

# Oregon Parks and Recreation Commission

May 8, 2008

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Agenda Item: 13

Information

Topic: Marketing Plan

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

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## **Background**

OPRD's prior marketing plan was written in 1996. The goals of that plan were to generate revenue and increase awareness of specific camping services. We feel that the old marketing goals no longer meet our needs and are not consistent with the following important planning efforts that have occurred since:

- The Centennial Horizon Plan;
- Target 2014 goals and strategic communications plan;
- The Commission-adopted investment strategy;
- The Statewide Comprehensive Outdoor Recreation Plan; and
- The Strategic Interpretive Plan.

## **New Strategic Marketing Plan Assumptions**

The ultimate objective of the strategic marketing plan is to connect people, literally and figuratively, with OPRD and our services. We want people to connect OPRD with "quality of life" principles that we believe Oregonians value:

- Outdoor recreation;
- Natural resource stewardship;
- Environmental education and interpretation;
- Cultural and heritage understanding; and
- Good management of public funds.

## **Priority Marketing Messages**

We based the following message themes on customer and SCORP research findings, meetings with OPRD line staff and managers, and synthesis of priority messages from other OPRD reports and plans.

- Repairing Oregon State Parks
- Opening New Oregon State Parks
- Leadership & Outreach through Grant Programs and Community Assistance
- Seeking New Customers and Park Supporters
- Traditional Markets
- Resource Protection

### **Budget and the State of Marketing Technologies**

OPRD has allocated approximately \$140,000 this biennium to execute the elements of this strategic plan. Traditional campaigns using television or radio will be too expensive to fund from our current budget, so we will need to find other innovative (and inexpensive) ways to reach our target audiences. It may be serendipitous that the world of traditional advertising is undergoing revolutionary change. Fewer people get information from traditional media (radio, television, newsprint) and more are turning to word of mouth sources such as internet webpages, blogs, my space/facebook pages, utube, ipod broadcasts, etc. There are opportunities for us in this internet arena, but we are only just beginning to understand how best to reach people through these channels. We do know that our first important task will be to renovate our web capacity to better meet people's needs.

### **Top Workplan Priorities**

- Improving and revamping OPRD's internet presence;
- Connecting with children and families, especially those who have never/rarely camped or visited a park;
- Showing OPRD's achievements in repairing, acquiring, building & opening new parks; and
- Grassroots awareness of grants, particularly local government grants.

**Action Requested:** None

**Prior Action by Commission:** On March 2, 2006, staff presented a summary of OPRD's marketing and public information program.

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

# OPRD Marketing Plan

## VISION

OPRD is a wise steward of Oregon’s recreation, now and into the future. We protect the values of outdoor recreation, take care of properties and preserve special places.

## MAIN MESSAGE

People need parks and natural areas. OPRD connects people to outdoor recreation, to special places, to cultural and natural resources and to all those things that help define the Oregon experience.

### I

#### REPAIRING PARKS

OPRD is repairing parks to meet the high standards that Oregonians asked for in 1998.

*You can take pride in your Oregon State Parks.*

### II

#### 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.*

### III

#### LEADERSHIP & OUTREACH

OPRD improves social and economic environments in local communities.

*OPRD means local parks and preservation projects.*

### IV

#### NEW MARKETS

Attract new customers to Parks, especially populations that don’t traditionally use parks.

*Using Oregon State Parks is a fun, easy way to improve your well-being.*

### V

#### TRADITIONAL MARKETS

To rebuild loyalty among our existing customers.

*Our core businesses come first. They define the traditional State Park experience*

### VI

#### RESOURCE PROTECTION

OPRD manages natural resources sustainably, balancing the needs of today’s outdoor enthusiasts with the need to make sure that future generations enjoy similar benefits.

*Saving things so they aren’t lost.*

# I

## REPAIRING PARKS

### MAIN MESSAGE

*OPRD is repairing parks to meet the high standards that Oregonians asked for in 1998. You can take pride in your Oregon State Parks.*

Objectives:

1. Gain widespread general knowledge about where park repair dollars are going.
2. Make sure local community understands economic and social benefits of the work.

## II

# ACQUIRING NEW PARKS

## MAIN MESSAGE

*People need parks; we're making them.*

Objective:

1. Show that OPRD is purchasing and developing new property in response to a real need for new parks.
2. Show that the property we purchase blends natural resource management with recreation and historic/cultural significance.
3. Manage issues early to build support where conflicts may exist.

### III

## LEADERSHIP & OUTREACH

### MAIN MESSAGE

*OPRD means local parks and preservation projects, and helps build vibrant communities.*

Objectives:

- 1. Connect OPRD with community recreation, both locally and statewide.**
- 2. Communicate impact of grant money and social value of recreation.**
- 3. Improve local government officials' understanding of local grants.**

## IV

### NEW MARKETS

#### MAIN MESSAGE

*Using state parks is a fun, easy way to improve your well-being.  
Secondary Message: We serve many visitors. Minority audiences feel comfortable here.*

#### Objectives:

- 1. To attract new customers to Parks, especially populations that don't traditionally use parks.**
- 2. To advocate for the concept of recreation generally. To get people outdoors to get fit and to enlarge their experiences generally.**

## STRENGTHEN TRADITIONAL MARKETS

### MAIN MESSAGE

*Our core businesses of camping and day use come first.  
They define the traditional Oregon State Park experience.*

#### Objectives:

- 1. To maintain loyalty among our existing customers, “lapsed” visitors, and traditional niche users. Reinvigorate connections with campers and day-use visitors to keep reputation for core services strong, and to address downturn in per capita camping numbers generally.**
- 2. Strengthen connections with traditional niche users to build larger commitment to OPRD goals.**
- 3. Strengthen connections with children to ensure that camping, resource protection and recreation become lifelong activities.**
- 4. Ensure that high-quality interpretation is the centerpiece of marketing at and for individual parks.**

## VI

# NATURAL RESOURCE PROTECTION

## MAIN MESSAGE

*OPRD manages natural resources sustainably, and works to balance the effects of today's recreation with the need to make sure that future generations enjoy similar benefits.*

### Objectives:

- 1. To show that OPRD is a responsible steward of all natural resources, particularly the ocean shores and its park properties.**
- 2. Demonstrate that our planning and decisions for the future are based on precepts of sustainability.**