

Decentralized Community Models

Coordination and Marketing

Tyler Atchison, Jae Young Choi, David Christensen, and Andrew Stieber
Students in SMGT 3881W - Senior Seminar in Sport Management



This work is licensed under a Creative Commons Attribution-NonCommercial 3.0 Unported License.

To view the full license, visit

www.creativecommons.org/licenses/by-nc/3.0/

or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA. Any reproduction, distribution, or derivative use of this work under this license must be accompanied by the following attribution: “Produced by the Resilient Communities Project (www.rcp.umn.edu) at the University of Minnesota. Reproduced under a Creative Commons Attribution-NonCommercial 3.0 Unported License.”

This publication may be available in alternate formats upon request.

Resilient Communities Project

University of Minnesota

330 HHHSPA

301—19th Avenue South

Minneapolis, Minnesota 55455

Phone: (612) 625-7501

E-mail: rcp@umn.edu

Web site: <http://www.rcp.umn.edu>

The project on which this presentation is based was completed in collaboration with the City of Ramsey as part of the 2017–2018 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

The contents of this report represent the views of the authors, and do not necessarily reflect those of RCP, CURA, the Regents of the University of Minnesota, or the City of Ramsey.



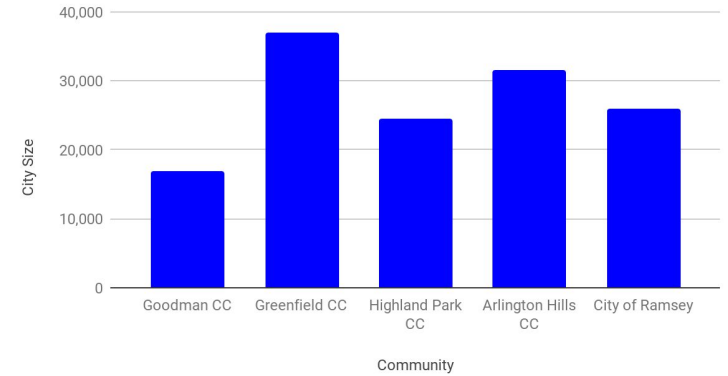
The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.



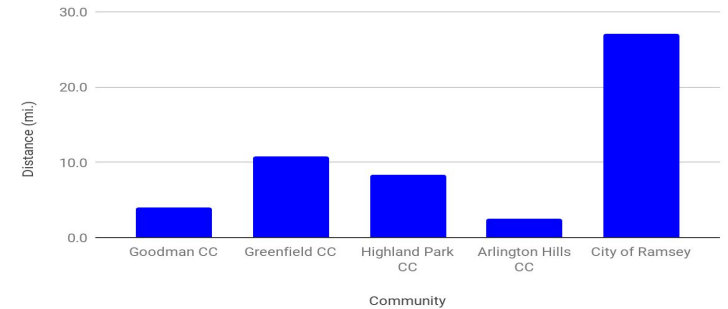
Community Examples

- This project analyzes various decentralized models that could be used by Ramsey to compare and contrast to their own needs and wants
- Centers were chosen based on a variety of criteria
 - Decentralized Partners
 - Proximity to a Metropolitan Area
 - Surrounding Community Size
 - Center Amenities

