

IMPLEMENTATION AND COSTS

Branding Roll Out



BPAZ
BRIDGETON CITY PARK & ZOO

SIGNAGE DESIGN PLAN **THEME-4**

Designed by:
CWilliamsDesign
destination marketing
June 2015

City of Bridgeton
Department of Recreation
181 E. Commerce St
Bridgeton, NJ 08302
(856) 453-1675
cityofbridgeton.com

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visitbpaz.com | **BPAZ**
Cumberland County's most visited place.

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Prepared by:
CWilliamsDesign
destination marketing
August 2015

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BRAND ROLL OUT
Design Guide to Branding the Park

Cumberland County's most natural attraction.

Prepared by:
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ARTS. RECREATION. EVENTS.

Introduction

Brand Implementation

In marketing, **brand implementation refers to the physical representation and consistent application of brand identity across visual and verbal media.** In visual terms, this can include signage, interior or exterior design, advertising, websites, and branded merchandise.

Brand implementation is an integrated part of a branding cycle and needs to be initiated during and immediately following the brand design and development phase.

Brand implementation is the continuous and consistent application of the brand's image in all business units, communication channels and media.

This refers to marketing and branding as a unified whole. Brand implementation is a continuous process, which requires controlling the brand's image and presence despite changes in markets and company structure.

Second step in the branding process

A strategic branding process consists of three phases: creative, implementation and control. When executed effectively, this process ensures the success of an organization's branding strategy. When focusing on the implementation phase of the process, which is putting the branding roll out strategies and plans **into action**, there are ways to help make this step as successful as possible.

The implementation phase involves addressing the who, where, when and how of reaching the goals and objectives of the brand plan. It is the second step in the branding process and involves the entire organization. Branding implementation involves putting the design execution and scheduling into development. This phase requires the giving of specific tasks and timelines to individuals and groups. The park staff and consultants gather the necessary resources to implement the brand and release or market the organization's product or service to the public.

Organization

The implementation phase or brand roll out translates into policies and procedures for areas of the organization such as marketing, procurement, human resources, research and development, information systems and production. In most cases, a successful implementation has at its helm a very visible leader (brand or marketing director) to communicate effectively the necessary steps of the implementation. Everyone in the organization has some type of role, whether it is large or small. Follow-up endeavors are determined with the use of performance measuring tools. A strategic map is also helpful, as it identifies the key ingredients that direct the organization's performance. These may include finances, operations, partners and work environment.



Implementation Phase of a Branding Strategy continued

Needs

The implementation phase requires several aspects to be successful. First, trained people must be ready to use their unique skills and abilities to implement various elements of the plan. Second, sufficient time and money must be allocated to the project. Third, management must be communicative and ready for meetings with monthly updates. Fourth, management systems necessary to track progress must be in place. Finally, the workforce must be comfortable with the plan and motivated to succeed.

Phases of Implementation

There are several phases of implementation.

- 1 finalize the strategic plan with input from all invested parties
- 2 align the budget to financial goals
- 3 produce various versions of the plan for each group
- 4 present the plan to the entire organization
- 5 establish a system for tracking and monitoring the plan
- 6 establish a performance management and reward system
- 7 build annual department plans around the marketing plan
- 8 schedule monthly strategy meetings with established methods of reporting progress
- 9 set annual review dates for new assessments and an annual plan review

Pitfalls

Common mistakes in the implementation phase include no ownership (from managerial staff and/or employees), a lack of reliable communication, and a plan that is non-specific, insubstantial, and unexciting. Employees who are not held accountable for their role in the implementation can lead to a faltering plan, as can an employee who is ready to make positive changes but lacks the authority to do so. The implementation phase requires close monitoring; the organization that does not watch itself closely will miss cues that indicate necessary modifications.



> **Implementing BPAZ brand roll out includes the following recommended job tasks or service contracts:**

- Brand management
- Marketing and communications
- Opportunities building and management
- Event planning and programming
- Managing the business of the park
- Fund raising

BPAZ
BRIDGETON CITY PARK & ZOO

Brand Management

Brand management is defined as: "the process of creating a relationship or a connection between a company's product and emotional perception of the customer for the purpose of generating segregation among competition and building loyalty among customers.

Brand management is a function of marketing that uses special techniques in order to increase the perceived value of a product.

Based on the aims of the established marketing strategy, brand management enables the price of products to grow and builds loyal customers through positive associations and images or a strong awareness of the brand.

Brand management aims to create an emotional connection between products, companies and their customers and constituents. **Brand managers may control the brand image as well as manage all marketing and communications.**



More on photography and building visual assets

The power of Image-based marketing

Web and social media marketing has evolved significantly over the past few years, and staying up-to-date on trends is crucial for the success of BPAZ. One of the biggest trends is **image-centric marketing** rather than traditional text-based. According to Trend Reports, between 65 and 85 percent of people describe themselves as visual learners.

This means they digest information more easily by viewing an image instead of reading text. Understanding this phenomenon can help optimize the web and social media marketing campaign and give BPAZ an edge over competitors who don't incorporate that professional-level difference.

Most people have a limited attention span. In an information age where data can quickly become overwhelming, people have to pick and choose among plenty of content options, all begging for their attention. This has resulted in many people skimming through content to extract what they're looking for.

When there's a long winded post with nothing but text, it can turn many visitors off because they simply don't have time to read through it. However, incorporating images is a natural way to grab attention. It's the perfect motivating force to encourage visitors to stick around and explore content in greater detail.

Images can improve SEO

Since practicing effective search engine optimization tactics and strategies is important for the health of BPAZ's online marketing initiative, every trick that can be implemented will be helpful. A simple way to get an SEO boost is by adding a few pictures to each post along with relevant alt and meta tags.

This includes the image file name, as well as the Title, Alt and description tags. Properly labeling these tags will help Google index the content and figure out how relevant and useful it is. When posting images to social media sites, knowing and taking advantage of whatever tagging system offered in the product and include hashtags when possible is part of what it takes to manage a results-driven image library. This is much more than just a collection of photographs that are randomly posted or inserted into a website or printed piece.

Putting images in motion: Visual storytelling

The images and graphics library should also be managed so that the campaign moves toward animation and interactive production. BPAZ will want to grow visual communications to animated levels used for video displays planned for the park including high-definition digital gateway monitors, interpretive viewing at the Nail House visitor center, the Zoo, and for big screen HD movie display ads, as well as, for online, mobile, and social media, and cable or webtv advertising communications.



3 graphics, graphic updates, and graphic production

The brand roll out will require professional ongoing creation and management of industry-standard vector graphics, logo designing of subbrands and modifications and extensions of the parent brand, illustrations, and typography working from the brand design tool set in place. **Creating a graphic assets library will be ongoing.** This allows for quick and efficient production delivery. It also supports consistency of brand. There will be hundreds of vector graphic files to work from to create and manage visual assets and effects. Production-ready graphic design with a knowledge of media formatting for proposed applications is critical in the marketing roll out.

Graphic applications will include:

Print: rack cards, postcards, brochures, event cards, park pass, ads, tribute cards

Signage: wayfinding, pole banners, event banners, kiosk sign inserts, sponsor and tribute plaques, kiosk and concession signage, other signage including transit and billboards

Online: website, mobilesite/app, social media, web ads, web banners, e-news, e-vites

Video: web-based, social media, sign monitors/displays, webtv and cable tv ads, presentations

Merchandising: private label packaging

For these purposes it will be important for the marketing director or consultant to have a working knowledge of Adobe digital marketing applications.

4 iconography and map updates

Iconography is a language. Some icons are nouns, and some are verbs. An advantage icons have over text in user interface design, is its universalness. You don't need to translate it to other languages, everyone understands it. Like how our nature languages got developed thousands of years ago, iconography is going through the same process. Gradually the language gets richer, gets larger and larger vocabulary, and then a system will emerge – the grammar.

With this in mind, managing BPAZ iconography is like building a new language. It is important to remain consistent in style and approach. Having different drawing style of the same icon is good and very necessary. For example, some icons will need to be represented in both positive or reverse situations and will need to accommodate both applications. But having 2 different icons shared the exact same meaning will only create recognition barrier.



The BPAZ icon library currently houses over 35 icons used for graphic user interface (GUI) communication in web, emarketing, and, print and wayfinding as destination placemaking and plotting devices. The icon library will grow with added attractions and amenities.



Updating icons

The brand design package includes several optional approaches to the BPAZ icon language. The next phase will want to narrow in on a language, finalize all icons in various formats and setup a implementable library that can be built on. For example, **placemaking icons can be in block style, and action icons and navigational icons can be in round format.** As much as possible, graphics should all be similarly styled, solid filled minimalistic looks.

