



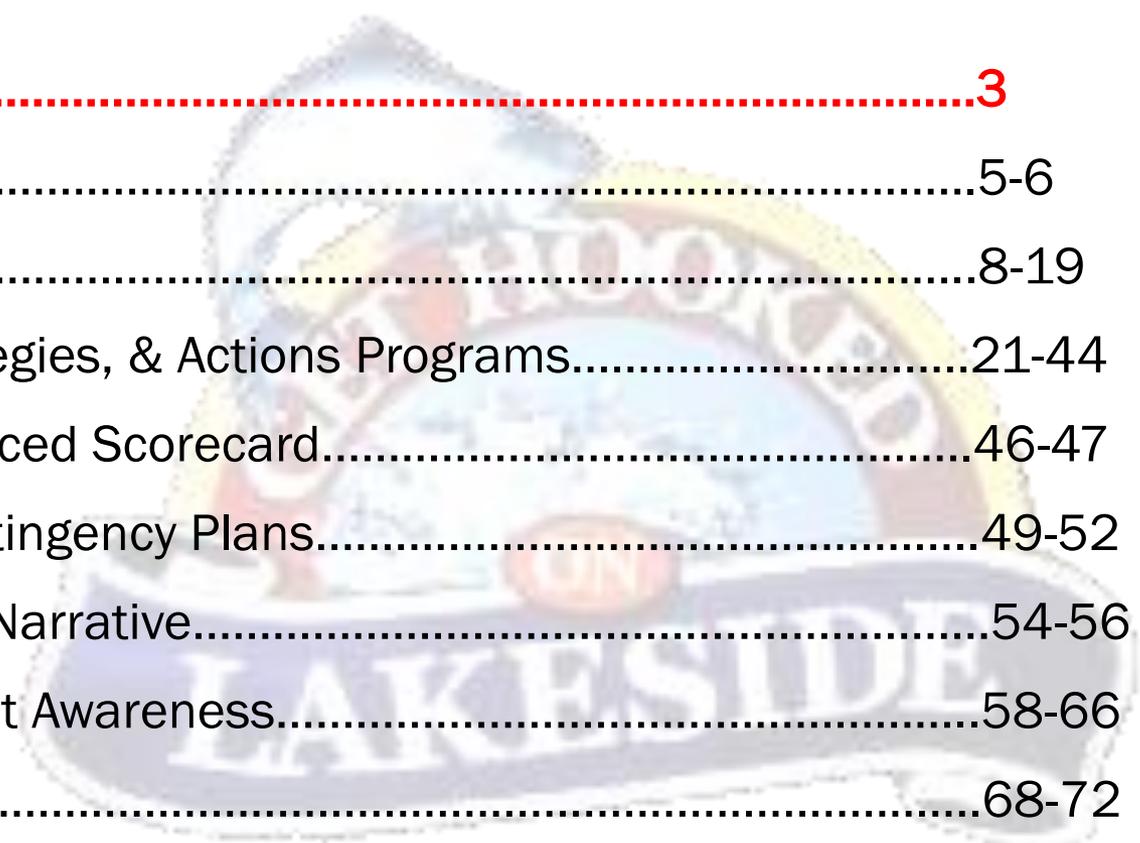
# *Sports and Recreational Tourism*

## *Spring/Summer*

Brandon Drechsler, Brendan McGinnis,  
Alex Muecke, Casey Ronquillo, Bren Schader  
March 11, 2014



# Table of Contents



**Executive Summary.....3**

Introduction.....5-6

External Analysis.....8-19

New Event, Goals, Strategies, & Actions Programs.....21-44

Strategy Map and Balanced Scorecard.....46-47

Risk Assessment & Contingency Plans.....49-52

Financial Projections & Narrative.....54-56

Building Baseline Market Awareness.....58-66

Bibliography.....68-72

Appendices.....74-94



## Lakeside Overview

The Lakeside community of approximately 1,700 people in Coos County has great potential for a sporting event that could lead to an increase in tourism. With an abundance of natural resources including Tenmile Lake and the dunes, you need to gather as a community to create and organize an event that encourages people to visit time and time again.

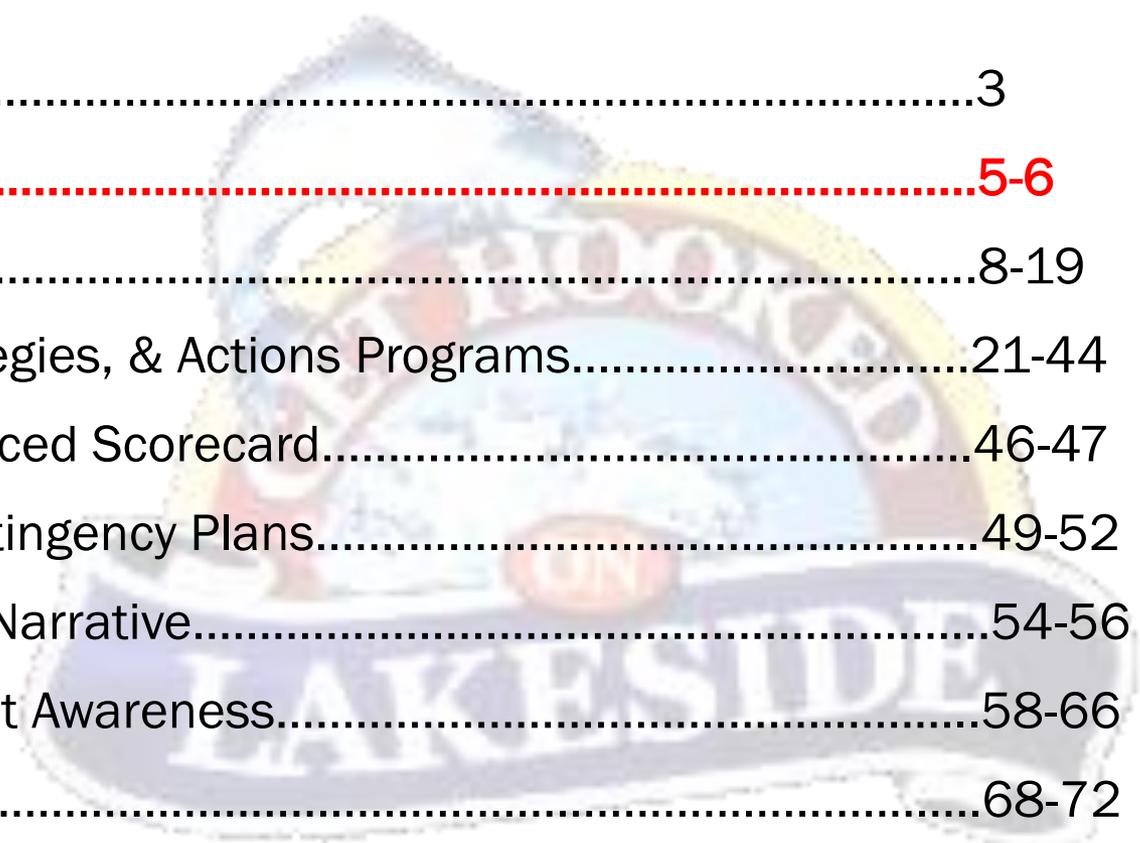
With a lack of visitors compared to other competing coastal towns in the spring and summer months, Lakeside needs to increase its brand awareness and capitalize on its existing resources to tap into the summer recreational sports industry. This is a popular industry that reaches all demographics with a trend of health living, while driving economic growth through participation.

## Event Overview and Action Plan

We recommend Lakeside create an unique sporting event during its most popular season of the year. Through the use of marketing tools that we have suggested as well as the completion of the beach's infrastructure, the Oregon Outdoor Experience will provide an annual summer opportunity for families and youth organizations to experience Lakeside's offerings. This will ultimately increase the sustainable growth of Lakeside through increased revenue streams and awareness.

These events include utilization of the Tenmile Lake, the developed beach, archery at Mountain View Farms and the sand dunes. These competitive events will last two (2) days and will be family focused (the itinerary for these events is discussed in further detail). After projecting the costs and revenues for this plan, we have projected this event to be a long-term profitable project for Lakeside.

# Table of Contents



Executive Summary.....3

**Introduction.....5-6**

External Analysis.....8-19

New Event, Goals, Strategies, & Actions Programs.....21-44

Strategy Map and Balanced Scorecard.....46-47

Risk Assessment & Contingency Plans.....49-52

Financial Projections & Narrative.....54-56

Building Baseline Market Awareness.....58-66

Bibliography.....68-72

Appendices.....74-94

# Lakeside: The little known “goldmine” of Coos County



A small town in Coos County located near the Coast is home to approximately 1,700 people, mostly over the age 55. With Tenmile Lake and the sand dunes, both unique resources at their disposal, few people outside of the town know of or visit the city. Further, Lakeside as a whole lacks the needed infrastructure to spur economic development from industrial or manufacturing activities.

This project was focused on identifying potential opportunities for Lakeside to harness its sports, recreation and natural resources to generate much needed economic development.

Some of the questions we were faced with include:

- How do we utilize the resources you have?
- How can you attract new visitors?
- How do you get people to know you exist?
- What types of events could draw people into the area?
- How can we create economical development through recreational and sports tourism?

Through our primary research, which included focus groups, conversations with the steering committee, and discussions with Travel Lane County, and our secondary research, which included comparing Lakeside to other local, coastal events and areas through online research and data, we came up with a unique event that will differentiate Lakeside from surrounding cities in hopes of gaining a larger number of visitors and, therefore, revenue into the town.



# Possibility for a new event to bring in more people

## Introduction: Mission and Vision



Lakeside can be defined as a small, family oriented community with an abundance of resources that would help provide for a successful sports related event to draw the attention of potential visitors. Comparable to other Oregon coastal communities due to the natural resources, your small town atmosphere helps to create a different experience from other coastal communities for visitors. Once considered a happening vacation spot, you have the opportunity to create various events in town that would help to grow the Lakeside name.

Sports and recreational tourism aims to attract visitors to participate in or observe a sporting event apart from their usual location. In the industry of sports and recreational tourism, more specifically of summer/spring time, we believe you can use your natural resources to increase sports tourism into the community. As these resources are unique to Lakeside, the event proposed must utilize those resources to add an additional attraction and value in the eyes of your potential customers.

Our vision is to create a reoccurring sporting event that brings in visitors from across Oregon. This event will help to create long-lasting relationships with those who visit as they see the beauty, value, and unique nature of your town. In the long run, the event will drive economic value and is different than what the surrounding cities have to offer its tourists. Before we can establish a new event, our main objective is to build an infrastructure throughout the town that can support the potential increase in tourism, which would ultimately increasing revenues.



# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
<b>External Analysis.....</b>	<b>8-19</b>
New Event, Goals, Strategies, & Actions Programs.....	21-44
Strategy Map and Balanced Scorecard.....	46-47
Risk Assessment & Contingency Plans.....	49-52
Financial Projections & Narrative.....	54-56
Building Baseline Market Awareness.....	58-66
Bibliography.....	68-72
Appendices.....	74-94

# Creating a new sports event requires considering macro factors affecting the sports tourism industry.



There are many factors that affect the sports tourism industry, which we need to consider before identifying event options.

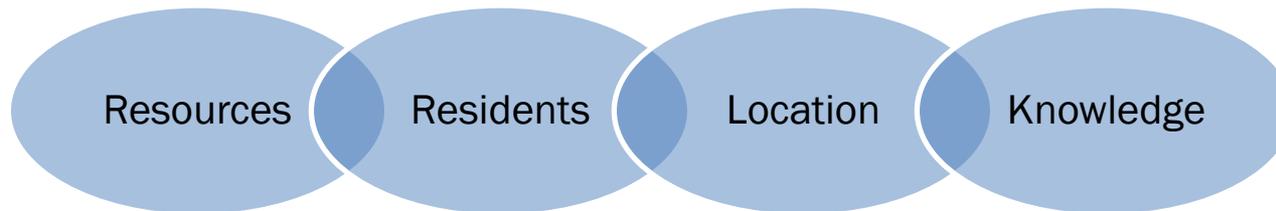
- **Economic:** People's willingness to spend, the ability to obtain funding to put on various events, the costs of traveling to and from the events, hotel/lodging fees associated with the duration of the event, and the cost of ticket prices/registration fees are all factors that are relevant since Oregon is still slowly recovering from the recession.
- **Socio-cultural:**
  - **Demographics:** Youth tends to participate in more competitive events than the older generations.
  - **Lifestyle:** The trend of living a healthy lifestyle has encouraged more participation in sporting/endurance related events. Youths' increasing participation in a variety of events, and the growing popularity of being outdoors all are important to consider in front of Lakeside's abundant resources.
- **Technological:** As technology advances, the availability of sports broadcasting increases. The commonality of social media platforms and the use of online broadcasting greatly affect the number of participants traveling to various sporting events.
- **Ecological:** As creating a "green-friendly" environment has become more popular, the concern over pollution or destruction of resources affects the ability of different events to be run.
- **Legal:** Legal issues may arise in establishing an event, including capacity levels, safety measures, law enforcement needs, and local/county permitting.



# Yet, Lakeside has considerable strengths on which it can build new events.



- **Resources:** The residents of Lakeside describe their town as “sitting on a gold mine”. At their disposal is a large and easily accessible lake, a beach with untapped potential, and the widest range of sand dunes in the Pacific Northwest.
- **Location:** The location enables Lakeside to use the resources that are readily available. As part of Coos County and next to other populated coastal towns, Lakeside has the opportunity to attract neighboring populations. In large, Lakeside benefits from Coos County efforts in attracting new visitors.

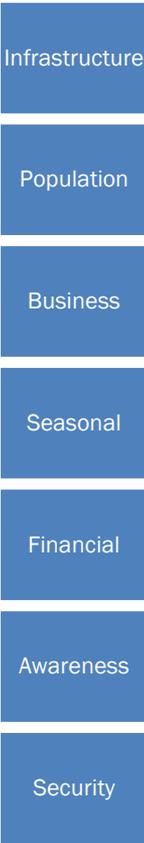


- **Residents:** Attitude plays a large role when internally assessing the strength of an organization, or in this case a town. The willingness of the Steering Committee to recognize that change is needed and that there are potential growth opportunities plays an important role in indicating that some new programs would be successfully executed.
- **Local Knowledge:** Many of the Lakeside residents are either from the town or have lived in the town for decades. This knowledge is essential when trying to remediate current weakness or take advantage of potential growth opportunities.

# However, Lakeside has some notable weaknesses that could limit its success in creating new events.



- **Infrastructure:** Lakeside has the resources to attract visitors, but there is a lack of structure to utilize these resources. For example, the beach is covered with debris, grass, and there is a lack of sand. Events simply can not happen until the beach is developed.
- **Population:** There are just over 1,500 people in the town of Lakeside. This means for any larger event local volunteer resources may be overtaxed, or external assistance will need to be contracted.
- **Business:** There is a lack of business and services in Lakeside to support a large quantity of visitors. This makes it difficult both to provide unique experiences, and provide basic infrastructure needs (gas stations, grocery options, convenient stores) for large numbers of visitors at one time.

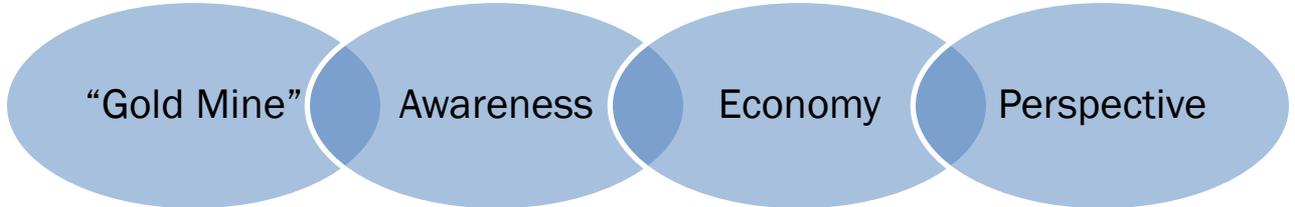


- **Seasonal:** The attractiveness of Lakeside's assets are often perceived to be correlated with the unpredictable Oregon weather. Sunny days provide great opportunities for visitors to come to Lakeside, but it is harder other times of the year, even though the resources are still available.
- **Financial:** Getting projects approved often involves a long process. Plus the limited available budgets do not let Lakeside develop its infrastructure in a timely manner.
- **Awareness:** Lakeside does not have a viable digital media presence or marketing strategy to attract visitors. Digital media most now consume advertising; Lakeside is missing out on this platform by not establishing itself through social and website platforms. Also, a lack of signage on high travel areas, such as highways, means many people are unaware that Lakeside exists.
- **Security:** The lack of a police force means Lakeside is not able to provide safety services on its own for any large scale events.

# From an external perspective these are clear opportunities that Lakeside can try to capitalize on.



- **“Gold Mine”:** The potential growth opportunities rely heavily on the development of Lakeside’s beach and docks and its existing sand dunes. Having these resources is a great strength, but Lakeside has not leveraged them to reach full potential.
- **Economy:** Developing Lakeside’s resources and marketing strategy will lead to an increase in the local economy. The opportunity for these businesses to thrive depends on repeating visitors. Making these business an attractive place to be will also help the image of Lakeside.



- **Awareness:** Lakeside can increase its brand awareness and image by increased marketing efforts and fine tuning digital platforms. Making Lakeside a place to come starts with a sleek online marketing campaign, which could lead to huge growth. There is also the opportunity of increasing signage around the town so travelers are aware of Lakeside’s location.
- **Perspective:** An improvement in Lakeside’s resources, brand awareness and image, and local economy will surely help encourage some residents to participate in Lakeside's attempt to change.



