

SOUTH LINCOLN COUNTY – RURAL TOURISM STUDIO

Workshop #3 & 4, Destination Branding Part 1 & 2

April 3 & 4, 2012

Overleaf Lodge, Yachats, Oregon

Destination Branding Day 1:

Participants

Tracy Bailey
Anja Bartlett, Ancient Light
Paula Cline-Jones, Discover Your Northwest
Julie Dahl, Delta One Lapidary
Sandy Dunn, Yachats City Council
Diana Ford, Resident
Lucy Gibson, Central Oregon Coast Association
Ken Hall, America's Wild River Coast Marketing Consortium
Jerry Hughes, Delta One Lapidary
Debra Jones, Town and Country Fair and Rodeo Association, Inc.
Marilyn Kennelly, Bonaventura
David Locke, Overleaf Lodge
Rebecah Lutz, Oregon Coast Visitors Association, Central Oregon Coast Association
Suzan McEneny, Wood Carvers Gallery
Valencia McNatt, Central Oregon Coast Association
Laura Miller
Colleen Nickerson, Waldport Heritage Museum
Clem Ogilby, The Ogilby Group LLC
Maggie Rivers, Port of Alsea
Diana Robertson, Angel Wings Pet Sitting
Andrea Scharf, City of Yachats
Tony Simon, Waldport Subway
Joe Smolen
Sherrie Smolen
Cathy Sorensen, Edgewater Cottages
Florentina Strode, Elizabeth Street Inn
Deborah Trusty, Yaquina River Art
Robert Trusty, Last Light Photography
Jeff Uebel, Siuslaw National Forest
Beverly Wilson, Yachats Area Chamber of Commerce and Visitors Center
Susan Woodruff, City of Waldport
Janette Woosley, Waldport Chamber of Commerce

Branding Day 2

Participants

Tracy Bailey
Paula Cline-Jones, Discover Your Northwest
Julie Dahl, Delta One Lapidary
Sandy Dunn, Yachats City Council
Lucy Gibson, Central Oregon Coast Association
Jerry Hughes, Delta One Lapidary
Debra Jones, Town and Country Fair and Rodeo Association, Inc.
Marilyn Kennelly, Bonaventura
David Locke, Overleaf Lodge
Rebecah Lutz, Oregon Coast Visitors Association, Central Oregon Coast Association
Suzan McEneny, Wood Carvers Gallery
Valencia McNatt, Central Oregon Coast Association
Laura Miller
Colleen Nickerson, Waldport Heritage Museum
Clem Ogilby, The Ogilby Group LLC
Maggie Rivers, Port of Alsea
Diana Robertson, Angel Wings Pet Sitting
Andrea Scharf, City of Yachats
Tony Simon, Waldport Subway
Joe Smolen
Sherrie Smolen
Cathy Sorensen, Edgewaters Cottages
Florentina Strode, Elizabeth Street Inn
Deborah Trusty, Yaquina River Art
Robert Trusty, Last Light Photography
Susan Woodruff, City of Waldport
Janette Woosley, Waldport Chamber of Commerce

Notes:

DAY 1: APRIL 3

Opening Remarks:

- *Logos aren't brands – they're representational of the brands*
- Some destinations have great representations, others don't
- Some stretch their credibility – *Massachusetts: "We have it all"*

Why Brand?

- To bring new money into the region
- To tell someone something about the place that they otherwise might not know
- It's a good way of stating your vision or your goal
- It's who you are; who you want to be
- Brands are should be long lasting, they are not a marketing campaign
- To strengthen and expand the visitor experience
 - Give them an idea of what their experience is going to be
- Encouraging consumers to visit
- Mitigate uncertainty that consumers have
 - You know what you're going to get
- Strengthens your legitimacy
- The stronger the brand, the more consumption
- Brand knowledge = reduced consumer risk and lower
- Even if you do nothing, you still have a brand, it just may not be one you want

What is a Brand?

- Your reputation is part of it
- A brand is what others think of you, not what you think of yourself, or say about yourself
- A brand is a promise of the experience that you are going to deliver
- Has a lot more to do with how you develop it and how you deliver it than how you market it
- *A product of 1,000 small gestures*
 - Disneyland is an incredible example of this. Every visitor touchpoint is thought through.
- The brand is delivered 1,000/day to the consumer

- Branding is partly about taking control of the visitor experience and what they will think about you.