Action Icons



Get Involved
(park stewardship)

visitbpaz.com/ 

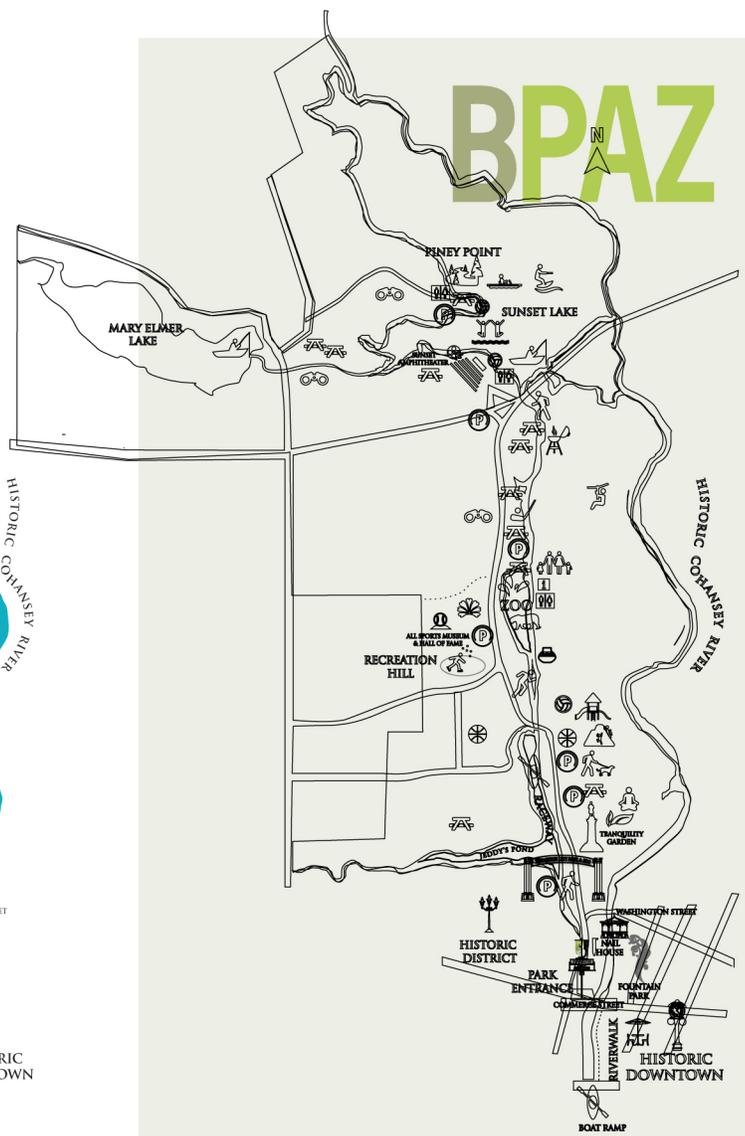
Placemaking Icons



Updating park map

Icons are also color coded to reinforce park areas. All icons are vector format so they can easily be applied to the park map, and are movable. The map should be updated seasonally. This will apply to website, print templates, and walk up kiosk inserts in the park. The map is a vector illustration built and editable with Adobe Illustrator.





5 copy, content, and news management

The design guide provides a creative copy platform for style and delivery of message. Although the BPAZ brand will rely strongly on building a more visual language for communication, copy writing is still a vital part of the brand roll out. All amenities and attractions will maintain descriptions used for websites, e-communications, press articles, and events listings. Copy management goes beyond writing, it **includes the dissemination of message in both print and online formats**. It also includes releasing copy briefs and amenity or event descriptions to advertising websites, and maintaining press relationships to get these listings published. There are dozens of destination websites BPAZ should have representation in from national, state and local levels. The director should include building a presence with submarkets like wedding planning e- or print magazines or special edition news papers in South Jersey featuring outdoor activities and events that tie into BPAZ. This is an ongoing process which should accommodate a minimum of 12 releases per season or equivalent to approximately one per week.

Areas needing new and monthly copy updating:

- print and web ads
- visitor rack cards and postcards
- brochures
- shout outs (e-marketing)
- website content population
- presentations
- feature news and press articles
- reports to constituents
- fund raising campaigns
- amenity and event listing press briefs
- events listing descriptions and calendar updating
- park features and attractions as they grow and change
- people of the park, behind the scenes briefs
- did you know updates (from community input)
- sponsorship, internship, and volunteer followup
- adopt-a-park cards and tribute letters
- business opportunities followup



6 print and distribution management

Print will be an integral part of the roll out plan to reach visitors. It will also help reach county and city residents. BPAZ will rely on a print campaign to connect with the tourism market by developing a distribution plan that includes working with NJ Division of Travel and Tourism brochure program. Display racks are available in most tourist information centers, visitor centers, libraries, museums, and hotels. AAA also displays brochures for their travel customers. Cost-effective and convenient visitor rack cards are the easiest and best print use to distribute a printed message to the tourist market.

Locally, a full set of rack cards will be displayed at the Bridgeton City visitor center, zoo store, Cumberland County Library, City Hall, Nail House and Sports Museums and other locations as decided. In addition to a rack card program, BPAZ will produce postcards with seasonal themes for individual hand outs and mailings, send to group directors, church groups, and other organizations, and a yearly park brochure.

Rack cards allow for a cost-effective way to keep information fresh. The goals of the rack card program:

- brand awareness
- showcase amenities
- high impact visibility
- drive audiences to website
- sponsorship opportunities

Print products for first year roll out:

- Visitor Rack Cards: 4"x9" 14pt high gloss cover weight

Marketable attractions: one for each. 16 card set.

These cards offer sponsorship space and therefore become opportunities for income.

- | | |
|--|--|
| - Nail House*
(history & preservation) | - Concert Series |
| - Rhododendron & Gardens*
(horticulture & wildlife) | - Nature Trails + Indian
(archaeological culture) |
| - Zoo | - Sports Museum |
| - Rentals, Picnics | - Sand Volleyball (new)
(sports & recreation) |
| - Splash Park, Mini Golf
(for the kids) | - Ice Skate Winter Park |
| - Watersports | - Summer |
| - Weddings | - Spring |
| - Amphitheater
(arts & entertainment) | - Fall |

*restoration projects

- Seasonal Postcards 4: 6-1/2"x4-1/2" 14pt high gloss cover weight
- Brochure 1: 16"x9" folds to 4"x9"/8 panels 100# gloss book includes all park amenities, programming, map
- Park Pass 4 designs: 3-1/2"x2" 16pt dull cover matt finish special shapes-different shape each year
- Tribute Cards 4 designs: 4-1/4"x9" folds to 4-1/2"x6-1/4" horizontal 16pt dull cover matt finish with A7 announcement envelope



22" x 28" poster



Preparing for Print, Purchasing, and Distribution:

Print management includes the multiplication of design for all printed items in the campaign, the preparation of files for print, purchasing, and distribution of print. Services will focus on:

- producing high quality products as efficiently and cost effectively as possible
- develop strategies to minimize printing costs
- implement solutions including self-printing, online printable document replacements
- maintain relationships with print and production suppliers
- manage print quotes and budgets
- prepare files for print (managing printer specifications and templates)
- paper recommendations
- manage shipping, deliveries, and storage
- develop and implement distribution plans
- fulfillment and mailing services

File preparation skills will be an advantage to the overall success of the print campaign:

<http://photoshopcafe.com/tutorials/printing/printing.htm>

NJ Division of Travel & Tourism brochure distribution application:

<http://www.visitnj.org/sites/default/master/files/lit-distr-pol-2014-0509.pdf>

Wall mount brochure holder

BPAZ may decide to invest in wall mount literature displays for local information centers including county library, visitor center, zoo. An attractive presentation.

Example shown accommodate:

22" x 28" Poster Holder with Adjustable Literature Pocket

- Button Magnets Keep Display Securely Closed
- Wall Mounting Acrylic Frame
- Installation Hardware Included
- Brochure Pockets Configure for (5) 4" x 9" or (2) 8.5" x 11" & (1) 4" x 9" Handout Sizes

Specifications and pricing options:

<http://www.displays2go.com/P-24279/22-x-28-Poster-Holder-with-Adjustable-Literature-Pocket-Installation-Hardware-Included>

Local displays accommodate spanish invitational statement:

For a complete list of happenings and events
visit bpaz.com

Para una lista completa de acontecimientos y acontecimientos
visita bpaz.com



7 ad design, formatting, and placement

Design and Formatting

The brand implementation design guide offers a 4-ad format set for each feature amenity or campaign. These include both print and web-ready options offering vertical banner, horizontal banner, signature square, and full size ad layouts. Approved ads will be on hand for last minute specification adjustment as space deals become available. Paid advertising can be costly, for this reason, BPAZ will want to maintain press partners that will offer placement opportunities for reduced or at no cost.

Refresh. Reenergize. Revisit.
 Each bottle purchased helps preserve and protect Bridgeton City Park & Zoo
 Support BPAZ by the bottle or case visitbpaz.com

Refresh. Reenergize. Revisit.

Support BPAZ by the bottle or case
visitbpaz.com

When you purchase pure BPAZ bottled water, you are helping to maintain and increase the value and importance of Bridgeton City Park and Zoo as a place of natural beauty, culture and education for the public.

BPAZ water is available at select locations in the park and throughout the city. Purchase single-serve bottles or 24-bottle cases for your home or office by contacting visitbpaz.com/water. Thank you for helping to ensure the enduring legacy of our wonderful park.

Also available at these participating sponsors:

Discover over 350 acres of year round outdoor fun. So much to do!

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For info **BPAZ**
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Each bottle purchased helps preserve and protect Bridgeton City Park & Zoo

Refresh. Reenergize. Revisit.

Each bottle purchased helps preserve and protect Bridgeton City Park & Zoo

Support BPAZ by the bottle or case
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COHANZICK ZOO

Get wild & roam free!
 New Jersey's First Zoo™

15 minutes off Route 55 South. Exit 32B

BPAZ visitbpaz.com/
 BRIDGETON CITY PARK & ZOO Over 350 acres of year round fun. See you outdoors!

