

WAKE FOREST PARKS, RECREATION AND  
CULTURAL RESOURCES DEPARTMENT  
January 27, 2015

*24<sup>th</sup> Annual Southern Leisure Management  
& Trends Institute*

PRESENTED BY

Ruben Wall, Director



TOWN of  
WAKE FOREST



# MISSION STATEMENT

The Wake Forest Parks, Recreation & Cultural Resources Department seeks to enhance the lives of the citizens of Wake Forest by offering a comprehensive system of parks, greenways, facilities, and open spaces, coupled with cultural and athletic programs that promote education, health, and wellness.



# DEPARTMENT OVERVIEW

The Wake Forest Parks, Recreation & Cultural Resources Department manages 561 acres of parks, open space, natural land, greenways and trails. This includes five baseball-softball fields, three soccer fields, one pool, six picnic areas, eight playgrounds, eight lighted tennis courts, a dog park, the Wake Forest Community House, Flaherty Park Community Center, Alston Massenburg Center, Old Mill Stream Cottage and the Wake Forest Renaissance Centre.





# FACILITIES / GREENWAYS & TRAILS



# ORGANIZATIONAL STRUCTURE

19 FTE's

Administrative Services

Park Maintenance

Recreation Programs

Athletic Programs

Urban Forestry

Renaissance Centre



# WHO ARE WE ?????

- MOM & DAD I'M MAJORING IN P & R
- MANY HATS
- CHEERLEADERS
- SALES PERSON







# MARKETING THE DEPARTMENT

8 Ways to Improve Your Health – Trust for Public Land

<https://www.youtube.com/watch?v=KzK938VgHPo>

Name Change

<http://www.wakeforestnc.gov/parks-recreation-cultural-resources-1.aspx>

Picture Joyner Park

<http://www.wakeforestnc.gov/picture-joyner-park-1.aspx>

Master Plan

<http://www.wakeforestnc.gov/play-it-forward-wake-forest.aspx>

Aerial

<https://www.youtube.com/watch?v=r1eQQ7qGa1A>

Six Sunday's

<http://www.wakeforestnc.gov/six-sundays-in-spring.aspx>





# PREPARING FOR THE BOND

## 2014 Bond Referendum Communications Plan

### Objective

To inform citizens about the Nov. 4 bond referendum, along with the projects that would be covered by the \$25.1 million Street & Sidewalk Improvements, Parks & Recreation and Greenway Improvement Bonds.



# PREPARING FOR THE BOND

## Target Audiences

Board of Commissioners

Town staff

General public



# PREPARING FOR THE BOND

## Key Messages

The Town of Wake Forest will hold a \$25.1 million bond referendum on Nov. 4. If approved by voters, the bond would help pay for \$56.6 million worth of street and sidewalk improvements, parks and recreation improvements, and greenway improvements.

The bond could require a property tax increase of 2 cents, up from the current rate of 51 cents for every \$100 of assessed value. (depending on the outcome of the FY 14-15 Budget discussions – rate as of July 1, 2014 could be 52 cents)



# COMMUNICATION PLAN

Communication Method	Owner	Timeframe	Notes
Notify Board	Mark/Aileen	February 2014	
Bill Insert	Bill/Bess	September 2014	
News Release	Bill	June 25, 2014	





# COMMUNICATION PLAN

Bond Logo/Image	Bess	June 10, 2014	Logo will be used on website and printed materials
Website <a href="http://www.wakeforestnc.gov/2014-bond-referendum.aspx">www.wakeforestnc.gov/2014-bond-referendum.aspx</a>	Bill	June 25, 2014	Design page devoted to GO Bond Incorporate new logo throughout website. Include slideshow banner on homepage Post press releases Add logo to related project pages on website
Civic Groups/Community Organizations	Bill	Feb - Oct 2014	Contact civic clubs, HOAs and community organizations and offer to speak about the bond



# COMMUNICATION PLAN

Advisory Boards	Bill	Feb - Oct 2014	Encourage knowledgeable advisory board members to respond to comments on social media
Facebook/Twitter	Bill	July 1, 2014	Post link to website information on Facebook that includes new logo. Provide regular reminders
<i>Our Town</i>	Bill/Bess	March - October	Include information in each issue from March through October



# COMMUNICATION PLAN

ENews/EAlert/App Push Notification	Bill	June-November 2014	Send E-Alert notifying subscribers of website portal Send periodic voting reminders via email and push notification
<i>Wake Forest In Focus</i>	Ruben/Bill	July 2014	Interview Aileen, Ruben and Candace for segment Add segment to web page
Bond Referendum Media Briefing	Bill	Aug. 18	Educate local media members about bond



# COMMUNICATION PLAN

Wake Weekly ad	Bess	Last Thursday in October 2014	Voting reminder
Posters	Bess	July 2014	Insert posters in frames at parks & rec facilities and easel in town hall lobby
Chamber of Commerce newsletter	Bill	August 2014	Ensure article appears in Chamber newsletter in time for September 2014 edition





# PREPARING FOR THE BOND

- Know Your Master Plan – Use/Share Data
- Marketing Plan – Web Page
- Educating the Public
- Advocate vs Adversary
- Seniors
- Civic Groups
- Role of the RAB

Bond Web Page

<http://www.wakeforestnc.gov/bond-referendum-faqs.aspx>

Bond Video

<https://www.youtube.com/watch?v=c7sOxrwjTpc>



# THANKS

Wake Forest Parks, Recreation and  
Cultural Resources Department  
Enhancing our community's  
quality of life one resident at a time!