City Size



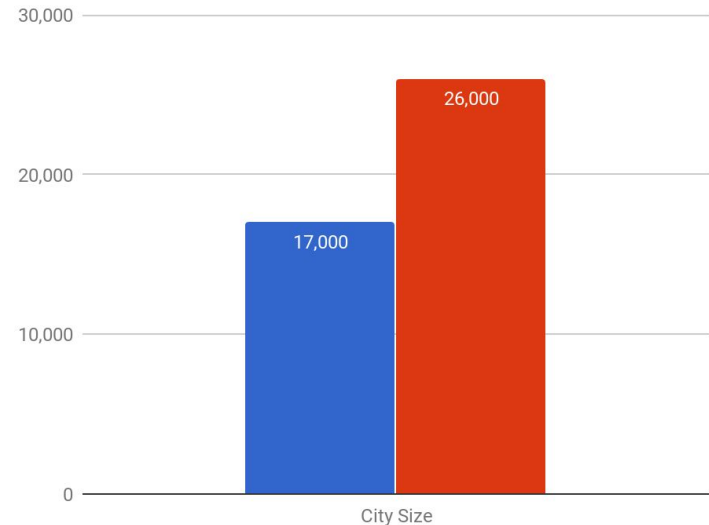
Distance From Metro





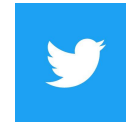
Goodman Community Center

- Located 4 mi. from Madison, WI
- Serves approximately 17,000 people
- Decentralized Partners
 - Parks, Sport Fields and a Botanical Garden
 - High School and Elementary School
 - Brassworks Building (meeting rooms and gym space)
 - Balwegg Art Gallery
 - Ironworks Cafe and Working Class Catering



Goodman Community Center

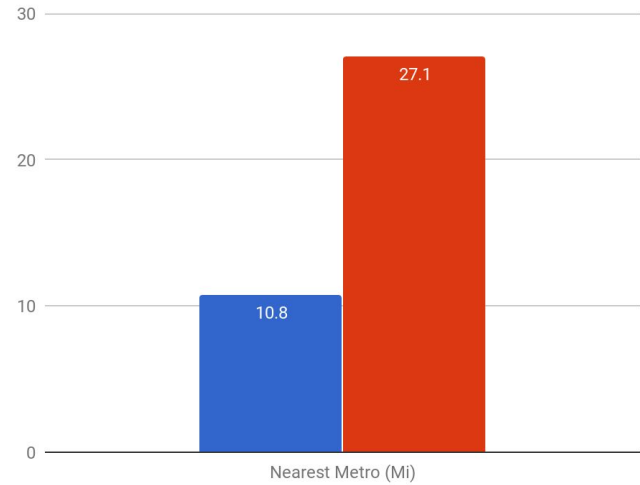
- Each business separately funded
- Coordination through an in-depth website
 - Programs and Services
 - Events
 - Schedule Changes
 - Volunteer and Employment Opportunities
- Also marketed through social media
 - Facebook
 - Twitter
 - Google+
 - Youtube





Greenfield Community Center

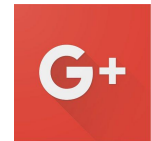
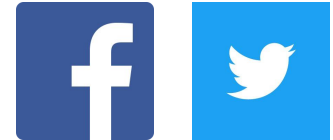
- Located 10.8 mi. from Milwaukee, WI
- Serves approximately 37,000 people
- Decentralized Partners
 - Various Parks that have Sport Fields
 - Oakley Fisher Center (separate community center)
 - Towering Woods Nature Area
 - Maple Grove Elementary School
- Smaller decentralized model
 - Mostly outdoor partnerships





Greenfield Community Center

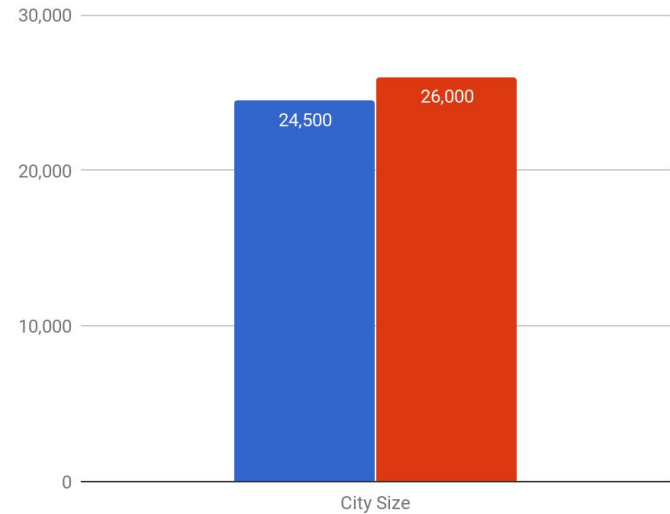
- Each partner has a separate website with space to list events
 - Has links on side to access the websites of partners
 - Calendar space not currently being updated
- Also has a link to a rental and information PDF, which gives more in-depth details
- Focuses Marketing and Coordination through social media
 - Facebook
 - Twitter
 - Google+