ICE SKATE PARK
 by the zoo

where winter is wild

15 minutes off Route 55 South. Exit 32B

BPAZ visitbpaz.com/
 BRIDGETON CITY PARK & ZOO Over 350 acres of year round fun. See you outdoors!

Refresh. Reenergize. Revisit.

Each bottle purchased helps preserve and protect Bridgeton City Park & Zoo

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Formats:

Web

Horizontal banner: 720 x 90 pixels

Block ad: 300x250 pixels

Print

Full format: 2 or 3 column width

Vertical: 1 column width



Placement

Signature block ads are an efficient format to manage for both print and web insertions. Designs can be easily multiplied using the image block program. Media partners should be provided a seasonal set for easy drop-in when filler space is available.

Online news, special interest, Hispanic, and travel sites are growing in viewership and cost less than traditional print.

Targeting audiences in South Jersey through online, news, and magazine publishers:

Web based

visitsouthjersey.com
 visitnj.org
 funnewjersey.com
 metrokids.com
 southjerseymom.com
 surburbanfamilymag.com
 southjersey.com
 southjerseymagazine.com
 pressofatlanticcity.com
 atlanticcitynj.com/explore/attractions
 oceancountytourism.com
 njmonthly.com

jerseyfamilyfun.com
 funnj.com
 southjerseyaaa.com
 wegoplaces.com
 nj1015.com
 nj.com/cumberland
 thedailyjournal.com
 yellowpages.com/vineland
 njtownguide.com/counties/Cumberland
 reminderusa.net
 njwedding.com
 alidianews.com

Print

Press of Atlantic City
 Cumberland & Salem Guide
 Reminder Newspaper/Millville
 The Daily Journal/Vineland
 Current Newspaper/Egg Harbor Twp
 Avertiser/Franklinville
 Cape May County Herald
 Egg Harbor News
 Elmer Times
 Hammonton Gazette
 Sentinel/Malaga
 Shoppe-Cape May County Shopper

Shore News Today//Atlantic & Ocean
 South Jersey Times/Salem
 Gloucester County Times
 Courier Post/Camden County
 Nuestra Comunidad/South Jersey/Spanish
 South Jersey Magazine
 SJ Magazine
 South Jersey Mom
 Suburban Family
 Family Focus
 Metro Kids
 New Jersey Bride



A selection of ads should be available for Latino markets.

For more info / Para más información
visitbpaz.com / visita bpaz.com

Weather-based, location-based advertising with The Weather Channel

Location-Based Advertising: Reaching the right people, at the right time

The Weather Channel is uniquely positioned to make sense of location signals, because they are one of the only publishers who have top quality first-party location data at scale. It's no longer about awareness, it about efficiency at scale, and the least waste of media spent to get the message out to the right people, at the right time. The Weather Channel's LocationFX platform offers precise location data: with 80% users enabling location based services, they have the most accurate data at scale. The quality and quantity of location data enable Weather to develop a deep understanding of each consumer which is critical for **predictive targeting**.

WeatherFX®

WeatherFX is a weather-intelligent marketing platform that enables brands to capitalize on the impact weather volatility has on consumer behavior. WeatherFX enables media campaigns to dynamically adapt and react to the weather in real-time helping brands reach consumers with a targeted, relevant message based on localized weather conditions.



Reaching pre-defined audiences with The Weather Channel

AudienceFX

AudienceFX provides a vehicle to reach target audiences on The Weather Company network, where scale is coupled with a brand safe environment. Enhanced by industry leading technology and augmented by top data providers, the AudienceFX platform is flexible to meet the audience reach goal of the campaign. BPAZ can choose from predefined audiences, request specific data segments from third party providers or can let AudienceFX tailor an audience to specific campaign objectives.

Cable, Web and Mobile

Weather offers a full suite of standard and ad formats across all screens: weather.com, mobile, tablet, and cable.

Web – #1 destination for weather

With over 60 million unique visitors a month, The Weather Channel is ranked 11th in reach among all websites. Weather is the #1 destination for weather. Standard display ads include medium rectangle, half page banner, super leaderboards, billboards, pushdowns and leaderboards.

Mobile– Checking the weather is the 4th most popular activity on mobile devices

Our award-winning smartphone and tablet apps have been downloaded over 145 million times. Checking the weather is the 4th most popular activity on mobile devices making them a highly popular venue for marketers. Standard display ads include medium rectangles and mobile wide banners.

Cable– Trigger advertising via Weather STAR

Cable ad products for The Weather Channel use the localization available via the Weather Star platform to localize an advertiser's message or add relevant weather data to their message. The Weather STAR is a server that is installed at the local cable affiliate's location and delivers unique audio and video content to the local cable system. Advertising messages (still images, audio or video spots, or copy splits) can be targeted by location (region, or group of zips) and or WeatherFX triggers.

WeatherFX or LocationFX triggered adaptor ads offer the most precisely targeted advertising affordably available to BPAZ. And due to the nature of the message BPAZ is advertising, a Weather program should be explored.

See you outside!

Creative

In addition to web and mobile format ads, marketing director staff or consultant should be prepared to accommodate still cable ads, and audio or video spots production.

The Weather Channel Cable Ad Products FAQ

http://s.imwx.com/v.1.0/ads/creatives/mediakit/Cable_AdProducts_FAQ_022515.pdf



According to a recent study by HubSpot, 91% of consumers check their email every day, and over 66% of consumers have admitted to making an online purchase as a result of an email campaign.

8 email marketing

The easiest way to create and send newsletters and updates

Customized template

There are several inexpensive professional email marketing template services available. Constant Contact, Wix, iContact are a few popular options. All provide easy-to-use design and editing, and efficient contact management and email tracking tools to see who's opening, clicking, and sharing emails and social posts in real time, so to plan next steps more strategically.

Design roll out

Once a template is chosen (Wix ShoutOut was used in the design guide), uploading from the image library and design tools provided in the brand plan is easy. ShoutOut is a great tool for emailing a schedule change, event reminder, or just want to reinforce the brand's look and feel by promoting a park program or asset. Adding text, images, videos, and buttons is fast and designed to look great on any device—desktop and mobile. Set up is consistent with brand styling. Promoting the use of icons will help make a visual connection to the park. Marketing director will plan, write, design, and manage emails.

Launch schedule

The brand plan proposes to **launch weekly email briefs** featuring news, updates, and park facts related to growing the brand, attractions and opportunities, meet park partners. or get acquainted with green team initiatives.

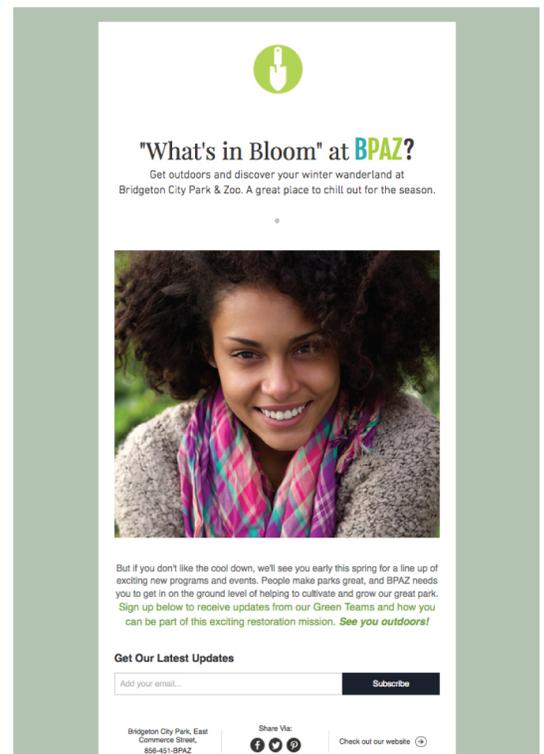
Contact management

Emails link to website and collect subscribers. New contacts added to the automated list will start receiving a scheduled series of emails to keep audiences engaged. Director will manage all sign up tools, lists, new subscribes, unsubscribes, bounces, and inactive emails, and be prepared to submit engagement reports measuring campaign open and click rate results, mobile open rates, and use list building tools to grow contacts.

9 social integration

Social sharing.

The brand roll out will include design setup and integration for three social media sites: **Facebook, Twitter, LinkedIn**. This also includes integrating social sites to the website, managing the sites, and managing social sharing buttons to promote e-briefs. This lets people easily post BPAZ emails, event invites, and more to their own social networks. Event and campaign marketing can roll out by publishing a Facebook campaign page promoted through email briefs. This is a great way to grow fans.



10 website development and content management

The next phase will include the full development and population of the official BPAZ website. The design guide provides a working model for the site along with implementation approach to web assets, design elements, and a guide for content management. A recommended site map is also included. Word press or an inexpensive web building tool like Wix is a good product for initial roll out, especially while building ground-level base of park partners and constituents. A working interim site is also included in the brand roll out tool set and is ready to publish with content refinements.

