

150th Birthday Celebration Jacksonville's Jubilee Week

Marketing Plan

Created for:

The City of Jacksonville

Working Draft: April 27, 2010
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Strategic Summary:

Jacksonville, Oregon is turning 150 years “young” on Tuesday, Oct.19th, 2010. A week-long, city-wide birthday celebration will be held from Sept. 17th –Sept. 25th, 2010. Jacksonville has historically been known as one of the oldest “gold rush” towns in Oregon but its modern history is a tale of ups and downs. Today the town is a bustling community which draws a large tourist base, especially in the summer months.

Situation Summary:

The week-long celebration will feature a multitude of events including cowboy poetry, art and quilting shows, demonstrations and displays, a harvest festival, community film viewings, period garb/fashion shots, old photo taking opportunities, wagons, guided hikes, musical and theatrical productions, picnics, oysters and ale, gun reenactment, Ocktoberfest, Melodramas,beard contests, and an unforgettable 5-block parade. See attached list for a complete list of activities.

Market Demographics:

The profile for event attendees consists of the following geographic and demographic statistics:

Geographics

- Primary target market: Jackson county, population 194,005 * .

* Population stats for primary market based on Office of Economic Analysis, 2005, Guy.R.Tauer@state.or.us

- Secondary market: **

County/Town:	Miles:	Population:
Josephine county (Grants Pass)	31	78,600
Klamath county (Klamath Falls)	76	64,800
Siskiyou county (Yreka)	49	44,301
Other Oregon Counties	TBD	TBD
Washington, Idaho, N. CA		
*(within 300 miles)	TBD	TBD
Southern CA, New York	TBD	TBD

** Population stats for secondary market based on Population Research Center data, Portland State University.

Demographic Information on Travelers from State/Other States

- Adults 25-64 who spend at least \$1,000 per year on travel.
- College educated, have children living at home ages 6-17 and seek unique, rich travel experiences

Market Trends:

- Due to current economic status, more people are staying locally for their vacations and entertainment.
- Tourism trends indicate a “younger” demographic who is exposed to a larger range of media/web sources than ever before.

SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company and describes the opportunities and threats facing the Jubilee Event.

Strengths:

- 150 year is a huge mile-marker in history
- The town already has a strong tourism base
- Support is provided by the Chamber, SOVA, SOREDI, SO Historical Society and other partnering organizations

Weaknesses:

- Current limited budget and difficulty of obtaining cash sponsorships in current economic times

Opportunities:

- Other organizations/businesses also have mile-markers and there may be opportunity for co-op advertising and assistance. These include Shakespeare, Pacific Power, Talent, and the Oregon Cabaret.
- There are tourism based organizations such as SOREDI, SOVA and Travel Oregon that offer publications, free postings and other assistance we can capitalize on
- Local business directly benefits from tourism traffic and may offer venues for advertising and increased exposure

Threats:

- Possible competing events throughout state

Positioning:**The Jubilee Birthday Event will differentiate itself by being:**

- One of the oldest gold rush towns in Oregon with a vibrant present status offering activities for all age groups and interests
- Offering a variety of activities for all ages and all interests
- Offering terrific dining and lodging options while attending the event

Marketing Strategy / Budget / Schedule:

The marketing plan is based on a 5 month schedule. Budget to be developed once sponsors are finalized.

TOOLS**Develop Promotional Tools:****Promotional and Press Packet (print/email) –Distribute in May**

- Logo & Tagline
- Flyer/Poster
- List of Events
- Sponsors: Current list. We're still working on acquiring additional sponsors.
- Pacific Power-\$3000
- Avista-\$500
- Airport Chevrolet- \$3,000
- Jacksonville Review- \$4,800 (in-kind)

