



**Strategic Public Relations Plan:
Willamalane Center for Sports and
Recreation**

**Winter 2012 • School of Journalism and
Communication**

Journalism Student Authors

Sarah Brown, Rachel Gehr, Lindsey Lake,
Anna Reilly, Tracy Reiss, Rachel Starr

Margy Parker • Adjunct Instructor • School of Journalism and Communication



Sustainable Cities Initiative

Acknowledgements

We would like to thank those people that took time from their busy schedules to help with this project, especially City of Springfield Staff, for their involvement with the School of Journalism and Communication PR Campaign.

SCI Directors and Staff

Marc Schlossberg, SCI Co-Director, and Associate Professor of Planning, Public Policy, and Management

Nico Larco, SCI Co-Director, and Associate Professor of Architecture

Bob Choquette, SCY Program Manager

About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and one city in Oregon, in which students and faculty in courses from across the university collaborate with the partner city on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner city through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future. SCY 2011-12 includes courses in Architecture; Arts and Administration; Business; Economics; Journalism; Landscape Architecture; Law; Oregon Leadership in Sustainability; and Planning, Public Policy, and Management.

About Springfield, Oregon

The City of Springfield has been a leader in sustainable practices for more than 30 years, tackling local issues ranging from waste and stormwater management to urban and suburban redevelopment. It is the first and only jurisdiction in Oregon to create two separate Urban Renewal Districts by voter approval. Constrained by dramatic hillsides and rivers to the north and south, Springfield has worked tirelessly to develop efficiently and respectfully within its natural boundary as well as the current urban growth boundary. Springfield is proud of its relationships and ability to work with property owners and developers on difficult developments, reaching agreements that are to the benefit of both the project and the affected property owners. These relationships with citizens are what continue to allow Springfield to turn policy and planning into reality. Springfield recruited a strong, diverse set of partners to supplement city staff participation in SCYP. Partners include the Springfield Utility Board, Willamalane Park and Recreation District, Metro Wastewater Management Commission, United Way of Lane County, and Springfield School District 19.

Course Participants

Sarah Brown, Journalism and Communication

Rachel Gehr, Journalism and Communication

Lindsey Lake, Journalism and Communication

Anna Reilly, Journalism and Communication

Tracy Reiss, Journalism and Communication

Rachel Starr, Journalism and Communication

Table of Contents

Executive Summary	5
Strategic Public Relations Plan	6
Background	6
Situation Analysis	6
Research Report	15
In-Depth Interviews	15
Survey Results	15
Appendix A: Complete In-Depth Interview Notes	21
Interview 1	21
Interview 2	24
Interview 3	24
Appendix B: Complete Survey Results	26
Appendix C: Implementation Materials	34
Tool Kit	34
PowerPoint Presentation	36
Foursquare	40

This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for the City of Springfield. Text and images contained in this report may not be used without permission from the University of Oregon.

Executive Summary

The Willamalane Center for Sports and Recreation serves the greater Eugene and Springfield area and caters to people of all ages, races, ethnic backgrounds and genders. It has classrooms for preschool children and after school programs for middle and high school students, and it offers workout classes for all age groups. The Willamalane Center for Sports and Recreation has a strong number of regular renters, but it is looking to increase the number of annual renters from outside of the Lane County area to stimulate tourism. Drawing on the close connection with the Willamalane Parks and Recreation district, the Center needs to clearly establish and communicate what it is and what it offers to the public separate from other Willamalane facilities, which will ultimately bring in new regular renters. Along with reaching out to potential renters, the center needs to strengthen communication with its current renters using online communication such as a website and social media channels.

This report is a compilation of student work and includes a public relations plan, research analysis, and implementation materials. Students assessed the key challenges and opportunities and performed a SWOT analysis of Willamalane Center's strengths, weaknesses, opportunities, and threats. For the two target audiences (regular renters and potential renters), the public relations plan outlines the key messages, objectives, strategies, tactics, and evaluations. The research report analyses results from an online survey and individual in-depth interviews.

Strategic Public Relations Plan

Background

The Willamalane Center for Sports and Recreation serves the greater Eugene and Springfield area. Eugene and Springfield comprise Oregon's second largest metropolitan area with approximately 347,000 people. The center caters to people of all ages, races, ethnic backgrounds and genders. It has classrooms for preschool children and after school programs for middle and high school students, and it offers workout classes for all age groups.

Client Services

The Willamalane facility is 97,000 square feet containing six basketball courts, three tennis courts, two turf fields, a rock climbing wall, fitness room and more. All of the services offered are rented out by organizations daily, monthly and annually.

Athletic events are not the only services it offers; it can host a variety of special events including over-night stays, banquets, movie showings, business meetings and parties. Willamalane has a team of approximately 300 people working specifically at the Willamalane Center for Sports and Recreation who are dedicated to providing endless opportunities for families and organizations within the community.

Funding

The Willamalane Center is part of the Willamalane Parks District, which is funded through a special assessment on Springfield property tax charges. The Willamalane Parks District is separate from the cities of Eugene and Springfield so it is not affected by budget cuts nor does it compete with either city for funding. The Willamalane Center was purchased and upgraded using a bond, which the center is paying back using property tax receipts and revenue from the center. Recently, the Willamalane Center received a \$10,000 grant from Travel Lane County to market the center to potential renters and users, particularly from outside the area to stimulate tourism.

Situation Analysis

The Willamalane Center for Sports and Recreation has a strong number of regular renters, but it is looking to increase the number of annual renters from outside of the Lane County area to stimulate tourism. Being tightly connected with the Willamalane Parks and Recreation district, the Willamalane Center for Sports and Recreation needs to clearly establish and communicate what it is and what it offers to the public separate from other Willamalane facilities, which will ultimately bring in new regular renters. Along with reaching out to potential renters, the center needs to strengthen communication with its current renters using online communication such as a website and social media channels. Currently the situation with the Willamalane Center reveals a need for more annual renters and increased communication with its current renters, hence the need for a public relations campaign.

Key Challenges and Opportunities

The key opportunity is to find renters that will use Willamalane’s facilities for a variety of events; find organizations from outside of the area that will put on annual events; and to market to those organizations that need the space, but are unaware of Willamalane’s resources.

The following chart summarizes our analysis of the strengths, weaknesses, opportunities, and threats of the Willamalane Center for Sports and Recreation.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Established community presence ● Consistent renters ● Large center with plenty of rental space 	<ul style="list-style-type: none"> ● Center lacks online presence separate from Willamalane District ● Center lacks a variety of communication channels
Opportunities	Threats
<ul style="list-style-type: none"> ● Create engagement through social media ● Bring organizations from outside the area to Lane County to stimulate tourism 	<ul style="list-style-type: none"> ● No real threats because there is no space like the Willamalane Center in the area, however there are other convention centers, such as the Lane County Events Center

Key Public/Audience: Regular Renters

The Willamalane Center’s regular renters come from all over the Northwest. These organizations vary from renting daily, weekly, monthly and annually. The majority of them have been booking events at the center for the past three to four years. The age group and specificity of every regular renter at the center varies. A majority of the organizations stay in contact with Willamalane weekly, and spend time at the Willamalane Center during practices or events. The regular renters are:

- Emerald City Roller Girls, women’s roller derby
- Gems, women’s roller derby
- Men’s roller derby
- Gametime, a youth basketball program
- Lane County Table Tennis
- Playground sports, including basketball and volleyball league
- Matt Brunage Boot Camp
- Columbia Empire Volleyball Association
- Special Olympics
- Oregon Volleyball Club
- Raising the Bar, a pole vaulting club

These groups are influenced by the Willamalane Center, other organizations that rent from the Willamalane Center, Travel Lane County and other convention centers in Lane County.

Key Messages: Regular Renters

Primary

- The Willamalane Center for Sports and Recreation provides a full range of communication tools to provide a convenient and informative process for existing event organizers.

Secondary

- Willamalane Center for Sports and Recreation is dedicated to the importance of staying connected with renters.
- Through a new website and social media channels, information regarding the center, renting and news updates and rental information will be easily accessible to all.

Objectives, Strategies and Tactics: Regular Renters

Objective 1

To increase communication by 25 percent, by August 2012, between the center and its existing renters through new communication channels in order to expand outreach to existing renters so that they are more likely to continue booking the center.

Strategy 1

Create an informational email outreach campaign. Model and Theory – One-way asymmetrical and agenda setting theory

Tactic 1

- Create an email list serve of renters and send out bi-weekly email bulletins.
- Gather existing renter email addresses and put into one spreadsheet.
- Develop topics.
- Develop a bulletin-type template.
- Establish an ongoing photo file of existing activities for use in bi-weekly updates.
- Establish an on-going calendar of events to include in the updates.

Strategy 2

Create an interactive website specific for the center that engages viewers and provides enough resources to launch the booking process.

