

Regional Marketing Brochures

Updated physical collateral to communicate Polk County's visitor attractions in a well-designed unified format. Includes new map-brochure specifically focusing on agritourism attractions.

Goal	To consistently communicate Polk County's distinct character and diverse visitor attractions, and elevate the region as a destination.
Why this particular project?	<p>The Monmouth-Independence and The Dalles Chambers of Commerce worked with a class of design students at Western Oregon University to develop the first set of regional brochures in 2014. Organized by activity, the four featured topics were family fun, arts and history, outdoors and agriculture. A second class of students refined the graphic design. Travel Salem helped to distribute.</p> <p>The design was workable, but not distinctive. The content was also out of date. Key visitor attractions- bicycling and agritourism, including wineries- were buried.</p> <ul style="list-style-type: none"> • Newly-developed bicycling routes were not integrated into the existing brochures. • Many new agritourism attractions such as farm stands and farmers markets had not previously been highlighted to visitors. • Although the area has many wineries, Polk County has been underappreciated as a wine tourism destination in and of itself because it includes parts of several AVA (Viticultural areas) regions that are independently marketed.
Activities and lessons learned	<p>Checking and rechecking data details is not a "fun" task for volunteers. The project languished until it gained a key point person from Travel Salem who volunteered to spearhead much of the detailed work required. The Travel Salem staff was integral to move this project forward after the agritourism action team prioritized this map-brochure project. Their role on both the Polk County RTS Steering Committee and action team leveraged capacity and coordination needed to move this project forward. This is because there were many common tasks and budget parameters, and the point person was on both groups.</p> <p>Key tasks included:</p> <ul style="list-style-type: none"> • Deciding how to divide and highlight the information across the updated brochure series. In addition to the bicycling brochure which had been developed without RTS funding, the four new brochures were: <ul style="list-style-type: none"> ○ Nature at its Best- Farms, Farm Stands and Tasting Rooms (Agritourism) ○ Leisure Time- Integrating Culture and Heritage (Heritage & Arts) ○ Family-Friendly ○ Outdoor Recreation • Above-mentioned and time-consuming update and verification of data from the older brochures. • Starting more from scratch with assembling and vetting content for the new "Nature at its Best" brochure. (List of farms from OSU, list of farm stands from U.S. Dept. of Agriculture, list of wineries from winemakers already involved with the Rural Tourism Studio and their respective AVA regions.)

	<ul style="list-style-type: none"> ○ Deciding what types of attractions would be listed, based on clear criteria to answer future questions about why certain places were listed and others not. <ul style="list-style-type: none"> ▪ Wineries were included if they had regular hours or were open by appointment only. ▪ Christmas Tree farms were included, even though they are not raising edibles, because they are such an iconic part of the region's landscape. ▪ Seasonal attractions were included, as long as the open season was clearly specified. ▪ Unless dining options were located on a farm or winery, restaurants were not included, even if they served local food. The project team determined that restaurants are constantly changing and too difficult to keep updated over time. • Develop scope of work and contract with a graphic designer. • Volunteer project coordinator from Travel Salem consulted directly with agritourism contacts as needed. She also updated and flagged decision needs for the steering committee. • Arrange for printing and distribution of 30,000 copies. • Purchasing additional print and digital media placement of the marketing content. <p>Key to success were institutional knowledge and stronger relationships built between the Monmouth-Independence Chamber and the Destination Marketing Organization (DMO), Travel Salem. Both provided key leadership and capacity to implement this project.</p> <p>The specific impact of the regional marketing campaign on business sales and visitor numbers is not yet known, since it was just launched in 2017.</p>
Budget and timeframe	<p>\$12,000 total- \$6,000 from RTS</p> <p>Planned- start September 2015 and finish by April 2016. Because of limited capacity, did not start until March 2016. Completed in early 2017.</p>

Quotes:

- "Travel Salem has been instrumental in all our work. We didn't have to figure out our own brochure by ourselves, and they were specifically helpful in focusing our action teams on marketing."
- "It took a while, but the trifolds are amazing! Great job capturing the whole county in pictures and words. It gave us a tangible visible accomplishment early on."
- "I am still learning this whole tourism thing. I still have a hard time answering questions. But I get it now- the response to these products has been great. I can use them in multiple contexts because I have them and can hand them out to answer questions wherever I go."