



Parks & Open Space

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PARKS & OPEN SPACE ADVISORY COMMITTEE MEETING

Time/Date of Meeting: 6:30 p.m., Thursday, Dec. 19, 2024

Location: Boulder County Courthouse
1325 Pearl Street, Third Floor, Boulder

TO:	Parks & Open Space Advisory Committee
FROM/PRESENTER:	Tina Nielsen and Liz Northrup, 50 th Anniversary Committee Co-Chairs
AGENDA ITEM:	Plans for Parks & Open Space 50th Anniversary Celebration in 2025
ACTION REQUESTED:	Information Only

Background

Boulder County Parks & Open Space Department (BCPOS) was created on January 1, 1975, and will celebrate 50 years in 2025! From our early acquisitions (many through land use actions or donations) to our current land and water portfolio (making BCPOS one of the largest municipal open space programs in the country), not to mention all our work on restoration, recreation amenities, agricultural stewardship, and public outreach, we have a lot to celebrate. The purpose of this memo and presentation is to share our goals and plans for the celebration.

Celebration planning began in late 2023 with a volunteer “50th Anniversary Steering Committee.” The committee’s first outreach was a call for ideas at the fall 2023 all staff meeting. Working with those ideas as a starting point, the committee developed a theme and logos, proposed target markets and marketing strategies, public program ideas, staff programs, budget, SWAG ideas, and more.

Theme

Our overarching theme is “Rooted and Reaching” to mark 2025 as an inflection point for reflecting on our origins and building on our legacy. We’re excited to share our logo images with you in the presentation.

Goal and target Audiences

The goal of the 50th Anniversary celebration is to raise awareness of the county’s amazing natural heritage and highlight the work of staff, our everyday heroes who carry out our mission and vision. Target audiences are youth and underserved populations in addition to all our stakeholders.

Marketing and Media

Our public facing work groups (Education & Outreach, Public Information and Engagement, and Rangers) are developing programs and marketing messages. Here’s a preview:

1. 50th Anniversary Webpage will be a landing page with some history and links to a calendar of events and related information, including the evolution of open space acquisitions, Founder’s video and other relevant videos, podcasts and blogs, digital version of the newspaper insert and BCPOS Foundation.

2. Newspaper insert to be published March 2025. This 11-16 page piece will be distributed with newspapers and to libraries, festivals, etc. A digital version will be available online.
3. Traditional media: newspaper, bus, radio ads. Radio and bus ads are new for BCPOS and have the potential to expose our messages to different market segments, including underserved populations. We would likely do many of these in Spanish and air them on Spanish radio stations.
4. Social Media: Posts and videos through the usual channels, plus a new blog: “Fun Fact Fridays” and a new podcast series: “Voices of Stewardship.” Some podcasts will be in Spanish only.

Public Programs

In addition to incorporating themes of the anniversary into our standard programs, special events are in the works, including a special Ag tour and workshops to elicit ideas, thoughts, and dreams about the future of open space.

Staff Events

Staff is an important target audience. The goal is to host staff events to build awareness and appreciation of BCPOS origins, build community, and have fun celebrating our anniversary. Events include a staff party, a family picnic, and activities in conjunction with the County Fair, including the parade and a booth during Fair.