



REVISED
CITY COUNCIL
January 7, 2025
Council Chambers • 411 SW 9th Street

**COUNCIL
MEMBERS**

Ed Fitch
Mayor

Cat Zwicker
Councilor

Clifford Evelyn
Councilor

John Nielsen
Councilor

Kathryn Osborne
Councilor

Jay Patrick
Councilor

Shannon Wedding
Councilor

JANUARY 7, 2025

SPECIAL MEETING AGENDA

6:00 PM

I. CALL TO ORDER

II. OATH OF OFFICE FOR NEWLY ELECTED OFFICIALS

A. Mayor

B. Councilors

III. ESTABLISH A QUORUM

IV. ELECTION OF COUNCIL PRESIDENT

V. PRESENTATIONS

A. Redmond Destination Marketing Services Mid-Year Update - Watson
Creative

VI. ADJOURN

Regular Council meetings are broadcast live on COTV11 – BendBroadband Channel 11 beginning at 6:00 p.m. on the 2nd and 4th Tuesdays of each month. Rebroadcasts are scheduled for the non-meeting Tuesdays at 6:00 p.m.

The City of Redmond encourages all citizens to participate in its programs and activities. This meeting location is accessible to people with disabilities. Requests for accommodation may include sign language interpreter service, assistive listening devices, materials in an alternate format or any other accommodation. If any accommodations are needed, please contact the ADA Coordinator at 541-504-3036 or access@redmondoregon.gov. Requests should be made as soon as possible, but at least 3 business days prior to the scheduled meeting.

The City of Redmond does not discriminate on the basis of disability status in the admission or access to, or treatment, or employment in, its programs or activities



CITY OF REDMOND

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STAFF REPORT

DATE: January 7, 2025
TO: City Council
THROUGH: Keith Witcosky, City Manager
FROM: Heather Cassaro, Communications Director
SUBJECT: Redmond Destination Marketing Services Mid-Year Update - Watson Creative

Report in Brief:

The purpose of this item is to provide City Council with an update on Redmond's destination marketing strategy and creative efforts, led by contracting agency Watson Creative in partnership with the Tourism & Lodging Advisory Committee.

Background:

This presentation will provide an overview of the comprehensive branding discovery phase, and highlight input collected from interviews, workshops, surveys, peer brand comparisons, and competitor audits. All of which shaped the campaign brand strategy and direction, including: a manifesto, messaging tone and voice, and foundational creative intent for future Redmond tourism promotion.

In March, 2024 the City issued a Request for Proposals (RFP) for qualified tourism marketing and management teams and/or professionals to facilitate the re-investment of TLT revenue into tourism promotion and tourism related facilities (ORS 320.300 to 320.365). The RFP sought proposals that reflected a breadth of Destination Marketing services. The selected contractor would be responsible for creating and placing tourism promotion content, developing Redmond as a tourism destination, performing research, and following industry trends. These efforts seek to meet the needs of the local lodging industry in enhancing Redmond's tourism industry while maximizing TLT revenue for the City of Redmond.

After a thorough selection process, the Tourism and Lodging Advisory Committee unanimously recommended Watson Creative. On June 11, 2024, the City Council awarded Watson with a contract of up to five-years (three-years with two one-year options), in the annual amount beginning at \$362,000. The annual sum of \$362,000 will increase by 5% each year to equal approximately \$2,000,000 over the 5 years.

Discussion:

Since June 2024, Watson Creative has been focused on cultivating Redmond's current strengths in attracting visitors, identifying what areas require improvement to enhance the visitor experience, and examining Redmond's long-term tourism objectives.

This process is designed to sharpen Redmond's strategic focus and define a clear set of attributes that will enhance its appeal and effectiveness as a tourist destination. Watson conducted stakeholder workshops; a comprehensive analysis of the effectiveness of the Redmond brand (which included surveys, strategy and brand analysis, and a diagnostic of marketing data); and secondary research reviewing tourism trends and market insights; web analytics; and social media metrics. They also performed a digital audit of our tourism peers to gain insights on where they fit in the digital landscape. This work helps to better understand how Redmond can set itself apart from our competitors and best set realistic goals for our own digital strategy.

The team used information gathered through this work to develop the brand strategy and creative direction.

The work products include the creation of a manifesto, a guiding statement that explains who we are and drives messaging to help audiences connect with the values we represent; a positioning statement to serve as a guidepost for marketing efforts and the primary narratives that reflect the brand values; and brand narratives utilized to promote to unique brand attributes to target audiences/personas.

MANIFESTO:

Redmond wasn't built like other cities. It didn't sprout from the mind of some wealthy developer with visions of a new metropolis. It was land chosen for its proximity to water, and the hope of modernity by way of the railroad. Sage-covered land settled by a pair of schoolteachers seeking a better life. And here a small but robust community was forged from the grit, persistence and care of the farmers, ranchers, shopkeepers and craftspeople who came to call Redmond home. A community that built the tracks, bridges and depots for the railroad connecting Central Oregon to the rest of the country. A community that cleared land for the county fairgrounds, and the runways that would support the war effort, before becoming the regional airport.

Today, Redmond sits as a thriving city and authentic community at the heart of Central Oregon. Situated less than an hour from every recreational opportunity the region has to offer, and boasting the most expansive vistas of any found in the state, with stunning views of mountains, buttes, and geological wonders in every direction. We aren't the biggest city in Central Oregon. And that's exactly the way we like it. All of the charm, beauty and outdoor recreation the region has to offer, without the crowds and expense. A genuine, welcoming and engaged community. The modern embodiment of the spirit of the region and the dream of its founders.

Redmond. Oregon's Basecamp

POSITIONING STATEMENT:

We're a small, modern city situated among the stunning vistas at the heart of everything Central Oregon has to offer. A robust and welcoming community that authentically owns its rich history, dynamic terrain, and pioneering spirit

With the manifesto and positioning statement established, the team worked to incorporate those values into visual components, while balancing the need for brand flexibility to appeal to a range of demographics. While many of the creative elements can and will evolve over time, the initial concept is meant to compliment Redmond's unique features and stand out in the industry. These elements include color palette, use of photography, tagline, logo, typography, and overall campaign concept.

Since September 2024, the Watson Creative team has worked through several creative concepts alongside the Tourism and Lodging Advisory Committee. The committee is seeking Council's input on the creative process to date.

Next Steps: complete buildout of the website, develop platform specific marketing materials, official creative debut, launch Spring 2025 campaign.

The branding and creative will be foundational for Redmond's tourism marketing efforts. The City of Redmond is the sole owner of all intellectual property created.

Fiscal Impact:

Contract amount of \$362,000 for Fiscal Year 2024/2025.

Alternative Courses of Action:

No action is being requested at this meeting.

Recommendation / Suggested Motion:

NA

January 7, 2025
City of Redmond

Strategy and Creative Process

For Redmond Tourism Campaign



Watson is a research-based creative studio.

Our studio specializes in helping challenger brands achieve strategic growth. We provide strategic planning, branding, creative and campaign stewardship to a diverse range of industries, including cultural institutions, consumer brands and progressive nonprofits.

Strategy

Research & Position

- Workshops
- Qual/Quant Research
- Market Analysis
- Audience 360
- Persona Development
- Key Messaging
- Positioning
- Growth Roadmaps

Creative

Design & Identity

- Branding & Naming
- Graphic Design
- UI/UX Design
- Web Development
- Copywriting
- Photography*
- Video*
- Animation*

Activation

Growth & Campaigns

- Go To Market Strategies
- Campaign Development
- Media Planning & Buying
- Search Engine Marketing
- Social Media Marketing
- Marketing Automation
- Search Optimization (SEO)
- Dashboards & Analysis





June 2024

Watson Creative began work with
the Redmond Tourism & Lodging
Advisory Committee

July & August 2024

Legacy Deep Dives
Redmond Visits
Key Stakeholders Workshop
Formal and Informal Interviews

September 2024

Presented our Strategy Pitchback
& First Look at Creative Intent



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& First Look at Creative Intent

Strategy Pitchback

Competitive Audits
Digital Baselines
Secondary Research
Personas, Voice & Tone
Brand Manifesto
Campaign Narrative Tiers
Messaging Architecture
Creative Intent

4 months of work, 215 Slides
And a lot of heart and soul.
Summarized in 15 minutes.

Branding vs. Marketing

Branding is why.	Marketing is how.
Branding is long-term.	Marketing is short-term.
Branding is macro.	Marketing is micro.
Branding defines trajectory.	Marketing defines tactics.
Branding builds loyalty.	Marketing generates response
Branding creates value.	Marketing extracts value.