Model and Theory – Two-way asymmetrical and agenda setting theory

Tactic 1

- Establish a calendar of rental availability, updated weekly.

Tactic 2

- Provide a virtual tour of the center so potential customers can see the physicality of the facility.

Tactic 3

- Establish a list of everything that the facility can host, including prices. The website will also include:
 - Photos of the center
 - Local restaurants
 - Transportation
 - Parking
 - Hotel Information
 - Email newsletter sign-up to initiate discussion about space availability

Tactic 4

- Create a mobile app of the Willamalane Center for Sports and Recreation that will be a simplified version of the website. The app will be easy to navigate with simple tabs such as Calendar, Pricing, Current News and Contacts.

Strategy 3

Create social media campaign to generate interaction and engagement with the renters, as well as increase communication between the center and renters.

Model and Theory – Two-way symmetrical and uses and gratifications theory

Tactic 1

- Engage fans in discussion on the center’s specific Facebook page two to three times a week.
- Examples: First three people to post a photo from an event hosted by Willamalane will get a prize.
 - Asking questions, such as, “What kind of events would you like the Willamalane Center for Sports and Recreation host?” to create interaction;
 - If a participant can name an athletic field, they win a prize. Prizes for different contests will vary.

Tactic 2

- Create a Twitter account specific for the Willamalane Center, apart from the general Willamalane District Twitter account, to communicate directly to those organizations that use the facility and reach out to potential renters. To gather Twitter handles, Willamalane will:

- Follow 10 organizations or people associated with organizations in the Pacific Northwest weekly.
- Go to current renters' websites and see if it has a Twitter link and, if so, go to Twitter handle and "follow."
- Look up potential groups and organizations' websites and do the same.
- Post information that is specific to the center, such as event dates, promotions, new equipment and more.
- Respond to mentions.

Tactic 3

- Create a foursquare location to allow renters to check in every time they are at the center.
- Renters who check in 10 times during the month can receive a "prize" such as a \$5 Starbucks gift card.

Tactic 4

- Establish a blog with resources for group planning such as local hotel listings, transportation resources, parking and local restaurants. Cross-post the blog with Twitter and Facebook. Also include the resources in the event planning toolkit (see below).
 - The blog will have featured spotlights on renters and recognize what is valued in the current renters. In addition, interview people of the community that have used the center and are involved with the center to share their experiences.

Tactic 5

- Gather testimonials from existing groups and organizations to post bi-weekly on website, Facebook, Twitter and blog.

Evaluation: Regular Renters

If a majority of the renters of Willamalane Center for Sports and Recreation agree that the communication with the center through bulletins, social media and interactive websites, keeps them well informed on all happenings and events, we will know that we have achieved our objective. This will be measured through feedback from renters via a survey sent out with the August 2012 renter's bulletin.

In August 2012, we will track and analyze the number of Twitter followers and Facebook friends and "likes," how many people have checked in on foursquare and the interaction on our blog, such as blog comments and subscribers. Lastly, we will ask for feedback from our renters on what they like and dislike about the website, how often they use it and if they think it is easy to navigate.

Key Public/Audience: Potential Renters

Willamalane's potential renters include any organization in the Pacific Northwest that needs to rent out space for events, tournaments, sports events, conference rooms and more. There are no limitations to the types of renters that can rent space at the center. It includes any age group, any type of organization, and organizations from anywhere in the Pacific Northwest. The potential renters do not rent space from the Willamalane Center because they have never heard of the center, they have not heard of the services it offers or they have never thought to hold an event in Lane County. A list of some of the potential renters we have contacted is below:

- Pedal Nation Events
- EC Cares
- PacWest Spirit Group Cheer Nationals Championship
- The Eugene Dance Factory
- Eugene High School (Willamette High School, Marist High School, South Eugene High School, etc.)
- Kids Sports Organization
- Campus Fire USA
- Green Hill Organization
- Eugene Athletics
- KLCC Microbrew Festival
- University of Oregon Organizations

These organizations are influenced by similar organizations, travel centers or Chambers of Commerce and other convention centers.

Key Messages: Potential Renters

Primary

- The Willamalane Center for Sports and Recreation is large enough to host your next event, has affordable pricing and is in close proximity to all the amenities out-of-town visitors need.

Secondary

- The Willamalane Center for Sports and Recreation understands the renting needs of the Pacific Northwest.
- The center offers a vast amount of services and renting spaces with affordable prices and friendly employees.
- Located right in the heart of Springfield, the Willamalane Center for Sports and Recreation is also conveniently situated near numerous support facilities such as lodging, restaurants, public transportation, medical and business services.

Objectives, Strategies and Tactics: Potential Renters

Objective 1

To increase contact with new potential renters, by 50 percent raising

their awareness about the center and all it offers by December 2012.

Strategy 1

Create a comprehensive toolkit of information that would build knowledge of the center as a place to book events, along and would provide resource information to address group needs.

Model and Theory – Two-way asymmetrical and situational theory and agenda setting theory

Tactic 1

- Create an email and direct mail contact list of potential renters.

Tactic 2

- Assemble materials for the toolkit, including brochures or other marketing material with the following information:
 - Types of equipment
 - Fully supplied commercial kitchens
 - Playing fields
 - Capacities
 - Prices
 - Available spaces and amenities, including kitchen and daycare
 - Photos of the spaces
 - Contact information (including Twitter handle and Facebook URL) and the website where potential renters can view more information
 - Information from the blog, such as transportation resources, hotel information, parking and local hotels

Tactic 3

- Develop a follow-up system to re-connect with potential renters who have received the 75 toolkits because not everyone will respond so we are aiming for a higher percentage of respondents. This includes email, phone or other forms of direct contact.

Objective 2

To increase the number of new renters by 25 percent by January 2013 and an additional 25 percent by January 2014.

Strategy 1

Establish a direct contact mechanism whereby the center would dedicate staff time to giving presentations at organizational meetings about the facility such as a speaking tour or once-a-month appearance at organizational Board or member meetings to present all the latest

information about the center.

Model/Theory – Two-way asymmetrical and agenda setting theory

Tactic 1

- Establish a database of contacts and organizations the center can present to through the list of organizations that were surveyed for primary research.

Tactic 2

- Create a PowerPoint for the presentations. Power point would include range of services including types of equipment, playing fields, capacities, prices, available spaces and amenities.
- Presentation will also include pictures or video content of center's events.
- Presentations will also include information from the blog, such as transportation resources, hotel information and local hotels for out-of-region or out-of-state organizations.

Tactic 3

- Schedule meetings, speaking engagements or appearances where Willamalane staff can describe the facility.

Strategy 2

Create relationships and extend involvement with intervening publics, such as Travel Lane County, to promote and market the center to organizations outside of Lane County.

Model/Theory – Two-way symmetrical and situational theory

Tactic 1

- Give presentation to Travel Lane County to inform them of the center's amenities.
 - Extend involvement with Travel Lane County's activities like visitor information distribution and convention marketing. As well, to have its website post the center's events and promotional material to the website.

Tactic 2

- As a follow-up, stay in weekly contact with Travel Lane County by email to keep them informed of what's happening at Willamalane Center and to maintain involvement.

Evaluation: Potential Renters

Objective 1 Evaluation

If there is an increase in contact with potential renters and the community's awareness of the Willamalane Center and what it offers by December 2012,

we will have successfully completed our objective. This will be measured by the number of responses and new renters we book by the end of the year. Based off the 75 toolkits that we distribute via email, we will have provided knowledge of the center to potential renters in the Pacific Northwest.

Objective 2 Evaluation

If there is a 50 percent increase in new renters by January 2014, we will have reached our objective. Upon receiving new renters, the center will send out a survey to gain insight on how and why organizations chose to rent with Willamalane. This will allow us to evaluate what is bringing in new clients, whether through a Travel Lane County recommendation, friend recommendation or social media postings.

Research Report

In-Depth Interviews

As a team, we split into groups of three to conduct interviews with existing renters in order to probe the characteristics current renters appreciate and look for in the Willamalane Center for Sports and Recreation, as well as improvements. We interviewed three current renters and received two emails with responses to our interview questions. We interviewed Mike Gaffney from Oregon Volleyball Club, Dave Roda from Lane County Table Tennis and Kara Burnadeath Penniman from Emerald City Roller Girls. Each interview was approximately one hour long. We received email responses from Marietta Bonaventure from Furies Derby Team, Bec Williams from Playground Sports Leagues and Louis Dribin from Men Contusion Roller Derby. These interviews helped us understand how the current renters felt about the center's communication and services, and how to keep them renting with Willamalane.

