MARKETING

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ASSISTANT DIRECTOR, PARKS & RECREATION

ARLINGTON, TEXAS

MARKETING & ENTERPRISE DEVELOPMENT MANAGER

WESTMINSTER, COLORADO

OPERATIONS MANAGER–PARKS, RECREATION, LIBRARIES

INNOVATION & COMMUNICATION–CITY MANAGER'S OFFICE

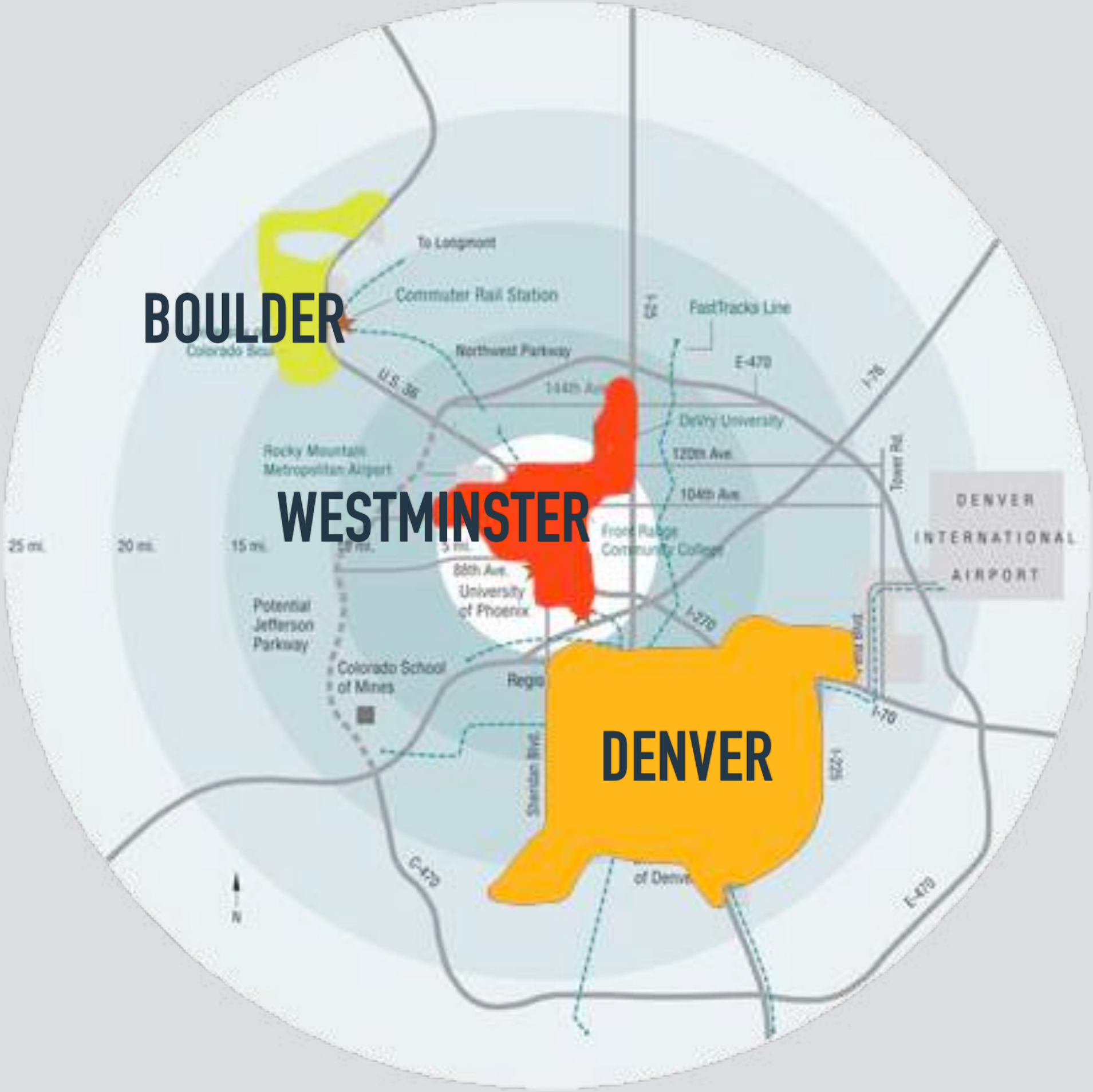

BOULDER
WESTMINSTER
DENVER
To Longmont
Commuter Rail Station
FastTracks Line
Northwest Parkway
E-470
U.S. 36
144th Ave
DeVry University
120th Ave
104th Ave
Rocky Mountain Metropolitan Airport
Tower Rd.
DENVER INTERNATIONAL AIRPORT
25 mi.
20 mi.
15 mi.
10 mi.
5 mi.
88th Ave.
University of Phoenix
I-270
Potential Jefferson Parkway
Colorado School of Mines
Sheridan Blvd.
I-70
I-225
C-470
N

Photo Credit: Angelia Cozzens

ABOUT THE AUDIENCE

?

- WHAT ARE YOUR BIGGEST MARKETING CHALLENGES?
- WHAT DO YOU WANT TO GET OUT OF THIS SESSION?

INTRODUCTION

THE MARKETING MIX

(ALSO THE SESSION OUTLINE)

- PRODUCT
- PRICE
- PLACE
- PROMOTION

OBJECTIVES

- **PRODUCT**: Explain the importance of differentiating your programs, services, and marketing.
- **PRICE**: Understand how to utilize pricing strategies to influence behavior
- **PLACE**: Discuss the role of place in services and marketing.
- **PROMOTION**: Utilize an understanding of how people think, how they communicate, and what they value to significantly improve marketing.

PRODUCT

PRODUCT

The goods and services offered.

PRODUCT

- UNDERSTAND YOUR CUSTOMER
- DIFFERENTIATE YOUR SERVICES
- CREATE DEFINING MOMENTS
- MAKE IT REMARKABLE

UNDERSTANDING YOUR AUDIENCE

“The aim of marketing is to know and understand the customer so well the produce or service fits him and sells itself.”

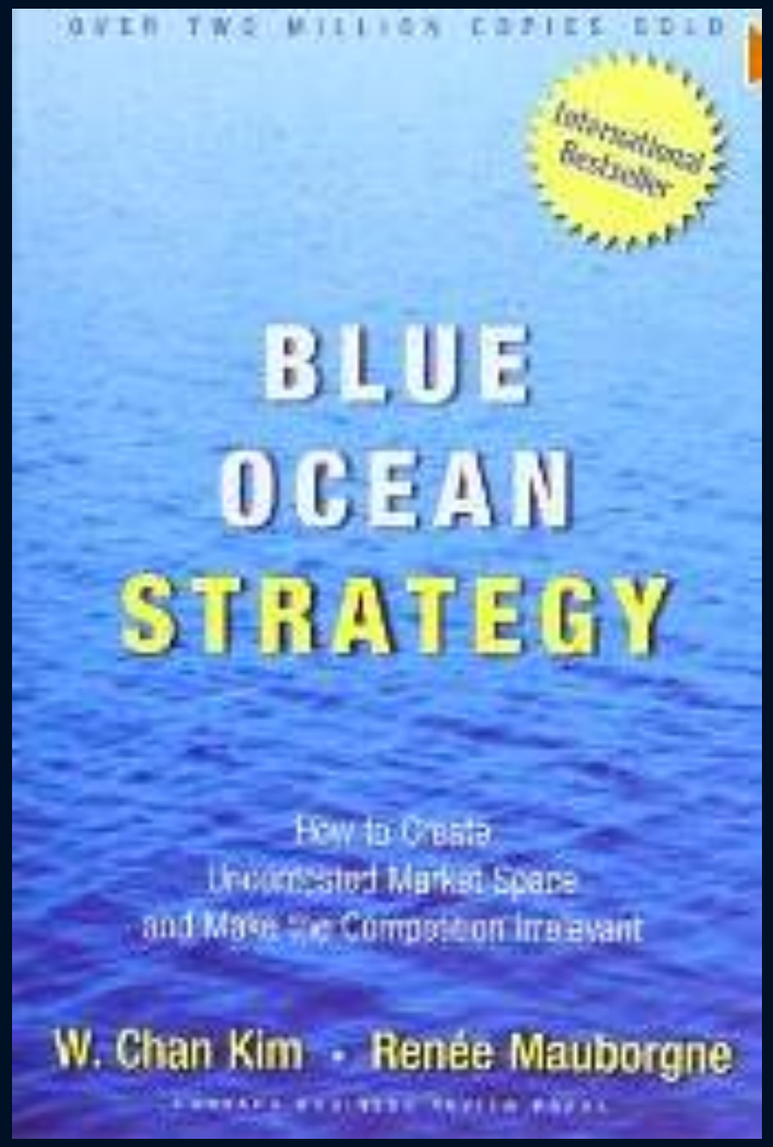
- Peter F. Drucker

UNDERSTANDING YOUR AUDIENCE

“Authentic marketing is not the art of selling what you make but knowing what to make. It is the art of identifying and understanding customers needs and creating solutions that deliver satisfaction.”

- Phillip Kotler

BLUE OCEAN STRATEGY



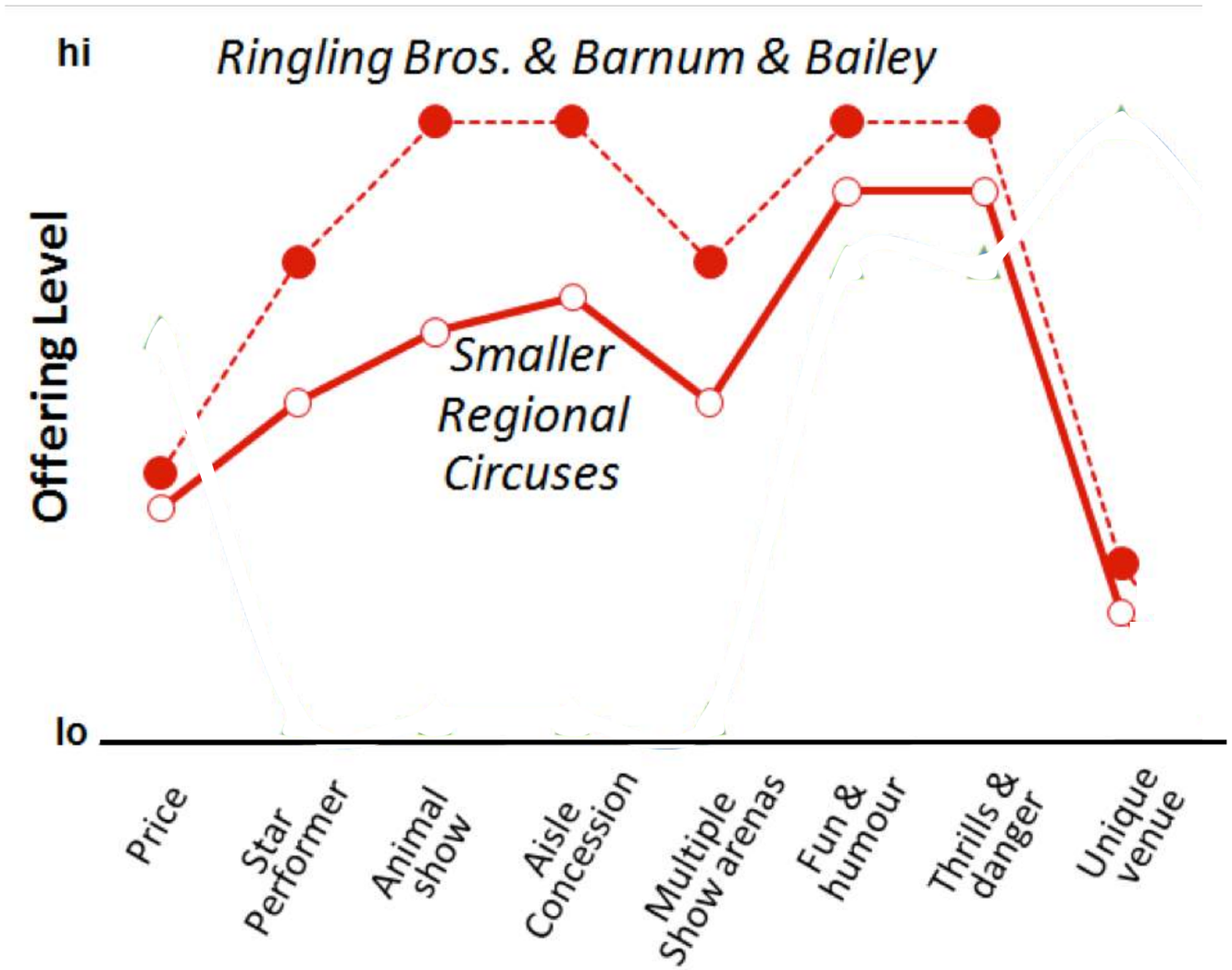
BLUE OCEAN STRATEGY

FOCUS LESS ON COMPETITORS AND MORE ON ALTERNATIVES

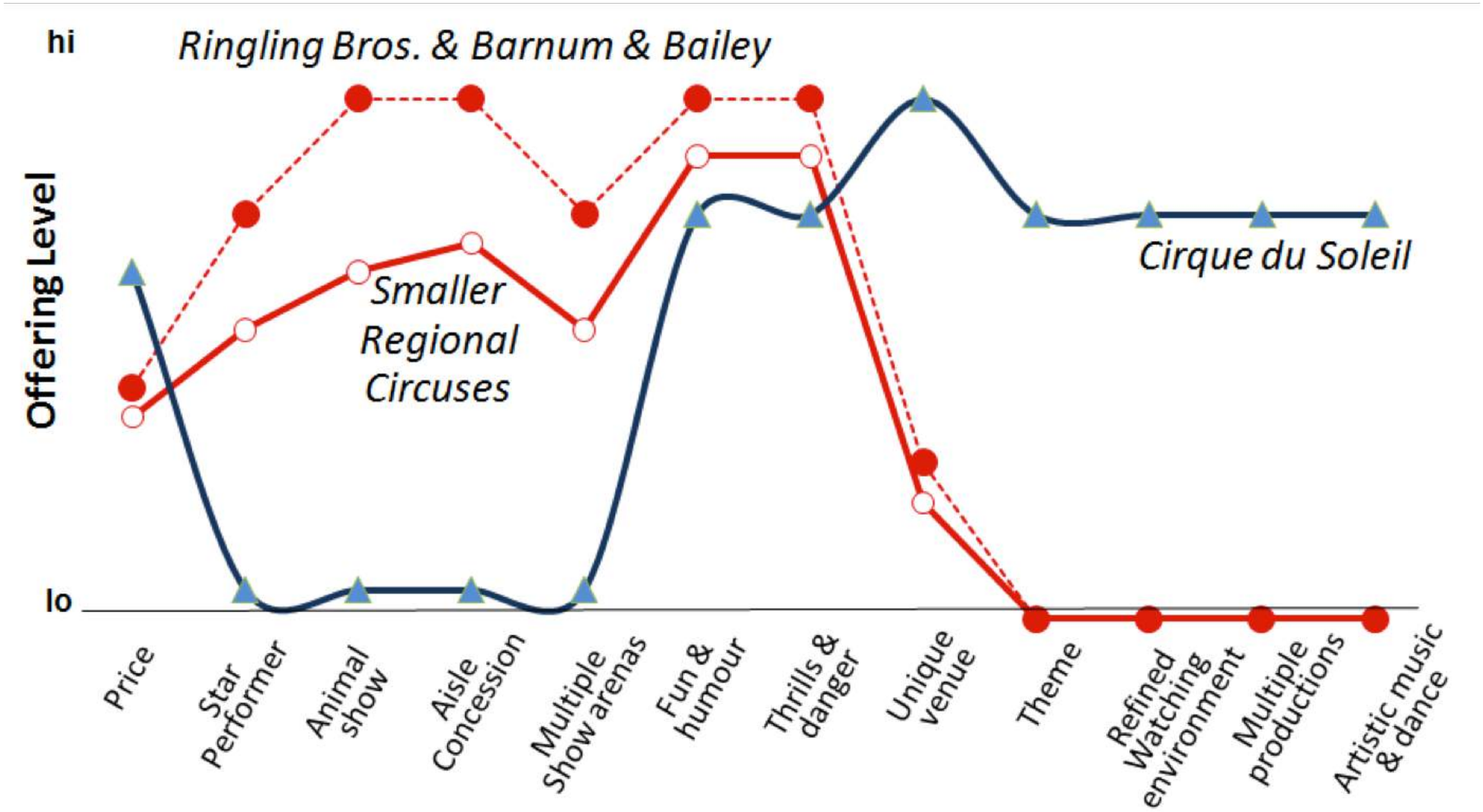
BLUE OCEAN STRATEGY

- **Which of the factors that the industry takes for granted should be eliminated?**
- **Which factors should be reduced well below the industry's standard?**
- **Which factors should be raised well above the industry's standard?**
- **Which factors should be created that the industry has never offered?**

BLUE OCEAN STRATEGY



BLUE OCEAN STRATEGY



CREATE DEFINING MOMENTS

WE CAN BE THE AUTHORS OF DEFINING MOMENTS BY BUILDING THEM FROM ONE OR MORE OF THE FOLLOWING FOUR ELEMENTS:

ELEVATION

Moments of elevation are experiences that rise above the routine. They make us feel engaged, joyful, surprised, motivated. To create them, we can (1) boost the sensory appeal (*Popsicle Hotline*); (2) raise the stakes (*The Trial of Human Nature*); and/or (3) break the script (*Joshie the Giraffe*). Research suggests that organizations dramatically under-invest in building peaks, choosing instead to fill potholes.