A CITY

IS A BRAND WITH

SOUL

THAT
IS

ATTRACTIVE

&

SMART

{ THE BRAND
PLATFORM }

{ THE BRAND
ATMOSPHERE }

{ THE BRAND'S
USABILITY }

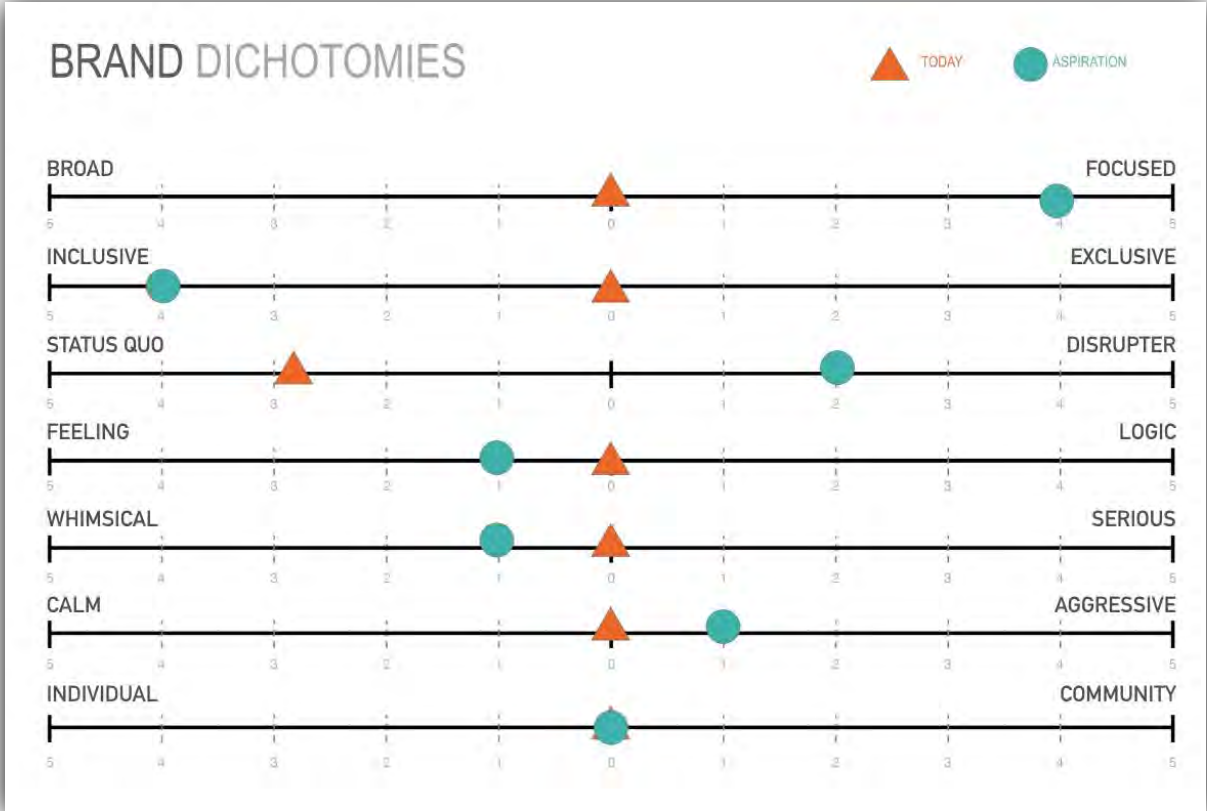
watson



January 7, 2025
City of Redmond

The Discovery Work

 **watson**



More **focused** in our approach

More **inclusive** in our messaging

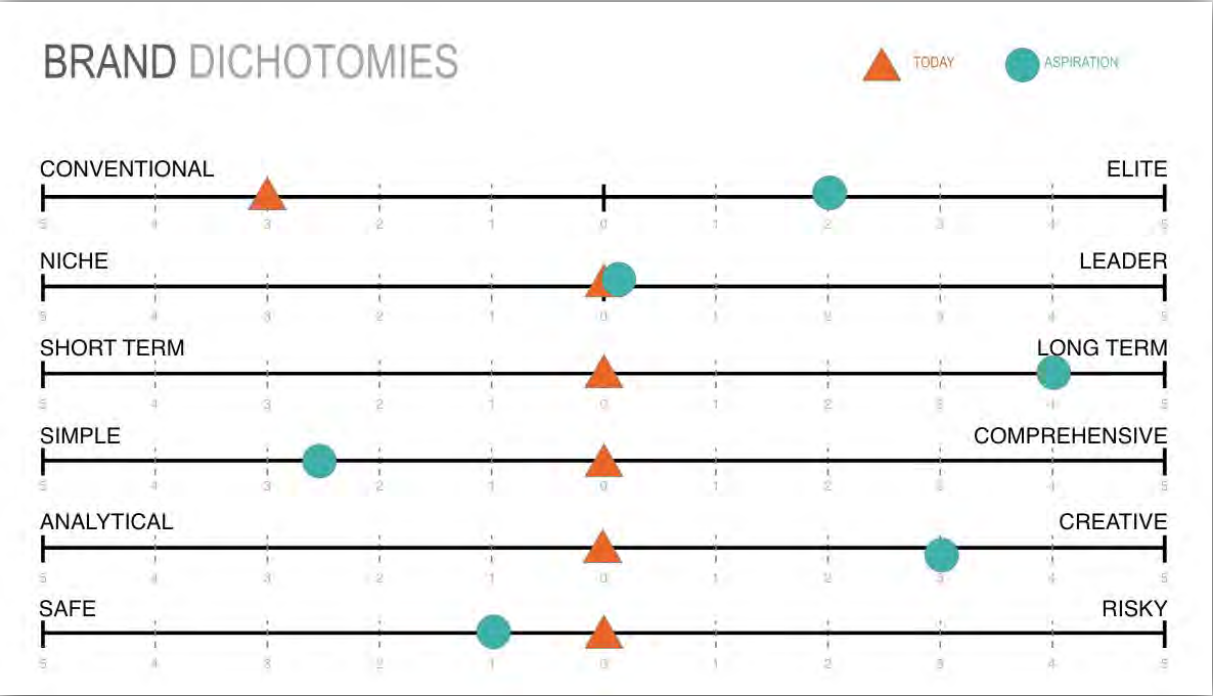
More of a **disrupter** than status quo

A slight shift toward more **feeling** in our messaging

A slight move toward being more **whimsical**

A slight shift toward being more **aggressive**

Maintain a balanced focus on the **individual** & **community**



More elite in our positioning

Maintain a balance between niche & leader

Focus on a more longterm message

Move toward being more simple

Shift toward being more creative

Err on the side of a more safe approach

Workshops Summary

Introspection

We, as a place, travel and tourism brand, are looking to embrace **modern Americana** and distinguish ourselves as an **active basecamp**. A city that is easy to access and engage with. A city that offers a diverse array of entertainment, recreation, and community activities.

Dichotomies

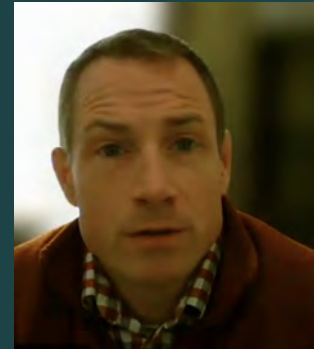
We are looking to take a **focused** and **disruptive** approach. One that is slightly more **aggressive** while carrying more **emotional weight**. One that tells an **inclusive** and **whimsical** story and strikes a balance between **individualism** and **community**. We are shifting our positioning toward being more **elite** as we balance being **niche** and a **leader** in the market. We are making a more **longterm** play with a **simple**, **creative**, yet **safe** message.

Archetypes

We primarily align with the **Explorer** archetype. We are focused on helping others experience a more **authentic** and **fulfilling** life through discovering **adventure** and a taste of **the unknown**, thereby **escaping boredom**. Secondly, we align with the **Innocent** archetype, with the goal of creating a sense of **safety** and **comfort**, of seeking **fulfillment** in the here and now, and of **doing what is right**. Both archetypes are driven by a desire to **reclaim paradise**.

DISCUSSIONS

Kevney Dugan
Eric Sande
Rob Malone
Chuck Arnold
Jessica Klein
Dick Roberston
Susan Roberston
Angela Boothroyd
Scott Larson
Dakota Still
Geoff Roemelt



BRAND AUDITS



THE LANDSCAPE

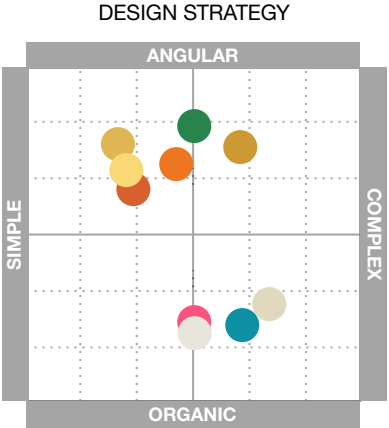
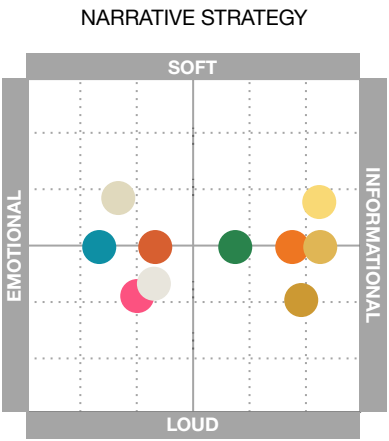
ANALYSIS

NOTES: Although strategies and approach to brand and marketing differ slightly, the landscape, like so many, is a sea of same.

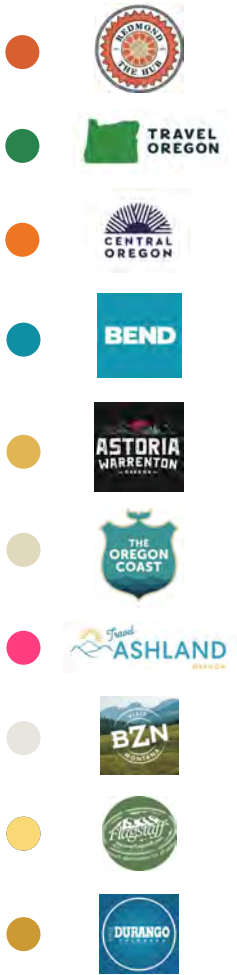
Narratives are remarkably the same, telling the same story across the board. There's room for a standout, room to tell a different story. The lack of focus on spirit and soul is across the board.