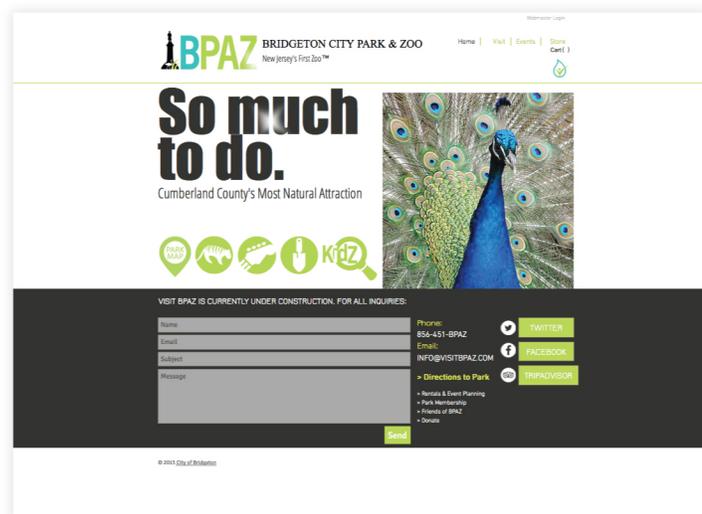
Domains, credentials, and hosting

Once a template is chosen (Word Press, Wix, etc) BPAZ will need to move the site to a designated hosting service and have domains directed. For the initial 6-12 month brand roll out, it is recommended to maintain a "Grow with Us" visioning site published with ibpaz.org while visitbpaz.com is under construction. A partner log in can also be issued for specific sections within the site. During this phase, visitors will be directed to a temporary, coming soon site published with visitbpaz.com. As park attractions and programs become applicable, it will be easy to turn pre-designed sections on. The site will be built using a responsive design platform, therefore it will include a mobile version. In later phases of implementation, it will be worthwhile to pursue designing an app version. Domains, integration credentials, and hosting will need to be in place at the onset of development.



visitbpaz.com

Home	About	Visit	Opportunities	Events	Store		
<ul style="list-style-type: none"> Location History Vision City of Bridgeton Friends of the Park News 	<ul style="list-style-type: none"> History & Preservation Recreation & Adventure Arts & Nature Park & Trails Zoo & Botanical River & Lake Fun Tours & Events BPAZ Kids Seasons Map Amphitheater Athletic Courts & Fields Waterways Cohanzzick Zoo Fishing Swimming & Tubing Birding Mini Golf * Morning Side Park * Nail House Visitor Center * Rhododendron Garden All Sports Museum * Splash Park * Zip Line Tranquility Garden Veterans Park * Volleyball Trails * Winter Skate Park * Paddle Boating Picnic Pavilions & Rentals * Water Sports * Dog Park * Kid's Nature Play Historic Downtown 	<ul style="list-style-type: none"> Get Involved Volunteer Intern Program Sponsorship Program Concession and Business Opportunities Wedding and Quinceanera Facility Rentals Bottled Water Program Park Store Park Membership Endowment Fund & Planned Giving Tribute Gifts Donate 	<ul style="list-style-type: none"> Park Map Zoo Arts Stewards Kids Water 	<ul style="list-style-type: none"> Feature Pages Park Map Zoo Arts Stewards Kids Water 	<ul style="list-style-type: none"> Forms Join mailing list. Receive email updates. Volunteer Request Sponsorship Opportunities Request Internship Request Concessions and Business Opportunities Request 	<ul style="list-style-type: none"> Store Shop BPAZ online store Purchase Park Pass Donate 	<ul style="list-style-type: none"> Footer Contact Form Social Media Links Google Directions



Content management

Roll out services will include both the population and upkeep of all website content for all sites including:

- development of full version
- upkeep and management of interim version
- mobile versions

This includes development of copy, copy input, continually grooming of assets, design edits, events listings, and management of all functions, forms, responses, and integrations.



Online store

Until a concession is contracted, the interim site will include a functioning store model. Managing the store includes:

- managing store products
- managing store collections
- photo views of products
- inputting product details
- setting up payment methods
- creating shipping rules
- managing coupons and codes
- managing customers' orders and fulfillment
- managing inventory reports

To support and showcase the concession model, and to grow merchandising opportunities for the park, it is recommended to initially host 4-6 products plus park passes, case orders of water, donations, and tribute cards.

Search Engine Optimization

Initially it will be the responsibility of the marketing director to work and continue to improve the site's SEO – target customers and improve rankings on search engines like Google, Bing and Yahoo. Web platforms offer SEO tools and free advertising opportunities that should be worked into the reach campaign by creating and managing words and phrases people groups will use to find BPAZ. Director will be responsible for creating search engine:

- titles (the headline of the site-appears at the top of the browser window)
- description (provides the user with a summary of the website-appears below the site title in search engine results)
- H1 heading tag (the headline of the homepage, much like the heading of a newspaper article. When someone enters BPAZ homepage, they will naturally notice the heading before reading the content on the page. Search engine crawlers function the same way. When a search engine crawls a page its first action is to attempt to understand what the page is about. It does this by first reading the heading tags.)
- image names (providing names for images using Alt Text. Alt Text provides users and search engines with information about images. Search engine robots are unable to "read" images - only text. Alt Text behind an image provides information about the images to search engines. Strategizing which images should use Alt Text is part of SEO management.

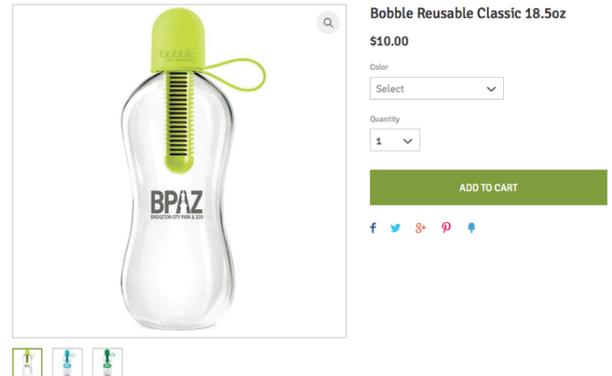


11 merchandising

Custom branded products

Managing the brand includes overseeing the production of all private-label or custom branded merchandise. Whether for fund raising or for retail, maintaining brand integrity is critical. Managing and preparing artwork for private-labeling requires a knowledge of many print processes including silk screen, digital imprinting, flexography, or embroidery. Designs will need to be converted, colors and weights of fonts and graphics will need to be adjusted to accommodate various reproduction specifications and templates.

The brand director will shop quality products that have the best retail and fund raising possibilities, work on prototypes, and test new products before adding to the official line. Designing the SHOP BPAZ product line is business. BPAZ will seek to concessionize the online and in-park store. The store should roll out with 4 to 6 products minimum.



7" x 5"

WATER LABEL TEMPLATE - ART GUIDELINES
16.9 fl oz (0.5 Liter) Elite (Smooth Walled Bottle)
Flexo Printed Pressure Sensitive Label



Text and Graphics safety. All important items must be contained within the purple line. (6.747 x 4.75 in)
Actual size of final label. Labels will be cut at the red line. (7 x 5 in)

Bleed line. Any graphics or colors that "bleed" off the label must travel to the green line.
Any bleed graphics not extending to the green line will not print correctly. (7.25 x 5.25 in)

PureBPAZ Water bottle campaign

The brand director will complete the process using the prototype label provided in the design guide.

Modifications to the label will need to be done as the campaign rolls out. Bottle sizes or styles may change, therefore, design files will need to be managed and updated. Services will include working with suppliers, approving printer proofs and prototypes, and purchasing.



12 signage

Wayfinding

There are two design plans ready for implementation. Each plan represents a different wayfinding sign theme. Both plans accommodate:

- Vehicular Directional
- Vehicular Locational Signs-Large Venue
- Pedestrian Locational Signs-Small Venue or Interpretive
- Parking
- Trailblazers
- Informational Kiosk
- Banner Poles
- City Limits Vehicular Directional

Sign details and elevations, design guide, materials, location, and individual vector artwork is included for each sign. Each plan accommodates 68 signs in the first phase. Director will need to coordinate sign manufacturing, design modifications, changes, and additional venue signs as the park offerings grow. Using the design guide, poster display inserts will need to be designed for walk up informationals and interpretive signs.



Theme 4 Wayfinding Plan



Theme 4 Design Guide



Theme 7 Wayfinding Plan



Theme 7 Design Guide



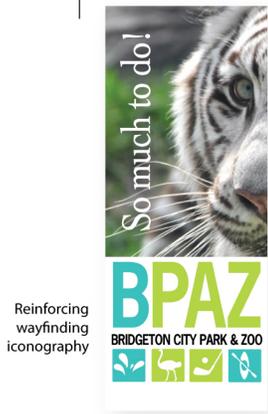
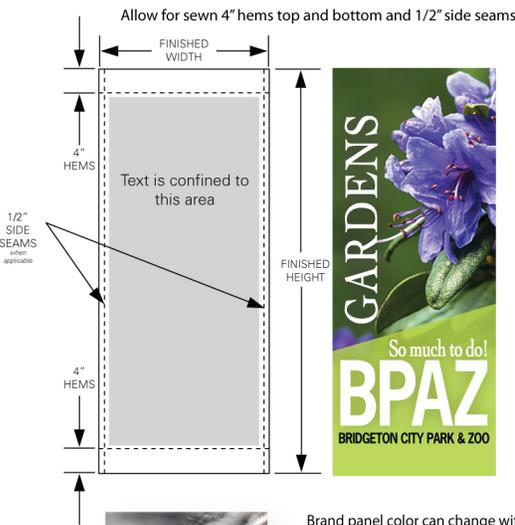
Banners

The park will allow two types of banners, pole banners and event banners. **Pole banners** are defined in the sign plan guidelines. Event banners can be produced for special events to provide a promotional media for event sponsors.