PRIDE

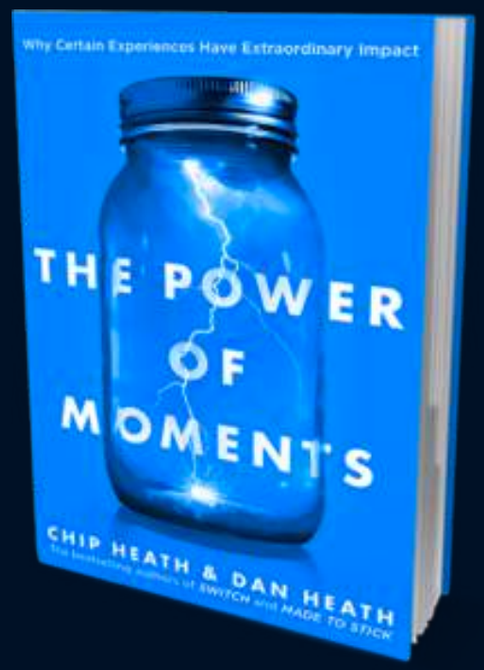
Moments of pride commemorate people's achievements. We can use three strategies to deliver pride: (1) Recognize others. A small investment of effort yields a huge reward for the recipient (middle school singer Kira Sloop); (2) Multiply meaningful milestones—reframe a long journey so that it features multiple "finish lines." (*Couch to 5K program*); and (3) Practice courage by "preloading" our responses in advance, so we're ready when the right moment comes. (*Nashville counter sit-ins*)

INSIGHT

Moments of insight deliver realizations and transformations. To produce moments of insight for others, we can cause them to "trip over the truth" (*the shocking CLTS story*) by revealing (1) a clear insight; (2) compressed in time; and (3) discovered by the audience. To produce moments of self-insight, we must stretch, placing ourselves in situations that involve the risk of failure (*Lea Chadwell's Bakery*).

CONNECTION

Moments of connection bond us together. Groups unite when they struggle together toward a meaningful goal; they often begin their work with a "synchronized moment" (*Sharp HealthCare*). In individual relationships, it's responsiveness that deepens our ties. A responsive interaction can bring people together very quickly (*Stanton's teacher/parent meetings; Art Aron's 36 questions*).



MOMENTS OF ELEVATION

EXPERIENCES THAT RISE ABOVE THE ROUTINE.

THEY MAKE US FEEL ENGAGED, JOYFUL, SURPRISED, MOTIVATED. TO CREATE THEM, WE CAN (1) BOOST THE SENSORY APPEAL; (2) RAISE THE STAKES; AND/OR (3) BREAK THE SCRIPT.

MOMENTS OF PRIDE

COMMEMORATE PEOPLE'S ACHIEVEMENTS. WE CAN USE THREE STRATEGIES TO DELIVER PRIDE: (1) RECOGNIZE OTHERS; (2) MULTIPLY MEANINGFUL MILESTONES; AND (3) PRELOAD OUR RESPONSES IN ADVANCE.

MOMENTS OF INSIGHT

DELIVER REALIZATIONS AND TRANSFORMATIONS.

TO PRODUCE MOMENTS OF INSIGHT FOR OTHERS, WE CAN CAUSE THEM TO "TRIP OVER THE TRUTH" BY REVEALING (1) A CLEAR INSIGHT; (2) COMPRESSED IN TIME; AND (3) DISCOVERED BY THE AUDIENCE.

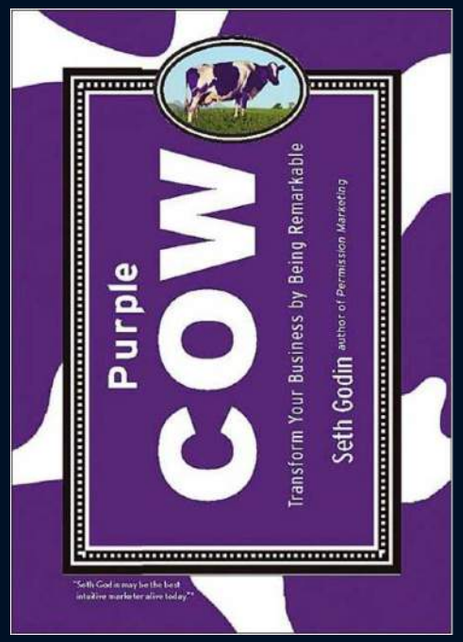
MOMENTS OF CONNECTION

BOND US TOGETHER. GROUPS UNITE WHEN THEY STRUGGLE TOGETHER TOWARD A MEANINGFUL GOAL; THEY OFTEN BEGIN THEIR WORK WITH A "SYNCHRONIZED MOMENT". A RESPONSIVE INTERACTION CAN BRING PEOPLE TOGETHER VERY QUICKLY.

BONFIRE
BREWERS

RE/MAX

BE REMARKABLE



PURPLE COW

?

WHAT MAKES YOUR DEPARTMENT/FACILITY REMARKABLE?

WHAT DIFFERENTIATES YOUR PROGRAMS/SERVICES FROM YOUR COMPETITORS?

PURPLE COW

REMARKABLE = WORTH MAKING A REMARK ABOUT

BEING SAFE IS RISKY

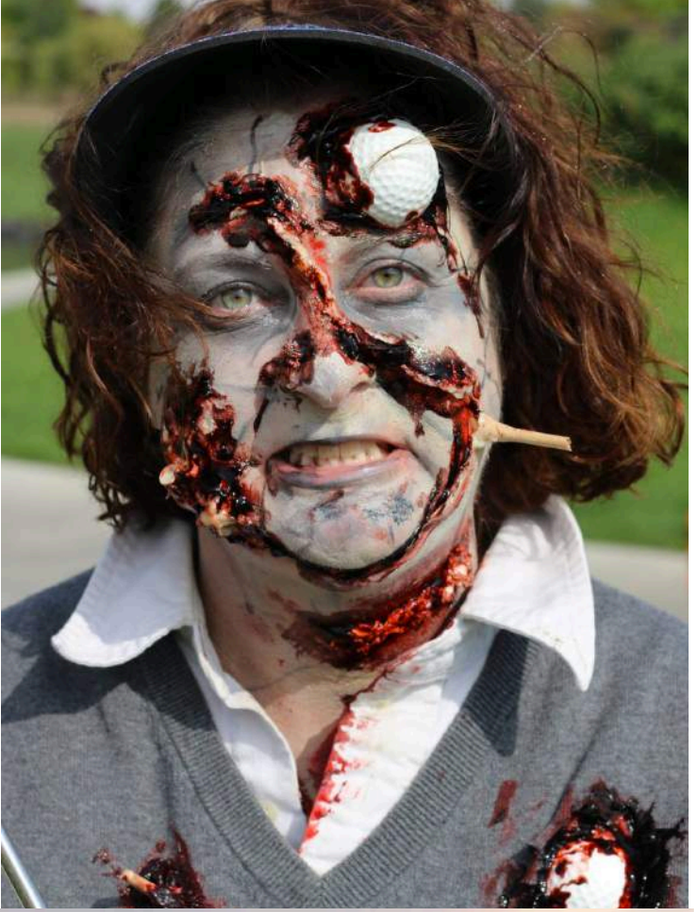
BEING VERY GOOD IS INVISIBLE

PURPLE COW

? WHAT WAS YOUR MOST RECENT REMARKABLE EXPERIENCE?

REMARKABLE PROGRAMMING
REMARKABLE MARKETING
You Tube

TIM CIESCO
@TIMCIESCONBC5
6:18
77°



Westminster Sports Center
GOPHER
GOPHER

GROUP ACTIVITY

INVENT A REMARKABLE PROGRAM OR SERVICE THAT IS A “PURPLE COW”

In your small group.
Select a program or event you all offer.
Reinvent it as if you were (pick one):

- Batman
- Walt Disney
- Elvis
- George Washington
- An astronaut
- The Three Stooges
- A comedian
- Michael Jordan
- Lady Gaga
- Olaf

PRODUCT

The goods and services offered.

PRODUCT

- UNDERSTAND YOUR CUSTOMER
- DIFFERENTIATE YOUR SERVICES
- CREATE DEFINING MOMENTS
- MAKE IT REMARKABLE

PRICE

PRICE

What the customer exchanges for the product or service.

PRICE

- UNDERSTAND THE VALUE YOU PROVIDE
- UNDERSTAND WHAT YOUR PRICE SAYS ABOUT YOUR PRODUCT
- UNDERSTAND HOW PRICING STRATEGIES IMPACT BEHAVIOR

UNDERSTAND THE VALUE YOU PROVIDE

“Price is what you pay.
Value is what you get.”
- Warren Buffett

THE PRICE OF OWNERSHIP

The "Endowment Effect" means that when we own something, we begin to value it more than other people do.

Adult Egg Hunt
Easter Bonnet Contest
72

COLORADO

City of Olathe Parks and Recreation Department

October 5 at 7:25pm ·

Help us build the ultimate play list for the Olathe Charities 5K! Share your favorite run/walk song and don't forget to register at bit.ly/OlatheCharities5K.

City of Wichita Park and Recreation Department shared City of Wichita- Government's photo.

September 15 at 12:20pm ·

Plans are in the works for new Wayfinding signs around the city for bike riders. Click on the link below and take a look at the design options and give us your feedback.

City of Wichita- Government

September 8 at 4:24pm ·

We need your opinion! Plans are in the works to create new designs for the signs that will help bicyclists find their way around town. Do you prefer the Keeper...

City of Wichita Park and Recreation Department shared City of Wichita- Government's photo.

September 16 at 2:40pm ·

We want to hear from you! Click on the link below and fill out the short survey and help us shape the future of Wichita public swimming pools!

City of Wichita- Government

September 15 at 2:09pm ·

Voice your opinion on the future of Wichita public swimming pools by taking this short survey! Just follow this link: https://www.surveymonkey.com/r/WichitaAquatics

THE POWER OF PRICE

Price has an impact on efficacy.

New! LARGER SIZE
Advil
value size
750 tablets
CVS
IBUPROFEN
TABLETS
750 COATED TABLETS
ADVIL TABLETS 300C
YOU PAY
$20.99
CVS IBUPRFN TB
YOU PAY
$17.79

Whole Grain & Calcium Guaranteed
BOX TOPS EDUCATION
Trix
Naturally and Artificially Fruit Flavored Sweetened Corn Puffs
Fruitalicious Swirls
The Penguins of Madagascar
PENGUINS LAUNCHER INSIDE!
Compare to TRIX® Cereal
Best Choice®
Pranks
Natural & Artificial Flavors
Sweetened Corn Cereal
97% Fat Free
NET WT 10.7 OZ (303g)
BST-CH PRANKS CEREAL
285395

ANCHORING

Anchoring occurs when individuals use an initial piece of information to make subsequent judgments.

youtu.be/f0uBANguiQs

City of Westminster Parks, Recreation & Libraries

Sponsored ·

Last chance to buy Westy Brew Fest tickets for only $20! This offer ends May 31 (regular price is $35). Event is Saturday, August 13, 6-9 p.m. at Christopher Fields, 5875 W. 104th Ave. and features over 35 breweries. Don't be the one left crying in your beer--buy tickets today at westybrewfest.com

150 15 Comments 29 Shares

Like Comment Share

City of Westminster Parks, Recreation & Libraries

Sponsored ·

Only a few days left to purchase Westy Brew Fest tickets at the discounted price of $25. Prices go up $5 on July 1 for this exceptional event held August 13 at Christopher Fields, 5875 W. 104th Ave. This… More

35 9 Comments

Like Comment Share

Westy Craft Brew F·E·S·T

45+ BREWERIES

LIVE MUSIC

FREE CHILDCARE AVAILABLE ON SITE!

SAT. JULY 29, 6–9 P.M.

CHRISTOPHER FIELDS SOFTBALL COMPLEX

5875 W. 104th Avenue

$45 GENERAL ADMISSION

$55 VIP (5–9 P.M.)

BUY EARLY AND SAVE $10!

TICKETS: WestyBrewFest.com

Presented by: RE/MAX ALLIANCE

Supported by: Westword

THE POWER OF FREE

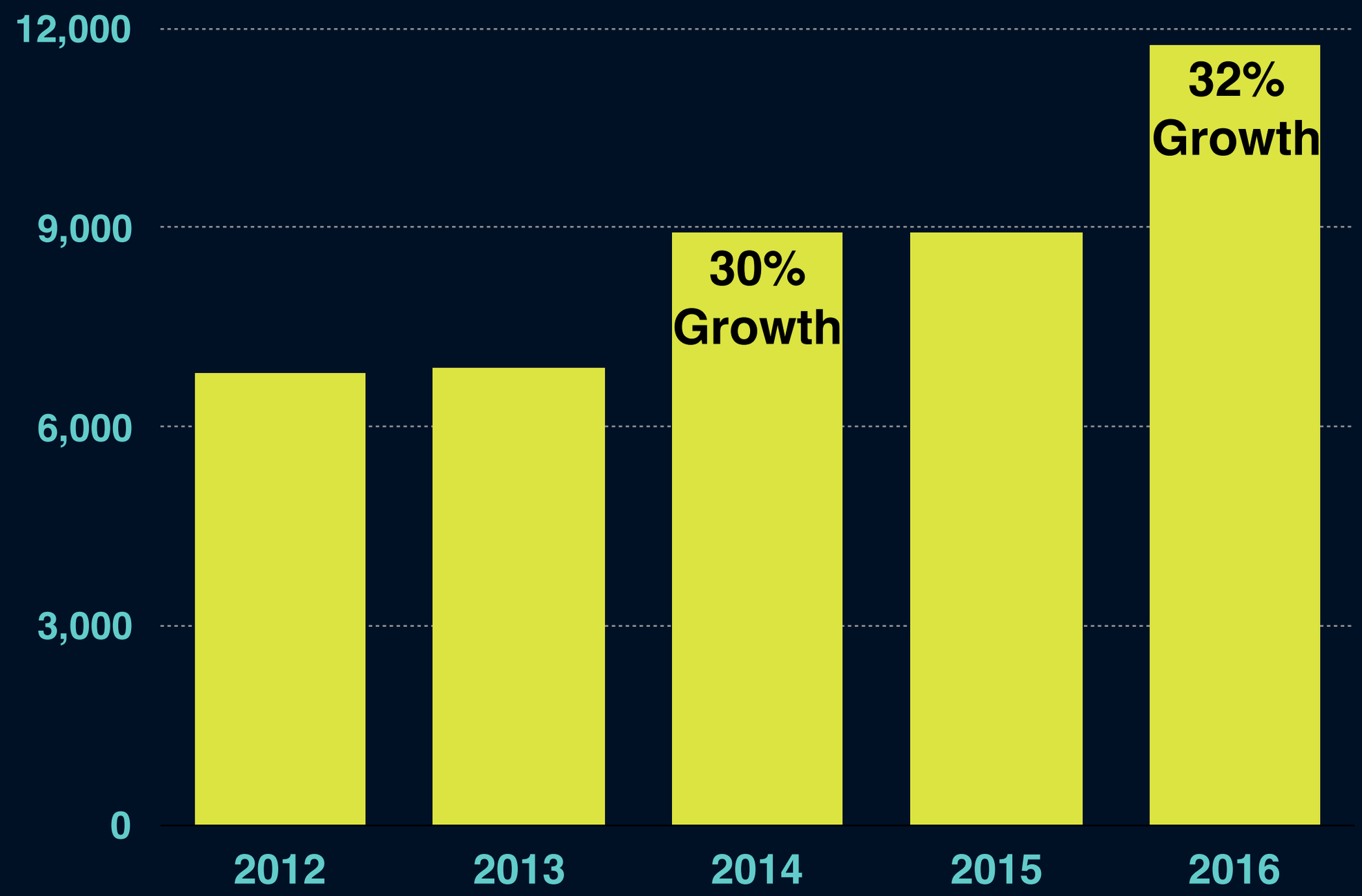
ZERO/FREE IS A SOURCE OF IRRATIONAL EXCITEMENT

City of Westminster Parks and Recreation updated their cover photo.

