



Location

- Main Campus:
> Behind Building G
Grey Oaks:
> Behind Building D
Grande Lake:
> Behind Building A



For more information

Website
www.mooringspark.org/dog-park

Email
dogpark@mooringspark.org

Phone
239-354-3457



DOG PARK

Moorings Park Values

Moorings Park communities values to offer their residents simply the best. We believe taking care of our furry residents is part of it - and we love them.

Disclaimer: As every service provided by Moorings Park communities it is at no cost for the residents at any given time.

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Services for your furry friends

Our partners are trained,
skilled and have previous
experience with dogs.



Dog parks are by size

We appreciate every size of dogs and ensure the dogs safety. Each campus has a separate area for the dogs size.

- Small dog: 10-20 pounds
- Medium dog: 20-35 pounds
- Large dog: 35+ pounds

If you are not sure we have measurement tools in front of each dog park gate entrance.

Common space: in the middle of the three separated parks is a common space where every dog is welcome to play together.



- Training
- Pick up / Drop off
- Grooming
- Group play time
- One-on-one play time
- Social activities with their owner

Grooming



- Bath & blow dry
- Hair-Cut
- Hair-Trim
- Nail cutting & buffering
- Tooth brushing
- Ear cleaning

Grooming services are
offered also to your other
furry companion



* Appointment required

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- What's the name of your company and did you design a brochure/flyer for the company?

I decided to create a brochure for Moorings Park communities.

- Briefly recap your intended audience, your goal and how you would distribute your brochure/flyer.

The primary target audience would be the residents of Moorings Park communities, which include all three campuses: OG Campus, Grey Oaks and Grande Lake. The community switched to a dog friendly community couple years back, so many of these residents have dogs, which are mainly targeted. Nonetheless, also residents who do not have dogs yet but waited for an opportunity like this to adopt a dog. The residents are 60+, male and female. The secondary audience would be the relatives, meaning family and friends, of the residents of Moorings Parks. They are in ages of 45-65, male and female. These have dogs as well or just want to take their relative resident to the dog park. Sometimes residents cannot take out themselves the dog so a family or friend helps out.

The goal is A new dog park has been added and now all three campuses of the Moorings Park communities have an park. Where they also do dog training, socializing events and much more for the residents. Since I want to distribute it within the community and its relatives, it is appropriate since its "handy" to refer top. Also, I want to encourage the residents to go out and socialize. Also, I want to show that Moorings Park communities values the residents pets just as much as the residents themselves.

- What is one thing you did with your brochure/flyer to engage or build a relationship with your audience?

With providing the information about the dog parks, the residents are able to use all services for their furry companion. Animals are family and I showed the company is treating them as such, which builds trust and happiness within the residents. I built in engagement by residents being able to use the dog park and to be able to email/call to receive more information or to make an appointment to receive the other services as well.

- What is one thing you learned about brochures/flyers from completing this assignment?

I learned that brochures are like mini-handly-websites. I treated it as such and made it very informative, clear and simple.

- What is one design principle that you utilized in designing your brochure/flyer?

I made sure I have much contrast, which is why I choose a natural base color with pictures of dogs in the park or saloon. I also looked at alignment and looked if the pictures and text are not always in the same spot but still fit together and create unity.

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