The style guide accommodates various design options including standardized BPAZ branded imagery, and early roll out attraction feature. Phase 1 sign production includes 10 poles with banners—budget will determine whether single or double hung. Director will add banners as park amenities grow. Designs offer both angled brand panel with drop in image feature and square panel with icons and drop in image feature. Artwork included is 1/4 scale with photo and type change. Photography used must be highest print resolution.

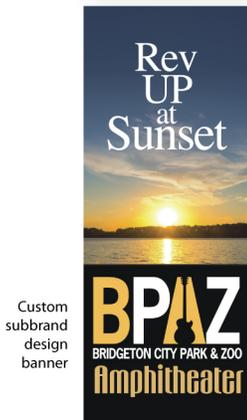
Pole banners to print two-sides

Recommended template specifications for 24"x60" digital vinyl banner



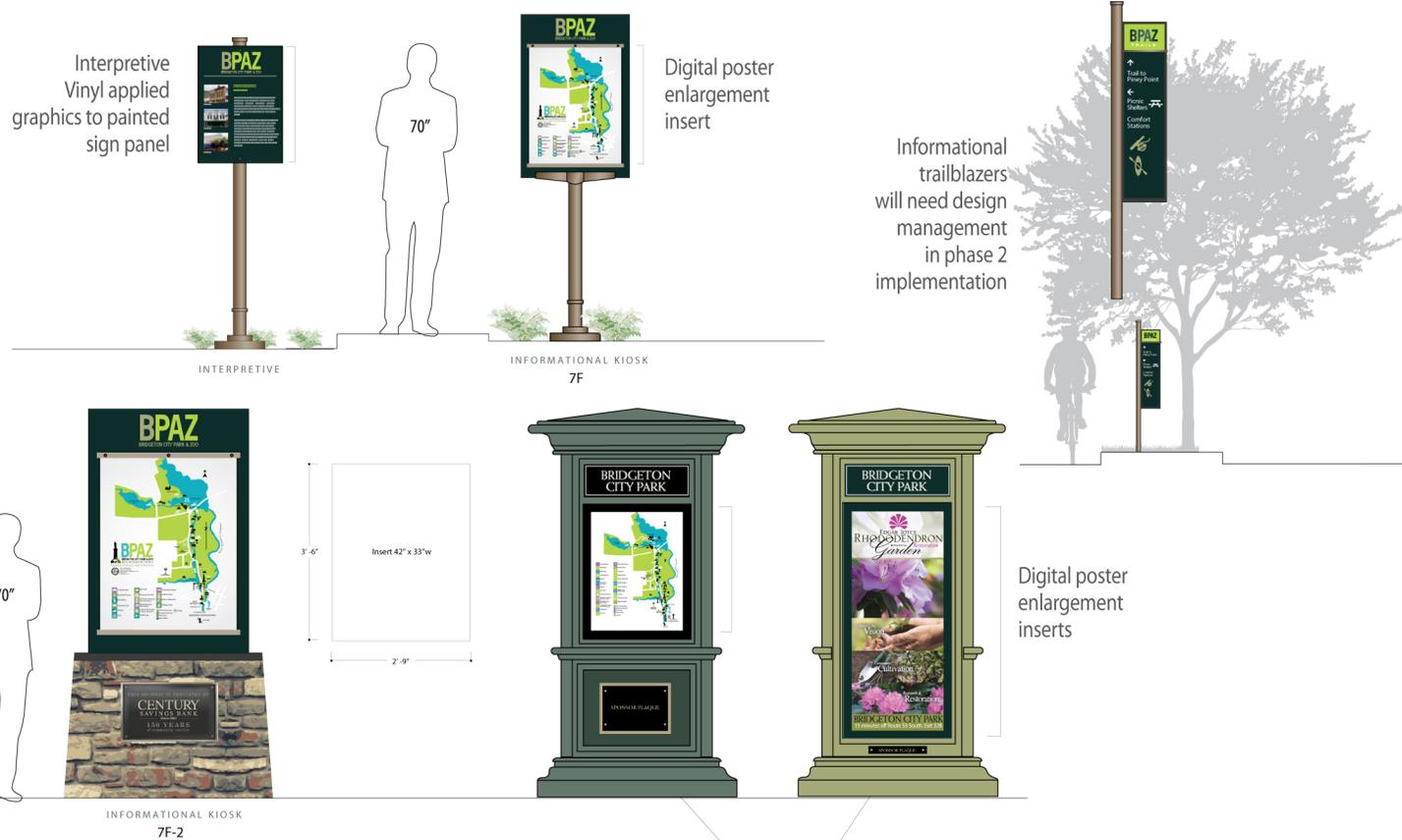
Event banners Custom vinyl banners are the most popular, versatile, and cost effective all-weather signage. They can be used as temporary or semi-permanent signage for events, concerts, fairs, and festivals. All full color banners are printed on high quality 13 oz scrim vinyl. 13 oz vinyl is rated for both indoor and outdoor use. Outdoor banners can last several years with proper handling, installation and storage. Full color vinyl banners are digitally printed up to 16 feet by 50 feet without seams on front and/or two sides. Finishing options should include heat welded hems and grommets. Recommended minimum size 8'w x 2.5'h horizontal format. Enlarge proportionately as decided.

With emerging technologies, banners are now available in several different materials including environmentally friendly products, poly, vinyl, nylon and flex-face; even outdoor mesh, which promotes an open air feel. The ease of installation and effectiveness of vinyl banners makes sponsor advertising easy, and if designed appropriately, noninvasive.



Interpretive and Informational Kiosk Sign Panels

Map and interpretive/informational sign graphics will need to be finalized, prepared for print and produced. The first phase plan roll out includes 2 walk up kiosks. Budget will determine which style kiosk it will support – pole or pedestal. The first phase does not include interpretive, however, the plan provides design direction for this sign type. Director will be responsible for creating and preparing scaled sign graphics and insert panels as changes in the map or informational or interpretive opportunities grow for the park. Director will oversee and manage the process from creative through installation.



Product: Rectangle History Marker
Silver Nickel 40in w x 24in



Scaled artwork must accompany plaques

Sponsor and Tribute Plaques

As the Adopt-a-Park and Tribute programs grow, sponsor and tribute plaques will need to be coordinated. A style guide including supplier, style, finish, lettering style, and posts and hardware will need to be developed to accommodate:

- Tree tributes plaques
- Garden tributes plaques
- Bench tribute plaques
- Sign sponsor plaques

An online selector guide will need to be created from the style guide to market the program.



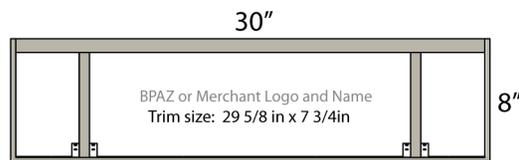
Kiosk and Concession Sign Inserts

Managing kiosk and concession signage is part of the design and upkeep of the park sign program. Concessionaires are entitled to take advantage of BPAZ semi-customized sign panels which are included in mobile kiosk units or carts and building concession lease contracts. Both opportunities include sign frames and panel inserts. The branding director will have the responsibility to approve all sign designs in accordance with the style guide. Merchant logos and colors can vary, but size and materials should remain consistent.

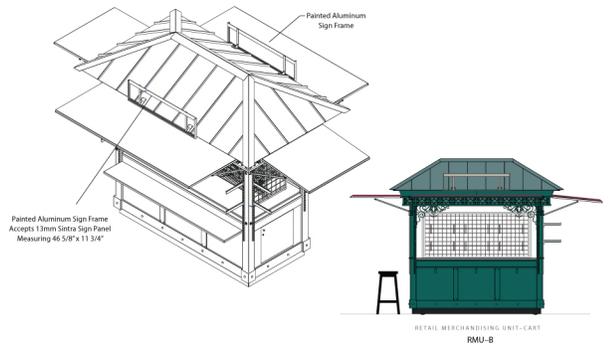
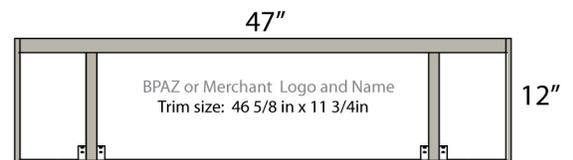
Vinyl graphics applied to PVC panel allows for cost effective, lightweight, weather-proof product. All kiosk signs should be produced with like materials to maintain a consistent, managed look throughout the park. Easy panel installation– slides into unit's mounted frame. Panels are single sided. Frame can be customized to allow for oval center sign format. Icon graphics are recommended.



Unit A: RMU Sign Panel–4 sides/single face



Unit B: MOBILE CART Sign Panel–1 sides (front, back)



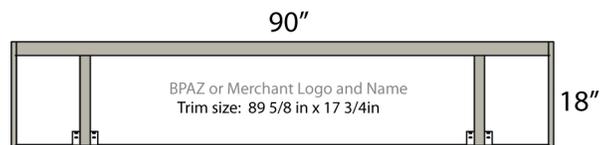
Rolling A-Frame Poster Holder Sidewalk Sign. BPAZ can manage poster signage for kiosk tenants by providing sign stands and print specifications in lease contract. Director must approve all posters.

How will this impact my park experience?

