

April 9, 2013 - Regular Meeting
Agenda Item #30

APPROVED IN OPEN SESSION April 9, 2013
BOARD OF COUNTY COMMISSIONERS, MANATEE COUNTY

Subject

Marketing G.T. Bray Recreation Memberships

Briefings

None

Contact and/or Presenter Information

Presenter: Carolyn Angiolillo, Recreation Division Manager, Ext. 6008

Contact: Cynthia Gray, Sr. Administrative Specialist, Ext. 6002

Action Requested

Motion to authorize the creation of a Give-Away Package of current programs/activities to use as a marketing tool to increase memberships at the G.T. Bray Recreation Center.

Enabling/Regulating Authority

Florida Statutes 125.01(1)(f) and Manatee County Code 2-24-12

Background Discussion

The Parks and Recreation Department is working with ITI Marketing, Inc., in an effort to increase the number of G.T. Bray Recreation Center Members.

In this effort, ITI Marketing will be contacting all households within a 7-mile radius of the G.T. Bray Recreation Center through email to market the G.T. Bray Recreation Center Membership.

Through this email, ITI Marketing will advertise a Give-Away Package on their website in an effort to build a data base for the Parks and Recreation Department to utilize to increase G.T. Bray Recreation Center memberships.

The Give-Away will consist of two or more G.T. Bray Recreation Center programs/activities, valued at approximately \$600 +/-, which an individual will be able to "enter to win" when submitting their household information.

The Give-Away will be advertised for three months and, after that time, an individual will be chosen as a winner.

We are recommending approval to give the Parks Director authorization to create a package from two or more existing programs/activities to combine into a giveaway which will be offered by an outside marketing firm in an effort to increase recreation memberships.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

Please return a copy of the approved agenda to Cynthia Gray (cynthia.gray@mymanatee.org), Parks and Recreation Department. Sent via email 4/18/13 (vj)

Cost and Funds Source Account Number and Name

Estimated Cost of Give-Away Package: \$600 +/- Fund Source: 0010013000 Recreation Center

Amount and Frequency of Recurring Costs

None