



## Legislation Text

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### Title

Winter/Spring 2021 Recreation & Parks Brochure

### History

The Recreation & Parks Department mails out three seasonal brochures each year to all Orland Park resident households. The approximate cost to print each seasonal brochure is \$14,531. The brochure is delivered by the U.S. Postal Service at an estimated cost of \$7,672. The exact printing and postage costs are dependent upon the final number of brochure pages and the total quantity of brochures ordered. There were 28,500 Winter/Spring 2019 brochures printed. Of these 26,313 were delivered to resident households while the remaining 2,187 were distributed around Village facilities.

As the uncertainty of the pandemic continues, staff is proposing to offer the Winter/Spring brochure in a digital format only. Doing so allows for updates to the brochure to be made on an ongoing basis ensuring the information within the brochure is accurate and working within the most current COVID-19 guidelines.

The Winter/Spring brochure will go online November 25, 2020. Residents will be made aware of the new brochure by including a promotional insert in all resident water bills in the mid-October and mid-November mailings for an estimated cost of \$1,600. Additionally, the online date will be promoted on the Village's website and through Village social media accounts.

### Financial Impact

Publishing the Winter/Spring brochure in a digital format only will save approximately \$20,603.

### Recommended Action/Motion

I move to approve to publish the Recreation & Parks Winter/Spring brochure in a digital format only, notifying residents of the brochures' online date through the mid-October and mid- November water bill cycles.