

The City of Princeton

EMMA FLATEN

**RECREATIONAL
MARKETING AND
COMMUNICATIONS
INTERNSHIP**

SUMMER 2024

May 6th - August 22nd

Internship Notes + Recap

EXECUTIVE SUMMARY

This internship provided me with so many opportunities to learn and grow as I move into my career in marketing. The wide array of experiences and jobs I was tasked with are incomparable to most other internships out there. From designing posters and ads in the office to landscaping to renting out the Surrey Bike, this job provided me with so many hands-on ways to learn!

None of this, of course, would be possible without my wonderful boss, Stacy. I am so grateful to have had the opportunity to work under and learn from such an incredible person. The City of Princeton's strong community also made this job feel so welcoming and involved. I will forever cherish the time I got to spend with all the amazing people who work and live here!

Throughout my time with the city, I was assigned so many different types of work. I spent lots of time learning about and updating information on our parks. I also updated the website information and photos. I worked towards creating a more cohesive "brand" through posting on Facebook. I was in charge of our Surrey Bike, making sure that it was well advertised and rented out. I communicated and recruited businesses to sponsor the Splash Park and made the posters for their free days. I worked with the liquor store, mainly on social media advertising. I also had the opportunity to work with the Chamber of Commerce and Tourism and Age-Friendly!

Parks

One of the biggest parts of my job was working on our parks.

I took updated photos of all our parks to use on our website and social media. I made sure that all of the information on the parks and their amenities was correct, updating with any new additions that were made.

I led a series on Facebook called “The Parks of Princeton” featuring our different parks and all that they had to offer.

Our disc golf course was updated this past spring, and I worked on promoting that on Facebook and our website. I went through the course to get all the pars and distances and made a map of the new course.

I worked on various maps for parks so that we could provide the most updated information to the public. I created maps for Pioneer Park, Riebe Park, Riverview Park, and the Surrey Bike route.

I added all the specifications for the various rentals at our parks. For example, this way people know they are getting seven tables when they rent the Mark Park South Shelter!

Website

Another task that I spent a large amount of time on was the city website, mostly on our parks pages.

I organized the photos and text throughout various pages and corrected any errors in grammar. I also simplified a lot of the verbiage on the pages, making it easier to read and navigate.

For example, I separated the Riverside-Riebe Parks page into two because each park had so much information. This made each park more desirable and clearer to read.

I updated written materials and photos to convey the most accurate information to the public.

Liquor Store

Another significant portion of my job was working with Princeton Wine and Spirits

I spent lots of time creating advertisements and promotions for the Facebook page. I promoted new products, sales, events and tastings, and ran a series called Made in Minnesota. This series featured products that are made in our state!

I reached out to and communicated with food trucks for the store.

I even spent a day this summer helping with stocking in the store. I felt this helped me better understand the products I was promoting!

Splash Park

Over the summer I worked closely with my fellow intern, Abby, on many tasks. Assisting her, on occasion, with the Splash Park was one of those tasks.

I began my internship by inquiring with local businesses and non-profits about sponsoring free days at the Splash Park. I went door to door to speak with them in person, sent hundreds of letters, and emailed companies about this opportunity. I then communicated with the interested parties to line up their free days and advertisements. We are ending the season with 32 free day sponsorships!

I maintained and updated the Excel sheet of businesses and non-profits. Adding new places that we reached out to, updating any addresses, and keeping track of sponsorships.

I created a large number of the posters that we posted and hung up to promote these sponsorships. I loved this part of the job and enjoyed the creativity that it allowed!

I periodically worked with Abby to keep the concessions and cash stocked. This also involved communicating with the attendants to make sure everything was running smoothly.

Surrey Bike

This summer I had the opportunity to run our Surrey Bike!

I was in charge of promoting the bike on our city and Age-Friendly Facebook pages. I created numerous ads to post online and hang up around Mark Park.

I updated the Surrey Bike website to align more closely with Princeton's brand. I changed everything to the city colors, as it was originally green and black. I also provided more specific information on the bike so that renters were confident in their rental process.

With the physical bike, I made sure it was maintained, and in working order. I filled tires, cleaned the bike, and fixed up any small things that I was capable of. I then contacted the appropriate help if needed.

I taught the Splash Park attendants how to rent out the bike on the occasion that I was unable to. They learned the entire rental process, and the time that this was necessary, they passed with flying colors!

I took the Surrey Bike out of the garage and displayed it next to our Splash Park concessions on free days throughout the summer. I provided flyers and QR codes by the bike for the public to easily have access to our information.

To promote the bike, I also worked with RSVP and had two groups of volunteers pose for photo ops and ride the bike around in high traffic areas in town.

With Abby, I rode the bike over the county fair. I promoted it with Age-Friendly as we served ice cream and informed people on the organization and the bike.

I am happy to say that we had EIGHT RENTALS over the summer. On these rentals, I oversaw their payments and security deposit refunds, instructed them on using the bike, and ensured that they had a positive, safe experience. We had very favorable feedback, and it was awesome to see these families enjoy our Surrey Bike!

Age-Friendly

I spent time working with Age-Friendly Princeton throughout my internship.

