

MARKETING AND COMMUNICATIONS PLAN

City of Garland Parks & Recreation



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Approved by

Title

Date



GARLAND

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INTRODUCTION

The Garland Parks & Recreation Department (PARC) Marketing Plan aims to enhance community engagement, increase awareness, and drive participation in our diverse range of programs and services. Through strategic marketing efforts, we will establish a strong brand identity, leverage multiple communication channels, and continuously evaluate our impact to ensure ongoing improvement. This plan outlines our marketing objectives, situation assessment, target market strategies, marketing mix, methods, evaluation criteria, and an implementation timeline. This plan aligns with the department's 2019 Master Plan strategies, serving as a living document that will be updated to reflect new information, shifts in direction, or other factors that enhance the current plan.

MISSION

Create dynamic experiences through parks, arts, and play.

VISION

Inspire people to live, work, play, and thrive in Garland.

CORE VALUES

- | | |
|----------------------|---------------------|
| 🌱 Service | 🌱 Respect |
| 🌱 Passion | 🌱 Innovation |
| 🌱 Inspiration | 🌱 Teamwork |



GARLAND
PARKS & RECREATION

MARKETING SUMMARY

The Marketing Plan is dedicated to delivering transparent, accurate and timely information to the Garland community. Through integrated marketing, media and public relations activities, the plan aims to:



Increase Public Awareness

Elevate the visibility of PARD programs and services among Garland residents.



Enhance Community Engagement

Foster stronger connections with the community through inclusive and interactive marketing efforts.



Boost Participation

Encourage higher attendance and participation in events, programs, and activities.



Establish Brand Identity

Create a consistent, recognizable and respected brand for PARD.

BUDGET

The PARD marketing budget faces significant constraints. There is no full-time position dedicated solely to marketing efforts, which limits our ability to execute and manage comprehensive marketing campaigns effectively. Additionally, funding restrictions have reduced the availability of our printed activity guide, limiting one of our key communication channels with the community. We need to optimize our budget by prioritizing cost-effective digital marketing strategies, leveraging community partnerships, and seeking alternative funding sources such as grants and sponsorships to support our marketing activities.

To maximize our outreach despite budget constraints, we will explore the use of paid advertising on social media platforms such as Facebook, Instagram, and other relevant channels. These platforms allow for highly targeted advertising, enabling us to focus on key demographics and interests that align with our programs and services. Paid social media ads can help expand our reach, drive community engagement, and promote upcoming events or initiatives. However, it is important to note that the use of paid ads will require prior approval. The associated costs will be covered by the existing marketing budget, and we will closely monitor performance metrics to ensure that each campaign is cost-effective and yields a strong return on investment.

GOALS & OBJECTIVES

The department's Action Plan Strategies, are meticulously outlined in the comprehensive Master Plan, Section 9.1. Each year, the department's leadership conducts a thorough review of these initiatives, subsequently developing detailed Annual Work Plans that specifies staff's SMART goals for the year including marketing and promotion direction. To ensure consistency and a shared understanding of the department's objectives, the Annual Work Plans are communicated to all staff members through leadership and divisional meetings.

Experiences:

Objective: Enhance programs to promote health, wellness, and creativity.

Strategies:

- Brand senior programs under "Garland Active Adults."
- Combine and market fitness and wellness programs for seniors.

Engagement:

Objective: Increase community involvement and awareness through innovative and consistent marketing and communications.

Strategies:

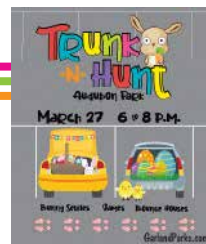
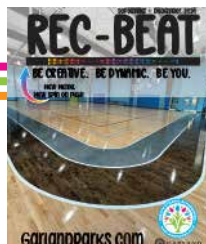
- Develop a consistent brand and marketing strategy.
- Utilize partnerships to maximize information dissemination.
- Enhance digital presence and social media engagement.
- Upgrade the website to include virtual park maps and tours.

Excellence:

Objective: Implement practices in technology and operations..

Strategies:

- Utilize GIS analytics for planning and marketing.



SITUATION ASSESSMENT



CITY OF GARLAND DEMOGRAPHICS

TOTAL POPULATION **240,854**

\$71,044

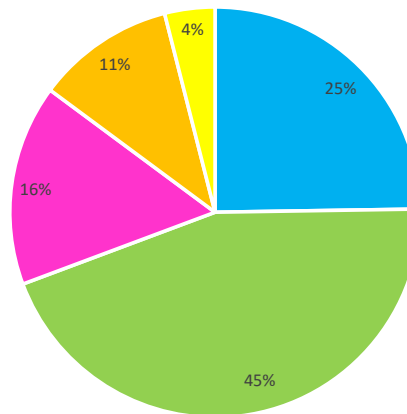
Median Household Income

11.8%

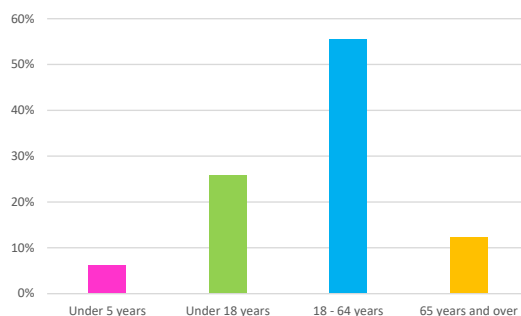
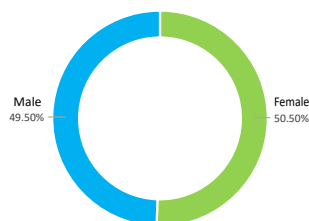
Persons in Poverty

RACE & ETHNICITY

- White (non-Hispanic)
- Hispanic or Latino
- Black or African American
- Asian
- Other



AGE & GENDER



ECONOMIC CLIMATE

Despite budget constraints, there are opportunities to increase revenue through innovative programs and improved facilities. We need to focus on cost-effective marketing strategies and partnerships to maximize impact.



MARKET COVERAGE BY ALTERNATIVE PROVIDERS

Competitors include the local gyms, private recreation providers, Garland Independent School District (GISD), local libraries, fitness centers, and private studios. We must differentiate our programs by highlighting unique features, affordability, and community benefits.



COMMUNITY INPUT

Insights from public workshops, stakeholder meetings, and surveys reveal a demand for better communication, promotion, and access to PARD offerings. Community feedback emphasized the need for more culturally diverse programs and improved facility maintenance.



SEGMENTATION, TARGETING & POSITIONING

1

Current Customers

Retaining existing participants through targeted communications, loyalty programs, and enhanced customer service.

2

Diverse Population

Developing culturally relevant marketing strategies, including multilingual materials and partnerships with local organizations, to engage these growing demographics.

3

Active Aging Adults

Promoting programs tailored to retirees and older adults, emphasizing health, wellness, and social activities. Highlighting benefits such as improved physical and mental health to attract this segment.

4

Families with Children

Creating family-friendly programs and events that cater to both parents and children. Emphasizing the benefits of family recreation time for strengthening family bonds and improving overall well-being.

5

Youth Sports and Recreation Programs

Enhancing and promoting youth sports leagues, recreational activities, and after-school programs. Highlighting the importance of physical activity, teamwork, and skill development for children and teenagers.

6

Adult Programs

Developing and marketing programs specifically for adults, including fitness classes, hobby groups, and cultural activities. Focusing on the benefits of continued learning, social engagement, and physical fitness for adults of all ages.

MARKETING MIX

Product

Offering a wide range of recreational, cultural, and educational programs tailored to community interests. This includes fitness classes, art workshops, cultural festivals, sports leagues, and environmental education programs.

Price

Ensuring programs are affordable while exploring premium options for exclusive experiences. Offering discounts, scholarships, and sliding scale fees to make programs accessible to all residents.

Place

Utilizing parks, recreation centers, cultural venues, and digital platforms to deliver programs. Ensuring facilities are well-maintained, accessible, and located throughout the community to maximize reach.

Promotion

Implementing an integrated marketing approach using the following channels to raise awareness and drive participation.

Postcards

Direct mail campaigns to inform residents of new programs and events. Provides a QR code with a direct link to the digital Rec-Beat.

Email Blasts

Regular updates and newsletters to keep the community informed.

Direct Mail

Personalized mailings to target specific demographics.

Flyers & Posters

Distributed in public spaces, recreation centers, and local businesses.

Center Marketing TV's

Digital displays in recreation center lobbies showcasing upcoming events and programs.

Center Marquees

Outdoor signage at recreation centers for high-visibility announcements.

Rec-Beat Activity Guide

Seasonal publication detailing all programs and events.

Silver Scoop

Newsletter targeting senior citizens with relevant information.

Websites

GarlandParks.com, PlayGarland.com, and SwimGarland.com for comprehensive information.

Social Media

Active presence on Facebook, Instagram, and NextDoor to engage with the community.

Local Media

Articles and ads in Garland City Press and other local publications.

Community Events and Partnerships

Participation in local events and collaborations with community organizations.

Digital & Print Surveys

Collecting feedback to improve services and programs.

ActiveNet Receipt Ads

Promotional messages on transaction receipts.

Trade Shows

Promoting Garland as a destination for sports tournaments and events.

Sports Facility Guide

Comprehensive guide to all sports facilities available.

Interpretive Signs

Informational signage in parks about the history and features of the park system.

Geocaching in Parks

Promoting interactive and adventurous activities.

Billboards

Digital ads at high-traffic locations like Firewheel Mall.

Photo Shoots

Capturing images for promotional materials.

Storyboards on Trails

Informative signs along trails to enhance the user experience.

Wayfinding & Standard Signs

Consistent signage throughout parks and the city following the Garland Parks Signage Standards and Graphics Manual for easy navigation.

Free Trial Classes

Offering free sessions to encourage new participants.

MARKETING METHODS

Print Materials

Designing visually appealing brochures, flyers, posters, and banners with a consistent brand identity. Distributing these materials at community centers, libraries, schools, and local businesses. Ensuring materials are available in multiple languages, including Spanish, to reach diverse audiences.

• Rec-Beat

The Rec-Beat activity guide is comprised of activities and events offered by Garland Parks & Recreation and is produced three times per year. Jan. - April programs are published Dec. 1, May - Aug. programs are published Apr. 1, and Sept. - Dec. programs are published Aug. 1. A digital copy of the Rec-Beat activity guide is made available at GarlandParks.com.

• Flyers and Posters

Flyers are made for certain programs and activities. These are posted at recreation centers, libraries, and other city facilities. All flyers must be approved by the Parks & Recreation designated marketing team members and include the City logo before distribution.

Social Media

Regularly updating platforms such as Facebook, Instagram, NextDoor and YouTube with event information, success stories, and community highlights. Utilizing analytics to track engagement and adjust strategies accordingly. Engaging with the community through interactive content such as polls, contests, and live streams.

Email Marketing

Building and maintaining an email list to send newsletters, event reminders, special promotions, and surveys. Personalizing content based on user preferences and behavior to increase engagement.

Community Partnerships

Collaborating with schools, nonprofits, businesses, and local media to co-promote events and programs. Establishing formal partnerships with organizations that serve our target demographics to extend our reach and credibility.

Website and App

Upgrading the website for better user experience, including mobile optimization, online registration, and interactive features such as event calendars and program guides. Developing a mobile app to provide easy access to information, event registration, and push notifications for updates and reminders.

Photography

Take new photos each season that highlight the latest programs, ensuring fresh and dynamic content. Photos should be a blend of staged and candid shots, capturing authentic moments that align with the department's mission, vision and values. Photos will be stored on the Teams Resource Channel.

PROGRAM PROMOTIONS



The Garland PARD Marketing Plan is dedicated to delivering transparent, accurate, and timely information to the Garland community. Through integrated marketing, media, and public relations activities, the plan aims to:

- 1. Increase Public Awareness:** Elevate the visibility of PARD programs and services among Garland residents.
- 2. Enhance Community Engagement:** Foster stronger connections with the community through inclusive and interactive marketing efforts.
- 3. Boost Participation:** Encourage higher attendance and participation in events, programs, and activities.
- 4. Establish Brand Identity:** Create a consistent, recognizable, and respected brand for PARD.

Branding

The City of Garland brand exemplifies the community as a place for creativity, connection and hard work—all expressed in the small but powerful word “made.” Uniting the community’s successful heritage of industry with the beauty of nature, the Garland brand tells a story that has impact and resonance for economic development, for reaching visitors, and for communicating Garland pride. The City of Garland and its partners can best protect the equity and value of the brand with careful implementation. This brand standards guide has been created to help Garland best express its identity and communicate with customers and the public.