# There are also some external threats that could limit Lakeside's ability to improve its tourism.

- **Vacation Alternatives:** Lakeside offers beautiful scenery all year round, but there are numerous destinations in the state of Oregon alone that offer beautiful scenery and outdoor experiences. Those choosing to travel for vacation or for an event have several choices during the spring and summer. For Lakeside to compete with these other destinations, it must provide a competing narrative.

Vacations

Events

- **Events:** Lakeside is not the only town putting effort into attracting visitors through events. The key for Lakeside is to differentiate itself and the event.

- **Lack of Returning Visitors:** It has been a difficult challenge for Lakeside to bring in visitors. When they do come it is essential to also provide a great experience. The most effective form of advertising can be by word of mouth. If customers don't like the product they will negatively share their experience with their networks. Lakeside needs to mitigate this threat by providing positive and memorable experiences.

Visitors

Weather

- **Weather:** An uncontrollable threat is weather. Poor weather during visitation months will not only decrease revenues, but it could be catastrophic to the development of an event. The customer's first experience at Lakeside could very well determine their likelihood to return.



# ***Focused and continued advertising is essential to “win” in this industry.***



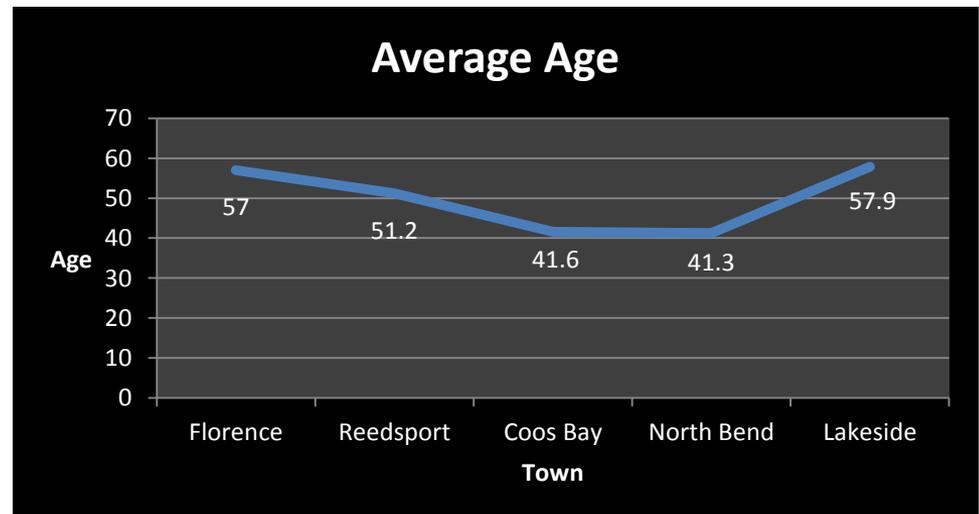
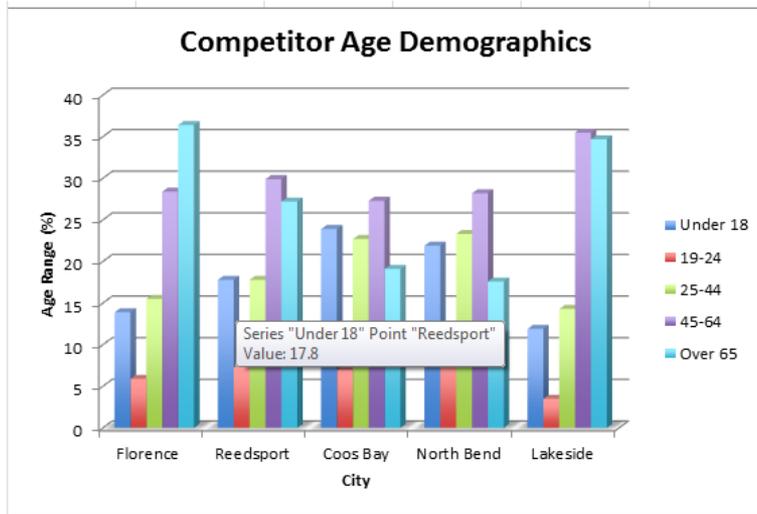
- Towns are advertising their own resources within Coos County and do not appear to be using country resources to advertise the region (Summer Coastal Towns) as a whole. In other words, our biggest threat is other coastal towns in Oregon doing a better job of enticing visitors through advertisements.
- Visit [theoregoncoast.com](http://theoregoncoast.com) provides information on all coastal towns and the resources each town has to offer. To “win the industry” you need to expand on the exclusive offerings of Lakeside (Dunes, Lake, Beach Archery, Crawdad Fish). Here are the offerings of other Summer Coastal Destinations:
  - Reedsport** – The town is “Heart of the Oregon Dunes”, headquartered in the Oregon Dunes National Recreation Area.
  - Florence** – Has a large Marina and RV Camp Ground and “Many stores in this growing area”. Florence also advertises Memorial State Park and a 5 mile trail that leads to a sandy beach.
  - Coos Bay/North Bend** – Home of the largest indoor shopping center on the coast, the Pony Village Mall. Also located in Coos Bay/North Bend are the Mill Casino-Hotel and the famous Clam Bake Jazz Festival.
- You will be able to differentiate yourselves by making Lakeside the place to be through advertising the “gold mine” that Lakeside is currently sitting on. Hosting prestigious and entertaining outdoor events will also help differentiate the town of Lakeside.
  - For example, your current listing should be the following: “Nestled between the beautiful Tenmile Lake and Oregon Dunes, Lakeside offers numerous outdoor activities that appeals to all ages from fishing to dune hiking. Book your visit today and Get Hooked on Lakeside!”





# According to our focus groups, a lack of population has meant that volunteers for town events are hard to come by and awareness for events is limited

- To combat these competitive weaknesses, you need to advertise the summer events and resources through social/digital media, excellent execution and signage. If not, other towns will be able to leverage their current popularity because of the larger population numbers.



\*Based off of 2010 Census Bureau



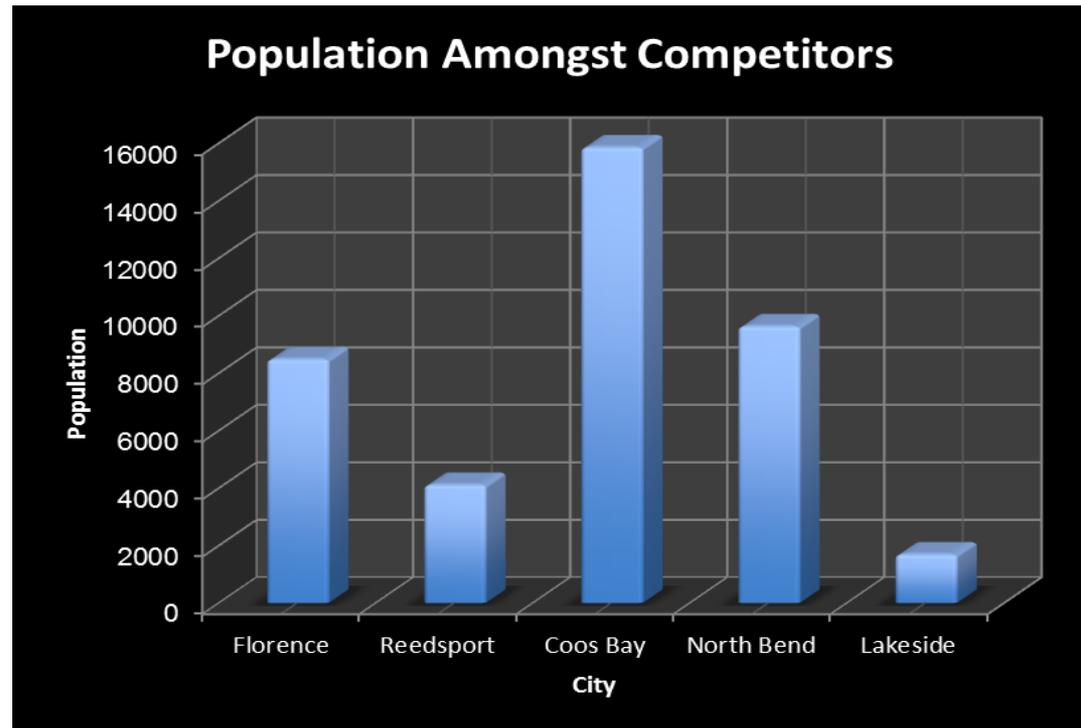


***In terms of population, Lakeside is at an immediate disadvantage amongst its competitors of population size.***

Towns such as Coos Bay are able to grow economically and develop infrastructure because of their populous and growing town.

- *Reasons Why Population is Important:*
- No room for exponential growth exists without a foundation of human capital
- Visitors are more likely to return to a populous and vibrant location.
- A town with a small population may have basic service stations or limited infrastructure expected by visitors.

Reedsport is the next smallest town in terms of population. However, it has a police force, multiple service stations and a developed infrastructure.



# The natural resources at Lakeside are a potential source of a competitive advantage.



- Key Resource: Lake

- The access to Tenmile Lake you have is rare, valuable, and hard to imitate. However, Lakeside has not yet fully exploited this resource. You utilize the lake through a number of events (i.e. 4<sup>th</sup> of July show, the Crawdad Festival, Cardboard races, and as of late the Drag Boat Races throughout the summer). There is fishing and resort businesses that operate/reside on, and/or near the lake. However, your marketing skills and materials (i.e. Lakeside website) fail to capitalize and increase awareness this area. A key focus of our team was to develop a Marketing Action Program with the necessary steps to help develop your marketing.

- Key Resource: Sand Dunes

- The access to the Oregon Sand Dunes is valuable, but not rare to Lakeside specifically. Many coastal towns have access to the sand dunes and are actually better organized to exploit the resource ( i.e. ATV businesses). Overall, the level of access among coastal cities cause competitive parity as Oregon tourists constantly choose the most well-known, and well-populated sand dune locations (i.e. Florence). It will be difficult for you to exploit this in the future because cities like Florence already have strong brand awareness to their dunes and you have limited businesses based on the dunes. Our proposed event strives for a different sand dune related activity (i.e. running competitions) that will be easier to administer. Again, the recommended Marketing Action Program details how you can overcome this through rigorous communication plans and developmental training options.

# The natural resources at Lakeside are a potential source of a competitive advantage.



- Key Activities: Fishing

- Fishing is valuable but isn't rare on the coast. Although this activity has largely remained as the most consistent attraction for many people who visit Lakeside year-round, we learned from talking to Travel Lane County that fishing participation is on the decline and events tied to this activity are not “huge draws” for summer tourists in the state. Even so, there are many fishing events and tournaments that take place throughout the state year-round that makes it hard for you to cut through the clutter, especially with the lack of marketing skills. Lakeside can exploit this resource further and the Winter/Fall team outlines a fishing-focused program for the non-busy season. Our proposed event is looking to expand lake-related activities in a new direction such as kayaking. The Marketing Action Program details how Lakeside can market to certain organizations that use Oregon lakes to increase community involvement and participation.

- Key Partnerships: Travel Organizations

- This resource is extremely valuable but not rare which, again, results in competitive parity. This is because of many coastal cities have the same access to these organizations (i.e. Travel Lane County and/or Travel Oregon). However, you do possess the wherewithal to exploit this resource as community members are both willing and able to establish relationships with these organizations to develop their marketing and organizational skills towards tourist attractions/events. The Marketing Action Program details how Lakeside must increase these efforts and leverage your limited resources in years to come.

- Key Partnerships: Coastal Lodging Businesses

- Partnering with coastal lodging businesses is very valuable but not rare. As we learned at our site visit, coastal cities/lodging businesses like in Coos Bay often work with cities like Lakeside when there's a “overflow” of tourists who come for a coastal event. This remains a core competency for Lakeside lodging businesses as you constantly look to capitalize on shared economic benefits. While not a primary focus of our plan, the recommended Marketing Action program details how you can expand partnerships with other coastal businesses (i.e. sporting goods stores).

# Oregon sports tourism leverages successful geographic attractions and resources



- Due to a vast array of geographic resources and natural features spread around Oregon, the sports tourism in each region truly does depend on the specific location. Lakeside differentiates itself amongst the state with its access to the coast, lake, and the largest sand dunes in the Pacific Northwest. The proposed Oregon Outdoor Experience draws upon each of these three categories.
  - **Sand Events:** Many towns along the Oregon Coast, including those cities which lie a few miles inland, have the asset of sand. This comes in the form of lake sand, sand along the ocean coast itself, and the sand dunes. A wide array of events can be had on this asset ranging from sand boarding to Dune Buggy Rides. Stretching nearly 40 miles along the Oregon coast, sand-based recreational activities are established as a premier part of the Oregon Sports Tourism realm. This segment has grown significantly, particularly with growth in extreme sports.



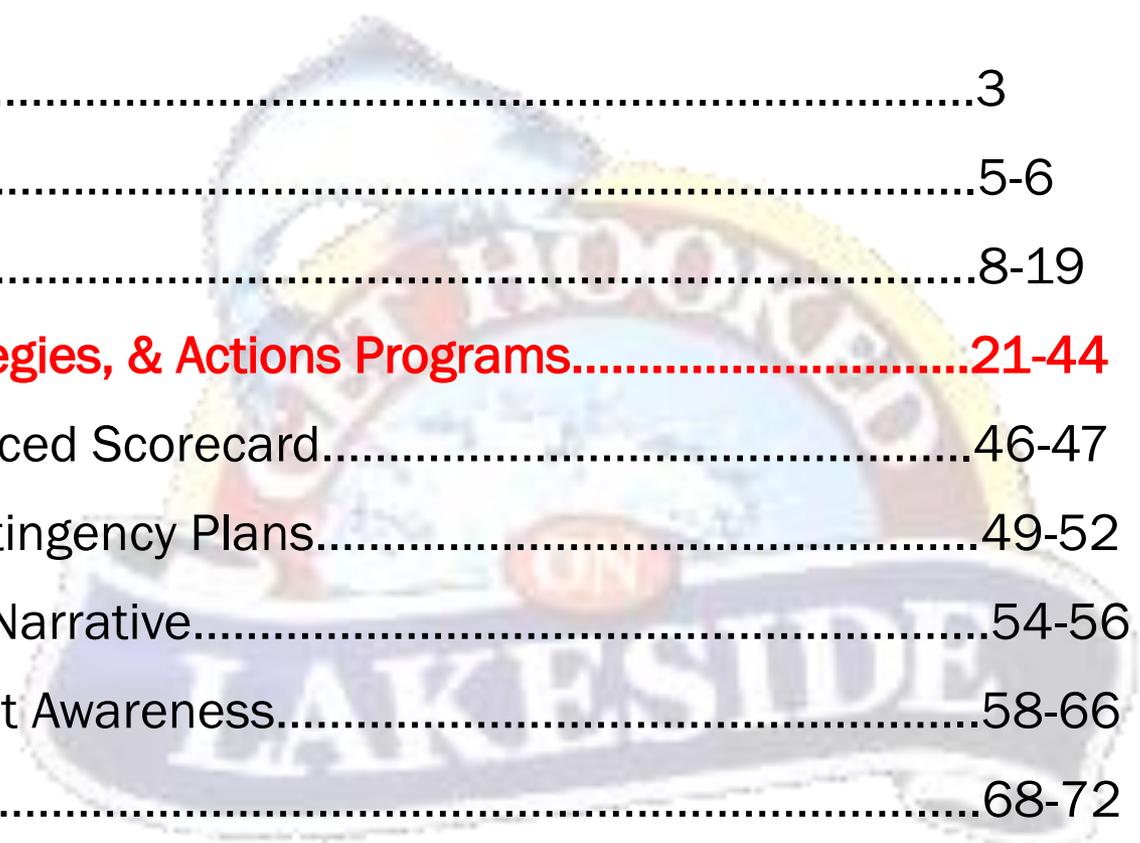
# Additional successful attractions and resources leveraged by Oregon sports tourism



- **Coastal Events:** Along the Oregon Coast there are many coastal events. Whether one travels to Bandon Dunes for a weekend golf getaway, or travels to various state parks along the coastline, the Oregon Coast offers a tremendous opportunity for sports tourism. Many towns have created their events based on specific themes. For example, Lincoln City provides an annual Kite Flying Festival, engaging both its residents along with visiting tourists. More and more of these niche events continue to be developed, therefore becoming a major influence on how successful Lakeside's own event can become.
- **Lake Events:** One of the largest assets to the community of Lakeside is Tenmile Lake. Tenmile Lake truly stands out on the coast. Loon Lake is another lake nearby that offers amenities to not only coastal residents but the state as a whole. Camping is a large draw at Loon Lake and this feature attracts people to their waters. Once on the lake, events do not differ greatly, yet still need to be considered when addressing the opportunity at Lakeside. Water sports, boating, fishing, and kayaking include the top attractions on coastal lakes when talking specifically of sports tourism. Along with Tenmile, Siltcoos Lake must be considered as it hosts an annual fishing tournament. These events have grown over the years and have brought in outside attendance to boost the local economies.
- **Appendix A outlines three (3) alternatives that were considered prior to the final recommendation that follows.**



# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
External Analysis.....	8-19
<b>New Event, Goals, Strategies, &amp; Actions Programs.....</b>	<b>21-44</b>
Strategy Map and Balanced Scorecard.....	46-47
Risk Assessment & Contingency Plans.....	49-52
Financial Projections & Narrative.....	54-56
Building Baseline Market Awareness.....	58-66
Bibliography.....	68-72
Appendices.....	74-94

# Before the the Oregon Outdoor Experience can be launched physical infrastructure improvements are needed



- Our goals were to create a recurring summer sporting event that will attract visitors of all demographics. Through this we expect business revenue to increase and overall town awareness to increase. Ultimately, these goals will increase the overall economic health of the town.
- To carry out the abovementioned goals, Lakeside's infrastructure needs to be developed before any event implementation is carried out. The main infrastructure development goals include the beach, picnic and swimming area. This is essential for summer attractions and visitors. Building town awareness through signage. Signage will help travelers locate Lakeside and help them stop to enjoy it's resources.
- If these initial goals are not met, we do have contingency plans formulated in the event that all necessary resources are not developed. With our main goal to increase the economic value of Lakeside during the spring and summer months, our strategies will be focused to implement these goals.
- **Appendix B references the inspiration for this event: Midwest Outdoor Experience**



# The Oregon Outdoor Experience combines water, dunes and archery



Based on primary and secondary research we conducted, we have come up with an event that takes into consideration the population and younger visitors, the need for revenue, the available/needed resources, the time of the year (i.e. Spring/Summer, weather, etc.) and ability of your residents to run a successful event. Further, we have considered the existing infrastructure and businesses of town.