Age-Friendly is the main sponsor of our Surrey Bike, so the promotions that I did with the city were also done on AFP. There were actually even more posts that were out through their page in promotion of the bike!

I was able to attend a couple of their meetings and learn more about the mechanics of this amazing organization. Here I reported on how the Surrey Bike was doing and how our rentals were going.

I also work their shift in the ice cream booth at the Mille Lacs County Fair. I worked with other members of AFP as we showcased all that the organization does and offers, including the Surrey Bike.

Chamber of Commerce

This internship provided me with the chance to work with Princeton Area's Chamber of Commerce and Tourism.

I started my work with them for the Rum River Festival. I organized the raffle ducks, helped set up the PACCT tent, and then worked the tent over the weekend. Here we sold merchandise and informed visitors on what Princeton has to offer!

I also had the opportunity to attend a couple meetings at the chamber. I found these to be such an amazing learning experience. It was so great to sit and observe the innerworkings of a chamber of commerce.

I was able to attend and help out with the Puzzles, Pizza, and Pub Night. At this event, I set up the prize baskets for the winners, showed the teams to their tables, brought them their pizza, and helped time and manage the advantages team members purchased. What a fun event!

Miscellaneous Jobs

I have learned that working in small-scale government you get to wear many hats. Here I have compiled a few of the miscellaneous jobs I had throughout my internship this summer.

Facebook: While the main part of my job was using Facebook to promote our parks, liquor store, and splash park, I was also tasked with some other posts this summer. These included Night to Unite, construction plans, and an update and thank you in regard to a fire.

Memos: I sent out memorandums to local businesses that would be affected by the South Mall Parking Lot being unavailable during Rum River Festival.

Landscaping: I worked with Abby and Stacy on the beautification of City Hall, aka landscaping. We went plant shopping and spent the day planting and spreading mulch outside of City Hall.

Police Department: I worked with our police department on various jobs throughout my time here. I helped with a map for Rum River festival, created promotions for Night to Unite and Public Safety Day, and worked their booth for the county fair with Abby.

ERX: I got to work the ERX Off-Road National event. I was shown how paid advertising on social media works. I then spent the day taking photos and videos for their Facebook and Instagram stories. Capturing these moments throughout the event was an amazing hands-on experience!

Maps: I spent the last few weeks of my time in the office working on filing our plats, utilities, roads, and various large documents with Abby. We reorganized and cleaned through these maps to create a more space-conscious way to file them.

Marketplace: After we cleaned through our maps and large files, we decided to get rid of numerous things that we no longer had a purpose for. I listed chairs and various filing systems for sale on Facebook Marketplace.

PARKS OF PRINCETON



City of PRINCETON Minnesota

MARK Park
A COMMUNITY FACILITY

MARK PARK

THE PARKS OF PRINCETON, MN 405 11TH AVE S

MORE INFO ON OUR WEBSITE www.princetonmn.org



City of PRINCETON Minnesota

THE PARKS OF PRINCETON

503 9TH ST N

CIVIC CENTER PARK

MORE INFO ON OUR WEBSITE www.princetonmn.org



MEMORIAL PARK
DEDICATED TO THE MEMBERS OF
WASHINGTON COUNTY POST 212
AMERICAN LEGION

VETERANS PARK

9TH AVE S AND 4TH ST S

THE PARKS OF PRINCETON

MORE INFO ON OUR WEBSITE www.princetonmn.org

City of PRINCETON Minnesota



City of PRINCETON Minnesota

MORE INFO ON OUR WEBSITE www.princetonmn.org

THE PARKS OF PRINCETON

RIVERSIDE PARK

300 N RUM RIVER DR

PARKS OF PRINCETON

City of **PRINCETON** Minnesota

THE PARKS OF PRINCETON

RAINBOW PARK

RUM RIVER DR AND 12TH ST N

MORE INFO ON OUR WEBSITE
www.princetonmn.org



Animals in the Park

THE PARKS OF PRINCETON

RIEBE PARK

MORE INFO ON OUR WEBSITE
www.princetonmn.org

City of **PRINCETON** Minnesota

203 4TH ST CIRCLE N



City of **PRINCETON** Minnesota

THE PARKS OF PRINCETON

RIVERVIEW PARK

MORE INFO ON OUR WEBSITE
www.princetonmn.org

12TH ST N AND 15TH AVE N



City of **PRINCETON** Minnesota

MORE INFO ON OUR WEBSITE
www.princetonmn.org

PIONEER PARK

THE PARKS OF PRINCETON

ONE BLOCK EAST OF 8TH ST N AND 5TH AVE N



OTHER PARKS + SURREY BIKE

City of PRINCETON Minnesota

CORNHOLE BOARDS

NOW AT
CIVIC CENTER PARK
+ RIVERSIDE PARK

This advertisement features a bright orange background with a white silhouette of a person playing cornhole. The text is in large, bold, white and orange letters. The City of Princeton logo is at the top.

City of PRINCETON Minnesota

PICKLEBALL COURTS

503 9TH ST N
Civic Center Park

www.princetonmn.org

This advertisement has a blue background with a white silhouette of a pickleball. It shows a photo of a pickleball court in a park. The text is in white and blue.