The City of Garland Brand Standards Guide (see **Appendix A**) and the Garland Dynamic Experience Brand Style Guide (see **Appendix B**) provide the colors, typography, sizing and usage guidelines for each logo.

Logos

The Garland Parks & Recreation logo is a sub-brand of the City of Garland and represents the mission and vision of the department. Standards are in place to protect the integrity of the logo and representation. The official City of Garland logo or the department logo must be used on all promotional materials that will be distributed to the public.

The City of Garland logo combines the most important visual elements of the brand: the Wheel symbol, the “GARLAND” logotype, and can be used with or without the “Texas Made Here” tagline.

City Standards

The Public & Media Relations Department has developed a set of guidelines and style standards to help project a clear, consistent image reflected in all printed publications, advertisements and web content. These guidelines generally follow the Associated Press Stylebook used by most newspapers and magazines. Additional sources are Merriam-Webster's Collegiate Dictionary, The Gregg Reference Manual and Random House Webster's Computer & Internet Dictionary. Other guidelines are unique to Garland and are based on official City names or on tradition.

Garland Style Guide

The Garland Style Guide (see **Appendix C**) includes a list of style elements, marketing guidelines, official city department names and facility addresses.

Style Elements

The one-page style elements sheet (see **Appendix D**) includes the most frequently used marketing components.



Picture Size Guide

The picture size guide (see **Appendix E**) provides images sizes that are required by different websites and social media posts.

Program Description Standards

The program description standards (see **Appendix F**) helps maintain consistency and effectiveness of all programs.

Social Media Best Practices

The social media best practices (see **Appendix G**) help generate leads, improve engagement and build brand awareness.

External Websites

The external website list (see **Appendix H**) assists with creation, distribution and evaluation of programs and events.

EVALUATION CRITERIA

STRENGTHS

Strong Social Media Presence:

Engages audience effectively, showcases offerings, and builds community relationships.

Comprehensive Recreation Catalog:

Attracts potential customers and showcases diverse offerings.

Effective Digital Signage:

Enhances brand awareness and engagement.

Proximity to Apartments/Businesses:

Strategic advantage for distributing information and facilitating community engagement.

In-House Controlled Platforms:

Ensures accessibility and flexibility.

Dedicated Staff:

Creative, enthusiastic, and community-focused.

Multiple Communication Platforms:

Includes social media, flyers, marquees, and Rec-Beat.



WEAKNESSES

Budget Constraints:

Limited funds reduce the ability to execute comprehensive marketing campaigns.

No Full-Time Marketing Position:

Limits execution and management of marketing activities.

Reduced Printed Guide:

Funding restrictions have led to a reduction in printed materials, impacting communication channels.

Limited Marketing Experience:

Department staff members have limited experience with marketing efforts.

Reliance on In-House Development:

While beneficial for flexibility, it may limit the breadth and professional quality compared to outsourced solutions.



OPPORTUNITIES

Partnerships with Local Organizations:

Collaborate with businesses and community groups to extend reach.

Expansion of Digital Marketing:

Utilize cost-effective digital platforms to reach a broader audience.

Community Events:

Increase participation and visibility through local events and festivals.

Grant and Sponsorship Opportunities:

Seek alternative funding sources to support marketing efforts.

THREATS

Competition from Alternative Providers:

Local gyms, private recreation providers, and others.

Economic Uncertainty:

Potential for budget cuts and funding limitations.

Changing Demographics:

Need to continuously adapt to the evolving community landscape.

ACTION PLAN

Leverage Strengths:

Utilize strong social media presence, comprehensive catalog, and effective signage to maintain and increase community engagement.

Address Weaknesses:

Optimize budget by prioritizing digital marketing and seek grants and sponsorships. Enhance marketing training for staff and consider part-time or contract marketing support.

Capitalize on Opportunities:

Form strategic partnerships and expand digital marketing efforts. Host and participate in more community events.

Mitigate Threats:

Differentiate programs from competitors, remain adaptable to economic changes, and continuously monitor and respond to demographic shifts.

EVALUATION METHODS

To effectively evaluate our marketing efforts, we use the following criteria and methods to ensure consistency and program quality. (see **Appendix I**)



IMPLEMENTATION TIMELINE

Short-Term (0-2 years)

Brand Identity: Establish a consistent brand identity and standardize marketing materials. Conduct a brand audit to ensure all touchpoints align with the brand guidelines.

Digital Presence: Launch social media campaigns, improve the website, and develop the mobile app. Provide training for staff on digital marketing best practices.

Community Feedback: Initiate email marketing and collect community feedback through surveys and comment cards. Use insights to refine programs and marketing strategies.

Promotional Campaigns: Roll out promotional campaigns for seasonal programs, new facility openings, and special events. Collaborate with local media for coverage and publicity.

Long-Term (6-10 years)

Continuous Improvement: Regularly evaluate the success of marketing strategies using KPIs. Stay updated with industry trends and integrate new marketing technologies.

Program Expansion: Expand programs and services based on evolving community needs and feedback. Increase promotional efforts for underutilized facilities and programs.

Sustained Community Engagement: Maintain active engagement with the community through ongoing partnerships. Foster a feedback loop by continually improving communication channels with residents.

Mid-Term (3-5 years)

Partnerships: Develop partnerships with local organizations for cross-promotion and collaborative programming. Establish advisory committees with representatives from key demographics to guide program development.

Cultural Relevance: Expand marketing efforts to include multilingual materials and culturally relevant content. Host community events that celebrate diverse cultures and promote inclusion.

Targeted Campaigns: Implement targeted campaigns for specific demographics, such as families with young children, teenagers, and older adults. Use data-driven insights to tailor messages and offers.

COMMUNICATIONS PLAN

This plan serves as a guide for staff to ensure effective communications with Garland residents. By enhancing PARD's brand, promoting transparency, establishing consistent communication with stakeholders, and building partnerships, this plan aims to strengthen community engagement and better serve Garland's diverse population.

OBJECTIVES

Inclusivity and Accessibility: Ensure equal access to programs and resources by providing materials in multiple languages, including Spanish, to reach Garland's diverse demographic.

Transparency and Accountability: Maintain honesty, timeliness, and accuracy in all community communications, with information about programs, facilities, and events available through various channels such as the PARD website, Rec-Beat activity guide, and social media.

Active Engagement: Involve community members in feedback processes through surveys, comment cards, and community meetings to continually assess and improve programs.

KEY HIGHLIGHTS

Core Benefits: Emphasize the health, wellness, and social benefits of participating in Garland PARD programs.

Affordability: Highlight the affordability and value of programs compared to private recreation services.

Community and Inclusion: Showcase Garland PARD as a hub for fostering community spirit and inclusivity.

Unique Offerings: Promote exclusive features like virtual park tours, geocaching activities, and fitness classes.

COMMUNICATION TOOLS

Tool	In-Person	Online	Mobile	Print	Timing
Rec-Beat Activity Guide		x	x		Seasonal
Silver Scoop		x	x		Monthly
Center Newsletters		x	x	x	Seasonal
Flyers				x	Monthly
Posters				x	As Needed
Email Blasts		x	x		As Needed
Social Media Posts		x	x		4x Weekly
Social Media Ads		x	x		As Needed
Website Updates		x	x		Weekly
Surveys		x	x	x	Monthly
City Press		x	x	x	Quarterly
COGNotes		x	x		As Needed
Council Meetings	x				As Needed
Boards & Commission Meetings	x				Monthly
Public Input	x				As Needed
Special Events	x				As Needed
Videos		x	x		As Needed
Community Fairs	x				As Needed
Marquees	x				Monthly
ActiveNet		x	x		As Needed
Center Marketing TV's	x				Seasonal

KEY HIGHLIGHTS

Utilize Paid Social Media Ads: Launch targeted campaigns on platforms like Facebook and Instagram to reach specific demographics.

Engage in Community Events: Set up booths or interactive activities at local festivals and school fairs to promote programs and gather feedback.

Leverage Partnerships: Collaborate with local businesses and community organizations for co-marketing opportunities.

Create Multilingual Content: Develop Spanish and other relevant language materials to reach diverse community groups.

Run Seasonal Promotions: Highlight seasonal events with special promotional campaigns. This includes fitness month, summer camp registration, and back-to-school events.

Content Calendar:

- **Monthly Social Media Themes:** Highlight different programs or centers each month (e.g., “Wellness Wednesdays”).
- **Newsletters:** Distribute Rec-Beat and Silver Scoop to keep residents informed.
- **Event Promotions:** Plan posts and email campaigns for major events at least four weeks in advance.

COMMUNITY ENGAGEMENT INITIATIVES

Interactive Content: Host live videos, how-to videos, and polls on social media.

Feedback Mechanisms: Collect feedback through online surveys after events and programs.

User-Generated Content: Encourage participants to share their experiences and photos on social media using a specific hashtag (e.g., #PlayGarland).

PARTNERSHIPS & SPONSORSHIPS

To strengthen community engagement and broaden the impact of its programs, Garland PARD seeks to build strategic partnerships. By collaborating with local schools to create after-school programs and host joint events, engaging local businesses for sponsorships to fund promotional campaigns, and working with non-profits, athletic leagues, and cultural groups, PARD aims to enhance program reach and foster deeper community connections.

Regular Updates:

Monthly Newsletters: Share key achievements, upcoming events, and partnership opportunities.

Quarterly Reports: Provide data on program impact, sponsorship visibility, and community engagement metrics.

Tailored Communication:

Personalized Emails: Acknowledge contributions, share event photos, and highlight sponsor logos in relevant materials.

Direct Meetings/Calls: Schedule biannual check-ins to discuss ongoing collaborations, feedback, and future initiatives.

Recognition Opportunities:

Include sponsors in speeches, signage, and promotional materials during public events.

Call out sponsor/partner support in marketing and social media posts.

TRAINING NEEDS

Staff Training:

- Customer Service and Cultural Competency: Train staff on effective communication with Garland's diverse populations, focusing on cultural sensitivity and language skills.
- Flyer Approval Process (see Appendix X)
- New Program Description Process (see Appendix X)
- Community Outreach Techniques: Conduct workshops on outreach best practices, partnership development, and utilizing feedback to refine programming.

Community Education:

- Information Sessions for Partners: Host orientation sessions with partner organizations to share PARD's mission, values, and how they can collaborate.
- Marketing Support for Community Partners: Offer resources, such as branded materials and co-branded marketing support, to community organizations that promote PARD events.

APPENDIX





CITY OF
**GARLAND BRAND
STANDARDS GUIDE**



Garland Brand Introduction

The City of Garland brand exemplifies the community as a place for creativity, connection and hard work—all expressed in the small but powerful word “made.” Uniting the community’s successful heritage of industry with the beauty of nature, the Garland brand tells a story that has impact and resonance for economic development, for reaching visitors, and for communicating Garland pride.

The City of Garland and its partners can best protect the equity and value of the brand with careful implementation. This brand standards guide has been created to help Garland best express its identity and communicate with customers and the public.

For questions regarding proper use of the logo or to request the logo in a different file format, contact Public & Media Relations:

Patty Gonzalez
972-205-2877
PGonzalez@GarlandTX.gov

Basic Logo Guidelines

Do:

- Maintain the correct proportion of the logo by right clicking on the image and adjusting the size as needed, or by clicking and grabbing the image box from one of the corners.
- Use only the vertical or horizontal configurations.
- Use the full-color logo with backgrounds that complement the colors in the logo. For background colors that do not complement the logo, the black and white version must be used.
- Maintain the minimum amount of clear space around the logo, which is equal to the size of the “G” in the “GARLAND” logotype.
- Adhere to the minimum logo size: 1 horizontal inch (logo) and 1.25 horizontal inches (logo with tagline).
- Ensure no third-party logo is visibly larger than the City logo on City publications and print materials.

Do not:

- Recreate or alter the logotype, tagline or colors of the logo in any way.
- Warp the logo by clicking and dragging the top, bottom or either side of the image box.
- Tilt on an angle or place on a heavily patterned background.

Garland Brand

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Garland Brand Brand Schematic

LOGO/TAGLINE

PROMISE/PURPOSE

MAPPING

MESSAGING



GARLAND
TEXAS MADE HERE

Garland is where things are made. Products, careers and opportunities are made here. Friendships that last a lifetime are made here, and generations of families have made this part of Texas their home.

THE GARLAND WHEEL
The wheel echoes the Gaillardia wildflower — the Firewheel. It is a symbol of what nature has made with what the people of Garland make possible. It signifies forward motion, energy and power.



THE COG

Eight notches are arrayed precisely around the edge of the medallion to create the impression of a gear. When matched to others and timed to work in concert, gears provide tremendous energy — like the people who make Garland a vibrant community.

