



PARKS AND RECREATION DEPARTMENT

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PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting: March 5, 2020

Subject

Receipt of the Marketing Report prepared by Learning Resources Network (LERN).

Recommended Actions

Receive the report.

Discussion

In April 2018, the City contracted with LERN, a corporation in Wisconsin, to complete a two-day program review of the Parks & Recreation Department and complete a comprehensive and long-term marketing plan. Due to registration software issues and staffing changes, the report was delayed but delivered to the City in November of 2019.

At the March 2020 Commission meeting, a representative from LERN will be available by telecommunication to review the report's findings and recommendations with the Commissioners.

Sustainability Impact

No sustainability impact is associated with the receipt of this report.

Fiscal Impact

There is no fiscal impact associated with the receipt of this report, although there may be fiscal impacts to the City associated with future marketing efforts.

Prepared by: Randy Schwartz, Interim Parks & Recreation Director

Reviewed by:

Approved for Submission by:

Attachments:

A – "City of Cupertino Marketing Report" produced by LERN.