The event we are proposing is:

*A summer outdoors event that allows family and friends to gather and compete against one another in events such as archery and kayaking. Over the course of two days, participants will enjoy time on the lake as well as the dunes in a friendly competition ending in a celebratory BBQ and awards ceremony.*

The event will be broken down into three (3) main competitions with some leisure time in between for participants and observers to enjoy and take in the beauty of Lakeside. We have proposed three events that utilize the lake, the dunes, and the availability of Mountain View Farms archery: a kayaking relay, a dune relay, and an archery competition.



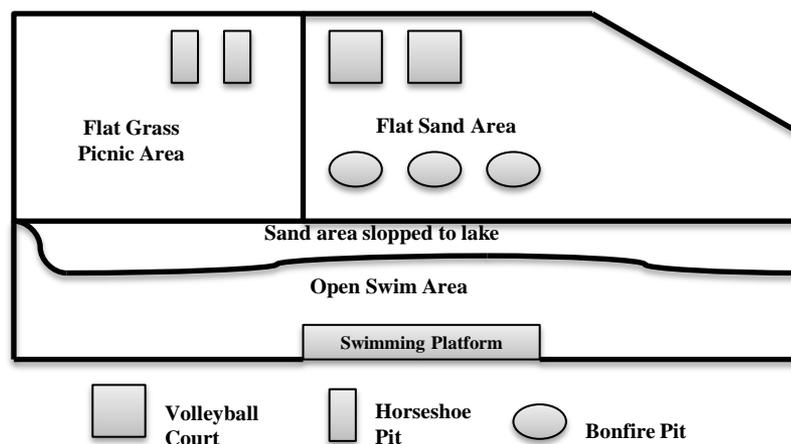
# The April 2010 Beach Project

## Action Programs



Finishing out the beach restoration is essential and must be completed. In addition, due to the size and location of the beachfront, we recommend modifying the original plans from April of 2010 as follows:

- Eliminate two (2) of the three (3) planned swim platforms. One platform is sufficient with the amount of people that come into Lakeside
- Install two (2) horseshoe pits for additional entertainment purposes. The horseshoe pits offer a fairly easy activity for both residents and visitors to participate in. Horseshoe pits require dirt rather than sand and must be installed in the grass area to account for this.
- Install three (3) bonfire pits allowing for people to cook or enjoy a fire on the lake. As seen at many other “beach” locations, bonfire pits are popular for families.



# The Oregon Outdoor Experience takes place over three summer weekends



To give Lakeside time to finish the beach project, do the necessary planning and acquire needed resources, we have planned for the event to begin in the summer of 2015. Three weekend events will take place that summer.

- June 27<sup>th</sup> and 28<sup>th</sup>: As school ends in mid-June for most schools, you have the ability to promote the inaugural event as a “kick-start to summer” competition to gather family and friends together. With school no longer in session, you can expect a larger outcome as families tend to start their summer vacations and look for ways to entertain the kids.  
(For 2016: June 25-26; For 2017: 24-25)
- July 18<sup>th</sup> and 19<sup>th</sup>: As mentioned by the steering committee and Chamber of Commerce, the 4<sup>th</sup> of July weekend is a popular event for the town. With thousands of people visiting, you have the ability to advertise the upcoming Oregon Outdoor Experience. This gives the possibility of a larger turn out from a larger market than just the immediate Lakeside residents.  
(For 2016: July 16-17; For 2017: 15-16)
- August 22<sup>nd</sup> and 23<sup>rd</sup>: Summer is coming to an end for most kids and families are looking for any last minute getaways and activities to participate in prior to the beginning of the school year. This encourages more visitors and therefore more success for the event. Labor Day weekend is already a successful time for you and therefore no additional events need to take place that weekend.  
(For 2016: August 20-21; For 2017: 19-20)



Based on information from similar events, we have developed an itinerary for each day of the event



### Oregon Outdoor Experience – Saturday Itinerary

Time	Events for Saturday
8-10:30 a.m.	Check-In and Registration
10:30-11:00 a.m.	Welcoming Ceremony
11:00 a.m.	Archery Event at Mountain View Farms
1-3:00 p.m.	Break/Lunch
3:00 p.m.	Kayak Relay at Beach Location
5:00 p.m.	Recreational Time
6-7:30 p.m.	Dinner
7:30 p.m.-	Recreational Time



# Check-In and Registration



- Participants who are not residents will be encouraged to arrive to Lakeside, Oregon between 8 and 10:30 a.m. and check into their hotels/camp sites. Since this is a special event weekend, check-in and check-out times for the hotels will be changed to accommodate the out-of-town participants.
- The registration (if not already registered) and check-in for the Oregon Outdoor Experience will take place at the Community Center. All participants will receive a wrist band coordinating with their teams' color and detailed itineraries. Participants are encouraged to register before the weekend; however, walk-ons are accepted. There will be a total of two (2) teams, initially, and families and individuals will be put onto a team to have equal numbers of competitors. The goal is to create competitive events while maintaining a family fun atmosphere.
- Participants will attend a welcoming ceremony on the field behind the Community Center. Coordinators will explain the events for the weekend and what to expect.





- Immediately following the welcoming ceremony, participants will be transported by bus to Mountain View Farms for the first competition.
- The archery event will allow participants to learn and practice their skills on the course. The targets will be set at different distances.
- The archery competition will allow two shooters to go at once. The first round will be a practice and the participants will each get seven arrows. There will be two staff members facilitating the competition, teaching and giving pointers to the participants. Points will be given based on distance and accuracy.
- Once everyone goes through once in a practice round, the next round starts and points are tallied. Each shooter will have five arrows this time to make the competition harder. Points will be tracked by team and whichever team has the most points wins the archery event.
- After the event, participants will be bussed back to the community center where they will have the opportunity to eat lunch, go back to the hotel, and relax before the next event, which is at 3:00 p.m.



- Participants will gather on the beachfront of Tenmile Lake at 3:00 p.m.. Participants will be divided into two lines. The first participant of each line will kayak around the swimming dock and make their way back to shore. The next participant repeats the process until every member of the team has gone. The time taken will be recorded and will count towards the teams' overall score.
- Kayaks will hold one person and little kids will be watched by their parents or Lakeside volunteers upon the parent's wishes.
- Course markers must mark the beginning and end of the course in order for this to be a fair competition. Whoever is running the competition will line up the competitors and will explain the rules prior to the start of the relay. At the blow of a whistle, the relay will start with the first two participants of each line.
- At the completion of the kayak relay, participants will have time to enjoy Lakeside at their discretion.
- If you feel like another recreational activity is needed, we recommend a movie to wrap up the nights events. For example, as a tie into the archery, perhaps the movie could be "The Hunger Games". Displaying the movie by projector on the beach will allow families to gather and enjoy a night of relaxation prior to the final competitive events the following morning.



## Oregon Outdoor Experience – Sunday Itinerary

Time	Event
7-9:00 a.m.	Breakfast
9:30 a.m.	Dune Relay
11:00 a.m.	BBQ at Beach Location
12:30 p.m.	Award Ceremony
1:00 p.m.	Checkout



- Participants report at 9:00 a.m. to be transported from Lakeside Lodge to the Dunes. Once the teams arrive at the dunes (approximately 9:30 a.m.), 2 lines will be formed with an even number of participants. The first person of each line makes their way to the top of the dune and back down. All participants repeat the process until everyone is done. Times will be recorded and will count towards to overall score.
- The relay must be marked off by cones/flag markers to create a well distinguished course for participants to follow and to keep people off ecologically sensitive parts of the dunes. A start and finish line must be clearly identified to create a fair competition, as well. As with the kayak relay, the person in charge of the event will line up the participants into two separate lines and will explain the rules of the event. At the blow of the whistle, the first two participants start the relay.
- At the completion of the event, participants will load the busses and be transported back to the field behind City Hall. The two day event will be wrapped up with a BBQ at 11:00 a.m. with all participants and observers able to participate. The BBQ will be followed by an awards ceremony for the top performing teams.

# Outside sources are likely to be needed for a successful and efficient event



In 2016, more crowds and participants will attend and local volunteers will need to be reinforced with additional resources, including some or all of the following:

- Security: For traffic control and the purpose of creating a safe and welcoming environment, security may be hired. With families entering the town, the public appearance of uniformed security/police will help to reassure visitors (**See Appendix C**).
- Ambulance/Medical Staff: As with any physical sporting/public event, medical standby staff will be needed in the town to respond to the medical needs of the participants (**See Appendix D**).
- Transportation (to and from specific events): Participants need to get from event to event and the parking at such locations is limited, so renting busses to shuttle participants will help Lakeside will alleviate traffic and parking issues. Further, this will be an added value to participants as they do not have to use their own vehicles to travel around town. Buses can be contracted from local school districts (See Page 42).
- Volunteers: For an event to be successful, staff is needed. With limited budgets, Lakeside can benefit from using volunteers outside of the immediate community. Girl Scouts, Boy Scouts, and high school students (i.e. National Honors Society students with a community service requirement) are great sources to find a volunteer force.



# We have developed a 3 year phase in for the Oregon Outdoor Experience. 2015 is an informal trial of the idea.



## Year One: 2015

- The first year (2015) will be more informal. All activities in the Oregon Outdoor Experience will be in place so visitors can participate in them. By starting the Oregon Outdoor Experience the first year as an informal event, you will be able to measure its success based off of participation and make any changes needed for future years. As we are trying to grow the event, the first year will not require a registration fee. Residents and visitors will be encouraged to participate with their family and friends. Lodging and camping related websites will have information about these events for visitors. Visitors will be able to RSVP on the website to track measured success. Before the event takes place, volunteers will be encouraging visitors and residents to come join in on the free archery clinic, kayaking relay, and dune relay the following day.
- In order for the event to take place, Lakeside must purchase or obtain the following: kayaks, paddles, life jackets, cone/flag course markers, bows and arrows, etc. Without the listed resources, you will not be able to put on the Oregon Outdoor Experience with the events we have proposed. These resources can be used as potential rental opportunities, as well as reused ever year for the Oregon Outdoor Experience.



# 2016 and 2017 begin the formalized version of the Oregon Outdoor Experience



## Year Two: 2016

- Depending on the success of the first year, you can transition the event from being an informal event into a more formal event. To gain a larger attendance and market your event, you must use the social media platforms as proposed by the separate University of Oregon culture team. Immediately following the first summer of the event, marketing efforts must commence.
- A formal event will include a registration fee and volunteers to work the related events. Volunteers can come from the community as well as local Boy/Girl Scouts, high schools, and colleges. In 2016, more crowds and participants will attend and local volunteers will need to be reinforced with additional resources, including some or all of the following.
  - Security: For traffic control and the purpose of creating a safe and welcoming environment, security may be hired. With families entering the town, the public appearance of uniformed security/police will help to reassure visitors **(See Appendix C)**.
  - Ambulance/Medical Staff: As with any physical sporting/public event, medical standby staff will be needed in the town to respond to the medical needs of the participants **(See Appendix D)**.
  - Transportation (to and from specific events): Participants need to get from event to event and the parking at such locations is limited, so renting busses to shuttle participants will help Lakeside will alleviate traffic and parking issues. Further, this will be an added value to participants as they do not have to use their own vehicles to travel around town. Buses can be contracted from local school districts or commercial firms **(See Page 42)**.
  - Volunteers: For an event to be successful, staff is needed. With limited budgets, Lakeside can benefit from using volunteers outside of the immediate community. Girl Scouts, Boy Scouts, and high school students (i.e. National Honors Society students with a community service requirement) are great sources to find a volunteer force.
- Depending on how many people register and the success of the first year, you may wish to consider hiring an event management team to help formally coordinate and facilitate the events of the Outdoor Oregon Experience for year 3, 2017. Hiring this firm in 2016 will help start the planning for 2017's events. **Appendix E lists potential event planners.**



# By 2017 Lakeside will build more tourists from the Oregon Outdoor Experience.



## Year 3: 2017

- We believe at this point the turnout will be so successful that you will need to hire an event management team for credibility and marketing purposes. This will alleviate some of the stress put on the volunteers and residents working to run the Oregon Outdoor Experience.
- More intensive marketing with Travel Coos County Office to help promote the event to the rest of Coos County and other travel agencies throughout Oregon (i.e. Travel Lane County). We would recommend sticking with the second year plan in regards to daily events to help eliminate confusion. Target marketing discussed later will help give the event credibility and encourage a friendly competitive environment.
- As the events get larger 2017 may be when its size makes it attractive for sponsors but since sponsorship acquisition and management is quite time consuming this would need to be written into the contract of the event manager.

**Appendix F identifies an initial list of potential sponsors that could be approached. Appendix J offers a sample sponsorship proposal that explains the event and can be used to pitch the event to these organizations.**



# The recommended pricing strategy changes each year to encourage participants to visit and return



## Year One: 2015

- Participants will not pay any registration fees in order to build the event. By making the event free, we believe it will increase the experience for our visitors and encourage them to return in the future.
- We hope to gain a large participation from the town itself to help build the event's name and credibility.
- The only costs to Lakeside will be investing in the kayaks and other resources mentioned previously that can be used in future events and as rental opportunities to earn revenue.

## Year Two: 2016

- Charge a low registration fee in order to accommodate all participants. By keeping the cost low, more people will be able and willing to participate.
- The registration will cost \$15 per person; four people will be \$50. The reason why we chose \$15 is because we thought it was a reasonable number given the economy and geographic location. Other sporting events such as the KIDSPORTS Invitational charge \$15 for a registration fee and we want to be competitive.
- Participants will be able to register through separate links on the camping and lodging websites and receive a promo code that give them 20% off their hotel room or campsite. On the hotel and camping websites, before visitors book their rooms, there will be a page to enter the promo code or a link to navigate them to the event registration website. This will ensure everyone has a chance to receive the 20% off discount before visitors book their stay. Since there is usually a 20% increase on special event weekends, this will allow visitors to pay the normal stay rate. Costs will include the hiring of needed resources (i.e. medical, security, etc.).
- If needed, the event management team will be an added cost to you, as well.
- Sponsors have the ability to provide Lakeside with some of the needed goods to lessen the costs.

## Year Three: 2017

- All costs regarding registration and resources will remain the same but there will be an added cost of the event management team.
- Additional marketing costs may be required to work with Travel Coos County, Travel Lane County, and Travel Oregon to grow the event across the state. By keeping the cost the same, return visitors are encouraged and more families are likely to participate with a low cost registration fee.



# A Successful Oregon Outdoor Experience requires Lakeside undertake some general event marketing



- Create awareness for upcoming events that capitalizes on crowds that already come in and may come back in the future to partake in the Oregon Outdoor Experience.
- What needs to be done:
  - Free events listings in regional newspapers and websites relating to the coast.
  - Develop and hand out flyers for upcoming events to increase awareness among current visitors. To add more value to this, you should include FAQ sheets that detail registration, parking, lodging, etc. options.
  - For digital activation, Lakeside officials need to send out digital promo videos and photos on social media pages and on the revamped online site as well.
- How it can be done:
  - Use West Coast Media Group to design and deliver flyer/FAQ design and online activation materials, i.e. aerial photography and video productions for high-quality performance. You must coordinate with local businesses to provide information about the events, and its promotional items and the respective storefronts/websites (if applicable).

# Supplemental information regarding event listings/coverage for regional newspapers/websites



- Oregon Coast Today
  - Who: The Oregon Coast TODAY is published in Lincoln City and distributed throughout Lincoln and Tillamook counties. The free weekly newspaper provides coast visitors and residents with the most current arts, entertainment and activities news available.
  - Contact Jennine Perkinson, Advertising Representative at 541-992-1920, or [jperkinson@oregoncoasttoday.com](mailto:jperkinson@oregoncoasttoday.com) to advertise with this organization.
  - To request coverage of an event, contact Patrick Alexander, Editor, at 541-921-0413, or [Patrick@oregoncoasttoday.com](mailto:Patrick@oregoncoasttoday.com).
  - Visit <http://www.oregoncoasttoday.com/calendarsubmissions.html> to submit your event for free.
- Oregonian Media Group
  - Visit the OREGONLIVE Event Submission form and provide the information requested
  - Email full event details to [listings@oregonian.com](mailto:listings@oregonian.com).
  - Fax your event information to the Listings Desk at 503-294-4097.
  - If you have questions, call their Listings Desk at 503-294-4050.
- Oregon Festivals and Events Association
  - Who: This organization gives “Promotional assistance is provided to more than 1200 Oregon events through the OFEA’s annual Oregon Events Calendar magazine. Free copies are distributed to more than 90,000 readers through visitors bureaus, chambers of commerce and other public outlets. Event listings from the Calendar are also posted on Travel Oregon’s website.”
  - Contact them at 866-451-6332, or [info@oregonfestivals.org](mailto:info@oregonfestivals.org) to submit press releases about Lakeside events for their consideration. Processed requests will be added to their calendar and promoted throughout their network, as mentioned above.

