

## Title:

Strategic Enhancement of Community Engagement: A Marketing Plan for Crookston Parks and Recreation

## By

MKTG 4800 S24 Students (Mara Weisensel, Jackie Calderson, Danielle Faldet, and Mitchell Goodwin)

Project Supervised by Dr Anas Al Fattal, UMC

## Abstract

This is a community engagement research project that offers a marketing plan for Crookston Parks and Recreation. The project analyzes the macro environment to enhance community engagement through tailored, inclusive programming. It identifies key demographics and economic constraints, advocating for inclusive and accessible recreational opportunities. The plan emphasizes the importance of sustainability and inclusive activities, catering to a diverse community with interests ranging from traditional sports to emerging trends. Recommendations align with the 7 Ps marketing model, focusing on product (diversified recreational offerings), place (improved accessibility), price (affordable programming), promotion (targeted marketing to increase community awareness and participation), people (engaging underrepresented groups through inclusive activities), process (streamlining registration and participation processes), and physical evidence (upgrading facilities to enhance user experience). These strategies aim to improve community relations, broaden the target market, and ensure the sustainable growth of Crookston's parks and recreational services, making them accessible and appealing to all residents.