In-depth Interviews: Central Themes

The Willamalane Center received positive reviews from the regular renters. The organizations were enthusiastic about the reasonable rental prices, especially the nonprofit organizations and groups with smaller budgets. They also enjoy the energy present at Willamalane when there are several organizations using the facility at the same time. Multiple respondents feel the center is organized and accommodating. All of the organizations we interviewed were athletic organizations and they felt the center fit their needs as far as space and equipment, although some requested bleachers for larger events, and others wished the Willamalane Center would invest in buying equipment for some of the organizations to host regional events.

The organizations have noticed the increase in renters at the center, which they feel has put their rental space and time in jeopardy. There is not much flexibility in the schedule and organizations can get bumped from practicing on the weekend or during regular hours for special events.

The organizations felt that communication was essential for maintaining a positive relationship. Some groups felt that face-to-face or email was the best form of communication. Others felt that the center should take advantage of social media channels to increase communication with the center's users. One organization recommended the center create a more user friendly website.

Complete in-depth interviews are available in Appendix A.

Survey Results

There were a variety of groups that responded to the survey. Some chose to keep the name of their organizations private, but did give a brief description about their organizations. Here is a list of all of the organizations

that responded to the survey:

- Oregon Wine
- A musical group
- A middle school band and orchestra teacher
- Public radio
- A nonprofit all girl organization
- Theatre company
- The Eugene Irish Cultural Festival
- Pedal Nation Events
- Erb Memorial Union Outdoor Program
- Nonprofit community service
- Early Childhood CARES
- Adult lacrosse team
- University of Oregon sorority

Survey Responses

We compiled a list of potential clients by looking at our best practices websites and contacted people who are currently renting from those locations. We did this to find out what organizations are looking for when looking for a rental facility, how they find rental spaces, and the preferred line of communication. We sent out the survey to over 50 organizations and received back 20 responses, although some survey respondents did not answer every question on the survey. We closed the survey on Wednesday, Feb. 15. The survey revealed valuable information.

We asked the respondents “If your organization is planning any group functions for the future, what types of space are you looking for?” The respondents were allowed to choose more than one answer. The responses are in Figure 1. We also asked the organizations “What types of events are you planning?” The respondents were again allowed to choose more than one answer. The responses are in Figure 2.

DRAFT

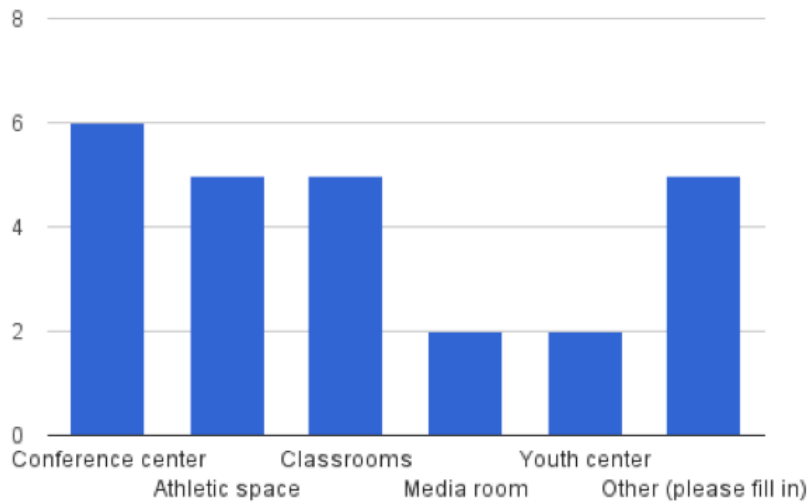


Figure 1. Response to "What type of space are you looking for?"

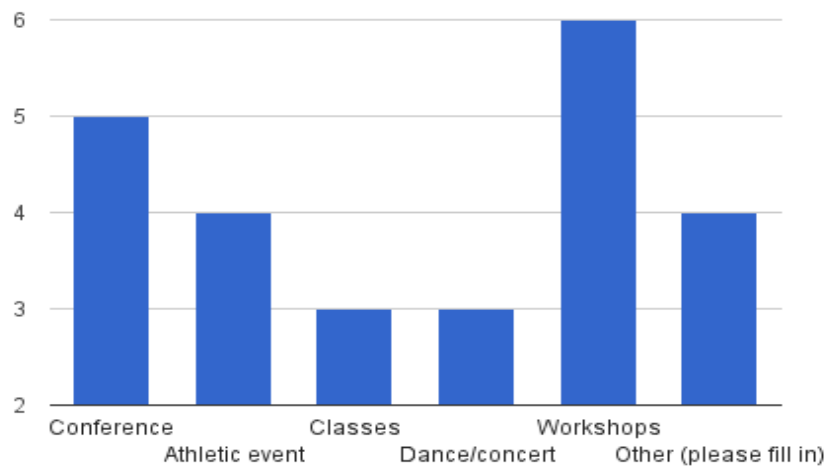


Figure 2. Response to "What types of events are you planning?"

Looking at Figures 1 and 2, a majority of the respondents who were planning group functions for the future were looking for a conference center, athletic facility, classrooms or "other." Other includes:

- Performing arts venue or theater
- Space for a beer festival
- Dance floor
- Space with indoor kitchen and outdoor playgrounds

A majority of the respondents who were planning events, responded that they were planning conferences, athletic events, workshops, classes or "other." Other includes:

DRAFT

- Beer festival
- Family functions
- Crafts and food vendors

From this data, the center would benefit from marketing itself to organizations that need conference space, athletic facilities, and classrooms, as well as marketing the center’s amenities, such as playgrounds, fully-stocked kitchens and alcohol permits. It would also benefit the center to make potential renters aware of how versatile the center is, as far as rental space goes.

We asked the respondents “What do you look for in a rental space? Please rank 3 qualities that are important to you when looking for and booking a rental space.” Respondents were asked to fill in the first most important quality, followed by the second and third most important qualities. The responses are in Figures 3, 4 and 5.

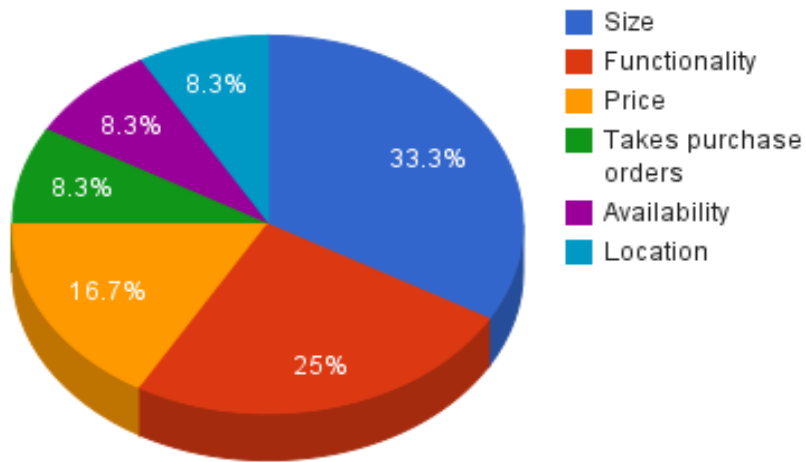


Figure 3. Response to “Most important quality in a rental space.”

Looking at Figure 3, 33 percent of the respondents felt that the size of the rental facility is the most important quality when looking for a rental space. From this data, the Center would benefit from marketing its large size to potential renters. The size of the center shows potential renters the versatility of the center.

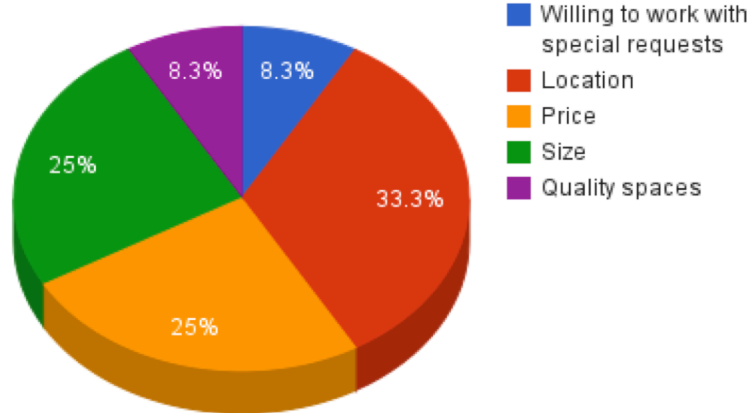


Figure 4. Response to “Second most important quality in rental space.”

Looking at Figure 4, 33 percent of the respondents felt that the location of a rental facility is the second most important quality when looking for a rental space. The Willamalane Center wants to market to organizations from out of the area to stimulate tourism in Lane County. The center would benefit from marketing its proximity to local restaurants, hotels and transportation and other resources to out of town visitors to reach this goal.