THE INNER WORKS

The works are crafted to resemble a precision timepiece. The blade edges are finely milled. The 8-point centerpiece star evokes the careful design of the products made in Garland. The contrasting color bands set the wheel into visual motion.

GARLAND

TEXAS MADE HERE

TEXAS

A state of mind promising opportunity and a statement of friendship inviting visitors to come and experience an iconic place.

MADE

The essence of Garland's brand. Made means something is grown, stitched or layered together. A well-made thing — or city — requires vision, skill and care.

HERE

"Here" is about the ground — solid, fertile soil on which to grow and build homes, neighborhoods and businesses. It is also a starting point from which the people of Garland can make things happen, put ideas into motion and connect meaningfully with another.

ECONOMIC DEVELOPMENT

Prosperity is made in Garland. The city is home to scores of businesses making products for the world. Our exemplary schools, thriving community college, and superb infrastructure leverage the economic vitality of Texas like no other city and the Special Events Center brings together tens of thousands of business professionals every year to meet and exchange big ideas.

TRAVEL AND TOURISM

Memories are made in Garland. The city's Special Events Center attracts more than 700,000 people every year and the Firewheel Town Center is one of the region's largest shopping destinations. Recreation amenities like Lake Ray Hubbard and the Firewheel Golf Park create important experiences and opportunities for visitors and residents alike.

COMMUNITY LIFE

Connections are made in Garland. Assets unique in the region provide new ways to experience the city year-round with friends and family, such as the Granville Performing Arts Center, the historic Downtown square and a nationally recognized park system that includes the Carter Softball Complex and Audubon Park.

Garland Brand Logo

The City of Garland logo combines the most important visual elements of the brand: the Wheel symbol, the “GARLAND” logotype, and the “Texas Made Here” tagline.

To maintain consistency, only the horizontal or vertical configurations shown below may be used.

The positions, proportions, size and color of the logo are part of the execution of the brand and must not be altered. Do not attempt to recreate the Garland logo.

The logo with the tagline is best suited for use on external applications such as in advertisements and on promotional items, and also on the City’s external paper system including letterhead, envelopes, notecards and business cards. The logo without the tagline is better suited for use on internal applications such as uniforms, City vehicles and internal documents.

Signature color configurations with tagline

Horizontal:



Vertical:



Signature color configurations without tagline

Horizontal:



Vertical:



The Wheel

The unique Wheel symbol was designed to embody the spirit and tell the story of Garland as described in the brand schematic on page 6. Do not subject the symbol to any kind of modification or retreatment. Alterations will detract from the integrity of the Garland logo and, more importantly, the value of the Garland brand.

The Logotype

The “GARLAND” logotype was developed to convey the personality and voice of the brand. It is to be viewed as a graphic element and must not be altered or replaced by any other type. Typography specifications are provided on page 12.

The Tagline

The “Texas Made Here” tagline must be placed with the other elements as shown in the configurations at left. As with the “GARLAND” logotype, it is considered a graphic element and will not be rendered in a different color or typeface. When the brand mark is used in different sizes, the tagline must be scaled proportionately.

Garland Brand Logo

When used on a dark background, the colors of the “GARLAND” logotype, the outermost line of the Wheel, and the “Texas Made Here” tagline must all revert to white for legibility and impact. Note that the background color should complement the colors in the logo. Acceptable color options include neutrals such as black, brown and khaki, and earth tones such as red, orange, green, etc.

If colors that do not complement the logo are used (such as pink or neon green), or for single-color process printing, the solid black and white logo must be used.

Signature color configurations reversed



Configurations in black and white



Configurations in black and white reversed



The only instance when the color of the logo can change, is when it is printed using single-color process printing in conjunction with artwork for something such as a City event. Such artwork, when used with the logo, must be reviewed by the Public & Media Relations Department before it is printed.

Garland Brand

Logo *City Department Names*

The logo with a City department name must only be used in the vertical configuration. Do not include the “Texas Made Here” tagline when using a department name with the logo.

The department name must appear below the logo, separated by a thin rule.

If a department logo file is needed, contact Public & Media Relations. Do not attempt to recreate or alter the logo with a department name.

Configuration of logo with department name



When using a department name with the logo, the space between the "GARLAND" logotype and the department type will equal the size of the "G," as shown at left.



A single thin rule separates the two lines of type with even space around it, not to be shorter or longer than the logotype. The rule color is PMS 447 (as specified on page 13).



The font to be used for the department name is Perpetua Bold and the font size is 70% of the logotype font size.

The department name color is PMS 195 (as specified on page 13).



The minimum reproduction size for the Garland logo when used with a City department name is 1 horizontal inch.

Garland Brand Clear Space & Minimum Sizing

The white space around the Garland logo is an integral component of the mark. A minimum clear space must be maintained around the logo to ensure its prominence and clarity. The minimum amount of clear space around the logo is equal to the size of the “G” in the “GARLAND” logotype. This clear space standard must be maintained at all sizes and in all configurations.



To ensure its legibility, the minimum reproduction size for the Garland logo is 1 horizontal inch, and 1.25 inches for the logo with the “Texas Made Here” tagline. When resizing the logo, the proportions must be maintained. On City publications and print material, no third-party logo may be visibly larger than the City logo.



Garland Brand Incorrect Usage

Do not alter the logo by changing the placement and proportion of the elements, altering the logotype or tagline, or by using unspecified colors. (See “Color Specification” on page 13.)

Remember that the clear space around the brand elements are part of the logo. Do not place the logo over a busy background image.



Garland Brand Typography

The base fonts used to create the “GARLAND” logotype and “Texas Made Here” tagline are from the Perpetua and Trade Gothic families respectively.

1. Perpetua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Perpetua Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Perpetua Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

2. Trade Gothic Bold Extended





**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Garland Brand Color Specifications





The color palette of the Garland logo is derived from the colors of the Firewheel flower. These color reference charts indicate the color formulas for the Garland logo for use in all media. Always use these to maintain consistency of the brand.

The logo was designed to be reproduced in print using 4-color (full-color) process printing. When full-color reproduction is not possible, the Garland logo must be rendered in black and white, as shown on page 8.

Print

	PMS	C	M	Y	K
	447	16	0	31	82
	7409	0	30	95	0
	186	0	100	81	4
	195	0	100	60	55

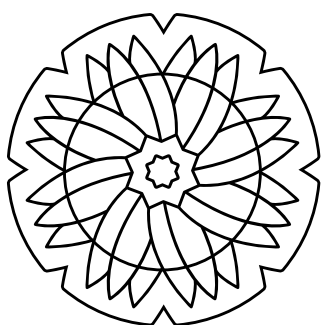
Digital, Online or Broadcast

	WEB	R	G	B
	353735	53	55	53
	EEAF00	238	175	0
	b81214	184	18	20
	773141	119	49	65

Garland Brand Wireframe & Patterns

The Wireframe symbol may be used as a design element in tasteful patterns on applications such as banners, report covers, or on certain promotional items. Use approved pattern artwork templates and do not create other pattern designs. Contact the Public & Media Relations Department for use of the Wireframe artwork.

Wireframe



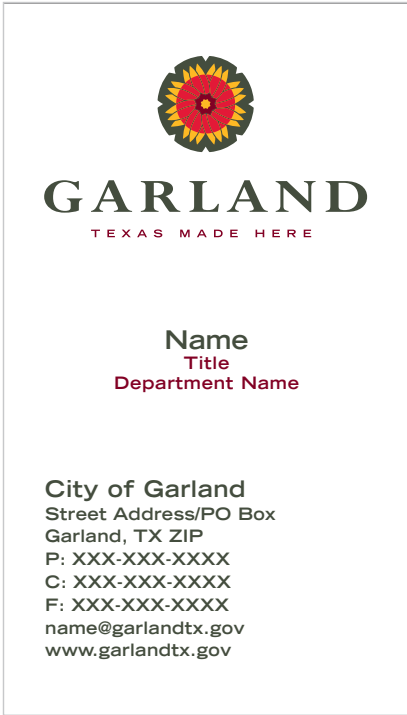
Patterns



Garland Brand Paper System

There is only one format for all City of Garland business cards. No other logos or icons will be included. Business card orders are coordinated through the Public & Media Relations Department.

The maximum number of lines included in the contact information section of the card is eight.



Business
Card

Garland Brand Paper System

All City departments will use the same City of Garland letterhead. Department names will be included in the closing of the letter. Letterhead, envelope and notecard orders are coordinated through the Public & Media Relations Department.

Paper Specifications: Atlas Bond Recycled 24lb 25% Cotton

Use Arial for letter text.

The font size to be used in all correspondence is 12 pt.

Letterhead top margin is 2 inches, and bottom and side margins are 1 inch.

The diagram illustrates the layout and margins for three items: Letterhead, Notecard, and Envelope.

Letterhead: The layout includes a 2" margin from the top, a 1" margin on the left and right, and a 1" margin from the bottom. The header features the Garland logo and the text "GARLAND TEXAS MADE HERE". The body contains fields for Date, Name, Title, Company Name, Address, City State Zip, and a "Dear Name:" field. The closing includes "Sincerely," followed by Name, Title, and Department Name. The footer contains the City of Garland contact information: "CITY OF GARLAND PO BOX 469002 GARLAND, TX 75046-9002 972-205-2000 WWW.GARLANDTX.GOV".

Notecard: The layout features the Garland logo and the text "GARLAND TEXAS MADE HERE".

Envelope: The layout features the Garland logo and the text "GARLAND TEXAS MADE HERE" followed by the address: "PO BOX 469002 GARLAND, TX 75046-9".

Garland Brand Paper System

Standardized mailing labels are available for use on envelopes, boxes or other containers larger than a regular business envelope.

Templates are available on COGnet under the “City of Garland” tab. Select “Texas Made Here” from the left navigation menu. Templates are listed in the right-hand column. Use Avery No. 5164.

Return address mailing labels also are available under the Templates folder. Use Avery No. 5160.



A large rectangular mailing label template with rounded corners. In the top left corner is the City of Garland logo, which consists of a stylized sunburst icon and the text "GARLAND TEXAS MADE HERE". Below the logo, the following text is listed: "City of Garland", "Department Name", "Street Address", and "Garland, TX 75040". In the center of the label, the following fields are listed in all caps: "NAME", "TITLE", "COMPANY NAME", "STREET ADDRESS", and "CITY STATE ZIP".

Mailing Label



A smaller rectangular mailing label template with rounded corners. It features the same City of Garland logo and address information as the larger template: "City of Garland", "Department Name", "Street Address", and "Garland, TX 75040".

Return Address Mailing Label

Garland Brand Paper System

Use Arial for memo and fax text.

Font size to be used in all correspondence is 12 pt.

Memo and Fax sheet top margins are 2 inches, and bottom and side margins are 1 inch.

Memo and fax templates are available on COGnet under the “City of Garland” tab. Select “Texas Made Here” from the left navigation menu. Templates are listed in the right-hand column.

Diagram of a Memo template. At the top center is the Garland logo (a stylized flower) above the word "GARLAND". Below this is a horizontal line, then the word "MEMORANDUM", followed by another horizontal line. Below the line are five fields: "To:", "Cc:", "From:", "Department:", and "Date:". Below these is a larger field labeled "Re:". A vertical double-headed arrow on the left side indicates a "2" Margin from top" from the top of the memo area to the top of the "To:" field. Another vertical double-headed arrow on the left side indicates a "1" Margin" from the bottom of the "Re:" field to the bottom of the memo area. A vertical double-headed arrow on the right side indicates a "1" Margin" from the right edge of the memo area to the right edge of the page.

