



LAKE OSWEGO ACTIVITY AND MARKETING PLANNING WORKSHEET



ACTIVITY TITLE: Senior Clinic (Pickleball)

PROGRAM PLANNER NAME: Heidi / Anthony DIVISION: Sports / ACC

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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PROGRAM PLANNER NAME: Anthony/Heidi DIVISION: Sports

DESCRIPTION, GOAL AND OBJECTIVE:

(Check determinants list)

Provide a 101 on pickleball sport to the senior population. Instructors and transportation from ACC provided.

BASIC BUDGET ESTIMATE:

PERSONNEL/STAFFING: LOPC volunteers, John Blair, Heidi J., Anthony T.

SUPPLIES: Swags - \$300

SERVICES: Transportation, Instructors - Free

OTHER:

\$10 - cost to participate

EXPECTED REVENUE: _____

EXPENSE TOTAL: \$300

ESTIMATE NET GAIN/LOSS: _____

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