Styles are again, very similar across the board. Photography fits the "industry standard" look and feel, with some standouts that really make efforts to showcase real people in the photos.

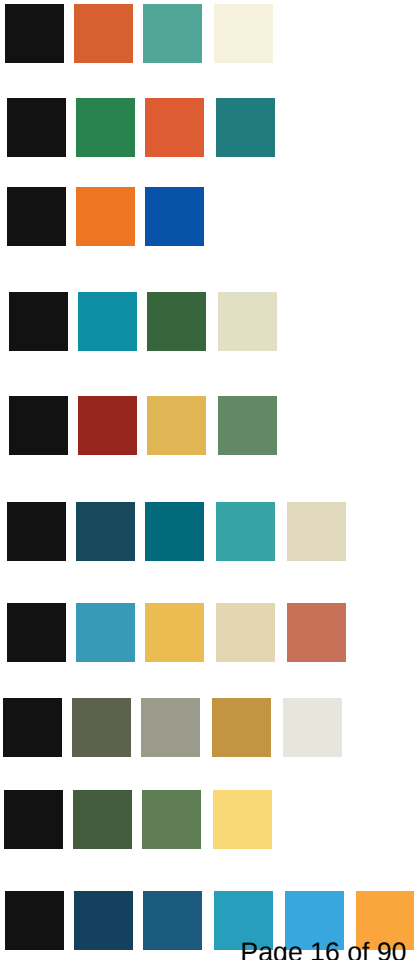
Predictable stock photography is used by most, conveying "fun" and "recreation" but without any real purpose or emotion.



BRANDMARK



COLOR STORY





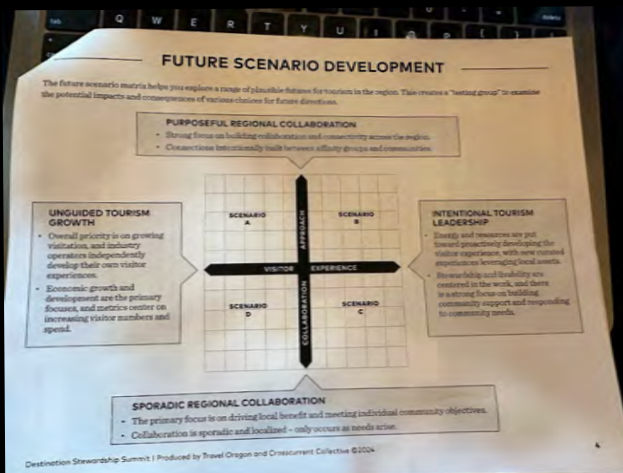
Sept 10	Destination Stewardship Summit Redmond - High Desert Music Hall
Oct 22	Culinary & Agritourism Sunriver - Sunriver Resort
Oct 23	Heritage, Arts & Makers Sisters - FivePine Lodge
Nov 20	Outdoor Recreation: High Use Bend - Open Space
Nov 21	Outdoor Recreation: Rural Recreation Maupin - Civic Center
Jan 14	Teaming For Action Madras - The Spout

A map of the study area in Oregon, showing the locations of Wauna, Jefferson, Madras, Eugene, Medford, Crook, Deschutes, and La Pine. The map is a green silhouette of the state of Oregon with various counties labeled. The locations are marked with dots and labels: Wauna (in Clatsop County), Jefferson (in Jefferson County), Madras (in Jefferson County), Eugene (in Douglas County), Medford (in Jackson County), Crook (in Crook County), Deschutes (in Deschutes County), and La Pine (in Deschutes County).

REGISTRATION REQUIRED
Industry.TravelOregon.com/CentralOregonDMS

For questions, contact:
 Kristine McConnell, Visit Central Oregon
Kristine@VisitCentralOregon.com

Alexa Carey, Travel Oregon
Alexa@TravelOregon.com



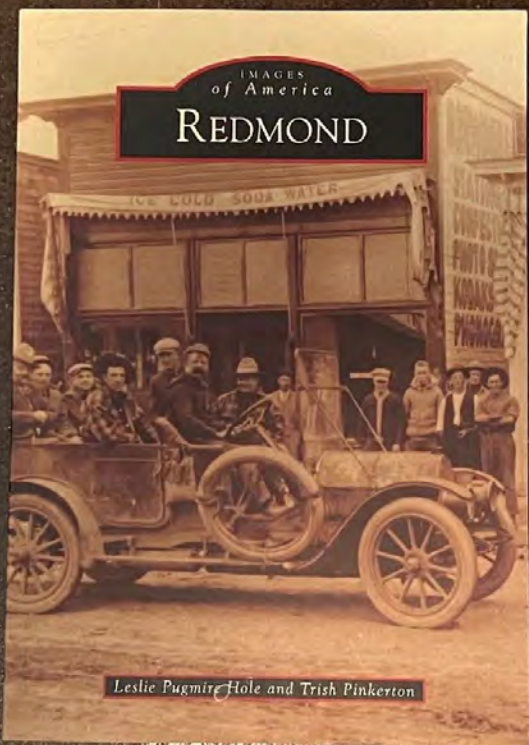
REDMOND



WHERE THE DESERT BLOOMS

KEITH CLARK

WESTERN IMPRINTS
THE PRESS OF THE OREGON HISTORICAL SOCIETY



B. ELIZABETH WARD

Redmond ROSE of the DESERT

Tired of the constant noise and demands of daily life? Try a quiet vacation

By Payton Seda

Published Apr 21, 2024 4:00 AM

FAST COMPANY

PREMIUM DESIGN TECH WORK LIFE NEWS IMPACT PODCASTS VIDEO INNOVATION FESTIVAL

04-07-2024 | WORK LIFE

The quest for 'quietude' is the latest travel trend. Here's what it entails

For many, quiet travel goes beyond escaping the cacophony of everyday life while on vacation.

LIFESTYLE

'Solo travel' is what most people are looking for in a trip in new 'quiet' viral trend

By Nicholas McEntyre

Published April 24, 2024, 12:43 a.m. ET

15 Comments

'Quiet life travel' is the new viral trend going around

A new Pinterest report identified what travelers are searching for in 2024.

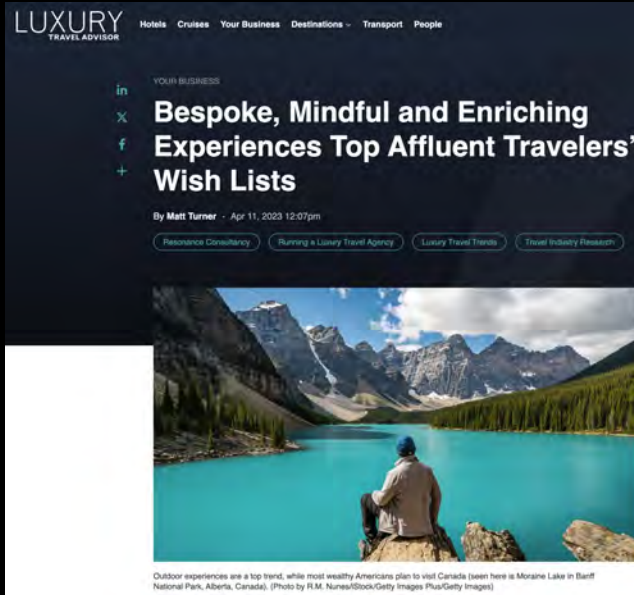
Veronika Bondarenko • Apr 23, 2024 1:31 PM EDT

Quiet life travel

The quest for a quieter, more serene lifestyle is rising, with searches for "quiet life" soaring by **530%**¹. This longing for simplicity has extended to travel—since last year, searches for "quiet places" and "calm places" have increased by **50%** and **42%**³ respectively. Pinterest users are searching for digital detox travel, and many sought-after nature destinations offer a respite from the constant buzz of connectivity and digital distractions, providing a much-needed break. Solo travel emerges as a liberating choice, granting individuals the freedom to craft their itinerary, pace, and priorities without compromise. Whether basking in the tranquility of a secluded beach or meandering through serene countryside landscapes, these experiences contribute to self-care and overall well-being. Discover the top quiet travel trends below³:

- Solo travel +35%
- Travel journal pages +155%
- Glamping aesthetic +260%
- Wellness retreat aesthetic +90%
- Cabin in the mountains +180%
- Village vibes +145%
- Countryside +60%
- Island life +30%
- Forest walk +30%
- National park +250%