Memo

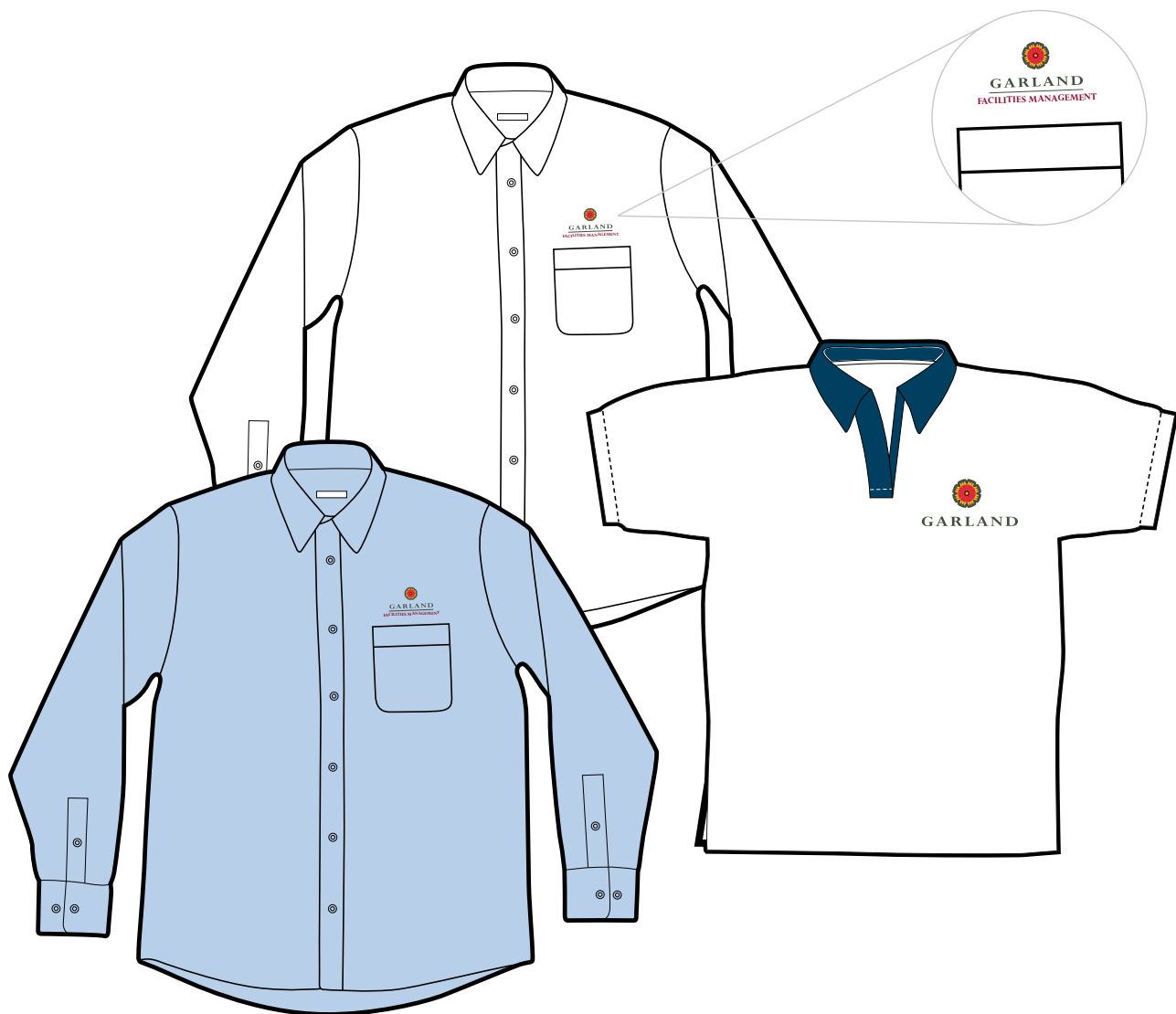
Diagram of a Fax Cover Sheet template. At the top center is the Garland logo (a stylized flower) above the word "GARLAND". Below this is a horizontal line, then the words "FAX COVER SHEET", followed by another horizontal line. Below the line are five fields: "To:", "Fax No:", "From:", "Department:", and "Date:". Below these are two more fields: "Pages:" and "Re:". A vertical double-headed arrow on the left side indicates a "2" Margin from top" from the top of the fax cover sheet area to the top of the "To:" field. Another vertical double-headed arrow on the left side indicates a "1" Margin" from the bottom of the "Re:" field to the bottom of the fax cover sheet area. A vertical double-headed arrow on the right side indicates a "1" Margin" from the right edge of the fax cover sheet area to the right edge of the page. At the bottom of the page, centered, is the following text: "CITY OF GARLAND", "PO BOX 469002 GARLAND, TX 75046-9002", "972-205-2000", and "WWW.GARLANDTX.GOV". A vertical double-headed arrow on the left side indicates a "1" Margin from bottom" from the bottom of the fax cover sheet area to the bottom of the page.

Fax Cover Sheet

Garland Brand Uniform Apparel

On uniform apparel applications, the vertical configuration must be used and the logo must appear on the left chest area of all shirts. On pocketed shirts, the logo must appear approximately 1 inch above the pocket.

The logo will work well on white shirts, as well as shirts in the khaki and earth tone families like reds and greens. See page 8 for details on color choices.



Garland Brand Promotional Apparel

On promotional apparel applications such as shirts and hats, the logo will work well on white, as well as on colors in the khaki and earth tone families like natural reds and greens. See page 8 for details on color choices.

The Wheel symbol and logotype may be used as independent elements on promotional items, as shown below. Color choices must be made with care in applications such as embroidery, enameling and screen printing.



Garland Brand City Vehicles

When used on City vehicles, the logo must be placed only on the front driver and passenger doors and must not extend past the seams of any door. The vertical logo with City department name or the vertical logo without the tagline must be used.

Vehicle designs that include stripes must be done in green. Every attempt must be made to match the green used in the logo (PMS 447) as closely as possible.

Vehicle identification numbers are dark red (PMS 195) and include a dash between the two sets of numbers.

The full-color logo will be used on white vehicles; the black and white logo must be used on vehicles that are any color other than white.



Garland Brand City Flags

The vertical configuration must be used on all City flags. The logo will include the tagline and will be centered on the flag with the designated clear space maintained around the mark.



5x8



6x10



12x18

APPENDIX B - GARLAND DYNAMIC EXPERIENCE STANDARDS

Colors



See section on Typography
for minimum suggested logo size.



Option 1 solid artwork



Option 2

Below are Garland **PLAY** primary and secondary artwork colors for visual.



CMYK: 69/9/0/0
RGB: 0/181/239
PANTONE: 2995
HEX#: 00B5EF



CMYK: 46/0/90/0
RGB: 147/199/79
PANTONE: 375
HEX#: 93C74F



CMYK: 1/92/5/0
RGB: 234/54/141
PANTONE: 219
HEX#: EA368D

Imprint Style Options



3 colors



One Color Imprint
Pantone 2995



3 colors Imprint with
Dark Background Colors



White Imprint with
Dark Background Colors



Black Imprint

Four colors artwork on background color (white added to the three primary colors)



Shown with option 1 artwork. (X) Some of these background color are not appealing with color artwork, may need revisiting depending on item color.

One color white and black imprint artwork on background color



White Imprint - shown with option 2 artwork


Black Imprint - shown with option 2 artwork

Color artwork on background color usage below is **NOT APPROVED**



VISUAL ONLY: Full color artwork on color or photo background does not compliment the artwork.

Note: All pre-production proof and sample swatches must be approved by PMR.

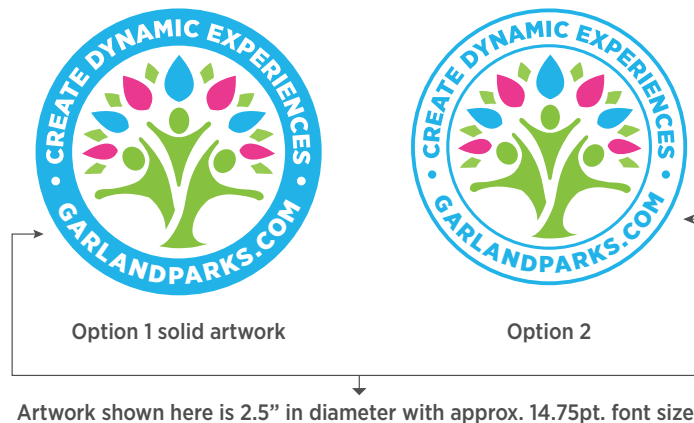
Use of the city logo  GARLAND is required, there are exceptions but must be approved by PMR.
See following virtual samples.

Garland Parks 11-30-2021

Typography

Gotham Narrow Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



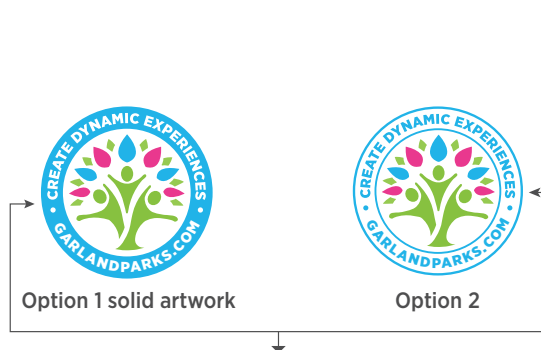
NOTE: Suggested use above 9pt. font size for silkscreen and 12pt. and above for embroidery.

9pt. font size

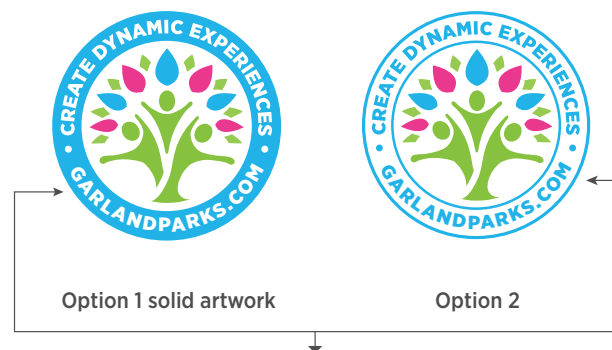
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

12pt. font size

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890




SILKSCREEN: Artwork shown here is 1.5" in diameter with approx. 9pt. font size suitable for silkscreen imprint.
Do not go below 1.5" in size otherwise "A's" will fill in solid.



EMBROIDERY: Artwork shown here is 2" in diameter with approx. 12.24pt. font size suitable for embroidery imprint.
Do not go below 2" in size otherwise "A's" will fill in solid.

Note: All pre-production proof and sample swatches must be approved by PMR.

Use of the city logo  GARLAND is required, there are exceptions but must be approved by PMR.
See following virtual samples.

Colors



See section on Typography for minimum suggested logo size.

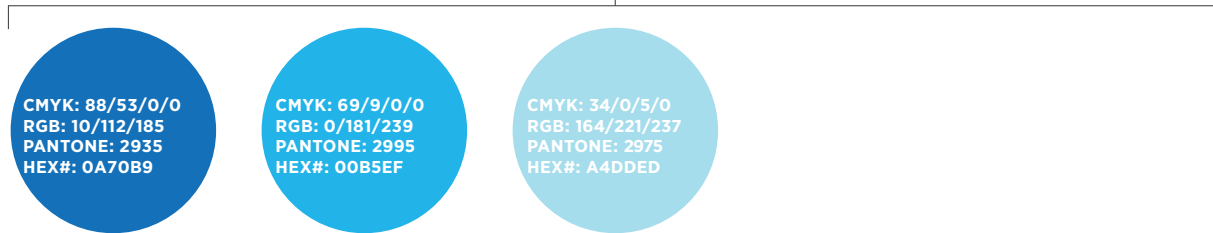


Option 1 solid artwork



Option 2

Below are Garland **SWIM** primary and secondary artwork colors for visual.



Imprint Style Options



Four colors artwork on background color (white added to the three primary colors)

↓ Suggest adding white outer circle line with this color background



Shown with option 1 artwork. (X) Some of these background color are not appealing with color artwork, may need revisiting depending on item color.

One color white and black imprint artwork on background color



White Imprint - shown with option 2 artwork


Black Imprint - shown with option 2 artwork

Color artwork on background color usage below is **NOT APPROVED**



VISUAL ONLY: Full color artwork on color or photo background does not compliment the artwork.

Note: All pre-production proof and sample swatches must be approved by PMR.

Use of the city logo  GARLAND is required, there are exceptions but must be approved by PMR.

See following virtual samples.

Garland Parks 11-30-2021

Typography

Gotham Narrow Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Artwork shown here is 2.5" in diameter with approx. 15pt. font size

NOTE: Suggested use above 9pt. font size for silkscreen and 12pt. and above for embroidery.

9pt. font size

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

12pt. font size

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890




SILKSCREEN: Artwork shown here is 1.5" in diameter with approx. 9pt. font size suitable for silkscreen imprint.
Do not go below 1.5" in size otherwise "A's" will fill in solid.



EMBROIDERY: Artwork shown here is 2" in diameter with approx. 12.24pt. font size suitable for embroidery imprint.
Do not go below 2" in size otherwise "A's" will fill in solid.

Note: All pre-production proof and sample swatches must be approved by PMR.

Use of the city logo  GARLAND is required, there are exceptions but must be approved by PMR.
See following virtual samples.



CITY OF
GARLAND
STYLE GUIDE

The Public & Media Relations Department has developed these guidelines and style standards to help project a clear, consistent image reflected in all printed publications, advertisements and web content.

These guidelines generally follow the *Associated Press Stylebook* used by most newspapers and magazines. Additional sources are *Merriam-Webster’s Collegiate Dictionary*, *The Gregg Reference Manual* and *Random House Webster’s Computer & Internet Dictionary*. Other guidelines are unique to Garland and are based on official City names or on tradition. If you have questions about the Style Guide, call Public & Media Relations at 972-205-2879.

