Sponsorship Policy can be found on the Lower Makefield Township Website www.lmt.org.

Appendix A: Marketing Distribution Recommendations

Channel	Schedule	Description
Newsletter	Newsletters are published quarterly.	<ul style="list-style-type: none"> • The Parks and Recreation department’s staff author a section of the newsletter that educates residents and highlights projects and services taking place in LMT • Over 12,000 are mailed to LMT homeowners, pool members, business owners
Cable Channel Only Broadcasted to Local TVs Verizon- Channel 20 Comcast- Channel 22	Daily	<ul style="list-style-type: none"> • The Parks and Recreation department broadcasts important flyers and information • Used to provide important information to LMT residents who cannot attend meetings in person or receive the information elsewhere
Township Website	As needed	<ul style="list-style-type: none"> • Individuals seeking more information • The website has the most up to date information • Used to adhere to the cohesive nature of LMT and provide information about the Parks and Recreation department in the same location as other Township services
Press Releases	As needed	<ul style="list-style-type: none"> • Members of the media • The Director of Parks and Recreations and/or Operations Manager are responsible for writing all press releases and ensuring they get distributed to the appropriate channels • Used to send formalized messaging to spread awareness of special interest projects and large events
Community Pass	Continuous	<ul style="list-style-type: none"> • Residents of LMT and those interested in participating in our events and programming

		<ul style="list-style-type: none"> • Registration software used for programming. Used as a registration software for the Parks and Recreation department. Allows residents to sign up for upcoming programs and membership
Email	As needed	<ul style="list-style-type: none"> • Used to gather feedback from community members, send formalized messaging to the public, and inform LMT about upcoming programs and services.
Public Meetings	Scheduled Monthly	<ul style="list-style-type: none"> • Business owners, amenity users, community partners, bordering municipalities • These meetings are used to gather feedback from community members and conduct business among board members
Paid Advertising	Continuous	<ul style="list-style-type: none"> • LMT residents and those in surrounding communities interested in our programming • Paid advertisements are worked on with vendor Melisa Charry. She is responsible for providing graphics. • Used to promote LMT events, programs, and services
Flyers, Banners, Signs, Posters, Etc.	Continuous	<ul style="list-style-type: none"> • LMT residents and those in surrounding communities interested in our programming • Content designed by vendor Melisa Charry • Used to promote LMT events, programs, and services
Social Media	2 to5 times weekly depending on the platform.	<ul style="list-style-type: none"> • The software Hootsuite is utilized to distribute information to the Parks and Recreation’s social media accounts. • Used to provide quick awareness and spread information rapidly about emergency preparedness announcements, upcoming meetings, and programming.

Appendix B: Pool Marketing Plan

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	January		February		March		April		May		June		July			Total Expense			
2	Expense	Occurance	Expense	Occurance	Expense	Occurance	Expense	Occurance	Expense	Occurance	Expense	Occurance	Expense	Occurance					
3	Social Media																		
4	Google				\$100	2000	\$100	2000	\$200	4000	\$200	2000	\$100	2000		\$700			
5	Facebook		\$50	1000	\$50	1000	\$50	1000	\$50	1000	\$50	1000	\$50	1000		\$300			
6	Print																		
7	Courier				\$3,180											\$3,180			
8	Times Publishing	\$668					\$668									\$1,336			
9	Highway																		
10	Banner				\$500											\$500			
11	Mail																		
12	News Letter	\$1,000	12,000				\$0	12000					\$0	12000		\$1,000			
13	Post Card				\$500	12000										\$500			
14	Total																\$7,516		
15																			
16	PUBLIC Relations																		
17	Press Releases			1		1		1		1		1		1					
18	Social Media Posts																		
19	Linked In			1		1		1		1		1		1					
20	Township Facebook		2		4		4		4		4		4		4		4		4
21	Twitter		2		4		4		4		4		4		4		4		4
22	Instagram					8		8		8		8		8		8		8	
23	P&R Facebook			8		8		8		8		8		8		8		8	
24	Constant Contact																		
25	Park and Recreation		1			1				1				1					1
26	Pool Specific		1		1		1		1		3		4		4		4		4

