

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Staff Presentation Worksheet

Presentation Date: November 10, 2009 Time: 2:00 Length: 1 hour

Presentation Title: Branding Clackamas County as an overnight visitor destination

Department: Tourism & Cultural Affairs (TCA)

Presenters: Linda Bell - Executive Director, Tourism & Cultural Affairs (TCA) and Jay Clemens
- Turtledove Clemens, TCA's marketing agency

POLICY QUESTION

There is no policy question.

ISSUE & BACKGROUND

At several meetings, and in particular at the August 11, 2009 study session on the TCA program of work for 2009 -10, it has been suggested by the County Commissioners that the tourism brand of Oregon's Mt. Hood Territory in use since 2003 should be reviewed to see how it could be refreshed, be more active and contemporary.

An audit of the Oregon's Mt. Hood Territory brand was done in preparing the Program of Work 2009-10 and further work was done after the study session. From the audit we learned the following:

1. The current brand as Oregon's Mt. Hood Territory was developed using industry standards for destination brands. Please refer to the attachment on Destination Brand Principles.
2. The materials used in marketing (ads, publications, promotions and website) still give Oregon's Mt. Hood Territory a unique difference in comparison to competing destinations.
3. The components of the brand are adaptable to a variety of formats while maintaining the sense of place and the emotion the brand was designed to evoke.
4. Some people feel it would better reflect our destination's scenic beauty to use more photography.
5. The communities in the County located the furthest from Mt. Hood are divided on the effectiveness of how the brand represents them.
6. Marketing professionals among our local tourism partners, Travel Oregon and their marketing agency (Wieden and Kennedy), other destinations in Oregon and many residents of the County, believe the brand is effective and should continue to be used.
7. Continued and increased use of on-line and social media marketing should be incorporated into the marketing strategies.
8. The nostalgic style of the brand is particularly effective in reaching our current overnight visitor in these tough economic times when there is an overall sense of the need to cocoon, stay close to family, enjoy traditional activities and reflect on the good times of the past.
9. The ability to plan a trip and search for experiences using a city or community name needs more definition on the website and in publications.
10. A redesign of the website structure and graphic look needs to be undertaken.
11. Our target market matches Travel Oregon's and research conducted for TCA in 2004 and 2006 profiles the overnight visitor to Clackamas County. Please refer to the attachment on target market and one on recent study on cultural and heritage tourism.

Actions planned as a result of the audit:

1. Refresh brand for more frequent and targeted use in online and social media marketing to: give more focus to specific niche markets; allow frequent changes of the message; give quick response to consumer feedback; and use techniques like video, contests, and direct interaction with consumers.

ACTION – a presentation showing what these campaigns could encompass will be made at the study session and implementation will be based on feedback from that presentation and continued work by TCA staff in selecting the key niche markets. We expect to have expanded online advertising in late winter/early spring.

2. Maintain the legacy of the brand in print ads which are usually 1/3 and 1/6 page formatted ads in travel directories of general travel and lifestyle magazines.

ACTION - most print ads have been placed for 2009 -10, evaluation of print ads will be made again in spring 2010 when next year's Program of Work is developed and we have some results from the online and social media strategies and the website revamping.

3. Integrate scenic photos and action oriented shots in publications and on website

ACTION – Three publications are in production for 2010 -Travel Planner, Calendar of Events and Right Along the Way - these will incorporate the new photo concepts to be shown in the presentation at the study session. The website is being evaluated with a plan to start incorporating changes in spring 2010.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. Are we on the right track with the brand refresh presented to B.C.C.? Are there additional ideas you would like us to consider as we move forward with this brand refresh?
2. Is the B.C.C. in agreement that we first begin to implement the refreshed brand with recreation experiences? If so, what specific niche of recreation do you recommend – hiking or biking?

OPTIONS AVAILABLE

1. Ask TCA staff and Tourism Development Council (TDC) for more information on branding and the current marketing program of Oregon's Mt. Hood Territory.
2. Accept the recommendation of TDC.

RECOMMENDATIONS

TDC and TCA staff respectfully recommend that the refreshed brand be integrated into the planned 2009 -10 tourism marketing program, including the specific action steps outlined in this study session worksheet.

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval _____

County Administrator Approval _____



For information on this issue or copies of attachments, please contact Linda Bell @ 503-655-8420