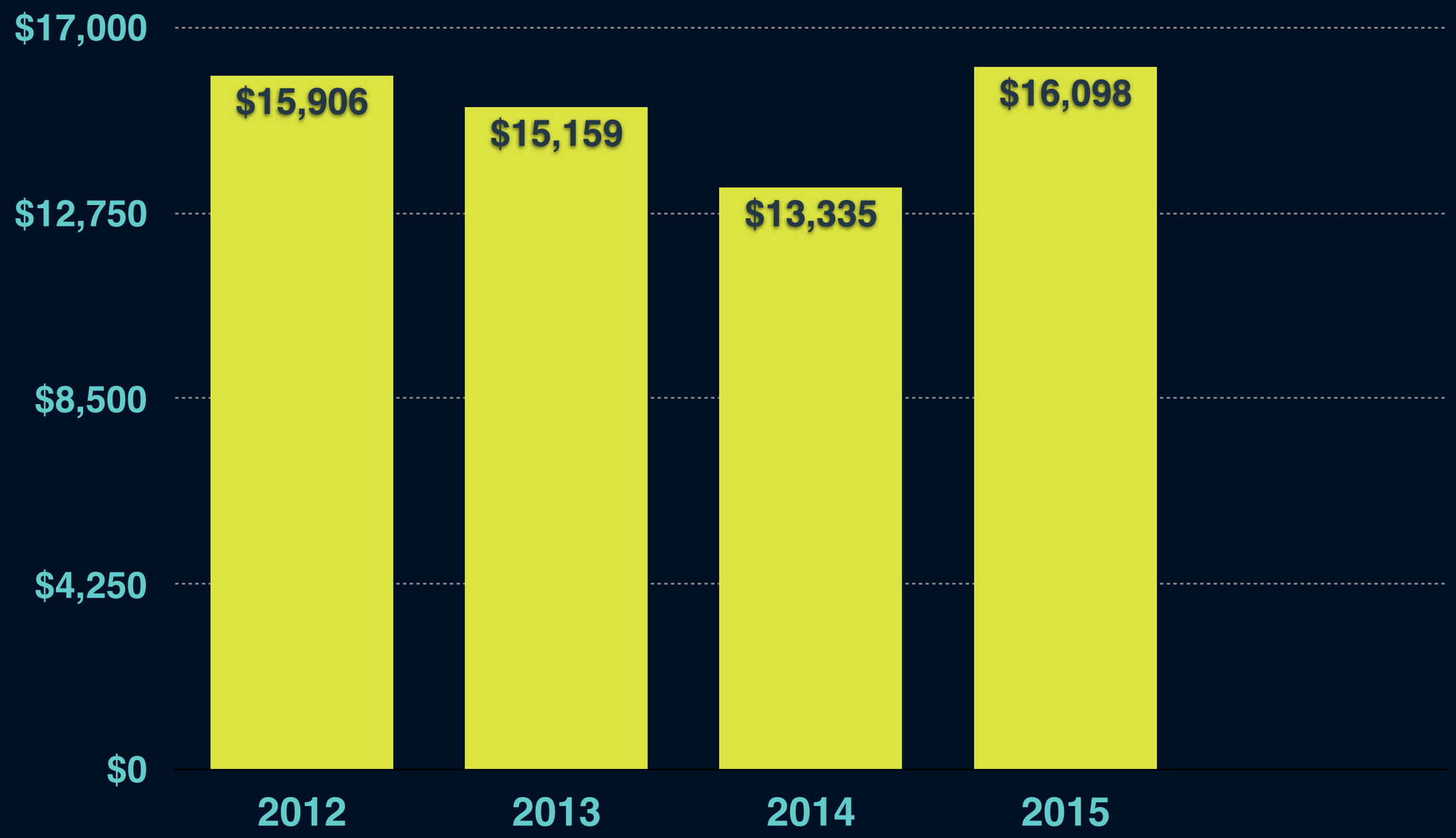
December 30, 2014 ·

Like Comment Share

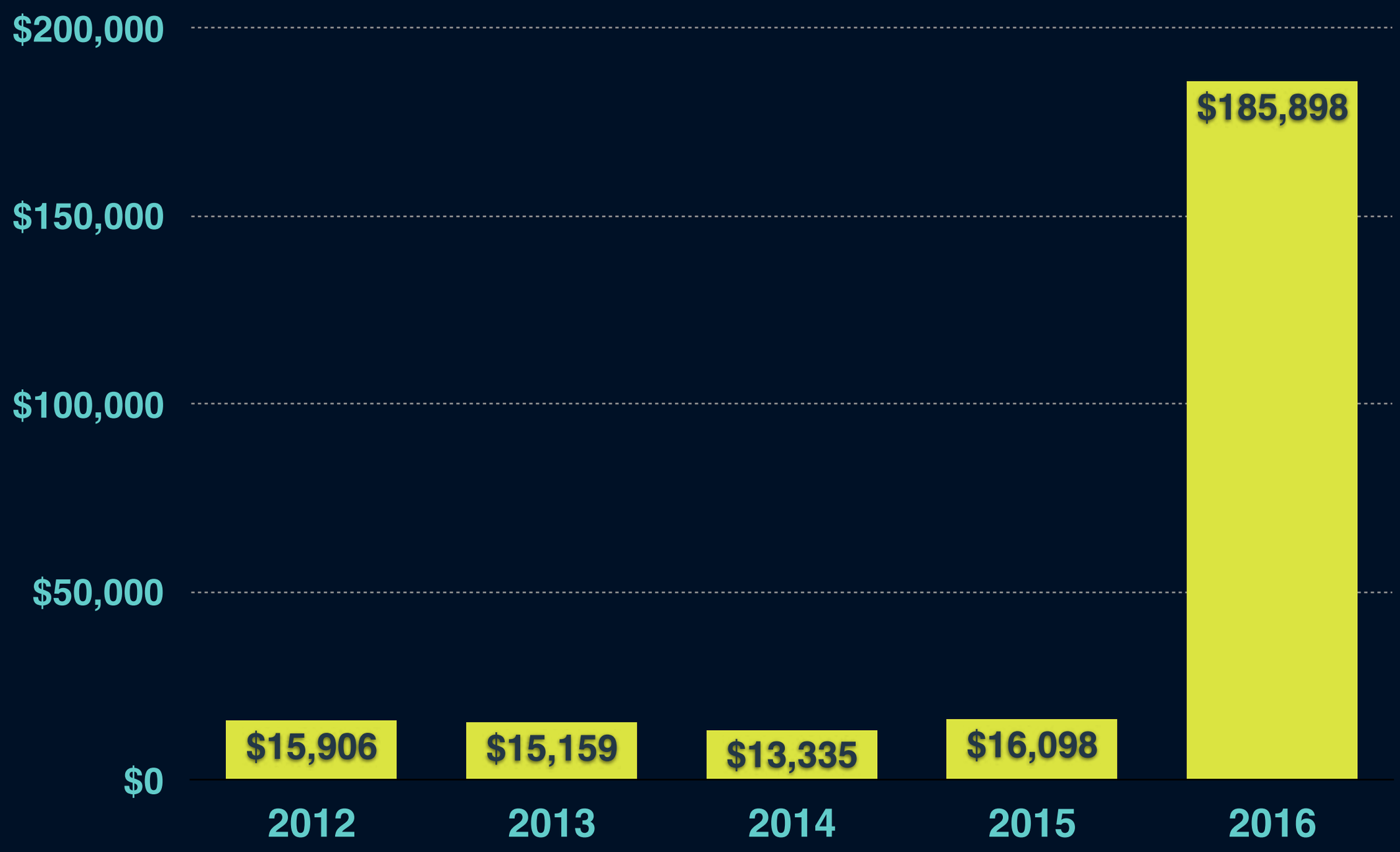
FACILITY ADMISSION JANUARY 1-7



PASS REVENUE JANUARY 1-7



PASS REVENUE JANUARY 1-7



PRICE

What the customer exchanges for the product or service.

PRICE

- UNDERSTAND THE VALUE YOU PROVIDE
- UNDERSTAND WHAT YOUR PRICE SAYS ABOUT YOUR PRODUCT
- UNDERSTAND HOW PRICING STRATEGIES IMPACT BEHAVIOR

PLACE

PLACE

Where and how the product or service is purchased and available.

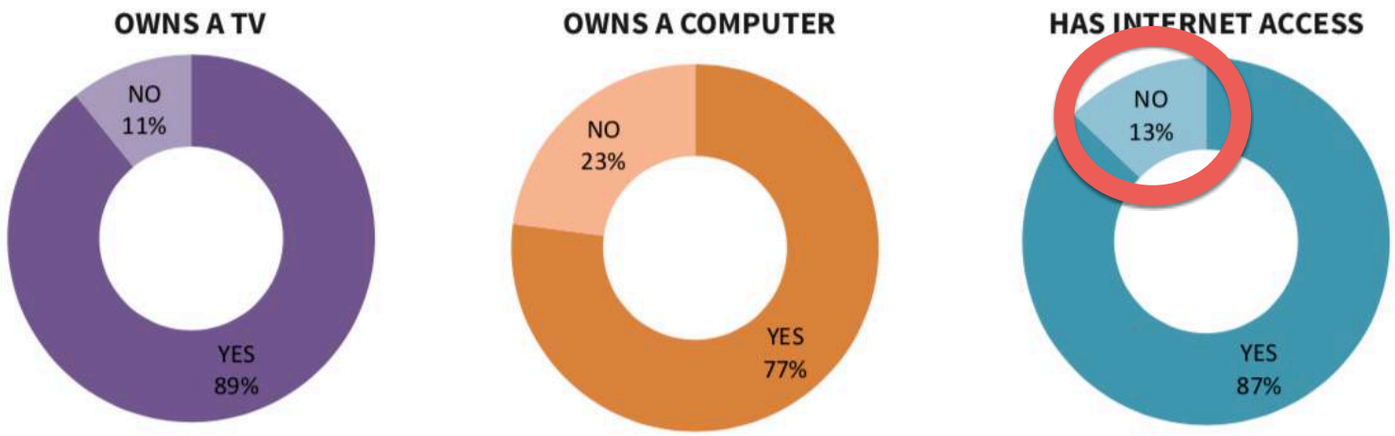
PLACE

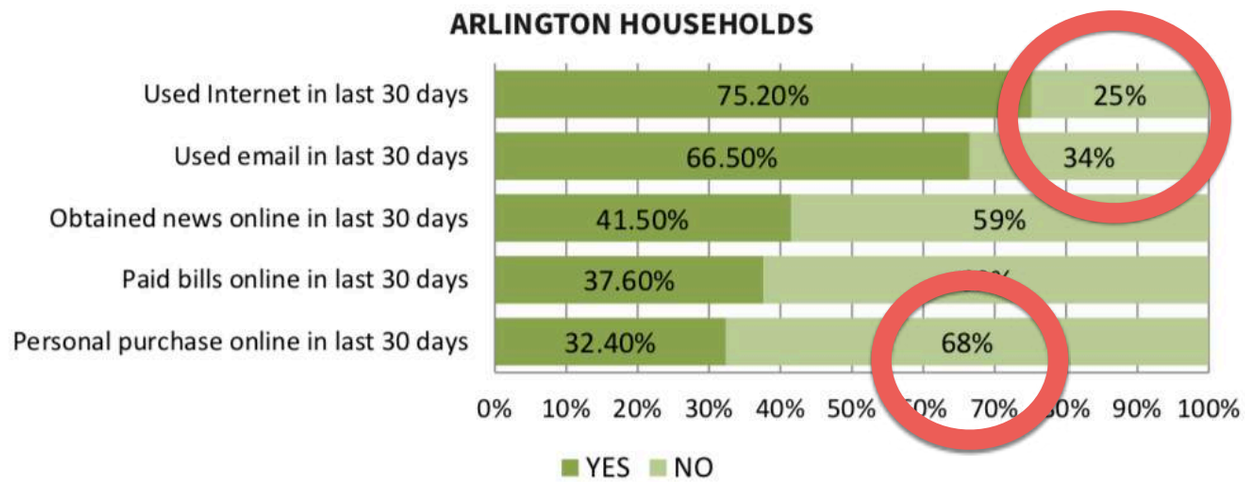
- UNDERSTAND YOUR CUSTOMER
- UNDERSTAND WHERE YOUR CUSTOMER IS AND HOW THEY CONSUME INFORMATION
- TARGET YOUR APPROACH ACCORDINGLY

Drive Time:	3 Min	6 Min	9 Min
Total Population	1581	21,707	65,431
Households	622	7,969	23,978
Average HH Size	2.54	2.72	2.73
Owner Occupied	85%	87%	79%
Median Age	42.7	40.3	39.2
% Hispanic	15%	14%	14%
% Minority	30%	29%	34%
Average Income	$93,563	$93,184	$93,654
Median Income	$72,273	$78,059	$76,733
Avg. Rec. Spend	$572	$584	$584

Drive Time:	3 Min	6 Min	9 Min
Total Population	25,323	97,408	195,535
Households	7,677	32,227	68,287
Average HH Size	3.30	3.02	2.86
Owner Occupied	41%	38%	44%
Median Age	27.5	27.6	29.2
% Hispanic	51%	52%	44%
% Minority	82%	79%	73%
Average Income	$44,571	$45,037	$52,806
Median Income	$36,177	$34,906	$39,875
Avg. Rec. Spend	$243	$240	$287

COMMUNITY PROFILE: TECHNOLOGY USE



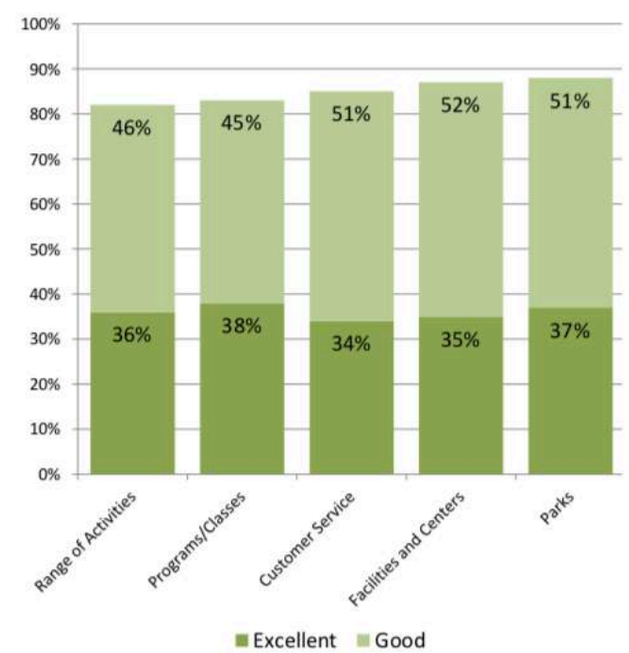


COMMUNITY PROFILE:

Parks and Recreation

USED PARKS AND RECREATION FACILITIES IN PAST 12 MONTHS:

PERCEIVED QUALITY OF PARKS AND RECREATION FACILITIES AND SERVICES:



See Appendix D1, C4

Cases are rising! Don't be another statistic. Stay safe.
THIS HOLIDAY SEASON
IF ONLY IT WERE THAT OBVIOUS...
Small, intimate gatherings are fueling the spread of COVID-19 in our community. Please be extra careful this holiday season, or you might receive an unwanted gift you can't return!
• Please comply with state and local health orders.
• Limit personal gatherings.
• Wear a mask to protect yourself and others.
• Watch your distance. Keep 6 feet or more apart.
• Wash your hands often. Scrub for 20 seconds with soap and water.
• Stay home if you're sick. Get well and don't spread germs.
WHEN SEASONABLE, BE REASONABLE!
www.CityofWestminster.us/COVID-19
WESTMINSTER

Cases are rising! Don't be another statistic. Stay safe.
THIS HOLIDAY SEASON
BEWARE OF UNINVITED GUESTS.
Small, intimate gatherings are fueling the spread of COVID-19 in our community. Please be extra careful this holiday season, or you might receive an unwanted gift you can't return!
• Please comply with state and local health orders.
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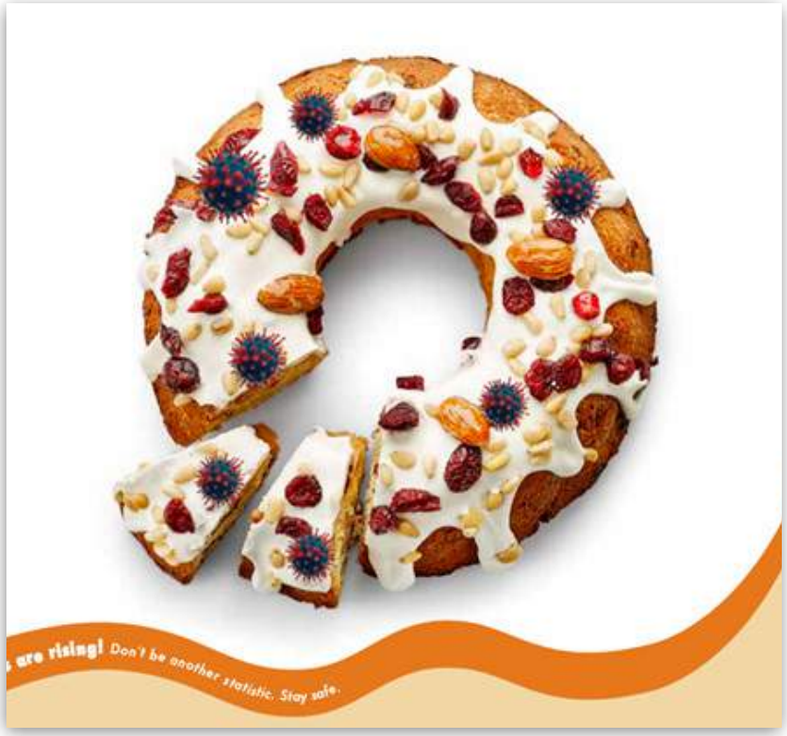
WHEN SEASONABLE, BE REASONABLE!
For more information on preventing the spread of COVID-19, visit: www.CityofWestminster.us/COVID-19
WESTMINSTER


are rising! Don't be another statistic. Stay safe.

Cases are rising! Don't be another statistic. Stay safe.
THIS HOLIDAY SEASON
BEWARE OF UNINVITED GUESTS.
Everyone loves seeing their friends at the holidays but holiday cheer's not all your friends could be bringing over. Please be extra careful this holiday season, or you might receive an unwanted gift you can't return!
• Please comply with state and local health orders.
• Limit personal gatherings.
• Wear a mask to protect yourself and others.
• Watch your distance. Keep 6 feet or more apart.
• Wash your hands often. Scrub for 20 seconds with soap and water.
• Stay home if you're sick. Get well and don't spread germs.
WHEN SEASONABLE, BE REASONABLE!
For more information on preventing the spread of COVID-19, visit: www.CityofWestminster.us/COVID-19
WESTMINSTER

City of Westminster Parks, Recreation & Libraries

Published by Laura Magnetti [?] · May 17 ·

Need a break? We've got it! Savor tastings from 45+ breweries at the Westy Craft Brew Fest and get free, onsite child care for kids 7 and older! Early bird tickets are on sale through May 31 for only $30— $15 off gate admission! It all happens Saturday, July 29, 6-9 p.m., at Christopher Fields Softball Complex, 5875 W. 104th Ave. Presented by RE/MAX Alliance, with support from Denver Westword. For more information and tickets visit www.WestyBrewFest.com.