- **Cultural Adventures:** Travelers are looking for the most authentic, most down-to-earth experiences and to learn about new ways of life
- **Conscious Consumption:** This is any form of tourism that minimizes travel's negative impacts, empowering local communities, feeding the local economy, assisting conservation efforts and boosting connections between tourists and locals
- **"All-in-cations:"** While some turn their nose up at all-inclusives, the idea is now expanding beyond resorts to comprise the overall destination experience, making it a more appealing concept
- **Reconnection:** With the pandemic seemingly in the rearview mirror, people who may have put a reunion on hold are increasingly looking to reconnect with their loved ones through travel
- **"Workations:"** No longer just "bleisure," the idea of blended traveling is front and center for every major travel company now
- **Rewilding:** Travelers have been feeling the urge to connect with nature during the past few months and recent data shows that outdoor experiences are among the top travel goals for 2023
- **Mindful Healing:** Mindful travel can help people become aware of how their thoughts, feelings and sensations affect their reality, while also allowing individuals to slow down and pay attention to everything the place offers
- **Indigenous Intrigue:** Indigenous tourism provides an opportunity to educate oneself about places and people in a way that contributes positively to their communities
- **Questing:** Travelers want to ensure their experiences are deeper and more meaningful than ever before, learning something new in the process, achieving new milestones, and doing something that they can take pride in
- **Living Out Loud:** Now more than ever, travelers are using "bucket-list" events (a BTS concert in Vegas, the Daytona 500, Festival de Cannes, Burning Man) as a nucleus around which they plan vacations
- **"Gigayatching:"** Quality of trips is prioritized over frequency, while privacy is valued more than ever before, plus many luxury hotel brands and debuting yacht experiences
- **Stadium Style:** Wealthy Americans not only want to attend the Kentucky Derby, Super Bowl or The Masters, but they want the full VIP experience, too



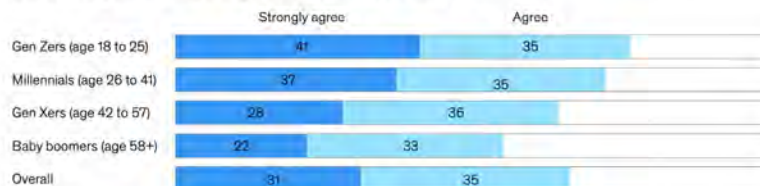
While city trips are still popular, they dropped from 53 percent in 2019 to just 35 percent for the Top 1 percent planning to take a city trip in the next 12 months. Combining business and leisure is also as important as ever, rising from 34 percent in 2019 to 38 percent in 2022. But the biggest shift has been the surge in affluent households planning to take a vacation for health and wellness, rising from 23 percent in 2019 to 31 percent in 2022.

Key vacation destination factors include safety (64 percent), availability of luxury accommodations (53 percent), scenery and nature (53 percent) and warm climate/weather (52 percent). Other factors included whether destinations are easily accessible by commercial flights, have outdoor activities, are close to the beach or water, and offer good cultural attractions and "once-in-a-lifetime" experiences.



Younger generations show significant, growing interest in travel.

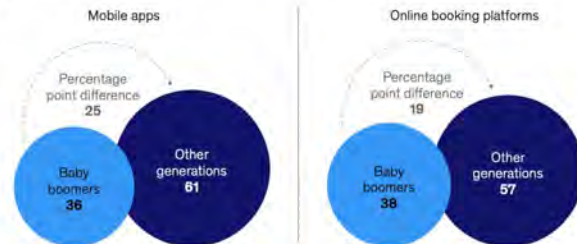
Share of respondents reporting increased interest in travel, %¹



¹Question: Do you agree or disagree with the following statement: "I am more interested in travel than I used to be?" Respondents who answered "neither agree nor disagree," "disagree," "strongly disagree," or "don't know/no answer" not shown. Gen Zers, n = 365; millennials, n = 2,037; Gen Xers, n = 1,650; and baby boomers, n = 968.
Source: McKinsey State of Travel Survey, Feb 27–Mar 11, 2024 (n = 5,061)

Baby boomers are less comfortable using technology for travel than other generations.

Technology use for travel, % of respondents



Note: Baby boomers defined as those aged 58+. Baby boomers, n = 968, and other generations, n = 4,093.
Source: McKinsey State of Travel Survey, Feb 27–Mar 11, 2024 (n = 5,061)

Sources of travel inspiration, % of respondents selecting option¹



¹Respondents could select multiple options.
Source: McKinsey State of Travel Survey, Feb 27–Mar 11, 2024 (n = 5,061)



Home > Research > Additional Research > Economic Impact of Travel in Oregon

Economic Impact of Travel in Oregon

May 20, 2024

2023 ECONOMIC IMPACT SUMMARY

DOWNLOAD THE FULL 2023 REPORT

Travel Oregon works with Dean Runyan Associates to estimate the economic significance of the travel industry in Oregon. The full report describes the economic impacts of travel to and through the state, each of its seven tourism regions and all 36 counties over the time period of 2003 to 2023, and includes detailed estimates of travel spending, the employment and earnings generated by this spending, and travel-generated tax receipts. A primary objective of the report is to provide reliable detailed figures that permit year-to-year comparisons at the state, regional and county levels.

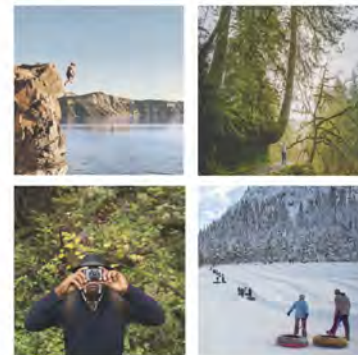
PAST DATA

- [2022 Economic Impact of Travel in Oregon](#)
 - [2022 Full Report](#)
- [2021 Economic Impact of Travel in Oregon](#)
- [2020 Economic Impact of Travel in Oregon](#)

RESEARCH OBJECTIVES

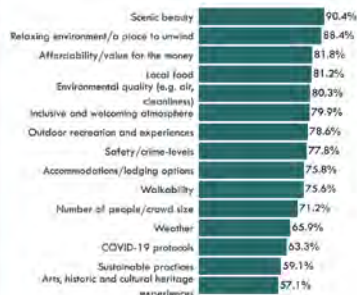
This dashboard presents the findings of a study of travelers to Oregon, conducted by Destination Analysts on behalf of Travel Oregon. The study is conducted in three parts, with the primary objectives of:

- Developing a profile of Oregon visitors, including their psychographics, travel personas, and demographics
- Understand their travel behaviors and motivations, as well as in-destination activities and spend
- Provide data to support Oregon visitor volume estimates by region and segment
- Gauge visitors' in-destination experience and identify what is successful, what can be added, and what can be improved



Attribute Importance

TOP 15 ATTRIBUTE IMPORTANCE WHEN SELECTING OREGON



ATTRIBUTE IMPORTANCE WHEN SELECTING OREGON BY SEGMENT

Column %	Total Visitors	Gen Z	Millennials	Gen X	Boomers
Scenic beauty	90.4%	77.3%	88.7%	91.4%	91.9%
Relaxing environment/a place to unwind	88.4%	73.6%	89.1%	89.1%	88.4%
Affordability/value for the money	81.8%	76.7%	83.6%	84.5%	79.6%
Environmental quality (e.g. air, cleanliness)	80.3%	76.3%	82.1%	79.9%	79.8%
Local food	81.2%	73.9%	85.1%	82.0%	79.2%
Inclusive and welcoming atmosphere	79.9%	73.9%	81.9%	80.6%	78.9%
Outdoor recreation and experiences	78.6%	74.5%	84.4%	79.7%	75.6%
Safety/crime-levels	77.8%	74.3%	80.2%	78.2%	76.6%
Walkability	75.6%	75.7%	77.1%	72.4%	76.8%
Accommodations/lodging options	75.8%	66.9%	79.7%	77.4%	73.5%
Number of people/crowd size	71.2%	59.6%	75.6%	69.8%	70.5%

Questions most important were asked of the following 100 visitors to take this trip to/within Oregon?

Destination Analysts

OREGON VISITORS *Who They Are*



Gender

Females: 58.1%
Males: 40.9%
Other: 3.5%



Average Age: 51.1

Gen Z: 6.2%
Millennials: 25.5%
Gen Xers: 27.7%
Boomers or older: 40.6%



Household Income

\$118,901



Marital Status

Married/partnered: 74.3%
Singles: 15.9%



Ethnicity

White/Caucasian: 84.5%
Asian: 5.6%
Hispanic/Latina: 5.1%
Black/African American: 2.4%
Native American/Indigenous: 2.6%



Children in Household

Under 18: 26.1%



Accessibility

Has Accessibility Needs: 16.7%

May 2023 Destination Analysis LLC

OREGON VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

5.4

DAYS

PRIMARY PURPOSE

Vacation/leisure: 51.7%
Visit friends/family: 23.0%
Business: 11.4%
Special event/festival: 3.9%
Recreation: 3.4%
Conference/convention: 1.6%

TRAVELER TYPE

First Time: 17.2%
Expert: 82.8%

REGION VISITED

Portland Region	46.5%
Oregon Coast	36.8%
Willamette Valley	34.5%
Central Oregon	21.7%
Southern Oregon	21.1%
Mt. Hood/Columbia River Gorge	19.8%
Eastern Oregon	13.5%

AVERAGE PARTY SIZE



AVERAGE DAILY SPEND PER PERSON



May 2023 Destination Analysis LLC

OREGON VISITORS *Activities and Perceptions*

ACTIVITIES



KEY SATISFACTION RATINGS



LIKELIHOOD TO RECOMMEND

44
NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS



May 2023 Destination Analysis LLC

Key Insights

Where People Want to Visit

- Oregon Prospects are also interested in visiting Hawaii, Colorado, California, Alaska, New York, and Washington.
- Other than Hawaiian Destinations, San Diego, Seattle, Denver, Las Vegas and New York City are popular amongst Oregon Prospects

Road Trips

- Oregon prospects are more likely to both have taken and to take a road trip than us leisure travelers overall. Significantly more Oregon Prospects than U.S. Leisure Travelers take road trips because of the thrill of making discoveries on the road, as well as exploring multiple places on a single trip.
- Oregon Prospects are intrepid road explorers, willing to both visit more locations (3.7 Vs 3.3) on their road trips and drive further on their trips (972 vs 914 average miles).