Questions to Ask Yourself?

- Who are the target audiences?
- What do you have to work with?
- What do the residents think?
 - If the residents don't buy into the brand, you're not going to get very far, because they have to "exhibit" the brand in hundreds of ways.

Directional Flow for Developing New Brands

A community will have to work out how they want to create the brand – develop community consensus first or visitor/investor acceptance first?

What is Your Brand Now?

Who is your destination's audience?

- People that want to "We have nice places to walk"
- "We have a lot of working artists where you can observe them making their product"
- "Families with kids in the summer looking for an inexpensive vacation – they don't spend a whole lot of money"
- "Older people in the fall, wealthy, educated"

Participant comments/dialogue:

- Concern from one of the participants is that they feel a unifying brand for the three communities. (need one brand not one for each community.)
- The three communities have the same target audiences.
- John suggests that its not about one geographic political region. You could still create distinctive brands for each diverse community and market them together.
- "The diversity and uniqueness of the communities down here is what defines them from other parts of the coast ← this is S. County's strengths. Our guests go down to Florence for a day trip. This variety in a rural quiet environment is what is our unique strength. "
- "People do come down to be surrounded by nature *instead of the tourist shopping districts*. People like the quietness."
- "Target audience really depends on who you are – each business may attract its own unique audience, but together there is strength"

- “We have a huge target audience together, but on an individual level (business level) each has its own target audience ←three separate towns “
- “Outdoor recreation enthusiasts are a major target audience
 - Trail system through Cape Perpetua
 - Fishing/crabbing in Waldport”
- “Yachats is different than Waldport for the visitor experience”
- “I do like the idea of understanding the essence and who each community is, we’ll never have the residents on board
 - This can add richness and depth to the visitor experience too”
- An observation from outside the region (a woman from Toledo) sees that the attendees are really gelling with where they want to head
- Quiet is something that has been said many times. Target audience may be someone looking for themselves, intelligent interactions with nature and culture. (You get art, nature at its very best, interact in a very unique way.) People looking to enhance their lives in a very values-based way.
- We do need the communities to understand that we need to band together to broaden the visitor experience and to market the region – to add new tourism product to the mix. We really need to increase the linkages between existing product. But that said, also open to identifying the essence of each individual community.
- We need to stretch peoples’ experience and expose them to things they weren’t thinking about before they got here
- John remarked that a lot of the product here is invisible; especially not evident to people blowing down the highway.

Samples of Visitor Types:

- Family Day Tripper, coming from Corvallis/Salem, mod-low income. Reason? A cheap way to interact as a family. Come for a day or a weekend, mainly shop at the grocery store.
- Retirees. Househunting. Getting a feel for the area.
- People interested in metaphysical products. Oregonians from all along the coast.
- Oregonians from the Valley.
- Folks from Colorado, and further away.
- Visitors can end up being community members
- Crabbers and anglers → come from all over the western US. MO, CA, CO, ID. Low to high income. Come to harvest the crab and the salmon! Day trip from Philomath to

some that stay 2 weeks to a month. They spend money on everything – gas, lodging, restaurants

- Older. Come over and over again. Getting their ocean fix. Come from the Valley from Portland to Medford. Good customers who come back 2-4x/year.
- Romantic getaways. People wanting to get away from the big city to relax, rejuvenate and enjoy a different environment than they're used to. Age 30-50 market. Rekindle the spirit with another person.
- 8-90 years old, people from all over the world interested in gem cutting. People get information on lapidary, buy machinery & tools. Spend money on the product (the lapidary machines and the grit). They stay 1 day to 2 week.
- Festival goers – the mushroom festival, the LaDeeDa Festival . More local from Portland to Eugene. Middle ages. Income varies. Stay, eat, buy, attend performances.
- Artists who come for the classes that are offered here. Go out to the restaurants, spend money on lodging. Spend 3-5 days, sometimes more, sometimes less. They will spend money on artwork.

Destination brands work better the more narrow the focus. If you try and appeal to too many things and to too many people you water down the brand.

You don't want to be a "me too!" → you want to be unique.

Rules of the Brand Promise

- Brands must be based on product – you have to deliver. Hopefully the product is experiential.
- Never advertise until you can deliver
- Logos and taglines are not brands
- Brands deliver experiences. That's what people want.