# Supplemental information regarding event listings/coverage for regional newspapers/websites

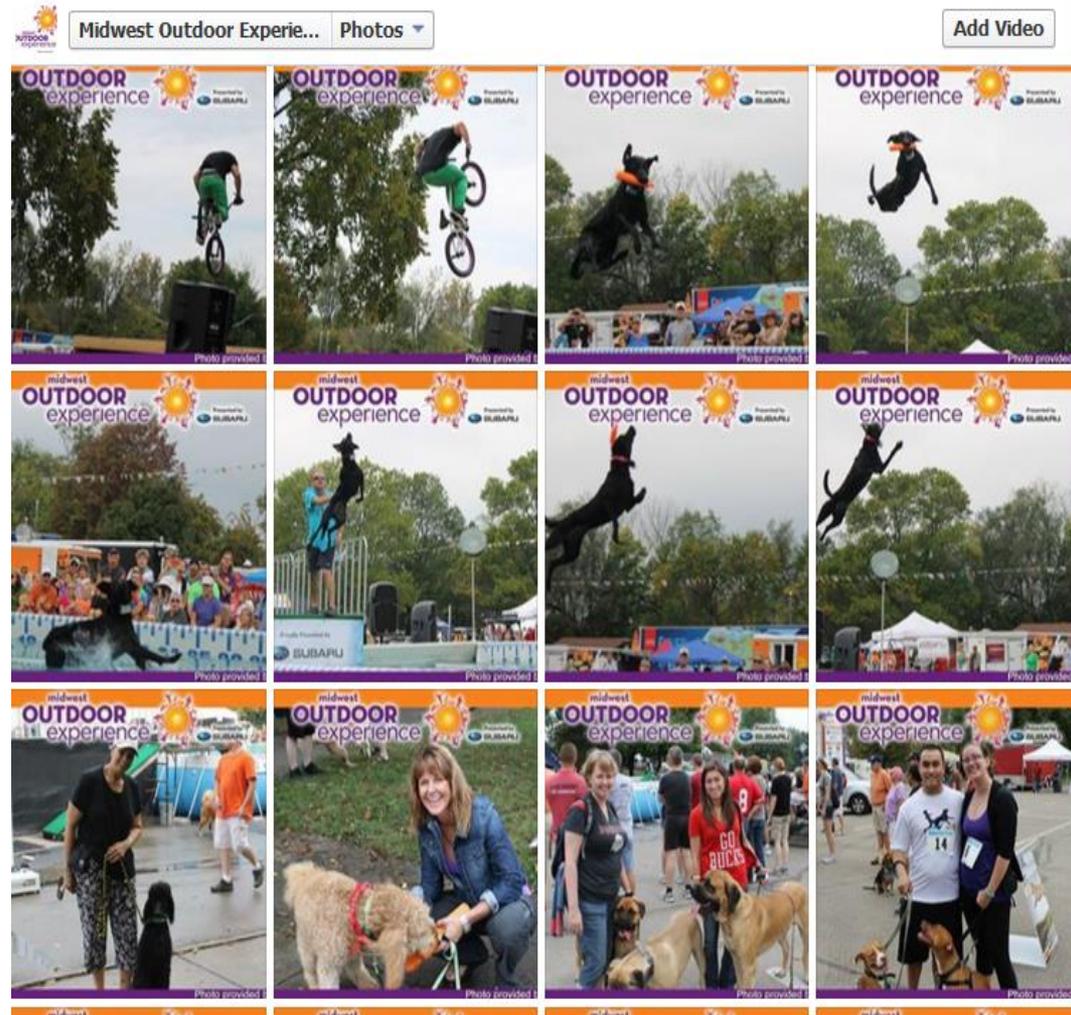


- Siuslaw News
  - Provides new/coverage of breaking news, sports, events, and activities in and around the Florence, Oregon area.
  - Contact Susan Gutierrez, Advertising Director, at 541-902-3530, or [advertising@thesiuslawnews.com](mailto:advertising@thesiuslawnews.com) to ask for advertising information for this news organization.
  - To submit press releases for their consideration about Lakeside events, call 541-997-341, or [pressrelease@thesiuslawnews.com](mailto:pressrelease@thesiuslawnews.com).
  - For similar purposes, contact Theresa Baer, Editor, at 541-902-3520, or [editor@thesiuslawnews.com](mailto:editor@thesiuslawnews.com).
- “The World”
  - Who: “A daily newspaper serving Coos Bay, North Bend, Charleston, Coquille, Bandon and Reedsport.”
  - Contact their events page by submitting Lakeside events to [events@theworldlink.com](mailto:events@theworldlink.com).
  - Contact Dick Besser, Media Sales Consultant at [dick.besser@theworldlink.com](mailto:dick.besser@theworldlink.com) for more advertising information for Lakeside events.

# Examples of event specific promos of Twitter, Facebook, and Instagram posts that build up to, during, and after the event”



- To fulfill these purposes, we'll use the “Midwest Outdoor Experience”, as an example. This is a weekend-long event that's filled with competitions, activities, and shows for all ages/skill-set that attracts 15,000 annual visitors to Dayton, Ohio.
- Facebook – Using the revised/new social media Lakeside pages, repeatedly state that there will be photos taken of participants, and of the competitions during the event. Then, encourage them to “Like” Lakeside’s Facebook to view them after they’ve been posted once the event is completed (example of pictures shown to the right).
- Post these pictures to Lakeside’s Instagram account as well.
- Can use these photos to help promote the Oregon Outdoor Experience in the future.



# Examples of event specific promos of Facebook, Instagram, and Twitter posts that build up to, during, and after the event”



- Twitter – Post these pictures to the Twitter account as well.
- Other utilization steps include:
  - Create Promotional hashtag, i.e. #OOE for “Oregon Outdoor Experience” so you may track what participants are saying about the event and Lakeside as a whole.
  - Encourage Targeted Organizations, i.e. Coos Bay Parks department, local/regional school districts, YMCA’s, Boy/Girl Scouts, companies, whom are participating to use this hashtag, and/or the whole event name when talking about it. This provides an additional promotional partner at very minimal costs/effort.
  - Examples of organizations talking about the Midwest Outdoor Experience is shown to the right.



**MetroParks** @MetroParksTweet · Oct 18

Cast your vote in @OHAdventure's photo contest capturing adventure sports at the **Midwest Outdoor Experience!** [bit.ly/15WabpW](http://bit.ly/15WabpW)

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



**OHAdventure** @OHAdventure · Oct 13

Over 40 photos entered in our @MetroParksTweet **Midwest Outdoor Experience** photo contest! Vote for your favorites! [ohadventure.com/vote/](http://ohadventure.com/vote/)

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



**OHAdventure** @OHAdventure · Oct 10

@MetroParksTweet **Midwest Outdoor Experience** 2013: [youtu.be/bNITVHdrDcl?a](http://youtu.be/bNITVHdrDcl?a) Thanks for a great #outdoorX! You guys rock!

📺 View media

↩ Reply ↻ Retweet ★ Favorite ⋮ More



**Green Earth Outdoors** @GEOLOUISVILLE · Oct 10

Thanks to everyone who came out to the **Midwest Outdoor Experience** despite the weather challenges. For those of... [fb.me/1pRnFTGrW](http://fb.me/1pRnFTGrW)

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More

# Targeted Event Marketing is essential



- Lakeside has to build awareness of the Oregon Outdoor Experience with Oregon businesses, groups/clubs, schools districts, departments, and organizations that can market, promote, and support the event(s).
- Target 1: Sporting Goods Stores
  - Contact Local Sporting Goods Stores to help promote the event
    - Example: Tillamook Sporting Goods, “the largest sporting goods store on the Oregon Coast”
    - Phone: 503-842-4334, or email [tsg@tillamooksportinggoods.com](mailto:tsg@tillamooksportinggoods.com). Then ask for Marketing/Communications Director to understand proper procedures to promoting the proposed event.
    - Value Proposition: Lakeside can use these type of businesses to increase partnerships towards existing/future events. This provides a new channel for Lakeside to exploit as it creates value for sporting goods stores looking to expand their brand awareness throughout the coast.
    - Use Online Directories, such as Business Finder on OregonLive.com to find more local sporting goods stores throughout the state. This provides the quickest and easiest way to find the necessary contact information for targeted businesses.
    - **Appendix G shows more examples of these types of businesses that you may reach out to.**

# Targeted Event Marketing is essential (continued)



- Target 2: Contact School District Systems
  - Value Proposition: They can get information to families via school newsletters during school but can also offer volunteer help for students who want or need community service. School districts can also rent their buses for transportation needs. When you call, ask to speak to an official who knows about their community involvement projects to gauge how their schools can get involved.
  - Contact information list for regional high schools to promote the event and gather volunteer support:
    - Marshfield High School, Coos Bay, OR – Doug Holland, Principal - 541-267-1401.
    - Siuslaw High School, Florence, OR – 541-997-3448 and ask for Kari Blake, Business Manager.
    - Reedsport Community Charter School, Reedsport, OR – 541-271-2141.
    - Churchill High School, Eugene, OR – 541-790-5100.
    - North Eugene High School, Eugene, OR – 541-790-4500.
    - Sheldon High School, Eugene, OR – 541-790-6605.
    - South Eugene High School, Eugene, OR – 541-790-8005.
    - Tillamook High School, Tillamook, OR – 503-842-2566.
- Target 3: Contact Coos County Parks
  - Specifically, contact the Coos County Parks Department to see how it can help promote the event. Contact info is as follows: Phone: 541-396-7759/Email: coospark@co.coos.or.us. Ask Larry Robison, Director, how they it can help market the proposed event via listings at county campgrounds, county websites and/or offer event support staff assistance.
  - Value Proposition: This organization provide Lakeside with a valuable promotions partner.

# Targeted Event Marketing is essential (continued)



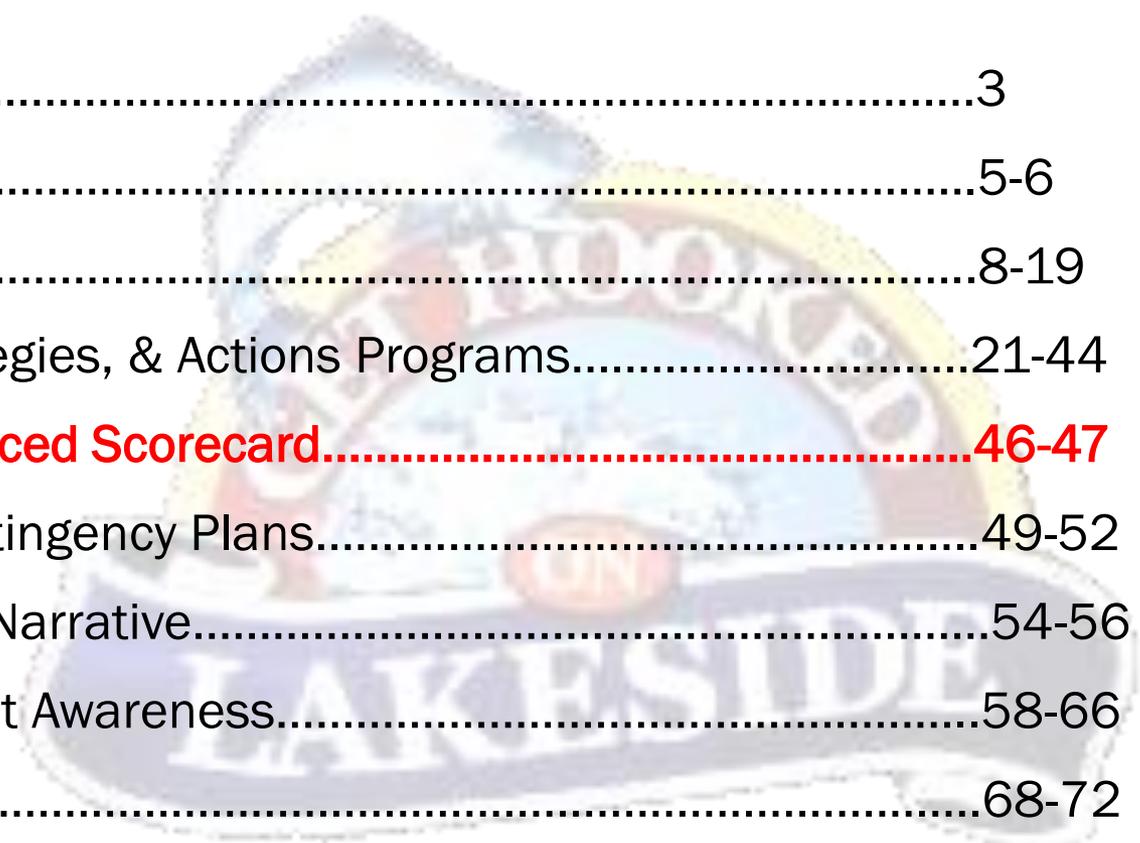
- Target 4: Oregon Boy/Girl Scouts Organizations
  - For example, contact the Oregon Trail Council Executive Team because they represent Oregon Boy Scouts as a whole (1) Ask for Debbie Knechtel, Cascade District Executive: [knechtel@otcbsa.org](mailto:knechtel@otcbsa.org), or 541-284-4389 (2) Find the rest of the District Executive contact information which can be found on the Oregon Trail Council website.
  - For Oregon Girl Scouts: (1) Reach Jennifer Akins, Event/Travel Pathway Manager at 541-622-6155 because she is the contact for event/travel coordinators. She can, or will direct you to right person within organization to gauge interest/boost participation for this event.
  - Value Proposition: Lakeside utilizes these/s groups to post event information and promotional materials to their families to consider participating.
- Target 5: Reach out to local YMCA organization representatives through out the state
  - You will need to pitch the event to gauge interest and ultimately to increase youth participation/involvement. For example, call YMCA of Columbia-Willamette at 503-223-9622, and/or you can call Eugene YMCA at 541-686-9622 and ask for Rob Petetit, Youth Sports Director. If no youth sports director is made clear on their online directory, do the following: (1) Ask for right person to talk to, i.e. Event/Travel Coordinator (2) Then ask for their summer community involvement program descriptions to see how our proposed event fits within their activities (3) Then ask what they need to be convinced our event is great step for respective YMCA organization (4) Provide appropriate travel accommodations if they wish for a site visit, and/or commit to participating in this event.
  - Value Proposition: Lakeside utilizes these/s groups to post event information and promotional materials to their families to consider participating.
  - **Appendix H details contact information for other regional YMCA organizations.**

# Targeted Event Marketing is essential (continued)



- Target 6: Contact Oregon Kayak & Canoe Club
  - Value Proposition: First, gauge their interest in coming out to Lakeside, Second, establish connection to their club and network because it exposes them to what you have to offer and encourages them to sign up for this event, or other events.
  - Who they are: “The OKCC is a group of boaters in the Portland area who have banded together to pursue a common interest in whitewater boating. Our primary focus is to organize river trips at all skill levels, while strengthening the boater community.” The local organizations they’re in contact with include the following: Willamette RiverKeeper/Friends of the Columbia Gorge/Waterwatch of Oregon/Wild Salmon Center/Oregon Wild. Lakeside will do the following next steps: (1) Email editor@okcc.org to pitch Lakeside’s offerings/events & receive more contact info, i.e. phone numbers about other kayaking groups/organizations.
- Target 7: Contact “Oregon Bow Hunter” Organization
  - Value Proposition: They are well connected and well-respected with the Oregon archery community at-large. It also establishes a relationship with them that can bolster our event’s credibility and growth.
  - They are a non-profit organization whose goal that maintains an affiliation with the National Field Archery Association and have a representative on the NFAA board of directors.
  - Contact Micki Bradley, Secretary at (541) 490-5754, or email: mickibradley@gmail.com. She can direct you to the right person to talk to at the organization.
  - **Appendix I details contact information for affiliated clubs.**

# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
External Analysis.....	8-19
New Event, Goals, Strategies, & Actions Programs.....	21-44
<b>Strategy Map and Balanced Scorecard.....</b>	<b>46-47</b>
Risk Assessment & Contingency Plans.....	49-52
Financial Projections & Narrative.....	54-56
Building Baseline Market Awareness.....	58-66
Bibliography.....	68-72
Appendices.....	74-94