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Style Elements

abbreviations

Abbreviate titles when used before a full name: Gov., Lt. Gov., Rep., Sen. and certain military designations

academic degrees

Use apostrophe in bachelor's degree, master's degree, etc.

No possessive in Bachelor of Arts or Master of Science

No possessive in associate degree

Use abbreviations such as B.A., M.A., LL.D. and Ph.D. on first reference only with a full name

Capitalize the field of study (ex: Bachelor of Science in Architecture)

accept, except

Accept means to receive; except means to exclude

addresses

When used with numbered addresses, abbreviate St., Ave. and Blvd. (ex: 200 N. Fifth St.)

Spell out all others, such as Road, Parkway, Lane, Trail, Drive, Alley, Terrance, Circle, etc.

When used without a numbered address, always spell out (ex: City Hall is located on North Fifth Street.)

Lowercase and spell out when used with more than one street name (ex: It is located between First and Second streets.)

Spell out and capitalize First through Ninth when used as street names

Abbreviate directions in street names when used with a numbered address – north (N.), south (S.), east (E.) and west (W.) (ex: 200 N. Fifth St.)

affect, effect

Affect as a verb means to influence; avoid using as a noun (ex: The rain may affect the outcome of the event.)

Effect as a verb goes beyond mere influence; it refers to actual achievement of a final result (ex: The new administration hopes to effect a peace settlement.)

Effect as a noun means result (ex: The effect was overwhelming.)

ages

Always use figures

Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun (ex: 5-year-old boy; the boy is 5 years old)

ampersand

Use an ampersand with department names or when part of a formal company name (ex: Public & Media Relations Department; Johnson & Johnson)

The ampersand should not otherwise be used in place of “and”

Belt Line Road

Boards and Commissions

Centerville Road

Centerville Road in Garland – Ferguson Road in Dallas

chairman, chairwoman

Capitalize as a formal title before a name

Do not capitalize as a casual, temporary position

Do not use chairperson unless it is an organization’s formal title for an office

check out, checkout

Checkout - (n) An instance of checking out; a counter at which checking out is done (ex: She paid for the room at checkout. There was a long line at the checkout.)

Check out - (v) To vacate and pay for lodging; to satisfy all requirements in taking away; to total or have totaled the costs of purchases in a store and to make or receive payment for them (ex: You may check out a book at the Central Library. Are you ready to check out?)

city, City

Capitalize City of Garland or when referring to the City as a governmental entity/organization (ex: The City will host a holiday event.)

Lowercase when using *city* in references not specific to the governmental entity/organization (ex: Every residential and business address in the city receives a copy of the *Garland City Press*.)

City Council

Capitalize City Council; use Council on second reference (ex: The Garland City Council will meet at 7 p.m.; The Council will discuss all agenda items.)

City Council District numbers

Always use numerals when referring to City Council Districts (ex: City Council District 2)

City Council Member

Use when referring to any member of the City Council instead of councilman or councilwoman

Capitalize when used as a title before a name (ex: City Council Member John Doe will attend the meeting. She is a member of the City Council.)

City program names

Spell out acronyms on first reference and put acronyms in parenthesis (ex. Information is available on City of Garland Television (CGTV).)

Use acronyms alone on subsequent references

citywide, Citywide

Always one word; see City entry for capitalization

clean up, cleanup

Use clean up as a verb; cleanup is used as a noun and adjective

(ex: A neighborhood cleanup will be held Aug. 5. Volunteers worked to clean up the park.)

committee

Do not abbreviate

Capitalize when part of a formal name (ex: Animal Services Advisory Committee)

complement, compliment

Complement denotes completeness or the process of supplementing something (ex: The tie complements his suit.)

Compliment denotes praise or the expression of courtesy (ex: Thanks for the compliment.)

copay

co-worker

Dallas College Garland Center

Formerly the Richland College Garland Campus, located at 675 W. Walnut St.

DART

Acceptable on first reference for Dallas Area Rapid Transit

dates

Use numerals without st, nd, rd or th (ex: Aug. 4)

For print, do not include a year with a date unless it is more than a year ago;
using the year in a press release or a formal invitation or program
is acceptable

Spell out months when a specific date is not included (ex: Construction will
begin in January.)

Abbreviate the following when a date is included: Jan., Feb., Aug., Sept.,
Oct., Nov., Dec. – Always spell out March, April, May, June and July
(ex: The event will be held Aug. 4; The event will be held March 19.)

Commas in dates – Correct: Jan. 1, 2012 and January 2012; Incorrect:
January, 2012

Use time, date, place order for web and printed materials (ex: The
event will take place at 2 p.m. Oct. 15 at the Central Library, 625
Austin St.)

When a phrase refers to a month, date and year, set off the year with commas
(ex: Feb. 14, 1987, was the target date.)

When referring to a day of the week and date, set off the date with commas
(ex: Friday, Dec. 3, was a good day.)

degrees

Spell out; do not use symbol (ex: It was 102 degrees on Aug. 6.)

departments

Capitalize when used to describe specific City departments
(ex: Public & Media Relations Department)

Lowercase “departments” when used with more than one department name
(ex: Public & Media Relations and Human Resources departments)

disc jockey

DJ is acceptable on all references

dollars

Use figures and dollar signs (ex: Admission costs \$5.)

For amounts more than \$1 million, use the dollar sign and numerals up to two decimal places (ex: The proposed project is estimated to cost \$1.45 million.)

Do not add .00 to amounts on the dollar (ex. \$5)

Write out “\$5 per year” when used in a complete sentence; abbreviations are acceptable in listings

Downtown Garland

Downtown Garland Square

Square (capitalized) is acceptable after first reference

email

Lowercase

City email addresses should be written as JDoe@GarlandTX.gov

Firewheel Parkway

Firewheel Parkway in Garland – Rowlett Road in Rowlett

first-come, first-served

Fiscal Year

Fiscal Year 2010-11 (ex: Many results were achieved during the first quarter of Fiscal Year 2010-11.)

follow up, follow-up

(v., adj. and n.) Use two words (no hyphen) in verb form (ex: Be sure to follow up with her before the deadline. A follow-up meeting has been scheduled. Set a follow-up.)

font

The City font is Arial, 12 point

fundraising, fundraiser

One word in all cases

Garland Avenue

Garland Avenue in Garland – Garland Road in Dallas

General Fund

GP&L

Write out Garland Power & Light on first reference

homepage

Lowercase; one word

internet

Lowercase; one word

intranet

Lowercase; one word

it's, its

It's – a contraction for it is or it has (ex: It's up to you.)

Its – the possessive form (ex: The company lost its assets.)

keynote speaker

Also keynote speech or keynote address

Kingsley Road

Kinglsey Road in Garland – Walnut Hill Lane in Dallas

Mayor

Capitalize

Miller Road

Miller Road in Garland – Royal Lane in Dallas

months

When using a month with a specific date, abbreviate months longer than five letters – Jan., Feb., Aug., Sept., Oct., Nov. and Dec.; Spell out March, April, May, June and July (ex: Her birthday is Jan. 2; His birthday is July 14.)

Spell out all months when using alone or with a year alone (ex: January is my favorite month.)

Do not separate the month and year with a comma (ex: December 2011 was a cold month.)

See Dates entry

Nicholson Memorial Library System

Use when referring to the entire library system

Individual library name are as follows:

Central Library

South Garland Branch Library

North Garland Branch Library

Walnut Creek Branch Library

Lowercase when referring to the library in general terms (ex: We went to the library today.)

nonprofit

One word; not hyphenated

Northwest Highway

Northwest Highway in Garland – Northwest Drive in Mesquite

numerals

Spell out whole numbers less than 10; use figures for 10 and above

(ex: The Nicholson Memorial Library System has four branches.

The team has won more than 15 awards.)

Spell out first through ninth when they indicate sequence in time or location

Numbers in the millions or higher should not contain zeroes

(ex: 21 million; \$4.5 million)

City Council Districts always use numerals

Oates Road

Oates Road in Garland – Oates Drive in Mesquite

on-site

online

Lowercase; one word

Operating Budget

preschool

preregistration

One word; no hyphen

A special registration prior to an official registration period

preventive

Not preventative

Proposed Budget Document

Proposed Operating Budget

Regular Meeting

Capitalize; two words

ribbon-cutting ceremony

Square

Capitalize when referring to the Downtown Garland Square; use Downtown Garland Square on first reference

State Highway 66

State Highway 66 in Garland – Lakeview Parkway in Rowlett

telephone numbers

Use hyphens, no parentheses (ex: Call 972-205-2000 for more information.)

times

Lowercase and use periods with a.m. and p.m.

Do not include the (:00) for times on the hour

Use the word “to” in place of a hyphen when listing a time range

(ex: The event will take place from 9 a.m. to 3 p.m.)

Time ranges: morning – only use a.m. at the ending time. The same applies

for afternoon time ranges (ex: The class is from 9 to 11 a.m.;

The class is from 1 to 4 p.m.)

Use time, date, place order for web and printed materials

(ex: The event will take place at 2 p.m. Oct. 15 at the Central Library,
625 Austin St.)

Use noon for 12 p.m.; use midnight for 12 a.m.

titles

Do not capitalize a person's title unless it appears before his/her name (ex: City Manager William E. Dollar)

Lowercase when used after a name or alone

Capitalize when used in place of someone's name; this should only be done in directives or other legal material (ex. The City Manager is directly responsible for...)

Town Hall meeting

T-shirt

Always capitalize and hyphenate

underway

One word in all uses (ex: The project is underway.)

website

Lowercase; one word

URLs should be written without the www. in front (ex: GarlandTX.gov, not www.GarlandTX.gov)

City website should be written as GarlandTX.gov (capitalize the G and TX)

Work Session

Capitalize; two words

Yale Drive

Yale Drive in Garland – Yale Boulevard in Richardson



Guidelines

Consider the Audience

- Put yourself into the shoes of your readers.
- Focus on topics the audience needs and wants.
- Consider questions they will be trying to answer.
- Make pages easy to navigate.

Be Concise

- Simplify the message; get to the point.
- Use half the word count (or less) than writing for print.
- Eliminate unnecessary words such as “that.”
- Include links for additional information.

Write Scannable Text

- Write short paragraphs.
- Use headings and subheadings.
- Include bullets when possible.
- Ensure each page flows visually.
- Include white space.

Be Objective

- Focus on features and benefits.
- Avoid fluff and exaggeration.
- Avoid buzzwords and useless adjectives.

Provide Important Information First

- Include basic facts and conclusions first; details later.
- Pay attention to what is above the bottom of the screen (above the fold).

Pay Attention to Details

- Follow style standards outlined in this guide.
- Use consistent format for date, time addresses, phone numbers, etc.
- Use consistent capitalization.
- Always spell words consistently.
- Be sure that all images have alt text for ADA compliance.
- If something does not look right, fix it.

Use Active Voice

- Active voice uses fewer words. (ex: The content creator wrote this. (*active*); This was written by the content creator. (*passive*))
- Active voice is more easily understood.
- Verbs in active voice are more forceful and lively.

Be Credible

- Make it easy to verify accuracy of the information.
- Be clear this is the official City site.
- Provide department contact information.
- Ensure content is timely and up-to-date.
- Avoid typos and grammatical errors.
- Highlight expertise.

Make Good Use of Titles and Headings

- Write meaningful titles and headings to get the audience's attention.
- Ensure style consistency in titles.

Avoid Distractions

- Do not use animation.
- Avoid background patterns and colors.
- Do not use colored text.
- Do not overdo embedded links.

Use Common Words and Simple Sentences

- Eliminate the use of City jargon and industry-specific terms.
- Use short, simple words.
- Turn negatives into positives (ex: “a few” instead of “not many”).

Additional Notes

- Use headers to help visitors easily find information.
- Ensure content is organized for a web page, not a sheet of paper (minimize page scroll).



