

## Oregon Parks and Recreation Commission

November 19, 2009

---

Agenda Item: 11

Information

Topic: **Marketing Update**

Presented by: **Kyleen Stone**, Assistant Director, Recreation Programs and Planning

---

### Background:

Good marketing is always about capitalizing on strengths, and making emotional connections to audiences. Businesses do that largely through branding, and OPRD's strongest asset is its brand. Our brand is our promise to our customers. It is a value that we share with customers, and it is always more than the sum of its parts. It is customer service; the interpretive programs we give; the signs people see and the uniforms we wear; how clean the restrooms are; the price and the look of a day use pass; how customers feel when they drive up to the booth or unload the car for a picnic; it's the ocean shore; it is safe time with family outside. Our job in marketing is to ensure that we stay true to our promise— our brand.

The six marketing themes reported to the commission in 2008 have not changed.

General Theme	Message	Connection to OPRD Brand
Repairing Oregon State Parks	OPRD is repairing parks to meet the high standards that Oregonians asked for in 1998	You can count on parks as you know them to be here for your children and their children.
Acquiring and Opening New Parks	OPRD is purchasing and developing new property in response to a real need for new parks.	People need parks; we're making them. We are saving Oregon's special places.
Community Support and Partnerships	OPRD improves social and economic environments in local communities	OPRD in your community means great parks and trails.
New Markets, New Supporters	Attract new customers, especially populations that don't traditionally use parks	Using Oregon State Parks is a fun, easy way to improve your well-being.

General Theme	Message	Connection to OPRD Brand
Strengthen Traditional Markets	Keep the loyalty of our existing customers	The institution of Oregon State Parks is here to stay.
Stewardship and Resource Protection	OPRD manages natural resources sustainably, balancing the needs of today with the needs of tomorrow.	Saving things so they aren't lost.

### 2008-09 Highlights

OPRD's strong brand identity has positioned us well to endure the recent economic downturn. Like other units in OPRD, we reduced our marketing budget and permanent staffing when Lottery and other revenues shrank. By using new media, public relations and small media buys, we have stretched our dollars to achieve the following:

- **Grants:** We developed and executed a targeted and multi-faceted campaign to improve public awareness of the role OPRD plays in funding local park and recreation projects.
- **Grant's Getaways:** Grant McOmie's TV and web broadcasts about Oregon getaways that feature parks and natural resource areas. This is a joint project with Travel Oregon, Oregon Department of Fish and Wildlife and Oregon Marine Board.
- **Park opening celebration events:** Crissey Field, Iwetemlaykin
- **"Camping is an Oregon Value" coupon campaign:** stay two nights, get third free at selected campgrounds. Ran June 10-September 30. Web-based coupon; marketed solely by email and Twitter.
- **OPRD website improvements:** many new videos, new site for park engineering projects; agency-wide preparation for new architecture and "look and feel."
- **Go Click/Go Play:** Internet based photo contest and calendar.
- **Merchandise:** launched new line of clothing, catalog and park store sales
- **Oregon 150** calendar, events, promotions & special publications
- **Hispanic Outreach:** Printed Parks and Heritage Guide and JR Beaver Color Book in Spanish
- **Oregon State Fair:** Continue to improve marketing of OPRD brand at annual event.

**Top Workplan Priorities 2009-11**

- Expand and execute statewide Let's Go Camping program
- Devise strategic business plan for merchandise
- Modernize OPRD web pages and improve new media strategies
- Develop and execute new park and local Facility Investment Program publicity strategies
- Park-a-Year opening events: Beaver Creek in 2010, Bates in 2011 and preparation for 2012 opening of new park along John Day River (former Murtha.)
- Improve and expand JR Beaver marketing and identity

**Action Requested:** None

**Prior Action by Commission:** Information item May 8, 2008

**Prepared by:** Kyleen Stone and Jean Thompson