

Making Magic

The Art of Placemaking & Promotion

PRESENTED BY: RYAN HEGRENESS, RICH NEUMANN & JOHN BURKE

Thursday, September 8, 2022

Plymouth Community Center | 14800 34th Avenue North | Plymouth, MN 55447

This workshop explores placemaking and promotion from the perspectives and experiences of staff responsible for economic development, parks and recreation, marketing, and cultural affairs. Drawing from two very different development projects in Westminster, Colorado, the morning sessions will focus on the role of parks, public spaces, and cultural programming to enhance development interest and create a sense of community. The afternoon sessions will focus on the creative programming and marketing of events in those spaces as well as practical advertising and social media tips.

Note: the morning portion is designed for directors and managers; the afternoon is geared toward programmers and supervisors. You may register for a half-day or full-day.

Morning Session

8:30 a.m. - 12:30 p.m.

(includes .3 CEUs)

8 - 8:30 a.m.

Registration check-in for morning-only and full-day registrants

8:30 a.m. - 12:00 p.m.

Welcome and Educational Presentation

- How to Relate This Information to Your Agency: Introduction, Case Study on Westminster Station, Westminster Station Park
- Placemaking: Parks, Cultural Affairs and Economic Development
- Marketing and Branding for Directors

12:00 - 12:30 p.m.

Lunch

Morning-only registrants are invited to a facility tour with the RJM Construction and HGA project team of the newly renovated and expanded Plymouth Community Center following lunch.

Afternoon Session

12:30 - 4 p.m.

(includes .3 CEUs)

12:00 - 12:30 p.m.

Lunch and afternoon-only registrants' registration check-in

12:30 - 4:00 p.m.

Educational Presentation

- Outrageous Special Events
- Creativity Workshop
- Marketing, Social Media, and Advertising Best Practices

Meet the Presenters

Ryan Hegreiness

Ryan is a nationally respected marketing and communication strategist and local government innovator. Ryan currently is a community engagement specialist, and previous led innovation, communication, and cultural affairs in Westminster, Colorado as the operations manager for parks, recreation, libraries and open space. Prior to moving to Colorado, Ryan was the marketing and enterprise development manager for the City of Arlington, Texas and assistant director for Essex Junction Recreation and Parks in Vermont. In his last three roles, his teams have exceeded revenue expectations and significantly increased program and event attendance.

Rich Neumann

As a marketing and communications professional, Rich has a long track record of helping governments break down barriers to innovation. A recognized leader in public relations, his expertise includes marketing and branding, arts administration, special events (creation and execution), creative and technical writing, policy development, fundraising, volunteer management, and presentational speaking.

John Burke

John worked as a civil engineer in the private sector for 10 years, and has invested the last 12 years working for the City of Westminster. Currently John is the Downtown Development and Construction Manager. Prior to that, he managed over \$30 million dollars in infrastructure projects to complete Westminster Station which is part the commuter rail system.

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MRPA Minnesota
Recreation and
Park Association

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Making Magic Seminar Registration

Registration deadline: September 1, 2022

(Please print clearly)

Agency _____

Your Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Email _____

Participant 1 Name: _____

Participant 2 Name: _____

Participant 3 Name: _____

Participant 4 Name: _____

Participant 5 Name: _____

Payment Amount:

MRPA Members

Morning Session Only.....\$79 x # of Staff _____ = \$ _____

Afternoon Session Only\$79 x # of Staff _____ = \$ _____

All Day - Both Sessions.....\$139 x # of Staff _____ = \$ _____

Non-MRPA Members

Morning Session Only.....\$109 x # of Staff _____ = \$ _____

Afternoon Session Only\$109 x # of Staff _____ = \$ _____

All Day - Both Sessions.....\$169 x # of Staff _____ = \$ _____

Total Enclosed \$ _____

Payment Method:

- Check Enclosed
- Check Requested
- Paid Online

Payment Amount: \$ _____

Send registration form and payment to:

MRPA
Attn: Contracts and Agreements
200 Charles Street NE
Fridley, MN 55432

Or

Email form to: gerhard@mnrpa.org

Register Online: mnrpa.org



MRPA Minnesota Recreation and Park Association

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