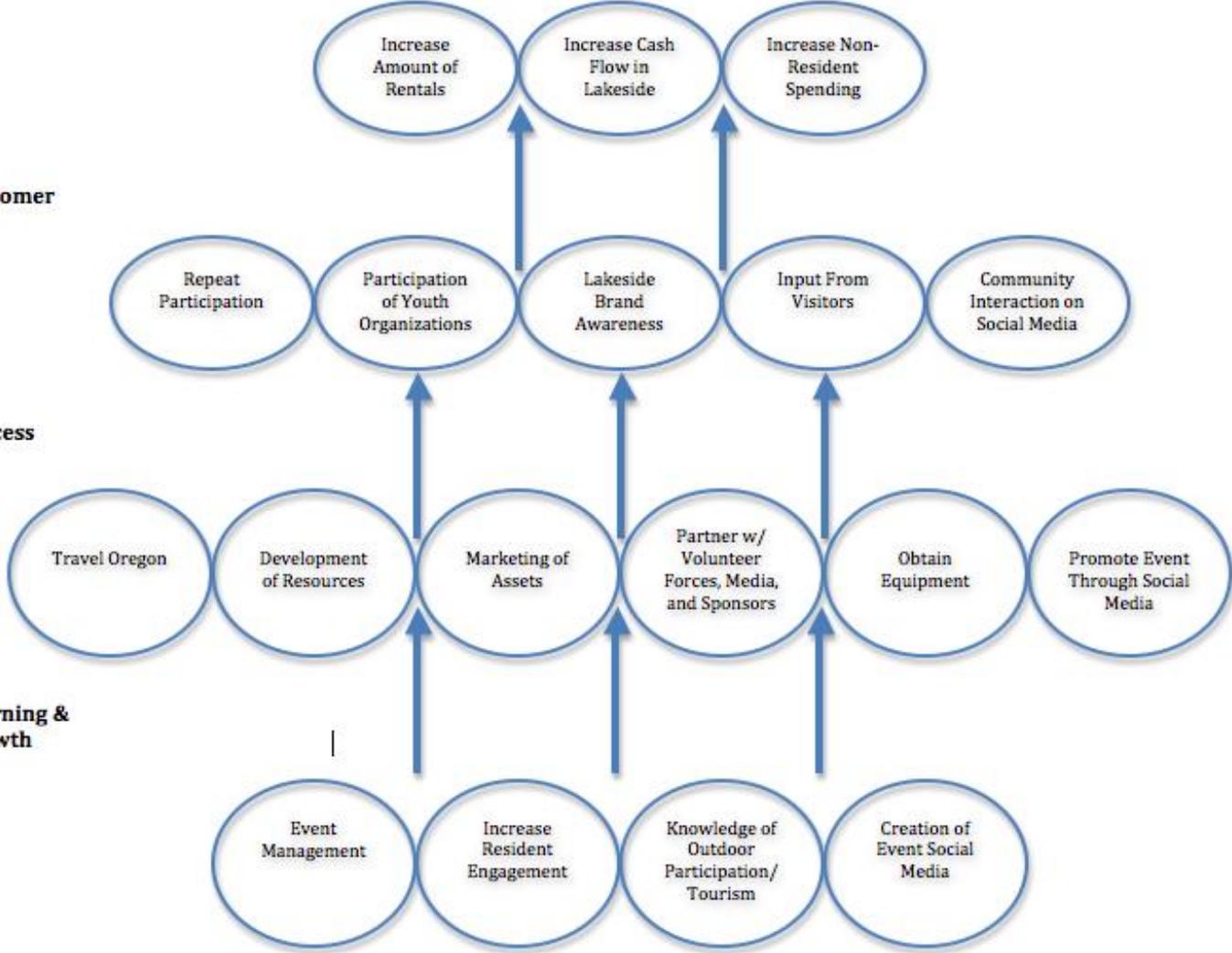
The overall goal of the Oregon Outdoor Experience is to spur economic vitality through increased visitor traffic and spending. To do this, there are many key dependencies all addressed in our action plan.

**Financials**

**Customer**

**Process**

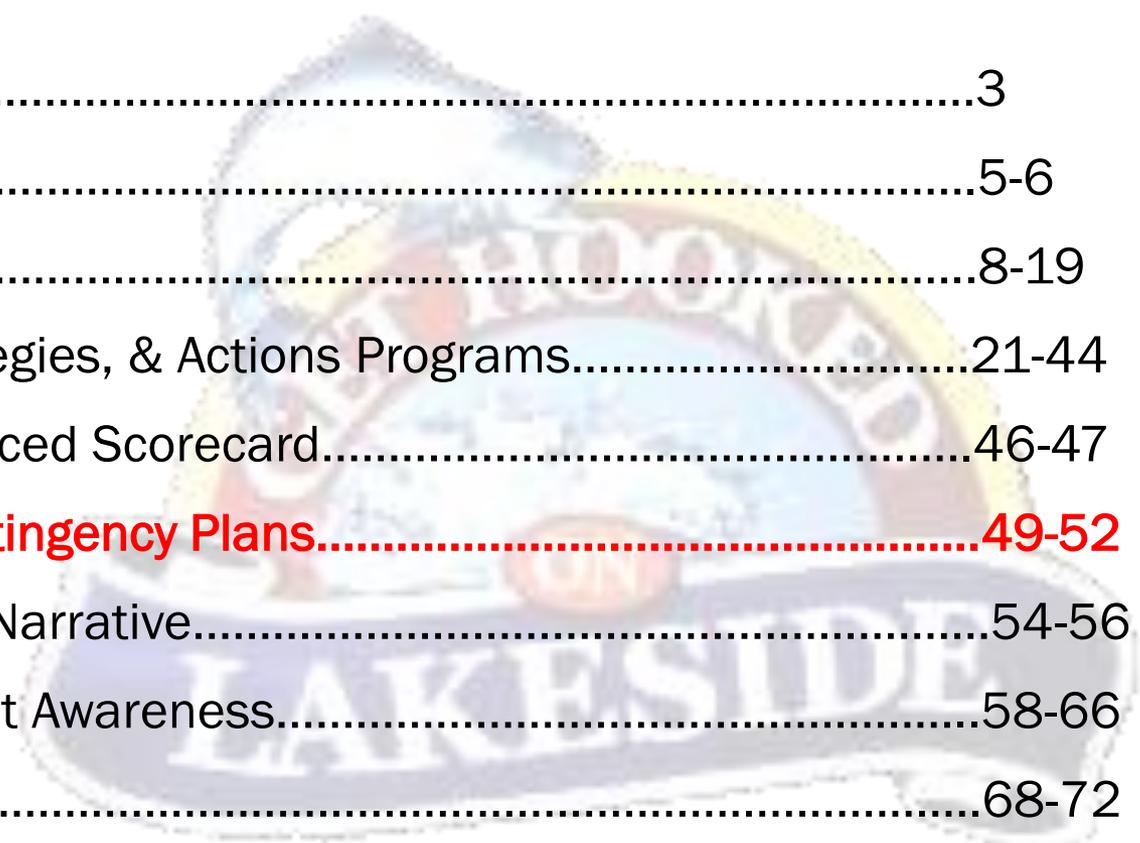
**Learning & Growth**



# Lakeside can use the following Balanced Scorecard to assess its success.

	Objectives	Measures	Target	Initiatives
Financials	Increase Amount of Rentals	% Increase of Rentals	50%	
	Increase Cash Flow in Lakeside	YTD cash flow from event activities	40%	
Customer Perspective	Economic Impact	YTD revenue to town	3K	
	Repeat Participation	% of event participants who return following year	60%	Participant satisfaction initiative
	Increase of Participation of Youth Organizations	Increase in number of participating youth groups	4	Youth Outreach Program
	Increase Lakeside Brand Awareness	Number of followers on Twitters as well as unique website visitors	80%	Lakeside Awareness Survey
	Input From Visitors	Participant and visitor satisfaction (program, logistics, willingness to return)	8%	Visitor Engagement Form
	Community Interaction on Social Media	Number of followers on Twitters as well as unique website visitors	50% increase	Social Media Campaign
Process Perspective	Travel Oregon	Number of Lakeside officials trained	80%	Event Staff Training
	Development of Resources	Completed beach and development of infrastructure by 2014	Yes	Resource Establishment
	Marketing of Assets	Increase in % of visitors who know of beach, lake, and dunes	75%	Lakeside Awareness
	Partner w/ volunteer forces, media, and sponsors	Total number of contracts created	10	Partnership Outreach Initiation
	Obtain Equipment	Equipment in place necessary for events	Yes	Resources Establishment Process
	Promote Event Through Social Media	Total activity on platforms	3 posts a day	Social Media Campaign
Learning and Growth Perspective	Event Management	Event manager selected	1	Event Staff Program
	Increase Resident Engagement	Resident satisfaction with event	80%	Lakeside Community Outreach Survey
	Knowledge of Outdoor Participation/Tourism	Number of registered participants	55%	Outdoor Awareness
	Social Media Training For Lakeside Officials	Event page updated on all Lakeside social media platforms	80% enrolled	Social Media Campaign

# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
External Analysis.....	8-19
New Event, Goals, Strategies, & Actions Programs.....	21-44
Strategy Map and Balanced Scorecard.....	46-47
<b>Risk Assessment &amp; Contingency Plans.....</b>	<b>49-52</b>
Financial Projections & Narrative.....	54-56
Building Baseline Market Awareness.....	58-66
Bibliography.....	68-72
Appendices.....	74-94

# Risk can be overcome with some effort



Risks are inevitable but you have the opportunity to overcome the risks and create a successful event that will help Lakeside reach its goals of becoming a tourist attraction.

- Backlash from the community: Encourage the community to get involved and explain thoroughly what you are trying to do for the town. Explain the potential Lakeside could have if the event is successful (i.e. monetary gains, credibility, awareness).
- Failure to attract participants: Marketing efforts can be adapted to cater towards different crowds across the state of Oregon. If in the first few years, participation does not grow, you have the opportunity to find new avenues of marketing the event and can effectively use an event management team to help you.
- Inability to accommodate participants: If the event does become successful through repeated attendance and marketing efforts, you must consider how you will house and feed all the participants and visitors. You may wish to partner with neighboring cities such as Reedsport to help meet the needs of the participants.
- Lack of differentiated events: You have the opportunity to create events more unique and only available through Lakeside to encourage visitors to return to the event. In project plan includes event alternatives that have already been defined to counter this risk. In your marketing efforts, the beauty in and unique of the natural resources you have to offer must be displayed to encourage visitors.



# Lakeside can plan ahead to address the risks present in every event



In regards to running the Oregon Outdoor Experience here in Lakeside, you face some risks that could have a significant effect on the overall success of the event. Some of the risks include: backlash from the community, failure to attract participants, inability to accommodate the needs of all visitors, and the lack of differentiated events leading to only a short term interest.

- **Backlash from the community:** In order for this event to be successful, you must come together as a city. To create a positive atmosphere that people want to return to and continue to participate in the events you have to offer, the community needs to find ways to motivate the citizens to participate and be supportive of the efforts of the Chamber of Commerce to bring awareness and economic value into the city.
- **Failure to Attract Participants:** The first year of the event is largely, a word of mouth marketing effort to the community members so it could lead to a very low turn out. If you fail to attract participants in future years, however, the costs associated with running the events may be more than the revenue brought in by hotel stays, food purchases, and registration fees, making the event not worth the time and effort.
- **Inability to Accommodate Visitors:** If the visitors do not have a place to stay, enough food, and/or leave the town unhappy with their experience, they are unlikely to return.
- **Lack of Differentiated Events:** You face the possibility that participants that have returned year after year become bored with the scheduled events. Those who are new to the competition may see the repeated use of events as an unfair advantage to those who have been to the competition previously. Also, if the events are available elsewhere, visitors may be deterred to go to alternate locations based off of distance, awareness, etc.



# Alternative events starting on 2017 can expand the Oregon Outdoor Experience.



With uncertainty in weather and the potential for growing popularity of the event, we have come up with some alternatives for event organizers to consider. Some of the events that we have considered as substitutes or additions to the Oregon Outdoor Experience are as followed:

- **Swimming:** Once the beach is completed, a swimming event can take place on the lake where participants are required to swim to the dock and back in a relay fashion.
- **ATV:** As an alternative to the dunes relay, ATVing is a potential option to utilize the dunes and create a more extreme, adrenaline rushing event.
- **Fishing:** As a lake town with fishing being a main source of entertainment, a fishing competition can be held to see who catches the largest fish or who can catch the most fish in a given time period.
- **Race:** With running being a popular pass time for many individuals, Lakeside can consider using the main road as a timed running competition.
- **Bird Watching:** Lakeside offers a wide variety of birds and can create a competition out of teams who are able to identify the most species of birds in a given time period.
- **Volleyball:** Although less oriented to the natural resources of Lakeside, a volleyball tournament on the beach is a good alternative or added event for Lakeside to consider as a less extreme and demanding event.
- **Horseshoes:** The recommended horseshoe pits support a horseshoe competition.

With a variety of resources at your disposal such as the lake, dunes, Mountain View Farms archery, and the ocean, as well as the different activities available because of each, Lakeside also has the possibility of holding camps for youth groups throughout the summer. Summer is the prime time for kids to travel and experience the outdoors as school is out and parents are looking for events to keep them busy.



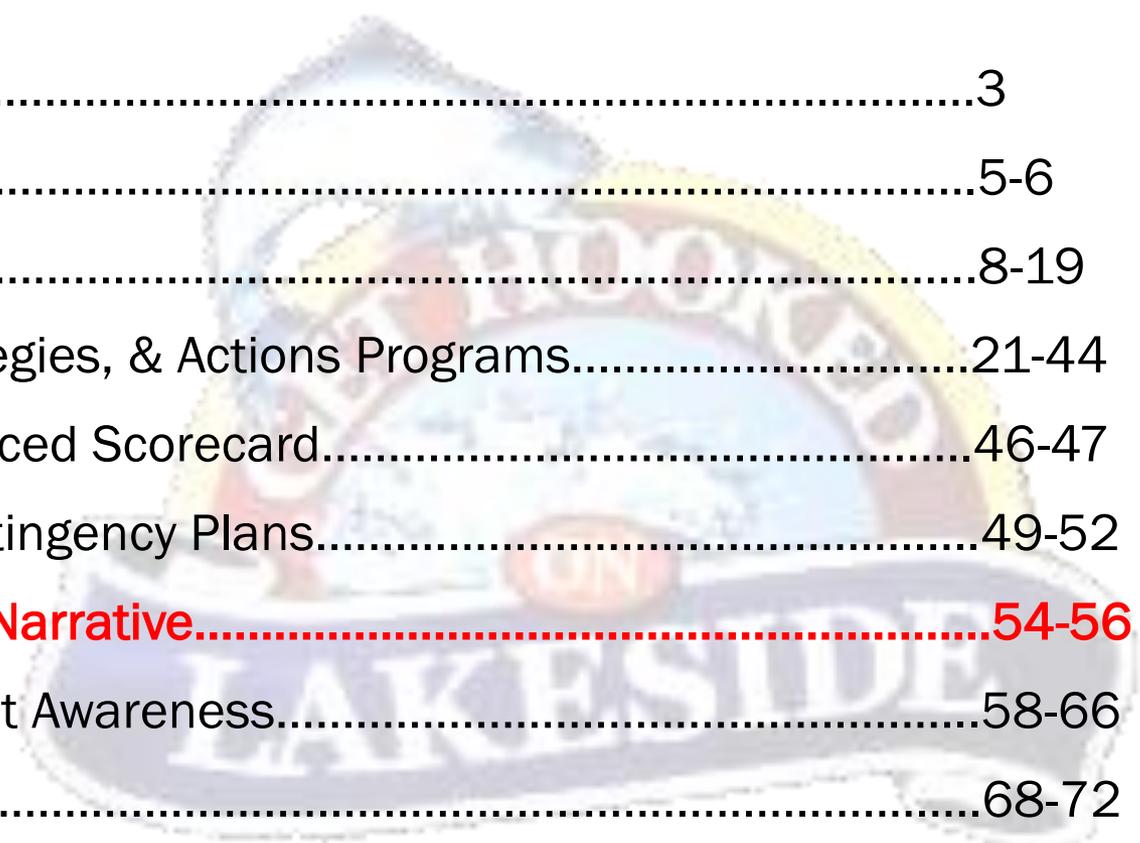
## There are also risks to be considered if the event grows in popularity



In the event that the event grows in future years, Lakeside must take into consideration how to change the event plan accordingly. Some things to examine and consider planning for in advance to future events:

- **Parking Challenges:** Lakeside may consider using the airport and unused fields for parking. The transportation acquired to transport participants from event to event can be used as a shuttle service to get participants and visitors back to the Lodge.
- **Hotel Space:** If the event gains popularity and a large number of participants register, Lakeside will have to consider housing options. Lakeside may look into partnering with neighboring towns' hotels in order to accommodate all participants.
- **Prizes:** As part of an incentive to participate, Lakeside can offer prizes for the first, second, and third placing teams. These prizes can be acquired, potentially, through sponsors.
- **Food Vouchers:** With food options being limited, participants could be given food vouchers to use in order to drive business into the town's restaurants.
- **Spring Time Event:** If the event does become popular and Lakeside sees the event as a success, it can tailor the events towards Spring and host another event.

# Table of Contents



Executive Summary.....3

Introduction.....5-6

External Analysis.....8-19

New Event, Goals, Strategies, & Actions Programs.....21-44

Strategy Map and Balanced Scorecard.....46-47

Risk Assessment & Contingency Plans.....49-52

**Financial Projections & Narrative.....54-56**

Building Baseline Market Awareness.....58-66

Bibliography.....68-72

Appendices.....74-94

# Income Statement



	Year 1	Year 2	Year 3
<b>Revenue</b>			
Registration Fee	\$-	\$6,075	\$11,250
Family of 4 Discount	\$-	\$(1,266)	\$(2,343.75)
Sponsorship	N/A	TBD	TBD
<b>Total Revenue</b>	<b>\$-</b>	<b>\$4,809</b>	<b>\$8,906</b>
<b>Economic Multiplier 2.5</b>		<b>\$12,023</b>	<b>\$22,266</b>
<b>Costs</b>			
Kayaks (6)	\$1,800	\$-	\$-
Paddles (6)	\$300	\$-	\$-
Life Vests (25)	\$750	\$-	\$-
Bows & Arrows	TBD	\$-	\$-
Security (Sub Zero Car Club)	\$-	\$250	\$250
City Permit	\$-	\$175	\$175
Medical Staff	\$-	TBD	TBD
Transportation	\$500	\$500	\$500
Event Management Team	\$-	TBD	TBD
Labor (Volunteer)	\$-	\$-	\$-
Replacement Costs	\$-	TBD	TBD
<b>Total Costs</b>	<b>\$3,350</b>	<b>\$925</b>	<b>\$925</b>
<b>Surplus</b>	<b>\$(3,350)</b>	<b>\$11,098</b>	<b>\$21,341</b>



# First year revenue is not expected, but the economic impacts start in 2016



## 2015

- The first year takes into consideration the fact that no registration fee will be required in order for participants to take part in the Oregon Outdoor Experience.
- The first year will require you to spend approximately \$2,850: 6 kayaks at an average of \$300 a piece, 6 paddles at an average of \$50 a piece, and 25 life vests of various sizes at an average \$30 a piece.
- We are aware that Mountain View Farms does have bow and arrows available, but we question the need for amateur sets for to accommodate for the younger participants.
- This assumes that Lakeside already has the funding needed to finish the beach proposed in April of 2010.