You might see advertising messages on the movie screen, plaques on signs and kiosks, or sponsor logo recognition on our website and in special event publications. You will NOT see large billboards or other structures erected in our park just for the purpose of sponsor recognition or advertising. BPAZ will manage the placement, content, appearance and wording of all sponsorship recognition benefits and messages and will work to avoid or minimize adverse impact on the park visitor's experience.

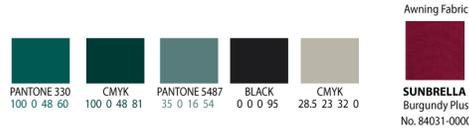


Restyled Existing Concession Buildings Sign Panel– 1 side (front only, sides optional)



13 kiosk design assistance

The kiosk and concession design plan offers optional approaches to the kiosk system planned for the park. The marketing director will work with contractors to approve all materials, and color and paint selections to maintain brand integrity according to the design standards and as they work collectively with signage and banners.



14 programming, campaigns and initiatives

Relation of brand management and marketing direction to park programming

Marketing director will manage all communications relative to park programming, campaigns, events, and initiatives. All subbrand, graphic representation, and messaging must be either created by or approved by the marketing director. Without this service, the BPAZ brand will unravel, become cluttered and lose its park feel. The marketing or brand director is ever considering the fulfillment in customer expectations and consistent customer satisfaction. All communication materials will need to coordinate that same cohesive feel. The marketing director will be responsible for design coordination and production of all communications including forms and followups for the following:

- planned giving and endowment program
- adopt-a-park and tribute campaigns
- fund raising campaigns
- events and exhibits
- sponsorship, volunteer, internship programs
- funding presentations
- subbranding of new attractions and venues
- partnerships
- public relations campaigns
- internal relations, meetings and reports

Marketing director will manage all relations with contractors, partners, and sponsors including:

- press partnering
- event planner
- education partners
- focus groups
- concessionaires
- park and city staff
- fund raising coordinator
- grant writer
- promoters



Brand Mangement, Marketing and Communications

First Year Roll Out Costs

Below is an itemized recap of first year branding and marketing roll out with costs.

Services*	First Year Deliverables
1 file mangement and marketing tools - manage over 1,000 graphic files, and style guides \$1,000	
2 image library - create image library from location, stock, and donated photographs - manage approximately 1,000 images - shoot location photography - manage all rights agreements and releases - manage community web portal and image submissions - provide all photo retouching, formatting, and styling \$2,000	1,000 image library
3 graphics, graphic updates, and graphic production - manage graphic assets - format all graphics for media reproduction \$3,000	
4 iconography and map updates - manage all icons - create and develop new icons as park grows - update map as assets change \$1,000	
5 copy, content, and news management - write and manage all creative copy for all media applications - write and release 12 news articles per season - update all event and calendar listings - manage all business opportunity, and sponsor follow ups \$3,000	
6 print and distribution management - produce and prepare all print files for rack cards, post cards, brochures, park passes, tribute cards - develop and implement distribution plan \$4,000	print 16 rack cards @ 5,000 qty per print 4 seasonal postcards @ 5,000 per print 4 park passes @ 250 per print 2 tribute cards @ 100 per print 1 annual park brochure @ 5,000 2 wall mount displays • \$8,500

• one time investment



Services*

7 ad design, format, and placement

- design and produce 4-ad set for 16 feature amenities or campaigns
- develop annual placement plan from publication list
- develop a Weather advertising program
- modify ad formats to media specs as needed
- grow media partner relationships

\$5,000

8 email marketing

- create and launch weekly email ShoutOuts
- manage contacts list

\$5,000

9 social integration

- setup and design skin for 3 social media sites
- integrate social sites to website, e-briefs
- manage upkeep, add new posts daily
- create campaign sites

\$3,600

10 website development and content management

- secure and manage domains and hosting accounts
- develop official full park site as per sitemap
- provide all content for full site
- manage and update interim site content on weekly basis
- setup, host, and manage start-up store
- manage SEO

\$8,000

11 merchandising

- develop merchandising plan
- manage private-label design and prototypes
- manage purchasing of products
- provide photography and product stats for store
- manage water bottle labeling

\$1,500

12 signage

- wayfinding sign production management and graphic changes
- pole banner productions management, design updates
- event banner design and production
- kiosk and concession sign panels design and production
- interpretive and information kiosk graphics and poster inserts design and production
- sponsor/tribute plaque design, production management

\$2,400

First Year Deliverables

64 insertion-ready ads
advertising program

\$20,000

52 email new briefs

3 social media sites

1 full website developed/hosted
1 interim site managed/hosted
1 start up store

\$600

6 products x 2 dozen startup

\$1200

68 wayfinding signs • TBD
1 kiosk module • \$22,000
4 kiosk module inserts \$1,000
8 kiosk/concession sign panels • \$1,600
2 informational map inserts \$400
2 informational poster inserts \$400
20 pole banners • \$13,00
4 sample tribute plaques • \$1,000

• one time investment



Services*

13 kiosk and concession design assistance

- manage contractor relations
- approve all materials, color and paint selections
- work with client fit-in

\$1,000

14 programming, campaigns and initiatives

- manage all communications for all programs, campaigns and initiatives
- design all communication materials (electronic format)
- design all forms and follow up packages (electronic format)
- funding presentations (electronic or video format)

\$6,000

First Year Deliverables

- 3 mobile kiosk units •
- 1 building makeover •

\$100,000 •

- campaign packages
- forms packages
- funding presentation video

Total \$49,500*

Total \$160,000
+wayfinding

* services cost + 20% of revenue generated above current

• one time investment

Opportunities building and management

There are so many ways a corporation, organization, or individual can help sustain the future of BPAZ. In addition to corporate sponsorship and organizational partnerships, the program will also offer individuals opportunities to support the park through financial donations, volunteer time, and in-kind gifts. The park can also be supported through memberships, rentals, business concessions, events, and merchandising opportunities. This plan will include a combination of all of these options.

Sponsorship Policy Development

During this phase, sponsorship policies and contracts will be developed. It will be the responsibility of the Opportunities Director to create values for different levels of sponsorships, determine from the list of park facilities and programs appropriate sponsorships to target as recommended in the brand plan, work with marketing director to create materials to promote the program, and draft applications and contracts. If a park board is established, the Opportunities Director will work with them to develop and manage a sponsorship program. The final sponsorship plan will then be presented to the city for adoption.

Program Implementation

This is the phase in which the program is launched and includes the marketing, negotiation and administration of sponsorship opportunities. The Opportunities Director with the Park Board or Foundation will administer this program in coordination with department staff.



Types of sponsorship opportunities BPAZ can support

Below are the recommended types of sponsorship opportunities the plan proposes to support that Opportunities Director will target:

- Capital Projects
- Restoration Projects
- Fund Raising Campaigns
- Events & Programming Sponsors
- Adopt-a-Programs
- Donor Campaigns
- Planned Giving
- Membership
- Merchandising
- Rentals & Event Planning
- Volunteer Programs
- Internships
- Concessions & Business Opportunities
- Advertising & Promotions



Levels of Sponsorship

This is the phase in which the program is launched and includes the marketing, negotiation and administration of sponsorship opportunities. The Director will administer this program in coordination with park board and department staff.

- Park Partner
- Venue Partner
- Athletic Park Partner
- Project Partners
Capital Projects, Restoration Projects
- Programming and Events Sponsors
- Cosponsorships/Local level partnerships

One of the park's objectives is to connect with and grow the local economy and to provide opportunities for local businesses and their employees to engage in park activities. Some programs and events are designed specifically to meet this objective and will need to be managed. Relationships will need to be established and maintained on a continual basis.

Corporate Partnering and Grants

Building alliances, funding resources, and advocacy opportunities with both the private-sector and not-for-profit organization and government partners is included in the scope of services provided by the Opportunities Director. The director will seek partnerships for national and community grant funding from private-public corporations and supporting community organizations and groups to help fund and lead initiatives in the areas of commitment below. The Director will also build relationships with grant writers and develop plans to economically sustain the program.

- | | | | |
|----------------------|-----------------------|--------------------|--------------------------|
| parks | children's health | aquaculture | green space planning |
| ecology & ecotourism | zoology | agritourism | economic development |
| nature conservancy | historic preservation | outdoor recreation | environmental awareness |
| arts | wildlife preservation | garden restoration | community sustainability |
| community health | horticulture | trails | |



Volunteer Program

Included in the scope of services provided by an opportunities director to launch and sustain a park volunteer program include:

- develop and manage volunteer program
- develop volunteer opportunities, applications, and marketing messages
- manage online portal
- develop and manage stewardship program
- develop and manage volunteer events

Education Partner Program

Services to include:

- develop and manage BPAZ student intern program
- grow education partners and manage relationships
- work on contracts, provide reports, and letters of recommendations
- grow education programming, events, workshops, and develop leadership opportunities that help to sustain the programming

Event planning and programming

Opportunities Director will create a list of potential funding sources, sponsors, organizations, education, and media partners BPAZ will want to grow relationships with suited to support building programming including national, regional, and local level opportunities.

Sponsorship Advertising Program

The director will work with marketing to develop and manage sponsorship promotion opportunity packages.

