



OHIO PARKS AND RECREATION ASSOCIATION FOUNDATION

GRANT – FINAL REPORT

Administrative Grant –

Summary of PCPD Promotional Marketing Videos

The \$1,500 matching grant met The Preble County Park District's (PCPD) need for raising awareness and informing Preble County residents and surround community about our park and our location.

The funds allowed us to acquire Professional Promotional Marketing Videos bringing us success in achieving a greater degree of understanding of our park in our community as well as more donations, participation at our events and programs, and visitations to our parks and trails.

Click on the links below to view videos:

Promotional Video - <https://vimeo.com/516269823> (one minute 50 seconds)

<https://youtu.be/DsUR9t9pf8E> (one minute 50 seconds)

Historical Video - <https://vimeo.com/535131618> (six minutes 43 seconds)

<https://youtu.be/w8f2NEhych4> (six minutes 43 seconds)

Participating agencies

PCPD worked with Business Design Guys (Sub-contractor Bryon Black Studios) a local professional marketing/production video company. Our local Boy Scouts of America, Troup 511 also assisted us with aerial drone video and pictures to help keep costs within our budget. Local and National Radio syndicate, KLOVE partnered with us by donating the audio personality for the narrative.

Evaluation of outcomes and impact

PCPD will continually monitor the outcome and effect of our newly acquired marking materials as follows:

The Preble County Park District has seen an immediate increase in awareness of our parks, programs and assets. Our new promotional video tells our story and has connected us with members of our community that would otherwise not known of our existence.

**Mailing Address: c/o Probate Court, 101 East Main Street, Eaton Ohio 45320
9691 State Route 503 North, Lewisburg, Ohio 45338
(937) 962-5561**

The videos are promoted on our new website www.preblecountyparks.org and Facebook page (Preble County Park District). We have already received our first online donation and have had an increase in donations by 20% within a month of airing.

Our initial Facebook promotion of the video received the highest “likes” of any past video, photo, flyer or post.

As a direct result of posting our video on other Community Facebook Pages, we have received numerous invitations to speak and present PCPD’s missions and vision in the community.

Description of subsequent plans

PCPD will continue to promote and utilize our new videos. We will also be using the audio in Radio commercials in the near future and will monitor our success.

Summary of expenses incurred

The project costs for the promotional video were a total of \$3,000 as expected. PCPD matched the grant of \$1,500.

Costs included one short promotional video of one minute and 50 seconds and a longer historical video of six minutes and 43 seconds. In addition, all video production costs, on-site video time, editing time, and other expenses (music, storyboards, scripts, videography, drone video, photos, narrator fees, studio rental, prop rental, etc.) are provided.

Bryon Black Studios donated a longer historical video documenting the history of our Allen & Adaline Garber Nature Center.

Please see the attached receipts at the bottom for details.

Review process

PCPD will measure the videos success and outcome quarterly for the committed one-year period and as long as we utilize the video.

Strategy for measuring our success:

Analyzing Data (See below) on the watched videos and the effects of increased donations, donors, program participants, community partners, volunteers etc.

Analytical data from the following:

Play Rate. (Play rate is the number of times our video was played divided by the number of views it generated.)

Shares, Likes, Comments, and Reactions

Click-through Rate (CTR)

Watch Time

View Through Rate (VTR) (The VTR is the percentage of people who saw your video that actually go on to watch the video in its entirety.)

Life Time Value of the Video (LTVV)

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Bryon Black | Photographer

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INVOICE

BILL TO

Mindy Davidson
 Preble County Parks
 Department

INVOICE # 1208**DATE** 04/21/2021**DUE DATE** 05/21/2021**TERMS** Net 30

DATE	ACTIVITY	QTY	RATE	AMOUNT	
	Commercial Videography Marketing video and historical video for Preble County Parks Department	5	300.00	1,500.00	
	Includes 5 trips to park for photo/video coverage				
	Video Editing Video editing for Promo video and Historical video	14	100.00	1,400.00	
	Promo video: 6 hours Historical video: 8 hours				
	Marketing Images Editing of marketing photos	1	400.00	400.00	
				Subtotal: 3,300.00	
	Discount Discount given to stay under \$3,000	1	-300.00	-300.00	
	Discount Payment already received - \$1,000	1	-	-1,000.00	
			1,000.00		
				PAYMENT	2,000.00
				BALANCE DUE	\$0.00

PAID

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