## 2016

- In the second year, the registration fee per participant is put into place.
- We assumed that 135 people per weekend will participate. This is reasonable given the size of the community, number of visitors every summer, and marketing efforts.
- With a discount for families of four, the registration fee for those families is \$12.50 per person. We assumed that approximately  $\frac{1}{4}$  of the participants will be families of four resulting in registration revenue of \$4,809.
- Because you have acquired the needed resources for the events in year 1, the only costs to you will be:
- The city permits (\$175 based off numbers received from Chamber of Commerce)
- Required security (\$250 assuming you use Sub Zero Car Club)
- Transportation (\$500 based on secondary research of Eugene School Distract)
- Medical (TBD)
- Assuming an economic multiplier of 2.5 and average yearly spending of \$925, the total economic impact of this event would be \$11,098



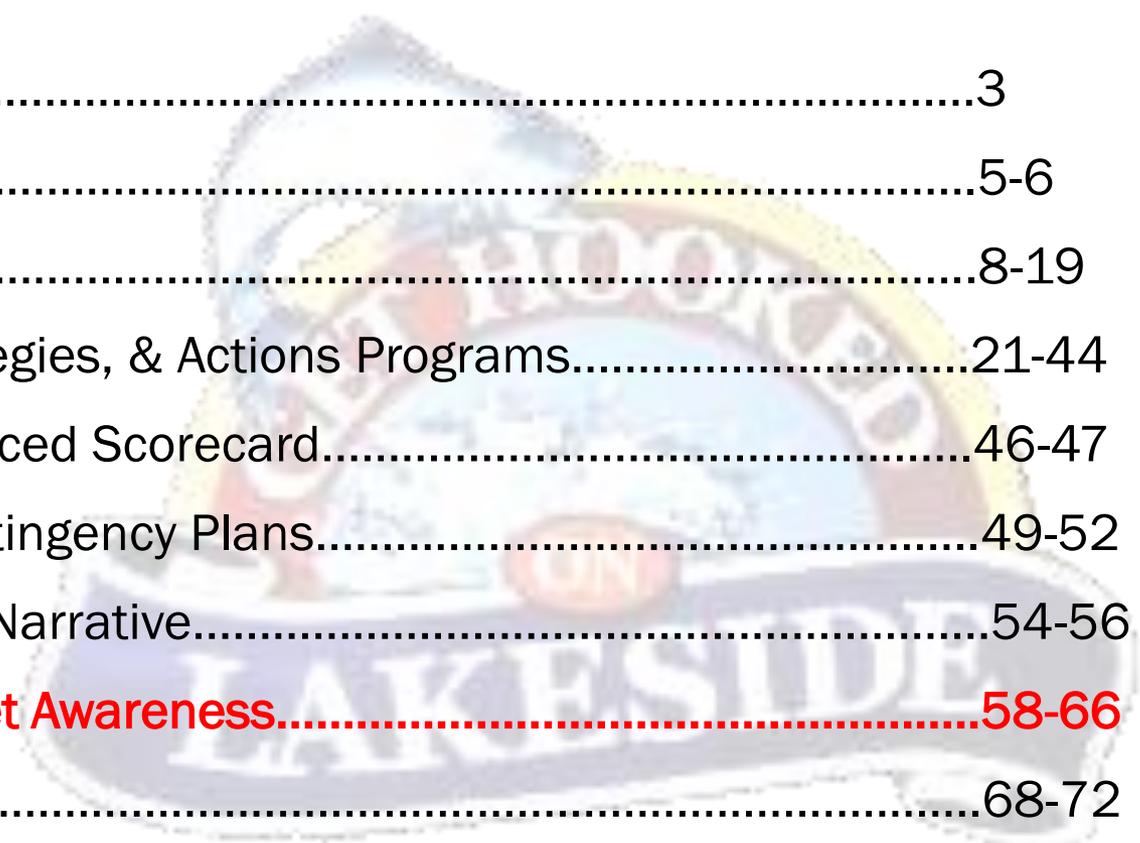
## In 2017, a greater economic impact can benefit



- In year three (3), we expect the number of participants to increase to approximately 750 through the use of marketing efforts including social media and the city website. With the \$15 registration fee, registration revenue before the family discount will be \$11,250 but after the approximately \$8,906.
- Because you have acquired the needed resources for the events in the previous two (2) years, the costs to you will be:
- The city permits (\$175 based off numbers received from Chamber of Commerce)
- Required security (\$250 assuming you use Sub Zero Car Club)
- Transportation (\$500 based on secondary research of Eugene School District)
- Medical (TBD)
- Total net profit/surplus cannot be calculated since the costs associated with the event management team will vary dependent upon which firm Lakeside selects.
- We are assuming that the resources obtained in year 1 do not need to be replaced in year 2 or 3.
- The economic impact of the visitors and event from the program could be approximately \$21,341



# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
External Analysis.....	8-19
New Event, Goals, Strategies, & Actions Programs.....	21-44
Strategy Map and Balanced Scorecard.....	46-47
Risk Assessment & Contingency Plans.....	49-52
Financial Projections & Narrative.....	54-56
<b>Building Baseline Market Awareness.....</b>	<b>58-66</b>
Bibliography.....	68-72
Appendices.....	74-94

# Beyond specific event activities, Lakeside needs to build a marketing infrastructure



- The Chamber of Commerce is the primary place in Lakeside where this responsibility resides and we strongly recommend it consider augmenting its activities in a few key ways.
  - Step 1: Tourism Market Research
    - Follow certain market research reports that will keep community organizers/businesses aware of Oregon tourism trends and participation.
  - Step 2: Establish Media Marketing Partnerships
    - Build partnerships with influential media groups in Oregon to boost promotion and awareness of Lakeside. This will help when you want to market both current and future events.
  - Step 3: Update Baseline City Marketing Materials
    - Have attractive collateral touting the city and its events.
  - Step 4: Utilize Travel Oregon
    - Travel Oregon' services can help develop Lakeside's tourism organizational and leadership capability in running future events.



# Step 1: Follow Marketing Research to Track Tourism Industry



- Oregon Travel Barometer
  - Quick-Read Dashboard of key travel indicators designed to show changes in the metrics that affect Oregon's Tourism industry monthly.
- Example: Oregon Barometer (December 2013) Highlights
  - Oregon's statewide lodging trends continue to show positive growth vs. December 2012 (Lodging Demand: +6.9%; Lodging Revenue: +12.0%).
  - Year-over-year growth in Oregon's lodging demand and revenue was higher than that of the national and regional averages.
  - Willamette Valley experienced the highest growth in lodging demand and revenue vs. December 2012.
  - Oregon's average gasoline prices reached a 22-month low, dropping to \$3.30/gallon (1.5% vs December 2012).
  - NOTE: Data goes back to February 2012
  - Employment in Oregon's Accommodation & Food Services sector was up +4.4% Year to Date.
  - Domestic air visits to Oregon grew in Q3 2013 (+2.6% vs. Q3 2012).
  - The Oregon Index of Leading Economic Indicators for December 2013 was at 98.46, which represents a 2.8% increase from December 2012.
- Outdoor Recreation Participation Report 2013
  - Sanctioned by The Outdoor Foundation, "The findings in the 2013 Outdoor Recreation Participation Report helps the outdoor community, legislators and non-profit organizations better engage young people and their families in America's great outdoors."
  - Look up The Outdoor Foundation website at [www.theoutdoorfoundation.com](http://www.theoutdoorfoundation.com) to find more participation research studies and contact information.



## Step 2: Establish Media Partnerships



- Target: Work with Oregonian Media Group
- Why it matters:
  - This media group has an influential marketing reach than most other media in Oregon. Also, getting a story/event marketed by them implies credibility to Lakeside's offerings and establishes a working relationship with a powerful media group within the state.
  - Run's flagship newspaper, The Oregonian, and OREGONLIVE, an online news hub.
  - **OREGONLIVE** provides comprehensive coverage of statewide and national news. Breaking news and updates, as well as exclusive content from print publications. Visitors also get access to blogs and multimedia content including videos and photo essays.
  - With more than a million readers, **The Oregonian** is the region's top newspaper. Its daily and Sunday editions reach more readers than any other local news source. In fact, The Oregonian ranks in the top 25 newspapers nationwide.
- Utilization (Next Steps)
  - Contact Terry Richard, Outdoors Writer at [trichard@Oregonian.com](mailto:trichard@Oregonian.com) , or 503-221-8222 to submit a press release for consideration, and/or schedule a visit for him to write a feature about what Lakeside has to offer.

- Stats:
  - The Oregonian and OREGONLIVE Combined Readership Data:
  - Avg. Readership: 1,452,547
  - Media Age: 49
  - Men 46%, Women 54%
  - 37% of Readers Have Children
  - Media Household Income: \$58,243



## Step 2: Establish Media Partnerships



- Target: Work with The Register Guard
- Why it matters:
  - This news organization is among the most well-respected and accomplished in the state. Based in Eugene, the organization has “won the General Excellence Award from the Oregon Newspaper Publishers Association for daily papers in 2010 and 2011. Similar to the Oregonian Media Group, Lakeside can use their credibility and reach to generate exposure for its community.
  - Utilization (Next Steps)
    - Contact Bridget Baker, Public Relations Director at 541-338-2469, or [bridget.baker@registerguard.com](mailto:bridget.baker@registerguard.com) to submit a press release for consideration, and/or be directed to reporters interested in covering outdoor activities.
    - Other option: Submit your event(s) online under “Entertainment Event”, located at the bottom of their main page on their website ([www.registerguard.com](http://www.registerguard.com)) and fill out the necessary information needed for a proper submission.
      - Processed requests get published in the Register-Guard’s Oregon Life section which get distributed on Fridays.



## Step 3: Update Lakeside's marketing materials over time



- Lakeside already has a few nice marketing pieces, but may need to update these. Use West Coast Media Group to help build the marketing efforts you are currently lacking. These will help the town as whole in gaining awareness.
- Why it matters: Provides customized work, expertise and guidance on marketing the city – and event specifics as needed. They've had extensive work with various satisfied clients; all within close proximity to Lakeside.
- Services it Provides:
  - Printing: Specialty Products/Large Format Printing/Business Card Special/Business Card, Letterhead and Envelope Special
  - Graphic Design: Logo Design
  - Photography: Aerial, Real Estate, Event, Occupational, Product
  - Video: Aerial, TV Commercials, Educational Videos
  - Website Design
  - Audio
- Next Steps - Contact Info:
  - Names: Ave Bernard, CEO/Dustin Bernard, COO (Design), Therese Bernard, VP Finance
  - Address: 117 Pine Tree Loop, Florence OR 97439
  - Phone: 541-997-8915



## Step 4: Utilize Travel Oregon to develop tourism skills



- Travel Oregon will help teach Lakeside officials and key volunteers how to: (1) best develop event(s) (2) increase tourism industry knowledge (3) improve customer service (4) reach out to similar communities.
- There is a wide range of support activities available:
- Option 1 (Developmental): A connection to 3<sup>rd</sup> party consulting firms
  - Specifically, Travel Oregon has partnerships with 5 consulting firms that help develop tourism programs such as Future IQ Partners, Great Destination Strategies, Rural Development Initiatives, Sustainable Travel International, and Total Destination Marketing. They also can suggest marketing service contractors that specialize in: Marketing and Promotions/Social Media and Web Design/Media Relations/Graphic Design/Photography. Contact Kristin Dahl at 971-717-6201, or Kristin@TravelOregon.com for more information.
- Option 2 (Promotional): Host travel journalists/writers/blogger or their families on Press Trips
  - From their website, “To do this, we reach out to our Regional Destination Marketing Organization (RDMO) leaders throughout the state to determine who is interested in receiving press coverage for their attractions, hotels, restaurants or businesses. This can be as easy as giving a tour, hosting a meal or offering discounted or complimentary accommodation.” For example, they recently conducted “Full On Oregon” which they “hosted 25 influential food and lifestyle bloggers for a weekend immersion we called “Full on Oregon”. The Oregon Coast RDMO contact is Marcus Hinz and can be reached at 541-574-2679, or Director@ThePeoplesCoast.com.
  - Next Steps: Once relationship is established, you should encourage outdoor writers to think of stories during their visit to be put onto the Travel Oregon site. First, ask them to participate in one of these events to increase exposure and credibility for the proposed event, as well as the town. Connect with Linea Gagliano, Manager, Global Communications, at Linea@TravelOregon.com, or reach her at 971-717-6184 for more information and planning input.

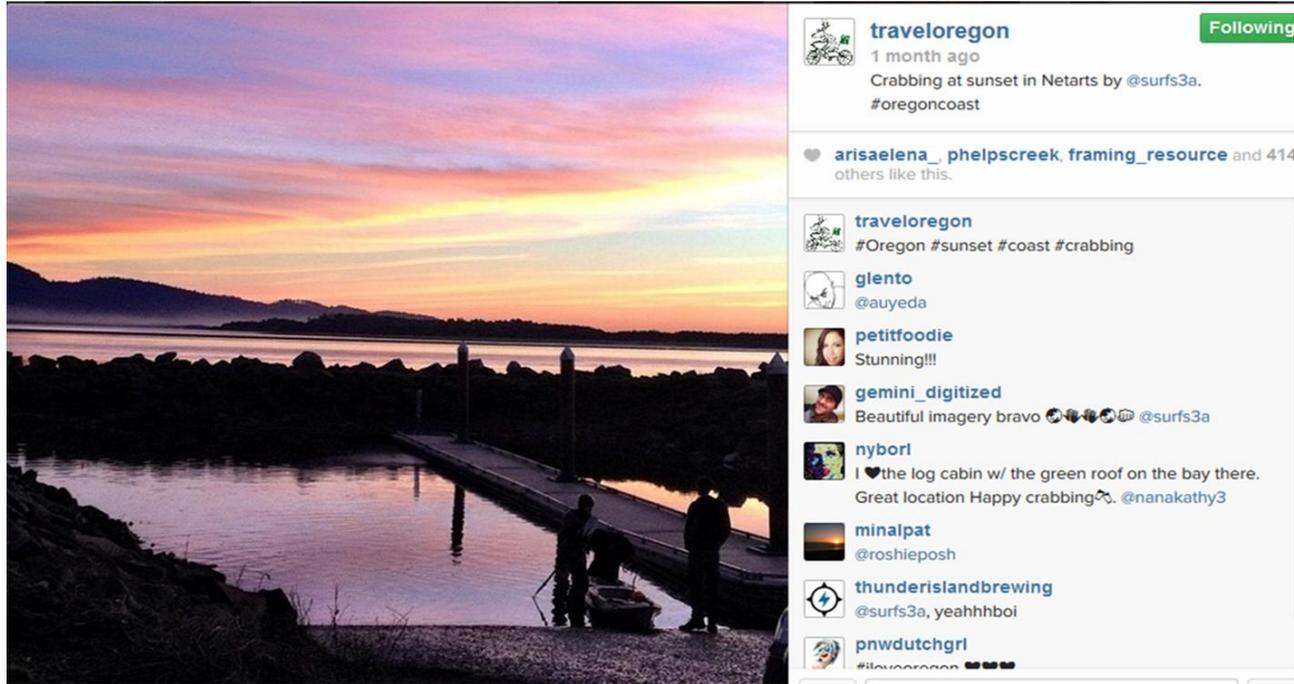


## Step 4B: Travel Oregon offers variety of developmental/promotional services



- Option 3 (Promotional): Send in pictures to Travel Oregon's Instagram account
  - Create your own and/or official Lakeside Instagram account. Then, take pictures of any scenic environment that's in Lakeside and post onto Instagram account using #traveloregon. This is a simple and free promotional activity that shows off the beauty of Lakeside to those who aren't familiar with its natural offerings and creates a single platform to gain knowledge of Lakeside.

• Example:



# Step 4C: Travel Oregon offers variety of developmental/promotional services



- Option 4 (Developmental): Local Business Owners Enroll into the “We Speak Oregon” Training Program
  - This program is offered through Travel Oregon and it means to “share local knowledge with front-line staff in communities to better improve service to visitors.” The businesses that complete the program receive: (1) A local FAQ sheet for reference (2) A decal to post in their business windows indicating their proficiency: “We Speak Bike” or ‘We Speak Fishing”. Interested local business owners, i.e. fishing stores/resorts must contact Harry Dalgaard at 971-717-6202, or Harry@TravelOregon.com for more information and planning procedures for enrollment.
- Example of FAQ Sheet:



## Willamette National Forest

The Willamette National Forest stretches for 110 miles along the western slopes of the Cascade Range in western Oregon. The varied landscape of high mountains, narrow canyons, cascading streams, and wooded slopes offer excellent opportunities for visitors.

