



**LAKE OSWEGO ACTIVITY AND MARKETING PLANNING WORKSHEET**

ACTIVITY TITLE: LOPR Team Building (Pickleball)

PROGRAM PLANNER NAME: Heidi / Anthony DIVISION: Sports

**PRE-CHECKLIST OF PROGRAM DETERMINANTS - CIRCLE YES/NO NEXT TO DETERMINANT QUESTION**

1. Follows concepts of play and leisure?  YES  NO  
 Provides individual growth and development  
 Supports creativity and self-enhancement  
 Is a purposeful and wholesome activity  
 Improves quality of life  
 Brings joy, excitement, challenge or involves stewardship of the land
2. Aligns with LOPR Philosophy?  YES  NO  
 Follows LOPR Mission, and Values statements  
 Meets Rec Strategic Program Goals  
 Meets Living Well in LO Powered by Parks & Recreation health initiative goals
3. Meets Community Needs, Desires and Outcomes?  YES  NO  
 Health and Wellness  
 Human Development  
 Connection with Nature  
 Recreation Experience
4. Analyzed the market to create a community centered culture?  YES  NO  
 Participant Involvement in program design and offer  
 Serves a unique or underserved population  
 Enhances local business offers  
 Entry level offering at conceptual level  
 Not a duplicated service within the Department
5. Ensure Available Resources?  YES  NO  
 Meets cost recovery model guidelines  
 Meets E:R guidelines  
 Meets existing on-call hourly requirements or vendor contract guidelines
6. Design/Plan Service-Activity?  YES  NO  
 Use of one or more Program Planning Tools:
  - Programming 101 Cheat-sheet to ensure correct GL codes, fee charges, and activity categories are correct in Active Net
  - Program & Marketing Plan (this doc)
  - Activity Fee Calculators, Employee or Contractor led, Adult or Youth  
 Location selection determined by advantages, needs and availability
7. Implement the Service/Activity?  YES  NO
8. Offer opportunities for evaluation and input?  YES  NO  
 Use budget calculator after delivery to check financial outcome  
 Conduct evaluation using Customer Excellence program
9. Make adjustments  YES  NO  
 Conduct analysis with a post activity success checklist

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DESCRIPTION, GOAL AND OBJECTIVE:  
 (Check determinants list)  
 • Establish a department wide team building event that is enjoyable for all. Bring together a team aspect in a challenging, fun sport.  
Team Bonding.

BASIC BUDGET ESTIMATE: \$800  
 PERSONNEL/STAFFING: Heidi J., Anthony T. (Free)  
 SUPPLIES: Raffle items - \$200 (8 items)  
 SERVICES: Lunch - Qdoba  
 OTHER: Lunch - \$600  
 EXPECTED REVENUE: N/A  
 EXPENSE TOTAL: \$800  
 ESTIMATE NET GAIN/LOSS: N/A

**Circle items below and check off when completed:**

**Marketing Checklist**

**6 Months Prior**

- Activity Guide Description
- Press Release
- Local event calendars (radio, news & paper)
- Active Registration Site Description

**4-3 Months Prior**

- Website Calendar Event

**2 Months Prior**

- Poster/Flyer Distribution
- Parks & LOPR Facility Posters

**1 Month Prior**

- City & Community site media
- Print Media -LO Review- Hello LO
- Electronic Newsletters

**4-1 Week Prior**

- Social Media Promo
- Active E-mail Blast
- Content on digital signs
- Neighborhood Association notifications
- Next Door

**Other Opportunities**

- Park Banners
- Light Pole Flag
- Sandwich Boards

**1-4 Weeks Post**

- Council Digest recap
- Program Participant Survey
- Wrap up