

PROGRAM RECOMMENDATIONS

NO.	Recommendation + Action Items	Responsibility	Financial Return (Costs vs Return)	Priority Level	Project Timeline	Performance Measure
GOAL: PROMOTE EVENTS THAT BRING THE COMMUNITY TOGETHER.						
R16	Expand and build on Lawrence's special events to celebrate and highlight the City's culture and diversity. Some special events could include, but are not limited to, an International Food Fair, art outreach and demonstrations, Vintage Movies in the Park, expanding the Summer Concert Series and music festivals.	PRAC Staff	Medium Cost, Medium Return.	1	2024-2025	Focus on seasonal/annual events, not one time ventures. Track event attendance and customer satisfaction data when applicable.
R17	Coordinate with community partners to update community calendars to provides an inventory of events throughout the Lawrence area. (Explore Lawrence, Art Center, Watkins Museum, Theater Lawrence, Library...).	PRAC Staff	Low Cost, Medium Return.	1	2024-2025	Utilize website analytics tools to track visits to the calendar section of the website. If using a mobile app, track app downloads and user activity within the calendar section. Develop goals for increasing visits based on historical data.
R18	Seek out partnership opportunities to maximize resources for community events. Develop a partnership MOU that defines the desired benefit of the program partnership	PRAC Staff	Low Cost, Medium Return.	2	Ongoing	Track the dollar value of resources secured through partnerships compared to the cost of running the community events without partnerships. Aim for 15-20% of event expenses being offset from partnerships.
R19	Determine PRAC's appropriate role in supporting other community events to ensure resources are not stretched too thin and the operational budget is not negatively impacted. Consider sponsorship revolving fund for event operational expenses overseen by a resource development position.	Director / Assistant Directors	Low Cost, Medium Return.	1	2024	Track the number of events supported, and the type support the events receive. Monitor the amount of staff, supplies, equipment, or space utilization that is allocated to other community events.
R20	Track the economic value of arts and sports related programs in the city and share the results with the city manager and city commission	Director / Assistant Directors	Medium Cost, Medium Return.	1	Ongoing	Track direct spending (e.g., program fees, tickets, concessions, travel/lodging), indirect spending (work with the visitors bureau or economic development agency to determine impact on restaurants, retail stores, etc.). Develop a metric based on findings.
R21	Invest in a specialized software platform dedicated to event management. The software should provide event staff and organizers with planning, implementation, and analytics tools that include automation features to maximize staff time.	PRAC Staff and IT Staff	Medium Cost, High Return	1	2025	Implement event management software for 2025 events.
GOAL: CONTINUALLY REINVEST IN PROGRAMMING.						
R22	Review program lifecycles annually to evaluate their success, modifications that may be necessary, and the potential for future impacts on staffing or other operating costs.	PRAC Staff	Low Cost, Medium Return.	3	Ongoing	50-60% of programs should fall in the beginning stages of the program lifecycle.
R23	Expand the existing programs that are offered within recreation centers to outdoor park areas and neighborhoods through a mobile recreation program. Programs can promote physical activity with obstacle courses or nature/art enrichment or learning opportunities.	PRAC Staff	Low Cost, Medium Return.	2	2025	Maintain the pulse of trends and where programs can be expanded. Respond to customer demand and bring programs to neighborhoods.
R24	Identify and program trails and designated green spaces to allow for passive participation. Highlight the trail system with programs and events such as volunteer clean-up or stewardship events, walk the Loop, trail races, and seasonal events such as a haunted trail.	PRAC Staff	Low Cost, Medium Return.	2	2024-2025	Allows for continued program and continued movement towards better cost recovery for the department.
R25	Identify parks and recreation programs and facilities that are 'pay to participate' programs. Initiate more variable pricing strategies and update pricing policy accordingly for revenue generating facilities and programs that benefit the individual user.	PRAC Staff	Low Cost, High Return.	2	2025-2026	Creation of 'Pay to Participate' programs list
R26	Identify ways to enhance the Lifelong Recreation core program area to expand active adult programming for the community.	PRAC Staff	Low Cost, Medium Return.	1	Ongoing	Track annual participation and demographic data of participants annually.
R27	Find ways to expand nature and outdoor adventure programming through a mobile program or addition to the nature center.	PRAC Staff	Low Cost, Medium Return.	2	2024	Track program participation increase and participant satisfaction from surveys.
R28	Activate indoor spaces or other underutilized sports fields with specific program plans. Consider converting the spaces for other uses and develop a feasibility study to come up with other ideas.	PRAC Staff	High Cost, High Return.	1	2025	Develop a metric for increased space utilization (e.g., 20% more scheduled use time) and resident awareness as identified through surveys.
GOAL: INCREASE MARKETING OF PROGRAMS AND SERVICES IN UNDERSERVED AREAS THROUGHOUT THE CITY.						

