



CASE STUDY:

PEKIN PARK DISTRICT REBRAND

Founded in 1902, Pekin Park District has a long and proud history of serving the residents of Pekin, Illinois and beyond. Their facilities and services encompass over 2,275 acres of land with multiple parks and various recreational offerings including: waterpark, educational and recreational classes, a senior activity center, fitness center, multiple golf courses, and an arena that houses an ice rink.



**PEKIN PARK
DISTRICT**

The Challenge

As Pekin Park District (PPD) grew, various programs and facilities took on identities of their own – separate and apart from the park district itself. With no cohesive brand connecting facilities and programs, even life-long Pekinites struggled to know what programs and properties were PPD offerings, and what were not. The challenge became how to rectify their brand dissonance and bring PPD's offerings together as one brand to build awareness and develop trust and loyalty with consumers without each district property losing its own identity.



See the brand dissonance below for yourself!



The Solution

A complete branding system that honors the proud history of Pekin Park District (PPD) while modernizing the brand for use across various marketing platforms.

To bring together PPD facilities, programs, and services into one cohesive and identifiable brand, McDaniel's Marketing recommended and implemented the refinement and modernization of the PPD brand in such a way as to:

- Make its use consistent across varied platforms.
- Make its use across all PPD properties simpler to implement.
- Modernize the look and feel of the PPD brand as they sought to draw in more consumers of their services and "to progressively meet the changing needs and desires of the community, while embracing cherished traditions."



PEKIN PARK DISTRICT

Pekin Park District's new branding system:

This recommendation was implemented in the form of a complete branding system made up of (8) separate logos. The logos took on a badge type of effect with the binding imagery in each logo paying homage to the most identifiable PPD landmark – the Mineral Springs Park Pavilion. With the base design set, imagery and colors for other facility logos change to provide each facility its own identity without losing brand consistency.



**DRAGONLAND
WATER PARK**
Pekin Park District



**LICK CREEK
GOLF COURSE**
Pekin Park District



**MAGIC DRAGON
MINI GOLF**
Pekin Park District



MILLER CENTER
Pekin Park District



**PARKSIDE
FITNESS**
Pekin Park District



**PARKVIEW
GOLF COURSE**
Pekin Park District



**VETERANS
MEMORIAL ARENA**
Pekin Park District



Impact & Results

The branding system for Pekin Park District (PPD) was introduced to the public in January 2020 and quickly adopted across all segments of the district. The first order of business was to update logos across all digital platforms, including social accounts and websites. The park district play guide was also reimagined to incorporate the new branding system – creating a cohesive brand identity within this important communications tool. Digital advertising was also launched via Facebook.



PEKIN PARK DISTRICT

PEKIN PARK DISTRICT ADULT SOFTBALL LEAGUES - STARTING APRIL 19TH

REGISTER NOW!
MINERAL SPRINGS DIAMONDS #1 & #2
REGISTRATION:
\$750 per team
\$29 per player before play

OFFERING MANY LEAGUES: CHURCH, INDUSTRIAL, LADIES AND CO-REC
For more information visit pekinparkdistrict.org

All activity dates, times, and offerings are subject to change in response to COVID-19. Please go to pekinparkdistrict.org for the most up-to-date program offerings.

DRAGONLAND WATER PARK: BACK AND BETTER THAN EVER

As the weather warms up, the countdown to pool season begins. Thankfully, kids (and parents) can let out a cheer because the water slides are back and better than ever with the \$650,000 DragonLand Water Park renovation! "Our slides are getting completely reworked, relocated and retooled," shares Shawn Powers, Pekin Park District Superintendent of Recreation. "They are going to come back like brand new. We also replaced the roof and are getting new hoses, a new filtration system, and all new pumps with variable speeds for the whole system. The cool thing about this is that the new system takes up a quarter of the footprint and will save thousands of gallons of water, hundreds of gallons of chemicals, and thousands of dollars in the energy to heat and filter the water. It's definitely a nice upgrade from the original 1992 system."

KIDS AND UP: THE BEST WAY TO PLAY IN THE SUN
DragonLand has a little something for everyone. Located on three plus acres in Mineral Springs Park, younger kids enjoy the zero-depth play area, "Cuddly" the dragon slide, multiroom waterfall, jays and sand beach play area. Older kids love zipping down two water slides, playing in the heated pools and competing on the sand beach volleyball court. And parents will enjoy the full concession stand and extended deck with hundreds of lounge chairs to relax in. It's even fully handicap accessible, making it a fun day out for everyone! "The sand beach play area is really geared towards the younger kids, but every now and then, you'll see some 12 and 13 year olds building a massive sand castle," continues Powers. "We do have sand toys and castle building tools, but families are welcome to bring their own."