- Boosters - \$200
- JOBA - \$1,000
- \$1,000 -Frau Kemmling's Restaurant
- \$500-Cutler Investment Group
- \$500-Ashland Partners
- \$250 –Seven Feathers
- \$250 – US Bank
- \$2000 – Rogue Disposal
- \$1,500 – Radio Medford (in-kind)
- \$3,000 – Bicoastal Radio (in-kind) – need to confirm
- \$3,000 – KTVL (in-kind) – need to confirm
- \$3000 – KOBI (in-kind) – need to confirm

Total Sponsorship (cash) as of 3/18/10 = \$11,700

Total Sponsorship (with in-kind) as of 3/18/10 = \$25,500

- News Release
- Mayor's letter
- Value Statement/FAQ/History
- Historic Photos & Current downtown

Stationery package - Should include note cards for personal thank you's and hand written "thanks for inquiring" notes when sending Sales packets

E-mail masterhead - for use of e-communication. Illustrates the caliber of the event visually. Shows "every detail" has been considered.

PARTNERSHIPS

Build strong relationship and include in press kit dissemination.

- **Medford, Ashland and Jacksonville Chambers** – Add our event to their newsletters, event calendars, tweets, etc.
- **Local Gov. offices** – Help promote event with information dissemination.
- **Schools** – Involve children in activities week-long. Integrate relevant teacher programs into event week.
- **SOVA, Travel Oregon & VCB's** – Discuss advertising opportunities in publications. Post on event calendars and advertise at events/tradeshows.

- **Jacksonville Lodging Association & Travel Agencies** – Offer package deals with event tickets
- **JOBA** – Place event materials in local business location and ask local business to send materials and online invites to their customer base.
- **Britt** – Place event materials in local business location and ask to send materials and online invites to their customer base re: the 17th performance.
- **Shakespeare, Pacific Power and Cabaret:** Three entities are celebrating their significant anniversaries. Collaborate on advertising and other marketing opportunities.
- **Ride the Rogue:** Bike event will be Sept. 18th. They're willing to promote the Jubilee at their event by including marketing information in packets, placing information on their website and suggesting lodging in Jacksonville.
- **Southern Oregon Historical Society:** Attempt to include demonstrations at various events. Consult regarding historical photos and stories for press.

MEDIA RELATIONS

- Develop complete list of possible media outlets including publications, pr contacts, online calendars, etc. (see attached)
- Contact TV, Radio and Print businesses for sponsorships and in-kind advertising.
- Develop story ideas centered around Jacksonville's history.
- Meet with Mail Tribune to discuss potential articles.
- Send press kits out to media in May including northern CA and Oregon papers. Follow-up with story ideas.
- Disseminate press release three weeks prior to event.
- Post event to all relevant community calendars - May.

EVENT WEBSITE

- Develop event website complete with maps, event schedule, downloadable brochures, logo, contact, history, links to social media, sponsor logos, radio ads, tv ads, etc.
- Launch website by end of May to include largest amount of sponsors and solidified event schedule

SOCIAL MEDIA

- Develop Facebook and Twitter pages for event. Create "event" on Facebook. Launch with website in May.
- Encourage all partners to fan up pages

- Create interactive engagement concepts ie: photo and story submissions around 150th theme.

ONLINE ADVERTISING

- Web Ad with on OSF website – live in May
 - Cost: **\$200**
- Web ad on Britt Festivals website – live in May
 - Cost: **\$140**
- Web ad on SouthernOregon.org (maintained by SOVA) – live in May
 - Cost: **\$210**

Print Total: \$550

PRINT ADVERTISING

SOVA AD: Place 1/12th pg ad in Southern Oregon Visitors Association annual 2010 publication the Vacation Guide

- **Timeline: DONE**
- **Cost: \$672**

Shakespeare Playbill: Place 1/5 pg ad in Playbill. Reaches hands of over 400,000 people during the summer months.

- **Timeline: DONE**
- **Cost: \$1,565**

Britt Festivals Playbill: Place 1/3 horizontal pg color ad in Playbill.

- **Timeline: DONE**
- **Cost: \$725**

Britt Festivals Brochure: Place ½ panel ad in brochure.

