
Concord Recreation Marketing Strategy

Working Document

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Executive Summary

who are we?

The Concord Recreation Department is committed to enriching the lives of residents through high-quality programs, events, and facilities that promote health, wellness, and community spirit. This marketing plan outlines a comprehensive approach to encourage engagement, track participation, and strengthen the department's visibility across all demographics.

The plan focuses on strategic messaging, multi-channel outreach, community engagement, and data-driven evaluation.

MISSION STATEMENT

Supporting
and Promoting
Community Through
Wellness and Play.

CORE VALUES

Dedicated
Innovative
Inclusive
Valued
Fun

VISION STATEMENT

 Move.
 Play.
 Grow.
 Thrive.

Goals (1-3yrs)

what do we want?

1. Enhance Communication

- Streamline email communication across MyRec + Constant Contact
- Create branded templates for department-wide use
- Ensure consistent branding/visual identity across all communication

3. Increase Revenue

- Implement Sponsorship Opportunities Plan (approved)
- Acquire event sponsors to enhance quality of programs/events
- Acquire advertisers to generate miscellaneous revenue - FY27

2. Increase Engagement

- Expand digital reach + online audience on all social platforms
- Develop and distribute short-form video content on all social platforms
- Increase storytelling in social content (staff stories, behind the scenes, etc.)

4. Enhance Awareness

- Highlight and celebrate Concord Recreation brand
- Update/enhance department website design + layout - FY27
- Build + promote division-specific webpages

- Completed
- In Progress
- Not Yet Started

Objectives (FY26) how are we getting there?



DIGITAL CHANNELS

Focus: engagement + data analysis

- Increase total social media follower count by 10%
- Increase reach & engagement by 15%, from FY25
- ✓ • Maintain consistent program/event posting schedule
- ✓ • Launch refreshed Beede newsletter template
- Evaluate migration to Constant Contact for email blasts from MyRec
- ✓ • Begin boosting key posts



COMMUNITY OUTREACH

Focus: partnerships + brand presence

- Host an Open House (1/9/26)
- Enhance presence at events:
 - Trunk or Treat
 - Egg Hunt
 - White Pond Family Day
 - Summer Concert Series
- ✓ • Strategic partnerships:
 - Council On Aging
 - Concord Free Public Library
 - Public Elementary Schools
 - CC Adult & Community Ed
 - Emerson Hospital
 - Minuteman Media Network
 - Brines Sporting Goods



TRADITIONAL MEDIA

Focus: sustainability + town visibility

- ✓ • Convert seasonal brochure to digital-first with limited print
- ✓ • Regularly post flyers at:
 - Emerson Park Ad Boards
 - Gerow Area Ad Board
 - Rideout Park (none yet?)
 - Harvey Wheeler
 - Main Library
- ✓ • Submit all events to The Concord Bridge
- ✓ • Public access advertising with Minuteman Media

Data Snapshot

what does it look like?

INTERNAL SUPPORT

- Oversee website content for all divisions
- Manage school newsletter/PTG communications
- Maintain shared marketing calendar (internal)
- Publish standardized templates: email/flyer/social

MEASUREMENT + REPORTING

- Establish baseline analytics for:
 - Google Analytics (traffic, bounce, new/returning)
 - Meta Business Suite (reach, engagement, follows)
 - Constant Contact (open rate, subscribers, CTR)
- Create and share quarterly performance dashboard with Recreation Director

	JULY 1, 2025	TARGET GOAL	NET GAIN	% COMPLETE
Facebook Followers	3,000	3,300	75	25%
Instagram Followers	1,600	1,760	91	57%

	FY25	TARGET GOAL	FY26 (SO FAR)	% COMPLETE
Facebook Reach	29,514	33,941	15,062	44%
Instagram Reach	6,212	7,144	4,514	63%
Combined Engagement	2,191	2,520	1,737	68%

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**THANK
YOU!**



**CONCORD
RECREATION**