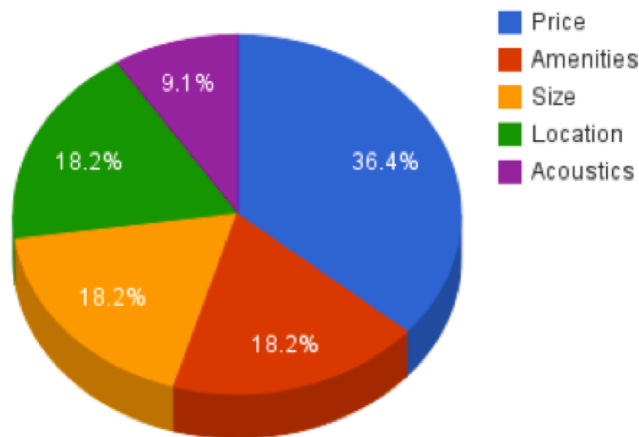


Figure 5. Response to “Third most important quality in rental space.”

Looking at Figure 5, 36 percent of the respondents felt that the price of a rental facility is the most important quality when looking for a rental space. The center would benefit from marketing its reasonable prices to nonprofits or potential renters with a smaller budget. These organizations will feel the center can accommodate with their limited funding, thus causing them to want to rent with the center.

DRAFT

We asked respondents “Where do you find out information about potential rental spaces?” Respondents were allowed to select more than one answer. The responses are in Figure 6.

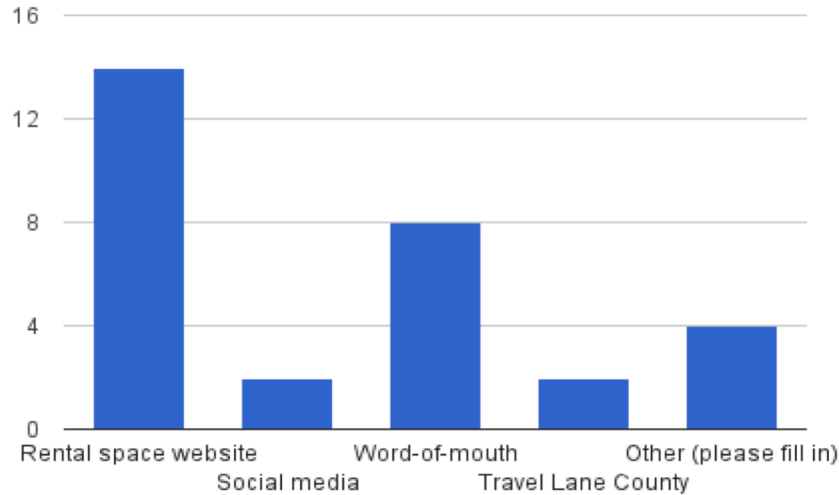


Figure 6. Response to “Where do you find out information about potential rental spaces?”

Looking at Figure 6, 14 of the respondents learned information about potential rental spaces directly from the facilities website. Only two respondents said they learned information about potential rentals spaces from social media or Travel Lane County.

From this data, the center would benefit from building upon the current website to make it user friendly and easy to navigate, as well as providing a virtual tour and easy online scheduling system. The Willamalane Center would also benefit from improving its communication on social media channels to market the center, and engage and interact with renters. Furthermore, the center would benefit from continuing to build relationships and extend involvement with Travel Lane County so that Travel Lane County can help market the center to potential renters and continue the goal of stimulating tourism.

Complete survey results are available in Appendix B.

Appendix A: Complete In-Depth Interview Notes

Interview 1

1. How did you find out about Willamalane Center?
 - Used Regional Sports Center previously. Regional Sports Center charged \$17.50 an hour for basketball court for roller derby practice; Price has gone up barely at all since 2007.
 - Used Willamalane senior and adult center but needed more space so expanded to sports Center.
 - This was the place we moved practices to after a short time at Skateworld back in the early days.
 - We rented from the previous "tenant" of the space, Regional Sports Center, which we learned about because Emerald City Roller Girls used it as a practice facility.
2. How long have you been renting with the center? And how often? Daily, Weekly, Monthly, Annually.
 - First rental was in April of 2007. They rent the center 6 times a week total for roller girls; Men and junior organization.
 - The last 3 or 4 years and play 6 times a week and sometimes still at the adult center
 - Five times a week for almost five years.
 - We have been renting with Willamalane since they took over in January of 2011, usually renting twice a week, booking out our time on a quarterly or semi-annual basis, with the exception of this year, when the center has been unable to fulfill our rental needs due to overbooking and late schedule requests on our part.
3. Why did you specifically choose to rent at Willamalane Center?
 - No community their size has an opportunity to rent a space anywhere else. Felt secure since beginning of the league that they won't drop them. Corvallis and Bend don't have secure spots. Felt a priority, they are dependable and will not say roller derby is not a priority.
 - Has the space and storage room needed.
 - It suits our purposes.
 - The price is great for the quality of facility offered. There are few, if any, places in town where a roller derby team can practice.
 - Faculty keeps it very clean, well staffed and it has so much space.
4. What do you like best about renting with Willamalane Center?
 - The familiarity; also knowing that improvements are being made regularly and that our needs are usually met.
 - Availability

DRAFT

- Seeing how busy it is and that other groups are using them as well.
5. What are some suggestions for improving your renting experience with Center? Whether it has to do with communication or services.
- They never like cancellations. They want to use the Center for events but they don't want to get bumped for other events. The bigger issue is organizations have weekend events and the roller derby teams get bumped and don't get to practice. They need more space and more flexibility when they rent. Alternative and adult leagues meet at 7:30-9:30 p.m., which is convenient for adults, but they wish they had more flexibility and could rent at earlier times. Individual skaters have different complaints, such as they can't move chairs around facility, or they can't wear skates in the lobby. Willamalane has gone above and beyond providing a consistent space to practice. Prior to Willamalane, the primary concerns were being respected. Beth has been very respectful. Willamalane has always prioritized women's involvement in sports.
 - The food in concessions feels low quality. They would like bleacher seating and a sound system.
 - Appropriate temperature control, which the main hall lacks.
 - Wish Willamalane would buy their equipment and there is a bit of a condensation problem. The ceiling leaks which gets onto the table and makes the floor slippery. Also they would like the communication/management to be more face-to-face. Sometimes it is so busy that the equipment from people before isn't put away, and that takes time out of their renting time. Also, the only form of air conditioning during the summertime is just opening the doors, and that is not enough sometimes.
 - Contact all renters at a specific point in their remaining contract, and/or at a specific time during the calendar year to request additional schedules for rentals. Also, offer online rental/availability services for existing clients.
 - Cleaning the floor more often.
6. Have you ever rented with another venue? If so, how does it compare to Willamalane Center?
- They don't have a ton of experience renting from other places, but they have heard from other communities struggling financially and having to cut practices. Willamalane has reasonable costs so they can practice more and they feel they can compete nationally because they can practice enough at Willamalane. The Roller Derby Girls do not make any money only dues, which cover rental facility costs. They rented from Skateworld for short period and went towards other venues. Holding competitions at Willamalane can be hard because they do not have bleacher seating and they wish they could have them (even though they are expensive).
 - This is the best renter space they have used and have seen. They love that the lighting is great, and that parking is easy.

DRAFT

- Yes, other venues are limited by size and floor surfaces.
 - Yes, we have rented at the Sportsplex in Eugene. There is no comparison for what we do--Willamalane has a superior floor surface and overall facilities.
7. Do you interact with Willamalane Center's social media?
- The Roller Derby Girls use social media to communicate; it's the largest form of communication between derby teams and members but they do not use it to interact with Willamalane.
 - They would interact more with Willamalane if they had a stronger social media presence.
8. Would you/do you recommend others to use the Willamalane Center?
- We have not made recommendations directly, but dodge ball and other sports found out about Willamalane through our members.
9. What form of communication do you use when communicating with the Willamalane Center?
- We keep contact with Beth via email or phone. They like to text, but feel a bit uncomfortable contacting via cell on off hours.
 - Email is the best form of communication and they think Willamalane does a good job staying in contact through email.
 - Phone
10. How would you prefer to be contacted by Willamalane Center with news and updates?
- List serve emails are OK for updates, nothing on phone or text. They would sign up for newsletter or if they were friends on Facebook they would check for updates there.
 - Updates not necessary
 - Phone or Email
11. Besides the usual rental space that you use, are there other services your organization needs, but can't find the right resources? For example, meeting rooms, banquets, etc.
- They've had to use additional equipment for their weekend event. They wanted projectors but were going to be charged quite a bit. They wanted to gain access to certain equipment that wasn't available to them even though they were renting the entire space all weekend.
 - They have a need for meeting space pre/post practice (not on court)
 - Definitely meeting rooms
12. Does your organization have any events that occur annually that need space?
- The roller derby teams have annual parties and a roller ball award ceremony. They need space that can look fancy and nice. They need a

DRAFT

space where they can have alcohol, and they were unaware that Willamalane has an alcohol permit.