- **Timeline: DONE**
- **Cost: \$1650**

Tempo: Place ¼ page ad in Friday, Sept 18th and Friday Sept 25th.

- **Timeline: Ad due by early Sept.**
- **Cost: \$280 each so \$560**

Jville Review: 150th event page will begin running in June. Run “save the date” ads.

- **Estimated Costs:** Sponsorship
- **Timeline:** Currently running ads monthly.

Local Direct Mail 5.5” x 8.5” postcard: Create awareness of birthday events by mailing to local community and handing out card at local events. Only consider mailing if sponsorship dollars are available in Sept.

- **Timeline:** Printed 5,000 cards in April. Handed out at Pear A Fare and will hand out at upcoming events. Consider mailing left-over cards to 97530 city residents.
- **Estimated Costs:** \$542.50 – printing of 5,000 cards + 150 cards for Pear A Fare. Mailing approximately \$.28/each. Mailing cost to all Jville zip approximately \$1,400.

Event Brochure: Create awareness of birthday events by placing event brochures in Jacksonville businesses, chambers, VCB’s, schools, Ride the Rogue packets and other partner venues.

- **Timeline:** Print 15,000 brochures in May. Display from June – Sept.
- **Estimated Costs:** \$675 – printing. Brochure holders - \$200

Event Posters/Flyers: Create awareness of birthday events by placing event brochures in Jacksonville businesses, chambers, VCB’s, schools, and other partners.

- **Timeline:** Print 5,000 11 x 17 Posters in May. Display from June – Sept.
- **Estimated Costs:** \$295 – printing of 1,000 flyers/posters.

Ad Design Total: \$475.25

Other Print Options (not included in total below)

- **Southern Oregon Magazine:** 1/3 page is \$1,060 reaches 50,000 readers by direct mail subscriptions, hotels and businesses.
- **Locals Guide:** ½ pg **\$375**
- **Travel Oregon:** \$1,500 minimum
- **AAA-Via:** 3" B&W - \$3,210
- **AARP** - \$60,000 (cheapest print buy) – Enewsletter \$45/CPM
- **Sunset Magazine** - \$15,000 minimum print. 3" Travel Guide Northwest Circulation - \$1,850

Print Total: \$6,799.75 (without postcard mailing fees)

TV

Obtain main TV sponsor and produce spot. Run spot on other local stations as sponsor. Channel 5 and 10 have agreed to sponsorships. Run spot with local news on channels: 12, 5, 10 and Charter. Channel 5 is putting together an advertising co-op plan to advertise event with local merchant buys.

- **Timeline:** Begin running spots in August.
- **Estimated Costs:** Approximately \$500 for Channel 10 and \$700 for Channel 5 which includes production. Ask Channel 12 to run spots as PSA. Currently in negotiations.

RADIO

Identify community radio stations for PSA's and sponsorship opportunities. Discuss live remote event opportunities. Send event info to JPR, KDOVE, KMEX, Bicoastal and Radio Medford stations.

- **Estimated Costs:** Offer \$1000 to Radio Medford and \$400 to Bicoastal. Currently in negotiations.
- **Timeline:** Begin running ads 1 month before event.

Radio/TV Total: \$2,600

COMMUNITY RELATIONS

Hand out information at all local events between now and Sept. including Pear Blossom, Art in Bloom, Taste of History, Home Show,

- **Estimated Costs:** \$0
- **Timeline:** Joint booths at Pear Blossom and Art in Bloom.

Community Relations Total: \$0

BANNER ADVERTISING

Place banner over California Street. Include logo/dates/tagline/website

- **Estimated Costs:** \$800
- **Timeline:**

Misc Printing

Printing of volunteer sheets, misc items

- **Estimated Costs:** \$50
- **Timeline:**

Banner Ad Total: \$850

Online - \$550

Print - \$6,799.75

TV/Radio - \$2,600

Other Printing \$50

Banner - \$800

Total Marketing Cash Expense Budget: \$11,649.75