



Parks and Rec: Marketing Magic with AI!

Sam Lunt, our Lead AI Consultant and the Assistant Recreation Director at **Rochester Avon Recreation Authority**, is pioneering AI adoption in Parks and Recreation Marketing. Effective marketing is vital for attracting participants and fostering community engagement. By utilizing AI, they've improved targeted campaigns, enhanced creative output, and made data-driven decisions in their marketing efforts.

About Us

At GovTech Innovators, we specialize in delivering AI-driven solutions tailored for Parks and Recreation departments, helping you streamline operations, enhance marketing, and drive engagement.

Why Choose Us

Our expertise in AI and industry experience enable us to provide innovative tools that transform how Parks and Recreation teams work, market, and connect with their communities.



CONTENT GENERATION

Evaluate RARA's use of AI to generate Marketing Materials



DIGITAL MARKETING

Follow RARA's proven approach to maximizing their reach



MARKETING STRATEGY

Discover how RARA uses AI to refine their marketing strategy



DIGITAL MEDIA

Streamline production of your recreation magazine with AI



CALL US 517.862.4397

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AI-Assisted Content Creation

Streamlined Creative Process

RARA uses AI to generate marketing materials:

- **Email Campaigns:** AI tools generate email subject lines, body content, and suggest optimal send times based on recipient behavior.
- **Logo Design:** AI-powered design tools assist in creating initial logo concepts, which our designers then refine.
- **Flyer and Collateral Generation:** AI systems help draft initial layouts and content for flyers and other marketing collateral, speeding up the design process.

Impact

- Reduced time spent on initial content creation by 50%
- Increased consistency in brand messaging across platforms
- Ability to produce a higher volume of personalized marketing materials



AI: Your Digital Marketing Helper!

Enhanced Online Presence

RARA uses AI to improve digital marketing efforts:

- **SEO Insights:** AI tools analyze search trends and competitor websites to provide actionable SEO recommendations.
- **Website Element Optimization:** AI-created webpage design and content for a better visual and user experience.
- **Page Design Suggestions:** AI analyzes user behavior to suggest improvements in website navigation and content placement.

Impact

- Improved search engine rankings for key recreation-related terms
- Increased website traffic and user engagement metrics
- Enhanced user experience leading to higher conversion rates for program registrations



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Marketing Strategy and Planning

Data-Driven Strategy Development

RARA is beta testing the use of AI to analyze vast amounts of data and generate insights for their marketing strategies:

- **Trend Analysis:** AI algorithms analyze industry trends, local demographics, and historical participation data to identify emerging opportunities.
- **Predictive Modeling:** AI tools forecast potential outcomes of different marketing approaches, helping us allocate resources more effectively.
- **Personalization Strategies:** AI segments our audience and suggests personalized marketing approaches for different groups.

Impact

- **Increased marketing ROI** by targeting the right audiences with the right messages
- Improved ability to anticipate and respond to market changes quickly
- Enhanced alignment of marketing efforts with overall organizational goals



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AI-Driven Print Media Production

Efficient Magazine Creation

RARA implemented AI to streamline the production of their recreation program magazine:

- Content Aggregation: AI systems collate and organize information about various recreation programs from multiple sources.
- Layout Suggestions: AI-powered design tools propose initial magazine layouts based on content type and volume.
- Content Summarization: AI algorithms help create concise program descriptions and highlights for the magazine.

Impact

- Reduced production time for the recreation program magazine by approximately 30%
- Improved consistency in information presented across different programs
- Enhanced ability to showcase a wider range of programs within space constraints



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Testimonial from Rochester Avon Recreation Authority Assistant Recreation Director, Sam Lunt



The integration of AI into our marketing processes has significantly improved our ability to reach and engage our community effectively. By leveraging AI for strategy development, content creation, digital optimization, and print media production, we've created a more dynamic and responsive marketing function.

These AI-driven marketing innovations have not only saved time and resources but have also contributed to more targeted and effective marketing campaigns. As I continue to refine and expand our use of AI in marketing, I anticipate even greater improvements in our ability to promote our recreation programs and services, ultimately leading to increased participation and community satisfaction.