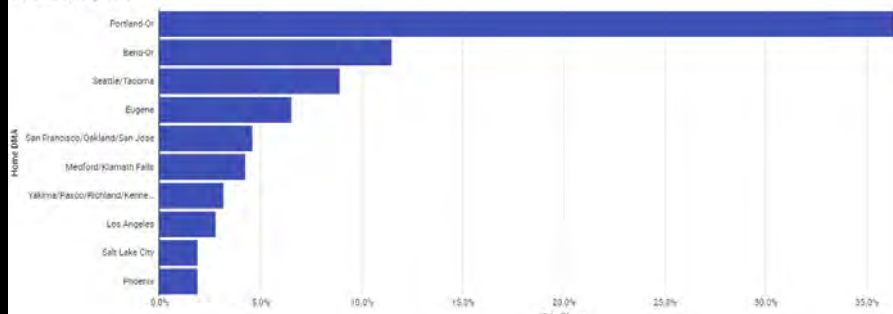
Diversity Travel

- Oregon Prospects are diversity conscious travelers. They are significantly more likely than U.S. leisure travelers overall to be influenced by a destination's commitment to diversity and inclusion when selection vacation locations (48% vs 38%).

Family Travel

- Oregon Prospects are more likely than U.S. leisure travelers overall to be travelling with Children in the next 12 months. 40% say they are likely to travel with kids compared to 33% overall.
- Children play a central role in Oregon Prospect's holiday planning, with more than three quarters saying children influence the destination they choose (78%) and daily activities whilst they are there (79%).
- This importance of family is also reflected in the fact that compared to U.S. leisure travelers, Oregon Prospects have greater intentions to take a multigenerational trip in the next 12 months. With over a third (35%) planning one compared to 29% overall.

Trip Share by Origin DMA



• Top Feeder Markets to Remond

Redmond's Verbal Direction

PERSONAS



SEEKERS

Ready to *explore* and *experience*.



COMMUNERS

Ready to *connect* and *create memories*.



RELAXERS

Ready to *unwind* and *take in*.



INDULGERS

Ready to *engage* and *enjoy*.



RETRREATERS

Ready to *blend* business and pleasure.

Voice and Tone

Daring

Bold. Adventurous. Optimistic.

Redmond is set in the heart of some of the most thrilling and awe-inspiring natural recreation opportunities Oregon has to offer. Opportunities not perhaps always for the faint of heart, but which never fail to reward those who answer the call with an unforgettable adventure. We therefore speak in a way that honors and reflects that sense of adventure laying in wait.

Speaking in a daring way helps us stand out in a crowded market and compels potential visitors to take a closer look.

Inviting

Warm. Pleasing. Inclusive.

Here in Redmond, we like to think we have something for everyone, and we pride ourselves on taking all comers. Regardless of who you are, or what draws you to the region, you'll be greeted with warmth, generosity and hospitality. It's in our nature. It's who we are. And it's how we express ourselves.

Speaking in an inviting manner is how we gain the trust of potential visitors and help them feel at ease as they consider booking a trip.

Grounded

Authentic. Sincere. Unadorned.

Redmond is first and foremost a community. One with deep roots, genuine ties, and a common concern for the wellbeing of one another. This spirit runs through not only what we do, but how we do it. And therefore, not only what we say, but how we say it.

Speaking in a grounded way is how we assure visitors they can find real substance here. Substance worth connecting with and revisiting.

MANIFESTO

Redmond wasn't built like other cities. It didn't sprout from the mind of some wealthy developer with visions of a new metropolis. It was land chosen for its proximity to water and the hope of modernity by way of the railroad. Sage-covered land settled by a pair of school teachers seeking a better life.

And here a small but robust community was forged from the grit, persistence and care of the farmers, ranchers, shopkeepers and craftspeople who came to call Redmond home. A community that built the tracks, bridges and depots for the railroad connecting Central Oregon to the rest of the country. A community that cleared land for the county fairgrounds, and the runways that would support the war effort before becoming the regional airport.

Today, Redmond sits as a thriving city and authentic community at the heart of Central Oregon. Situated less than an hour from every recreational opportunity the region has to offer, and boasting the most expansive vistas of any found in the state, with stunning views of mountains, buttes, and geological wonders in every direction.

We aren't the biggest city in Central Oregon. And that's exactly the way we like it. All of the charm, beauty and outdoor recreation the region has to offer, without the crowds and expense. A genuine, welcoming and engaged community. The modern embodiment of the spirit of the region and the dream of its founders.

Redmond. **Oregon's Basecamp**

MESSAGING ARCHITECTURE

**Oregon's
Basecamp®**

TAGLINE

POSITIONING
STATEMENT

We're a small, modern city situated among the stunning vistas at the heart of everything Central Oregon has to offer. A robust and welcoming community that authentically owns its rich history, dynamic terrain, and pioneering spirit.

NARRATIVE TIERS

Center of the Center

The Heart in Central Oregon

Serenity in the High Desert

NARRATIVE PILLARS

Recreation | Proximity | Culture

Community | History | Authenticity

Peace | Beauty | Rejuvenation

TONE OF VOICE

Daring **Bold.
Adventurous.
Optimistic.**

Inviting **Warm.
Pleasing.
Inclusive.**

Grounded **Authentic.
Sincere.
Unadorned.**

PERSONAS

Seekers Ready to
explore and
experience.

Communers Ready to
connect and
create memories.

Relaxers Ready to
unwind and
take in.

Indulgers Ready to
engage and
enjoy.

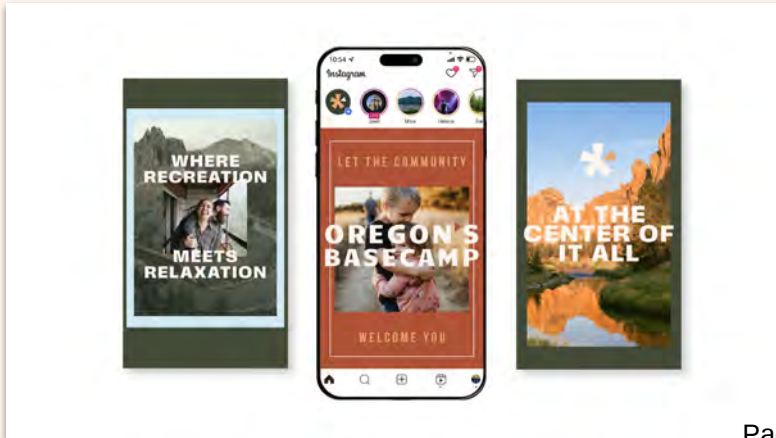
Retreaters Ready to
blend and business
and leisure.

Messaging Matrix

CENTER OF THE CENTER			
	SEEKING	CONSIDERING	RELAXING
	RECREATION	PROXIMITY	CULTURE
TOP OF FUNNEL Unaware of Redmond (perhaps even Central Oregon in the whole) as a travel destination. Need their attention captured with striking visuals and bold claims about Redmond's unique offerings and accessibility.	Headline: Adventure is Closer Than You Think. Copy: From rock climbing at world renowned Smith Rock, to mountain biking trails that explore some of Central Oregon's most breathtaking terrain, Redmond is your basecamp for adventure. CTA: Discover Central Oregon's playground.	Headline: At the Center of It All. Copy: Top ski amenities and facilities located minutes (from Central Oregon's top destinations, Redmond is ideal for work and play. CTA: Explore why Redmond is the ideal basecamp for your next business retreat.	Headline: A City Steeped in Culture. Copy: Redmond's events and local festivals showcase a charming blend of rich heritage and modern life. CTA: Learn more about everything Redmond has to offer.
MIDDLE OF FUNNEL Aware of Redmond and actively exploring travel options in Central Oregon. Need clear differentiation between Redmond and nearby competitors like Bend, highlighting Redmond's charm, affordability, and centrality.	Headline: Where Recreation Meets Relaxation. Copy: Whether you're seeking adrenaline-pumping thrills or quiet moments in nature, Redmond offers recreation for every pace. CTA: Plan your next outdoor adventure.	Headline: The Gateway to Oregon's Wonders. Copy: In Redmond, you're right at the heart of all the dining, entertainment and culture Central Oregon has to offer. CTA: Discover what Redmond has in store for you.	Headline: Art and Charm Await. Copy: Explore Redmond's art walks, historic downtown, and boutique shops for a uniquely Central Oregon cultural experience. CTA: Plan your next cultural awakening.
BOTTOM OF FUNNEL Have narrowed down their choices and are strongly considering Redmond. Need that final push with compelling reasons to book now, such as seamless travel logistics, seasonal attractions, and special offers.	Headline: Memories Are Made Here. Copy: With kid-friendly parks, trails, and activities for all ages, Redmond ensures every family adventure is unforgettable. CTA: Plan your next family adventure today.	Headline: A Soft Landing for Some Hard Play. Copy: As home to the regional airport, there's no quicker entry point for the adventure awaiting you in Central Oregon than the City of Redmond. CTA: Plan your Redmond excursion today.	Headline: Let the Community Welcome You. Copy: From fine dining to local brews, Redmond's authentic native art exhibits to live music under the stars, Redmond's invites you to discover what you've been missing from Central Oregon. CTA: Find out what's happening in Redmond.