- We may do the tournament again next year, depending on the feedback this year and what kind of deal we can get.
- We currently have no annual events.

13. What kinds of information are important to you when considering a rental space?

- Most important things in a rental space are: cost, safe skating surface, and respectful to derby and women's sports.
- Accessibility, parking, and general quality of facilities.

Interview 2

Table tennis -110 members, 3 or 4 years been renting at Willamalane. Found out about them through the Willamalane senior and adult center. Play around 4 times a week, sometimes up to 6

Services they use: they need high overhead ceilings and a lot of lateral room. Need a lot of room for storage which they love at Willamalane because they don't know another facility in town that has this combination of offerings.

Suggestions for improvement: wish they had bought the equipment, wish they would step up and equip the sport so they can host regional games. Willamalane is the best venue they have ever rented at. Lighting is good, parking is good, good presentation for their annual tournament.

Problems: Not very good communicators, management is not face-to-face or very friendly, more business oriented and there is a new face at the front desk every time he goes in. It's so busy there that sometimes it's not set up correctly, there are bleachers that need to be moved around, other sports equipment to be put away and this comes out of their renting time. Don't use social media because wrong age group. Think that email, phone, and face-to-face is best form of communication. Prefer to be contacted by email.

Other problems: Water drops from roof, need to fix roof because makes floor slippery and gets on table. In the summer the only cooling they have is to open the door, need air conditioning. Don't use the space for any other thing. They have an annual get together/banquet thing but they don't like it at Willamalane Center because the environment at the senior center is much more friendly and socially warm. At the sports center you can't carry food around, etc.

Interview 3

- Very enthusiastic about the Center and explained how he used the

DRAFT

facilities before Willamalane bought it out. He said that Willamalane keeps it so clean and all the improvements they made have made the experience so much better. Loves the prices and feels they are definitely worth it.

- Loves how busy it is when he is there because it shows that other people are using the facilities and he is happy to see it being utilized. Would be disappointed if it were empty. Enjoys the fact that Willamalane is “jamming all the time”.
- Believes the Center can do so much and has a lot of potential. He uses the volleyball courts, however he has attended various other events. He really enjoys the space the Center provides and the number of courts they can use at once. That way time does not have to be divided among his group members.
- He loves the youthful side of the Center and how it is kid friendly.
- He was on the board, along with other coaches and businessmen in the area, when putting together the Center.
- He says some high schools in the area allow clubs to rent out their courts when they are not using it (competition), however Willamalane is worth it to pay for. Prices are a HUGE factor for club teams when deciding where to hold practice.
- He does not use Willamalane’s social media, but knows that many people do and highly recommends they amp up their social media and definitely use it as a tool to reach out and communicate with people.
- He would love to collaborate with the Center as far as buying equipment that he would like to use, but doesn’t mind if other teams and clubs use it while his team isn’t. It’s all about the community feel of the Center. The staff is so great, friendly. It’s always clean!!
- He said that the communication is always easy with the staff.

Appendix B: Complete Survey Results

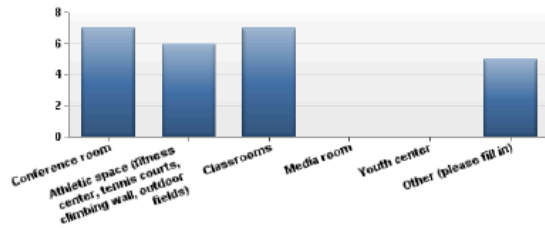
1. Have you ever heard of the Willamalane Center for Sports and Recreation?



#	Answer	Bar	Response	%
1	Yes		13	72%
2	No		5	28%
Total			18	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.28
Variance	0.21
Standard Deviation	0.46
Total Responses	18

2. Has your organization ever used the following types of rental space? Please select all that apply.



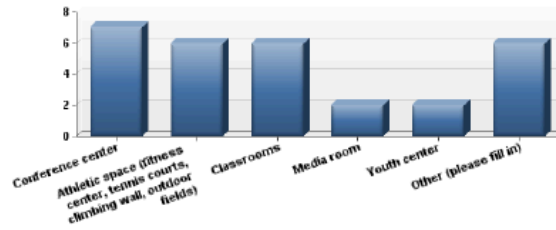
#	Answer	Bar	Response	%
1	Conference room		7	44%
2	Athletic space (fitness center, tennis courts, climbing wall, outdoor fields)		6	38%
3	Classrooms		7	44%
4	Media room		0	0%
5	Youth center		0	0%
6	Other (please fill in)		5	31%

Other (please fill in)
performing arts space
Wildish Theatre
performance halls
Convention Centers
Community Center @ Washington Park, Eugene

Statistic	Value
Min Value	1
Max Value	6
Total Responses	16

DRAFT

3. If your organization is planning any group functions for the future, what types of space are you looking for? Check all that apply



#	Answer	Bar	Response	%
1	Conference center		7	47%
2	Athletic space (fitness center, tennis courts, climbing wall, outdoor fields)		6	40%
3	Classrooms		6	40%
4	Media room		2	13%
5	Youth center		2	13%
6	Other (please fill in)		6	40%

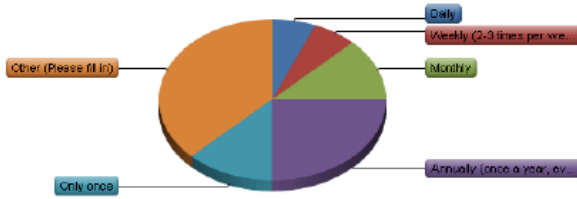
Other (please fill in)

- performing arts venue
- Wildah Theatre
- Space to hold a beer festival
- performance halls
- Typically need indoor space w/ kitchen and outdoor space w/ playground for children to play (like Washington Park Ctr.)
- big open space with a dance floor!

Statistic	Value
Min Value	1
Max Value	6
Total Responses	15

DRAFT

4. How many times a year do you need rental space? Please select from list below.



#	Answer	Bar	Response	%
1	Daily		1	6%
2	Weekly (2-3 times per week)		1	6%
3	Monthly		2	13%
4	Annually (once a year, every year)		4	25%
5	Only once		2	13%
6	Other (Please fill in)		6	38%
Total			16	

Other (Please fill in)

sporadically, not often

On as needed or planned basis

less than once a year

Depends

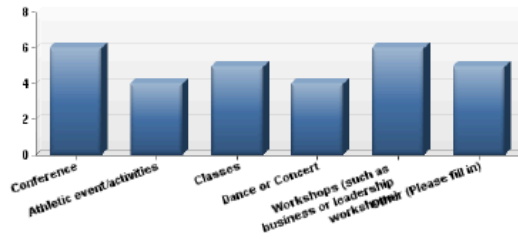
2-3 per year

Weekly during the spring season. Hopefully to expand to fall as well.

Statistic	Value
Min Value	1
Max Value	6
Mean	4.44
Variance	2.53
Standard Deviation	1.59
Total Responses	16

DRAFT

5. What types of events are you planning? Please select all that apply.



#	Answer	Bar	Response	%
1	Conference		6	35%
2	Athletic event/activities		4	24%
3	Classes		5	29%
4	Dance or Concert		4	24%
5	Workshops (such as business or leadership workshops)		6	35%
6	Other (Please fill in)		5	29%

Other (Please fill in)

Beer Fest

Badge or event workshops

Crafts, Food, Vendors

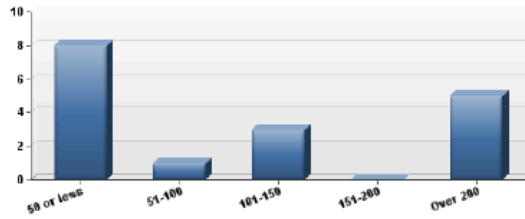
Bike Ride Events

Early Childhood CARES provides monthly workshops and family fun events (2X per year). For the workshops, we need classroom for adults but also classroom for children as we typically provide childcare so parents can attend the workshops. For our fun family events, we like having indoor space w/ kitchen, as well as access to outdoor space for children to run and play.

