



# **Newberry Country Trail Strategic Public Relations**

**Spring 2018 • J 454/545**

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School of Journalism and Communication

## **Acknowledgements**

The work accomplished within this SCYP course could not have been completed alone. We would like to thank the city of La Pine and its staff for making this project possible and their consistent involvement throughout the ten week process.

## 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 a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency 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.

## SCI Directors and Staff

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

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

Megan Banks, SCYP Manager, University of Oregon

## About La Pine

La Pine is a small Central Oregon community located in Deschutes County. In the foothills of the Cascade Mountains, La Pine is surrounded by open meadows, lakes, and rivers. It has a long history dating back to French fur traders in the 1800s, but it was not until 2006 that the city formally incorporated. The seven square miles of La Pine represent the newest city in Oregon, and are home to a population of around 2,000 residents. According to the La Pine Chamber of Commerce, Deschutes County has experienced the most rapid growth of any county in Oregon over the last decade. La Pine itself is experiencing significant growth in both population and economics. Key industries contributing to this growth include technology and biotech, recreational and outdoor gear manufacturing, brewing and data centers. As an emerging Oregon city, La Pine is in a unique position to develop and enact sustainable practices for its future.

La Pine is the first ever Small City Pilot for the University of Oregon Sustainable Cities Initiative's Sustainable City Year Program (SCYP). Through this partnership, multiple university courses in areas such as journalism, business, architecture, and more have provided tangible recommendations for the city of La Pine to incorporate into its future development plans. As a small city, La Pine balances day-to-day needs and long-range planning, making it an ideal location for the infusion of energy and new ideas.

The SCYP Small Cities Pilot is made possible in part by a grant from The Ford Family Foundation. These initiatives and outcomes from participation with SCYP will help develop ideas that are cost-effective to build and operate, provide safe and convenient access, and achieve sustainability goals while supporting La Pine's projected growth in population and employment.

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

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## Summary and What's Next Memo

Date: June 3, 2018  
To: Ann Gawith and Teri Myers  
From: La Pine - PR Campaigns Team  
Subject: Summary of Project & What's Next

Ann & Teri,

As a team, we have put together a final packet of all the tactics and implementation pieces regarding the Newberry Country Trail. We have provided content for each of the pieces and suggestions for how to use the various pieces beyond our final meeting on June 5, 2018. Also listed below are recommendations for continued success with the Newberry Country Trail.

We hope that you take each piece we have started and continue to build your media presence up over time, so that the Newberry Country Trail can become a travel destination in Oregon. Our goal throughout this plan is to increase tourism to not only the Newberry Country Trail, but also to the City of La Pine.

Included in this plan are the following implementation pieces to assist you in the launch and longevity of the Newberry Country Trail campaign:

- A logo and slogan for the Newberry Country Trail
- Social media calendar, tactics and post
- Basic website with page and content suggestions
- News release to announce the trail
- Travel package bundle samples

The following are our short-term, mid-term and long-term suggestions for the continued success of the Newberry Country Trail:

Short-term recommendations:

- Focus on the branding of the Newberry Country Trail
  - Consistency (logo use, fonts, color schemes and hashtags) among platforms such as the website and social media accounts
- Build an online audience by interacting with followers
- Polish the website and make any necessary changes
- Send out the news release to relevant media sources

Mid-term recommendations:

- Hire a social media intern to work on Facebook and Instagram pages
- Reach out to other social accounts (influencers, bloggers and brands) to collaborate and reach targeted audiences
- Earn media placement
- Establish trail signage throughout the route

Long-term recommendations:

- Trail awareness throughout Oregon
- Reviews of the trail on the website after visits
- Partner with tourism organizations such as Travel Oregon (repost on their social media accounts and help post NCT's travel information on their websites)



## Strategic PR Plan

### *Situational Analysis*

The Newberry Country Trail is a newly established tourist attraction in Central Oregon. The trail begins and ends in La Pine, Oregon, and is 153 miles long. Because the trail has not officially been introduced to the public, potential visitors are unaware of all it has to offer. The City of La Pine hopes to make new audiences such as Oregon college students and young families aware of this source of year-round adventure. The trail highlights Central Oregon's natural beauty and offers a wide variety of outdoor activities. Its most popular attractions are biking, hiking, swimming, snowmobiling and skiing. While it has been marketed as a family-friendly location, La Pine would like to see the Newberry Country Trail visited by more college-aged adventurers as well. Along the trail are popular Oregon landmarks such as Crescent Lake, Christmas Valley, Paulina Lake and Fort Rock.

The Newberry Country Trail project has received grant money from Travel Oregon to help increase tourism. The project is a part of the Travel Oregon Rural Tourism Studio. With the help of Travel Oregon, La Pine will be able to interact with its new target audiences in strategic ways. Since the trail offers outdoor activities for all skill levels, people from all backgrounds can enjoy what the trail has to offer.

Some of the sites on the Newberry Country Trail, and even La Pine itself, can still be considered hidden gems, unknown even to native Oregonians. Establishing a social media presence, updating visual aesthetics for the trail, connecting with travel influencers and collaborating with breweries and brands are viable opportunities available to La Pine to create awareness for the Newberry Country Trail.

The beauty surrounding La Pine creates a natural opportunity for promotional photography. High-quality, professional photos can be used on all channels, including social media and the Newberry Country Trail website.