City Departments

Animal Services
Budget & Research (Budget)
Building Inspection
City Attorney's Office
City Manager's Office
City Secretary's Office
CityCare Clinic
Code Compliance (Code)
Community Development
Convention & Visitors Bureau (CVB) / Visit Garland
Cultural Arts
Customer Service
Downtown Development Office (DDO)
Economic Development (ED)
Engineering
Environmental Health
Facilities Management (Facilities)
Financial Services (Finance)
Fire
Firewheel Golf Park
Fleet Services (Fleet)
Garland Housing Agency (GHA)
Garland Power & Light (GP&L)
Health

Heritage Crossing
Human Resources (HR)
Information Technology Telecommunications (IT –
Telecommunications)
Information Technology Services (IT – Services)
Internal Audit
Landfill
Legislative & Public Affairs
Mayor's Office
Municipal Court
Nicholson Memorial Library System (Library)
Office of Emergency Management (OEM)
Office of Fair Housing & Human Rights
Office of Neighborhood Vitality
Parks & Recreation
Planning & Development
Police
Public & Media Relations (PMR)
Public Health
Purchasing
Real Estate Management Office
Risk Management (Risk)
Sanitation
Stormwater Management (Stormwater)

Street (Streets when used without “Department”)

Tax / Revenue Recovery

Transportation

Wastewater Treatment

Water Utilities

Workforce Engagement & Development



Facilities

Animal Services & Adoption Center

1902 State Highway 66, 75040
972-205-3570

Aquatics

Bradfield Pool

1150 Castle Drive, 75040
972-205-2774

Holford Pool

2322 Homestead Place, 75044
972-205-2776

Surf & Swim Wave Pool

440 W. Oates Road, 75043
972-205-2750

Wynne Pool

3858 S. Glenbrook Drive, 75041
972-205-2777

Atrium

See “The Atrium”

Brad Neighbor Municipal Court Building

1791 W. Avenue B, 75042
972-205-2330

Budget & Research

200 N. Fifth St., 75040
972-205-2511

Building Inspection

800 Main St., 75040
972-205-2300

Carver Senior Center

222 Carver St., 75040
972-205-3305

Charles E. Duckworth Utility Services Building

217 N. Fifth St., 75040
972-205-2410

City Administration

200 N. Fifth St., 75040
972-205-2465

City Attorney's Office

200 N. Fifth St., 75040
972-205-2380

CityCare Clinic

1720 Commerce St., Ste. B, 75040
972-205-3727

City Hall / William E. Dollar Municipal Building

200 N. Fifth St., 75040
972-205-2000

City Secretary's Office

200 N. Fifth St., 75040
972-205-2404

Code Compliance

210 Carver St., Ste. 101, 75040
972-485-6400

COGULC (City of Garland Unified Learning Center)

232 Carver St., Bldg. 2, 75040
972-205-2662

Community Development

800 Main St., 75040
972-205-2130

Concrete Recycling Center

3637 Castle Drive, 75089
972-205-3555

Convention & Visitors Bureau / Visit Garland

211 N. Fifth St., 75040
972-205-2749

Curtis Culwell Center

4999 Naaman Forest Blvd., 75040
972-487-4700
Culwell Center on second reference

Customer Service

217 N. Fifth St., 75040
972-205-2671

Dallas County Government Center

140 N. Garland Ave., 75040
214-643-4773

Downtown Garland Square

520 W. State St., 75040

Economic Development

203 N. Fifth St., 75040
972-205-3800

Engineering

800 Main St., 75040
972-205-2170

Environmental Waste Services

1434 Commerce St., 75040
972-205-3500

Facilities Management

2350 Crist Road, Ste. 700, 75040
972-205-3333

Financial Services

200 N. Fifth St., 75040
972-205-2355

Fire Administration

1500 State Highway 66, 75040
972-781-7124

Fire Station 1

1019 Austin St., 75040

Fire Station 2

2501 Wood St., 75041

Fire Station 3

1301 N. Jupiter Road, 75042

Fire Station 4

4931 Gatewood Road, 75043

Fire Station 5

5626 Lyons Road, 75043

Fire Station 6

2009 Holford Road, 75044

Fire Station 7

2545 Naaman School Road, 75040

Fire Station 8

1426 E. Miller Road, 75041

Fire Station 9

4320 O'Banion Road, 75043

Fire Station 10

1556 Provence Road, 75044

Fire Station 11

1940 E. Belt Line Road, 75044

Firewheel Golf Park

600 W. Campbell Road, 75044
972-205-2795

Fleet Services

1725 Gasoline Alley, 75040
972-205-3525

Garland Chamber of Commerce

520 N. Glenbrook Drive, 75040
972-272-7551

Garland Housing Agency (GHA)

210 Carver St., Ste. 210B, 75040
972-205-3393

Garland Landmark Museum

393 N. Sixth St., 75040
972-205-2996

Garland Power & Light (GP&L)

217 N. Fifth St., 75040
972-205-2650

Granville Arts Center

300 N. Fifth St., 75040
972-205-2780

Harris Hill Administration Building (Garland ISD)

501 S. Jupiter Road, 75042
972-494-8201

Health

1720 Commerce St., 75040
972-205-3460

Heritage Crossing

393 N. Sixth St., 75040
972-205-2993

Hinton Landfill

3175 Elm Grove Road, Rowlett 75089
972-205-3670

Human Resources (HR)

200 N. Fifth St., 75040
972-205-2475

Information Technology – Services

1490 State Highway 66, 75040
972-781-7200

Information Technology – Telecommunications

1639 Commerce St., 75040
972-205-3495

Internal Audit

200 N. Fifth St., 75040
972-205-2248

Jack Coleman Tennis Center

1010 W. Miller Road, 75040
972-205-2778

Nicholson Memorial Library System**Central Library**

625 Austin St., 75040
972-205-2500

North Garland Branch Library

3845 N. Garland Ave., 75040
972-205-2802

South Garland Branch Library

4845 Broadway Blvd., 75043
972-205-3920

Walnut Creek Branch Library

3319 Edgewood Drive, 75042
972-205-2586

Office of Emergency Management

1490 State Highway 66, 75040
972-781-7222

Office of Fair Housing & Human Rights

210 Carver St., Ste. 102, 75040
972-205-3300

Office of Neighborhood Vitality

800 Main St., 75040
972-205-3864

Parks Administration

634 Apollo Road, 75040
972-205-2750

Planning & Development

800 Main St., 75040
972-205-2445

Plaza Theatre

521 W. State St., 75040
972-205-2782

Police Administration

1891 Forest Lane, 75042
972-205-2010

Police Property & Evidence Building

2309 Forest Lane, 75042
972-205-3435

Public & Media Relations

200 N. Fifth St., 75040
972-205-2875

Public Health Clinic

206 Carver St., 75040
972-205-3370

Purchasing

200 N. Fifth St., 75040
972-205-2415

Recycling Center

1426 Commerce St., 75040
972-205-3500

Recreation Centers

Audubon Recreation Center

342 W. Oates Road, 75043
972-205-3991

Bradfield Recreation Center

1146 Castle Drive, 75040
972-205-2770

Fields Recreation Center

1701 Dairy Road, 75040
972-205-3090

Granger Recreation Center

1310 W. Avenue F, 75040
972-205-2771

Holford Recreation Center

2314 Homestead Place, 75044
972-205-2772

Hollabaugh Recreation Center

3925 W. Walnut St., 75042
972-205-2721

Revenue Recovery

217 N. Fifth St., 75040
972-205-2410

Dallas College Garland Center

675 W. Walnut St., 75040
214-360-1200

Risk Management

200 N. Fifth St., 75040
972-205-2482

Ronald E. Jones Municipal Building

800 Main St., 75040

972-205-2300

Senior Activity Center

600 W. Avenue A, 75040

972-205-2769

Stormwater Management

800 Main St., 75040

972-205-2189

Street

1775 Gasoline Alley, 75040

972-205-3555

Tax

217 N. Fifth St., 75040

972-205-2410

Texas Department of Public Safety Dallas-Garland Mega Center

4445 Saturn Road, Ste. A, 75041

214-861-3700

The Atrium at the Granville Arts Center

330 N. Fifth St., 75040

972-205-2790

Transfer Station

1434 Commerce St., 75040

972-205-3500

Transportation

800 Main St., 75040

972-205-2430

Utility Payment Drive-Thru

717 W. State St., 75040

972-205-2671

Warehouse

1720 Commerce St., 75040
972-205-3710

Wastewater Treatment Plants

Duck Creek Wastewater Treatment Plant

750 Duck Creek Way
Sunnyvale, TX 75182
972-205-4036

Rowlett Creek Wastewater Treatment Plant

2500 E. Centerville Road, 75040
972-205-2710

Water Utilities

2343 Forest Lane, 75042
972-205-3210

Style Elements

These guidelines were developed to help project a clear, consistent image reflected in all printed publications, advertisements and web content.

ages

- Always use figures
- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun (ex. 5-year-old boy; The boy is 5 years old.)

dates

- Use numerals without st, nd, rd or th (ex: Aug. 4)
- Spell out months when a specific date is not included
- Abbreviate the following when a date is included: Jan., Feb., Aug., Sept., Oct., Nov., Dec. – Always spell out March, April, May, June and July
- Commas in dates – Correct: Jan. 1, 2012 and January 2012; Incorrect: January, 2012
- Use time, date, place order (ex: The event will take place at 2 p.m. Oct. 15 at the Central Library, 625 Austin St.)
- When a phrase refers to a month, date and year, set off the year with commas (ex: Feb. 14, 1987, was the target date.)
- When referring to a day of the week and date, set off the date with commas (ex: Friday, Dec. 3, was a good day.)

dollars

- Use figures and dollar signs (ex: Admission costs \$5.)
- For amounts more than \$1 million, use the dollar sign and numerals up to two

decimal places (ex: The proposed project is estimated to cost \$1.45 million.)

- Do not add .00 to amounts on the dollar (see example above)
- Write out “\$5 per year” when used in a complete sentence; abbreviations are acceptable in listings

email

- Lowercase the word “email”; no hyphen
- City email addresses should be written as JDoe@GarlandTX.gov

months

- When using a month with a specific date, abbreviate months longer than five letters: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.; spell out March, April, May, June and July
- Spell out all months when using alone or with a year alone (ex: January is my favorite month.)
- Do not separate the month and year with a comma (ex: December 2011 was a cold month.)

numerals

- Spell out whole numbers less than 10; use figures for 10 and above

telephone numbers

- Use hyphens (ex: Call 972-205-2000)

times

- Lowercase and use periods with a.m. and p.m.; do not include :00 for times on the hour; use noon for 12 p.m. and midnight for 12 a.m.

Picture Standards and Sizing Guide

Tips and Tricks

- Clean your phone's lens. Make sure you have wiped the lens to avoid spots and blurring in photos.
- Check your surroundings. Remove unwanted items like trash cans, soda cans, trash, etc.
- Posed photos are easier to take than action shots. Phones don't allow you to adjust shutter speed, so avoid taking pictures in motion if you can.
- Take a lot of pictures. Lots of options means a better chance of getting the shot you need.
- Try different perspectives. Don't always take a picture straight on. Pictures from above, at eye level and at an angle can create an interesting shot.
- Look for the best lighting. Don't take pictures in dark spaces.
- Rear facing cameras take better shots than the front facing camera.
- Don't use the digital zoom on the mobile phone. Get closer to the subject to keep the best resolution.
- Hold the phone with both hands to avoid shakiness.
- You can focus the camera by tapping the screen where you want it to focus.



Sizing Guide

Site	Style	Size
GarlandParks.com	Top Banner	2200x393
GarlandParks.com	News Item	400x251
GarlandParks.com	Slide Show	925x425
GarlandParks.com	Under Facility Info	925x425
GarlandParks.com	Facility Reservations	2048x1000
GarlandParks.com	Event Photo	400x251
GarlandTX.gov	Facility Page	Auto Sizes
Facebook	Cover Photo	851x315 desktop
Facebook	Cover Photo	640x360 mobile
Facebook	Event Photo	1920x1005 safe area 820x360
Facebook	Regular Post	1200x630
Facebook	Video Post	1280x720
Instagram	Regular Post	1080x1080
Instagram	Landscape	1080x566
Instagram	Portrait	1080x1350

Rec-Beat Description Standards

Activity Title

- Keep titles clear and concise.
- Limit titles to a maximum of 30 characters (including spaces and special characters.)
- Hyphens are used in Activity Titles only if the Activity is offered in more than one Brochure Section to denote which Section the program is in. For example, Karate is offered in both the Kids and Adult Sections. This is noted in the Activity Title as *Karate – Adult* or *Karate – Kids*.

Phrased:

*Karate(space)-
(space)Adult Karate -
Adult*

- Do not use colons or semicolons

Activity Description

Each **Activity** description contains:

- Minimum of 40 words
- Maximum of 50 words

Summary Of Sentence Structure

1. **Hook**
2. **Content**
3. **Benefits**

Structure

1st sentence: Hook – something to grab the reader’s attention, this is your opportunity to be creative. Keep it short, but catchy. This may be more than one sentence.

Example:

Balloon Sculpting
Clowns do it! And so can you!

2nd sentence: Content – what is taught in the class, “what skills will I learn?” Be technical. You may need more than one sentence.

Example:

Learn about wine types, flavors, food partners, packaging and labeling, wine speak, wine and health, and a proper toast.

3rd sentence: Benefits – “why do I want to register for this program, what will I gain by registering?” You may need more than one sentence.

Rec-Beat Description Standards

Example:

Experience positive healthy recreation and socialization.

