

DATE: October 14, 2010

TO: Honorable Chair and Parks and Recreation Commissioners

FROM: Neighborhood Services Department

SUBJECT: **NEW PARKS AND RECREATION ACTIVITY GUIDE AND OCEANSIDE MAGAZINE FORMAT**

The Oceanside Magazine has historically been published four (4) times per year, on a seasonal basis to coincide with recreation programming registration periods and served as a necessary tool to promote the services offered through the Parks and Recreation Division of the Neighborhood Services Department. In July 2009 the Oceanside Magazine was reduced to a bi-annual publication, due to budget constraints. This reduction resulted in a decline in programming participation due to the less ability for the Parks and Recreation Division to promote and adequately advertise services. In July 2010, the City further reduced the cost in publishing the Oceanside Magazine by omitting printing and offering a digital-only version. Since the printing costs were eliminated, there was an option to restore the original publication calendar to its original four (4) times per year schedule.

This change presented great potential for Parks and Recreation to develop its own "Activity Guide" to be more in-line with neighboring Cities who offer similar recreation programs. Parks and Recreation has re-designed all of its recreation pages within the Oceanside Magazine, increased the page count by nearly five (5) pages and included more graphic elements such as full color, pictures and a consistent "theme" throughout. While the pages were originally designed to function as a section of the Oceanside Magazine, they were also created with the idea they could function as a stand-alone publication and become the first-ever, **Oceanside Parks and Recreation Activity Guide**.

The final result is a full color guide that displays several new features, such as a two-page youth-focused section, a "Family Focus" enhancement that includes (mostly) free, family friendly activities and events for the community and an updated facility and park map and facility rental section. The goal of the new document is to serve as a tool to build program participation, increase interest from local instructors who may want to join the team of talented teachers. The online version invited readers to become interactive

with the document by including active links that allow for easier navigation and the opportunity to invite the customer to explore more of the Oceanside Magazine and website.

SUBMITTED BY

Eileen Turk
Neighborhood Services Division Manager