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R29	Re-establish a true marketing division that manages all aspects of marketing and communication including the registration process.	Director	Budget 5% on Marketing	1	2025	Revenue increase by 10%
R30	Develop a marketing plan for the department that addresses all functional elements of marketing and communications with the public and includes the proper level of budget and staffing needs to meet the communities' expectations.	Arts, Culture and Marketing Assistant Director	5% budget increase	1	2025	Revenue increase by 10%
R31	Implement periodic social media audits to provide PRAC a sound understanding on how social media impacts its programming, they are engaging with their audiences, and effective the platforms are at raising awareness of their services.	Arts, Culture and Marketing Assistant Director	Increase awareness by 10%	2	2025	Enrollment increase by 5%
R32	Create a Marketing/Community Engagement Resource Guide that includes brand guidelines and flyer templates. This resource will help programmers create marketing materials for their programs and might help alleviate the burden on the marketing team.	Arts, Culture and Marketing Assistant Director	Revenue Increase by 10%	1	2025	70% of targeted goal
R33	Incorporate marketing costs into program costs to help pay for the services desired.	Arts, Culture and Marketing Assistant Director	5% added to programs	1	2025	budget is 4% of total budget
GOAL: INCREASE OUTDOOR RECREATION ACTIVITIES IN PARKS AS IT APPLIES TO KAYAKING, FISHING, AND ADVENTURE SPORTS FOR PEOPLE OF ALL AGES.						
R34	Develop skill development programs for youth and adults to promote environmental stewardship and outdoor recreation activities in parks through workshops and clinics.	Recreation Operations Manager	Low Cost, Medium Return.	2	2025	Track program participation and community involvement with environmental stewardship efforts.
R35	Find partners who are willing to invest in training and equipment for developing outdoor related programs and skills in the city.	Recreation Operations Manager	Low Cost, Medium Return.	2	2025	Partnership agreement outcomes.
R36	Activate natural areas with more collaborative programming such as with Clinton State Park and Baker Wetlands.	Recreation Operations Manager	Low Cost, Medium Return.	3	2025	Increase in programming and participation.
GOAL: DEVELOP PROGRAMS THAT PROMOTE OVERALL WELLNESS.						
R37	Identify growth potential in health and wellness programming areas as a core program of the city.	Recreation Operations Manager	Medium Cost, Medium Return.	1	Ongoing	Track increase in programming, distribution across age segments, and participation rates.
R38	Work with community partners to expand PRAC reach for wellness programs that target all ages to strengthen the community's awareness around complete wellness.	Recreation Operations Manager	Medium Cost, Medium Return.	2	Ongoing	Partnership agreement outcomes.
R39	Explore additional modifications and adaptive equipment that can be used for varying ability levels.	Recreation Operations Manager	Medium Cost, Medium Return.	1	Ongoing	Track participant experience and participation rates.
R40	Consider intergenerational activities geared toward education, technology, the arts, nature, and outdoor adventure.	Recreation Operations Manager	Medium Cost, Medium Return.	2	Ongoing	Track increase in programming, distribution across age segments, and participation rates.
R41	Promote connections to nature through art from nature sessions, nature journaling, stewardship initiatives, photography classes, and native plant gardening workshops.	Recreation Operations Manager	Low Cost, Medium Return.	2	Ongoing	Track increase in programming, distribution across age segments, and participation rates.
R42	Further develop sports and fitness programming for youth and adults	Recreation Operations Manager	Low Cost, Medium Return.	2	Ongoing	Track increase in programming, distribution across age segments, and participation rates.