



## RECREATION SERVICES MEMORANDUM

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**TO:** MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL

**FROM:** S. LEE-YOUNG, MANAGER OF RECREATION PROGRAMS

**NOTED:** B. ROTH, DIRECTOR OF RECREATION SERVICES

D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

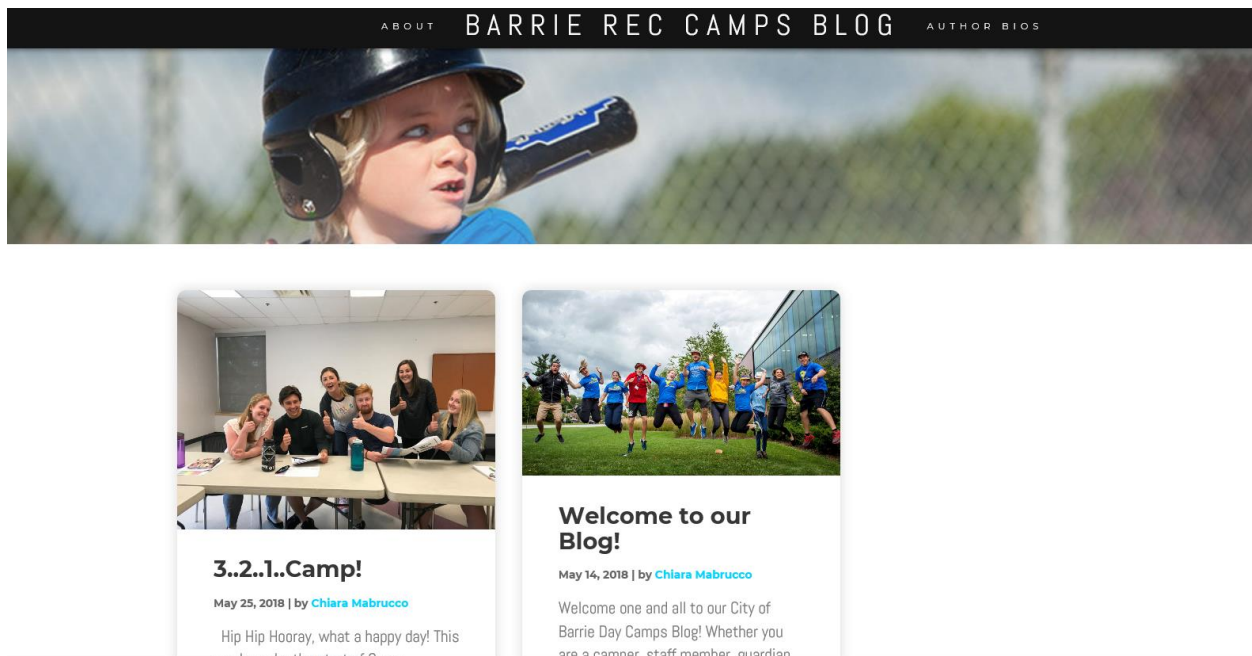
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE:** SUMMER CAMP BLOG

**DATE:** JUNE 11, 2018

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The purpose of this Memorandum is to provide information to Members of Council concerning the first ever Summer Camp Blog developed by Recreation Services in partnership with Access Barrie! The blog will feature weekly posts that will highlight all of the great things going on with the City of Barrie's Summer Camps!



The Blog has the following communication goals:

- Raise awareness of our programs
- Showcase a more in-depth explanation of what campers do at camp
- Provide explanation on the variety of camps the City has to offer for different abilities, interests, hobbies and ages
- Show families an “inside scoop” on how our camps come to be, and what happens behind the scenes once they drop their camper off in the morning
- Provide an introduction to the senior camp staff team (and authors of the blog posts) in hopes of building rapport between families and staff



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The benefit of the blog is that we are connecting with families on a deeper level and allowing them to have a better understanding of what goes on at camp. By providing pictures with explanations of what's happening, who is involved, and why it's unique, we are giving families another reason to return to our programs in the future. By showcasing the differing camps and locations that we offer, we are showing parents the variety that exists which may lead to them trying out new and different camps in the future (because they found about it through our blog!)

We are hoping the blog will help promote the quality programming that goes on within our camps so that we can attract new participants, as well as increase retention rates and multi-week registration of already existing loyal customers.

The camp Blog is live online at <http://barrirec.ca/camps-blog> and we encourage you to take a look and let us know what you think in the comment section!