

Community Profile & Trends

Competitive Analysis

Three direct competitors are identified below as examples of organizations that provide similar services and compete for the same target audiences.

	TULSA PARKS & RECREATION	YMCA OF GREATER TULSA	THE SALVATION ARMY	TULSA COUNTY PARKS (CHANDLER, O'BRIEN, LAFORTUNE)
Key feature	Programs for youth, adults, and seniors	Programs for youth, adults, and seniors	Programs for adults and school age children	Programs for youth, adults, and seniors, Golf
Price	Varies based on program; range \$0-\$200	Memberships: Youth = \$12/month Teen = \$22/month Young Adult = \$54 joining fee + \$42/month Adult = \$54 joining fee + \$47.75/month Senior = \$54 joining fee + \$42.50/month Household = \$54 joining fee + \$71.25/month Senior Household = \$54 joining fee + \$63/month Single-Parent Family = \$54 joining fee + \$52/month Additional Adult = \$27 joining fee + \$23/month	Memberships: \$35 Youth \$65 Adult	Varies based on program
Primary customer	Tulsa residents and surrounding communities	Families	Parents of school age youth	Families
Customer benefit(s)	Convenience of programs		Convenience for parents	
Program highlights	Aquatics, Camps, Education/Social, Fitness, Outdoor Leisure, Performing Arts, Special Events, Sports (adult & youth), and Visual Arts	Cycling, Yoga, Strength Training, Cardio Workouts, Pilates, Dance, Water Exercises, Martial Arts, Gymnastics, Swim Lessons	After school care, Youth Sports, and Arts & Crafts	Special Events, Activities for Preschool, Youth, Adult and Senior, and Exercise Classes
Strengths	9 locations, Affordable, Variety of programming	6 locations, Financial Assistance, and an income-based rate scale for memberships, Childcare	Enhances education, Transportation to/from school	Affordable, Variety of programming
Weaknesses	Marketing	Joining fee plus a monthly membership rate	Minimal facilities, additional fees on top of membership, Christian-based	Minimal facilities, located outside communities/neighborhoods
Marketing strategy	"Purely Parks"	"Strengthening the Foundations of Community"	"Doing the most good"	Health and Wellness