8,361 people reached

View Results

Like Comment Share

Jaime Armbruster, Cyndi Buljung and 54 others

Top Comments

City of Westminster Parks, Recreation & Libraries

Page Liked · July 6 · Edited ·

Experience the royal treatment as a VIP at the Westy Craft Brew Fest on August 13. Buy your $45 ticket in July for the hottest brew fest in the north area and be automatically entered into a drawing to win big at #WallofPrizes! Drawings (5) will be held at the event, 5876 W. 104th Ave., and prizes are worth at least $100. VIP ticket holders may enter the event at 5 p.m., one hour before general admission. Buy your ticket today at westybrewfest.com.

Like Comment Share

Jason Genck and 426 others

Top Comments

61 shares

19 Comments

Davey Breedlove Are the prices for 1 or a pair of tickets. Last 2 fest i have been for a pair. But this doesn't say

Like · Reply · July 14 at 10:13am

City of Westminster Parks, Recreation & Libraries Price is per ticket, not a pair. Thanks for checking.

Like · Reply · July 14 at 10:30am

View more replies

Gwen Meisner Are people bringing their children?

Like · Reply · July 14 at 7:45pm

City of Westminster Parks, Recreation & Libraries We will have on-site child care available. We are still working out some of the details on the age and activities that will be offered and will post those details when decided.

Like · Reply · July 21 at 4:04pm

Jane Rivette I will be there as a StarCatcher.

Like · Reply · July 17 at 8:36pm

Jane Rivette If we combined tents it would increase our chances greatly of recruiting OES people.

Like · Reply · July 17 at 8:45pm

Write a comment...

Westy Craft Brew F·E·S·T

45+ BREWERIES

LIVE MUSIC

FREE CHILDCARE AVAILABLE ON SITE!

SAT. JULY 29, 6–9 P.M.

CHRISTOPHER FIELDS SOFTBALL COMPLEX

5875 W. 104th Avenue

$45 GENERAL ADMISSION

$55 VIP (5-9 P.M.)

BUY EARLY AND SAVE $10!

Presented by: RE/MAX ALLIANCE

TICKETS: WestyBrewFest.com

Supported by: Westword

2017

Westy Craft Brew F·E·S·T

45+ BREWERIES

SAT. JULY 29 6–9 PM

presented by:

RE/MAX ALLIANCE

2017

Westy Craft Brew F·E·S·T

SAT., JULY 29, 6–9 PM

CHRISTOPHER FIELDS SOFTBALL COMPLEX

5875 W. 104th Ave., Westminster, CO

$45 General Admission

$55 VIP 5-9 p.m. (See website for details)

PURCHASE EARLY AND SAVE $10!

www.WestyBrewFest.com

Westminster Enquirer at Standley Lake Regional Park.
Published by Ryan Hegreness [?] · July 26 ·

You heard it first from the Westminster Enquirer. We will not be silenced. We've posted the latest edition of the Enquirer around Standley Lake. The public deserves to be aware!

2,190 people reached

View Results

Like Comment Share

Amanda Schreck Donovan, Nancy Hartman and 19 others

Chronological

WESTMINSTER
ENQUIRER

WESTMINSTER
VOLUME 22
ISSUE 2

MYSTERIOUS EGGS WASH ASHORE AT STANDLEY LAKE

Park Officials Baffled by Source of Colorful Objects

Local scientists have been unable to explain a mysterious phenomenon occurring at Standley Lake Regional Park in Westminster. Over the past few months, dozens of colorful glass-like objects resembling eggs have washed ashore along the portion of the Rocky Mountain Greenway Trail running through the property.

The enigmatic ova have seized the imaginations of local residents, who suspect the eggs have been deposited by an as-of-yet unidentified creature living in or near the lake.

"I didn't see it, but I definitely heard it," claims local vacuum repairman Ernie Meadows. "I was walking my dog near the lake the other day when I heard a huge splashing sound off to my left. I only caught some ripples, but I when I looked down at my feet I found a purple-speckled egg not much larger than a tennis ball."

According to Meadows, the egg he found emits magical powers. "Immediately after handling the egg, I drove to the gas station where I won $5 on a scratch-off lottery ticket. These eggs are powerful indeed."

Shockingly enough, eggs aren't the only evidence left behind by the unidentified creature; park visitors have also encountered rainbow-colored swirls that suspiciously resemble excrement.

"All living creatures produce waste," explains Park Naturalist Holly Walters. "Although I must say, I've never seen rainbow poo before now. How exceedingly rare!"

Park officials invite park visitors to take their discoveries home with them; however, visitors are urged to first bring their findings to the park's Nature Center so that they can be recorded. Each finder will be issued a certificate of authenticity to take home along with their mysterious, magical find.

Other mysterious sightings!!

"I didn't see it, but I definitely heard it."
— Ernie Meadows

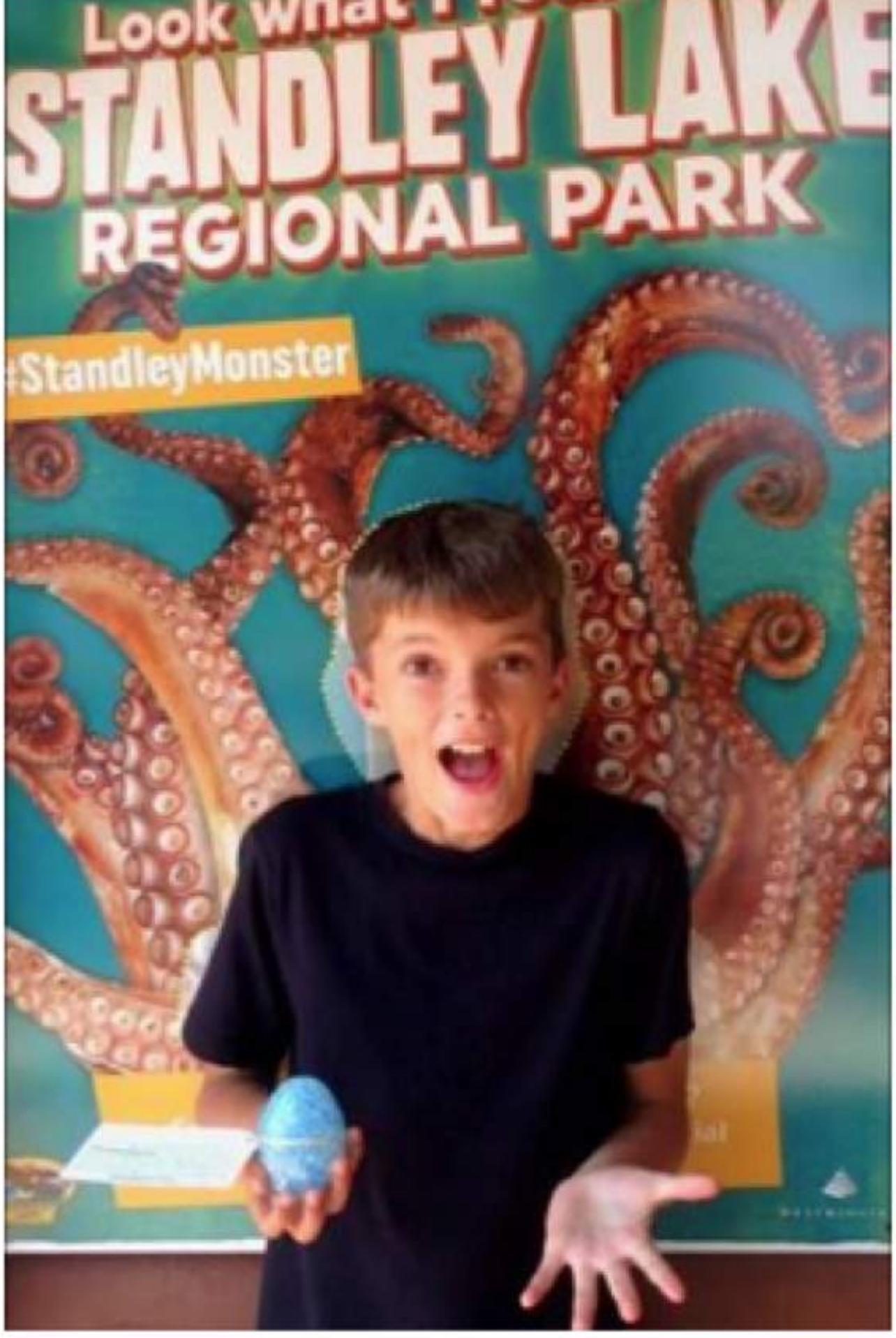
FIND AN EGG?

You can keep it! But first bring the egg to the Nature Center so we can give you your official certificate of authenticity as well as a free stand to display your treasure. Share your discovery on social media using **#StandleyMonster**.

FIND THE POO?

Lucky you! Bring your magic rainbow poo to the Nature Center for a special prize. Of course, you also get to keep the poo! Share your discovery on social media using **#StandleyMonster**.

EDITOR'S NOTE: *Westminster Enquirer* will keep readers posted on this bizarre, developing story. For the latest news, follow us at ***Facebook.com/WestminsterEnquirer***.


Look what I
STANDLEY LAKE
REGIONAL PARK
#StandleyMonster

STANDLEY
REGIONAL PARK

STANDLEY LAKE
REGIONAL PARK

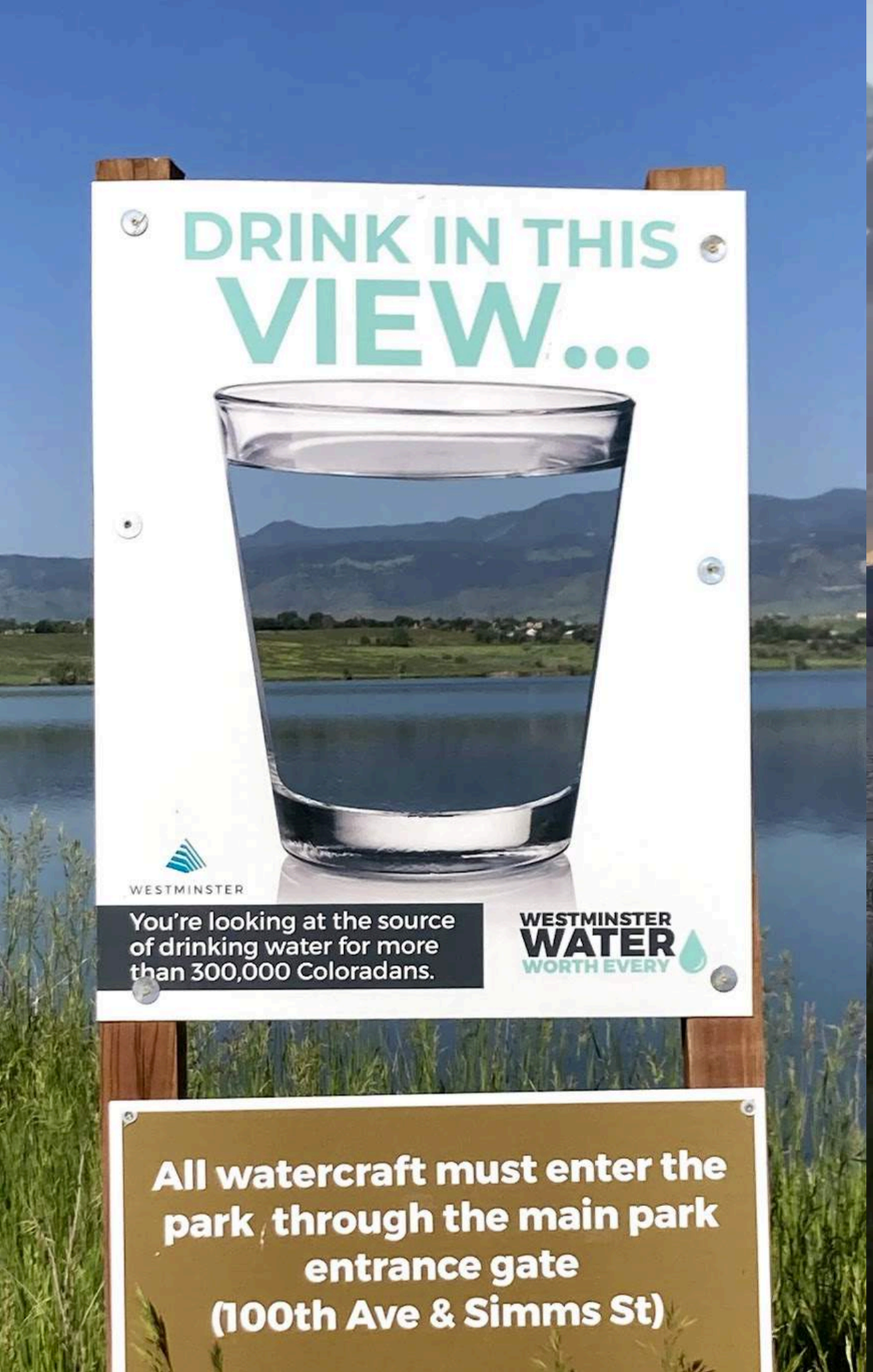
STANDLEY LAKE
+4

DRINK IN THIS VIEW...

WESTMINSTER

You're looking at the source of drinking water for more than 300,000 Coloradans.

WESTMINSTER WATER WORTH EVERY


DRINK IN THIS
VIEW...
WESTMINSTER
You're looking at the source of drinking water for more than 300,000 Coloradans.
WESTMINSTER WATER
WORTH EVERY
All watercraft must enter the park through the main park entrance gate
(100th Ave & Simms St)

DRINK IN THIS
VIEW...
WESTMINSTER
You're looking at the source of drinking water for more than 300,000 Coloradans.
WESTMINSTER WATER

PLACE

Where and how the product or service is purchased and available.

PLACE

- UNDERSTAND YOUR CUSTOMER
- UNDERSTAND WHERE YOUR CUSTOMER IS AND HOW THEY CONSUME INFORMATION
- TARGET YOUR APPROACH ACCORDINGLY

PROMOTION

PROMOTION

Inform customers and encourage them to buy.

PROMOTION

UNDERSTAND:

- HOW YOUR CUSTOMERS THINK
- HOW THEY COMMUNICATE
- WHAT THEY VALUE

UNDERSTAND HOW YOUR CUSTOMERS THINK

SOCIAL NORMS

Money is often the most expensive way to motivate people. Social norms are cheaper and often more effective.

CONCENSUS

People want to fit in.

EVERETT
PARKS AND RECREATION

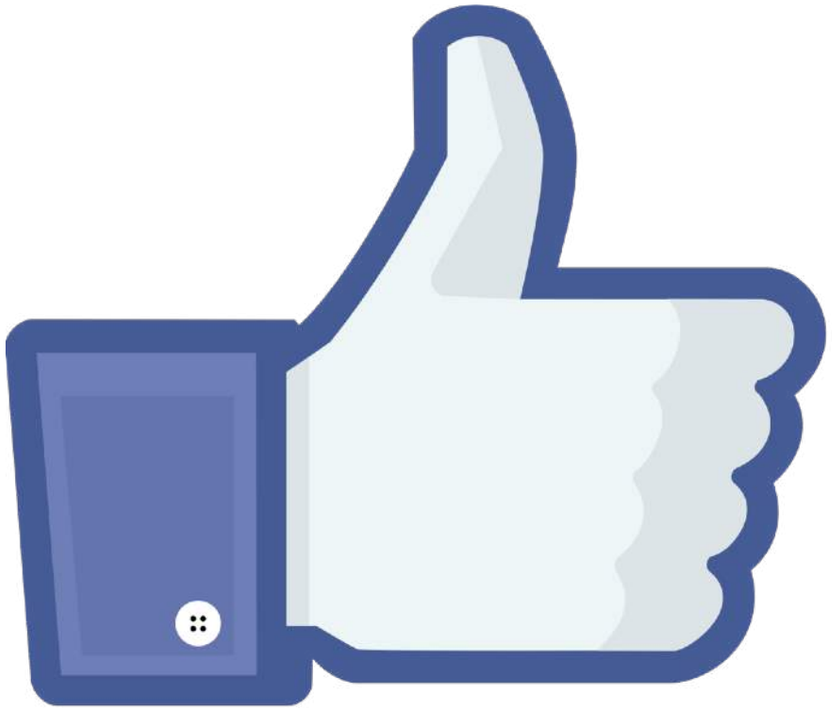
Everett Parks & Recreation
802 E. Mukilteo Blvd.
Everett, WA 98203

95% of our customers rate our programs and services as good or excellent

PRSRT STD
U.S. POSTAGE
PAID
Permit #1
Seattle, WA

LIKING

People are more easily persuaded by people they like.



OCT
20

Halloween Harvest Festival
Saturday, October 20, 2018 at 12:00 PM MDT

Event Performance

Since Jul 5, 2018

508.4K
People Reached
+155.5K last 7 days

35.9K
Responses
+6.1K last 7 days

Track Ticket Sales

Let people easily get tickets or sign up for your event by including a link to tickets.