This strategic plan will allow La Pine and the Newberry Country Trail to promote the hidden gems that are waiting to be explored to a more targeted audience than before. Implementing the following strategies and tactics will lead La Pine to an established online presence and, with time, an increase in tourism to the Newberry Country Trail. This plan also sets a timeline for La Pine to establish the strategies and provided tactics for success.

Some examples of success that we've found to be useful through our best practices research are the Boise Trails website, social media practices utilized by Hydro Flask and the Bend Ale Trail map.

### *Core Challenge and Opportunity:*

The core challenge facing La Pine's Newberry Country Trail is the general lack of awareness to potential audiences of interest. With incredible natural beauty, activities

and resources and pre-existing partnerships with other organizations in Oregon, there is great potential for growth. The core opportunity at hand is establishing promotional channels online to attract tourism.

*Goal:*

Upon the implementation of our plan, we will establish a framework for an online presence to capture the attention of potential visitors.

*Target Audiences and Messaging*

Target Audience 1:

Our primary target audience is Oregon college students aged 18-22 who are interested in the outdoors and seeking adventure. For instance, the University of Oregon is roughly a two-hour drive from the start of the Newberry Country Trail, La Pine. That makes the trail a viable option for a fun and affordable outdoor adventure or weekend getaway for these students and others in the area. Another opportunity for La Pine to market the Newberry Country Trail is on the basis of its affordability. College students are on a budget, as the average working college student makes roughly \$8,500 per year working part time, before living expenses are accounted for. La Pine sees this opportunity to appeal to college students because of their energy and enthusiasm for adventure. While the trail may not be of interest to all college students in Oregon, a focus on those who are in majors related to environmentalism (such as geography or environmental studies) would likely bring more college-aged visitors to the trail and its sites. This audience can also be targeted on social media, as the average person aged 18 to 34 will spend roughly an hour a day online. By establishing an online presence for the Newberry Country Trail, we will be able to effectively increase awareness and interactions with this target audience.

Primary Message:

The La Pine Newberry Trail offers an affordable outdoor adventure and weekend getaway.

Secondary Messages:

The Newberry Country Trail is a low-key trip that provides memorable experiences, exciting adventure and great Instagram photos all year-round. With 153 miles of trail and unique attractions along the way, a spontaneous weekend trip is only a couple of hours away, close to Bend and Sunriver.

Target Audience 2:

Our secondary audience is young families with parents aged 24 to 34 and one or two kids. Many Oregonians greatly value the outdoors and want their kids to grow up learning to appreciate nature. The Newberry Trail offers an affordable mini-vacation that gets both parents and kids out of the house and into the outdoors. It is also accommodating to busy work and school schedules, as it has attractions open 365 days a year, which makes it ideal as a vacation destination or a long weekend getaway. The trip offers various activities suitable for all ages, including OHV riding, snowmobiling,

horseback riding, hiking, fishing and sightseeing. Both adults and children will be able to find something exciting to participate in. Additionally, with the median Oregon family income being \$57,000, this trip offers fun activities that won't break the bank. Because this audience also falls into the 18 to 34 age range, they will also be most effectively reached through our online presence.

**Primary Message:**

The La Pine Newberry Trail offers engaging and affordable outdoor activities for all ages 365 days a year.

**Secondary Message:**

A family vacation doesn't have to be expensive. A visit to the Newberry Trail is both affordable and always available, as there are fun activities available year-round. For an outdoor adventure that has something for both adults and children, the La Pine Newberry Trails has it all.

*Recommendations*

**Target Audience:**

Millennials (Oregon college students and young families)

**Objective:**

To assist La Pine in establishing a website and launching applicable social media accounts by June 8th, 2018.

**Strategy**

To accomplish this objective, we will work as a team to establish a cohesive brand and an online presence for the Newberry Country Trail, incorporating a website and social media. The anticipated outcome is to gain significant exposure and influence our target audiences to visit The Newberry Country Trail.

**Tactics**

**Brand Construction**

- Design new logo for the Newberry Country Trail
- Slogan that can be incorporated into a hashtag
- Maintain a consistent theme for the brand (colors, fonts, etc.)
- Increase tourism promotion photos and videos

**Website**

- Create an interactive map where potential visitors can learn more about the different sites along the trail
- Make the website a tourist-friendly spot, where visitors can find information about lodging, dining and activities easily
- Include a weather forecast section so that visitors can plan their activities

- Create a year-round activity calendar that includes what seasonal activities and events are happening on or near the Newberry Country Trail
- Incorporate a photo-centric format
- Allow visitors to learn more through brief descriptions and videos of major attractions

#### *Instagram (Oregon college students)*

- Create a consistent posting schedule
- Tag location on each post
- Compile list of potential partners for collaboration on Instagram, including social media travel influencers as well as brands and organizations
- Content samples with hashtags of related communities
- Interact with visitors through comments and reposts

#### *Facebook (Young families)*

- Create established pages for La Pine and the Newberry Country Trail
- Media outlets who could feature La Pine on its Facebook page
- Create a consistent posting schedule
- Include tourism videos and photos to earn views and shares
- Interact with visitors through comments and reposts

#### *Travel Package Bundles*

- Showcase different vacation packages
- Include a seasonal guide to show the difference in activities available in the summer vs. winter
- Include lodging and dining ideas
- Provide travel alternatives for visitors when roads are closed

#### *Evaluation*

In order to evaluate the success of these tactics, we will use the following questions as a guide to determine what is working well and what needs to be changed.