Marketing/branding mistakes

- Promoting too many ideas. "We have something for everything."
 - If you can find something closer to home, why would go further?
 - You have to offer something that they *can't find closer to home*
- Promoting things that visitors already have close by
- Promoting the generic
- Promoting passive attractions
 - You want to make it experiential, you want to involve the people
 - That's why you see things like zip lines, tree climbing in the forest – people are becoming demanding about experiencing something

- Promoting lists. Its very democratic but terrible marketing. Promoting *all* the businesses in the chamber is one of the most common downfalls. It creates confusion and takes away convenience planning their vacation. Planners don't get enough information to separate the good from the bad.

A brand should be...

- A promise
- Unique
- Relevant

Covered the "Brand Pathway" (see slide deck)

What makes it different and worth the trip?

- There has to be a compelling reason

What experience are you selling?

- What is the lure?
 - Visitors spend 20% of their money here
- What are the diversions?
 - Visitors spend about 80% of their money here, but its not the reason their coming – is what they do because they are already there.
- What is an amenity? Things that make the trip more convenient.
- Ambience?
 - The environment someone is walking around in, historic buildings, public art, street entertainers

Important Amenities

1. Bathrooms
2. Places to sit (especially for the older population)
3. Public internet access
4. Wayfinding: directional signage, pole banners,

Ambiance

- Sculptures
- Public art
- Flower baskets
- Architecture – old buildings, or creating nice ambiance w/ new buildidngs

- Murals

Of note:

- Waldport has a 'Green Bike' program that has been successful

OBSERVATIONS FOR THE FIELD TRIP?

- The key thing (low hanging fruit) to work on is signage
 - Need uniform signage w/ library/port/etc. across and eliminate extra signs to eliminate clutter
- Communities need to develop a relationship with ODOT
- Could Oregon Travel Experience help with getting the Port signs more valuable?
 - They helped Troy get the Subway sign up outside of town
- Seal Rock could use a lower speed limit going through
- "Branding idea – *Stop and take a breath*"

DAY 2: April 4

BRAND CONCEPT DEVELOPMENT

- Brands can be about a feeling and don't have to be tangible or concrete
- Brand Essence – have to distill it down to the brand essence...how can you in

SAMPLING: COMMUNITY'S BRAND PROMISES

Those who shared: Troy, Julie Dahl, lapidary gentleman, Joe Smullen, Laura, Lucy

What makes this area unique from other parts of the coast?

- Trying to capture the connection of the coast and the forest through the Siuslaw National Forest. You can't get the old-growth forest experience around Newport.
- Less crowded.
- A place for peaceful contemplation
- Crafters, artists - watch them work
- Physically isolated providing people a refuge
- Multi-generational experience

- Nights are still dark enough to see the stars
- Access to old-growth coastal rainforest
- A place to rent sea kayaks and crab pots

Themes:

- Traditions
- Quieter than other areas
- Retro
- Multi-generational

Target Audiences	Emotional Benefits
Outdoor enthusiasts	Feel good about emotional exercise & fresh air
Parents/families	A place to be interactive with kids, a place for kids to have total freedom
Ocean watchers	The natural connection to water

A strong interest at one table for developing a unique identity for each town.

- Seal Rock: meet the artisans
- Yachats:
- Waldport:

Interest in having one overall concept and then branch off into unique community identities

Part 4:

What “Reasons to believe” or evidence can you list that you can fulfill the brand promise to these audiences?

Community comments:

- *This felt harder than the promise!*
- The excellent work of the forest rangers from guiding to teaching kids to clam, canoeing trips down the creek
- The kayak shack
- The state parks are what make this area attractive. Great signage, accessible.
- Beach access

What are you offering that other Oregon Coastal communities don't?

Community comments:

- Less stress
- Small town ambiance
- We know lots of people, we're safe with one another, we're comfortable with one another
- Short trip from Corvallis. Not that far from Portland – closer than Crater Lake. Within a three-hour drive shed

Wrap Up – Points to Remember

- Take the long view
- Deliver on the promised experience
- Be consistent in your message
- Develop branded products and services
- Work together
- Provide leadership
- Fund the effort
- Get professional assistance
- Develop widespread support
- Have enthusiasm!

Summary of Exercises – South Lincoln County RTS Branding Workshop

Exercise Four – Identifying Visitor Profiles.