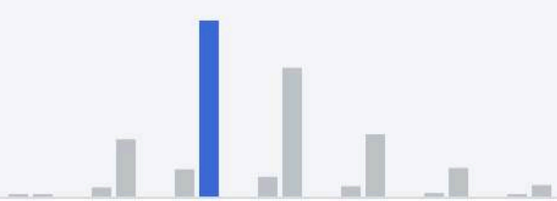
Add Ticket Link

Audience

People who responded

Women 25-34

33% of people who responded



Denver, Colorado

31% of people who responded

EXPECTATIONS

The mind gets what it expects.

Don't miss three full hours of fun during Westminster's new and outrageous event —the Adult Egg Hunt! Not for the kiddos, this one-of-a-kind event awards over $2,000 in prizes during two egg hunts, an egg toss, egg races, and the Outrageous Easter Bonnet Contest! Between events, pose for a portrait with our deranged Easter Bunny, attempt to "Kill the Wabbit" with slingshot-propelled water balloons, and enjoy our signature cocktail: the "Bunny Drop." Remember--you'll want to leave the kids home for this one—ages 21 and up only. Sponsored by Westword, Westminster Brewing Company, Kokopelli Beer Company, and Whistling Hare Distillery.

City of Westminster Parks, Recreation & Libraries shared their event.

Sponsored ·

You've NEVER seen an egg hunt like this one! Don't miss Westminster's outrageous Adult Egg Hunt! Three hours of fun, with more than $2,000 in prizes! Compete in our crazy Easter bonnet contest! Limited tickets available--buy yours today! Ages 21+.

City of Westminster Parks, Recreation & Libraries shared their event.

Sponsored ·

Experience the magical, spectacular balloon glow at the Halloween Harvest Festival.

OCT
22

Harvest Festival
Sat 5 PM · Westminster, CO
2,997 people interested · 590 people going

✓ Going

187 Reactions 28 Comments

Like Comment Share

SCARCITY

Scarcity generates demand.

City of Westminster Parks, Recreation & Libraries

Sponsored ·

Last chance to buy Westy Brew Fest tickets for only $20! This offer ends May 31 (regular price is $35). Event is Saturday, August 13, 6-9 p.m. at Christopher Fields, 5875 W. 104th Ave. and features over 35 breweries. Don't be the one left crying in your beer--buy tickets today at westybrewfest.com

150 15 Comments 29 Shares

Like Comment Share

City of Westminster Parks, Recreation & Libraries

Sponsored ·

Only a few days left to purchase Westy Brew Fest tickets at the discounted price of $25. Prices go up $5 on July 1 for this exceptional event held August 13 at Christopher Fields, 5875 W. 104th Ave. This… More

35 9 Comments

Like Comment Share

City of Westminster Parks, Recreation & Libraries

Like Page

Sponsored ·

Don't miss Westminster's Adult Egg Hunt! Three hours of fun, with more than $2,000 in prizes! Limited tickets available.

You've NEVER seen an egg hunt like this one...

See the full schedule of events and reserve your tickets online! Tickets are going quickly!

Sign Up

69 Reactions 6 Comments 11 Shares

Like Comment Share

CONSISTENCY

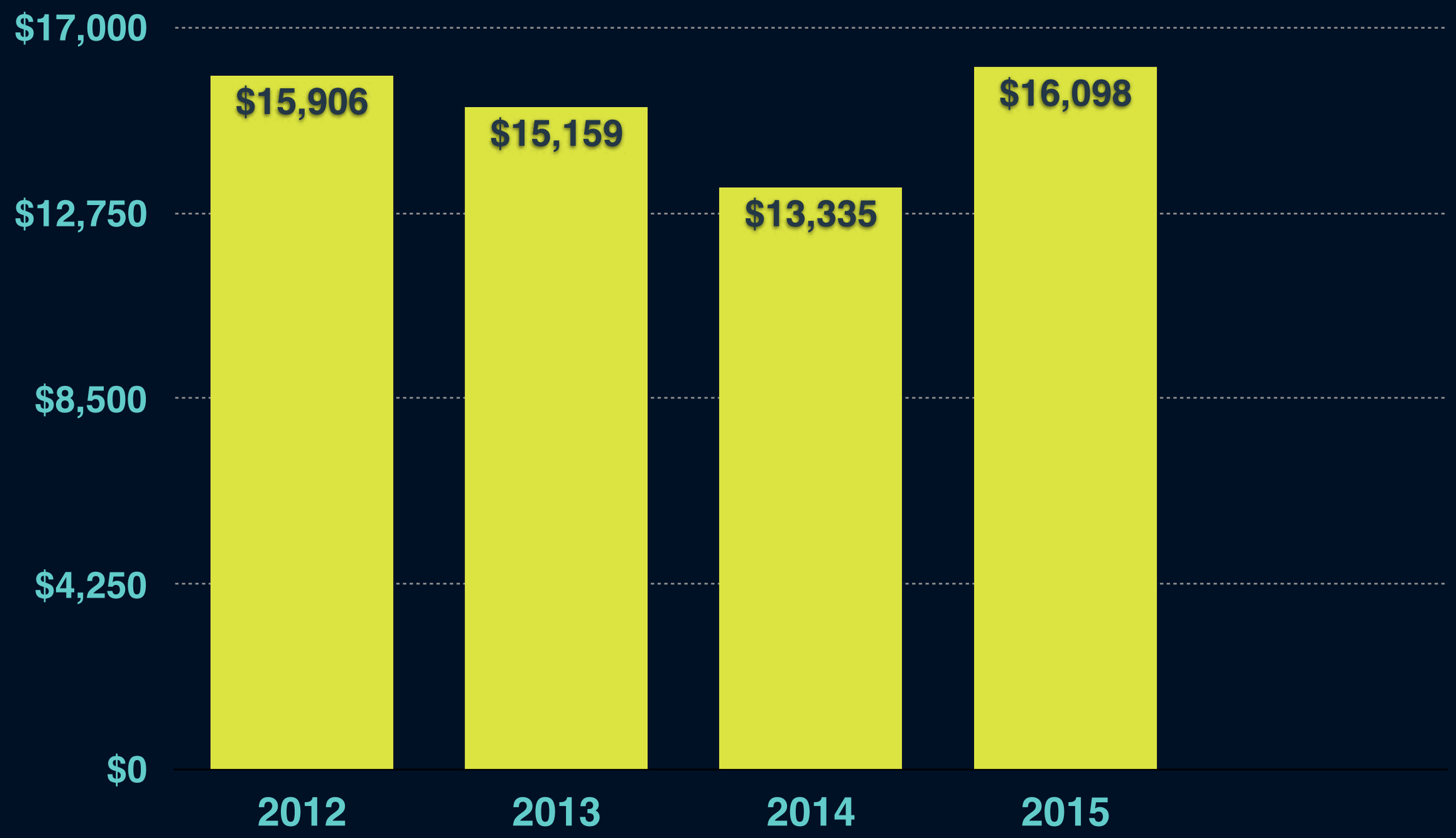
Once someone commits they are more likely to do it.

City of Westminster Parks and Recreation updated their cover photo.

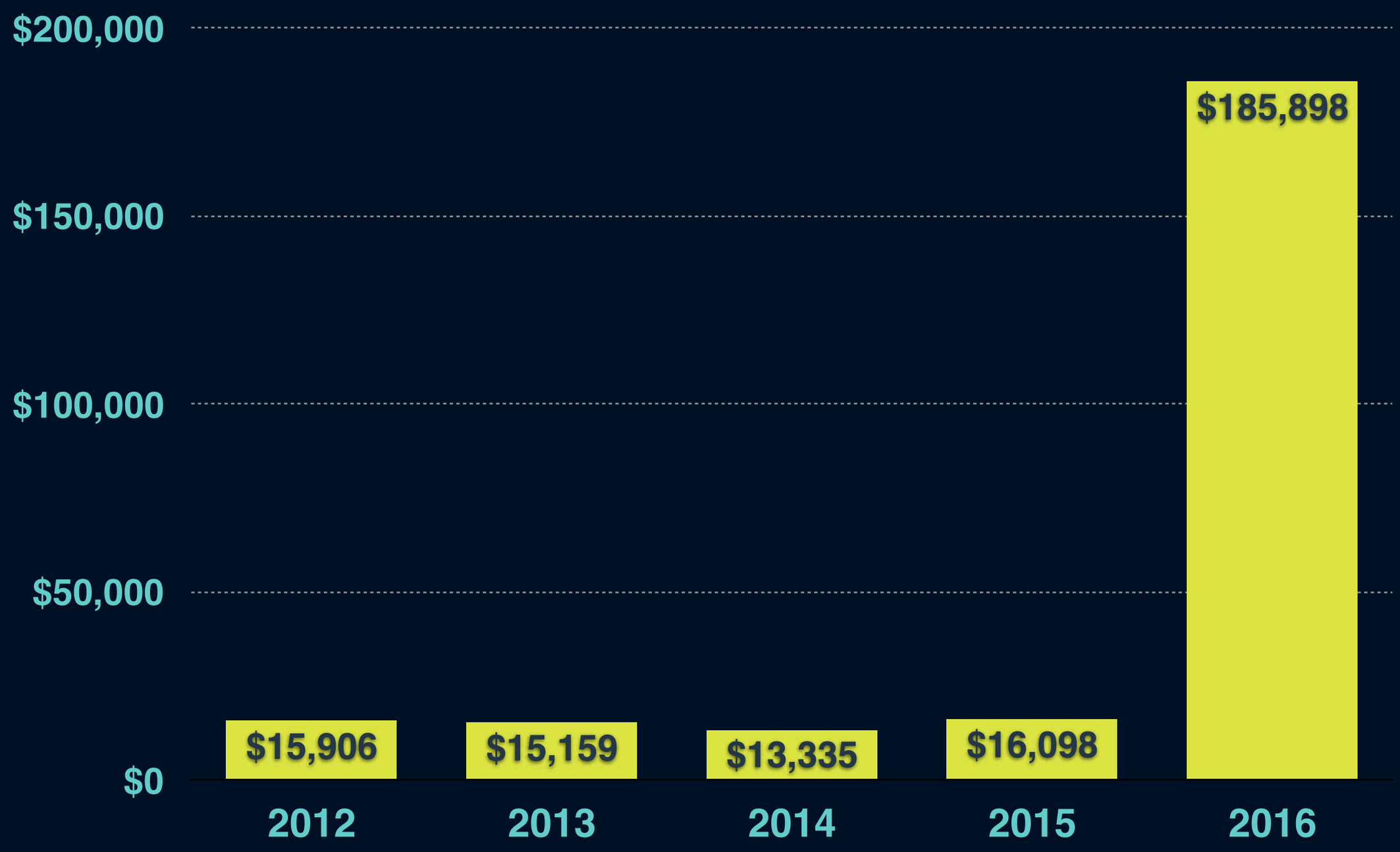
December 30, 2014 ·

Like Comment Share

PASS REVENUE JANUARY 1-7



PASS REVENUE JANUARY 1-7



City of Westminster Parks, Recreation & Libraries

Published by Ryan Hegreness [?] · January 4 ·

Limited Time Offer on Fitness Passes! Valid during Free Fitness Week only (January 1-7).

- One month free when you buy a one month pass
- Two months free when you buy a six month pass
- Three months free when you buy an annual pass

14,368 people reached

Boost Post

Public · Fitness · Hosted by City of Westminster Parks, Recreation & ...

Interested | + Going | Invite | Edit | •••

January 1 - January 7
Jan 1 at 6 AM to Jan 7 at 9 PM

City of Westminster Parks, Recreation & Libraries
4800 W 92nd Ave, Westminster, Colorado 80031
Show Map

Friday, Jan. 1, through Thursday, Jan. 7, admission is FREE at City Park Fitness Center, Swim & Fitness Center and West View Recreation Center. Monday, Jan. 4, through Thursday, Jan. 7, admission is FREE at The MAC.

Promotional offers during Free Fitness Week:
- One month free when you buy a one month pass
- Two months free when you buy a six month pass
- Three months free when you buy an annual pass

New Year's Day Open Houses and Free Fitness Classes
Enjoy giveaways, free chair massage, body fat tests, trial classes and more.

City Park Fitness Center, 10475 Sheridan Blvd., 303-460-9691
Hours: 5 a.m. to noon ... See More

GUESTS

175	73	79
interested	went	invited

INSIGHTS

8.5K reached
0 new this week

1.3K viewed
0 new this week

265 engaged
0 new this week

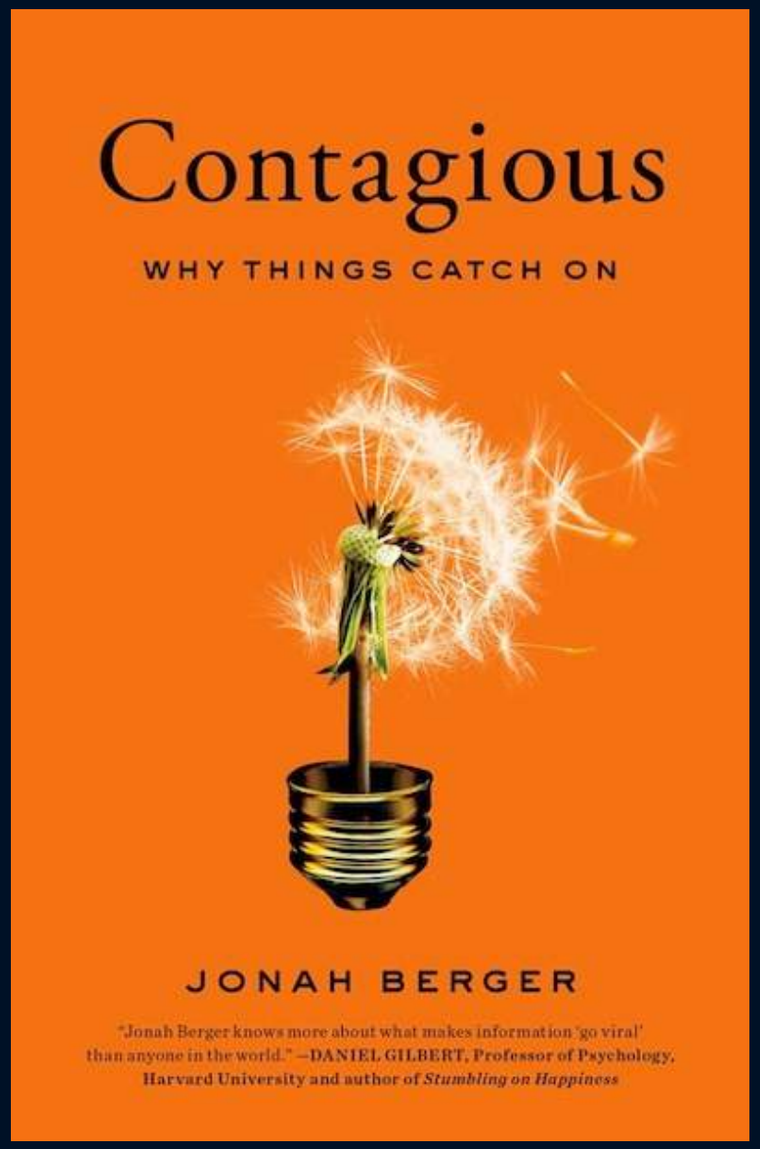
Updated 2 seconds ago

RELATED EVENTS — See More

Butterfly Pavilion: $5 Day

UNDERSTAND HOW YOUR CUSTOMERS COMMUNICATE

WHY THINGS CATCH ON



- SOCIAL CURRENCY
- TRIGGERS
- EMOTION
- PUBLIC
- PRACTICAL VALUE
- STORIES

SOCIAL CURRENCY

PEOPLE SHARE THINGS THAT MAKE THEM LOOK GOOD

- **Find inner remarkability.**
- **Make people feel like insiders.**

Westminster Enquirer
October 14, 2016 ·

BREAKING NEWS: Local Golf Course Placed Under Quarantine

WARNING: Zombie Outbreak Expected at Legacy Ridge Golf Course in Westminster this Saturday (Oct. 15)!

The Front Range's Most Outrageous Golf Tournament Will Feature Live-Action Zombies on the Course in Search of "Brains" (pink golf balls w/ printed brains on them)

...

See More

City of Westminster Parks, Recreation & Libraries
August 8 ·

Paddle, climb, leap, bounce or crawl your way to fun at Westy Fest this Saturday, August 13! There's so much to do 10 a.m.-4 p.m., at Westminster City Park, 10455 Sheridan Blvd. Paddle in the kayak tank, hit balls at Golfzilla's jaw, touch a truck, test your fire-fighting skills at the mini combat course, climb a wall or jump on the trampoline. Or just take it easy and enjoy the many food trucks, craft vendors and entertainment on 2 different stages. Get all the details at www.cityofwestminster.us/ParksRec/WestyFest.

Like Comment Share

379 Top Comments

172 shares

Write a comment...

City of Westminster Parks, Recreation & Libraries
August 29 at 7:00pm ·

Enjoy a FREE outdoor movie and a beautiful sunset at the Westminster City Park soccer fields, 10475 Sheridan Blvd. "Star Wars: The Force Awakens" is showing on Friday, September 2. Food vendors and pre-movie activities start at 7 p.m. and the movie begins at dusk. Bring a chair or blanket and a picnic dinner if you like. For weather concerns, call 303-412-8761.

Like Comment Share

106 Top Comments

62 shares

Write a comment...

Summer Dawn Stason Ikenouye.....this is what I was talking about...i think I told you the wrong park 😊

Like · Reply · 1 · September 1 at 12:07pm

1 Reply

Karen Steinman Ahh I remember when we use to do this when my daughter was younger! So much fun!!!