- How many followers do we have on Instagram?
- How many likes do we have on our Facebook page?
- How many page views do we have on our official website?
- How much are followers interacting with the content?
- What content earns the most interaction from followers?
- Which brands, organizations and influencers have agreed to or are open to collaboration on social media?

#### *Timeline*

- May 3: Campaign plan proposal with client
- May 8: Finalize pitches & get client approval
- May 11: Visit to La Pine
- June 3: Finalize all content for client
- June 5: Client meeting at UO, provide client with complete one-month media plan, hand materials for success over to client

*Budget*

Using up to the \$2000 approved for this budget, we recommend allocating funds to:

- Hire a website/graphic designer to develop a website for the Newberry Country Trail (based on our research, the average cost of a designer would be \$27.50/hour)
- Sponsored social media posts (According to our research, this costs \$6.70 per 1,000 views on Instagram)
- Branding (Establish logo and theme)
- Stock images from visiting photographers
- Promotional materials such as brochures
- Establishing a domain for the Newberry Country Trail website

**SWOT**

Strengths	-Pre-existing relationships with other communities (such as Sunriver) -Potential for collaboration with these aforementioned communities -Natural beauty for promotional material -Affordability -Range of activities
Weaknesses	-Social media presence -Minimal awareness among Oregon citizens -Lack of promotional material -La Pine has an older demographic and there is not much going on in the city that appeals to a younger audience -La Pine doesn't have hotels or places overnight lodging (aside from airbnbs)
Opportunities	-Potential social media collaboration and/or partnership with a variety of companies/brands/organizations (Travel Oregon, etc.) -Story/anecdotes, produce blog post on its website -Tourists visiting Sunriver and other sites in the area -Partnering with companies such as Travel Oregon, That Oregon Life and travel influencers on social media can help promote the trail to a younger audience.
Threats	-Other locations for Rural Tourism Studio -Weather can be unpredictable -Tourists are drawn to Portland and the Oregon coast more than central Oregon

## **Best Practices**

As a team we researched seven distinct organizations that all relate to the Newberry Country Trail project in some aspect. Each organization's successes have been analyzed in order to help us further identify some potential strategies and tactics that could assist in the execution of a strong campaign for the Newberry Country Trail. The organizations that we have chosen share a mission similar to La Pine's, although their industries may differ. They all exist within adventure-driven industries and have the shared goal of getting individuals outdoors to enjoy nature.

### ***Boise Trails***

At the beginning of 2018, Boise Trails LLC launched its new website to highlight what the region offers. This new layout provides details about trails for hiking, biking, running and other activities by providing details about weather conditions, routes and videos that give visuals of the scenic trails. After seeing so many questions in its comments on its Instagram posts, Boise Trails wanted to consolidate all of its information in one place and create an interactive site for all their pictures and reviews of the trails so future visitors could do their research.

We chose the Boise Trails as it relates to La Pine and the development of the Newberry Country Trail because both have audiences of outdoor lovers and tourists. The website is easy to navigate with interactive maps that offer information about mileage and reviews and have zooming capabilities. As a new site, Boise Trails collaborated with the designers of BendTrails.org, which is also a similar site that helps with trail navigation. La Pine's Newberry Country Trail can learn from this site and consider using the boot shape map online and having interactive features with visuals.

Lessons Learned:

- Interactive maps give individualized information about each trail.
- Active website with a blog, event page and links to social media pages make information accessible.
- Partnerships are clearly labeled and links are included to those sponsors.

### ***Bend Ale Trail***

The Bend Ale Trail Beer Tour was established in 2010 to give visitors and locals alike a glimpse into the unique craft brewery culture of Central Oregon. The organization, much like the Newberry Country Trail hopes to educate and entertain those from out of the area. The trail offers a discovery map, and those interested may pick the map up at the Visit Bend Welcome Center, download it from the Visit Bend website, or download the free app "Bend Ale Trail," to interact with the trail as they go. Similar to the Newberry Country Trail, participants of the Bend Ale Trail are encouraged to finish the entire trail visiting each stop along the way for the full experience.

Bend Ale Trail's official online presence is successfully facilitated and operated through the Visit Bend website, similarly to La Pine's envisioned Newberry Trail page embedded into the City of La Pine website.

The trail is not only widely known around the state of Oregon, but is highly praised as a unforgettable experience for all participants. The success of this organization is largely based on the return rate of completed trail maps to the Visit Bend Welcome Center. From the trail's official launch in 2010 to May of 2016, the Bend Ale Trail had more than 17,000 visitors complete the 16 brewpub/brewery circuit map and redeem their silicon souvenir brew cup. Outside of success statistics, various blogs, websites and social media accounts for both private parties and businesses have created posts raving about the Bend Ale Trail and encouraging others to participate.

The success of the Bend Ale Trail can be referenced to help build a strong marketing/communication plan for the success of the Newberry Country Trail through the similarities between the audiences and organizations.