Appendix C: User Groups Defined



League

Nonprofit
 Defined Board
 Self-Insured
 Priority space registration through P & R
 P & does field maintenance, trash removal, purchases some equipment, maintenance of structures on site
 League schedules practices and games
 League purchases equipment and does additional maintenance
 League tournaments are scheduled separately
 Fee billed to the league/ league charges athletes
 Park and Recreation Fees
 Resident \$15
 Non-Resident \$36
 Examples: PPA, YMS, LMFA, YM Tennis

Membership

Nonprofit
 Defined Board
 Self-Insured
 Priority space reservation with P & R
 P & R provides administrative assistance, facilities maintenance, trash removal, event set-up and tear down, facility scheduling per activity
 P & R provides some equipment as needed. Membership group provides any additional equipment/ schedules instructors and trips manages membership
 Events are scheduled at a priority and P & R uses remaining facility space for programming
 Fee Billed to group/ group charges members
 Parks and Recreation Fees
 Residents \$15
 Non-Residents \$20
 Example: LMT Seniors

Parks and Recreation Membership

Run completely by Park and Recreation
 Examples: Dog Park, the POOL at LMT
 Fee paid to P & R by the user

Parks and Recreation User Groups

A more extensive list can be found online at www.lmt.org

Club

All clubs run through Parks and Recreation via volunteers
 25 or more people with similar interest create a defined time to allow scheduled meetups for registrants both residents and nonresidents
 No coaching or competition
 Township Insured
 Space reserved to allow meetup time and resident free play
 P & R provides admin support for meetup group and registration

Fee paid directly to P & R

Proposed annual Parks and Recreation Fee

Resident \$25

Non-Resident \$36

Example: Pickle Ball

Free Club

25 residents or more similar interest
 No coaching, competition, or charge
 Space when available, no priority given
 No or minimal P & R Maintenance
 Example: Walking Club, French Club, Youth Committee
 Parks and Recreation fee
 Free

Community Center Users (Permit)

Split into two categories:

1. Long term rentals: Non-Profit groups who would like to lock in rates for two years. Rentals can be once a week, once a month, twice a month, etc.

2. One-time rentals: Can be any community group that uses the facility on an as needed and as available basis

Pavilion Users (Permit)

Any Resident who would like to hold a function at our pavilion.

Examples: Birthday parties, reunions, end of season celebrations, cooperate gatherings

Fee paid to P & R by the user

Field/Court Users (Permit)

Sports fields are used by our leagues who have priority and may schedule tournaments. In some instances, we use the fields when they are not in use by the leagues for other events.

Permits issued by the Parks & Recreation department

Examples: Tournaments, Company gatherings, Family reunions, charity events

Fee paid to P & R by the user



Programs

Programs offered through contracted instructors and local professionals
 Instructors are self-insured
 Participants register directly through P & R
 Fees determined based on instructor needs
 Parks and recreation captures 25% of revenue
 Examples: Yoga, Zumba, Painting, cooking classes, Acting

Shows and Events

Run through the P & R department utilizing volunteers
 Free or minimal cost to cover expenses
 Examples: Eveline Play, Comedy Show, First Fridays, Open House

Appendix D: After Action Report

After Action Report
Department of Parks and Recreation
Lower Makefield Township

Event Name:

Date of Event:

Please give a brief summary of the event:

What went well?

What could be done differently?