THE HEART IN CENTRAL OREGON			
	SEEKING	CONSIDERING	RELAXING
	COMMUNITY	HISTORY	AUTHENTICITY
TOP OF FUNNEL Unaware of Redmond (perhaps even Central Oregon in the whole) as a travel destination. Need their attention captured with striking visuals and bold claims about Redmond's unique offerings and accessibility.	Headline: A City Built by Its People. Copy: Discover a community that's as welcoming as it is vibrant. Where history meets the future, the people are authentic and the traditions thrive. CTA: Discover Redmond, Oregon.	Headline: Step Into the Past. Copy: Explore Redmond's rugged history, from its founding as a rail hub to its role in shaping Central Oregon's vibrant community of adventurers. CTA: Discover the roots of Oregon's Basecamp.	Headline: Discover the Real Central Oregon. Copy: Redmond invites you to see the authentic Central Oregon experience, with our small town charm and big hearted hospitality. CTA: Get a taste of Redmond's local vibe.
MIDDLE OF FUNNEL Aware of Redmond and actively exploring travel options in Central Oregon. Need clear differentiation between Redmond and nearby competitors like Bend, highlighting Redmond's charm, affordability, and centrality.	Headline: Feel Right at Home. Copy: In Redmond, you'll find friendly faces, inclusive community events, and a spirit of togetherness that makes every visit special. CTA: Join us over here in Oregon's Basecamp.	Headline: Discover the Stones of Redmond. Copy: From the historic buildings downtown, to Smith Rock's iconic Monkey Face, every part of Bend has a story to tell. CTA: Come see what Central Oregon has to say.	Headline: Where Heritage Meets Heart. Copy: Explore Redmond's genuine community spirit through its historic landmarks, cultural events, and welcoming atmosphere. CTA: Plan a rendezvous with real Central Oregon charm.
BOTTOM OF FUNNEL Have narrowed down their choices and are strongly considering Redmond. Need that final push with compelling reasons to book now, such as seamless travel logistics, seasonal attractions, and special offers.	Headline: More Than Just a Stayover. Copy: Why not take your next business retreat in a city where connections run deep and every corner tells a story of ingenuity and resilience. CTA: Plan your Redmond experience today.	Headline: History Brought to Life. Copy: Dive into Redmond's vibrant past with guided tours, historic sites, and local experts that tell the story of our thriving community. CTA: Start your journey through time.	Headline: Experience the True Spirit of Central Oregon. Copy: Indulge in a place that values its a good time and welcomes its visitor with authentic warmth — and a delicious meal! CTA: Taste your way through Redmond.

SERENITY IN THE HIGH DESERT			
	SEEKING	CONSIDERING	RELAXING
	PEACE	BEAUTY	REJUVINATION
TOP OF FUNNEL Unaware of Redmond (perhaps even Central Oregon in the whole) as a travel destination. Need their attention captured with striking visuals and bold claims about Redmond's unique offerings and accessibility.	Headline: Escape the Noise. Copy: Find solace in Redmond's open skies, quiet trails, and tranquil landscapes—a perfect high-desert retreat. CTA: Discover true peace of mind in Redmond.	Headline: Introducing Your New Life High. Copy: Stunning vistas, rugged cliffs, and vibrant sunsets await. Redmond is the perfect backdrop for adventure and awe. CTA: Discover the grandeur of Oregon's high desert.	Headline: Your Oasis Awaits. Copy: Redmond offers the perfect escape to renew your spirit, with the full bright sun on your face and epic vistas in every direction. CTA: Take a closer look at your new desert retreat.
MIDDLE OF FUNNEL Aware of Redmond and actively exploring travel options in Central Oregon. Need clear differentiation between Redmond and nearby competitors like Bend, highlighting Redmond's charm, affordability, and centrality.	Headline: A Quiet Oasis in Central Oregon. Copy: After a day of meetings unwind under Redmond's dark skies, and desert charm. CTA: Explore Redmond's tranquil escapes.	Headline: Total-Worthy Beauty. Copy: Whether it's the mesmerizing draw of the rising Gine Falls or the fiery hues of an high desert sunset over Smith Rock, Redmond's landscapes inspire at every turn. CTA: Meet your next epic destination.	Headline: Pause, Breathe, Reconnect. Copy: After the crush of a busy day, Redmond's tranquil landscapes and rejuvenating recreation are a breath of fresh air. CTA: Plan your next recharge.
BOTTOM OF FUNNEL Have narrowed down their choices and are strongly considering Redmond. Need that final push with compelling reasons to book now, such as seamless travel logistics, seasonal attractions, and special offers.	Headline: Your High-Desert Retreat Awaits. Copy: It's time to recharge! Come revel in the calm of Redmond's sun-drenched days and star-filled nights amid the sounds and smells of the desert. CTA: Book a stay in your happy place today.	Headline: Redmond, Nature's Masterpiece. Copy: Reconnect with nature through sweeping vistas and quiet moments in the heart of Oregon's high desert. CTA: Book your scenic getaway today.	Headline: Recharge in Redmond's High Desert Haven. Copy: From spa treatments to serene views, Redmond has everything you need to feel refreshed and renewed. CTA: Book your rejuvenation today.



BUILDING CONTENT



January							January													
Sun	Mon	Tues	Wed	Thurs	Fri	Sat			Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sunday					
			1	2	3	4	Week #1					1	Seasonal Showcase	2	3	Brand Storytelling	4			
5	6	7	8	9	10	11					7	Adventure Highlights	8		9	Hidden Gems	10	11		
12	13	14	15	16	17	18	Week #3					15	Local Spotlights	16	17	Brand Storytelling	18			
19	20	21	22	23	24	25					20	Seasonal Showcase	21		22	Proof of Experience	24	25		
26	27	28	29	30	31		Week #5					29	Trip Planning Tips	30	Newsletter	31	Brand Storytelling			

Bucket	Narrative	Sub-Category	Topic	Format	Persona	Channels	Pub Date	Writer	Status	Copy	Image	Final
Seasonal Showcas	Heart in Central OR	Holiday Wishes	New Years Day	Post w/ Photc	Select	FB/IG	1/1/25	Select	Select	*LINK	*LINK	*LINK
Brand Storytelling	Center of the Center	Recreation	Hoodoo Highlight	Video / Reel	Select	FB / IG / REDDIT / YOUTUBE	1/3/25	Select	Select	*LINK	*LINK	*LINK
Adventure Highlig	Center of the Center	Intermediate	Mapleleaf Bridge Climber Action Shot	Post w/ Photc	Select	FB / IG / REDDIT	1/7/25	Select	Select	*LINK	*LINK	*LINK
Hidden Gems	Center of the Center	Destination/Business	Ogden Viewpoint Bungee Jumping	Video / Reel	Select	FB / IG / REDDIT / YOUTUBE	1/9/25	Select	Select	*LINK	*LINK	*LINK
Local Spotlights	Heart in Central OR	Business	General Duffy's	Blog Post	Select	FB / IG / REDDIT / BLOG	1/15/25	Select	Select	*LINK	*LINK	*LINK
Brand Storytelling	Heart in Central OR	History	Hlstric Winter Photo	Post w/ Photc	Select	FB / IG / REDDIT	1/17/25	Select	Select	*LINK	*LINK	*LINK
Seasonal Showcas	Heart in Central OR	Activities	MLK Day Community Volunteer Spotlights	Post w/ Photc	Select	FB/IG	1/20/25	Select	Select	*LINK	*LINK	*LINK
Proof of Experienc	Center of the Center	Recreation	UCG of a Winter Hike through Smith Rock	Video / Reel	Select	FB / IG / REDDIT / YOUTUBE	1/23/25	Select	Select	*LINK	*LINK	*LINK
Guides & Trip Plar	Center of the Center	Listicles	Winter Activities Guides	Blog Post	Select	FB / IG / REDDIT / BLOG	1/29/25	Select	Select	*LINK	*LINK	*LINK
Newsletter		N/A	January Newsletter	Email	Select	EMAIL	1/30/25	Select	Select	*LINK	*LINK	*LINK
Brand Storytelling	Serenity in the Desert	Beauty	Cline Falls	Post w/ Photc	Select	FB / IG / REDDIT	1/31/25	Select	Select	*LINK	*LINK	*LINK

Month Facebook							Month Instagram							Month Reddit							Month YouTube							Month Blog							Month Email						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
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26	27	28	29	30	31		26	27	28	29	30	31		26	27	28	29	30	31		26	27	28	29	30	31		26	27	28	29	30	31								

Redmond's Creative Direction

With that feedback, we've refined a brand direction for Redmond.

Color Palette



Lights Out

HEX / 201C1D
CMYK / 70, 68, 64, 76
RGB / 32, 28, 29

Candal

HEADLINES

OREGON'S BASECAMP

Maven Pro

BODY COPY

Whether it's biking, fishing, climbing, skiing,
dining, golfing or sleeping under the stars,
Central Oregon has you covered. And Redmond is
Oregon's best kept secret for accessing it all —
without the crowds and expense.

