2018-19 Recreation Marketing Campaigns	July	August	September	October	November	December	January	February	March	April	May	June
Playbook						1		1				
	Summer Playbook	Fall Playbook Out	Fall Playbook	Fall Playbook	Fall Playbook	Winter-Spring Playbook Out	Winter-Spring Playbook	Winter-Spring Playbook	Winter-Spring Playbook	Summer Playbook Out		Summer Playbook
Overall Recreation Marketing	Summer Recreation Registration	Fall Recreation Registration	Fall Recreation Registration		Fall Recreation Registration	Winter-Spring Recreation Registration	Winter-Spring Recreation Registration	Winter-Spring Recreation Registration	Winter-Spring & Summer Recreation Registration	Summer Recreation Registration	Summer Recreation Registration	Summer Recreation Registration
Targeted Recreation Marketing	1			1		1		1				
BSC/Adult Rec			Adult/Older Adult Programs	Adult/Older Adult Programs	Adult/Older Adult Programs		Adult/Older Adult Programs	Adult/Older Adult Programs	Adult/Older Adult Programs	Adult/Older Adult Programs		
Sports/Pavilion/Youth Recreation	Summer Camp & Sports	Youth Sports	Youth Sports	Youth Sports / Skating & Ice Sports	Skating & Ice Sports	Skating & Ice Sports	Skating & Ice Sports	Skating & Ice Sports	Summer Camp & Sports	Summer Camp & Sports	Summer Camp & Sports	Summer Camp & Sports
Child Care Programs	Free summer programs	Child Care	Child Care	No School Days	No School Days	Winter Break	Child Care	Spring Break	Spring Break	Child Care	Child Care	Free summer programs
JSFC Adult	Swimming	Swimming	Indoor Rec/Fitness	Indoor Rec/Fitness	Indoor Rec/Fitness	Indoor Rec/Fitness	Indoor Rec/Fitness	Indoor Rec/Fitness	Indoor Rec/Fitness	Indoor Rec/Fitness	Swimming	Swimming
JSFC Youth / Families	Rec Swim Programs / Swim Jessons	Swim lessons	Swim lessons	Rec Swim Programs	Rec Swim Programs	Rec Swim Programs	Rec Swim Programs	Rec Swim Programs / Swim lessons	Rec Swim Programs / Swim lessons	Rec Swim Programs / Swim lessons	Rec Swim Programs / Swim lessons	Rec Swim Programs / Swim lessons
Art Station	Art Camps		Art Classes	Art Classes	Art Classes	Art Classes	Art Classes	Art Classes	Art Classes	Art Classes	Art Camps	Art Camps
Rentals / Other				Rental Facilities	Rental Facilities	Rental Facilities	Rental Facilities	Rental Facilities			Summer/teen volunteers	Summer/teen volunteers
Event Marketing			1	<u> </u>								
	4th of July					Pavilion Events				4th of July	4th of July	4th of July
	Let's Picnic	Let's Picnic			Hollinshead Holiday	Hollinshead Holiday						
	Days of Play & Free Summer Activities	Days of Play & Free Summer Activities	Discover Nature Day	Holiday Bazaar	Holiday Bazaar						Days of Play & Free Summer Activities	Days of Play & Free Summer Activities
		Health Fair	Health Fair									