

To: Mayor and City Council
Park Board

From: Heidi Nelson, City Administrator
Chuck Stifter, Parks and Recreation Director
Carol Morris, Communications Coordinator

Date: July 14, 2022

Subject: **Community Center project – communications update**

Communications surrounding the Community Center project continue to be robust. City staff continues to work closely with Rapp Strategies on a consistent and coordinated communications effort.

The primary focus of the outreach is to Maple Grove residents as those who are registered voters will be the ones to vote on the local option sales tax, which is the primary source of funding for the \$116 million project.

The goals of the city's outreach are to:

- Raise public awareness of the Community Center project and the demand that has been building for a wider range of services and programs.
- Educate residents about the need to reinvest in the center after 25 years of operation.
- Reinforce the role the center plays in our community and the impact it has regionally.
- Educate residents about the local option sales tax.
- Garner input from residents, businesses, and key stakeholders to ensure a project that will meet the needs of the community for years to come.

As the election season is underway, this a good opportunity to share the outreach that will build on the ongoing efforts to inform and educate our community stakeholders.

Community outreach

Community outreach includes Community Center project presentations to numerous and varied community groups and representation at community events.

Completed

- Age-Friendly Maple Grove
- Arbor Lakes Business Association
- Experience Maple Grove booth at Chalkfest
- Lake Quality Commission
- Maple Grove Arts Center
- Maple Grove Days business expo booth
- National Night Out neighborhood coordinators meeting

Scheduled

- Arbor Committee
- I-94 West Chamber of Commerce
- Maple Grove Community Organization
- Maple Grove Fire Department fire officers
- Maple Grove Historical Preservation Society
- Maple Grove Rotary
- Maple Grove Women of Today
- Osseo Maple Grove Athletic Association (baseball/softball)
- Planning Commission

Pending

- City hosted presentations to homeowner associations and businesses
- Community Center open house
- Farmers Market
- Maple Grove Lions
- Maple Grove Youth Football Association
- Minneapolis Regional Chamber of Commerce
- Northwest Area Jaycees
- Osseo Maple Grove Basketball Association
- Osseo Maple Grove Hockey Association
- Osseo Maple Grove Lacrosse Association

The following have been the consistent sources of project information and updates:

Ongoing communication avenues

- Community Center project website (growingtogethermaplegrove.org)
- Dedicated email for questions and input (growingtogether@maplegrovern.gov)
- Dedicated voicemail for questions and input (763-494-6519)
- Social media (both city and parks and recreation)

- City website
- City Focus newsletter
- Press releases
- Parks and Recreation e-newsletter and activity guides
- Print flyers, FAQs, and fact sheets at Government Center, Community Center, Public Safety Facility, and Transit Station.
- Utility billing stuffer during July, August, and September
- Posters and display banner at Community Center
- Electronic display screens at Government Center, Public Safety Facility, Community Center, and Central Park
- Billboard in Maple Grove along I-94/694 between Hemlock Lane and Highway 169.
- CCX Media features as well as Mayor's Minutes (every two months) and Maple Grove City Report (twice a month)

We have established a solid foundation for project communications. All of these help us maintain positive connections to move the Community Center project forward while ensuring stakeholders feel their voice has value.

Our communication efforts will continue to be robust and be flexible, so our messaging can address any questions that may arise as well as share the ongoing progress and many positives about the project.

Please do let us know if you have any questions or input on the project communications and outreach.