



2025-2026
Oak Lawn Park District
Marketing Plan

2025-2026 Oak Lawn Park District Marketing Plan

Brand Promise/Mission Statement:

The Oak Lawn Park District promotes a strong sense of community by providing leisure opportunities and the preservation of natural resources that enhances the quality of life and wellness for everyone.

Positioning Statement / Slogan:

Dating back to the 1970's, this slogan has been part of Park District's across Illinois as part of a state-wide initiative. It has stood the test of time and continues to be a slogan Oak Lawn Park District uses to encourage our residents to make sure they make time in their busy schedules for fun.

Take Time for Fun!

2025-27 Strategic Initiatives:

1. Enhance Opportunities for Seniors
2. Optimize Facility Space Usage
3. Strengthen Partnerships & Sponsorships
4. Expand Special-Interest Programming
5. Stay Current with Technology Advancements & Processes

2024-2025 in Review:

- Genae Grabowski recognized as "30 Under 30" by the National Recreation & Parks Association
- Launched new Oak Lawn Park District website
- Completed Community Needs Survey
- Submitted Application for NRPA Gold Medal (*first time since 2019*)
- IPRA Awards:
 - 1st Place: Print Communication – Promotional for Summer's Last Blast Poster
 - 3rd Place: Print Communication - Informational for *Duke's Quacktastic Christmas Quest*
- Held first-ever Light Stroll at Lake Shore Park event on December 6, 2024
 - Wrote & Illustrated *Duke's Quacktastic Christmas Quest* children's book that was played in Storywalk stations
 - Sponsored by Bite Size Pediatric Dentistry
- Completed nearly 500 marketing/graphics projects
- Sent out over 50 Letters to Santa
- Duke Mallard made 15 appearances at various events and programs
- Held four (4) Duke D.U.C.K Clean-Up Days, giving away \$450 in Amazon gift cards

Social Media Statistics

Facebook Fans & Followers: 12,498

Instagram Followers: 2,291

Demographics:

- Female: 82.8%
- Male: 17.1%

- Majority of followers are females aged 35-54 (53%)

Engagement Rates

The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post counts the percentage of engagements (clicks, likes, shares, and comments) on the post out of the number of people who viewed it

- Facebook: 5.26%
- Instagram: 4.46%

Post Impressions:

The number of times any content from or about our pages was displayed on a person's screen. Content includes posts, check-ins, ads, feed stories, and more.

- Facebook: 1,538,386
- Instagram: 120,308

TOP POSTS:

Facebook:

1. Mallard Duck Mom @ Shubert Park – May 22, 2024 -(530 reactions, 23 comments, 52 shares (57,695 reach)
2. Ice Arean Demolition - April 7, 2025 - (351 reactions, 89 comments, 31 shares, 99,735 reach)
3. Marilyn Sorenson Retirement Post - April 29, 2025 - (320 reactions, 56 comments, 7 shares, 15,449 reach)
4. Oak Meadows Playground Construction Update – March 15, 2025 - (272 reactions, 37 comments, 21 shares, 27, 649 reach)
5. Stocking Fish at Memorial Park – July 24, 2024 - (231 reactions, 50 comments, 37 shares, 33,280 reach)

Instagram:

1. Noon Year's Eve Balloon Drop Video – December 31, 2024 (81 likes, 2,096 reach)

2. Oak Meadows Playground Construction Update – March 15, 2025 - (67 likes, 791 reach)
3. 4th of July Grand Finale Video July 4, 2024 - (60 likes, 653 reach)
4. Shrek, Jr. Cast Picture – July 15, 2024 - (59 likes, 704 reach)
5. Beauty & The Beast Pictures – November 2, 2024 - (57 likes, 617 reach)

Website Statistics:

Unique Page Views: 650,130

Most page visits:

1. Home: 111,202
2. *Not Set (clicks from the previous site): 45,899
3. Program Guide: 20,703
4. Community Pavilion: 17,196
5. Ice Arena: 15,637
6. Parks & Facilities Map: 15,537

Tech Overview

- Mobile: 72.8%
- Desktop: 26.2%
- Tablet: 1.0%

User Acquisition: 175,510 users

The User acquisition shows data for the first time a user visits a website or app.

- Organic: 123,917 (70.6%)
- Direct: 42,405 (24.16%)
- Social: 5,248 (2.99%)
- Referral: 4,009 (2.28%)
- Unassigned: 12 (<0.01%)

Traffic Acquisition: 305,018

The Traffic acquisition report shows where your users are coming from across all of their visits.