City of PRINCETON Minnesota

SURREY BIKE

Age-Friendly PRINCETON Minnesota

AVAILABLE FOR RENT THROUGH 8/29!

This advertisement shows a blue surrey bike with a canopy on a grassy area. The text is in white and blue.

RIEBE PARK DISC GOLF COURSE

DISC GOLF COURSE

LEAGUE FRIENDLY!!

CHECK OUT OUR NEW 12-HOLE DISC GOLF COURSE!

City of PRINCETON Minnesota

RIEBE PARK
203 4TH ST CIRCLE N

This advertisement features a blue background with a white silhouette of a person throwing a disc. It includes a small map of the course and a photo of a disc golf basket.

City of PRINCETON Minnesota

SURREY BIKE

Age-Friendly PRINCETON Minnesota

RENT NOW

SURREY.PRINCETONMN.ORG

This advertisement shows a group of people on a surrey bike. The background is blue with white 'X' marks. The text is in white and orange.

RENT NOW!

Surrey Bike

Surrey Bike

Surrey Bike

SURREY.PRINCETONMN.ORG

This advertisement features a collage of photos of surrey bikes. The text is in large, bold, blue and white letters.

SPLASH PARK

The City of Princeton Presents:

SPLASH PARK FREE DAY

Sponsored by:

**DALE KOENIG
CONSTRUCTION**

JULY 9TH | 11AM - 6 PM

405 11TH AVE S
WWW.PRINCETONMN.ORG



JUNE 19TH
11AM-6PM

THE CITY OF PRINCETON PRESENTS

SPLASH PARK FREE DAY

SPONSORED BY

**TWICE NEW CLOTHING
AND TREASURES**

405 11TH AVE S
WWW.PRINCETONMN.ORG



THE CITY OF PRINCETON PRESENTS

SPLASH PARK FREE DAY

SPONSORED BY

Crystal Cabinets

July 5th
11am - 6pm

405 11TH AVE S
WWW.PRINCETONMN.ORG



405 11TH AVE S
WWW.PRINCETONMN.ORG

THE CITY OF PRINCETON PRESENTS:

SPLASH PARK FREE DAY

SPONSORED BY:

**FREMONT VILLAGE
SENIOR LIVING
&
STERLING POINTE
SENIOR LIVING**

JULY 12TH
11AM-6PM

Fremont Village
SENIOR LIVING

Sterling Pointe
SENIOR LIVING



SPLASH PARK



the city of princeton presents

SPLASH PARK FREE DAY

sponsored by
KINSHIP
YOUTH MENTORING

JULY 16TH 11AM-6PM

405 11th Ave S
www.princetonmn.org



THE CITY OF PRINCETON PRESENTS

SPLASH PARK FREE DAY

Sponsored By
**PRINCETON
LIONS CLUB**

FREE FREEZIES!!!

JULY 19TH | 11AM-6PM



Princeton Lions Club
Minnesota – United States

405 11th Ave S
www.princetonmn.org



THE CITY OF PRINCETON PRESENTS

SPLASH PARK FREE DAY

SPONSORED BY
**HOLT
EXCAVATING**

AUGUST 25TH | 11 AM TO 6 PM

405 11TH AVE S
WWW.PRINCETONMN.ORG



THE CITY OF PRINCETON PRESENTS:

Splash Park Free Day!

**August 4th
11AM-6PM**

SPONSORED BY:
**Immanuel
Lutheran Church**

405 11TH AVE S
WWW.PRINCETONMN.ORG

PRINCETON WINE AND SPIRITS

THE SMASHED COW
at Princeton Wine & Spirits

JUNE 30TH
12 - 6 PM

1901 5th St N

City of Princeton
Princeton
Wine & Spirits

THE SMASHED COW
LOC. 100

Beers of the Month

Sale!!

COORS LIGHT
24 | 12 OZ CANS
\$21.99

MIKE'S HARD
12 PACKS
\$14.99

MICHELOB ULTRA
24 | 12 OZ CANS
\$23.99

STAY COOL
It's a hot one!!

City of Princeton
Princeton
Wine & Spirits

New Arrival

**SAPSUCKER FARMS
YELLOW BELLY HARD CIDER**

City of Princeton
Princeton
Wine & Spirits

PRINCETON WINE AND SPIRITS

LOON LIQUOR CO **MADE IN MN**

LEMON DROP

OLD FASHIONED

COSMOPOLITAN

FIND YOUR FAVORITE

Simply Spiked Peach

VIZZY

HAPPY THURSDAY

TODAY JUNE 7TH

FROM 2 TO 4 PM!

**SIMPLY PEACH
VIZZY ORANGE CREAM
HAPPY THURSDAY**

City of Princeton
Princeton
Wine & Spirits

EMMA FLATEN

THANK YOU CITY OF PRINCETON FOR SUCH AN AMAZING EXPERIENCE! I FEEL SO GRATEFUL TO HAVE HAD SUCH A TERRIFIC FIRST INTERNSHIP!
