



Date: 6/3/2019 **Updated:** 12/31/2022 **Date To Be Reviewed:** Annual – 12/31/2023

Title of Document: 3.4.2 LOPR_Marketing & Community Relations Plan
Location Reference

The 3.4.3 LOPR_Marketing & Community Relations Plan includes the Community Relations Plan as Section 6, beginning on page 46. Section 6 outlines the key public relations messages, community relations objectives, strategies, and actions (both internal and external.)

The City of Lake Oswego also created a Citywide Communications and Engagement Strategy (2022) to ensure City communications to the community align with Council Goals, City Strategic Plans, and Community Vision. 3.4.2.A LOPR Citywide Communications and Engagement Strategy provides details about the strategy and actions accomplished throughout the year.

addresses how LOPR markets its offers and communicates and engages with the community. It specifically addresses market assessment, segmenting, strategic focus, branding, objectives and goals, methods and mix, and evaluation criteria.

Files found in Parks Policies & Procedures (PP&P) related to the Marketing and Community Relations Plan include:

3.4.1 LOPR_Public Information and Community Relations Responsibility

3.4.2.A LOPR Citywide Communications and Engagement Strategy

3.4.3 LOPR_Marketing & Community Relations Plan 2016-2025 (also covers 3.4.2 and 3.4.3.1) – Community Relations Plan is Section 6, beginning on page 46.

3.4.3.A LOPR_Sponsorship Policy

3.4.3.B LOPR_Sponsorship Agreements Guidelines

3.4.3.C LOPR_Banner Policy

3.4.3.2 LOPR_City of LO Social Media Posting Policy

3.4.3.2.A LOPR_City of LO Social Media Guidelines & Best Practices