Building Park Programming

There are many sponsorships and partnerships to pursue that can potentially support the vision of BPAZ within a regional reach. Connecting with these types of resources to create programming and events will require an actionable park development plan, continued research, and on-going marketing efforts. Areas that will want to be pursued to develop programming will include:

- | | |
|--|--------------------------------------|
| walks | birding |
| conservation & recreation | inclusive playgrounds |
| community diversity, arts & recreation | children's playgrounds |
| trails | health & fitness |
| runs | health, food & active living |
| biking, bike clinic | sustainable communities & cultures |
| zoological | arts & culture |
| botanical gardens | arts & health |
| history museums | education & exhibits |
| culture arts | conservation & natural resources |
| performing arts | arts & environment |
| concerts | education & culture sites |
| gardening | destination park economic initiative |



BPAZ/365

Growing events means growing opportunities.

BPAZ/365 is an events initiative to provide programming every day, year round. Events planner will create and manage all events, coordinate with marketing to promote, schedule, and manage all logistics and relationships including sponsorship, volunteers, and business opportunities, and will create a plan to populate the park with 365 events per year following the suggested events program provided in the sponsorship task plan which includes both chargeable and free programming.

BPAZ can offer a concession opportunity for an event planner to manage park events including weddings and quinceanera, corporate parties, group outings, and facility rentals. The amphitheater can be concessionized by the hour, block, or event by contacting a concert promoter that would be managed by a single source event management program or planner to avoid conflicts. Opportunities Director will create and test model an events program with concessioning in mind and will help to solicit and interview business potentials.

Managing the business of the park

Scope of services provided by an Opportunities Manager include growing business and jobs in the following areas

Rentals and event planning

Develop and manage a more extensive rentals program including corporate group meetings, outings, family reunions, sports outings, weddings, and quinceanera.

Growing a Wedding Market

Develop business plan and venues preparation to support a growing wedding market in BPAZ. Work with marketing director to promote, market, and solicit cooperative local support businesses. Manage scheduling, planning, and assisting in hosting. Develop a test model for concessioning opportunity. Market and interview business or staffing candidates.

Putting the amphitheater back in business

Opportunities Manager will seek an entertainment promoter or company to provide programming for the amphitheater. The manager will develop a leasing plan that gives the park varied programming including concerts, children's theater, showcases, and music festivals.

Shop BPAZ

Work with marketing director to assist in building a model store for concessioning opportunity. Market, interview, and train business or staffing candidates.

Kiosk and Concession Program

Develop and implement kiosk and concession program. Work with marketing director to:

- 1 Choose concession types to target**
 - Recreational
 - Rental
 - Retail/Novelty
 - Food
 - Service
 - Educational/Sponsorship
 - Advertising
- 2 Designate areas in the park where concession types are best suited**
- 3 Develop program terms and conditions**
- 4 Develop forms package**
 - Doing Business with BPAZ Data Form Questions and Answers
 - Bidders and Proposers Personal and Business Qualification Application
- 5 Prepare Request for RFPs, RFBs and RFEIs**
 - Request for Proposals, Bids, and Expression of Interest
- 6 Implement a recruitment campaign**



Developing business plans for new markets and programming

It will be the job of the Opportunities Manager to develop mini business plans for each new market or program for the park or city's consideration especially when financing is required. Below is an example of a plan format



Park location
Amphitheater
Zoo
Gazebo (book for future phase)

Description Host wedding ceremonies in the park at either of three locations.

Target Markets Wedding

Invitation line Host a beautiful outdoor wedding at Sunset Lake Amphitheater, Gazebo at Morning Side Park, or at the Cohanzick Zoo.

Short Term

Accommodate ceremonies at Sunset Lake Amphitheater and Zoo.

Offering

What we provide:

- Four hours of use on your wedding day (11:00 a.m - 3:00 p.m. or 3:00 - 7:00 p.m.)
- One hour of rehearsal time the day prior
- 300 white folding chairs, including set up and tear down. \$1.50 per chair additional
- Portable sound system
- Microphones/mic stands
- Ceremony table(s)
- His and hers dressing rooms
- Directional signage
- Event management
- Parking

Short Term Investment

Clean up what we have, some props and light sound investment

White Wedding Folding Chairs \$8.45 + each

http://www.folding-chairs-tables-discount.com/White_Plastic_Folding_Chair_p/99ww.htm

Ceremony Table, or Portable Arch

Have event coordinator help with style and cost.

Portable Sound System \$500+

Fender Passport Price: Shop around ebay, etc.

<http://www.fender.com/sound-systems/passports/passport-event/6946000000.html>

<http://www.musiciansfriend.com/pro-audio/fender-passport-event-portable-pa-system?pfm=sp>

<http://www.zzounds.com/item--FEN6947000>

Yamaha StagePas Price: Shop around ebay, etc.

http://usa.yamaha.com/products/live_sound/pa_systems/stagepas/?mode=series

Sure Microphone, accessories

<http://www.shure.com/americas/products/microphones>

Wired from \$50 + cables + stand, Wireless from \$150+

Consult with sound tech for best results relative to location

Recommend a sound tech to evaluate your current environments and make permanent or portable sound system recommendations.

Directional Signage mainly for parking, Portable lawn sign type.

Dressing rooms, restrooms, parking are details to work out.

You already have restrooms at amphitheater and zoo. Can one of the tech school houses be a chair and equip storage, and double up as a dressing room for Amphitheater? Can plan space at the zoo for dressing room. Ceremonies are approximately 30 minutes. May not need to accommodate.



Investment \$4,000-5,000

Revenue Potential 25-50 Weddings annual/ gross \$10,000-15,000 + advertising

- Ceremony Rate: \$300 in-county residents, \$400 out-of-county
- Cooperative advertising

Market Connections Commercial markets supported

Banquet & Reception	Event Rentals	Transportation	Tuxedos	Wedding Cakes
Beauty Salons	Entertainment	Limousines	Mens Wear	
Bridal Wear	Florists	Manicure & Pedicure	Spa & Massage	
Catering	Invitations	Photographers	Videographers	

Other Markets to grow Quinceanera ceremonies

Long Term

Restore Gazebo and refurbish gardens at Morning Side Park
Accommodate park receptions

Sponsorship Potential

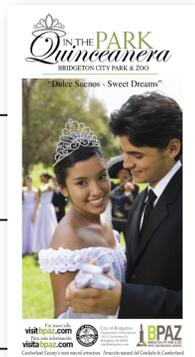
- Gazebo restoration
- Cooperative advertising

Short Term Marketing implementation

- Rack Card (available at cooperative advertiser's businesses, contracted event planner, park information resources)
- Website, Emarketing

Logistics, Management

- Opportunities Manager, Event Planner



Fundraising

Fundraising for the park includes developing and managing giving campaigns including:

- individual donations
- corporate donations
- planned giving and endowment program (bequests, charitable annuities, charitable remainder trusts)
- tribute gifts and memorials program
- water bottle campaign
- adopt-a-park program
- park membership program

Opportunities Director will develop campaigns with an emphasis on park stewardship and will assist marketing director in developing mechanism to accept donations including in-kind and gifts of service.

In addition to ongoing giving campaigns, director will incorporate 2 fundraising campaigns per year for the first 2 year roll out, and 1 per year following. This can include campaigns as recommended in the brand sponsorship task plan such as Every Child in the Park campaign, Wish Upon a Starfish exhibit campaign, Sponsor a Cup - Zoo fence mosaic campaign, BYCLE Bridgeton Youth, Cycling, Learning, Exercising campaign, and other options. Director will work with marketing to develop communications and funding logistics.

Opportunities building and management

First Year Roll Out Costs

Below is an itemized recap of first year sponsorship, event planning, business management, and fundraising roll out with costs.

Services*

1 sponsorship program

- policy development, forms and contracts
- develop capital and restoration project plans
- refine levels of sponsorship plan
- target and solicit partnering and grant opportunities
- establish and manage volunteer program
- develop and manage student intern program
- grow education partners

\$10,000

First Year Deliverables



Services*

2 event planning and programming

- develop event sponsor advertising program
- develop year round programming and event plan incorporating current and planned park amenities and attractions
- create an event plan that delivers 365 events annually in accordance with recommended brand plan
- provide a central scheduling management resource for the park
- incorporate volunteers to lead and work events \$15,000

3 managing the business of the park

- develop and manage a more extensive rentals and corporate event planning program including church groups and family reunions
- develop business plan to grow a wedding market
- put amphitheater back in business, concerts, children's programming
- assist in building a model store to concessionize
- develop and implement kiosk and concession program
- develop business plans for all new markets and programs \$10,000

4 fundraising

- develop and manage individual and corporate giving campaigns
- develop and manage planned giving and endowment program
- develop and manage tribute gifts and memorials program
- manage water bottle campaign
- develop and manage adopt-a-park program
- develop and implement park membership program
- create and implement fundraising campaigns \$10,000

First Year Deliverables

250 events

20-30 facility rentals booked
 15-25 weddings booked • \$4,500
 3 kiosk leases contracted
 2 concessions

Total \$45,000

• one time investment

* services cost + 20% of revenue generated above current



Budget Breakdown

Contract Services*

Brand and marketing director/services	\$49,500*
Opportunities building/management	\$10,000*
Event planning and programming	\$15,000*
Managing the business of the park	\$10,000*
Fundraising	\$10,000*

Total \$94,500*

* services cost + 20% of revenue generated above current

Park Expenses

Wayfinding system	TBD
Ad placement	\$20,000
Print	\$8,000
Web hosting	\$600
Merchandise products	\$1200
Event banners	\$800
Wall mount print displays	\$500 •
Walk up kiosk	\$22,000 •
Walk up kiosk module inserts	\$1000
Pole banners	\$1300 •
Informational map/poster Inserts	\$800
Tribute plaques models	\$1,000 •
Kiosk mobile concession units	\$75,000 •
Concession building makeover	\$25,000 •
Kiosk and concession sign panels	\$1600
Wedding program	\$4500 •

