

# 2023 Recreational Marketing and Communications Internship Notes

## General Statement

Coming into this internship, I felt very well equipped for this position and was confident in my capabilities of successfully marketing what the city requested of me. The one thing that I was most nervous about was website design because my experience in that was very limited and I had only worked with one program in the past. However, I was excited to learn new skills and improve current ones.

Some of the best parts about this internship were the creative aspects of all my projects. My favorite days were when I came in and designed advertisements, signage, social media posts, and worked on website layout and design. Those kinds of projects are what I want to do in the future for a career, and I am happy that this internship provided me opportunities to put together materials that they can use and that I can present to future employers in a portfolio moving forward. I also loved having opportunities to talk to businesses like when I went door to door for the Splash Park or helped at the Golf Tournament.

Some things that I wish I could have done more of were social media management and campaigns and event planning. I got to work with our social media occasionally and I oversaw the Liquor Store's Facebook page, but I wish I could have got to experiment with it more or branch out to more social media outlets to widen our demographic. Furthermore, towards the end of my internship I oversaw the promotion of the new pickleball courts at Civic Center Park and I thought that it would have been really fun to organize a tournament, but due to having only a short amount of time left I was not able to help organize something like that.

Overall, this internship provided me a lot of learning opportunities about government, and opportunities for growth in my marketing, advertising, and website design skills. As I previously mentioned, I loved the creative and social aspects of this position that helped me acquire new skills. My only suggestions would be to branch out to more social media outlets and allow for future interns to work on managing one and opportunities to put together a social media campaign for improvements or additions to the city like the pickleball courts or the surrey bike.

Ultimately, I am very grateful for the learning and growth opportunities that the City of Princeton and this internship was able to provide for me and am excited to utilize them in my future endeavors. Thank you!

- Emma Benjamin.

## Emma Benjamin's Duties

Complete Internship by August 17<sup>th</sup>

### Parking Lots

My first project that I was assigned was to market two city owned parking lots that the City no longer desired to own and maintain to local businesses before putting them on the general market.

- Research businesses adjacent to parking lots.
- Gather contact information on business owners.
- Draft a letter to send to business owners offering the opportunity to purchase the lot adjacent to them.
- Create a mailing list on Xcel using contact information.
- Send out letters.

### Splash Park Free Days

After the parking lots, I was assigned the task of recruiting sponsors for our splash park this season. My efforts helped result in a record year for the Splash Park and I contacted over 200 businesses and secured 20 sponsors.

- Create a flyer and a letter with a sponsor form to give to potential sponsors.
- Visit multiple businesses in person explaining the sponsorship details.
- Mail out letters and form to businesses requesting a sponsorship.
- Create mailing list on Xcel.
- Communicate with potential sponsors and sponsors about any questions they have regarding their free day.
- Communicate with Splash Park Intern, Abby about businesses and free day information.
- Create appealing and eye-catching signage via Canva for free days, implementing the businesses logo if needed.
- Write thank you cards and send them out to our sponsors.
- Purchase concessions for the Splash Park occasionally.

### Princeton Parks

Occasionally I was tasked with projects for the parks like creating signage or taking pictures.

- Create signage for Riverside/Reibe about the campsite rental process.
- Take pictures of campsites at Riverside/Reibe and update Roverpass.
- Create advertisements for pickleball courts at Civic Center Park and promote on social media.
- Take pictures of new pickleball courts and update the city website.

- Present at 6/26 Park Board meeting about internship and projects.

### **Age-Friendly**

Alongside the Splash Park, my main project was preparing and coordinating the renting process for the Surrey Bike sponsored by AARP Age-Friendly.

- Working with our IT Manager Ed Yost to design a website for the Surrey Bike through Booqable.
- Create advertisements and flyers promoting the Surrey Bike.
- Checking in and out the bike for a rental.
- Designing a safe route to take the bike via WSB Datafi.
- Distributing refunds of security deposit.
- Communicating with the Surrey company about bike information.
- Creating signage for the bike and the garage.
- Attend meeting on 6/28 presenting the website, explaining the rental process, and discussing the launch of the bike and further necessary actions.

### **Event Promotion & Tourism**

Occasionally I was also tasked with helping with event promotion and tourism by creating advertisements or partnering with This Is Princeton to bring more public awareness to the activities we have to offer.

- Create marketing materials for Day of Kindness, Nite to Unite, Public Safety Day, and other summer events.
- Work with This Is Princeton team to promote the surrey bike.
- Work with Princeton Police Department at the Mille Lacs Count Fair to promote the K9 Program.
- Attend meetings about future events and make suggestions.

### **The Liquor Store**

My third biggest project was managing Princeton Wine & Spirits Facebook page and creating all marketing materials for them.

- Create advertisements for new items, monthly promotional materials, and tastings.
- Take pictures of promotional materials and displays.
- Occasionally help Liquor Store manager, Dylan Donner, with setting up displays and stocking products.
- Work on a logo rebrand for Princeton Wine & Spirits.