



Agenda Item: Presentation Of 2022 Park Marketing Results And 2023 Strategies

Background: The Convention and Visitors Bureau's marketing team meets with Park Board management each year to develop initiatives to help drive visitation through paid advertising, social media, programming, and public relations efforts. The marketing team will present highlights from 2022 and share future strategies to promote the parks through earned, owned, and paid media channels.

The team will focus on the five following areas:

1. Build Awareness
2. Create Engagement
3. Increase Visitation
4. Curate Destination Appreciation
5. Foster Sustainable Growth