Lessons Learned:

- Embedding a webpage into a larger website can lead to more publicity
- Blogs from outside sources mean a lot to visitors considering a new adventure
- A souvenir or prize at the end is a great incentive

### ***Rural Tourism Studio - Southern Oregon Coast***

The Southern Oregon Coast (including towns such as Reedsport, Winchester Bay, North Bend, Coos Bay, Charleston, Bandon and the Coquille River Valley) needed to attract tourism in order to keep businesses open and residents in their towns. This problem was taken to Travel Oregon and a solution was found within its Rural Tourism Studio initiative. This is the same situation that La Pine is currently confronting. Travel Oregon assisted these small communities in funding events and creating a video reel highlighting the perspectives of those who live there. Waldport hosted a bike race through its city and surrounding scenic highways as a part of its efforts to increase tourism. According to the Travel Oregon video published to promote the Southern Oregon Coast, a group of bikers were interviewed about their experiences and 75% of those interviewed said they were staying in Waldport for the weekend. This single event increased tourism to the Southern Oregon Coast, and similar events and initiatives maintain it.

Another example of success from this collaboration with Travel Oregon can be seen at the Kayak Shack in Waldport, which has reported a 100% increase in guided tours for the past three years. Collectively, the Southern Oregon Coast has reported a \$34-million-dollar increase in travel revenue since 2010.

Lessons Learned:

- Photos and videos are influential in increasing tourism.
- Travel Oregon can assist with creating an established social media presence
- Increased awareness is linked to increased tourism.

### ***Hydro Flask***

Hydro Flask was established in 2009 in Bend, Ore., and by 2011, Hydro Flask hit 1 million sales. In 2015, it expanded to Europe and in 2016 it went worldwide. Hydro



Flask's mission is to promote an active lifestyle and emphasize the importance of staying hydrated in all climates and conditions. Its audiences are hikers, bikers, adventure enthusiasts and travelers.

In 2016, Hydro Flask created a few campaigns through Hammerquist Studios<sup>2</sup>, one of which being a collaboration with Instagram-based travel influencers Emily King and Corey Smith who travelled across the nation in a Volkswagen van<sup>3</sup>. Hammerquist Studios filmed Corey Smith and Emily King as they travelled around the country with their Hydro Flask water bottles. It promoted the company's mission of being outdoorsy and adventurous, and illustrated how Hydro Flask can be a part of that adventure in any climate or location.

Hydro Flask also works with nonprofit organizations that implement park cleaning, safety and maintenance. Through its campaigns, Hydro Flask encourages more donations, volunteers and education surrounding environmental conservation. It also has a focus on Oregon parks as a tribute to its roots. The brand created a #ParksForAll social media campaign to showcase the different parks in the state and market the use of their bottles through its consumers.

Because Hydro Flask has a similar audience to La Pine's Newberry Country Trail, Hydro Flask's campaigns, social media strategies and marketing practices provide beneficial lessons for La Pine. Another potential opportunity for La Pine is collaboration with Hydro Flask, as its headquarters are located in Bend, Ore., close to La Pine.

#### Lessons Learned:

- Promoting a message through other social media can be achieved through influencers, who share their experiences on different social media platforms.
- Encouraging the maintenance and security of parks in Oregon through hashtags and social media pictures is a worthy and popular cause.
- Potential collaborations with organizations that hold similar values provide beneficial partnerships.
- Hydro Flask knows its audience, and uses tactics to specifically speak to this audience.

#### **Patagonia**

An organization with a key audience similar to La Pine's (adventure-loving millennials) is Patagonia, a retail company that sells clothing and gear made for outdoor adventures in all climates. A major component of Patagonia's identity is its commitment to the values that it's based on, such as ecological sustainability.

Patagonia proved its commitment to this mission through campaigns such as its "Worn Wear Initiative," through which consumers can buy used Patagonia products to avoid buying new and creating unnecessary waste. It has also created a new digital platform where users can find local grassroots organizations to volunteer at. With examples such as these, it's easy to see that Patagonia has proven its commitment to this mission. Millennials have to be targeted differently than the generations before them, and



Patagonia's value-driven campaigns resonate with millennials, who often choose to do online research on an organization or company before committing to them. Because of this, corporate personality matters to this generation, which is one reason Patagonia has done well among its adventure-seeking demographic.

Patagonia has leveraged its popular reputation within this tech-savvy generation by creating a cohesive online brand as well. With over 3.3 million Instagram followers, the company manages a widely available platform that provides two-way communication between their consumers and the brand; Patagonia often reposts other its followers' media and replies to comments directly. Its success, measured by the number of comments, tags, likes and followers the account has, is indicative of its effective strategies and tactics.

La Pine can take Patagonia's successes with a generation of adventure-loving millennials and apply them to its own challenges and opportunities. Because La Pine and Patagonia have the same key audience, similar techniques – such as a commitment to values, an awareness of ecological sustainability and a strong social media presence – can be used, even though the situation at hand for La Pine is different than the one that Patagonia faces.

Lessons Learned:

- Millennials value ethics-driven campaigns.
- Staying true to the organization's core values and mission can pay off with the audience.
- Social media and a strong online presence is important to millennials

### ***McKenzie River***

McKenzie River is a popular destination located in Oregon which aims to attract outdoor adventurers, enthusiastic hikers and bikers. We choose McKenzie River for a referential recreational system example because this organization shares a similar message and target audience with La Pine's Newberry Country Trail.

