

# PRCA Marketing & Promotions

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# Webpage & Online Info

- PRCA Webpages
  - Facility & Programming Information and photographs.
- City Events Online Calendar
  - Event Notifications
- PRCA General Public Info:
  - Google, Apple & Yelp Maps, etc.



## Recreation Management Solution (RMS)

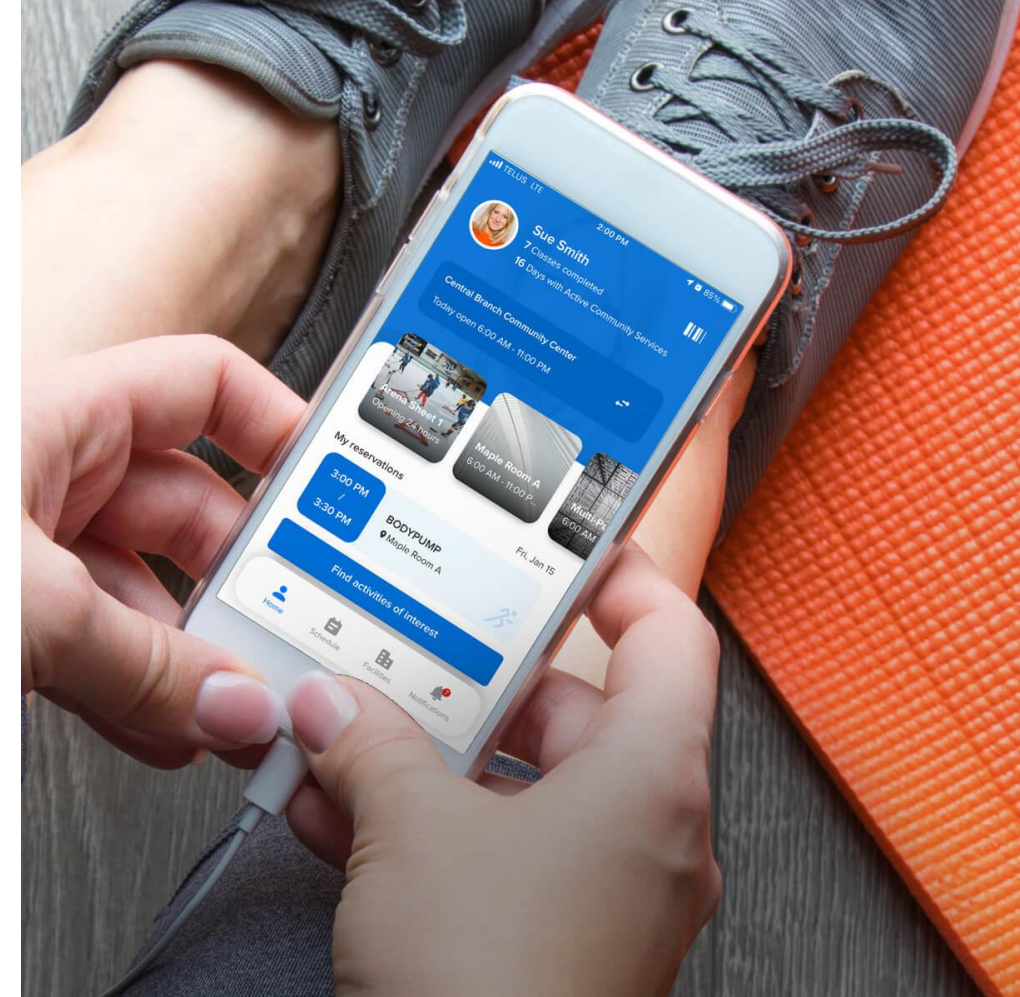
ONLINE Facility Reservation, Program/ Activity  
Enrollment/ Membership Registration

- Software Administrator
  - Manages and maintains solution, ensuring reliability and performance.
  - Resource Management & Reporting



ActiveNet Captivate App

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Report a Park Concern



Reserve a Facility



Register for Classes  
& Programs



Enroll in Sports/Leagues



Special Event Request



Membership Signup



# Social Media & Online Advertisement

- Managing PRCA Social Media Accounts
  -  New PRCA Facebook & Instagram (Coming Soon)
    - ArtsPark at Young Circle Facebook & Instagram
- Social Media Paid Promotions
  - In collaboration with CMED.