Like · Reply · September 1 at 10:16am

TRIGGERS

TOP OF MIND, TIP OF TONGUE

- **Consider the context.**
- **Grow your habitat.**

HUUUMMP
DAAAAAAY!!!

- SOCIAL CU
- TRIGGERS
- EMOTION
- PUBLIC
- PRACTICAL
- STORIES

Three Rivers Park District
September 16 at 8:20am ·

It's #FreeloaderFriday and City Pages Minneapolis says you should go to the "Field Trip" art fair at Three Rivers Park District - Silverwood Park tomorrow.

Freeloader Friday: 41 free things to do this weekend | City Pages

This week in free things to do we have a ramen party, a few street fests, and lots of arts and music shows. Come take…

CITYPAGES.COM | BY JESSICA ARMBRUSTER

Like Comment Share

Michigan Department of Natural Resources
January 23 at 9:12am

It's #IdentiFriday time once again. This species often lurks on the outer edges of weed beds. Any guesses? #MiFish

Corona
Extra
LA
CERVEZA
MAS
FINA
BEER
12 FL.OZ
Brewed and bottled by
CERVECERIA MODELO, S.A. DE C.V.
MEXICO, D.F.
Find your beach.

Michigan Department of Natural Resources added 5 new photos.

January 31 at 10:56am · Edited ·

Join us in celebrating Superb Owl Weekend with these facts about Michigan owls! Find out more about one of Michigan's endangered species, the short-eared owl, by visiting http://1.usa.gov/18CsqIU. #MiWildlife #SuperbOwl

Like · Comment · Share · 505 26 437

EMOTION

WHEN WE CARE, WE SHARE

- Focus on feeling rather than function.
- Emotional = more likely to go viral.

Michigan Department of Natural Resources
September 25, 2014 ·

State Park Spotlight: Pinckney Rec Area

Every Sunday during warmer months, Pinckney Recreation Area's "Hook, Line & Sinker" program gets kids and families to enjoy the outdoors through fishing.

Fall at the state parks means cooler temperatures, fewer bugs and a quieter overall atmosphere, and this week we're highlighting a prime location to experience the beauty of the season. Pinckney R...
See More

Like · Comment · Share · 36 5 14

Michigan Department of Natural Resources
September 11, 2014 ·

State Park Spotlight: P.H. Hoeft State Park

The Lake Huron shoreline provides the perfect backdrop for a day up north at P.H. Hoeft State Park.

Today we're going to let you in on a place not many people know about. It comprises 300 acres of heavily-wooded forest, a mile of sandy Lake Huron shoreline and dunes, and it's known as P.H. Hoeft State Park. The geographic location in the northern L...
See More

Like · Comment · Share · 54 7 13

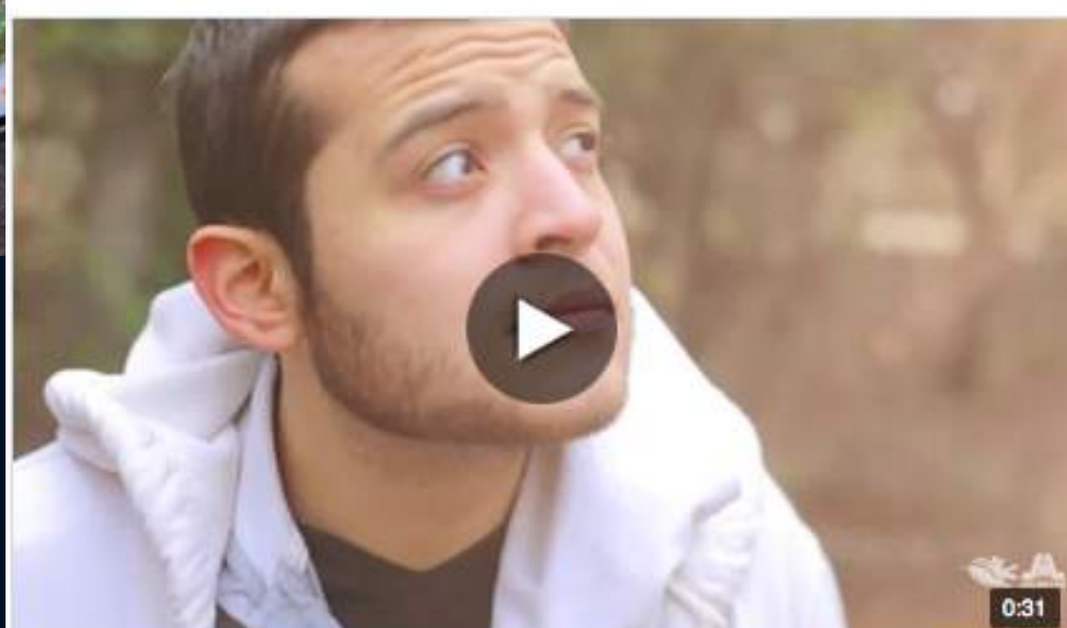
Arlington Parks and Recreation Department shared Meadowbrook Park Golf Course's status.
Posted by Buddy Blue [?] · October 10

How cool is this! An 11-yr-old kicked in the first ever #FootGolf hole-in-one in front of her entire soccer team yesterday at Meadowbrook Park Golf Course. What is FootGolf? Click here to learn: http://bit.ly/1vU1JVS

Congrats to Kaelyn Riley (age 11) for the FIRST ever #FootGolf Hole-in-One at Meadowbrook Park! She did it yesterday on Hole 7, a 100-yrd Par 3. It was witnessed by her entire soccer team...How cool!

Arlington Parks and Recreation Department
Posted by Buddy Blue [?] · May 5

Unplug & Connect: Nature
"Adopt the pace of nature: her secret is patience."
-Ralph Waldo Emerson



Arlington Parks and Recreation Department shared a link.
Posted by Justin Lewis Snasel [?] · May 31

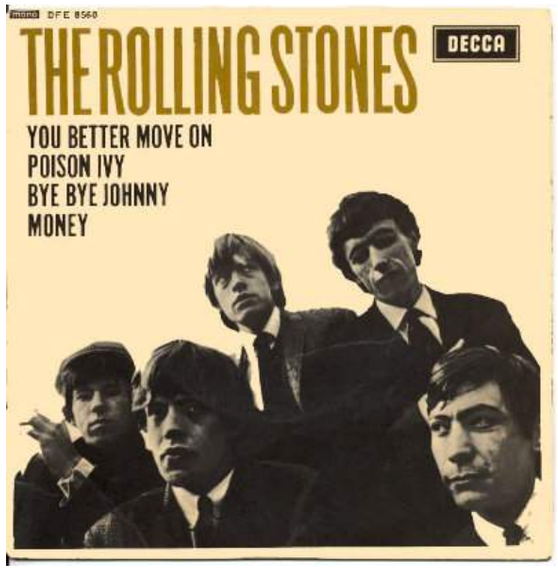
This tale of love, allegiance and commiseration is sure to put a huge smile on your face. #ArlingtonTX #NaturallyFun #Nature

Lost in the Wild: Alexandra's Story
turallyfun.org

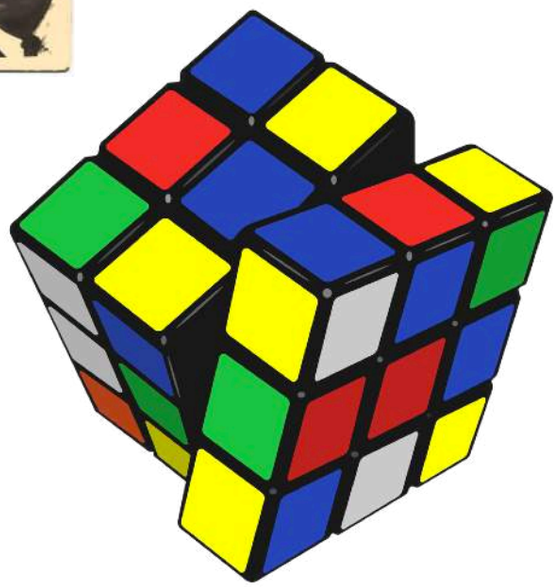
Arlington Parks and Recreation Department — at Arlington Parks and Recreation Department.
May 26 via Instagram

Today we remember those who served - all gave some, some gave all. #MemorialDay #ArlingtonTX

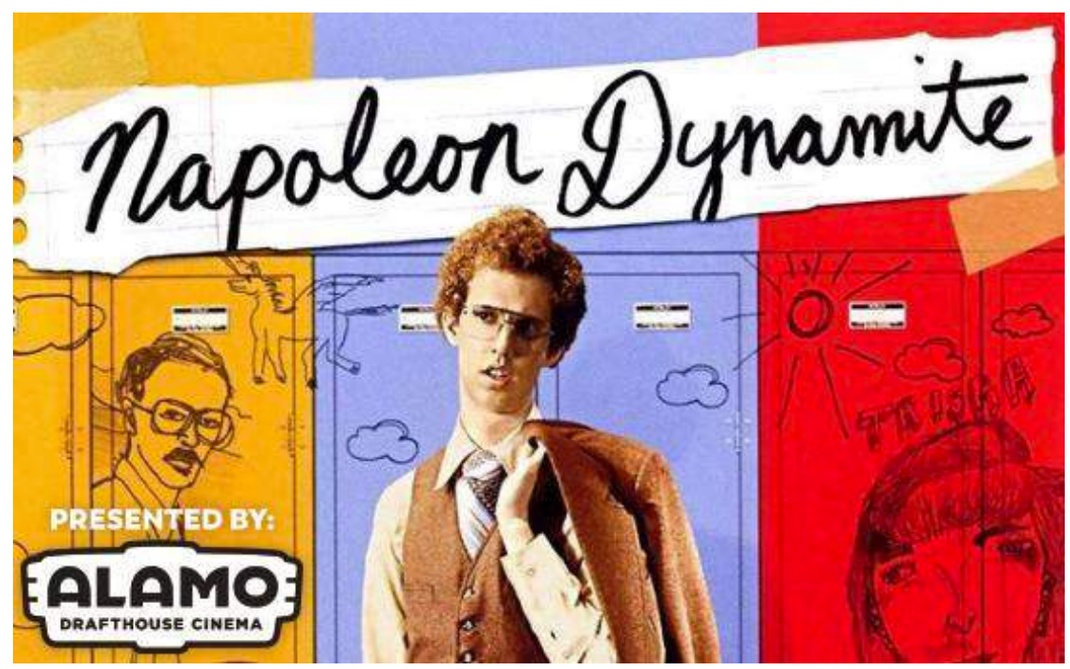
NOSTALGIA

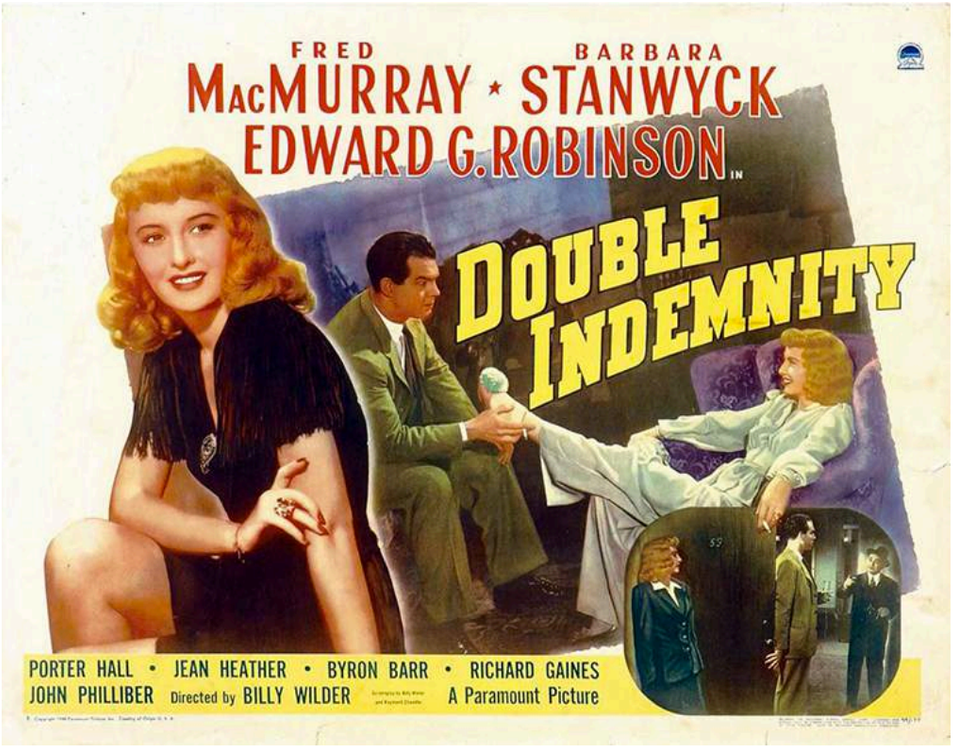

THE ROLLING STONES
DECCA
YOU BETTER MOVE ON
POISON IVY
BYE BYE JOHNNY
MONEY

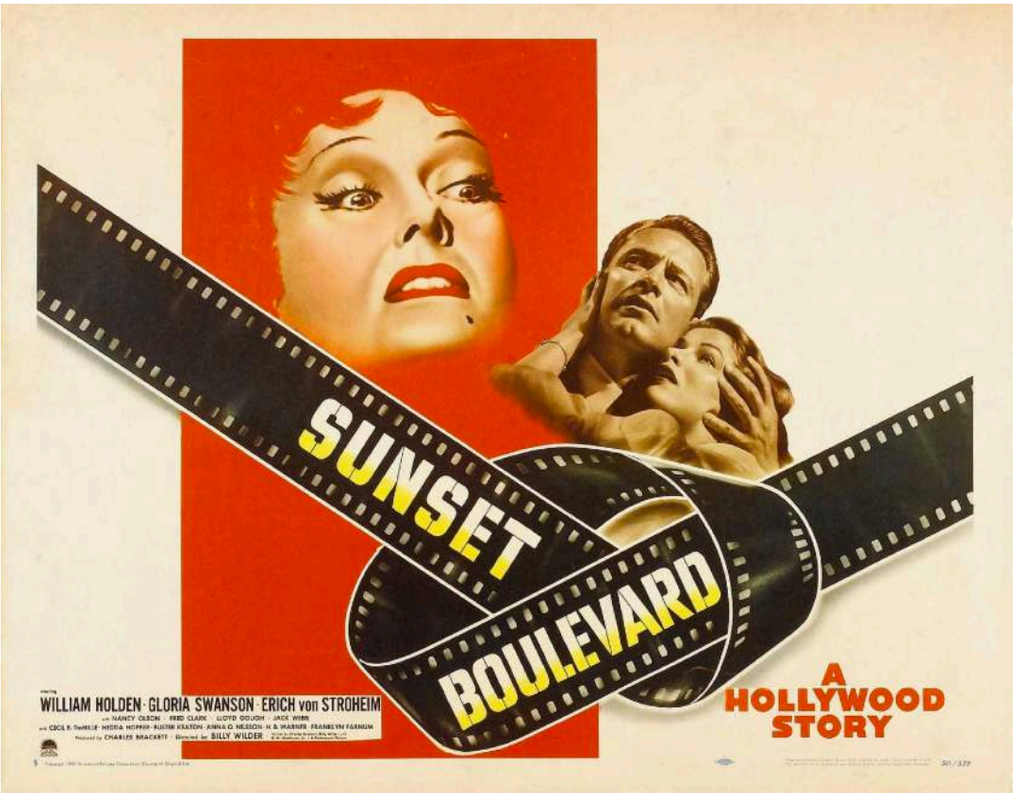
Nintendo
SELECT START
Nintendo
B
A



PEE-WEE'S
BIG ADVENTURE
PRESENTED BY:
ALAMO
DRAFTHOUSE CINEMA


Napoleon Dynamite
PRESENTED BY:
ALAMO
DRAFTHOUSE CINEMA


FRED
MacMURRAY ★ BARBARA STANWYCK
EDWARD G. ROBINSON IN
DOUBLE INDEMNITY
PORTER HALL • JEAN HEATHER • BYRON BARR • RICHARD GAINES
JOHN PHILLIBER Directed by BILLY WILDER
A Paramount Picture


SUNSET BOULEVARD
A HOLLYWOOD STORY
WILLIAM HOLDEN · GLORIA SWANSON · ERICH von STROHEIM

PUBLIC

BUILT TO SHOW, BUILT TO GROW

- Public = more likely to be imitated.
- Design products that advertise themselves.

LIVESTRONG

Walt Disney World

Aspire

Aspire
Aspire
Aspire
Aspire
Aspire
Aspir

PRACTICAL VALUE

NEWS YOU CAN USE

- **Useful things get shared.**
- **Highlight knowledge and package value.**

Arlington Parks and Recreation Department shared a link.
Posted by Justin Lewis Snasel [?] · November 5

Sharing time surrounded by nature is a perfect way to bond with family and friends: http://bit.ly/1x6i9fo

10 Camping Hacks to Change Your Life
naturallyfun.org

by Naturally Fun Author: Justin Snasel Ah, the great outdoors. There's nothing quite like the scent of wilderness rolling through tent mesh

Like · Comment · Share

Susie Morrison Traylor, Kristi Payne, Larissa Key a

Vicki Sharon PC Bayliff Love this site...great i
ideas...thanks mr Larry Riddle
November 9 at 1:39pm · Unlike · 1

Write a comment...

17,768 people reached

Arlington Parks and Recreation Department shared a link.
Posted by Buddy Blue [?] · October 3

Storm debris? Arlington residents are allowed free use of the Arlington Landfill through Saturday, October 11 for tree limbs and fence panels. Republic Services will also pick up unbundled tree limbs and fence panels curbside through October 18th (nothing longer than 4').