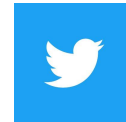
Highland Park Community Center

- Located 8.3 mi. from downtown St. Paul, MN
- Serves approximately 24,500 people
- Decentralized partners
 - Highland Park Library
 - Area parks and aquatic centers
 - Other recreation and community centers in the area
 - Public and private sport fields



Highland Park Community Center

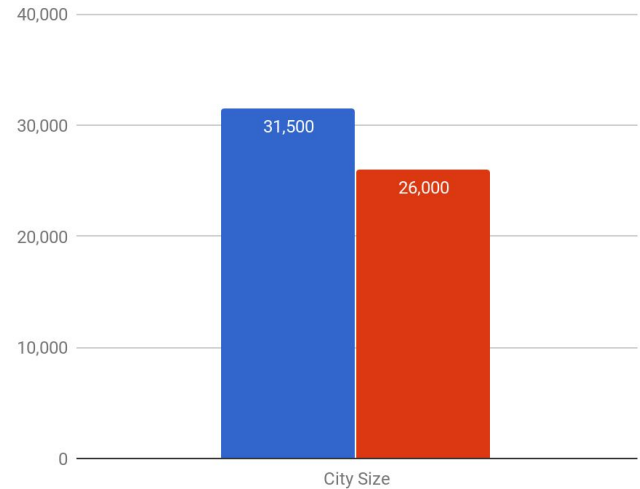
- Main source of marketing and coordination found on website
 - Links on the sidebar to various partners
 - In-depth, day by day schedule integrated onto webpage
 - PDF Activity Brochure also available, listing schedule for all partners
 - Able to register for classes online
- Also makes use of social media
 - Facebook link visible on sidebar
 - Twitter and Youtube links also available at bottom of webpage





Arlington Hills Community Center

- Located 2.5 mi. from downtown St. Paul, MN
- Serves approximately 31,500 people
- Decentralized Partners
 - Local library
 - Createch technology studio
 - Parks and aquatic centers in St. Paul
 - Multiple other recreation and community centers



Arlington Hills Community Center

- Own entity within same partnership as Highland Park
- Website offers easy navigation and necessary information
 - Information about various partners
 - Calendar link to see events that are occurring
 - Ability to register for programs online
 - Contact information easily accessible, along with map of location
- Prominent social media links at top of each page
 - Facebook, also an integrated Facebook ticker at bottom of the page
 - Twitter
 - Instagram