Do you have any specific comments about the following areas:

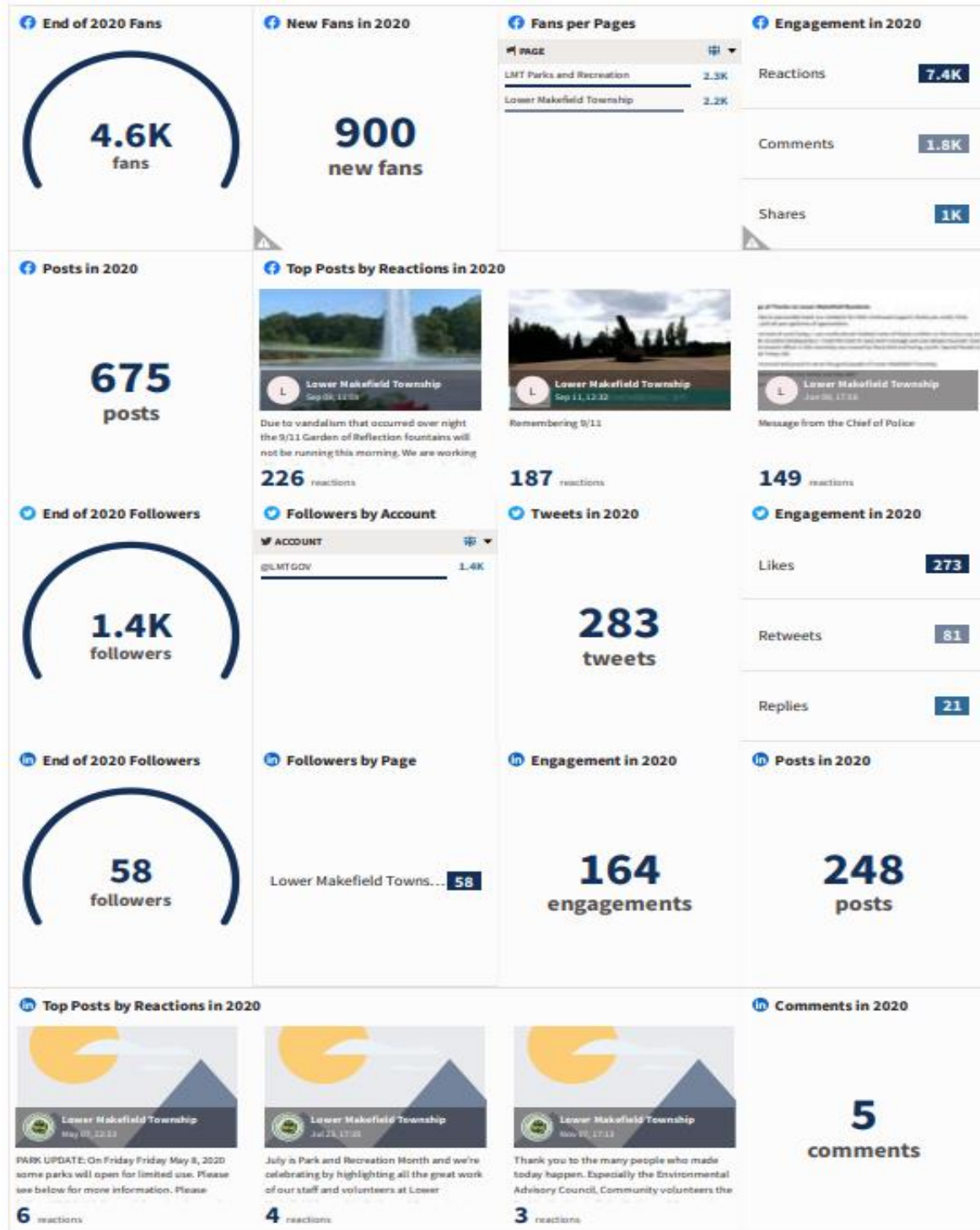
- Parking
- Entertainment
- Security
- Food/ Concessions

Additional Notes:

Name: _____

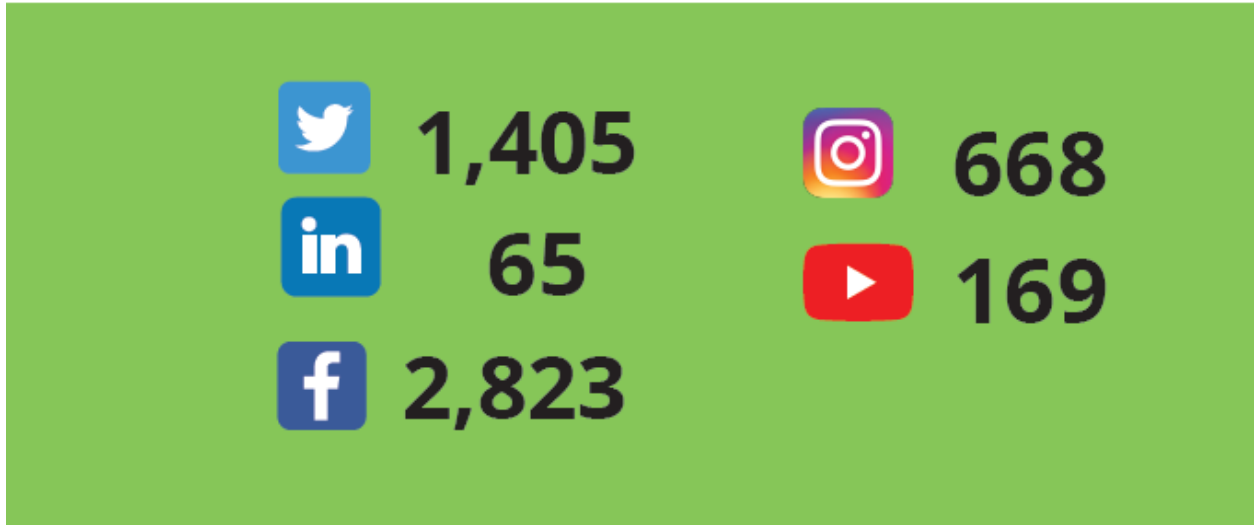
Date: _____

Appendix E: Hootsuite 2020 year in review



Appendix F: Social Audience

Followers and Subscribers

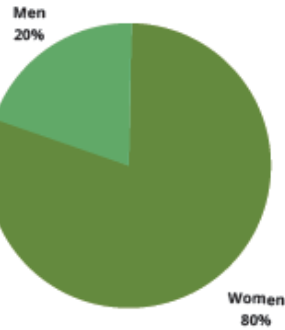
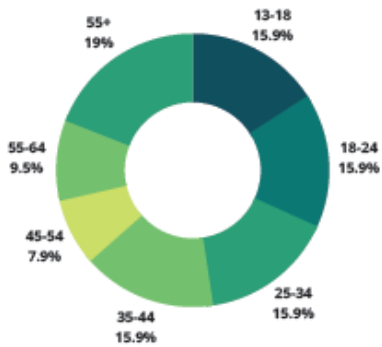


LMT Parks and Recreation

Facebook

Data from 3/23/2020

Age Range



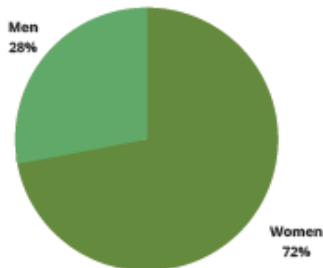
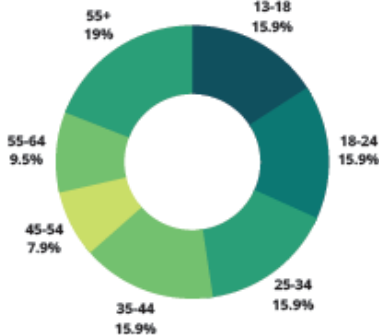
Top Locations

Yardley, PA	1.2K
Newtown, PA	161
Philadelphia, PA	136
Levittown, PA	135
Morrisville, PA	126

Instagram

Data from 3/23/2020

Age Range



Top Locations

Location	Cities	Countries
Yardley	56.9%	
Newtown, Bucks County	6.6%	
Philadelphia	6.3%	
Levittown	4.4%	
Morrisville	3.9%	