Summary of Exercise Four - Visitor Profiles

VisitoryType	Number of Mentions
Families	17
Retirees	8
Outdoor Enthusiasts	4
Day-trippers	6
Festival Goers	3
Couples	5
Crabbers/ fishermen	3
Art Lovers	3
Other Types:	
Extended Stay	
Short Stay	

Exercise Five – Destination Attributes: These are not necessarily in the correct categories, but how they were categorized by the participants.

Ambience:

Ancient Light
Beaches
Covered Bridge
Estuaries
Gardens
Gerteman Gaardens
Greenhouse
Heceta Head Lighthouse
Jail
Lighting and banners
McEnerny Gallery
Model Railroad Display
Ocean front motels
Ocean trails
Planters
Smelts Sands
Visitors Centers
Waldport Historical Museum
Walport Interpretive Center
Waysides and Parks
Whittlers Workshop

Amenities:

Campgrounds
Little Log Church
Fudge Store
History Museum
Interpretative Center
Liquor Store
Lodging
McEnerny Gallery
Overleaf
Port of Alsea
Model Railroad Display
Rentals
Restaurants
Restrooms
Seal Rocks Stores

Spas
Stores
Toad Hall
Trail from ball field to crestline
Visitor Center
White Wolf
Yachats Picnic Shelter

Attractions:

Agate Festival
Alsea Bay
Amanda Trail
Ancient Light
Arts and Crafts Fair
Arts Crafts Stores
Beachcombers Days
Beaches
Beaver Creek State Park
Cape Perpetua
Chain Saw Wood Carvers
Covered Bridge
Cruizin for Crab
Delta One School
Flea Market
Friends of Library Book Sale
Gertermann Gardens
Green Horse Market
Little Log Church
McEnerny Galleries
Mill Street Jail
Model Railroad Display
Mothers Day Garage Sale
Oregon Coast Glass
Planet Yachats
Planet Yachats
Port of Alsea
Sea Lion Caves
Thompson's Rhody

Toad Hall
Waldport Museum
Waldport Wednesday Market
White Wolf Sanctuary
Whittlers Workshop
Yachats River Road Nursery

Activities:

Antique Stores
Arts and Crafts Shows
Arts and Crafts Stores
Beachcomber Days
Cactus Garden
Cape Perpetua
Cape Perpetua Center
Covered Bridge
Crestview Golf Club
Delta One Lapidary
Dock of the Bay
Flea Market
Gertermann Gardens
Hiking Trails
Kayak Shack
Yachats River Trail
Little Log Church
Model Railroad Display
Oregon Coast Glass
Port of Alsea boat launch
Ranger Guided activities
Sea Lion Caves
Seal Rock Stores
Spas
Toad Hall
Waldport Historical Museum
White Wolf Sanctuary
Yachats River Road Nursery

Exercise 7 - Importance / Performance Summary

(Exercise 6 is not summarized as it was the initial assessment and Exercise 7 is the final assessment.)
Participants had the opportunity to conduct this exercise on one of the communities or on all three:

Summaries on the following pages are for Yachats only, Waldport only and the three communities combined. There was only one sheet for Seal Rock only.

Not all questions were answered by all participants. Some skipped certain answers for Importance or Performance or both.

Exercise Seven Worksheet: Importance/Performance 2

Visitors will form an impression of your community as they look for things that make their visit enjoyable and memorable.

Ambience: cleanliness, architecture, landscaping/flowers, public art, lighting

Amenities: restrooms, water fountains, places to sit, wifi, public transportation, directional signs, information kiosks.

Attractions: Museums, events, famous landmarks, unique retail, parks, beaches, entertainment.

Activities: Outdoor sports, indoor sports, golf, racing, meeting locals.

Please rate the following attributes of your community as to their importance and how well you think they perform for visitors.

Yachats Only Summary Evaluations: Note: Not all answers were completed.