Other Examples:

Karate - Adults

Grow in mind and body. This Okinawan art of self-defense employs hand strikes and kicks with swift and calculated movements used to disable or subdue an opponent. Focus on the flow of katas, self-defense, sparring, and weapons. Attain discipline, self-control, and physical fitness.

Fencing

Touché Learn basic skills necessary to fence for fun, exercise, and competition. Group and individual instruction includes practice bouts, technique, and the rules of contest while focusing on safety and the fundamentals of Foil Fencing. Improve hand and eye, and hand and foot coordination, balance, and aerobic capacity.

Details for Rec-Beat

The final sentence should include information that needs to be listed in the Rec-Beat Guide.

Phrased:

\$3 supply fee payable to instructor.

-or-

Supply list provided at first class.

-or-

Supply list provided upon registration.

-or-

Supply list prints on receipt.

-or-

Bring acoustic guitar to first class.

-or-

Class meets Mondays 6 – 7 p.m. and Wednesdays 7:30 – 8:30 p.m..

You should include this final sentence in the user notes and receipt notes in ActiveNet.

Receipt Notes/User Notes

Include anything that will affect the first day of class and important notices.

Supplies/Attire – Are additional supplies or equipment provided by the patron?

Phrased:

Rec-Beat Description Standards

\$3 supply fee payable to instructor.

-or-

Supply list provided at first class.

-or-

Supply list provided upon registration.

-or-

Bring guitar and amp to first class.

-or-

Karate gi available through instructor.

-or-

You will need the following tools. These tools are in a standard pottery tool kit, available at most craft stores:

Loop

Tool

Ribbo

n Tool

Potter'

s Rib

Needl

e Tool

Wood

Modeling Tool

Sponge

Scraper

Wire Clay

Cutter Plastic

Storage Box

-or-

Wear loose comfortable clothes.

No Class – List dates class will not meet.

Phrased:

No class Jan. 3, 5, Feb. 14, and March 14

Syntax And Other Stuff

- Do not use “child” as the subject, followed by “their”. For example, “Introduce your child to Spanish. **Their** education is our number one priority.” “Child” is singular. “Their” is plural. “Children”/“their” is o.k.
- **Single space between sentences. If you do not do this, the formatting in ActiveNet gets messed up. After pasting your description into ActiveNet, please check the box that says view source. Remove all of the weird text and characters. This will help with having a clean description in the export.**
- Be consistent on who you are addressing. If you are addressing the child in the description, address the child throughout. If you are addressing the parent, address the parent throughout. Be generic if possible.
- Phrase times included within course descriptions:
 - a.m. to a.m.
9 – 10 a.m.
9(space)-(space)10(space)a.m.
 - a.m. to p.m.
11 a.m. – 1 p.m.
11:00(space)a.m.(space)-(space)1:00(space)p.m.
 - p.m. to p.m.
1 – 2 p.m.
1(space)-(space)2(space)p.m.
- Months are abbreviated in descriptions:
Jan.
Feb.
March, April, May, June, July
Aug.
Sept.
Oct.
Nov.
Dec.
- *Hip-hop*, **not** *hip hop* or *hiphop*
- Spell out contractions within descriptions and Confirmation Text. Example:
you’ll **spell out** *you will*
- Contractions are only acceptable in the first sentence (**Hook**) of the Activity Description. Example:
It’s a scream!
- Change “etc.” to “and more”

Rec-Beat Description Standards

- “**play-dough**”, not “*play-doh*”, “*play doh*”, “*Play-doh*”, or “*playdough*”
- Dollar amounts within course descriptions are \$7 not \$7.00
- Self-defense, hands-on, low-impact, self-confidence (these are required by city standards)
- Do not capitalize small words in titles, including “a”, “or”, “an,” etc.
- Only capitalize “*recreation center*” when you are referring to a specific center, for example, “*Bradfield Recreation Center*”.
- Spell out “*parent and child*” not “*parent/child*”
- When using a hyphen between two different items (i.e. dates, times, in titles) space on each side of the hyphen.

Example:

Karate – Kids
Karate(space)-(space)Kids

- Our area requires 10-digit phone dialing. When including a phone number in the Course Description or Confirmation Text, use a hyphen, not parenthesis or points.

Example:

972-205-2750 (right)
972.205.2750 (wrong)
(972)205-2750 (wrong)

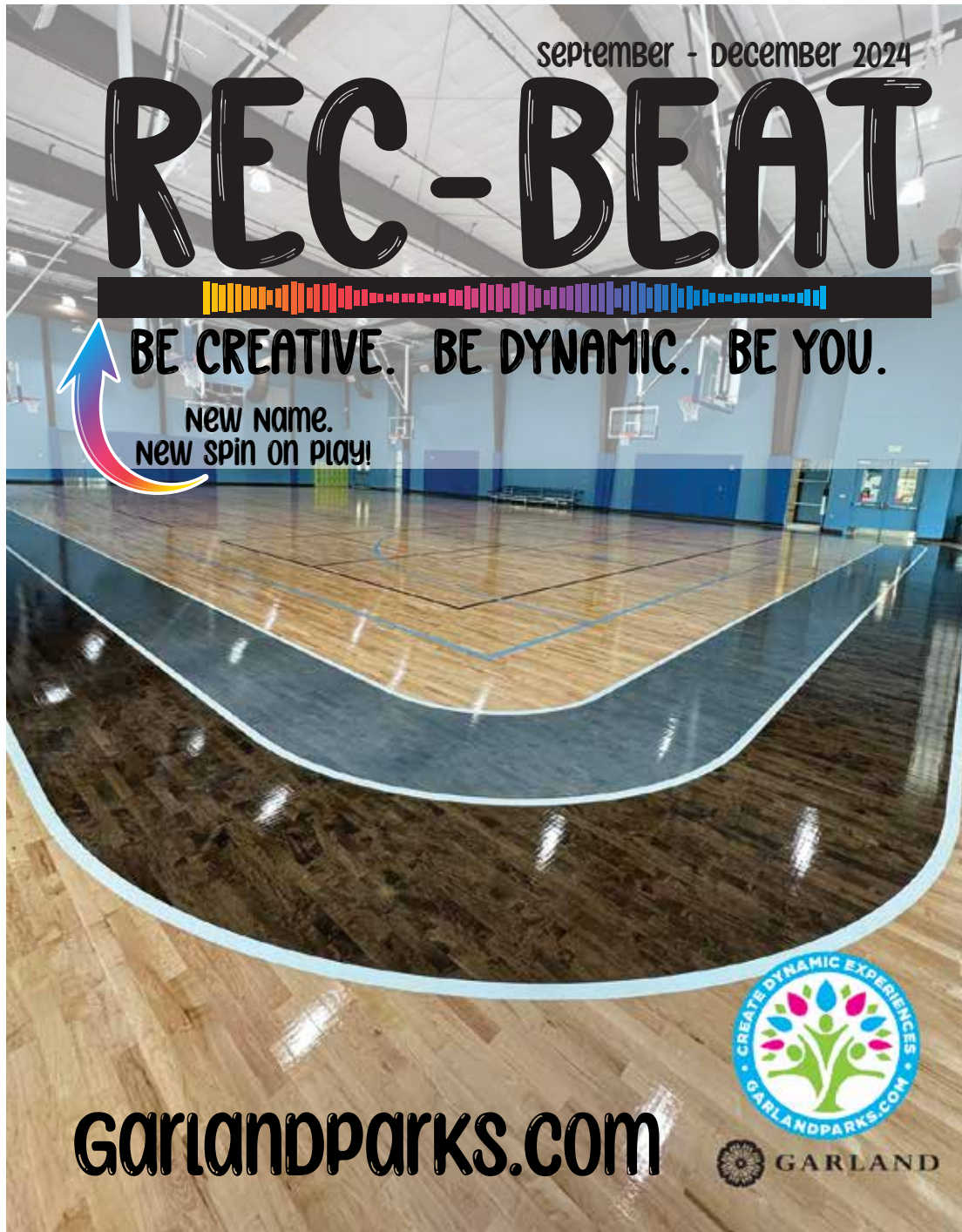
- No “ALL CAPS” in descriptions or titles.
- Ongoing not on-going.
- Avoid hyphenating words wherever possible. The software we use does not distinguish between hyphens for line breaks and hyphens in words. We have to carry each hyphenated word over to the next line by hand.

Words To Avoid

- Avoid extra unnecessary words that take up valuable real estate online and in print. Get to the point in as few **effective** words as possible.
- Use proactive and confident language. Avoid “having to,” “have to,” and “will be.”
- Begin sentences with active verbs when possible.
- Avoid phrases like “you will be learning how to make thermal pajamas”, instead use, “learn to make thermal pajamas”. Inject confidence into the reader. This program is going to benefit patrons for practical reasons. Be confident Sell it

Rec-Beat Description Standards

- Avoid extra words “in order to be”, “going to”, “come”, “will give”, “have to,” “having to,” and “can be.”
- Avoid overused phrases like “come on down,” “join us,” “___ with us.”
- Avoid repeating information in the description that appears somewhere else. For example ages, dates, times, etc. appears directly below the description. Do not include this information in the description.



September - December 2024

REC-BEAT

BE CREATIVE. BE DYNAMIC. BE YOU.

NEW NAME.
NEW SPIN ON PLAY!

GarlandParks.com

CREATE DYNAMIC EXPERIENCES
GARLANDPARKS.COM

GARLAND

The graphic features a background image of a basketball court with a blue and white curved boundary line. A colorful soundwave graphic is positioned below the title. A curved arrow points from the text 'NEW NAME. NEW SPIN ON PLAY!' towards the soundwave.

Social Media Best Practices Plan

1. Focus on Responsiveness and Personalization to Build Loyalty

- **Create Compelling Content:** Tailor your content based on your audience's preferences. Use analytics to determine their interests, such as trending topics or common inquiries.
- **Identify Your Audience:** Know the demographics of your target audience. For example, if you're targeting younger generations, focus on platforms like TikTok and Instagram, while Facebook may be more suitable for an older audience.
- **Engage with Followers:** Increase social reach by consistently replying to comments and questions. Engagement builds trust and encourages a community of loyal followers.
- **Use Hashtags Effectively:** Incorporate relevant, trending, and brand-specific hashtags to increase discoverability. Research popular hashtags in your industry or niche for better reach.
- **Leverage Multiple Platforms:** Expand your audience by being active on several platforms (Facebook, Instagram, TikTok, Twitter, LinkedIn). Tailor content based on the platform's audience.
- **Schedule Posts in Advance:** Use tools like Hootsuite, Buffer, or Later to plan content ahead of time. This ensures consistency and frees up time for real-time engagement.

2. Answer Questions and Be Interactive

- **Respond to Comments and DMs Promptly:** Make it a priority to address customer inquiries and feedback in a timely manner. Prompt responses foster trust and show you care about their experience.
- **Utilize Interactive Features:** Make use of tools like Instagram Stories Q&A, Twitter polls, and Facebook Messenger for engagement. These features encourage followers to actively participate in conversations.
- **Create Engagement Opportunities:** Host live Q&A sessions or behind-the-scenes tours via Instagram Live, Facebook Live, or YouTube to build stronger customer relationships.

3. Show Photos of Your Business or Location

- **Post Visual Content:** Share images and videos of your location, products, or services on Instagram, Pinterest, and Facebook. This gives potential customers a visual preview of what to expect.
- **Use High-Quality Visuals:** Ensure the photos reflect the atmosphere, quality, and vibe of your brand. For example, a cozy coffee shop should post inviting photos of its interior, signature drinks, and events.

4. Plug and Promote Special Events

- **Promote Events Ahead of Time:** Share details about upcoming events on all platforms. Utilize Facebook Events to gather RSVPs and Instagram Stories to create countdowns and reminders.
- **Personalized Event Hashtags:** Create a unique hashtag for your event to encourage attendees to post and engage.
- **Follow-Up with Post-Event Content:** Post pictures, videos, and attendee testimonials after the event to keep the conversation going and encourage more participation in future events.

5. Use Related Hashtags

- **Create Brand-Specific Hashtags:** Use a catchy, memorable hashtag for your business that followers can use when sharing about your products or services (e.g., #ExploreYourCity).
- **General Hashtags:** Include broader, industry-specific hashtags to reach a wider audience (e.g., #MovieTheater or #CoffeeLovers).

6. Host Contests to Increase Engagement

- **Run Contests Regularly:** Offer incentives such as free products, discounts, or event tickets. Ensure that entry methods encourage growth (e.g., requiring follows, shares, or tags).
- **Monitor Contest Performance:** Track engagement metrics like new followers, post reach, and interactions during and after the contest to assess success.