Statistic	Value
Min Value	1
Max Value	6
Total Responses	17

DRAFT

6. Approximately how many people do you need rental space for? Please select from the list below.



#	Answer	Bar	Response	%
1	50 or less		8	47%
2	51-100		1	6%
3	101-150		3	18%
4	151-200		0	0%
5	Over 200		5	29%
	Total		17	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.59
Variance	3.13
Standard Deviation	1.77
Total Responses	17

7. Where do you find out information about potential rental spaces? Please select all that apply.

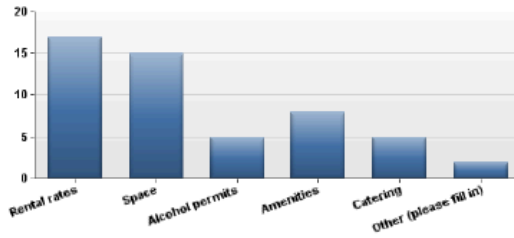
#	Answer	Bar	Response	%
1	Directly from rental space website		14	88%
2	Social Media such as Facebook or Twitter		2	13%
3	Word of mouth		8	50%
4	Travel Lane County		2	13%
5	Other (Please fill in)		4	25%

Other (Please fill in)	
Chamber of Commerce, City Parks & Rec	
web research	
Every year we use Sheldon High School	
Willamalane Manager	

Statistic	Value
Min Value	1
Max Value	5
Total Responses	16

DRAFT

8. What types of information do you look for when choosing group function rental spaces? Please check all that apply.



#	Answer	Bar	Response	%
1	Rental rates		17	100%
2	Space		15	88%
3	Alcohol permits		5	29%
4	Amenities		8	47%
5	Catering		5	29%
6	Other (please fill in)		2	12%

Other (please fill in)

equipment such as tables, chairs, stage

accommodations for children (either separate preschool-type classroom or access to playground in addition to another room for parents)

Statistic	Value
Min Value	1
Max Value	6
Total Responses	17

DRAFT

9. What do you look for in a rental space? Please rank 3 qualities that are important to you when looking for and booking a rental space.

#	Answer	1	2	3	Responses
1	Most important quality.	15	0	0	15
2	Next most important quality.	0	15	0	15
3	Next most important quality.	0	0	15	15
	Total	15	15	15	-

Most important quality.	Next most important quality.	Next most important quality.
big enough	willing to work with us on special requests	
Space	Location	Rate
functionality	convenient location	acoustics
Seating capacity	Location	Overall size
the right space for our needs	cost	size
price	size	location
Collaboration with the school.	Reasonable price.	Room for all of the workshops, presentations, performances, vendors, dances, hurling match and crafts.
Location	Size	Price
Takes Purchase orders or invoices	quality spaces	cost
Space & comfort	Quiet, private	Ease of access
meets needs of audience	fee (we're a non-profit and need discounted rental fees)	location
availability	convenience	rates
Price	Space	Amenities
Space	Price	Bar

Statistic	Most important quality.	Next most important quality.	Next most important quality.
Min Value	1	2	3
Max Value	1	2	3
Mean	1.00	2.00	3.00
Variance	0.00	0.00	0.00
Standard Deviation	0.00	0.00	0.00
Total Responses	15	15	15

10. What do you need in a rental space that you haven't found in past rental spaces? Please fill in your answer.

Text Response
enough space
Affordable cost.
Affordability
We RARELY rent space as we own and operate our own facility.
Sheldon High School meets all of our rental needs.
Reasonable price per sq foot. I require a big venue for my events and unfortunately not many big venues are available at reasonable prices.
We have a difficulty finding space that can accommodate both children in one room and adults in another. Many of our workshops are held at UofO because we can use student classroom and Early Childhood CARES preschool classroom for children. We would love to have events in Springfield as we serve many families in that area, but we haven't been able to find a location to meet our needs.
Better price! :)

Statistic	Value
Total Responses	8

DRAFT

11. Where is your organization located? Please include city or region and state.

Text Response	
portland, or	
Portland, OR	
Eugene, OR	
East Springfield, Oregon.	
Eugene OR	
We have service centers in Portland, Salem, Eugene, Bend, Roseburg, North Bend, Klamath Falls and Medford	
Cottage Grove, Oregon	
Eugene, Oregon.	
Hillsboro, Oregon	
Eugene, OR	
Springfield, Oregon	
Springfield	
Early Childhood CARES is located in Eugene, but we serve families throughout Lane County.	
Eugene, OR	
Eugene, Oregon	
Statistic	Value
Total Responses	15

12. Please give a brief description of your organization. Please include any information you are comfortable with.

Text Response	
oregonwine.org	
We are a musical group. Typically venues hire us to perform, but we are looking to host our own CD release party as well as possibly host fundraising events for local charities.	
I teach band and orchestra at a middle school	
Publicradio. We put on events as fundraisers.	
We're a non-profit all girl organization building girls' courage, confidence and character to make the world a better place.	
theatre company	
The Eugene Irish Cultural Festival is a nonprofit organization that hosts the Eugene Irish Cultural Festival each year with a Friday evening concert at UO Beall Hall and the day long festival at Sheldon High School either the first or second weekend of March.	
Pedal Nation Events organizes bicycle events, expo's and show's throughout the state of Oregon. We engage all levels of cyclist (from beginner to professional) through our different events. Most notable events: PDX Bicycle Show (Spring), OR Handmade Bicycle Show (Fall) and Cascade to Crown Bike Ride (Summer). www.pedalnationevents.com	
The EMU Outdoor Program is a student organization at the University of Oregon. We function as a trip and wilderness resource for students at the UO. We also host slideshows, guest speakers, and film tours throughout the year. We also have a successful rental program and bike shop.	
Non-profit, community service as principal goals.	
Early Childhood CARES provides early intervention and early childhood special education services for children ages birth to five. We currently provide a variety of services to more than 1,200 children in Lane County, including speech, physical and occupational therapy, autism and behavior services and specialized preschool.	
Adult lacrosse team competing in a regional league from Canada down to Eugene. We host teams from all over the northwest during our spring season. Would like to explore the possibility of hosting a regional lacrosse tournament during Eugene Celebration.	
We are a strong sorority on campus with over 150 active members. We frequently need venues for alumna events, functions, and philanthropy events.	
Statistic	Value
Total Responses	13

Appendix C: Implementation Materials

Tool Kit

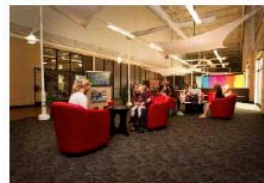
This is a comprehensive toolkit that will be sent to potential renters throughout the Pacific Northwest. The toolkit includes information about the Willamalane Center, its amenities, information about each room that is available for rent and rental prices. It also includes maps with local resources such as hotels and restaurants for out of town renters to show how the center is in a great location. After gathering contact information for organizations in the Pacific Northwest, the center can send out this toolkit to the organizations to raise awareness about the center and book new renters.



Willamalane Center for Sports and Recreation

This 97,000-square-foot center is one of the largest sports and recreation facilities in the Northwest. What makes this center so unique is that it can offer so much more than just a space to exercise. The center features three hardwood basketball courts and several sport courts used for basketball, volleyball, tennis, roller derby, special events and more. The facility has a new Fitness Center, indoor tennis courts, turf fields and climbing walls. The center also has a new youth center called Two50 featuring a row of 3D HDTVs and gaming consoles and more.

In addition, Willamalane Center offers meeting rooms and three preschool rooms with attached playground. The center can accommodate tournaments, parties, club meetings, dances, workshops, classroom instruction, business meetings and multimedia presentations. If you are planning an event in the Eugene-Springfield area, Willamalane can help make it happen.



It's More Than a Recreation Center

The Center Can Accommodate You!



Chowder Room
2,000-square-foot room with a hardwood tile floor. Can be used for parties, classes, and arts and crafts.

Capacity: 195
Hourly fee: \$45-\$77
Features: Attached kitchen, restrooms, chairs, tables.



Nathan Room
718-square-foot room with full carpet and advanced sound system. Great for business meetings, presentations and workshops.

Capacity: 49
Hourly fee: \$30-\$43
Features: AV screen, carpeting



Main Gym
The Willamalane Center's main gym is very versatile and can accommodate special events of all sorts ranging from roller derby matches to sit-down banquets.

Maxwell Room/Fitter Room
Capacity: 24
Hourly fee: \$35-\$52
Features: Child-sized restrooms and furnishings, access to enclosed outdoor playground

Ken Long Room
This 1,172-square-foot room has an advanced sound system that makes it perfect for dances, parties and gatherings. Can be divided into two separate rooms.

Capacity: 150
Hourly fee: \$40-\$77 (kitchen rental additional \$50)
Features: Attached kitchen, AV screen, dry erase boards, sound system

Ken Long Room, North
Capacity: 49
Hourly fee: \$30-\$43
Features: AV screen, dry erase boards, sound system

Ken Long Room, South
Capacity: 101
Hourly fee: \$30-\$43 (kitchen rental additional \$50)
Features: Attached kitchen, AV screen, dry erase boards, sound system



MFI Race Room
A 295-square-foot conference room with a business-like setting.

