



## Parks & Recreation

June 18, 2008

To Whom It May Concern:

The City of Boise Parks & Recreation Department purchased Idaho IceWorld in 2004. The primary focus became increasing visitations to public skating, learn to skate classes and birthday parties at the facility.

Much research went into the marketing of Idaho IceWorld. The facility operates on a limited marketing budget under City guidelines. We selected Towne Planner Calendar as one of our primary marketing partners offering buy one get one free public skating as well as \$10 coupons for learn to skate enrollment or birthday parties. The impact the coupons had was immediate and the Towne Planner coupon became the most redeemed offer at Idaho IceWorld. We attribute a 30% increase in our public skating visitors the first year to the coupons in the calendar.

Four years later we still rely heavily on the Towne Planner Coupon to attract visitors to Idaho IceWorld. The coupon continues to be our most redeemed offer by a wide margin.

The cost per thousand ratio from the Towne Planner and the redemption value is tremendous and we will continue to utilize this valuable tool in our long term marketing needs.

Sincerely,

*Wayne Davidson*

Wayne Davidson, Marketing  
Boise Parks & Recreation Department  
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/wd



**FREE**  
**Ice Skating**

Buy 1 Public Skating  
and receive 1 FREE

DOES NOT INCLUDE SKATE RENTAL

OR

**\$10 OFF Any Birthday  
Skating Party Package**

**7072 S.  
Eisenman**

**Idaho IceWorld** **BOISE**  
331-0044

800-377-3529 TDD/TTY

Must be used during scheduled public skating session • Limit one per person  
Not valid with any other offer • Valid 2008

**\$10 OFF**  
**Any Birthday  
Skating Party  
Package**

**INCLUDES**

- Party Hostess
- Party Room
- Ice Skating
- Cake & Soft Drinks
- Food (optional)

**7072 S.  
Eisenman**

**Idaho IceWorld** **BOISE**  
331-0044

800-377-3529 TDD/TTY

Not valid with any other offer  
Valid 2008

**\$10 OFF**  
**Learn to Skate Session  
or Youth Hockey Program**

NEW ENROLLMENTS ONLY

OR

**Free Ice Skating**

Buy One Public Skating and Receive One FREE

DOES NOT INCLUDE SKATE RENTAL

**7072 S.  
Eisenman**

**Idaho IceWorld** **BOISE**  
331-0044

800-377-3529 TDD/TTY

**REGISTER NOW FOR YOUTH & ADULT  
ICE HOCKEY LEAGUES!**

Limit one per person  
Not valid with any other offer  
Valid 2008

### MISSION STATEMENT

Boise Parks & Recreation Department's mission is to enhance Boise's quality of life by working in partnership with the community to foster and support citizen well being and healthy community environments. TDD/TTY 800-377-3529

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