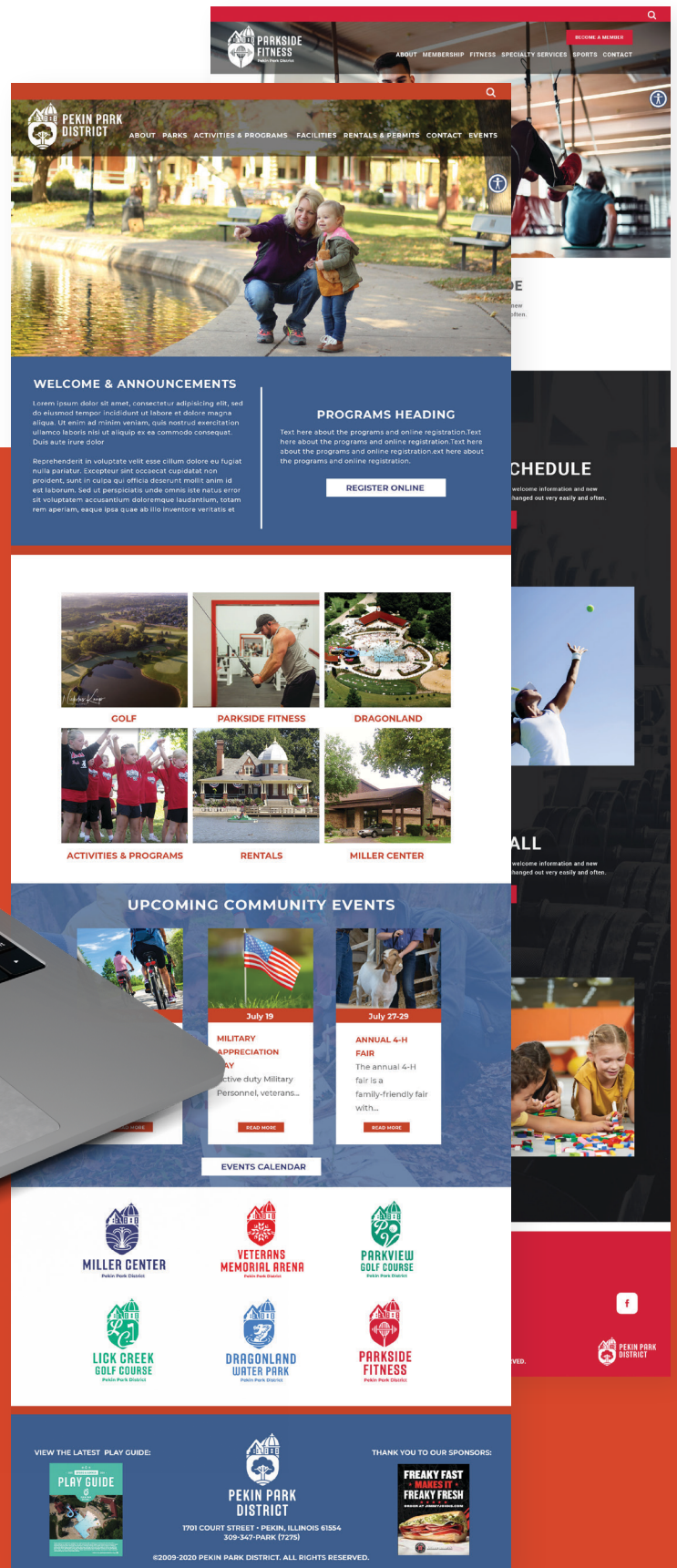
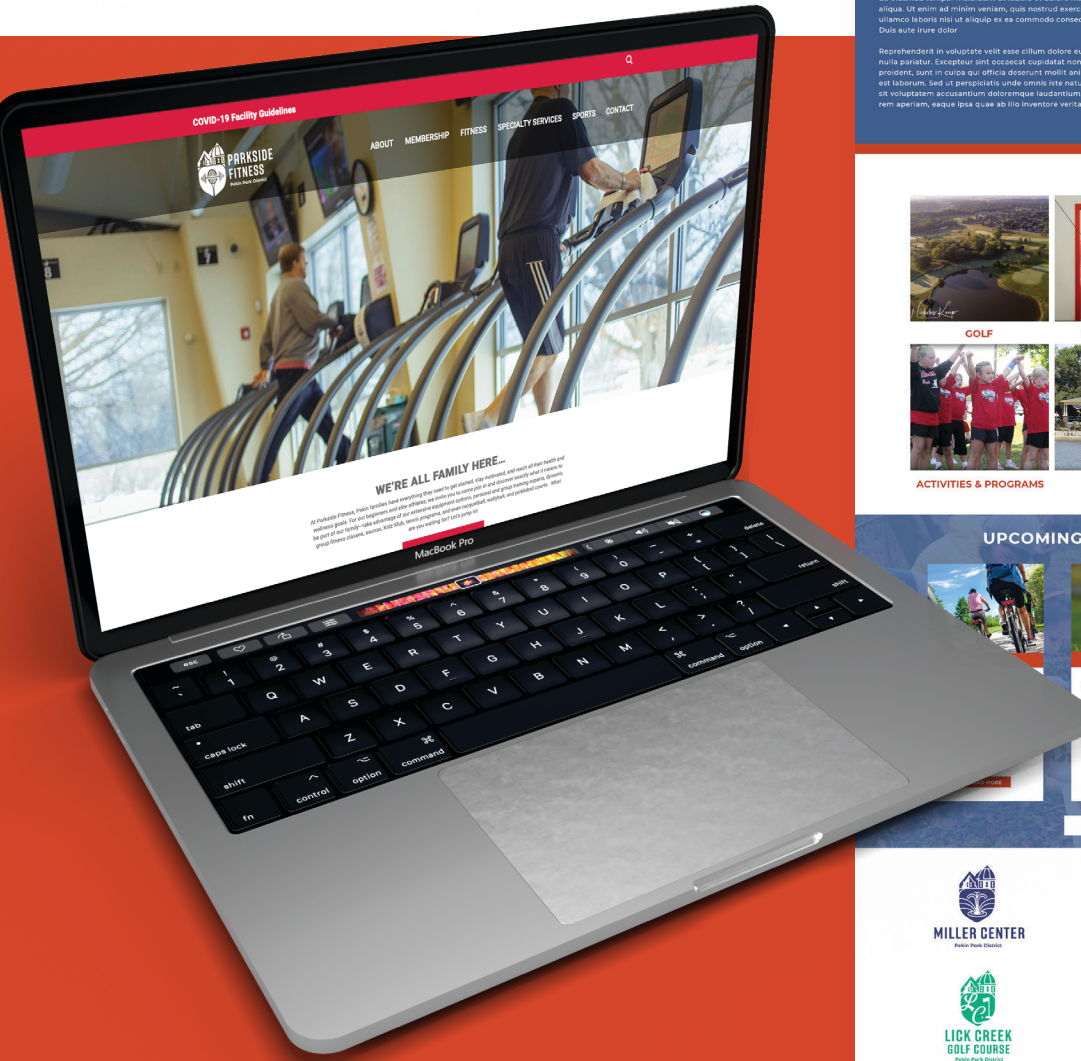
AWARD-WINNING LIFEGUARD STAFF
DragonLand also has an award-winning lifeguard staff that is expertly trained to make sure your visit is a safe one. "We have eleven on-duty lifeguards and seven lifeguards watching the pool at any given time," shares Powers. "Our lifeguards work very hard. Just to become a lifeguard they have to go through 24 hours of instruction and training, then they have to maintain four hours a month of extra training. We do more than that. We usually do about four hours a week with them to keep them sharp."

NEW 2020 SWIM LESSON PROGRAM
"We also have a new swim program starting up this year," shares Powers. "Call Ellis Swimming, the same company that certifies our lifeguards, will be certifying our swim instructors. We're offering both morning and evening classes again and I think the program will be easier for parents and kids to know how they should progress."

Bottomline, DragonLand is a great place to spend your summer. So, grab your sunblock. Come out and have some fun! And if you need swim lessons, check out the swim schedule and class descriptions to see where your child fits best. There's something for every level – infants to adults!

New Websites

To further build brand awareness and enhance the district's digital presence, a new website for Pekin Park District is in development and scheduled for launch early 2021, and a new website for Parkside Fitness was launched in November 2020.



McDaniels Marketing could work the same magic for your park district.
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