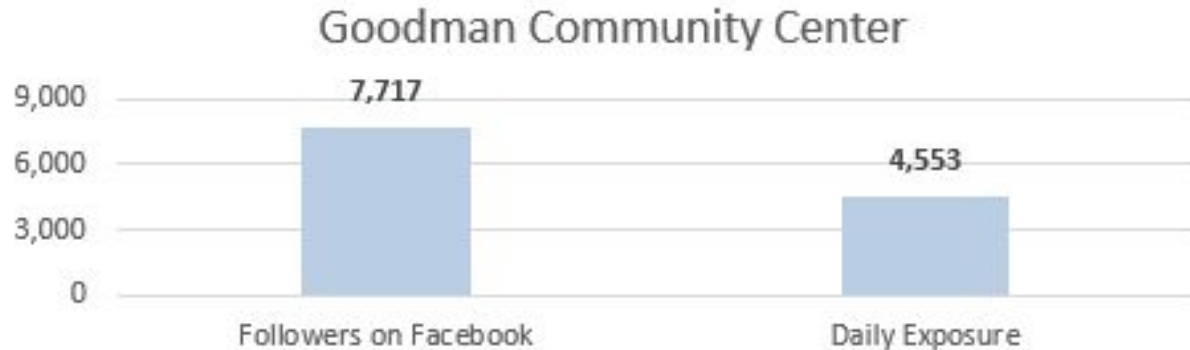
Social Media

1. Social media can showcase your community center
2. Social media can develop a loyal community

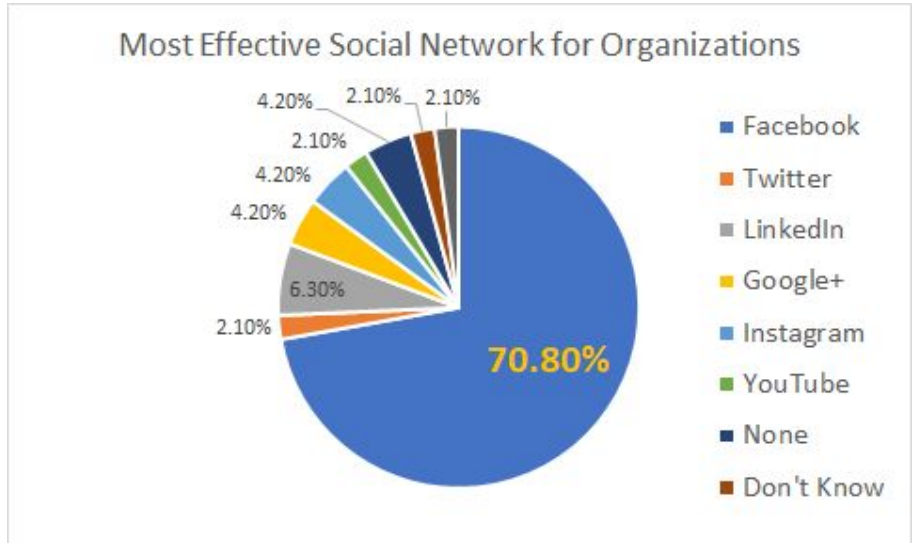
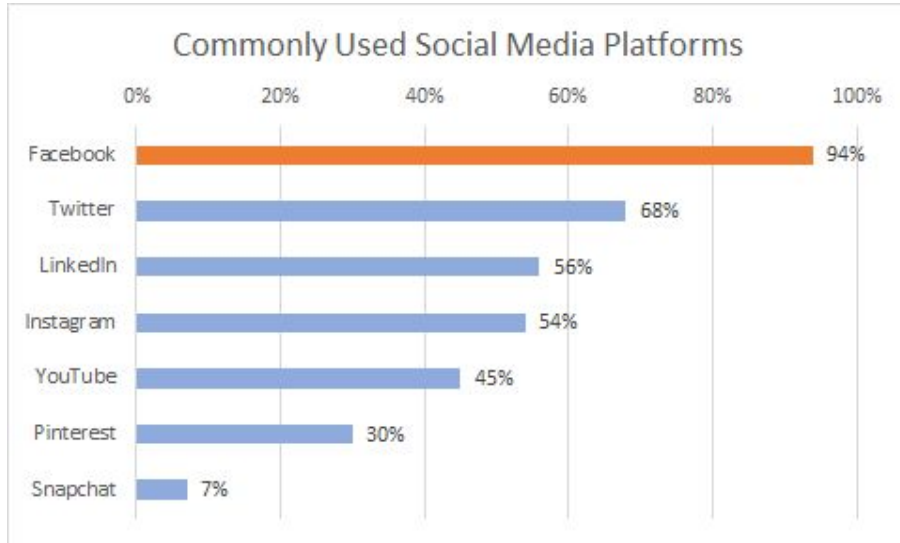


Social Media

- 3. Social media can increase digital exposure



Social Media Recommendation



Recommendations

1. Utilization of a “central hub”
2. Social media staff member
 - a. Potentially through internship
3. Further analysis of St. Paul’s decentralized model (Highland Park and Arlington Hills)





Thank you for your time

Are there any questions?