Here's What to Do With Storm Debris | City of Arlington, TX
www.arlington-tx.gov

Republic Services will allow Arlington residents to dump storm debris (tree limbs and
ay, October
be required (a

Shares

See Results

Arlington Parks @Arlington_Parks · 10h

Key to Staying Fit: Smart Eating (bit.ly/1qB5vQR) #ArlingtonTX #NaturallyFun @TexasHealth

STORIES

INFORMATION TRAVELS UNDER THE GUISE OF IDLE CHATTER

- **Build a story that people want to tell (and carries your idea along for the ride).**

City of Olathe Parks and Recreation Department via **FOX 4 News Kansas City**

September 26 at 5:08pm · Edited ·

What is your best kid baseball memory? We bet this dad will cherish this forever!

Adorable boy hits baseball, stops at first base to tell dad 'I love you'

An adorable video shows a boy hitting the baseball in his Little League game -- and then stopping at first base to tell his coach, who is also his dad, "I love you."...

FOX4KC.COM

Like Comment Share

6 people like this.

DREAMS A New Beacon For Arlington

- ★ American Dream City
  - Brand Pillars
    - Diversity
    - Reach
    - Education
    - Aspiration
    - Metroplex
    - Spirit
  - ★ American Dream Stories
  - American Dream Wall

American Dream Stories

Rev. Norman L. Robinson: I'm Just a Preacher with a Dream

n-tx.gov

★ American Dream City
Brand Pillars
Diversity
Reach
Education
Aspiration
Metroplex
Spirit
★ American Dream Stories
American Dream Wall

American Dream Stories

Rev. Norman L. Robinson: I'm Just a Preacher with a Dream

tx.gov

Arlington Parks and Recreation Department shared a link.
Posted by Justin Lewis Snasel [?] · May 31

This tale of love, allegiance and commiseration is sure to put a huge smile on your face. #ArlingtonTX #NaturallyFun #Nature

Lost in the Wild: Alexandra's Story
naturallyfun.org

Have you ever had a pet that meant the world to you? If so, you might personally relate to this story. How would...

Like · Comment · Share

5 1

784 people reached

Boost Post

Westminster Enquirer

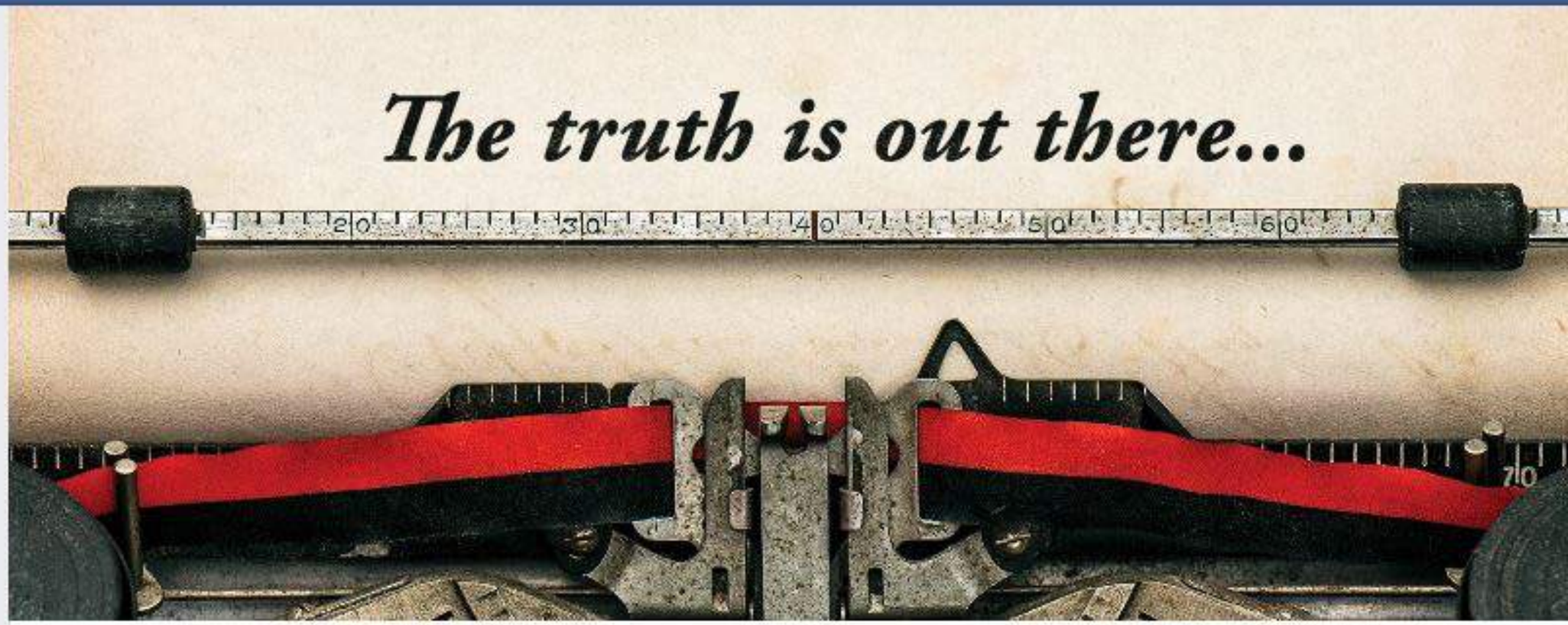
Rich Home 20+

Westminster Enquirer

@WestminsterEnquirer

- Home
- About
- Photos
- Likes
- Videos
- Posts

Create a Page



Liked | Message | Save | More

Status | Photo / Video

Write something on this Page...

Westminster Enquirer updated their cover photo.

September 21 at 1:25pm

Media/News/Publishing

Search for posts on this Page

822 people like this

James Clanton and 4 other friends

Invite friends to like this Page

Westminster Enquirer

Published by Ryan Hegreness [?] · July 20 ·

Residents report unusual sightings at Standley Lake Regional Park. Others dismiss reports, citing over-sized pelicans as a possible explanation. City of Westminster Parks, Recreation & Libraries has not commented on the wild claims. Leave a comment if you have seen anything strange at the lake.

15,218 people reached

View Results

Like Comment Share

104

Chronological

Westminster Enquirer shared Fernando Williams's photo.
Published by Ryan Hegreness [?] · July 22 ·

While we can't confirm the validity of this photo, something strange is certainly going on at Standley Lake Regional Park.

Fernando Williams ▸ **Westminster Enquirer**
July 22 ·

My grandfather took this pic near the Standley lake site in 1951....they tell you they're Prarie dogs....but look closer

Westminster Enquirer

Published by Ryan Hegreness [?] · July 22 ·

June 4 photo shows Governor Hickenlooper inspecting a strange object during the Greenway Trail Ribbon Cutting, adding to the mystery surrounding Standley Lake. What is it? What are we not being told? How long have state and local officials been aware?

5,898 people reached

View Results

Like Comment Share

City of Westminster Parks, Recreation & Libraries

Published by Ryan Hegreness [?] · July 27 ·

Parks, Recreation and Libraries Director Jason Genck provided an update on the #StandleyMonster in a media briefing earlier today. A team of specialists conducted an investigation to learn more about the strange creature. The department will share their full report in the near future.

29,555 people reached

View Results

18K Views

Like Comment Share

Tara Roesener, Ken Jackie Wooldridge and 176 others

Top Comments

29,555 people reached
View Results
18K Views
Like
Comment
Share
Tara Roesener, Ken Jackie Wooldridge and 176 others
Top Comments
166 shares
72 Comments

Westminster Enquirer at Standley Lake Regional Park.
Published by Ryan Hegreness · July 27 ·

Denver7 just broadcast the #StandleyMonster story live. Look for coverage at 11:30, 4pm and on the evening news. Remember who broke the story first.

7,136 people reached

View Results

Like Comment Share

Amanda del Castillo was live.

July 27 · Facebook Mentions ·

Waiting on official (😉) word about the #StandleyMonster, here at the lake:

WESTMINSTER

City of Westminster Parks, Recreation & Libraries
added 26 new photos — at Standley Lake Regional Park.
Published by Ryan Hegreness |?| · July 28 · Westminster, CO ·

After an extensive investigation at Standley Lake Regional Park, our team of monster specialists from the Mighty Minnows Summer Camp have provided sketches of what they believe the #StandleyMonster looks like.

8,363 people reached

View Results

Like Comment Share

254

Top Comments

Westminster Enquirer

Published by Ryan Hegreness [?] · August 26 ·

Paranormal Claims Investigators Bryan and Baxter visited Standley Lake Regional Park to see if there is any truth to the #StandleyMonster reports. For over a decade these "urban myth and legend busters" have investigated a wide range of paranormal phenomena. Is this the first claim they've confirmed in over a decade? Visit their Facebook page (Bryan & Baxter) or YouTube channel (bit.ly/Bryan-Baxter-Youtube) to find out.

661 people reached

Boost Post

Westminster Enquirer at Standley Lake Regional Park.
Published by Ryan Hegreness [?] · July 25 ·

Strange eggs appear at Standley Lake Regional Park. Rangers cannot explain source, but confirm that a couple visitors a day have encountered them on the trails recently. #StandleyMonster

12,979 people reached

View Results

Like Comment Share

Look what I found at
STANDLEY LAKE
REGIONAL PARK
#StandleyMonster

Look what I found at
STANDLEY LAKE
REGIONAL PARK

Look what I found at
STANDLEY LAKE
REGIONAL PARK
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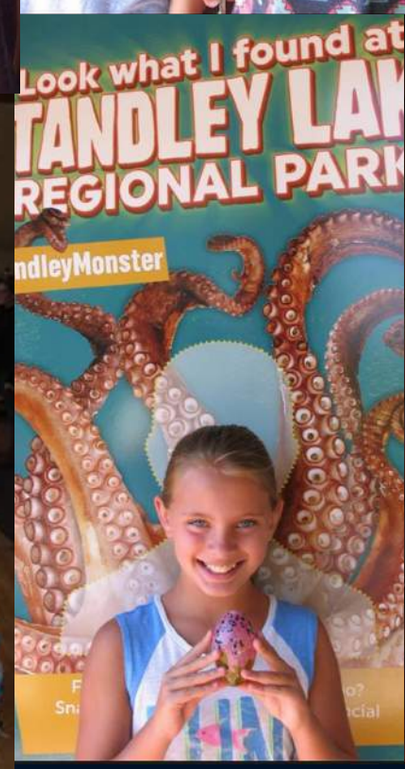
REGIONAL PARK
#StandleyMonster


Look what I found at
TANDLEY LAK
REGIONAL PARK
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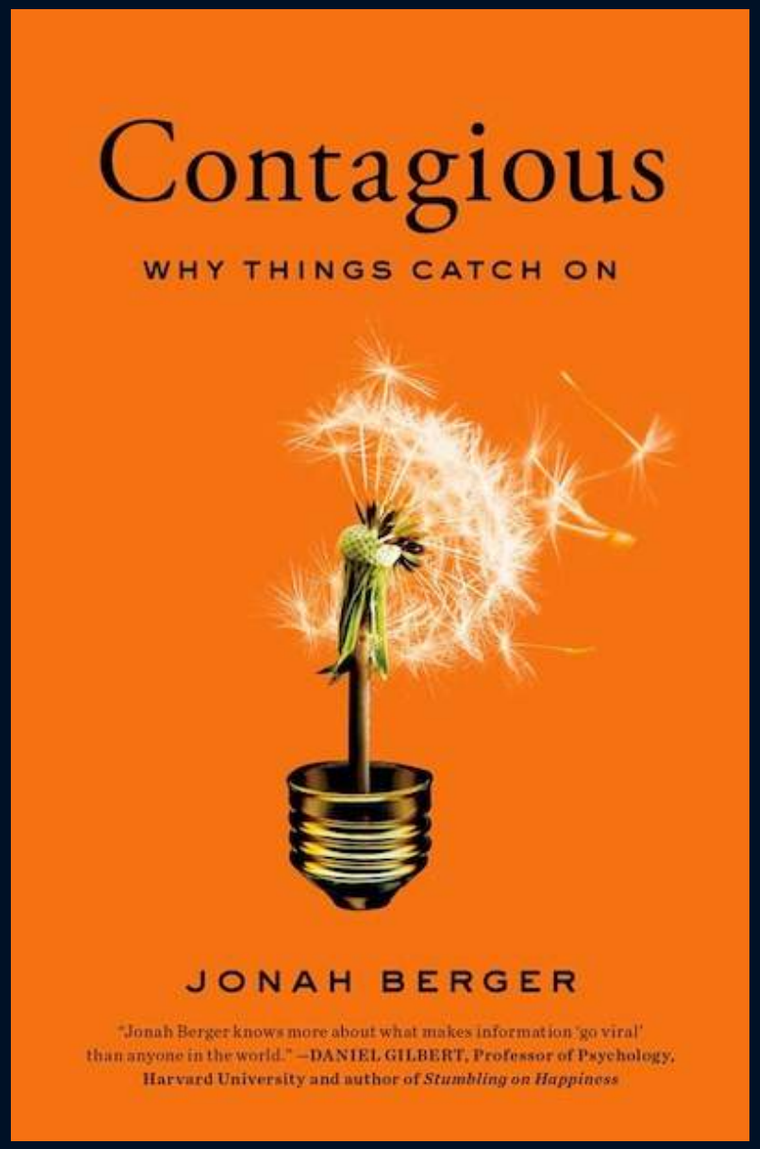
REGIONAL PARK
#StandleyMonster