Bebas Neue Bold

CTA / DETAILS

OREGONSBASECAMP.ORG

REDMOND, OR

Bebas Neue Bold

HEADLINES

Whether it's biking, fishing, climbing, skiing,
dining, golfing or sleeping under the stars,
Central Oregon has you covered. And Redmond is
Oregon's best kept secret for accessing it all —
without the crowds and expense.

Maven Pro

BODY COPY

OREGONSBASECAMP.ORG

Maven Pro

CTA / DETAILS

*All Free Google Fonts

We wanted to create a mark that symbolizes everything Redmond has to offer.

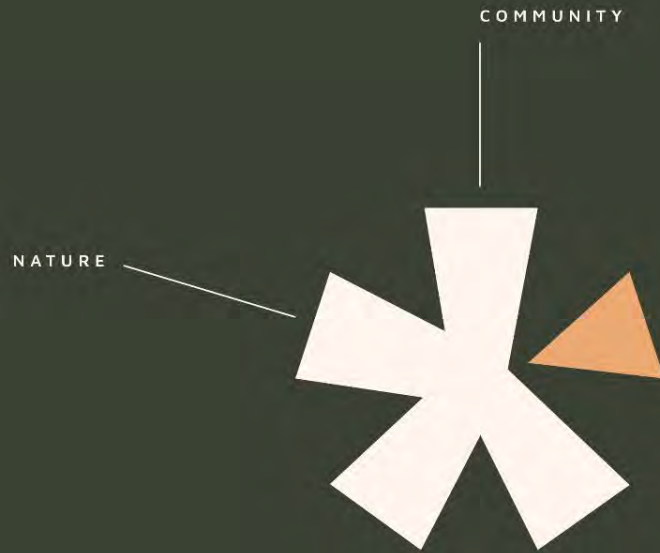
A mark that works as more than just a logo, but as a graphic device that brings both depth and flexibility to your brand.

A mark that serves as a beacon, highlighting the best of Redmond, welcoming visitors to experience all it has to offer.

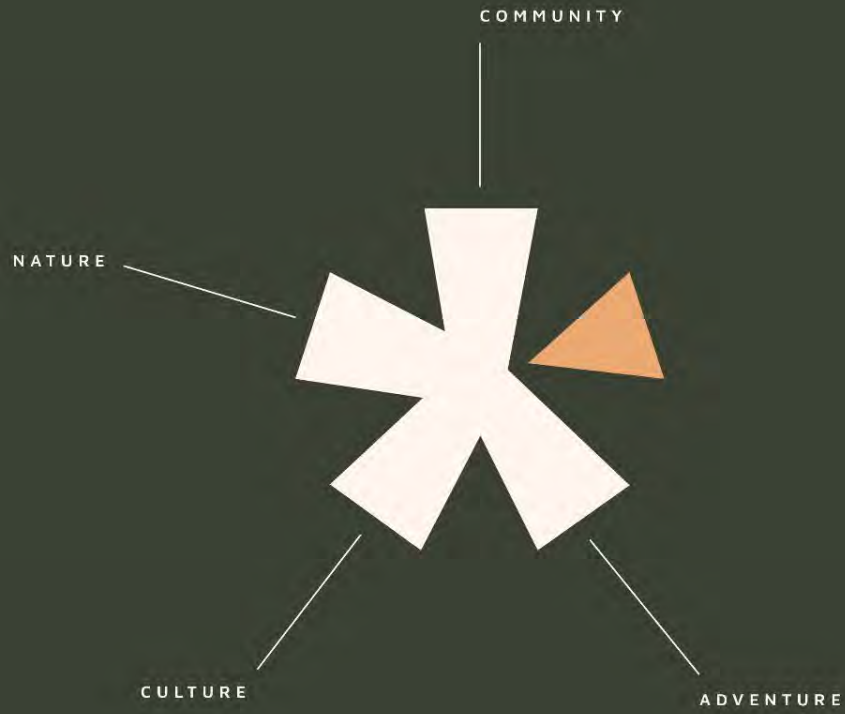


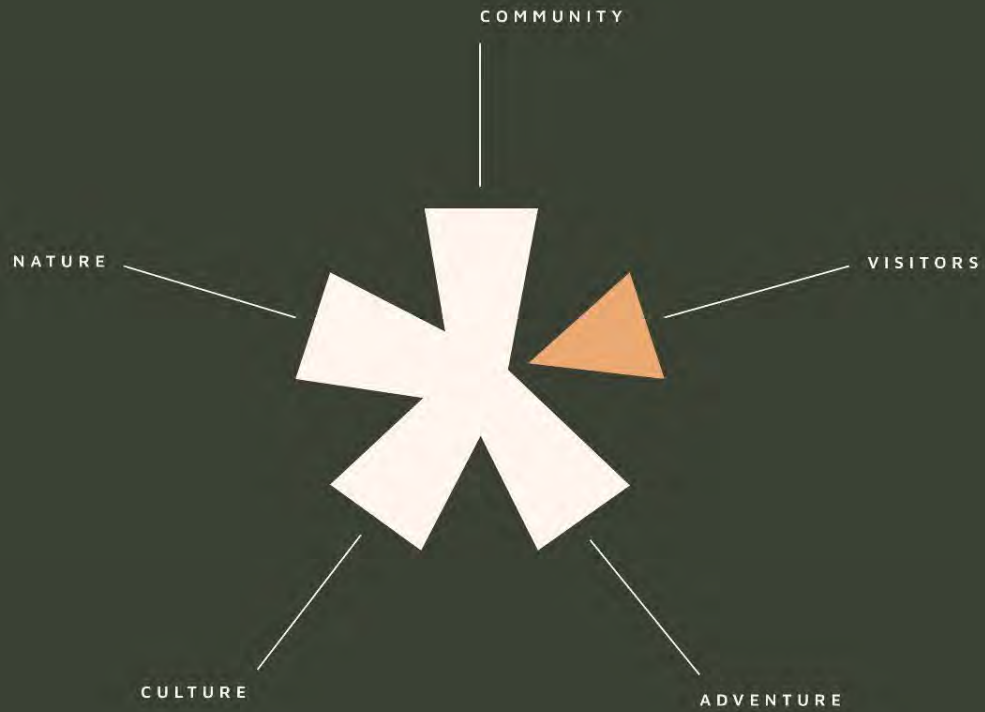
COMMUNITY













REDMOND
OREGON'S BASECAMP




R D M N D

OREGON'S
BASECAMP REDMOND

REDMOND
OREGON'S
BASECAMP


REDMOND
OREGON'S BASECAMP

Now onto the rest of the brand...

REDMOND, OR



RDMND*

Whether it's biking, fishing, climbing, skiing, dining, golfing or sleeping under the stars, Central Oregon has you covered. And Redmond is Oregon's best kept secret for accessing it all — without the crowds and expense.

OREGONSBASECAMP.ORG

REDMOND, OR



**OREGON'S
BASECAMP**

REDMOND, OR

OREGONSBASECAMP.ORG

**OREGON'S BEST
KEPT SECRET -**

REDMOND, OR



OREGON'S BASECAMP

**WITHOUT THE CROWDS
AND EXPENSE.**

OREGONSBASECAMP.ORG

OREGON
REDMOND



Whether it's biking, fishing, climbing, skiing, dining, golfing or sleeping under the stars, Central Oregon has you covered. And Redmond is Oregon's best kept secret for accessing it all — without the crowds and expense.

OREGONSBASECAMP.ORG

Whether it's biking, fishing, climbing, skiing, dining, golfing or sleeping under the stars, Central Oregon has you covered.

R D M N D



OREGON

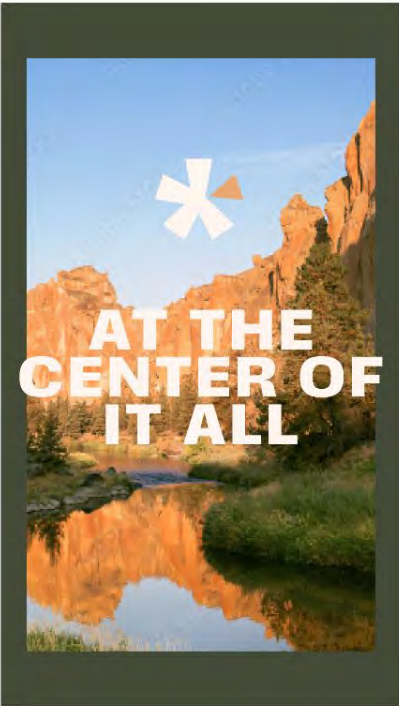
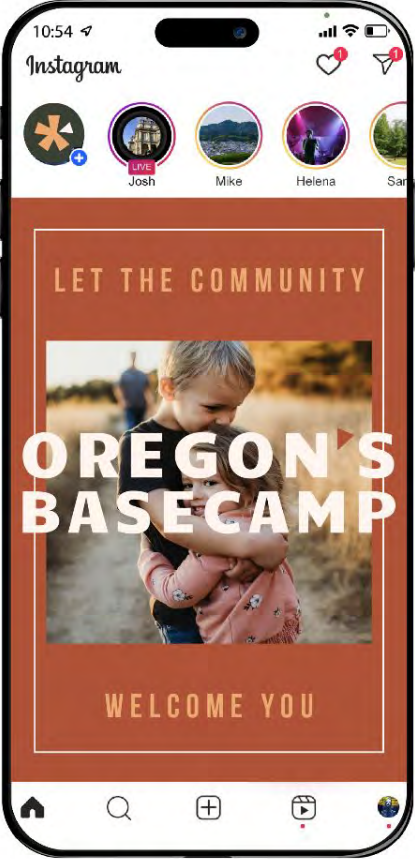
And Redmond is Oregon's best kept secret for accessing it all — without the crowds and expense.