Attribute	Important				Performance		
	Low	Med	High		Low	Med	High
Ambience							
A good impression upon arrival			3		2	1	
Being able to find the downtown			3		2	1	
Clean streets and sidewalks		2	1			3	
Interesting architecture	1	2			3		
Landscapes, gardens and flowers		2	1		2	1	
Public art		2	1		2	1	
Amenities							
Public transportation	1	1	1		2		1
Lighting at night		3				2	1
Free wi-fi	1		2			3	
Directional signs & information kiosks			3		3		
Friendly and helpful people		1	2			3	
Benches and places to sit		2	1			3	
Drinking fountains	1	2			2	1	
Public restrooms		1	2		1	2	
Wide, safe sidewalks and crosswalks		2	1		2	1	
Attractions							
Cultural places to visit		2	1			2	
Historical sites to visit		3				3	
Accessible beaches or parks			3			1	2
Public entertainment		2			1	1	
Activities							
Physical activities (golf, bicycles, swimming)		1	2		1		2
Cool or unique retail stores		1	2		1	1	
Good places to eat and dine		1	2		1	2	
Shopping hours of operation		1	2		3		
Nightlife after 6pm		3			2	1	

Exercise Seven Worksheet: Importance/Performance 2

Visitors will form an impression of your community as they look for things that make their visit enjoyable and memorable.

Ambience: cleanliness, architecture, landscaping/flowers, public art, lighting

Amenities: restrooms, water fountains, places to sit, wifi, public transportation, directional signs, information kiosks.

Attractions: Museums, events, famous landmarks, unique retail, parks, beaches, entertainment.

Activities: Outdoor sports, indoor sports, golf, racing, meeting locals.

Please rate the following attributes of your community as to their importance and how well you think they perform for visitors.

Summary of Waldport City Evaluations: Note: Not all answers were completed.

Attribute	Important				Performance		
	Low	Med	High		Low	Med	High
Ambience							
A good impression upon arrival			7		1	4	3
Being able to find the downtown	1	2	5			1	6
Clean streets and sidewalks		1	7		1	1	6
Interesting architecture		5	3		5	2	
Landscapes, gardens and flowers		3	4		2	6	
Public art	2	3	1		4	3	
Amenities							
Public transportation	1	3	3		4	3	
Lighting at night	1	4	3			6	2
Free wi-fi	1	1	6		2	3	3
Directional signs & information kiosks		1	7		5	3	
Friendly and helpful people			8			4	4
Benches and places to sit		5	3		1	5	2
Drinking fountains	2	4	2		7	1	
Public restrooms		1	7		3	5	
Wide, safe sidewalks and crosswalks		1	6			2	4
Attractions							
Cultural places to visit		5	3		4	4	
Historical sites to visit		3	4		2	5	
Accessible beaches or parks		1	7			3	5
Public entertainment	2	5	1		5	3	
Activities							
Physical activities (golf, bicycles, swimming)	1	2	5			5	3
Cool or unique retail stores	1	1	6		2	6	
Good places to eat and dine		1	6		6	2	
Shopping hours of operation		6	1		2	6	
Nightlife after 6pm	2	4	1		6		

Exercise Seven Worksheet: Importance/Performance 2

Visitors will form an impression of your community as they look for things that make their visit enjoyable and memorable.

Ambience: cleanliness, architecture, landscaping/flowers, public art, lighting

Amenities: restrooms, water fountains, places to sit, wifi, public transportation, directional signs, information kiosks.

Attractions: Museums, events, famous landmarks, unique retail, parks, beaches, entertainment.

Activities: Outdoor sports, indoor sports, golf, racing, meeting locals.

Please rate the following attributes of your community as to their importance and how well you think they perform for visitors.

Combined Towns Summary Evaluations: Note: Not all answers were completed.

Attribute	Important				Performance		
	Low	Med	High		Low	Med	High
Ambience							
A good impression upon arrival			3		1	1	2
Being able to find the downtown		2	1			4	
Clean streets and sidewalks			3			4	
Interesting architecture	1	2			4		
Landscapes, gardens and flowers		1	2		2	2	
Public art	1	2			3	1	
Amenities							
Public transportation		3			3	1	
Lighting at night		2	1		3		
Free wi-fi			3		1	3	
Directional signs & information kiosks			3		2	2	
Friendly and helpful people			3				2
Benches and places to sit			3			3	
Drinking fountains		2	1		3	1	
Public restrooms			3		2	2	
Wide, safe sidewalks and crosswalks			3		4		
Attractions							
Cultural places to visit		1	2			3	1
Historical sites to visit		2	1		1	2	1
Accessible beaches or parks			3			1	3
Public entertainment		1	2			3	
Activities							
Physical activities (golf, bicycles, swimming)		1	2			1	3
Cool or unique retail stores		1	1			1	2
Good places to eat and dine			3			1	2
Shopping hours of operation		1	2		3		
Nightlife after 6pm		1	2		3		