#StandleyMonster

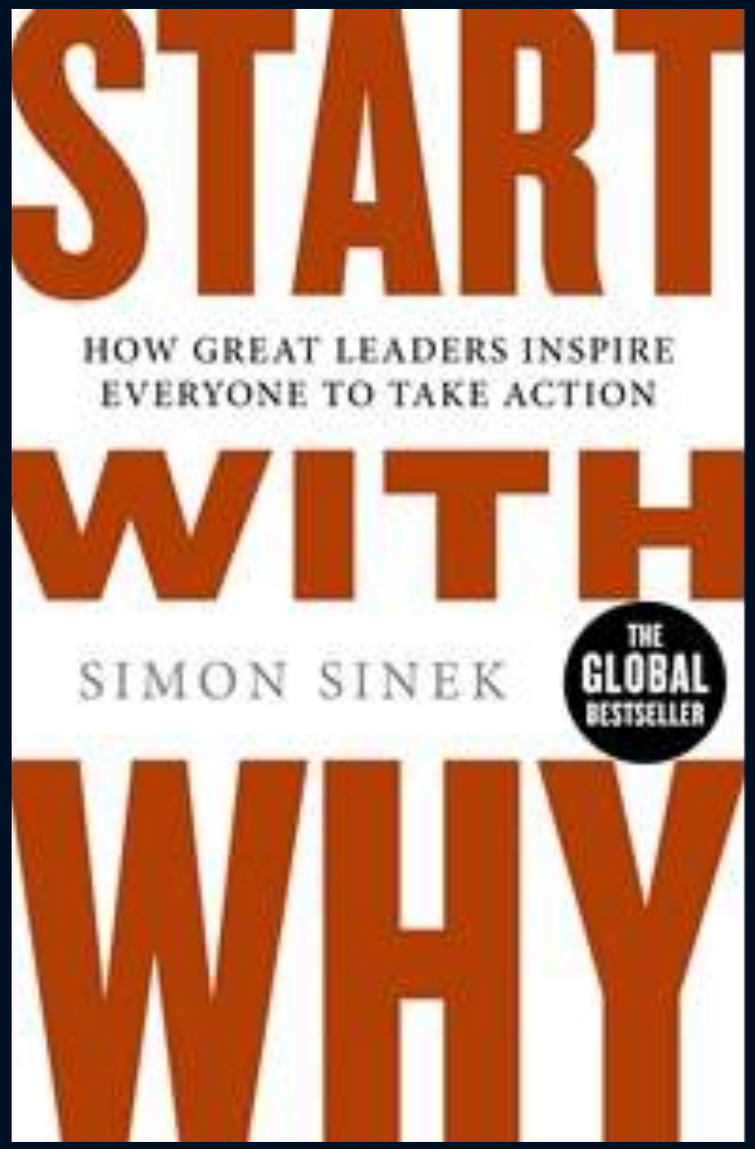
WHY THINGS CATCH ON



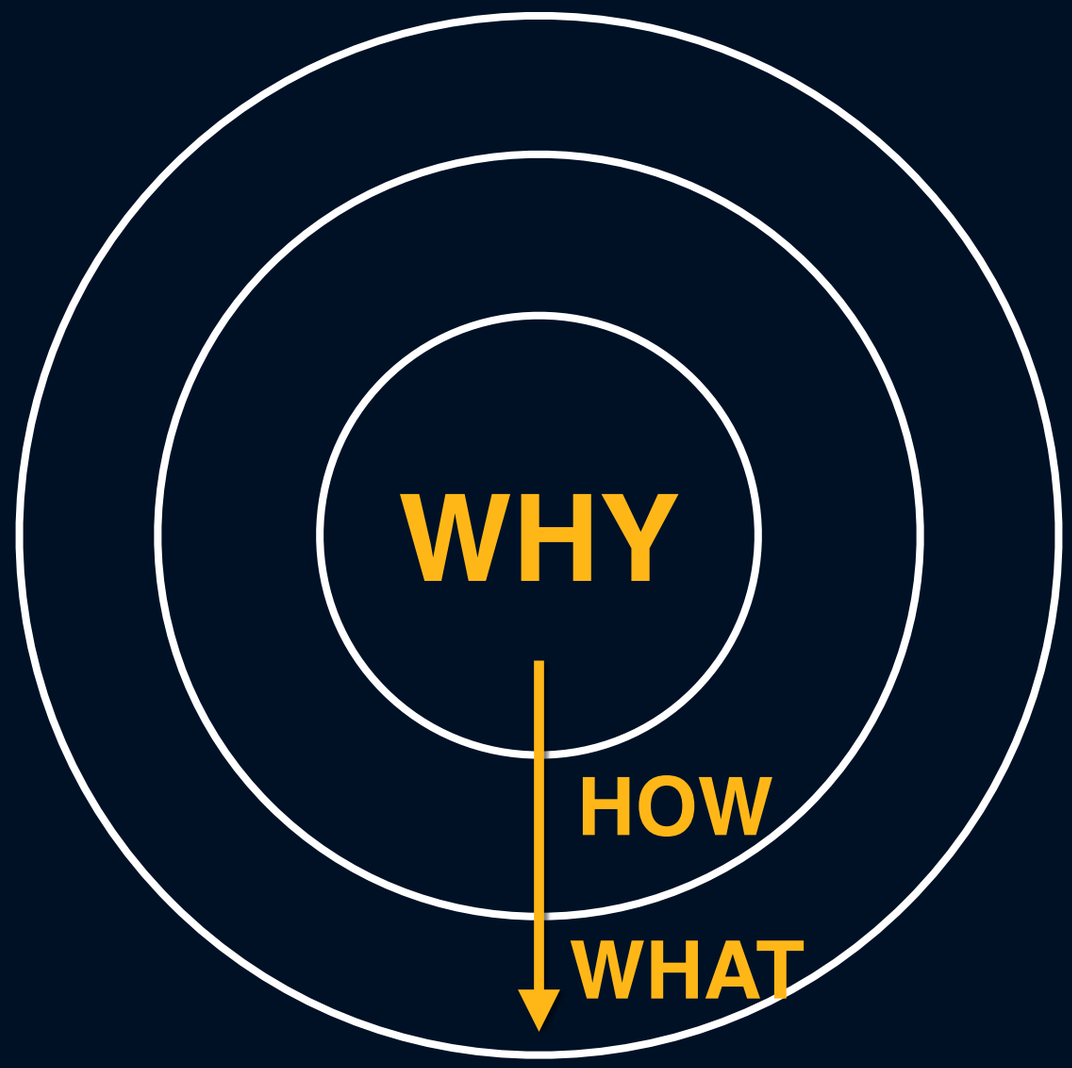
- SOCIAL CURRENCY
- TRIGGERS
- EMOTION
- PUBLIC
- PRACTICAL VALUE
- STORIES

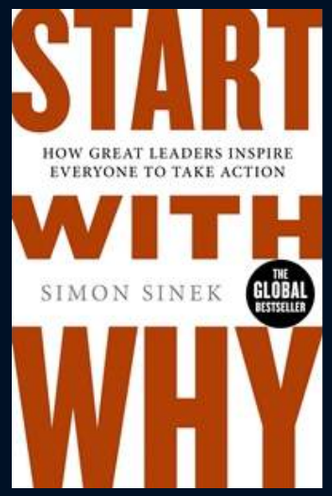
UNDERSTAND WHAT YOUR CUSTOMERS VALUE

START WITH WHY



http://www.youtube.com/watch?v=IPYeCItXpxw


WHY
HOW
WHAT


START
HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
THE GLOBAL BESTSELLER
WHY

DISCUSSION

? WHAT IS “THE WHY” FOR OUR PROFESSION?

YOUTH SOCCER

Come and join us for a fun and exciting recreational soccer league. No experience necessary. Your child will learn to dribble, pass, and shoot in a supportive environment. Practice begins October 20. League begins November 1. The cost is just $75 for residents. Registration ends September 28.

YOUTH VOLLEYBALL

Come and join us for a fun and exciting recreational **volleyball** league. No experience necessary. Your child will learn to **bump**, **set**, and **spike** in a supportive environment. Practice begins October 20. League begins November 1. The cost is just $75 for residents. Registration ends September 28.

the YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SERVING SMILES, HIGH FIVES, AND HANDSHAKES

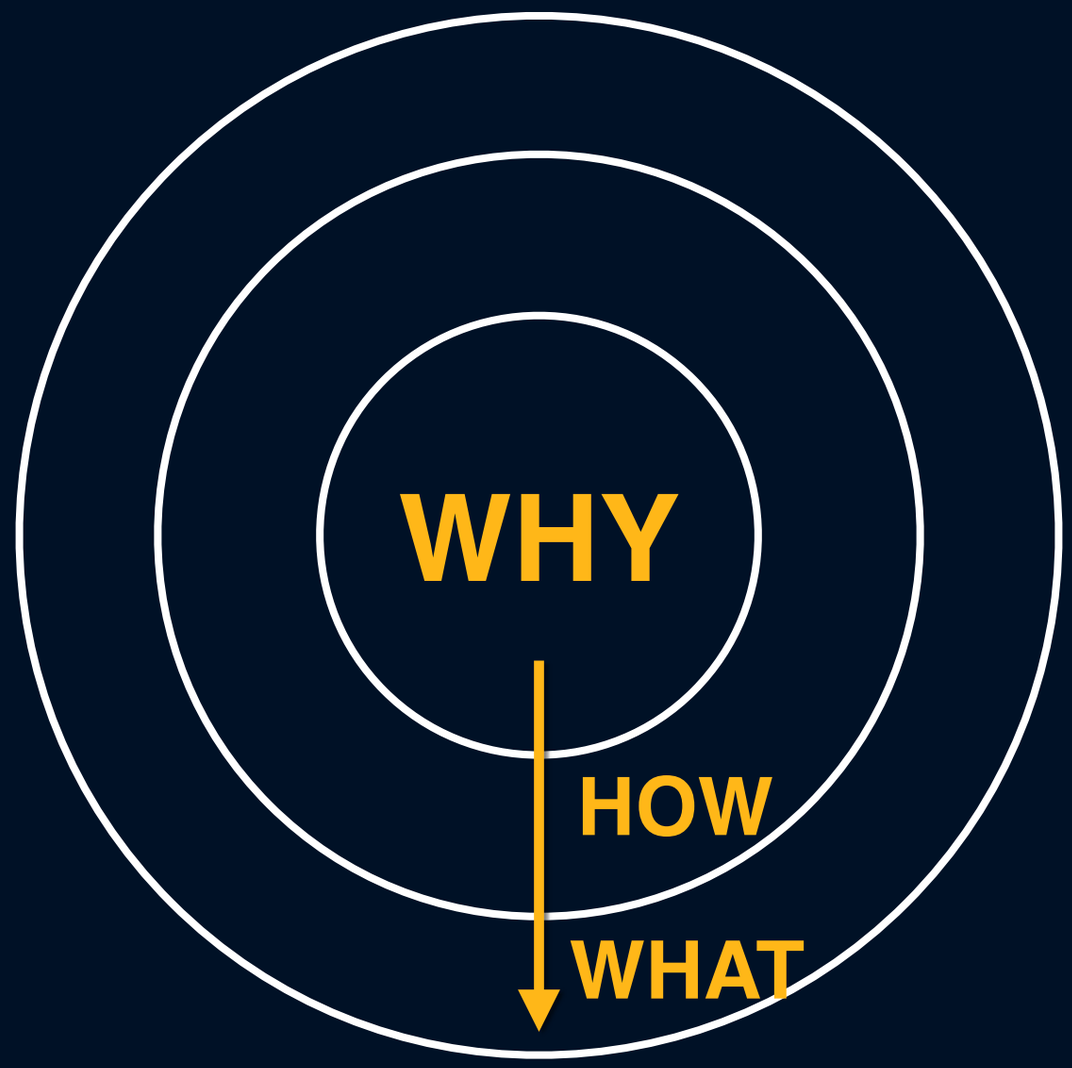
YMCA FALL VOLLEYBALL

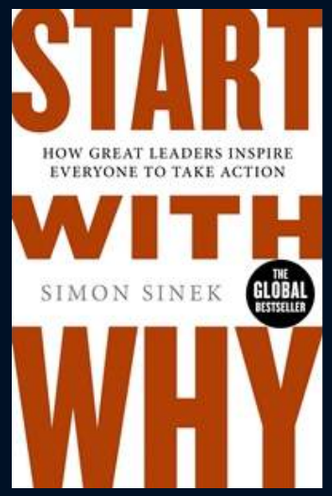
Registration Opens Monday, Sept.

COST: $19, FULL MEMBERS
$75, PROGRAM MEMBERS

Registration: Sept. 1 - Sept. 28
Practice Begins: Oct. 20
Season: Nov. 1 - Dec. 1
Ages: 8 to 16

Register online or at


WHY
HOW
WHAT


START
HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
THE GLOBAL BESTSELLER
WHY

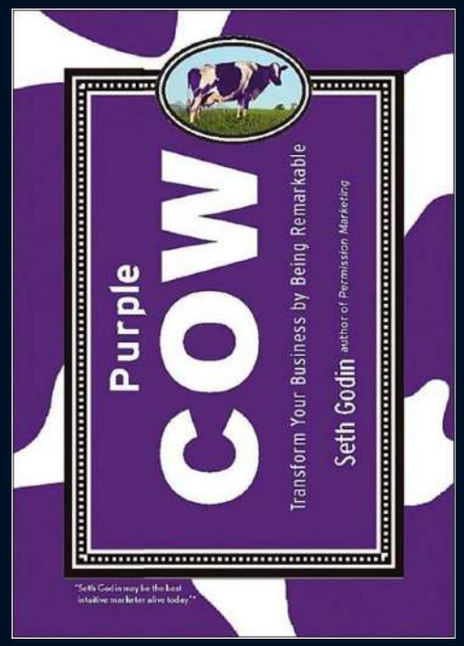
PROMOTION

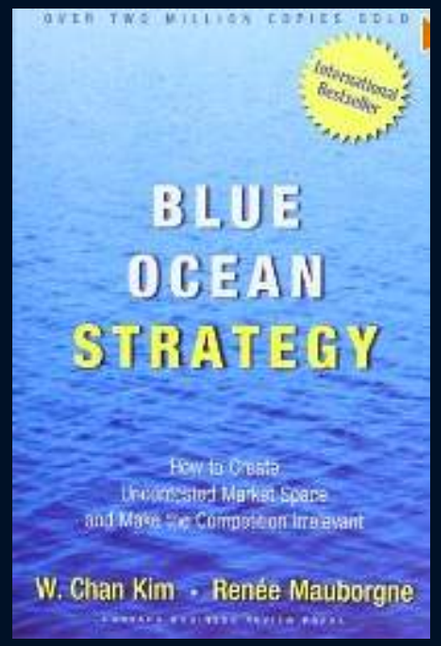
Inform customers and encourage them to buy.

PROMOTION

UNDERSTAND:

- HOW YOUR CUSTOMERS THINK
- HOW THEY COMMUNICATE
- WHAT THEY VALUE


Purple
COW
Transform Your Business by Being Remarkable
Seth Godin author of Permission Marketing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International Bestseller
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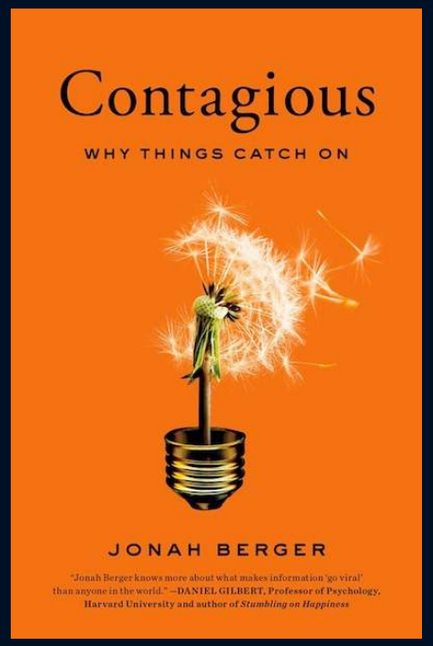
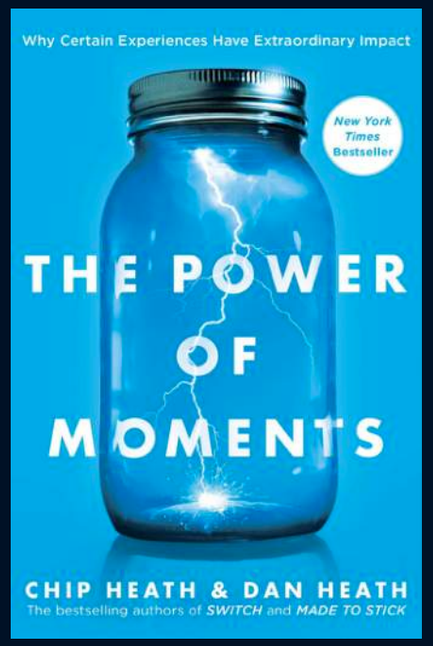

Contagious
WHY THINGS CATCH ON
JONAH BERGER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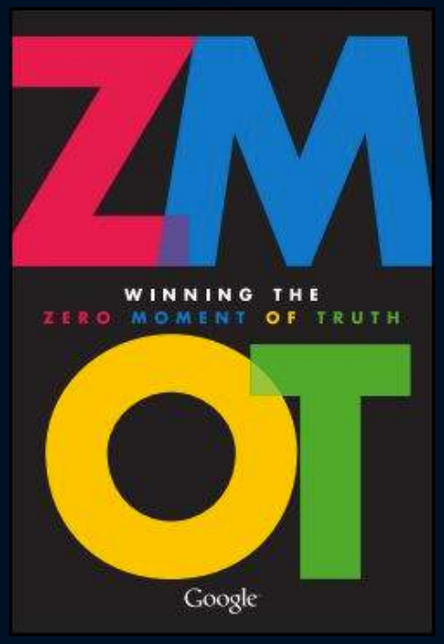
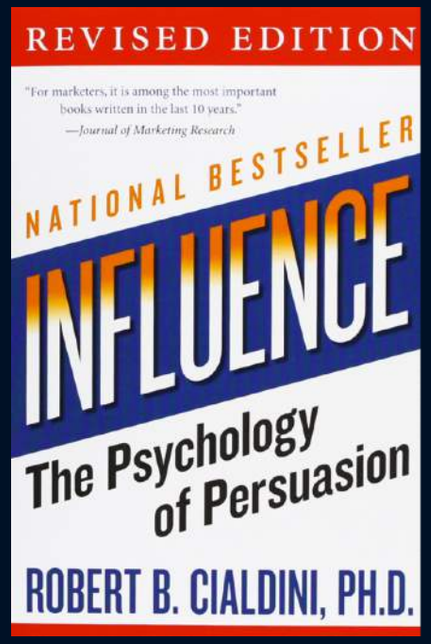
OF
MOMENTS
CHIP HEATH & DAN HEATH
The bestselling authors of SWITCH and MADE TO STICK


ZMOT
WINNING THE
ZERO MOMENT OF TRUTH
Google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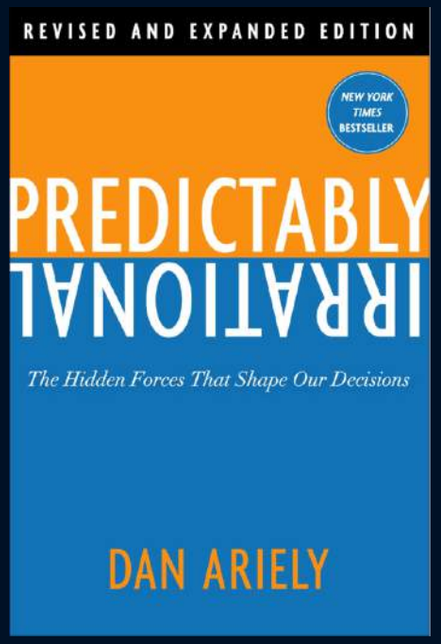
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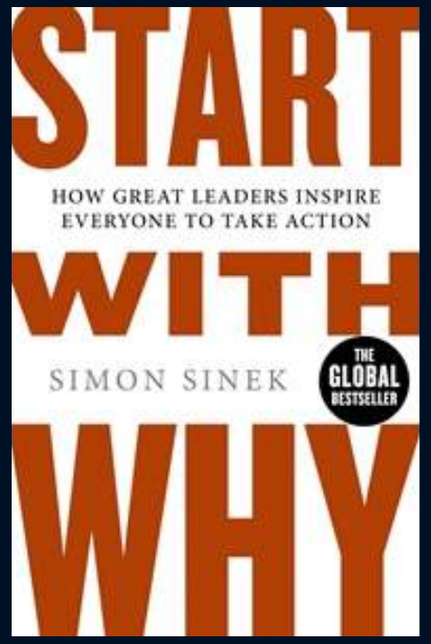
START
HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
THE GLOBAL BESTSELLER
WHY

THE MARKETING MIX

(ALSO THE SESSION OUTLINE)

- PRODUCT
- PRICE
- PLACE
- PROMOTION

OBJECTIVES

- **PRODUCT**: Explain the importance of differentiating your programs, services, and marketing.
- **PRICE**: Understand how to utilize pricing strategies to influence behavior
- **PLACE**: Discuss the role of place in services and marketing.
- **PROMOTION**: Utilize an understanding of how people think, how they communicate, and what they value to significantly improve marketing.

MARKETING

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linkedin.com/in/hegreness