



DATE: November 13, 2013

AGENDA ITEM # 4

**TO:** Parks and Recreation Commission  
**FROM:** Beverly Tucker, Recreation Director  
**SUBJECT:** Monthly Staff Update

**RECOMMENDATION:**

Receive report

---

**Holiday Event Marketing**

Due to the 2014 Winter Recreation Guide publication occurring after the new year, a special marketing plan for promoting Recreation Department holiday events was created. This multi-pronged plan includes a direct mailer to residents, newspaper ads, direct email, social networking and targeted posters.

Events highlighted during the promotion are:

- |  |                         |
|--|-------------------------|
| • Gingerbread House Exhibit                                  | December 2 – 6          |
| • Day Trip: Great Dickens Christmas Fair plus Crèche Exhibit | December 7              |
| • Santa Home Visits  | December 13 and 14      |
| • Camp Candy Cane  | December 20 and 23 – 24 |
| • Pre Teen Holiday Camp                                      | December 20 and 23 – 24 |
| • New Year's Day Fun Run                                     | January 1               |

**Holiday Closure**

City offices, including the main Recreation Office, will close Tuesday, December 24 at 3:00 p.m. and re-open Thursday, January 2 at 8:00 a.m. Police and Fire services will remain open at all times.

**Work Plan**

The updated work plan is attached with additions from the September 11, 2013 meeting

Attachments:

1. Holiday Fun 2013 Print Ad
2. PARC 2013/2014 Work Plan ver5



**LOS ALTOS RECREATION HAS...**



# HOLIDAY FUN!

**COME JOIN US FOR ANY OR ALL...**

<p><b>GINGERBREAD HOUSE EXHIBIT ← FREE!</b> Mon, 12/2– Fri, 12/6 All Ages Welcome Deadline to register your house: Fri, Nov 15 No registration required for this exhibit viewing... <i>Simply Show Up!</i></p>	<p><b>PRETEEN HOLIDAY CAMP</b> Fri, 12/20–Tues, 12/24 (3 days) 7–12yrs</p>
<p><b>SANTA VISITS</b> Fri, 12/13 –Sat, 12/14 0–12yrs</p>	<p><b>DAY TRIP: GREAT DICKENS</b></p>
<p><b>CAMP CANDY CANE</b> Fri, 12/20–Tues, 12/24 (3 days) 4–6yrs</p>	<p><b>CHRISTMAS FAIR PLUS CRECHE EXHIBIT</b> Sat, 12/7 from 9:30am-5:30pm 18+yrs</p>
	<p><b>NEW YEAR'S DAY FUN RUN ← FREE!</b> Wed, 1/1/14 at 9am All Ages Welcome No registration required for this activity... <i>Simply Show Up!</i></p>

**FOR REGISTRATION INFO: [LOSALTOSRECREATION.ORG](http://LOSALTOSRECREATION.ORG) OR CALL 650.947.2790**