McKenzie River's online presence is successful, based on their official website demonstration and social media promotional strategies. The web interface of McKenzie River provides clear guidelines for travelers with their featured categories (attractions, activities, events, map, lodging and services). The homepage consists of several major sections with attractive photos and promotional videos that offer convenience for tourists looking to view places of interest. In each subpage, McKenzie River also lists thumbnails of activities and attaches their locations. Users can check them out in detail simply by clicking the thumbnails or reading the blogs. Through their well-organized website, travelers can learn specific travel guides from each activity's brief description and its related video.

The Eugene Cascades & Coast, a nonprofit organization which works to increase the quality of tourism services in Lane County, helps McKenzie River to post tourism attraction links and photos on its official website. On Facebook, McKenzie River

increases travelers' awareness by sharing scenic photos, videos and events from its related accounts (McKenzie River Mountain Resort, McKenzie River Drone Photography) or visitors' posts. Its beautiful scenery videos generate more than ten thousand views and hundreds of shares. McKenzie River is also active on its Instagram page, using hashtags which usually gain photos hundreds of likes.

Lessons Learned:

- A well-organized website provides convenience and stimulates the interest of tourist
- Partnering with Oregon tourism organizations can increase awareness.
- A target audience's attention can be earned through active social media presence.

### ***Musical Highway - New Mexico***

In a relatively uninteresting and slow part of New Mexico, there lies a highway in the desert that attracts drivers due to its unique offering. Visitors and travelers who drive on this highway near Tijeras, New Mexico, will experience road vibrations that play along to the tune of 'America the Beautiful'—so long as drivers adhere to the speed limit. While there isn't really much to do in the area, visitors seem to enjoy the unique experience of having the road 'sing' to them.

The project was funded by National Geographic, and its main purpose was to get drivers to slow down on the highway. New Mexico's musical highway is a unique tactic, as there is only one other musical highway in the United States. Similar to the Newberry Trail, the highway is relatively unknown and doesn't see much traffic other than those passing by. By adding an experience or something uniquely memorable, the La Pine Newberry Trail has the opportunity to not only bring in visitors, but also create a something that is both newsworthy and memorable.

Lessons Learned:

- Creating interest in a relatively unknown part of the state is an opportunity
- Media attention can be earned by creating a unique experience
- Getting visitors to slow down on the highway could possibly increase tourism to a small nearby city

### ***Conclusion***

According to our research, there are various best practice opportunities for the Newberry Country Trail to learn from. Looking at similar organizations, or different organizations with similar missions or target audiences, helped us discover how important a strong media presence is, how valuable interactive material can be and how many possibilities are available to the Newberry Country Trail. By focusing attention on adventure driven individuals, the La Pine Newberry Country Trail can effectively increase both awareness and engagement in its offerings, similar to how other related organizations have successfully done.

## Implementation

### *Implementation Plan*

Hello Ann and Teri,

We hope this memo finds you well. Thank you again for making the trek to Eugene last week to meet with us. Based on your feedback and our group conversation following the presentation, the following are descriptions of the deliverables (tactical pieces) that we expect to provide you in relation to the specific strategies we outlined in the Draft Strategic PR Plan and agreed upon after the presentation.

By June 5th, all deliverables, research and our Final PR Strategic Plan will be turned in to you alongside a “What’s Next Memo,” that provides a summary of what we completed and short/mid/long term recommendations regarding how to carry the plan forward in the future.

That being said we will need a few things from you in order to move forward, if you could please provide us with the following by May 31, 2018 it would be kindly appreciated:

- Photos
- Permission to create Instagram and Facebook accounts
- Permission to establish a web domain

Audience:	Young Families and Oregon College Students
Tactic:	New Logo Design
Description of what will be provided, what it includes:	A creative and well-developed logo - a logo that will help brand and market the Newberry Country Trail on our media outlets, brochures, etc.
Software, app or online access needed by client (after June 5):	Adobe InDesign
Team member(s) responsible:	All
Projected completion date:	May 11, 2018

Audience:	Young Families and Oregon College Students
Tactic:	New Slogan
Description of what will be provided, what it includes:	A creative, catchy and relevant slogan that will help brand and market the Newberry Country Trail, tying the key message into the logo and used to encapsulate the primary benefits of experiencing the trail.
Software, app or online access needed by client (after June 5):	Microsoft Word
Team member(s) responsible:	All
Projected completion date:	May 11, 2018

Audience:	Oregon College Students
Tactic:	Establishing an Instagram page. We will be establishing the initial page, and subsequent content and hashtag recommendations
Description of what will be provided, what it includes:	Log-in information for an Instagram account
Software, app or online access needed by client (after June 5):	Internet access
Team member(s) responsible:	All
Projected completion date:	May 11, 2018

Audience:	Young Families
Tactic:	Establishing a Facebook page. We will be establishing the initial page, and subsequent content and hashtag recommendations
Description of what will be provided, what it includes:	Log-in information for a Facebook account
Software, app or online access needed by client (after June 5):	Internet access and a private Facebook account to sign
Team member(s) responsible:	All
Projected completion date:	May 11, 2018

Audiences:	Young Families and Oregon College Students
Tactic:	We will create a website development plan including details on navigation, recommended pages, reciprocal links, where the links should go, and in-depth details of an interactive map.
Description of what will be provided, what it includes:	A basic idea of what the Newberry Country Trail website will look like and a drafted plan regarding the direction the website should head after we hand over the materials.
Software, app or online access needed by client (after June 5):	Internet access, Wordpress account
Team member(s) responsible:	All
Projected completion date:	June 5, 2018