Capacity: 16
Hourly fee: \$50-\$80
Features: Executive seating, dry erase board



Ken Long Room, North
Capacity: 49
Hourly fee: \$30-\$43
Features: AV screen, dry erase boards, sound system

Ken Long Room, South
Capacity: 101
Hourly fee: \$30-\$43 (kitchen rental additional \$50)
Features: Attached kitchen, AV screen, dry erase boards, sound system

Willamalane Center at a Glance

- Four indoor tennis courts
- Four regulation-size basketball courts, three with hardwood floors and one on the sport court
- Three roller derby rinks
- Six volleyball courts, three on hardwood and three on sport court
- A 33-foot high climbing wall and a 12-foot high bouldering wall
- Fitness Center
- Meeting rooms for every gathering
- Two50 youth center
- Indoor movie screen
- Preschools with attached playground
- Fully stocked kitchen
- Adjacent to two outdoor artificial turf sports fields
- OLCC Alcohol permit

"Our teams, players and coaches had very fortunate to have such an outstanding venue for our practices and many of our tournaments. The center is top notch and it's staff is always accommodating and helpful."
-Mike Gaffney
Head Women's Volleyball Coach

"When we discovered Willamalane Center for Sports and Recreation, we knew we had finally found a home for our table tennis club. With its amenities, great lighting and well-maintained wood floors, it's perfect. It's a great facility and we love it here!"
-Dave Combs
Blazing Paddles



Rent the Willamalane Center
Willamalane Center is available to rent for any occasion.
Call 541-736-4544 for more information.





Village Inn 1875 Mohawk Blvd # 1
Springfield, OR - 1.4 mi NW
(800) 327-6871 - springfieldvillageinn.com

Sutton Motel 1152 Main Street
Springfield, OR - 1.3 mi W
(541) 746-5621

McKenzie Motel 1747 Main Street
Springfield, OR - 0.8 mi W
(541) 746-4644

Comfort Suites 3060 East 25th Avenue
Eugene, OR - 3.1 mi W
(541) 343-7000 - comfortsuites.com

Crossland Economy Studios 520 Harlow Road, Springfield, OR - 3.1 mi NW
(541) 741-3908 - crosslandstudios.com

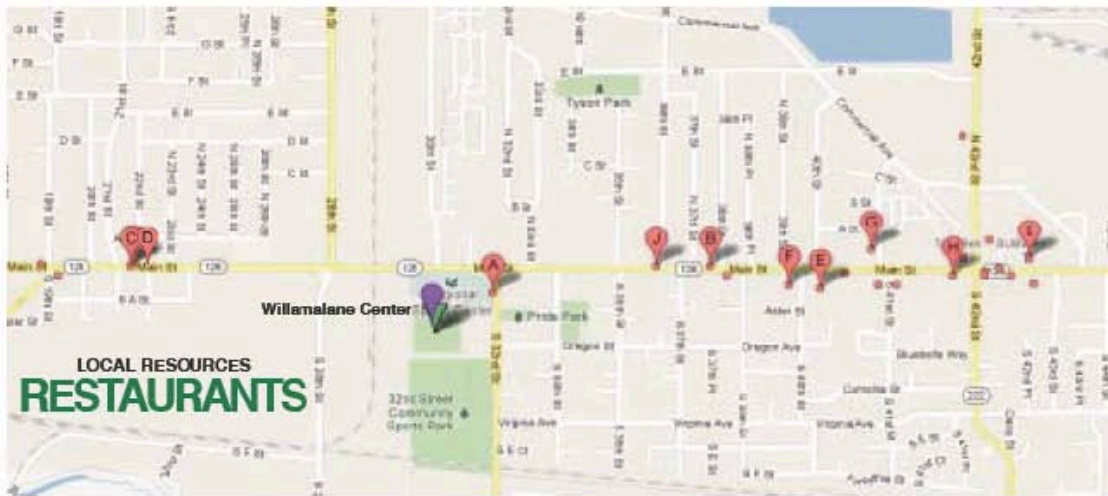
Village Inn 1875 Mohawk Blvd # 1
Springfield, OR - 1.5 mi NW
(866) 539-0036 - springfieldvillageinn.com

Marriott Courtyard 3443 Hutton Street
Springfield, OR - 3.9 mi NW
(541) 726-2121 - marriott.com

Best Western Grand Manor Inn
971 Kruse Way, Springfield, OR - 3.9 mi NW
(541) 726-4769 - book.bestwestern.com

Marriott Courtyard 3443 Hutton Street
Springfield, OR - 3.9 mi NW
(541) 726-2121 - marriott.com

Shilor Inns 3350 Gateway Street
Springfield, OR - 3.9 mi NW
shiloinsns.com



Pizza Hut 140 South 32nd Street
Springfield, OR - 0.1 mi NE
(541) 741-8000 - pizzahut.com

Giant Burger 3700 Main Street
Springfield, OR - 0.5 mi E
(541) 747-3399

The Cork & Stein Bistro 2108 Main Street, Springfield, OR - 0.6 mi W
(541) 736-9463 - corknstein.com

Busy Bee Cafe 2152 Main Street
Springfield, OR - 0.6 mi W
(541) 747-6331

Papa's Pizza 4011 Main Street
Springfield, OR - 0.7 mi E
(541) 485-5555 - papaspizza.net

Lee's Village 3995 Main Street
Springfield, OR - 0.6 mi E
(541) 747-3733

Fires Drive-In 4090 Main Street
Springfield, OR - 0.8 mi E
(541) 741-3467

Jack in the Box 4175 Main Street
Springfield, OR - 0.9 mi E
(541) 736-3861 - jackinthebox.com

Subway 4270 Main Street
Springfield, OR - 1.1 mi E
(541) 736-3041 - subway.com

Tequila Jalisco Cafe 3040 Main Street
Springfield, OR - 0.4 mi E
(541) 746-5052

PowerPoint Presentation

We created a PowerPoint presentation for the Willamalane staff to present to companies and organizations like Travel Lane County. The PowerPoint provides a complete list of services that the center provides as well as the capacity, prices and amenities. It also includes our social media and tourism information, the latest updates on the center and it's advantages. This will show organizations everything that the center has to offer and will help establish a relationship with intervening publics.



Willamalane Center for Sports and Recreation



Background

- The Willamalane facility is 97,000 square feet containing six basketball courts, three tennis courts, two turf fields, a rock climbing wall, fitness room and more.
- The center can host a variety of events including conferences, athletic events, parties, concerts and more.



Amenities

- Alcohol permits
- Multipurpose floor
- Pole vault availability
- Banquet availability
- Fully supplied commercial kitchen
- Special event admission charges if needed
- Stage booths
- Sale of goods during events
- Personal trainers
- Two way transportation from middle schools
- 18-foot-wide projection screen
- Planned birthday celebrations



Capacity

- Fitness Center
- Youth Center
- Climbing Wall
- Bouldering Wall
- Basketball Courts
- Indoor Tennis Courts
- Volleyball Courts
- Meeting rooms for any gathering
- Preschools with attached playgrounds
- Outdoor turf sports fields
- Kitchen



Prices

- Prices vary depending on necessities
- Below are a few examples of the 6 available community rooms.



- Chinook Room: Held for parties, classes, arts and crafts, etc.
 - Hourly Fee: \$40- \$77
 - Features: Attached kitchen, restrooms, chairs, tables



- Heron Room: Business meetings, presentations, workshops, etc.
 - Hourly Fee: \$20-\$49
 - Features: A/V screen, Carpeting



- Ken Long Room: Dance parties, Gatherings, etc.
 - Hourly fee: \$40- \$77
 - Features: Attached Kitchen, dry erase boards, sound system, A/V screen



Social Media

- **Twitter**
 - Frequent competitions for renters
- **Facebook**
 - Event listings and more
- **FourSquare**
 - Competitions for renters who "check in" most frequently
- **Blog**
 - Provides information for renters outside the area
- **Website**
 - Includes booking calendar and all other information regarding the center



Updates

- The Willamalane Center recently held the Muscle Walk for the Muscular Dystrophy Association.
- Our website specific to the Willamalane Center for Sports and Recreation will be launched this month.
- Want to win Willamalane prizes? Be one of the first five individuals to check into Willamalane Center on FourSquare!