The communities of Oakridge and Westfir are surrounded by the Middlefork Ranger District of the Willamette National Forest with crisscrossing trails for hiking and a “must ride” venue for mountain bikers from far and wide.

The Middle Fork Willamette River is a fly fishing paradise or wet a line in a nearby reservoir. As a full season forest you can enjoy snowshoeing, skiing and other winter snow sports.

## Trails

There are nearly 500 miles (804.7 km) of hiking and mountain biking trails in our area on over 50 trails. Most trails are appropriate for mountain bikers intermediate and above.

- **Alpine Trail** is the most popular mountain biking trail.
- **Waldo Lake Trail** is very popular, open summer and fall and best in the fall after the first frost.
- **Middle Fork** is a great longer trail.

## Office Covered Bridge in Westfir

Oregon’s longest covered bridge, includes an attached covered sidewalk and features a nice picnic area.

## Aufderheide Scenic Byway

FS Rd 19 from Westfir to McKenzie Bridge (open seasonally)

An amazing 58 mile (93.3 km) paved back road that is great for a scenic drive or cycling trip. Offers great access to hiking, biking, fishing and camping. Call the forest service for more information. Pick up an audio tour at the Middle Fork Ranger Station in Westfir. This route is especially beautiful in the fall.

## Salt Creek Falls

20 miles (32.2 km) east of Oakridge

Oregon’s second highest waterfall plummets 286 ft (87.2 m). View the falls from the wheelchair accessible platform or hike the easy .5 mile (.8 km) to the base.

Day Use Fee Area/Northwest Forest Pass. Day use permits available on site.

## Waldo Lake



## Step 4D: Travel Oregon offers variety of developmental/promotional services



- Option 5 (Developmental): Oregon Q Care Customer Service Training Program
  - This program offers “free online statewide customer service training certification program” that is “available 24/7 to anyone working in Oregon’s travel and tourism industry.” If you wish, request information on personalized, in-person customer service training by contacting Patti Kileen at 503-967-1565, or [Patti@TravelOregon.com](mailto:Patti@TravelOregon.com) for more information, and planning procedure.
- Option 6 (Developmental): Sustainable Tourism Development Training
  - This program is a “robust, 8 day training program that assists rural communities in sustainable tourism development.” For those communities who participate and graduate, they can “apply for up to \$10,000 from Travel Oregon’s Matching Grant Program to support the implementation of priority projects.” To find out proper enrollment procedures, Lakeside officials must contact Linda Andrews at 971-717-6204, or [Linda@TravelOregon.com](mailto:Linda@TravelOregon.com) for more information.



# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
External Analysis.....	8-19
New Event, Goals, Strategies, & Actions Programs.....	21-44
Strategy Map and Balanced Scorecard.....	46-47
Risk Assessment & Contingency Plans.....	49-52
Financial Projections & Narrative.....	54-56
Building Baseline Market Awareness.....	58-66
<b>Bibliography.....</b>	<b>68-72</b>
Appendices.....	74-94

# Bibliography



"Lakeside Home." *Lakeside Home*. N.p., n.d. Web. 5 Feb. 2014. <<http://www.cityoflakeside.org/>>.

"Lakesideinfo." *Lakeside Oregon Information Center RSS2*. Teri Macduff, n.d. Web. 27 Jan. 2014. <<http://www.lakesideinfo.com/>>.

Oregon Bow Hunters. "Welcome to the Oregon Bow Hunters." *About Oregon Bow Hunters*. Oregon Bow Hunters, Inc., 2014. Web. 27 Feb. 2014. <<http://www.oregonbowhunters.com/about.html>>.

"Oregon Coast Visitors Association." *Oregon Coast Visitors Association*. N.p., 2014. Web. 10 Feb. 2014. <<http://visittheoregoncoast.com/>>.

Oregon Road Runners Club. "About ORRC." *ORRC*. N.p., n.d. Web. 27 Feb. 2014. <<http://www.orr.net/about.htm>>.

Oregonian and Oregonlive. "Cume Readership." *Oregon Media Group*. Oregonian and Oregonlive, 2013. Web. <<http://www.oregonianmediagroup.com/wp-content/uploads/2013/09/The-O-+-OL.jpg>>.

The Oregonian The Oregonian OREGONLIVE Digital Edition Smartphone and Tablet Apps Beaverton Leader Hillsboro Argus Forest Grove Leader Explore the Pearl DriveTime Magazine." *Oregonian Media Group The Oregonian Comments*. N.p., n.d. Web. 27 Feb. 2014. <<http://www.oregonianmediagroup.com/brands/oregonian/>>.

The Outdoor Foundation. "Participation Report." *Travel Oregon*. The Outdoor Foundation, 2012. Web. Feb. 2014.

Running in the USA. "All Oregon Running Clubs." *All Oregon Running Clubs*. Running in the USA, 2014. Web. 27 Feb. 2014. <<http://www.runningintheusa.com/Club/List.aspx?State=OR>>.



# Bibliography



Oregonian and Oregonlive. "Cume Readership." *Oregon Media Group*. Oregonian and Oregonlive, 2013. Web. <<http://www.oregonianmediagroup.com/wp-content/uploads/2013/09/The-O+-OL.jpg>>.

The Outdoor Foundation. "Participation Report." *Travel Oregon*. The Outdoor Foundation, 2012. Web. Feb. 2014.

Paddle America Club. "Oregon Kayak and Canoe Club." *Oregon Kayak and Canoe Club RSS*. N.p., 2014. Web. 19 Feb. 2014. <<http://www.okcc.org/>>.

"Population in the U.S." *Population in the U.S.* Google Public Data, n.d. Web. 27 Feb. 2014. <[https://www.google.com/publicdata/explore?ds=kf7tgg1uo9ude\\_&met\\_y=population&hl=en&dl=en&idim=place:4140650](https://www.google.com/publicdata/explore?ds=kf7tgg1uo9ude_&met_y=population&hl=en&dl=en&idim=place:4140650)>.

Running in the USA. "All Oregon Running Clubs." *All Oregon Running Clubs*. Running in the USA, 2014. Web. 27 Feb. 2014. <<http://www.runningintheusa.com/Club/List.aspx?State=OR>>.

"Sports Management Worldwide." *Sports Management Worldwide*. N.p., 2014. Web. 23 Feb. 2014. <<https://www.sportsmanagementworldwide.com/>>.

"Tough Mudder." *About Tough Mudder*. N.p., 2012. Web. 16 Jan. 2014. <<http://toughmudder.com/>>.

Travel Oregon Research Team. "Oregon Travel Barometer." *Travel Oregon*. Dean Runyan Associates, 2013. Web. <[http://www.deanrunyan.com/doc\\_library/ORBarometer/OregonBarometer.pdf](http://www.deanrunyan.com/doc_library/ORBarometer/OregonBarometer.pdf)>.

Travel Oregon Research Team. "Welcome to Travel Oregon." *Oregon Tourism Commission*. Travel Oregon, 2014. Web. 20 Feb. 2014. <<http://industry.traveloregon.com/>>.

"Willamette Kayak and Canoe Club." *Willamette Kayak and Canoe Club*. N.p., 2013. Web. 18 Feb. 2014. <<http://www.wkcc.org/>>.



# Bibliography



"2010 Census." *2010 Census*. U.S. Census Bureau, 2010. Web. 20 Feb. 2014. <<http://www.census.gov/2010census/>>.

"Coos County." *Coos County Home*. N.p., 2014. Web. 20 Feb. 2014. <<http://www.co.coos.or.us/Home.aspx>>.

Cross Fit Inc. "About the Games." *CrossFit Games*. CrossFit and Forging Elite Fitness, 2014. Web. 4 Feb. 2014. <<http://games.crossfit.com/about-the-games>>.

"Global Sports Event Management." *Global Sports Event Management*. SportsMark Management Group, Ltd., 2014. Web. 24 Feb. 2014. <[http://www.sportsmark.com/services\\_sports\\_event\\_management.php?mp=1&opc=8](http://www.sportsmark.com/services_sports_event_management.php?mp=1&opc=8)>.

Lakeside Chamber of Commerce. "Official Site of the Lakeside Crawdad Festival in Lakeside, Oregon." *Official Site of the Lakeside Crawdad Festival in Lakeside, Oregon*. Lakeside Crawdad Festival, 2012. Web. 12 Feb. 2014. <<http://www.lakesidecrawdadjournal.com/>>.

"Lakeside Home." *Lakeside Home*. N.p., n.d. Web. 5 Feb. 2014. <<http://www.cityoflakeside.org/>>.

"Lakesideinfo." *Lakeside Oregon Information Center RSS2*. Teri Macduff, n.d. Web. 27 Jan. 2014. <<http://www.lakesideinfo.com/>>.

Oregon Bow Hunters. "Welcome to the Oregon Bow Hunters." *About Oregon Bow Hunters*. Oregon Bow Hunters, Inc., 2014. Web. 27 Feb. 2014. <<http://www.oregonbowhunters.com/about.html>>.

"Oregon Coast Visitors Association." *Oregon Coast Visitors Association*. N.p., 2014. Web. 10 Feb. 2014. <<http://visittheoregoncoast.com/>>.

Oregon Road Runners Club. "About ORRC." *ORRC*. N.p., n.d. Web. 27 Feb. 2014. <<http://www.orrc.net/about.htm>>.



# Bibliography



"The Register-Guard." *About The Register-Guard*. The Register Guard, 2014. Web. 10 Mar. 2014.

*Contact Us*. The Register-Guard, 2014. Web. 10 Mar. 2014.

"Calendar Information for Oregon Life." The Register-Guard, 2014. Web. 10 Mar. 2014

"About Us." *About OFEA*. Oregon Festivals and Events Association, 2014. Web. 10 Mar. 2014.

"Contact Us." Oregon Festivals and Events Association, 2014. Web. 10 Mar. 2014.

"Submit an Event." Oregonian Media Group, 2014. Web. 10 Mar. 2014.

"Calendar Submissions." Oregon Coast TODAY, 2014. Web. 10 Mar. 2014.

"Contact/About." Oregon Coast TODAY, 2014. Web. 10 Mar. 2014.

"Contact Us." Coos Bay World, 2014. Web. 10 Mar. 2014.

"Siuslaw News Online." News Media Corporation, 2014. Web. 10 Mar. 2014.

"Midwest Outdoor Experience - Photos." Facebook, 2014. Web. 10 Mar. 2014.

"Find a Local Business." *OregonLive.com*. Oregonian Media Group, 2014. Web. 10 Mar. 2014.

*Tillamook High School- Home of the Cheesemakers*. Tillamook High School, 2014. Web. 10 Mar. 2014.



# Bibliography



"Welcome to Marshfield High School." Marshfield High School, 2014. Web. 10 Mar. 2014.

"South Eugene High School." Eugene School District, 2014. Web. 10 Mar. 2014.

"Churchill High School." Eugene School District, 2014. Web. 10 Mar. 2014.

"North Eugene High School." Eugene School District, 2014. Web. 10 Mar. 2014.

"Sheldon High School." Eugene School District, 2014. Web. 10 Mar. 2014.

"Administration / Overview." Siuslaw School District, 2014. Web. 10 Mar. 2014.

"Reedsport Community Charter School." U.S. News and World Report LP., 2014. Web. 10 Mar. 2014.

"YMCA of Marion and Polk Counties." Marion & Polk Counties Family YMCA, 2010. Web. 10 Mar. 2014.

"YMCA Locations in Oregon outside Larger Counties." Advameg, Inc., 2014. Web. 10 Mar. 2014.

"Welcome to the Oregon Bow Hunters." *OBH Affiliated Clubs*. Oregon Bow Hunters, Inc., 2014. Web. 10 Mar. 2014.



# Table of Contents



Executive Summary.....	3
Introduction.....	5-6
External Analysis.....	8-19
New Event, Goals, Strategies, & Actions Programs.....	21-44
Strategy Map and Balanced Scorecard.....	46-47
Risk Assessment & Contingency Plans.....	49-52
Financial Projections & Narrative.....	54-56
Building Baseline Market Awareness.....	58-66
Bibliography.....	68-72
<b>Appendices.....</b>	<b>74-94</b>



Alternative events were considered prior to the final decision to propose the Oregon Outdoor Experience. However, as previously discussed, the unique nature and ability to use the natural resources of Lakeside influenced our decision to continue with the idea of the competition. Some of the events considered included:

- Add a package deal ideology to the Oregon Outdoor Experience. The event will remain in the same format, yet participants will be offered an all exclusive package deal that incorporates the event itself, overnight lodging, as well as all inclusive food and beverages stamps. This package will be offered at a large price yet provides guests with an easier purchase experience. All economic value created stays in the city of Lakeside with this alternative.
- Tough Mudder: “Tough Mudder events are hardcore obstacle courses designed to test your all around strength, stamina, mental grit and camaraderie. With the most innovative courses, over one million inspiring participants worldwide to date, and more than \$5 million raised for the Wounded Warrior Project, Tough Mudder is the premier adventure challenge series in the world.”
- CrossFit Competition/Games: “The CrossFit Games are the world’s premier test to find the Fittest on Earth. They are world-renowned as a grueling test for the world’s toughest athletes and a thrilling experience for spectators. Since its inception in 2007, CrossFit Games have become “one of the fastest growing sports in America,” according to Forbes.” (Could be done on a much smaller scale)
- X-Games Type Event
- 5K/Independence Day Run
- Triathlon
- ATV races

However, each event posed various strengths and weaknesses that led us to our conclusion of not proposing these events as a main event for Lakeside to consider.

# Independence Day Run/5K SWOT

## Appendix A-1



### Strengths

- Pre-established events already in place for the 4<sup>th</sup> of July weekend including a large firework display.
- Event for all ages, encompassing even the older population within the community.
- Promotes good health.
- No additional resources needed outside of somewhere to run.
- Themed costume creates a friendly/spirited environment

### Opportunities

- Reaches a wide variety of Oregonians.
- Established market.

### Weaknesses

- May exclude older demographic from running.
- Small area to accommodate large crowds.
- Not a competitive event.
- No medical facilities.
- No security/police force.
- Already successful events planned for the same weekend.

### Threats

- Other pre-existing, well-known 5K's. A
- Many other events during the 4<sup>th</sup> of July Weekend compete.



# Tough Mudder Event SWOT

## Appendix A-2



### Strengths

- Multiple resources readily available to accommodate event.
- Unique location.
- Unique event that could lead to a large number of visitors to the Lakeside area.

### Weaknesses

- Difficult to market such a small area.
- Cannot accommodate large crowds.
  - Housing
  - Food
  - Security/Police
  - Medical Facilities

### Opportunities

- High number of participants.
- Growing in popularity.
- Potential for new obstacles utilizing different resources.
- Draws a younger crowd, male dominant

### Threats

- Once a year type of event.
- Changing locations.
- Same event held in Portland.
- Other endurance-based events already exist.
- 10-12 miles needed for the course.





### Strengths

- Natural resources to accommodate the necessities of a triathlon are prevalent.
- Promotes good health.
- Few additional resources needed.

### Opportunities

- Growing popularity of triathlon type events.
- Easy to repeat on a yearly basis.

### Weaknesses

- Not enough space for the cycling/running part of the event.
- No police/security regulation.
- Travel expenses to get to Lakeside to participate.
- Low infrastructure to meet the demands from incoming visitors.
- Older community unlikely to participate in extreme event.