Audiences:	Young Families and Oregon College Students
Tactic:	Instagram and Facebook content and media calendar with links, photos, and captions.
Description of what will be provided, what it includes:	One month media calendar that lays out how to facilitate both media platforms, along with example posts.
Software, app or online access needed by client (after June 5):	Microsoft Excel, Instagram App/account, and Facebook App/account.
Team member(s) responsible:	All
Projected completion date:	June 5, 2018

Audiences:	Young Families and Oregon College Students
Tactic:	Bundle Packages
Description of what will be provided, what it includes:	Five or six different bundle package ideas regarding different ways families/students may choose to take this trip affordably (somewhat of a trip guide). This will include recommended places to eat, sleep, and explore within three regions of the Newberry Country Trail.
Software, app or online access needed by client (after June 5):	N/A
Team member(s) responsible:	All
Projected completion date:	June 5, 2018

## Implementation Deliverables

### *New Logo Design*

We have designed a new logo to represent the Newberry Country Trail. We have incorporated the most important elements including a natural color scheme and a boot shape mimicking the trail. The logo will be used through other implementation pieces and throughout the printed Newberry Country Trail trail guides and brochure designed by the Chamber of Commerce (Teri & Ann).



### *New Slogan*

We have created a new slogan, "Follow the boot for fun and adventure." This slogan will be used alongside the logo - throughout all the implementation pieces, including the website, bundle packages, etc.

### *Establishing an Instagram Page*

We have established an Instagram page that will be used to begin posting content from the social media content calendar we are providing and other content in the future. This page will help us create a media presence and statewide awareness.

Login information:

Username: @newberrycountrytrail

Email: newberrycountrytrail@gmail.com

Password: lapineoregon

### *Establishing a Facebook Page*

We plan to establish a Facebook page that will be used to begin posting content from the social media content calendar we are providing and other content in the future. This page will help us create a media presence and statewide awareness.

We did not establish a Facebook page, due to the page needing an “Admin” account to be created. We have hopes that either Ann or Teri will use their account as the admin account.

### *Website Development*

We have developed a very basic website design that will give the Newberry Country Trail a boost at creating a strong media presence. The website contains an interactive map that lets the visitor access information about different locations on the Newberry Country Trail. The website will be connected to social media platforms so the site viewers can access the social media pages and look at the recent pictures of the trail and vice versa. The website on Wordpress will need to be updated frequently with blog posts and pictures, as well as with new seasonal information. The events and activities page will also have to be updated regularly. While we recommend purchasing the domain newberrycountrytrail.com, the current website is newberrycountrytrail.wordpress.com.

### *Instagram & Facebook Content + Social Media Calendar*

We created initial posts for the Newberry Country Trail’s new Instagram and Facebook accounts and established hashtags to be used as part of the trail’s branding (#NewberryCountryTrail and #FollowtheBoot). We also provided a social media calendar suggesting types of content to post and what to include, such as types of photos and hashtags, considering the strengths of each platform. We also added a list of best social media practices to consider for continued presence on social media.

Instagram Launch Post:

Featured on the @NewberryCountryTrail Instagram account.





### Facebook Launch Post:

To be released once the Facebook page is set up and linked with an admin account.



Caption: #FollowtheBoot this summer and stop at locations like Paulina Lake on the #NewberryCountryTrail! Be sure to like our page to get updates about summer activities, and go to <https://newberrycountrytrail.wordpress.com> to learn more.

### Instagram Post Ideas:

#### #TravelTuesday

- Popular spots on the trail
- Feature a seasonal bundle
- Highlight a travel influencer
- Highlight a lodge or resort on the trail

#### #ThankfulThursday

- Outdoorsy post

#### #TBT

- Reposting pictures of followers' past trips
- Using found photos of La Pine

#### #WeekendGetaway

- Events that are going that weekend
- Feature bundles

### Facebook Post Ideas:

- Weekly status update of weather, activities, etc.
- Share posts from other related pages (Explore Oregon, Sunriver, Travel Oregon)
- Create facebook events for upcoming activities on the trail
- Suggest trails and activities based on weather
- Links to travel bundles and the website

Note: While hashtags listed above can be used on Facebook as well, they are more effective on Instagram.

## Social Media Calendar:

### Week 1 June 10-16

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	x	First post (provided)	x	Create an event for Frontier Days (July 1-4) and invite followers	x	Create an event for the Rodeo Kickoff Concert (two weeks from today, June 29) and invite followers	x
Instagram	x	x	First post (provided)	x	#ThankfulThursday "We're thankful to have the great outdoors at our front door!" with a provided photo	#WeekendGetaway (highlight a bundle) with a photo of the location that correlates with the bundle	x

### Week 2 June 17-23

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	x	Share post from Travel Oregon or similar site	x	Weekend Forecast, highlighting a few spots to hit on the trail for the weekend	x	La Pine Rodeo Kickoff concert reminder (one week from today)	x
Instagram	x	x	#TravelTuesday with a provided photo	x	#TBT of a followers' old photo of a location on the Newberry Country Trail	#WeekendGetaway featuring a resort or RV park	x