Appendix G: 2019 Parks and Recreation Website Analytics

Pages

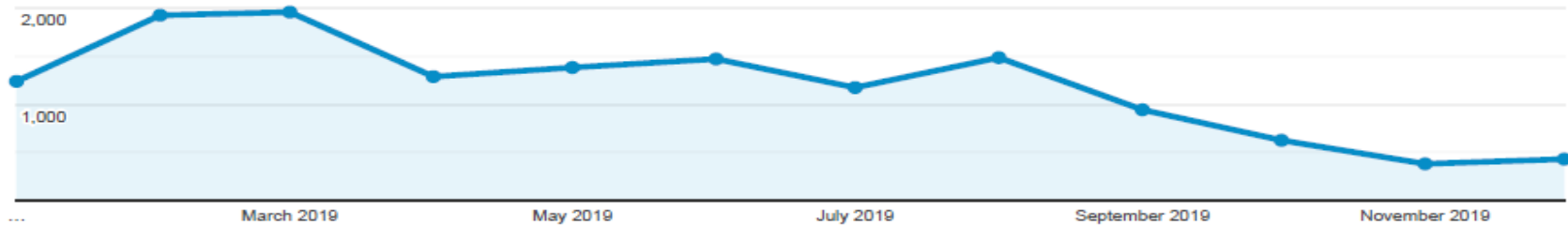
ALL » PAGE: /government/departments/parks-recreation/

Jan 1, 2019 - Dec 31, 2019

All Users
5.23% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	14,306 % of Total: 5.23% (273,357)	10,620 % of Total: 4.76% (223,237)	00:01:00 Avg for View: 00:01:33 (-35.05%)	7,047 % of Total: 5.44% (129,511)	44.17% Avg for View: 58.31% (-24.24%)	39.89% Avg for View: 47.38% (-15.81%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /government/departments/parks-recreation/	14,306 (100.00%)	10,620 (100.00%)	00:01:00	7,047 (100.00%)	44.17%	39.89%	\$0.00 (0.00%)

Appendix H: 2019 Pool Website Analytics

Pages

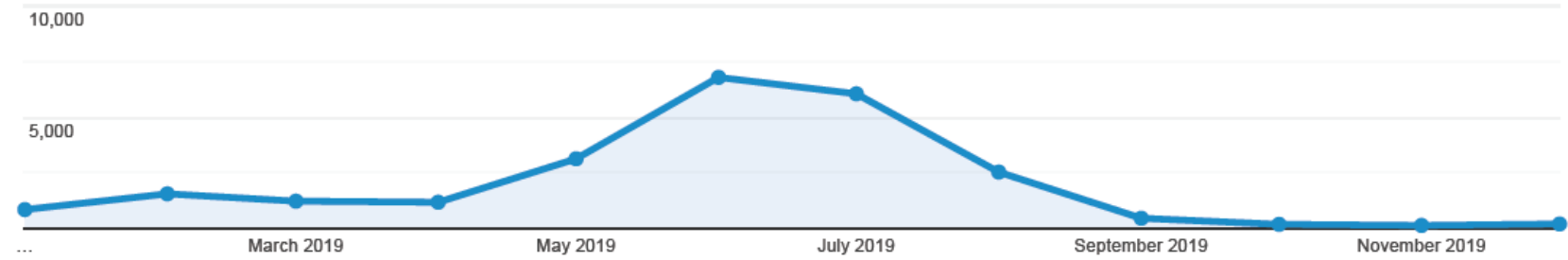
ALL » PAGE: /community/the-pool-at-lmt-2/

Jan 1, 2019 - Dec 31, 2019

All Users
8.87% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	24,247 % of Total: 8.87% (273,357)	20,977 % of Total: 9.40% (223,237)	00:03:29 Avg for View: 00:01:33 (124.79%)	17,220 % of Total: 13.30% (129,511)	81.90% Avg for View: 58.31% (40.46%)	76.80% Avg for View: 47.38% (62.10%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /community/the-pool-at-lmt-2/	24,247 (100.00%)	20,977 (100.00%)	00:03:29	17,220 (100.00%)	81.90%	76.80%	\$0.00 (0.00%)