### Threats

- Similar events in neighboring cities

# Appendix B: Scheduling, Dates, Event Name/Description for Midwest Outdoor Experience based in Dayton, Ohio



## MIDWEST OUTDOOR EXPERIENCE - Friday Oct. 4, 2013

Time	Event/Activity/Competition	Location
11:00 am	Campground Opens	Eddie Bauer Campground
6:00 pm	Midwest Outdoor Experience Opens	Main Stage
6:00 - 6:30 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
6:00 - 6:30 pm	MUSIC: Della Jerkan & Zachary Sullivan	Main Stage
6:00 - 7:00 pm	The Unit Bootcamp Class	Main Stage Area
6:00 - 8:00 pm	Subway Fresh Fit Youth Adventure Zone	Subway Fresh Fit Youth Adventure Zone
6:00 - 10:00 pm	Waste Free in Three Pledge	Green Earth Outdoors Booth
6:00 - 10:00 pm	Great Lakes Brewing Company Beer Garden	Great Lakes Brewing Company Beer Garden
6:00 - 10:00 pm	Club Membership Drive	Exhibitor Village
6:00 - 10:00 pm	Exhibitor Village	Exhibitor Village
6:30 pm	Camp Cooking	REI Outdoor School
6:30 - 7:00 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
6:30 - 7:30 pm	COMPETITION: Ultimate Air Dogs Splash # 1	Subaru Ultimate Air Dog Pool
6:45 - 8:15 pm	MUSIC: Jah Sol	Main Stage
7:00 pm	DEMO: Team Zoom Disc Dogs fueled by Zuke's	Zuke's Bark Zone
7:00 - 8:00 pm	Yappy Hours	Zuke's Bark Zone
7:30 - 8:00 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
7:30 pm	Backpacking with Your Dog	REI Outdoor School
8:00 pm	DEMO: Team Zoom Disc Dogs fueled by Zuke's	Zuke's Bark Zone
8:30 - 9:00 pm	DEMO: Lights Out DK Bike Team Show	Mad River Mountain Action Sports Area
8:30 - 9:00 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
8:30 - 9:00 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
8:30 - 10:00 pm	MUSIC: William the Accountant	Main Stage
9:00 - 9:30 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
9:00 - 10:00 pm	COMPETITION: Ultimate Air Dogs Splash # 2	Subaru Ultimate Air Dog Pool
10:00 pm	Midwest Outdoor Experience Closes, Camping Continues	Eddie Bauer Campground
10:30 pm	COMPETITION: Noxgear Night Ultimate Disc	Noxgear Field

### ALL DAY EXPERIENCES

6:00 - 8:00 pm	Fly Fishing - Orienteering - Climbing - Ziplining - Subaru Pooch Island Dog Park
6:00 - 10:00 pm	True Heights Slackline Park - IMBA Bike Village - Geocaching - Vibram Disc Golf - Backpacking and Hammock Lounge - Zuke's Bark Zone - TAASC Hand Cycling Demonstrations and Clinics

## MIDWEST OUTDOOR EXPERIENCE - Saturday Oct. 5, 2013

Time	Event/Activity/Competition	Location
6:00 am - 6:00 pm	COMPETITION: ORRRC MOX 12 Hour Endurance Run	ORRRC Booth
6:30 am - 3:00 pm	COMPETITION: Dayton Kayak Fishing Experience	NAPRA Booth
8:00 am - 12:00 pm	COMPETITION: NAPRA River Wade Fishing Challenge	Information Central
8:30 - 9:30 am	Eddie Bauer Wake Up Campers Continental Breakfast	Eddie Bauer Campground
9:00 am	Bike for the Health of It	Wegerzyn Garden MetroPark
9:00 am - 4:00 pm	COMPETITION: Charlie Doyle Memorial Regatta	Island MetroPark
9:30 am	COMPETITION: Ruffwear Ruff Run presented by Runners Plus	Information Central
9:30 - 10:30 am	Yoga for Campers	Eddie Bauer Campground
10:00 am - 11:00 am	GO W/FLOW featuring Tori Reynolds and Ben Rivet	RiverScape MetroPark
11:00 am	GO W/FLOW Bike Ride	RiverScape to Eastwood MetroPark
11:00 am	Midwest Outdoor Experience Opens	Main Stage
11:00 am	Map & Compass Class	REI Outdoor School
11:00 - 11:45 am	MUSIC: Josh Eagle	Main Stage
11:00 am - 12:00 pm	COMPETITION: Ultimate Air Dogs Splash # 3	Subaru Ultimate Air Dog Pool
11:00 am - 4:30 pm	Used Gear Area	Used Gear Area
11:00 am - 8:00 pm	Waste Free in Three Pledge	Green Earth Outdoors Booth
11:00 am - 8:00 pm	Club Membership Drive	Exhibitor Village
11:00 am - 8:00 pm	Exhibitor Village	Exhibitor Village
11:00 am - 8:00 pm	Subway Fresh Fit Youth Adventure Zone	Subway Fresh Fit Youth Adventure Zone
11:30 am - 12:00 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
11:30 am - 12:00 pm	DEMO: Team Zoom Disc Dogs fueled by Zuke's	Zuke's Bark Zone
12:00 - 12:30 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
12:00 - 12:45 pm	MUSIC: Good English	Main Stage
12:00 - 1:00 pm	COMPETITION: Get Out and "O" Orienteering Challenge	Miami Valley Orienteering Booth
12:00 - 1:00 pm	The Unit Boot Camp Class	Main Stage
12:00 - 1:00 pm	Yappy Hours	Zuke's Bark Zone
12:00 - 8:30 pm	Great Lakes Brewing Company Beer Garden	Great Lakes Brewing Company Beer Garden
12:30 pm	How to Fix a Flat Tire	REI Outdoor School
1:00 pm	Mad River Bikeway Ride	Eddie Bauer Campground
1:00 pm	DEMO: Trout Unlimited Stream Monitoring Demo	Miami Valley Fly Fishers Booth
1:00 pm	DEMO: Team Zoom Disc Dogs fueled by Zuke's	Zuke's Bark Zone
1:00 pm - 1:30 pm	Geocaching 101	Miami Valley Geocachers Booth
1:00 - 1:45 pm	MUSIC: Meghna & the Majority	Main Stage



# Appendix B: Scheduling, Dates, Event Name/Description for Midwest Outdoor Experience based in Dayton, Ohio



1:00 - 1:45 pm	MUSIC: Meghna & the Majority	Main Stage
1:30 - 2:00 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
1:30 - 2:00 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
1:30 - 2:00 pm	DEMO: DK Bike Team Show	Mad River Mountain Action Sports Area
1:30 - 2:30 pm	Stand Up Paddleboard Yoga	Eastwood MetroPark Lagoon
2:00 pm	Padding Adventures with Your Dog	REI Outdoor School
2:00 - 3:00 pm	COMPETITION: Ultimate Air Dogs Splash # 4	Subaru Ultimate Air Dog Pool
2:00 - 3:00 pm	MUSIC: Kris N	Main Stage
3:00 - 3:30 pm	Geocaching 101	Miami Valley Geocachers Booth
3:00 - 3:30 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
3:00 - 3:45 pm	MUSIC: Jah Sol	Main Stage
3:00 - 4:00 pm	The Unit Boot Camp Class	Main Stage Area
3:30 pm	Drive Train Cleaning & Maintenance	REI Outdoor School
3:30 pm - 4:00 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
3:30 - 4:00 pm	DEMO: DK Bike Team Show	Mad River Action Sports Area
4:00 pm	DEMO: Team Zoom Disc Dogs fueled by Zuke's	Zuke's Bark Zone
4:00 - 4:45 pm	MUSIC: Starving in the Belly of the Whale	Main Stage
4:30 - 5:00 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
5:00 - 5:45 pm	MUSIC: The Repeating Arms	Main Stage
5:00 - 6:00 pm	COMPETITION: Ultimate Air Dogs Splash # 5	Subaru Air Dog Pool
5:00 pm	Camp Cooking	REI Outdoor School
5:00 pm	COMPETITION: RIVERSIDE FIREFIGHTER 5K CHALLENGE	1213 Old Harshman Rd, Riverside, OH 45431 (start & finish at Jaycees Haunted House)
5:30 pm	DEMO: Earth Joy Tree Climbing	Earth Joy Booth
5:30 - 6:00 pm	DEMO: DK Bike Team Show	Mad River Action Sports Area
6:00 - 6:30 pm	DEMO: Freestyle Whitewater Kayaking	Freestyle Kayak Pool
6:00 - 6:45 pm	MUSIC: New Vega	Main Stage
6:00 - 7:00 pm	Yappy Hours	Zuke's Bark Zone
6:00 pm - 8:00 pm	Cache In, Trash Out (CITO)	Miami Valley Geocachers Booth
6:30 pm	How to Fix a Flat Tire	REI Outdoor School
6:30 pm	DEMO: Team Zoom Disc Dogs fueled by Zuke's	Zuke's Bark Zone
7:00 pm - 7:45 pm	MUSIC: PUBLIC	Main Stage
7:00 pm - 8:00 pm	COMPETITION: Ultimate Air Dogs Splash Finals	Subaru Air Dog Pool
7:30 - 8:00 pm	DEMO: DK Bike Team Show	Mad River Action Sports Area
8:00 pm	Midwest Outdoor Experience is Closed, Camping Continues	Eddie Bauer Campground

## ALL DAY EXPERIENCES

11:00 am - 6:00 pm Kayaking - Canoeing - Stand Up Paddleboarding - Adaptive Paddling Clinics

11:00 am - 8:00 pm True Heights Slackline Park - Snow Tubing - Snowboarding - Ziplining - Orienteering - IMBA Bike Village - Geocaching - Vibram Disc Golf - Fly Fishing - Climbing - Backpacking and Hammock Lounge - Subaru Pooch Island Dog Park - Zuke's Bark Zone - TAASC Hand Cycling Demonstrations and Clinics

## Sunday Oct. 6, 2013

Time	Event/Activity/Competition	Location
10:00 am - 2:00 pm	Vibram Disc Golf Sunday Pro-Am Tourney	Eastwood MetroPark
12:00 pm	Campground Closes	Eddie Bauer Campground
12:00 pm	331 Racing MoMBA Cross Country Classic MTB Race	MoMBA at Huffman MetroPark



# Appendix C: Security Force Contact Information



Although you already have the Sub Zero Car Club as your security force for your major events, you may want to consider hiring an external security force with a more formal security presence. Listed are some potential contacts:

**Gold Coast Security Inc.**  
1710 Southwest Blvd.  
Coos Bay, OR 97402  
(541) 267-5000

**North Pacific Security**  
1662 Ocean Blvd.  
Coos Bay, OR 97402  
(541) 267-5915



# Appendix D: Medical Standby Team Contact Information



For the Oregon Outdoor Experience, contact the following private medical teams for assistance. These companies provide medical standby staff to provide transportation and first aid to event participants.

## **Metro West Ambulance**

5475 NE Dawson Creek Drive  
Hillsboro, OR 97124  
(503) 648-6658

## **Bay Cities Ambulance**

3505 Ocean Blvd. SE  
Coos Bay, OR 97420  
(541) 266-4300



# Appendix E: Event Management Team Contact Information



In the event that the event grows large and Lakeside's volunteer event staff can no longer manage the event, you should contact an event management team. Typical responsibilities that these services provide include the following:

- Strategic Consulting about marketing and event management strategies and execution
- Hospitality
- Information Technology
- Creative Services, i.e. videography, photography, printing designs, etc.

## **SportsMark**

650 California Street, 29<sup>th</sup> Floor  
San Francisco, CA 94108  
(415) 229-7575

## **Sports Management Worldwide**

1100 NW Glisan St. Suite 2B  
Portland, OR 97209



# Appendix F: The Lakeside Outdoorsman Experience will offer sponsorship opportunities for local and regional businesses



- Local
  - Ringo's Lakeside Marina
  - Osprey Point RV Resort
  - 8<sup>th</sup> Street Grill
  - McKay's Markets
  - Lakeshore Lodge
  - K-Dock Radio 92.9 FM
  - Lakeside Chamber of Commerce
  - Lakesideinfo.com
  - Up the Creek Tavern
- Other Candidates
  - Swiftwick
  - Powerbar
  - Hammer Nutrition
  - Clean Bottle
  - Sports Authority
  - OKCC (Oregon Kayak and Canoe Club)
  - WKCC (Wilamette Kayak and Canoe Club)

The Lakeside Outdoorsman Experience will provide a burgeoning opportunity for both local and regional companies to create brand awareness as well as to assist in the growth of brand loyal consumers. This event seeks to partner with companies that deal specifically with sport and/or have a set of standards for their company that coincide directly with the goal of this event. Through these partnerships, Lakeside will offer unique assets for each sponsor, which will help both Lakeside and the brand build brand affinity.

The following slides present as a potential slide deck for you to use when reaching out to prospective sponsors.



# Appendix G: Contact information for other examples of Targeted Businesses in Surrounding Counties



- Regional local outdoor companies relevant to our event:
  - A & J Archery – Bend, OR – 541-808-0774
  - Canoe Club – Florence, OR – 541-997-5911
  - Sand Dunes Frontier – Florence, OR – 541-997-3544
  - Sandland Adventures Inc. – Florence, OR – 541-997-8087
  - Rose City Archery Inc. Myrtle Point, OR – 541-572-6408
  - Stotler Archery – Myrtle Point, OR – 541-572-2225
  - By The Dunes RV Storage LLC – North Bend, OR – 541-756-7755
  - Dune Bugs ATV Rentals – North Bend, OR – 541-660-5300
  - Spinreel Dunebuggy – North Bend, OR – 541-759-3313
  - US Oregon Dunes National Rec Area – Reedsport, OR – 541-271-3611
  - Reedsport Outdoor Store – Reedsport, OR – 541-271-2311
  - Northwest Outdoors – Roseburg, OR – 541-440-3042
  - Bravado Outdoor Products LLC – Roseburg, OR – 541-673-0636
  - Dune’s Motel – Roseburg, OR – 541-672-6684
  - Waldron’s Outdoor Sports – Roseburg, OR – 541-672-8992
  - Larry’s City Sporting Goods – Sutherlin, OR – 541-459-9295
  - Curt’s Archery – Sutherlin, OR – 541-459-9127
  - TKR Outdoors – Winston, OR – 541-637-5075



# Appendix H: Contact information for regional YMCA organizations



- Tillamook County Family YMCA
  - 610 Stilwell Ave.
  - Tillamook, OR 97141
  - Phone: 503-842-9622
- Beaverton Family YMCA
  - 4925 SW Griffith Drive
  - Beaverton, OR 97005
  - Phone: 503-644-3900
- Sherwood Regional Family YMCA
  - 23000 SW Pacific Hwy
  - Sherwood, OR 97140
  - Phone: 503-625-9622
- Family YMCA of Marion and Polk Counties
  - 685 Court Street NE
  - Salem, OR 97301
  - Phone: 503-581-9622
- Mid-Willamette Family YMCA
  - 3311 Pacific Blvd. SW
  - Albany, OR 97321
  - Phone: 541-926-4488
- Central Douglas County Family YMCA
  - 1151 Stewart Parkway
  - Roseburg, OR 97471
  - Phone: 541-440-9622



# Appendix I: Archery Club contact information



- The following list are affiliated/chartered clubs Lakeside officials can leverage Oregon Bow Hunter to get in contact with to boost awareness and participation:
  - Applenockers Bowmen Inc
    - PO Box 1449
    - Hood River, OR 97031-1183
    - Info: (541) 386-1142
  - Bend Bowmen Inc
    - PO Box 454
    - Bend, OR 97709-0454
    - Info: (541) 419-3363
  - Benton Bowmen Inc
    - PO Box 253
    - Corvallis, OR 97330
    - Info: (541) 753-8945
  - Grand Ronde Bowmen
    - PO Box 315
    - La Grande, OR 97850
    - Info: (541) 786-5881
  - Cascadian Bowmen
    - PO Box 11605
    - Eugene, OR 97440
    - Info: (541) 521-298-4025
  - Green Valley Archers
    - 81474 Lost Creek Rd.
    - Dexter, OR 97431
    - Info (541) 937-2692
  - High Desert Archers
    - PO Box 821
    - Redmond, OR 97756
    - Info: (541) 923-8347
  - Lakeview Bowmen
    - PO Box 7
    - Lakeview, OR 97630
    - Info: (541) 947-5919
  - Northeast Bowhunters
    - PO Box 663
    - Hermiston, OR 97838
    - Info: (541) 377-0014
  - Saddle Mountain Archers
    - PO Box 204
    - Hammond, OR 97121
    - Info: (503) 861-1200
  - South Umpqua Bowhunters
    - 947 NE Lillian Street
    - Myrtle Creek, OR 97457
    - Info: (541) 863-6841
  - Sylvan Archers
    - 7345 SE Webster Lane
    - Milwaukie, OR 97267
    - Info: (503) 659-4776.
  - Wapiti Bowmen, Inc
    - PO Box 393
    - Lebanon, OR 97355
    - Info: (541) 258-7595



# Appendix J: Sponsorship Deck (Sample)

## Why Lakeside (Appendix J-1)



- Gold mine of outdoor opportunities
  - Sand Dunes
  - Ten mile Lake
- Tight-knit community prepared and willing to expand
- Friendly community
- Temperate weather year-round
- Vast number of vacation homes
- Population increases by 100% during peak summer months (1,500 – 3000 approx.)
- Close proximity to popular and populated coastal areas
  - Reedsport
  - Coos Bay/North Bend



# Appendix J: Sponsorship Deck (Sample)

## Event Overview (Appendix J-2)



The proposed event can be explained as:

A summer outdoors event that allows family and friends to gather and compete against one another in events such as archery and kayaking. Over the course of two days, participants will enjoy time on the lake as well as the dunes in a friendly competition ending in a celebratory BBQ and awards ceremony.

The event will be broken down into 3 main competitions with some leisure time in between for participants and observers to enjoy and take in the beauty of Lakeside. We have proposed three events that utilize the lake, the dunes, and the availability of Mountain View Farms archery; a kayaking relay, a dune relay, and an archery competition respectively.



# Appendix J: Sponsorship Deck (Sample)

Objectives (Appendix J-3)



Increase brand awareness through signage and all printed material

Engage with members of Coos County with on-site representation

Leverage events to showcase company's initiatives





Insert Sponsor  
Logo

# Partnering with Lakeside

# Appendix J: Sponsorship Deck (Sample)

## Partnership Assets (Appendix J-4)



- Recognized as presenting sponsor of summer events
  - Lakeside's Oregon Outdoor Experience presented by *INSERT COMPANY NAME*
- Logo/name recognition on every T-shirt distributed to participants
- Opportunity to have on-site representatives engaging with event participants and audience
- Free admission to events for up to 30 individuals selected by *INSERT COMPANY NAME*
- Static signage locations strategically displayed in Lakeside recognizing *INSERT COMPANY NAME* as presenting sponsor
- Company name, logo and contact information visibly displayed on Lakeside website and social media accounts



# Appendix J: Sponsorship Deck (Sample)

## Summary of Assets (Appendix J-5)



*INSERT COMPANY NAME* will receive:

- Recognition on Presenting Sponsor on all marketing materials
- Logo/name recognition on T-shirts distributed to participants
- Opportunity to have on-site representatives engaging with event participants and audience
- Free admission for up to 30 individuals
- Static signage locations displayed throughout Lakeside
- Company recognition visibly displayed on digital media platforms



# Appendix J: Sponsorship Deck (Sample)

Thank you (Appendix J-6)



Lakeside would like to thank



for your consideration, we look forward to working with you!



# Appendix J: Sponsorship Deck Next Steps

## Appendix J-7





GET HOOKED

ON

LAKESIDE