### Week 3 June 24 - 30

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	x	Share post from Travel Oregon or similar site	x	Weekend Forecast, highlight the Rodeo/Kickoff Concert as an activity	x	La Pine Rodeo Kickoff Concert	x
Instagram	x	x	#TravelTuesday including provided photo of location on the trail	x	#TBT (pic from years past Rodeo Kickoff Concert/Rodeo)	#RodeoKickoff Concert - Post professional photos of the concert	x

Week 4 July 1 - 7

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	x	Post Frontier Days photo(s)	x	Weekend Forecast, highlighting a few spots to hit on the trail for the weekend	x	La Pine Rodeo starts today  Create event for Newberry Event Music and Arts Festival/Fun draiser and invite followers (three weeks from today)	Repost followers' photos of the La Pine Rodeo
Instagram	x	x	Repost followers' photo(s) from Frontier Days	x	#TBT picture from followers or archives	#LaPineRodeo - Post quality photos from the event	x

Best Practices to Consider for Social Media:

- Use quality images (remember quality over quantity!)
- Try not to post more than once a day (3-4 times a week is a good goal)
- Tag the location of photos to gain more engagement
- Tag featured brands and photographers
- Use relevant hashtags
- Interact with commenters and followers
- Use social media to create hype for and to remind visitors about events
- Link Facebook and Instagram pages

What's Next for the Newberry Country Trail's Social Media Strategy:

Although this calendar has been tailored for June 10th - July 10th, it can be used as a basic guide for the following months. It can also be adjusted based on which posts seem to be gaining the most traction with followers according to platform analytics. Going forward, we recommend keeping someone on staff to take quality photos so that the Instagram and Facebook platforms will have a more permanent source of content.

*Itineraries*

We have created three bundles that recommend things to see as well as places to eat and stay along the Newberry Country Trail. These bundles will serve as a helpful tool to tourists looking to tackle the trail in sections, or even perhaps plan a week-long trip.

## Toe-tally Awesome Weekend Bundle -

### Things to see:

- Crack in the Ground (<https://www.alltrails.com/trail/us/oregon/crack-in-the-ground-trail>)
- Fort Rock ([https://oregonstateparks.org/index.cfm?do=parkPage.dsp\\_parkPage&parkId=3](https://oregonstateparks.org/index.cfm?do=parkPage.dsp_parkPage&parkId=3))

### Eats:

- Silver Lake Cafe & Bar (<https://www.facebook.com/pages/Silver-Lake-Bar-And-Cafe/167614099966863>)
- Cowboy Dinner Tree (<http://www.cowboydinnertree.net>)

### Places to Stay:

- Ana Reservoir RV Park (<http://www.anareservoirrvpark.com>)
- The Lodge at Summer Lake (<http://www.lodgeatsummerlake.com/index.html>)
- Christmas Valley Desert Inn Motel (<http://www.cvdesertinnmotel.com>)

### Gifts:

- Christmas Valley Candy Factory - World Famous Toffee
- The Willows (<https://www.facebook.com/TheWillowsAntiquesVintageGifts/>)

## Heel-Kickin' Weekend Bundle

### Things to see:

- Devil's Lake (<https://www.fs.usda.gov/recarea/deschutes/recarea/?recid=72024>)
- Crescent Lake (<https://www.recreation.gov/camping/crescent-lake-or/r/campgroundDetails.do?contractCode=NRSO&parkId=97724>)
- Gilchrist Theatre (<https://www.facebook.com/GilchristTheatre/>)

### Places to stay:

- Devil's Lake State Recreation Park (<https://oregonstateparks.reserveamerica.com/camping/devils-lake-state-recreation-area/r/campgroundDetails.do?contractCode=OR&parkId=402130>)
- Crescent RV Park (<http://www.crescentrvpark.com>)
- Big Pines RV Park (<http://www.bigpinesrvpark.com>)
- Crescent Creek Cottages & RV Park (<http://www.crescentcreekcottages.com>)
- Gilchrist Inn (<http://gilchristinn.com>)

### Eats:

- Guy's Killer BBQ (<https://www.facebook.com/BBQfood/>)
- Manley's Tavern (<https://www.facebook.com/ManleysTavern/>)

## Top of the Boot-Scootin' Weekend Bundle

### Things to see:

- Paulina Lake (<https://www.fs.usda.gov/recarea/deschutes/recarea/?actid=42&recid=71997>)
- Big Obsidian Flow Trail (<https://www.alltrails.com/trail/us/oregon/big-obsidian-flow>)
- Paulina Falls (<https://www.fs.usda.gov/recarea/deschutes/recarea/?recid=38436>)
- Paulina Lake Trail + Hot Springs (<https://www.outdoorproject.com/adventures/oregon/hikes/paulina-lake-loop-trail-hot-springs>)
- East Lake Resort (<http://eastlakeresort.com>)

### Eats:

- Hola! Sunriver (<https://www.holabend.com/?m=83%26s=741>)
- Marcello's Cucina Italian (<https://marcellos-sunriver.net>)

### Places to stay:

- Sunriver Resort (<https://store.sunriver-resort.com>)
- East Lake Resort Cabins (<http://eastlakeresort.com/accommodations/cabins/>)
- Paulina Lake Lodge (<https://www.paulinalakelodge.com>)

### Gifts:

- The Lazy Daisy (<https://www.villageatsunriver.com/directory-of-businesses/name/the-lazy-daisy/>)
- Sunriver Rocks (<https://www.villageatsunriver.com/directory-of-businesses/name/sunriver-rock-and-gem/>)
- The Chamber of Commerce (<http://lapine.org>)

### Contact Information:

Here is contact information we have gathered for each of the businesses mentioned, that is if they would need to be contacted prior to publishing a document or advertisement for the trail bundles.