7. Create Special Offers

- **Exclusive Deals for Followers:** Reward your social media followers with early access to sales, exclusive discounts, or special announcements.
- **Create a Sense of Community:** Offering exclusive content or deals can make followers feel part of a VIP community, leading to more long-term loyalty.

8. Utilize Platform-Specific Features

- Take Advantage of Unique Features: Make use of Facebook's Events, Instagram's shopping feature, or TikTok's viral trends to engage users and create unique content.
- Livestream: Stream live events, launches, or behind-the-scenes content to engage users in real-time. Utilize platforms like Instagram, Facebook, YouTube, or TikTok.

9. Make Use of Social Media Advertising Services

- Invest in Targeted Ads: Use social media advertising to reach new audiences. Platforms like Facebook and Instagram offer powerful targeting tools to hone in on your ideal customer demographic.
- Partner with Experts: If necessary, collaborate with professionals to create optimized ad campaigns tailored to your goals, whether that's boosting traffic, sales, or brand awareness.



APPENDIX H - EXTERNAL WEBSITES

Canva

a free online graphic design platform that allows users to create visual content such as social media posts, flyers and more.

ACTIVENet

a software system that helps manage recreation operations for ID Cards, program registration, facility reservations and reports.

PosterMyWall

a graphic design tool that helps users create professional quality content for marketing including social media posts, flyers and more.

Constant Contact

a web-based software used for email marketing.

Adobe Creative Cloud

a bundle of software applications that creators use to produce visual content for professional use including flyers, the Rec-Beat, posters, infographics and social media posts.

SurveyMonkey

a web-based survey tool used to evaluate programs, events and general interest.

Issuu

a digital publishing platform that allows users to create and share digital content including the Rec-Beat and Silver Scoop.

Social Media

the department utilizes Facebook, Instagram, YouTube and NextDoor to distribute information to the public.

CivicPlus

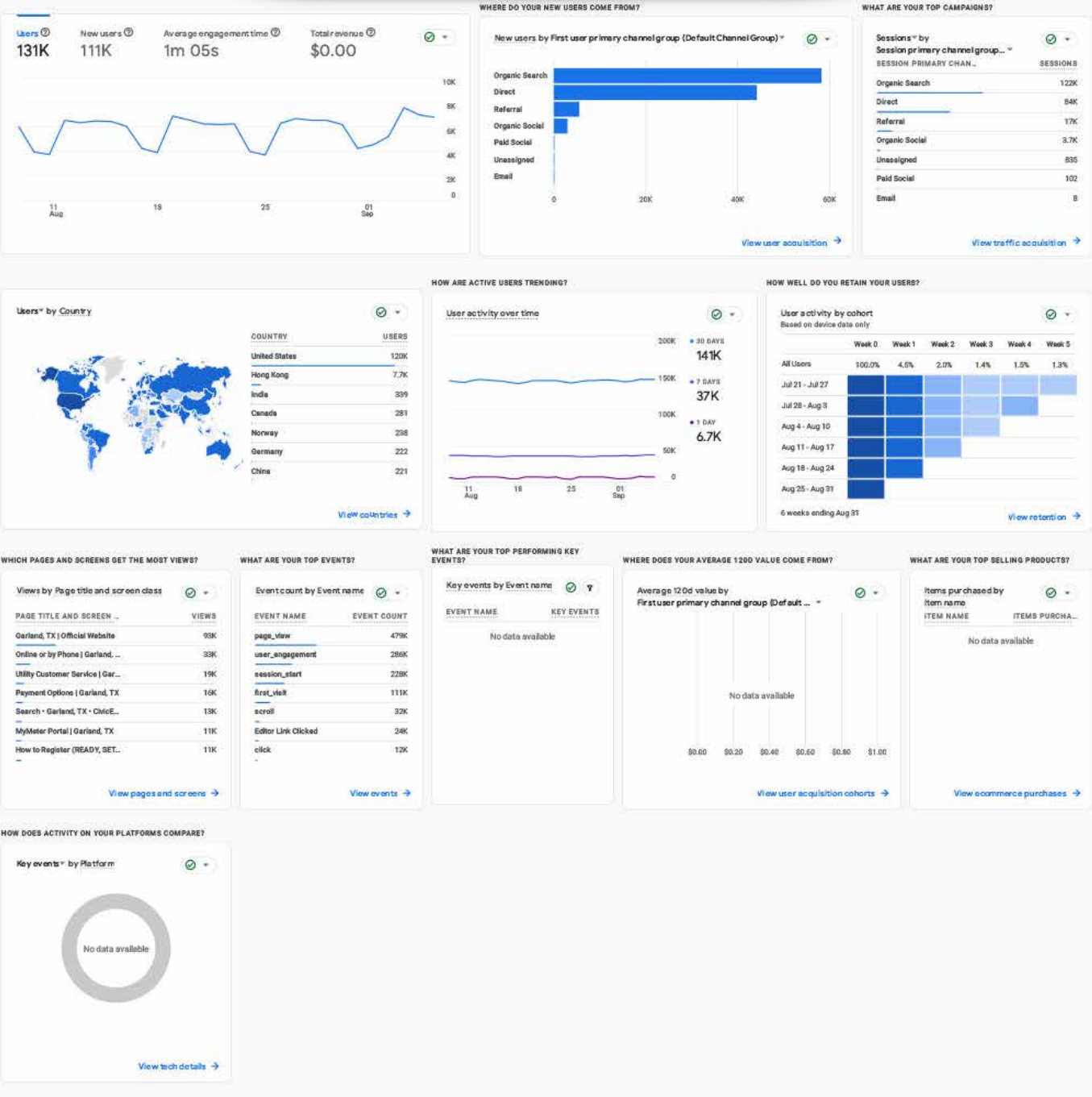
a technology company that powers the websites for the City of Garland including GarlandParks.com, SwimGarland.com and GarlandTX.gov.

Marketing TV/Marquee

each center has a television in the lobby of each center with uploaded promotional videos using PowerPoint.

Website Traffic

Reports snapshot



Surveys



Garland Parks and Recreation PROGRAM SURVEY

We strive to provide the highest quality activities for you and your family. Complete the following survey about your experience so we may better provide community recreation needs.

Name of Activity _____

The location was convenient. ☐ YES ☐ NO

The time was convenient. ☐ YES ☐ NO

The activity met my expectations. ☐ YES ☐ NO

The instructor met my expectations. ☐ YES ☐ NO

I would attend another program with this instructor. ☐ YES ☐ NO

Staff were courteous and helpful. ☐ YES ☐ NO

Rate your overall satisfaction with the program. (Five is the highest rating)

One Two Three Four Five



How did you find out about this activity?

☐ **PLAY** Guide ☐ Staff Recommendation ☐ Flyer ☐ Friend ☐ GarlandParks.com
☐ Social Media

What registration method did you use?

☐ In Person ☐ Phone ☐ Online Registration

What is your zip code? _____

Comments or suggestions for future programs: _____

Thank you! Your input is important to us.

Social Media Metrics

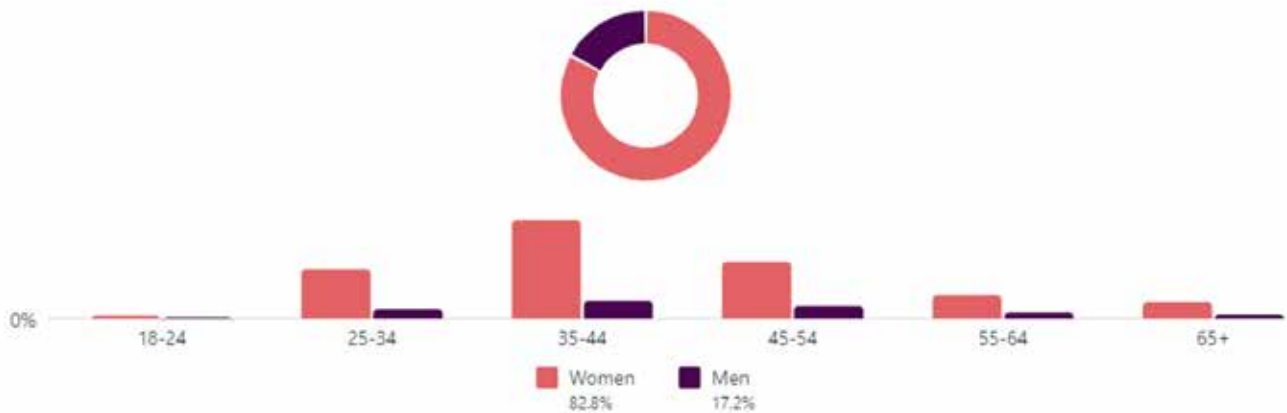
Audience

Current audience

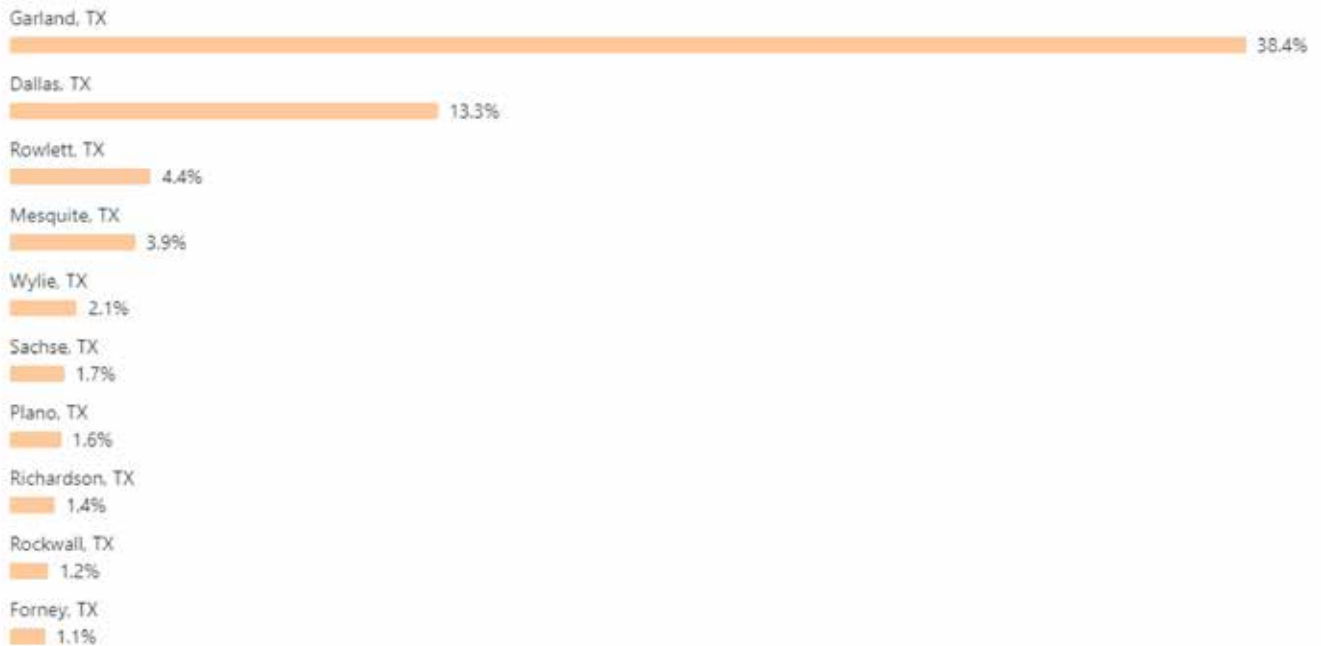
Facebook followers ①

13,626

Age & gender ①



Top cities



Attendance

DAY: _____ DATE: _____

	Gym	Fitness	Turf	105	111	Lobby	Total	Facility Check (Signature)
9:30								
10:30								
11:30								
12:30								
1:30								
2:30								
3:30								
4:30								
5:30								
6:30								
7:30								
8:30								
9:30								
10:30								

Facility Check: walk through each room (including restrooms) and check for cleanliness, safety and maintenance issues. Any of these should be resolved immediately as much as possible. For safety or maintenance that needs more attention than staff can handle, the area should be secured so that no one can harm themselves, and the issue needs to be communicated to full time staff and a work

Key Performance Indicators

Recreation Monthly KPI

Staff Completing Form

Area

Month

Attendance

PROGRAMS

Total Program Registration

Total Classes Offered

Total Classes Made

Total Monthly Program Revenue

RENTALS

of Rentals

Total Monthly Rental Revenue

SURVEYS

of Program Surveys Completed

Satisfaction Rating - Ranking 1

Satisfaction Rating - Ranking 2

Satisfaction Rating - Ranking 3

Satisfaction Rating - Ranking 4

Satisfaction Rating - Ranking 5

☐ Send me a copy of my responses

Email Marketing