Tourism

Nearby Hotels:

- **Village Inn** 1875 Mohawk Blvd #1 Springfield, OR. 1.4 mi NW; 800-327-6871 springfieldvillageinn.com
- **Comfort Suites** 3060 East 25th Ave. Eugene, OR. 3.1 mi NW; (541)343-7000 comfortsuites.com
- **Marriott Courtyard** 3443 Hutton St. Springfield, OR. 3.9 mi NW; (541) 726-2121 marriott.com
- **McKenzie Motel** 1747 Main St. Springfield, OR. 0.8 mi W; (541) 746-4644



Nearby Restaurants:

- **Pizza Hut:** 140 South 32nd St. Springfield, OR. 0.1 mi NE; (541) 741-8000 pizzahut.com
- **Giant Burger:** 3760 Main St. Springfield, OR. 0.5 mi E; (541) 736-9463
- **Papa's Pizza:** 4011 Main St. Springfield, OR 0.7 mi E; (541) 485-5555 papaspizza.net
- **Busy Bee Café:** 2152 Main St. Springfield, OR 0.6 mi W; (541) 485-5555



Nearby Transportation:

- **Lane Transit District City Bus:** 3500 East 17th Avenue, Eugene, Oregon; (541)687-5555; 2.9 mi W
- **Taxi Services:** Bio Taxi (541)747-2583; Oregon Taxi (541)434-8294; Budget taxi (541)683-8294
- **Enterprise Rent-A-Car:** 4396 Main Street, Springfield, Oregon; (541)741-4100; 1.2 mi E
- **Omni Shuttle:** Airport Shuttle, Springfield, Oregon; 541-461-7959
- **Express Care Mobility:** 2600 Main Street, Springfield, Oregon; (541)726-2010; 0.3 mi NW; Handicapped Transportation



Video Footage

Flag Football at Willamalane Center:

- http://www.youtube.com/watch?v=y_YfGhddZY0



Roller Derby:

- <http://www.youtube.com/watch?v=dsw9bVLbXzM&feature=BFa&list=UU4CSJxrWfFyw8iizRN5BCQ&lf=plcp>



Advantages



Wide range of services



Cheap rental space . Discounts . Accessibility . Always clean



Close interaction with staff members



Unique Space



Advantages



Safe skating surface



Unlimited parking . Excellent lighting . Respect of all sports



Kid friendly



Renters Feedback



- "The price is great for the quality of facility offered!"
- "There are few, if any, places in town similar to what Willamalane offers."
- "They keep it very clean, it is well staffed and has so much space!"



- "I enjoy seeing how busy it is and that other groups are using them as well."
- "Willamalane is the best venue we have ever rented at!"



Additional Questions...?

- Contact the front desk at (541) 736-4544
- Contact Mike Moskovitz at (541) 736-4004



- We are located at 250 S. 32nd Street
Springfield Oregon, 97478



Foursquare

The Foursquare piece is simply a step-by-step guide on how a business can “claim” a location on the site so that Willamalane Center for Sports and Recreation can see the statistics and behind the scenes as far as who is checking into their venue and how often. While we provided general information and tips about the business side of the site, we pinpointed reasons why and the best ways Willamalane can benefit from promoting the center through this application.



Information, Tips and Guidelines

What is foursquare - <https://foursquare.com/>?

Foursquare is a location-based social media networking website that allows users to “check-in” to places through their mobile devices. Using the GPS hardware in the phone, foursquare is able to find venues located closest to your whereabouts. Every time a user “check-ins” somewhere that person is awarded points and can earn “badges” that come with allotted discounts, prizes and personal recognition from the venues. It is great for all ages and used for a variety of purposes.

Foursquare has an assortment of features to it. When checking in at a location, users have an option of posting their “check-ins” to Facebook, Twitter and other social media sites. Another useful tool associated with this app is the “To Do” list and “Tips” option. Users have the ability to create helpful suggestions and tips for other users to read, serving as suggestions for possible things to do at the venue locations. If a user has checked in more than any other user at a specific location for the past 60 days, the user is eligible to become the “Mayor” of that “check-in” location. Lastly, foursquare allows companies to create pages for its locations, as well as tips and follow options for that specific company. Point breakdown for “check-ins” is as follows:

1 point – Checking into a place the user has been before (each place you go in a day)

5 points – Checking into a new place

Bonus – Adding a new venue

BFF bonus – Points earned for checking in with the same friend at multiple locations. User can also receive points for being the first of his or her friends to check into a new location.

Foursquare has become extremely popular since it started in 2009. Here are some facts found on the official website.

- Over 15 million people use it all over the world.

DRAFT

- Over 1.5 billion check-ins that continues to grow by the millions each day. Again, foursquare is used for diverse reasons and because of that it draws in businesses. Businesses are finding that there is a benefit from having their customer's "check-in". Foursquare is aware of this and provides all the tools and information, for venue owners, to bring in new customers and to help continue bringing people back. Below provides the steps on how to use foursquare for business.

How do businesses use foursquare for marketing and how can Willamalane find use of it?

Whenever someone "checks-in" to a venue on foursquare, that information is posted to all of the users "friends" on the site, as well, it typically will be posted on various social media websites. This means that there is a wide, public audience that is seeing someone checking in at a specific place. This not only tells the user's friends where he or she may be, but also tells others that they should check out that venue.

Having someone "check-in" to your venue is used as a promotional marketing tool to get your venue's name out there. Along with Facebook and Twitter icons, businesses also add the foursquare icon – shown above – to indicate to customers that they can "check-in" at his or her location. One of the features of foursquare, mentioned earlier, is receiving a "badge". The more a user "checks-in" to places, the more "badges" he or she earns – this encourages users to use foursquare every time they are out and going to new places. As well, a company can generate buzz and promote upcoming events through various conversations and "tips" on its brand location page. Follow-up comments and event summaries post-event is a great way to engage and inform foursquare users. Creating a constant flow of company updates will show users that your company is active and enthusiastic about its customer's participation.

Another feature on foursquare, mentioned earlier, is the earning of the title of "Mayor" for a venue. Whichever user "checks-in" the most to a particular venue becomes the "Mayor" of that location. Businesses can encourage their customers to "check-in" and compete to become the "Mayor" of their venue location. This will draw more customers into using the application while at the same time getting the word around the community that people are using and checking out that location. As well, a great way to show the venue's appreciation for its customers use on foursquare is by rewarding the "Mayor" of the week with a special recognition or a prize.

Included in checking in at places is the option of writing a little message, uploading a photo and/or tagging friends. This is a great component to foursquare because not only do viewers see that someone is located at a venue, but he or she can see physical photos, have a personal connection to the people tagged or enjoy the little ditty if provided. For people who have never heard of the company, they can get an idea of what type of venue it is that the person is located and what kind of crowd.

For Willamalane, this is extremely useful because the center offers such a wide

DRAFT

range of services and has a diverse audience it can cater to - so to promote foursquare would be a beneficial marketing tool. It is a simple way to get the word out to the community that the center is there for recreational purposes and is intended for all groups and ages within the community, but also throughout the Pacific Northwest. Also, the center can gain beneficial insight on its customers by examining behaviors and patterns of the people who are checking-in. This is a great indicator of who the venue's audience is and gives great insight on how to market to the audience in a more effective way.

For example, whoever runs Willamalane's social media, he or she should track and pay close attention to the interaction on the "check-in" location. A set of discounts or rewards of your choice should be discussed and then later rewarded to those who frequently "check-in". Also, staff should try and seek out those who regularly "check-in" and thank them in some way or another. This would be extremely effective and increase the sense of community that Willamalane has. This can also link up with the center's website, Twitter, and/or blog by announcing on those platforms who the "Mayor" of the Willamalane Center for Sports and Recreation is for that month.

Here are links to articles that provide information on foursquare and other uses it has:

- <http://mashable.com/2011/07/13/foursquare-marketing-campaigns/>
- http://www.washingtonpost.com/blogs/faster-forward/post/over-a-quarter-of-american-adults-use-mobile-location-based-services/2011/09/06/gIQAnFpE7J_blog.html
- <http://www.edsocialmedia.com/2011/09/five-ways-to-use-foursquare-in-educational-marketingpart-two/>
- <http://www.small-business-channel.com/marketing/how-to-use-foursquare-for-marketing/>

How do you set up a location, check-in spot?

Foursquare has created simple steps for businesses to "claim" their venue locations. People have already started to "check-in" at the Willamalane Center for Sports and Recreation. Foursquare users have the ability to create a new location, so it is your job now to "claim" the location.

The following link -- <https://foursquare.com/business/> -- shares options for businesses that contain features the center can use.

Below is a screen shot of the page that pulls up when you click on the "Claiming your venue" link. We suggest someone from the staff at the center, the person in charge of social media, create an account with foursquare and then go to this page and follow all the proper steps it takes you through.

It also has options for venues that would like to claim more than 10 or 100 locations. If you are interested in claiming all of Willamalane's locations, you can follow the tab. You simply fill out a form then foursquare will do the rest.

DRAFT

Once you have claimed the Willamalane Center, foursquare provides a “Merchant Dashboard” that supplies data and statistical information on the customers’ recent activity. The dashboard will be helpful in trying to find out whom, when and how often people are checking in and what they are doing. Here is a screen shot of the introduction page.

Our team has suggested giving people incentives to “check-in” with the center. Foursquare has a “Special” element that provides a variety of incentive ideas for your venue. It creates an orange “Special” graphic that draws in foursquare users because not all venues have the feature. It is free and only offered to claimed venues. To set up the “Special” feature you simply follow the link and it takes you through the steps -<https://foursquare.com/business/merchants/specials>

Getting it Started!

To start having Willamalane customers getting involved and checking in on foursquare, simply place the logo with an added little note to it in the front entrances of the center and other Willamalane facilities.

For example –

Have a foursquare account?

“Check-In HERE!”