- Organic: 227,419 (74.56%)
- Direct: 56,925 (18.66%)
- Referral: 10,315 (3.38%)
- Social: 6,879 (2.24%)
- Unassigned: 4,211 (1.38%)

Top Referral (Users)

1. Google: 118,254 (67.42%)
2. *Not Set: 43,670 (24.9%)
3. Bing: 4,717 (2.69%)
4. Facebook: 3,474 (1.98)
5. Vermont Systems: 1,270 (0.72)
6. Flippingbook: 773 (0.44%)

*Not Set: means that these are clicks from our previous website and are do not match up with parameters set on the new site that launched in October 2024.

Brochure Stats:

2024 Summer Digital Program Guide:

- 23,110 views
- Visitors: 8,587
- 205 downloads
- 786 Leads Generated

2024 Fall Digital Program Guide:

- 19,737 views
- Visitors: 7,342
- 232 downloads
- 301 Leads Generated

2025 Winter Digital Program Guide:

- 10,932 views
- Visitors: 4,758
- 189 downloads
- 389 Leads Generated

2025 Spring Digital Program Guide:

- 18,643 views
- Visitors: 7,268
- 81 downloads
- 593 Leads Generated

Leads Generated: How many people signed up to our e-newsletter through via the splash page that pops up when users first view the program guide online.

Brochure Schedule:

Fall 2025:

- Dept. Heads Email to Marketing - June 2
- Proof 1 from Marketing to Rec. Staff - June 23

- Edits to Marketing – June 30
- Proof 2 from Marketing to Rec. Staff - July 7
- Edits to Marketing - July 14
- Program Guide on Website - July 21
- Resident General Registration - July 28
- Non-Resident General Registration - August 11

Winter 2026:

- Dept. Heads Email to Marketing - September 1
- Proof 1 from Marketing to Rec. - September 22
- Edits to Marketing - September 29
- Proof 2 from Marketing - October 6
- Edits to Marketing - October 13
- Program Guide on Website - October 20
- Resident Registration - October 27
- Non-Resident Registration - November 10

Spring 2026:

- Dept. Heads Email to Marketing - December 1
- Proof 1 from Marketing to Rec. Staff - December 29
- Edits to Marketing - January 5
- Proof 2 from Marketing to Rec. Staff - January 12
- Edits to Marketing - January 19
- Program Guide on Website - January 26
- Resident General Registration - February 2
- Non-Resident General Registration - February 16

Summer 2026:

- Dept. Heads Email to Marketing - March 2
- Proof 1 from Marketing to Rec. Staff - March 23
- Edits to Marketing - March 30
- Proof 2 from Marketing to Rec. Staff - April 6
- Edits to Marketing - April 13
- Program Guide on Website - April 20
- Resident General Registration - April 27
- Non-Resident General Registration - May 11

Village of Oak Lawn Demographic Breakdown (via United States Census & City-Data):

Est. Population (2023): 55,734

- Males: 27,726 (49.3%)
- Females: 28,560 (50.7%)

- Median resident age: 40.9 years
- Illinois median age: 39.5 years
- White: 35,571 (63.5%)
- Hispanic: 13,597 (24.2%)
- Black: 4,104 (7.3%)
- Two or more races: 1,210 (2.2%)
- Asian: 1,165 (2.1%)
- Other Race alone: 214 (0.4%)
- American Indian: 21 (.04%)

Estimated median household income in 2023: \$81,265 (it was \$47,585 in 2000)

State of IL in 2023: \$80,306

Estimated per capita income in 2023: \$40,365 (it was \$23,877 in 2000)

Estimated median house or condo value in 2023: \$275,361 (it was \$147,600 in 2000)

Read more: <http://www.city-data.com/city/Oak-Lawn-Illinois.html>

RecTrac Global Demographics Report (as of May 1, 2025):

Residents: 72.42%

Non-Residents: 27.44%

Male: 46.80%

Female: 50.57%

(unknown): 3.42%

2025 Marketing Team Goals:

1. Overhaul the Annual Report – *April 2026*
2. Distribute/Analyze Recreation-Based Survey – *October 2025*
3. Create “Transparency Nest” on website – *July 2025*
4. Develop Sponsorship Committee – *June 2025*
5. Implement Target Marketing/Mailer Campaigns – *July, October, January, April*
6. Conduct Facility Graphic Audits – *quarterly*
7. Improve on events run by Marketing Team:
 - Summer’s Last Blast, Light Stroll at Lake Shore Park *August, December*

Evaluation:

The marketing plan will be evaluated on a yearly basis by the Oak Lawn Park District Administrative Team. Additionally, every three years, we will conduct a Community Needs Assessment, where we survey Oak Lawn residents on an array of topics from how clean our parks are, what they’d like to see changed, how they get their information, and what programs they’d like to try that we don’t offer.