\$34,900

\$129,300 •

Total \$164,200

• one time investment

First year roll out goal:

1500 partners

50,000 visitors

250 events

\$500,000 income

above current

Second year goal:

1500 partners

100,000 visitors

365 events

\$1,000,000 income

above current

Total First Year Roll Out Budget

\$257,800

+wayfinding system

Second First Year Budget

\$ 86,900

+wayfinding system

Implementation timeline

3 months–6 months

Brand management, marketing and communications setup and implementation
All images, graphics, and copy developed and ready for production
Email marketing, social media sites, interim websites launched and managed
Press releases weekly
Full site in development
Funding presentation video completed
Print and ad program ready for roll out, distribution plan ready
Private label merchandise plan designed, products ordered
Water bottle program implemented, bottles ordered
Store setup and ready for roll out
Wayfinding, kiosks, and pole banners in production, installation scheduled
Kiosk and concessions in production
Capital and restoration project plans ready for launch
Corporate partnering and grant writing plan ready for launch
Education and park stewardship partnering in works
Sponsorship advertising plan ready for launch
Rental program ready for launch
Business plans for new markets and programming submitted for approval
All programming plans ready for implementation: sponsorship, volunteer, tribute, planned giving, membership, adopt-a-park, events plan, wedding, concerts, concessioning, intern, and fund raising

6 months–12 months

Print distribution plan implemented	Sponsor, volunteer, intern programs implemented
Email marketing, social media continues weekly	Tribute, planned giving, adopt-a programs implemented
Full website ready for launch	Kiosk and concession rentals secured
Ad program placement continues	Fundraising, membership campaigns implemented
Online store and water program in operation	New venue plans in development with sponsors
Wayfinding, kiosks, and pole banners installed	Events and programs implemented
Capital and restoration projects sponsors secured and project plans ready for implementation	Programs and events calendar published
Corporate partners contracted	News releases continue weekly
Corporate partnering, grant writing continues	Rental program implemented
	Wedding program implemented



Final recommendations

A successful implementation phase: putting the design, execution and scheduling into development

The implementation phase requires several aspects to be successful. **First**, trained people must be ready to use their unique skills and abilities to implement various elements of the plan. **Second**, sufficient time and money must be allocated to the project. **Third**, management must be communicative and ready for meetings with monthly updates. **Fourth**, management systems necessary to track progress must be in place. **Finally**, the workforce must be comfortable with the plan and motivated to succeed. Common mistakes in the implementation phase include no ownership (from managerial staff and/or employees), a lack of reliable communication, and a plan that is non-specific, insubstantial, and unexciting. **Employees who are not held accountable for their role in the implementation can lead to a faltering plan, as can an employee who is ready to make positive changes but lacks the authority to do so.**

For these reasons, it is my recommendation to:

- 1 designate a brand director
- 2 establish a park board
- 3 partner with city managed by a staff for positive change
- 4 implement a unified plan

1 A visible leader

Brand roll out plan is a verbal and visual guide to implementing the brand and maintaining continuity so that the brand objectives can be met more efficiently. Everyone in the organization has some type of role, whether it is large or small. However, a successful implementation has at its helm a very visible leader (brand or marketing director) to communicate effectively the necessary steps of the implementation.

For this reason, I am proposing, by way of a resolution request, to be the designated contracted brand director for BPAZ to lead the marketing campaigns and initiatives and assist in the development of all park opportunities, sponsorships, and business development as outlined. The proposed scope of services and fees have been itemized. This also includes a performance contract of 20% of total gross income to the park earned above current earnings—specific amount to be determined.

2 A park board: Friends of the Park

The overall purpose of a park board would be to advocate, allocate, and grow the business of BPAZ while maintaining a transparent approach to visioning and planning. Based on both national and state recommended approach to manage planning the sustainability of our parks, a Friends of BPAZ organization would be the next step in implementing the business of Bridgeton City Park including marketing, funding, and management. A Friends of Bridgeton City Park & Zoo would be a regional, non-profit organization whose mission would be to maintain and increase the value and importance of the city park as a place of natural beauty, culture, recreation and education for the public. All monies raised by Friends of Bridgeton City Park & Zoo would be used for the capital and promotional needs of the park at the discretion of the FOBPAZ Executive Board. The use of proceeds from Friend's fundraising efforts would be determined by a collaborative effort between the city, park, and the Friends of park executive committee.

If the city decides to support a park board, I would include in the services contract at no additional cost professional assistance by providing profiling that will help the Mayor and Council through the selection process. Members of the board do not necessarily have to be a Bridgeton City resident, in fact it may be advantageous to the park to include colleagues from county or state level organizations, and/or representatives from education, financial, or corporate health industries.

3 Partner with the city managed through Department of Economic Development and Planning

Based on my experience in the brand design and development phase, the implementation phase should be managed through the Department of Economic Development and Planning, rather than the Department of Recreation. It was proposed early in the process, but discarded, however, to further the success of the implementation plan, it should be reconsidered. The **business** of the park is more about economic development and planning than recreation. And the current director of economic development has proven readiness to manage positive changes but lacks the authority to do so.

4 Timeline: marketing and branding as a unified whole

Brand implementation is an integrated part of a branding cycle and needs to be initiated during and immediately following the brand design and development phase. Brand implementation is the continuous and consistent application of the brand's image in all business units, communication channels and media. This refers to marketing and branding as a unified whole. Brand implementation is a continuous process, which requires controlling the brand's image and presence despite changes in markets and company structure. The timing on moving into an implementation agreement is immediate.

Proposed schedule

If Mayor and Council can approve moving forward with the brand implementation and opportunities contract starting in March 2016, the park can see results as early as May which is a perfect seasonal fit for building momentum.

Living up to the brand

Each area of the park needs cultivating. The opportunities program will help protect Bridgeton City Park resources and grow a sustainable city. A partnership with BPAZ will help provide high quality, affordable recreation for children and families of the City of Bridgeton and throughout Cumberland County. Helping BPAZ to sustainability supports a healthy community, and a healthy planet. Growing park partners and stewardship at ground level is the first phase.

Even though social media has changed the tactics of marketing brands, its primary goals remain the same; to attract and retain customers--This change is finding the right balance between empowering customers to spread the word about the brand through viral platforms, while still controlling the park's own core strategic marketing goals. The plan accommodates a multi-media approach to unifying the message.

Primary goals reemphasized

- 1 To provide a true urban park experience for the local community and visitor while preserving much of over 1,100 acres of natural habitat.
- 2 Build a brand that will promote the park as a competitive **destination** while providing a platform for investment and an **opportunity** for community involvement knowing that **people** make parks **sustainable**.

It will be vital that the first phase roll out marketing reach customers at the ground level promoting park stewardship opportunities and the park vision. The first 6 months will focus on that effort while working the audiences on growing the financial support needed to implement capital improvements and increase programming. This is a work in concert. A unified whole approach to marketing lead by a strategic brand plan will empower the park to reach its goals and objectives.

Once the brand is launched, it must be lived up to. And that is

Cumberland County's most natural attraction.

First phase roll out message

Grow with Us!

At 1,300 acres, Bridgeton’s historic City Park & Zoo is one of the largest urban parks in the region, home to New Jersey’s first zoo. BPAZ has the largest collection of rhododendrons in the state, waterways to explore including the historic Cohansey River and three recreation lakes, a collection of over 20,000 Indian artifacts found along its banks, and a 1000 seat amphitheater. The park features monuments, gardens, playgrounds, walking and biking paths, boating, wildlife, sports facilities, a riverwalk, and acres of green space.

Come play, imagine, relax, explore and appreciate the wonder of BPAZ.
Helping BPAZ to sustainability supports a healthy planet.

Get on a green team today. See you outside!

so much to do!

For a complete list of happenings and events

visit **bpaz.com**

Thank you for the opportunity to have helped in the development of this exciting new journey. I look forward to our continued combined effort to make this message a reality. I am available to meet to review and present all documents.

Recommendations in this plan are based on location, current assets, prior plans and visioning reports, market trends, audiences, and those projects and programs that have the best possible potential for sponsorship, partnership, and income to the park including:

- | | |
|--|--|
| Rhododendron Garden Restoration | Kid’s NatureGround |
| Nail House Restoration and Visitor Center | Winter Skate Park |
| Amphitheater- stage ready | Winter Festival of Lights month long program |
| Morning Side Park Gazebo Restoration and Gardens | Veteran’s Park Garden Restoration |
| Zoo Piazza | Sand Volleyball Courts |
| WaterSports concessions | Zipline concession |
| Boating concessions | Heritage Trails (archeological culture experience) |
| Recycle Clinic | New Sweden Farmstead Restoration or strike |
| Dog Park | |

Supporting proposals

Wayfinding costs estimates to be supplied in separate submission. Detailed supplier costs available upon request for:

- | | | | | |
|---------------------------|--------------------|-----------------|---------------|---------------|
| pole banners | printing | web hosting | event banners | water program |
| walk up kiosk | wall print display | email marketing | wedding plan | |
| mobile retail kiosk units | posters | tribute plaques | merchandise | |



Destination. Branding. Marketing.

Cindy Williams, Creative Director