



**Sibley HealthBeat dedication and ribbon cutting**  
10 a.m., Friday, August 9  
Sibley Park, 900 Mound Avenue (near Sibley Farm)

**Mission**

Event to showcase capability and benefits of Sibley HealthBeat, Mankato's first outdoor exercise equipment, in Sibley Park.

**Goals**

- ◆ Attendance at event.
- ◆ Provide information about new exercise equipment at Sibley Park so equipment gets used.
- ◆ Sponsor recognition and partnership with the city.

**Key Messages**

- ◆ Sibley HealthBeat:
  - ◇ is unique in that it's Mankato's first outdoor fitness system to promote health and wellness in a city park.
  - ◇ helps make it easy for everyone to engage in fitness.
  - ◇ gives people an opportunity to be active at no cost and is available at their convenience.
- ◆ Outdoor fitness equipment donated generously by Mayo Clinic Health Systems.
- ◆ Engaging in regular exercise can enhance people's health.

**Target Audiences**

- ❖ Mankato residents
- ❖ Families
- ❖ Seniors
- ❖ Business opinion leaders
- ❖ Formal opinion leaders

**Promotion budget = \$300**

**To do:**

\_\_\_\_\_ Schedule appearances on talk shows between **mid-July and early August**.  
All are in-studio interviews. [Edell to schedule for Mac/Kevin]

- \_\_\_\_\_ Radio—Radio Mankato—to be confirmed
- \_\_\_\_\_ Radio—Clear Channel—to be confirmed
- \_\_\_\_\_ Radio—KMSU—to be confirmed
- \_\_\_\_\_ Radio—KTOE—to be confirmed
- \_\_\_\_\_ KEYC – to be confirmed (two shows)

X  **July 5** – See if someone from vendor can demonstrate Sibley HealthBeat

equipment . (vendor contacted; waiting for confirmation)

- July 12** – contact designer to develop an electronic ad/invite (\$300)
- July 12** – Line up a tent, podium and PA system (contact civic center staff to deliver on August 9 at 8 a.m. at the Sibley HealthBeat area)
- July 15** – invite Vine to bring an instructor to be part of the demonstration; ensure a diverse age group
- July 19** – distribute electronic ad via email (pull past event lists)
- July 23** —Develop fast fact sheet to distribute at event (use invite art). Create a long-lasting shelf life. Print in-house and make an electronic version to place on website and Facebook. [Edell]
- July 26** – Recognition plaque complete in Sibley Park
- July 31** – Develop and distribute news release announcing dedication to the media, news subscribers, Facebook, Twitter, web site. [Edell]
- August 1** – media news interview-photo-video opportunity focusing on demonstrating health benefits of the equipment (since the equipment itself was already covered)
- August 1** – place as feature story in August edition of City News online
- August 1** – display as featured news on city’s website
- August 9** – event held

**Weather details—event will be held rain (tent) or shine**

**Agenda (length 20 minutes) – program begins at 10:30 a.m.**

1. Welcome – Mayor of Mankato (2 minutes)
2. Mayor to unveil plaque recognizing Mayo Clinic Health System for their contribution (1 minute)
3. City Manager Patrick Hentges thanks Mayo Health Clinic System for their contribution and benefits of the equipment to the community. Speak to other contribution opportunities. Thanks to refreshment/carriage ride sponsor(s). (5 minutes)
4. Sibley HealthBeat recap features and benefits – Mark (Mac) McQuillan (5 minutes)
5. Mayo Clinic Health System representative to speak about reasons why they generously helped fund Sibley HealthBeat (health and wellness, opportunity for everyone to engage in fitness) (5 minutes)

6. Mayor thanks everyone; announces that a fitness equipment demonstration will be held now; encourages people to stop by the farm and see the animals (public information staff to hand out Sibley Farm brochures) (2 minutes)