Segmentation:

We have broken down our markets into age groups and by users to better message to our audience based on the goals of each marketing campaign. For example, we mailed out a Summer Day Camp Guide to households in Oak Lawn with children ages 3-14 years old and/or that have participated in our camps at any point in the last three years.

- Teens (age 13-18)
- Post High-School/College/Young Adults (18-25)
- Adults with no kids (age 21+)
- Adults with young kids (kids age 0-10 years)
- Adults with older kids (kids age 11-18)
- Adults with kids that are older and out of the house
- Seniors (age 65+)

Community Relations:

The Oak Lawn Park District recognizes that communities are ever changing and it is crucial to be as inclusive with our services as possible so that all patrons of different backgrounds, cultures, and social groups can benefit from our programming. It is important for the Park District to be aware of the continuous changes in our community and to make sure we are adhering to patron concerns, needs and wants. This is also why it is important that the Park District continuously seeks out community sources to help build relationships and increase awareness of the needs of our community.

The Marketing Manager at the Oak Lawn Park District is the main spokesperson in regard to community relations, although all staff members play a crucial role in connecting and building relationships with community businesses, governmental leaders, the media, and patrons.

It is important that Park District presence is made visible in the community by Park District employee attendance or communication with other community organizations and events ranging from health fairs, Chamber of Commerce meetings and events, community events, school partners, corporate sponsors, The Village Oak Lawn, advertisers, sports organizations, surrounding parks and recreation agencies, and more. The purpose is not only to remain as visible as possible to prove to our community that we are being good stewards of their tax dollars, but to feedback from a number of diverse demographics.

As the landscape for information changes, it is important to maintain communication and to invite the media, businesses and leaders to Park District functions and activities and let them know of any involvement opportunities. Lastly, the creation and dispensing of numerous promotional materials and abiding by the Marketing Plan helps guide the park district in saturating the community.

Below is the list of tactics we utilize to promote Oak Lawn Park District to both internally and externally:

- SSPRPA/IPRA/IAPD/NRPA - The Park District has numerous employees that are involved with the listed parks and recreation organizations. Participation helps us build connections with other community parks and recreation organizations and gives us an opportunity to spread our news and to hear what other park districts are offering their patrons. These organizations are key components in keeping the Park District up to date with trends and educated on diversity.
- Oak Lawn Chamber of Commerce - A Park District representative currently serves as a Board of Director of the Chamber of Commerce. We also maintain a booth at many Chamber of Commerce events and purchase advertising with them.
- Trainings/Meetings - Staff meet monthly for webinar trainings through IPRA. Webinars cover various topics from “Survey Says: Writing Questionnaires and Avoiding Common Pitfalls” to “The Many Faces of Diversity”. Each webinar is an educational tool and reminder on how to better serve our patrons.
- Booths - The park district participates in a wide range of exhibitions/booths. Some of these include “Spring into Summer”, Chamber Vendor Fair, Back to School booth, Health and Wellness Fairs, Springfield “Parks Day at the Capitol,” and booths at our own special events.
- Promotional Materials - Through the use of promotional materials, the Park District is able to saturate the community with information. This is done through our website, four (4) seasonal program guides, flyers, school-runs, Constant Contact, Facebook and Instagram pages, advertisements, word-of-mouth, etc.
- Press Releases – releases are distributed to the list below twice per month and uploaded to our “Lateset News” section of our website that is dedicated to news released by the District pertaining to upcoming events, projects, and fun activities.
 - Press Release Distribution List:
 - bapa@bapa.org
 - Beverly Review: beverlyreview@earthlink.net
 - General Southtown Star communitynews@southtownstar.com
 - Kelly White: kwhite439@yahoo.com
 - Oak Lawn Patch: lorraine.swanson@patch.com
 - newsoaklawn@gmail.com
 - Oak Lawn Leaf: editor@oaklawnleaf.com, ressrelease@oaklawnleaf.com
 - Oak Lawn Chamber of Commerce: oaklawnchamber.com
 - releases@southwestmessengerpress.com
 - TheReporter: thereporter@comcast.net
 - Vickie Jurkowski: vickiejurkowski@gmail.com
 - Village View: vvnew@sbcglobal.net
 - news@southtownstar.com
 - peisenberg@tribpub.com
 - bjohnson@pioneerlocal.com

- general@beverlyreview.net
 - kgarmes@beverlyreview.net
 - info@southwestmessengerpress.com
 - vvnew@sbcglobal.net

- Invitations - Not only is it important to maintain communication among businesses, legislators, media, and patrons, but it is also important to receive their feedback and invite them to specific events so they are aware of any changes or updates taking place with the Park District. This includes community feedback on park renovations, grand-openings, special events, etc.

