



## **New Bern Parks and Recreation MARKETING PLAN**

The marketing plan is used to gain an understanding of our customer needs, wants, concerns and behaviors. The plan includes strategies to promote interest in the department, the benefits of parks and recreation, participation in our programs and visitation to our parks to various segments of the target audience.

Our Mission – To enhance the quality of life for all citizens through the development of sustainable facilities, parks, programs, and services that promote a lifestyle of cultural arts, physical activity and wellness for all.

Our Tag Line – “Family, Fun, and Fitness come together here.”

### Marketing Objectives:

- To distribute relevant parks and recreation information via flyers, press releases, and social media in a timely manner.
- Provide well written, accurate information to the public.
- Share unique insights about all city parks via the website and social media.
- Share photos, and videos of activities, parks, programs, and special events to generate interest.
- Educate the public on parks and recreation related issues through shared links, photos, and videos.
- Work with community partners on special events, programs and volunteer initiatives such as the annual MumFest, community playground builds, community clean up days, and more.
- Increase the awareness of our department through the smart use of social media.

### **Situation Assessment:**

Demographic information has been compiled from the United Census Bureau Quick Facts page for New Bern, NC.

#### Population

- (*estimate* – 7-1-2019)                      30,113

### 3.4.3 – Marketing Plan

#### Age and Sex

- Persons under 5 years 6.3%
- Persons under 18 years 21.9%
- Persons 65 years and over 19.8%
- Females 51.9%

#### Race and Hispanic Origin

- White 57.1%
- Black or African American 32.3%
- American Indian 0.5%
- Asian 5.9%
- Two or more races 1.8%
- Hispanic or Latino 6.8%

#### Housing

- Owner-occupied housing 51.9%

#### Computer and Internet Use

- Households with a computer 87.9%

#### Education

- High School graduate or higher 86.2%
- Bachelor's degree or higher 27.7%

#### Health

- With a disability, under age 65 10.6%

#### Income and Poverty

- Median household income \$42,222
- Per capita Income \$27,224
- Person's in poverty 18.5%

#### Geography

- Size (*source - City of New Bern*) 29.79 sq. miles
- Population per square mile 1,045.8

#### **Economic Climate**

The City of New Bern's tagline is - "Everything comes together here". There's a good reason for that. Located in the inland coastal region of North Carolina, at the confluence of the Trent and Neuse Rivers, New Bern is a thriving community with small town charm and big city events and activities. The downtown is a thriving destination with plenty of bnb's, hotels, restaurants, quaint shops, bars, and lots of excitement. Our economic climate supports growth and growth opportunities.

#### Business and Housing:

- The City of New Bern and Craven Community College received a nearly \$1.3 million grant from the U.S. Department of Commerce Economic Development Administration (EDA) to transform one of the gateways into New Bern. The grant was used to modify the City's old electric generation plant and warehouse (which dates to the 1940s) into a regional workforce development and training center.

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- B/S/H of New Bern, a European-based appliance manufacturer (Gaggenau, Thermador, Bosch), recently announced a major expansion. B/S/H plans to increase production by 50% creating additional local jobs and build a new \$32 million facility in order to accommodate staff and operations for continued growth.
- Carolina East Health System, New Bern’s regional medical center, has been working on a \$64 million construction project to add more room for women’s and children’s services and an expansion of the emergency department. Recently, the hospital partnered with UNC Health Care in a commitment to develop a comprehensive cancer care center that will be called the SECU Comprehensive Cancer Center at CarolinaEast Medical Center.
- Along New Bern’s major retail corridor of Martin Luther King Junior Boulevard/Highway 17, the world’s largest Harris Teeter now calls New Bern Home. Located at the New Bern Marketplace, this retail development also features Ulta, Ross, West Marine, Five Below, Academy Sports, Hobby Lobby, Home Goods Store and Rack Room Shoes.
- The housing market has been on fire since Hurricane Florence in 2018. Many new housing developments are under construction and West New Bern, A Weyerhaeuser Community has started on phase one of a 540 development, which will include 1,500 residences, retail, office and outparcel development.

#### Market Coverage by Alternative Providers

There are several other recreational service providers in the area. These providers include, but are not limited to, Craven County Parks and Recreation, the YMCA, Planet Fitness, area golf courses, private swimming pools, niche fitness centers, arts and craft businesses, athletic associations and churches. In order to remain competitive, New Bern Parks & Recreation has partnered with certain entities (Sunday School League, Craven County Parks and Recreation) in order to remain relevant with youth athletics. The department continues to stay strong in providing a variety of activities, programs and special events to the community.

#### **Segmentation, Targeting & Positioning**

##### Segmentation

We have identified the following segments of our population:

- Youth age 3 – 15.
- Homeschoolers.
- Families with young children (15 & under).
- Newcomers (those who have moved to New Bern within the last two years).
- Longtime residents
- Seniors for social gathering and travel.
- Adults (18+) interested in athletics.
- Outdoor enthusiasts (water, biking, running, ornithology, nature).
- All ages interested in cultural arts.
- Those with developmental disabilities.
- Visitors (Special events, local history).

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#### Targeting

Based on the Community Inventory, we have determined that there should be a focus on the following:

- Families with young children
- Outdoor enthusiasts
- Seniors
- Adult programming
- Longtime residents
- Newcomers.

#### Positioning

We have determined the best way to target these population segments include the following:

##### Social media

- By posting meaningful information, photos and videos in a timely manner.
- Utilizing the Peach jar website to target school age children.

##### Partnerships

- Work with area non-profits and community interest groups to get our information out.
- Set up vendor booths at area events to promote our brand.

#### **Marketing Mix**

Our marketing mix is determined by the 4 p's listed below:

##### Product

- Our product is quality of life. This includes quality parks and facilities, meaningful recreation programs for a variety of interests, and engaging special events.

##### Place

- The best place to see what New Bern has to offer is online at our parks and recreation page at [www.NewBernNC.gov](http://www.NewBernNC.gov) and on the social media platforms, currently Facebook and Twitter.

##### Price

- All products and services offered through our department are competitive with area businesses and parks and recreation departments. We strive to provide a value in our pricing.

##### Promotion

- We promote our brand and offerings on a consistent basis through social media, websites, Press releases and the PEG channel. We target our advertising promotions at key times of the day, namely morning – before work and evening – after work.

#### Marketing Methods

The department marketing methods are detailed in the Community Relations Plan.

### 3.4.3 – Marketing Plan

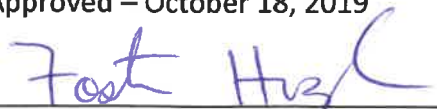
#### Evaluation Criteria & Methods

New Bern Parks and Recreation recognizes the importance of data collection to measure customer expectations and satisfaction. Some of the evaluation criteria include the following:

- Community Input Meetings
- Needs Assessments
- Participant surveys
- Provider surveys
- One on one conversations
- Suggestion box

When evaluations have been completed, the results are analyzed and discussed with the appropriate staff to adjust in the activity, program, and/or special event.

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Director of Parks and Recreation

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