Christmas Valley Candy Factory: (541) 647-0042

The Willows: (541) 576-2199

Cowboy Dinner Tree: (541) 576-2426

Silver Lake Cafe & Bar: (541) 576-2185

Ana Reservoir RV Park: (541) 943-3240

The Lodge at Summer Lake: (541) 943-3993

Christmas Valley Desert & Motel: (541) 576-2262

Guy's Killer BBQ: (541) 433-5301

Manley's Tavern: (541) 433-9637

Gilchrist Theatre:(414) 305-3868

Devil's Lake State Recreation Park: (541)994-2002

Crescent RV Park: (541) 433-2950  
Big Pines RV Park: (541) 433-2785  
Crescent Creek Cottages and RV Park: (541) 433-2324  
Gilchrist Inn: (541) 433-2878

Hola! Sunriver: (541) 593-8880  
Marcello's Cucina Italiana: (541) 593-8300  
The Lazy Daisy: (541) 593-4654  
Sunriver Rocks: (541) 771-0666  
La Pine Chamber of Commerce: (541) 536- 9771  
Sunriver Resort: (855) 420-8206  
East Lake Resort Cabins: (541) 536-2230  
Paulina Lake Lodge: (541) 536-2240

*What's Next:*

You may choose to do with the bundles wherever you see best fit. We thought it would be a great way to get tourists and visitors involved with the trail without committing to making the entire 153-mile trip. Perhaps they could make a few weekend trips, experiencing a new bundle each time they return.



Bundle Visuals:

A vertical banner for 'NEWBERRY COUNTRY TRAIL' is on the left. The background is a scenic landscape with mountains and a lake. Three dark grey boxes contain text for different weekend bundles. At the bottom, contact information is provided.

**NEWBERRY COUNTRY TRAIL**

**"Heel" Kicking' Weekend Bundle**

Things to see:  
Devil's Lake  
Crescent Lake  
Gilchrist Theatre

Eats:  
Guy's Killer BBQ  
Manley's Tavern

Places to stay:  
Devil's Lake State Park  
Crescent RV Park  
Big Pines RV Park  
Crescent Creek Cottages & RV Park  
Gilchrist Inn

**"Top" of the Boot Scootin' Weekend Bundle**

Things to see:  
Paulina Lake + Hot Springs  
Big Obsidian Flow Trail  
Paulina Falls

Gifts:  
Sunriver Rocks  
The Lazy Daisy

Places to stay:  
Sunriver Resort  
East Lake Resort Cabins  
Paulina Lake Lodge

Eats:  
Hola! Sunriver  
Marcello's Cucina Italiana

**"Toe"- tally Awesome Weekend Bundle**

Things to see:  
Crack in the Ground  
Fort Rock

Gifts:  
Christmas Valley Candy Factory  
The Willows

Places to stay:  
The Lodge at Summer Lake  
Ana Reservoir RV Park  
Christmas Valley Desert Inn Motel

Eats:  
Cowboy Dinner Tree  
Silver Lake Cafe & Bar

Contact information may be found at  
[www.newberrycountrytrail.wordpress.com](http://www.newberrycountrytrail.wordpress.com)

*News Release*

We have created a news release that outlines the introduction of the Newberry Country Trail to the public eye. This could be used to pitch a media source to tell the trail's story. A local media source, for example KTVZ News Channel 21, would be best for this type of announcement. It would also be worth pitching the release to Portland area news outlets, like KGW-TV. However, simply publishing this release in a Chamber of Commerce newsletter would be enough if you wish for a quiet announcement for the Newberry Country Trail.

*\*At the bottom of this news release is a suggested website. If La Pine Chamber of Commerce decides to keep the wordpress page, please double check that the website listed matches the decision made about NCT website domain.*



**NEWS RELEASE**

June 5, 2018  
FOR IMMEDIATE RELEASE

**LA PINE CHAMBER OF COMMERCE ANNOUNCES  
OPENING OF NEWBERRY COUNTRY TRAIL**

LA PINE, Ore. – The La Pine Chamber of Commerce Visitor’s Center announces the opening of the Newberry Country Trail, a 153-mile long trail that features various sights and attractions in Central Oregon. The trail is centered in La Pine, and has many stops at locations including Christmas Valley, Fort Rock, Silver Lake, Crescent Lake, and the Newberry National Monument. The trail is intended to be an affordable family-friendly adventure that is open during every season.

Because of the various different landscapes among the trail, there are many possibilities for activities and adventure such as fishing, kayaking, camping, ATV riding, horseback riding, as well as exploring many geographic sights such as the Newberry Crater Volcanic Monument and Obsidian Flows. The Newberry Country Trail caters to those who are outdoor-oriented, and interested in exploring more of their home state.

**About Newberry Country Trail.** Established in 2018, the Newberry Country Trail is bringing awareness to the natural beauty of Central Oregon. For more info or to plan a trip, visit the Newberry Country Trail online at [www.newberrycountrytrail.com](http://www.newberrycountrytrail.com), and on Instagram at [@newberrycountrytrail](https://www.instagram.com/newberrycountrytrail).

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