- Community Needs Survey – The Park District recently completed a Community Needs Survey in March of 2025. Nearly 1,000 people completed the survey after it was live on the website, promoted via social media, and with 22,000 postcards being mailed to all households in Oak Lawn. Findings of the survey included:
 - The Oak Lawn Park District continues to maintain an overall level of satisfaction from residents. 87.6% of respondents were satisfied or very satisfied when asked of their overall opinion of the Park District.
 - Satisfaction remains high with our parks, facilities, and open spaces. Residents rated their satisfaction at or above 94% for all the areas listed. This number is up from 90% in 2022.
 - When asked what residents in Oak Lawn believe the Oak Lawn Park District’s portion of the local property tax bill was. The average of responses was 13.5%. The correct number is 4.31%.
 - 52.9% of respondents have participated in a program or event in the last 12 months
 - 92.23% of respondents have visited an Oak Lawn Park District park within the last 12 months.
 - Most visited parks are:
 - Wolfe Wildlife Refuge
 - Centennial Park
 - Memorial Park
 - Top program priorities for the future include adult fitness/wellness programs, senior programs, youth sports, adult educational, and summer concerts.
 - Support for future projects remained consistent with 2022, with the top priorities being:
 1. Additional walking/biking paths
 2. Development of a senior center
 3. Maintain/update existing parks & facilities

External Committees: The Park District relies heavily on internal committees to make sure goals and objectives are met. It is also beneficial for staff to service on external Committees to show local, state, and national support. The exchange of ideas and the educational opportunities provided through these external committees can then be disseminated to our own staff and community. Some current committees include:

- South Suburban Park and Recreation Legislative Committee
- South Suburban Parks & Recreation Professional Association - Secretary
- Distinguished Accreditation - Committee Member
- Volleyball For Charity – Director
- Illinois Park & Recreation Agency – Conference Committee
- Oak Lawn Chamber of Commerce – Board of Directors, Marketing Committee, Special Events, Committee, Grant Distributions Committee

Partnerships: Partnerships are beneficial to all parties involved, including the community. Some of our continued partnership include:

- Community High School District 218 - July 4th use of Richards High School and Admin Building for Summer Day Camp
- Ridgeland School District 122 - Use of property
- Village of Oak Lawn - July 4th fireworks, Community Garden, Building Lease Agreement, Concert & Movies on the Village Green, Business Liaison
- School District 123 - Community Garden
- Oak Lawn Baseball - Use of fields
- West Side Baseball - Use of fields
- Oak Lawn High School - Reciprocal use of facilities
- Oak Lawn Police & Fire Departments - Liaison
- School District 122, 123, 218 & 129 - Emergency Management
- Park District Risk Management (PDRMA) -Risk Management & Safety Liaison
- George Shimko Basketball School - Provide Basketball instruction
- South Suburban Soccer Association Soccer League -Provides teams for the league
- USA Judo - Member
- Special Recreation Co-op - Provide recreational activities for co-op members
- Oak Lawn School District 122 & 123- FLASH Program & Intramurals
- Village of Oak Lawn
- Oak Lawn Chamber of Commerce - Board Member
- Oak Lawn Parks Foundation - Liaison
- Chicago Blackhawks & Chicago Wolves Affiliation Agreement
- Chicago Muslim’s Green Team
- Morton Arboretum

Sponsors/Donors - Much like partnerships, sponsorships and donations are key in maintaining community relations with businesses. We receive numerous year-round event sponsorships and donations from local and corporate businesses. These help us lower cost for our programs and events and in return, we help promote the businesses that are generous enough to provide us with their product or with financial assistance.

- Bite Size Pediatric Dentistry
- Duly
- SportClips

- Lou Malnati's
- Ted's Greenhouse
- Arena Lanes
- Alexanders Steakhouse
- Barraco's Pizza
- Starbucks