

Minutes
Fort Worden Public Development Authority
Marketing Committee
Oct. 21, 2013 • 3 p.m. • Building 262, Fort Worden

Attending: Scott Wilson, Herb Cook, Lela Hilton, Jordan Hartt, Christina Pivarnik, Jean Dunbar, Dave Robison, Rochelle (Bon Appetit), Jill (State Parks), Gee Heckscher, recorder. Absent: Kate Burke

Scott emphasized importance of getting all committee members to the meetings to make rapid progress on the marketing plan.

TIMELINE

The committee's timeline (attached) calls first for broad themes to be identified, then drilling to specifics. The committee is on target for its timeline to date.

WEBSITE

Scott has purchased, for \$400, this website:

www.FortWorden.org

This will become the primary web address for FWPDA marketing.

In addition, Centrum has offered to allow a related web domain,

www.fortworden.net, to point to the FWPDA marketing website. The committee may later pursue the purchase of another related website, www.fortworden.com, depending on budget.

SLOGAN/TAGLINE

After considerable discussion, the committee identified its top slogan preference:

"Discover. Wonder. Explore."
"At Fort Worden, by the Salish Sea"

The committee felt these terms capture what visitors can do either through the campus programs or through camping or other accommodations. The committee agreed to sit on this slogan for the time being and discuss it further.

Other key slogan ideas:

A retreat by the Salish Sea

A coastal...

Lodge, institute, park

Place of creative inspiration

Engage

WEDDING SHOW

The committee discussed at length its participation in promoting Fort Worden as a venue for weddings. Rochelle and Jill have done this in years past and both volunteered to continue, in partnership with FWPDA.

• Fort Worden wedding show: January

Hosted by Bon Appetit and the Park. Rochelle donates food to attendees, in-kind contribution of about \$3000. Jill thinks she can get \$680 from the Friends to advertise this. Attendees are planning weddings in 2014 or 2015. It draws locals

and is marketed into Seattle through social media and Bon Appetit marketing. Christina suggests charging vendors, although this has not been done in the past.

- Advertisement in targeted Seattle Bride publication distributed to 12,000 attendees of Seattle Wedding Show. 8.5x8.5, may be a template design based on a single superb photo of a FW wedding. Herb Cook is taking the lead on this. Jill said she thinks she can raise the \$895 through the Friends of Fort Worden.

Scott raised concern of the Marketing Committee being drawn into specific marketing campaigns and this interfering with the broader goal of a marketing plan and strategy. Members responded that this opportunity only comes up in the winter months and targets business toward the next two years.

Lela raised concern of a marketing effort now feeding inquiries into a Fort information and reservation system that is under-staffed and behind on its callbacks, etc. – feeding a system that is not highly functioning. It was determined that calls could be directed to Rochelle at Bon Appetit as a first step, and that she could then coordinate directly with Jill for State Parks.

A Wedding Committee is established, chaired by Herb, including Jill, Rochelle, Christina, Teresa Verraes

GATHERING MATERIALS

The committee has begun to gather current collateral materials, including:

- Examination of library of current marketing materials used by Partners, Friends or other FW entities.
- Library of photos of buildings, short writeups:
(Jordan Hartt is taking the lead on gathering images of individual buildings and preparing brief descriptive text on each one.)

- Photographer resources: Dave will check with John Earl

Leader /FWPDA photo contest?

Scott will check with Marty Gay

Scott will check with Al McCleary

- Rob Birman's Powerpoint presentation on Centrum also includes a strong chapter on the FWPDA. This can be used in the short term to update local audiences on both.

- Other peer parks have been studied to generate ideas on marketing strategies.

- Efforts to keep current customers and begin outreach on small conferences was discussed, this latter in partnership with Laura Breckenridge, a Jefferson County Chamber staffer and event planner.

WHO ARE OUR AUDIENCES? (30,000 feet)

Christina presented the need for a three-pronged outreach approach:

1. Marketing: Outreach to target audiences
2. Communications: Press releases, stakeholder updates, media contacts, political entities
3. Sales: Targeted sales to identified customers.

Re Marketing, the committee discussed audience targets for marketing messages

1. Conferences

Large conferences plan two or three years in advance. We need specialized help to pursue large conferences, to market to event planners and individual entities. Small conferences may still be looking for 2014; also need specialized help. Small-town conference competition: Leavenworth, La Conner, Gig Harbor, Sleeping Lady, Semiahmoo, Skamania, Alderbrook

Conference types:

Higher education, Business, Corporate, State agencies, Local agencies, Nonprofits, Trade/Guild organizations, Political groups, Art Fest, Church groups, SMERF groups, Veterans, Event Planners, Nature and Wildlife groups, Christmas travelers, storm watchers, photographers

We discussed a coordinated effort, using Laura Breckinridge as a resource, collaborating with NWMC, LTAC, Chamber.

2. Family reunions

3. FIT (Free Independent Traveller)

- Market FW as offering a great diversity of experiences, including outdoor recreation, camping, history, culture, science, connection to Port Townsend and Olympic Peninsula, etc.
- Market to people already coming to Port Townsend for large festivals to stay at Fort Worden (Wooden Boat Festival, Film Festival)
- Boost online marketing for FITs:
 - Trip Advisor
 - Yelp
 - Facebook
 - Google Ad Words
 - Pinterest, etc.
- Produce a web and print catalogue of Fort Worden classes, so that visitors can participate in specific events from Madrona, Woodworking, Centrum, CAM, PTMSC, etc.

4. Marketing of the Discover Pass

5. New Partners

The committee does not need to pursue new partner organizations. This was determined to be the role of the Business Development Committee.

FUTURE TASKS

The committee recognized that among its future tasks are some with budget impact. This includes:

- Hire a marketing consultant with a defined mission, through an RFP process, toward completion of a usable marketing plan
- Hire a website designer, through an RFP process
- Gather material for collateral products, print and digital, and use the services of a graphic designer for graphic consistency. (See list below under "Dave Note")
- Begin discussion of signage issue.
- Build a marketing partnership with LTAC, NWMC, Chamber, NOPVCB, other entities
- Discuss large conference outreach for 2015, beyond, perhaps hiring the skills of

an event planner

Discover Pass marketing

The committee discussed:

- Friends campaign
- Partner's effort
- "Include in an extra night's stay"
- Build into conference fees or as add-ons

LTAC/FWPDA Marketing Plan 2014

- Increase groups, meetings, conferences at FW 3-5 percent
- Increase overnight independent travelers at FW 5 percent
- Coordinate marketing between FWPDA and NWMC to distinguish type of meeting facilities, amenities, audiences.
- Bring 20 new rooms on line at FW with FF&E upgrades
- Market to event planners for FW
- Market to corporate, educational, government
- Web links between:
 - fortworden.org
 - enjoypt.com
 - nwmaritime.org
 - Partner organizations

Post-meeting Note from Dave: Collateral materials

We need to discuss the type of collateral materials we will need, and begin to pull together photos, text for content and other branding/identity items, to go to a graphic designer.

- Website landing page
- Campus visitor guide/brochure
- Rack card (would mirror landing page?)
- Campus property map
- Brochure for FIT travellers
- Brochure on accommodations that can be booked on-line by independent travellers (e.g., bliss, castle, hostel, ranger houses, NCO duplexes)
- Fact sheets--accommodations, meeting rooms, things to do, partner programs
- Conference planner guide