REDMOND, OR

**REDMOND IS
OREGON'S BEST
KEPT SECRET FOR
ACCESSING IT ALL
— WITHOUT THE
CROWDS AND
EXPENSE.**

OREGONSBASECAMP.ORG















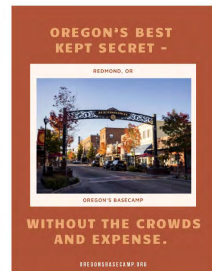






Redmond Brand System

REDMOND
OREGON'S
BASECAMP



Thank you for your time.

Growth Strategy



Growth Map

It is a strategic tool designed to navigate a project's customer journey by identifying **key channels and implementing best** practices to ensure **cohesive and effective brand interactions**.

We want you to use it as a guide to understand our advertising strategy and tactics necessary to achieve growth.

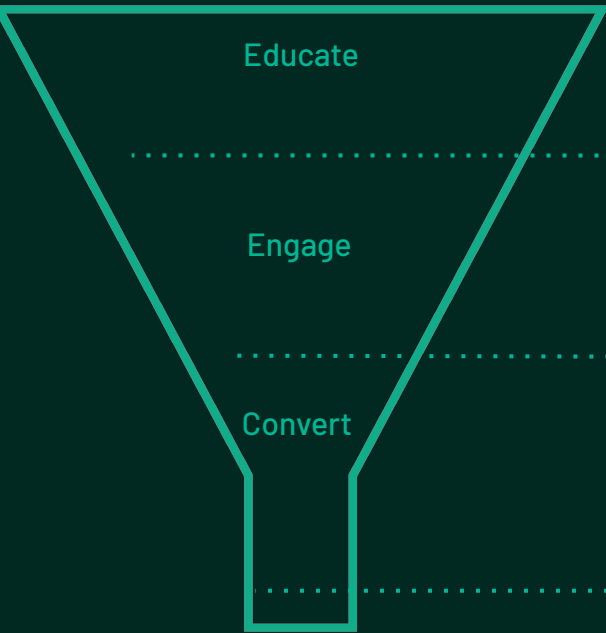
This growth map is specifically tailored to maximize the budget in preparation for the website launch:

- **November - February:** Focus on planning and creating top-of-the-funnel content to build awareness and engage potential customers.
- **March - June: Launch Phase One** targeted advertising to drive education and consideration towards conversion.
- **August: Launch Phase Two** multichannel targeted advertising, capitalizing on **Phase One optimization**.

However, it will take time to fully implement the plan.



Redmond's primary goal is to **become The Basecamp**
for where to sleep, eat, and play in Central Oregon.
Achieving this involves building the right foundation
and utilizing effective tools to attract, nurture, and
convert site visitors into bookings.

	Goals	Channels	KPIs	Stakeholders
	EDUCATE: Make potential travelers aware of Redmond, capturing their interest and inspiring engagement	Paid Advertising (Ads) Search Engine Optimization (SEO) Public Relations (PR) Referrals / Affiliate Marketing / Influencers	Impressions Reach Visits	ATTRACT local businesses and citizens to participate in promoting Redmond: Host a Business Networking Event. Community Meetings. Local Businesses. Personalized Outreach: Meet with business owners to explain the benefits of collaboration. Exclusive Offers: Provide incentives for businesses to participate. Social Media Campaigns: Encourage businesses to share Redmond-related content. Joint Marketing Initiatives: Collaborate on promotional materials and events. Citizens: Social Media Groups: Create Facebook or Nextdoor forums for citizens to share ideas. Volunteer Opportunities: Encourage citizens to participate in events to guide development. Ambassador Program: Appoint citizen ambassadors to promote Redmond. Incentives: Offer rewards for referrals, reviews, or social media shares. Airport: Explore larger presence at Airport
	ENGAGE: Build relationships, foster trust, and encourage conversion by providing personalized, timely interactions across preferred channels.	Website Content. Marketing Automation. Content Amplification: Email, Social Media.	Listing Referrals Visits Time on page Signups Engagement	
	CONVERT: Encourage travelers to book their trip to Redmond, converting interest into action.	Booking referrals Build packages Streamlined Booking Process Compelling Offers Social Proof	Bookings! Customer Satisfaction (CSAT) scores Net Promoter Score (NPS) Customer Retention rates Review and Referral rates	
	DELIGHT: Empower travelers to make the most of their Redmond experience, fostering loyalty and advocacy.	Redmond Guides Local Business Support Community Engagement Personalized Recommendations	Testimonials Subscribe Actions	

Media Strategy Phase 1

March - June



Phase One: Build the Fundamentals.

Goal: Establish a strong foundation by creating an online presence to attract and engage travelers.

1.1. Launch a New Website:

This will be the Hub for all travel information, featuring attraction listings, lodging, restaurants, local culture, and clear calls to action.

1.2. Launch Social Media Channels:

Start with Meta to enhance visibility and engage with a broader audience of potential visitors.

1.3. Launch The Phase One Advertising:

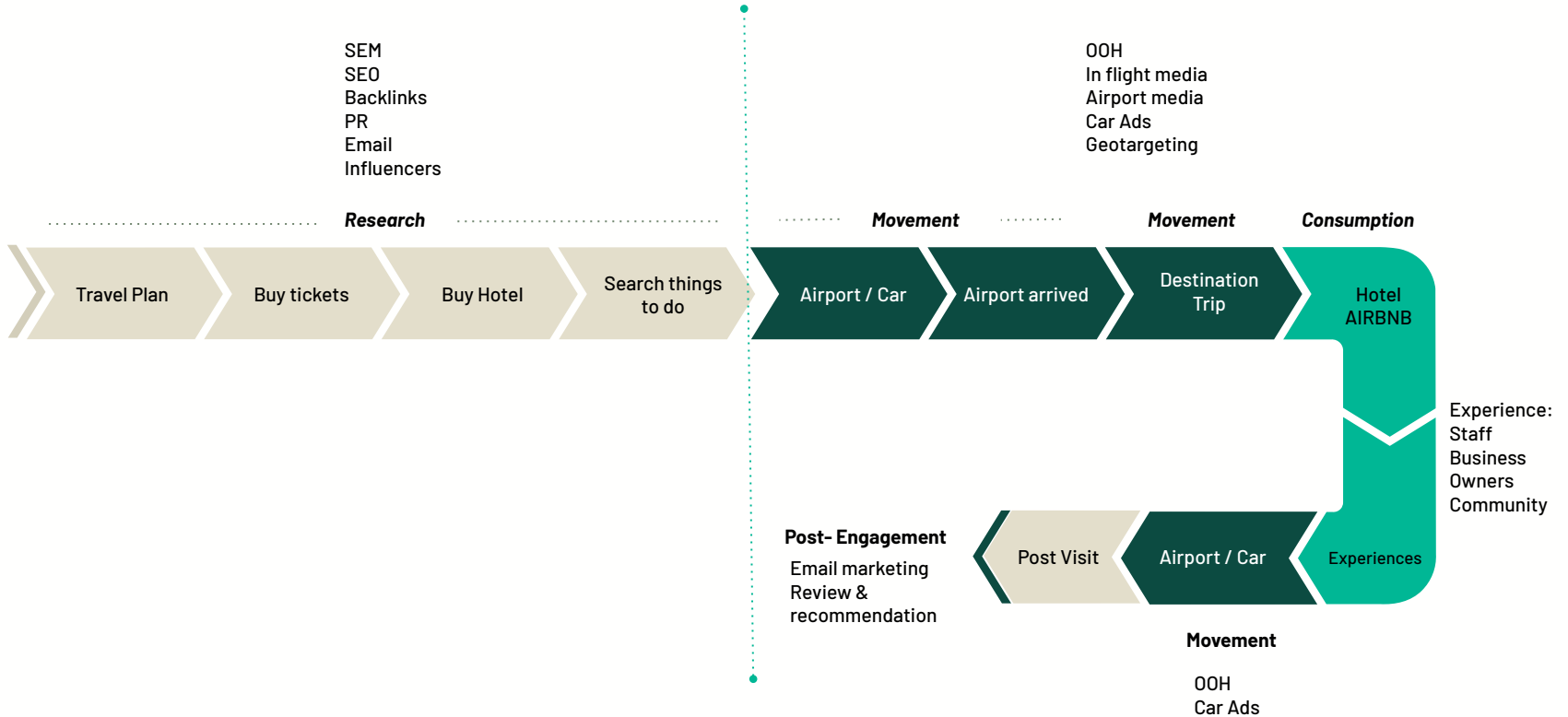
Drive traffic to the new website and social channels to begin telling Redmond's story as the basecamp of Central Oregon.

1.4. Seed Influencers & Affiliate Marketing:

Affiliate marketing is a game-changer for destinations. It bridges the gap between your brand and a vast network of high-performing content creators and influencers. A powerful partnership amplifies your reach, connecting you with targeted audiences.



Traveler Journey

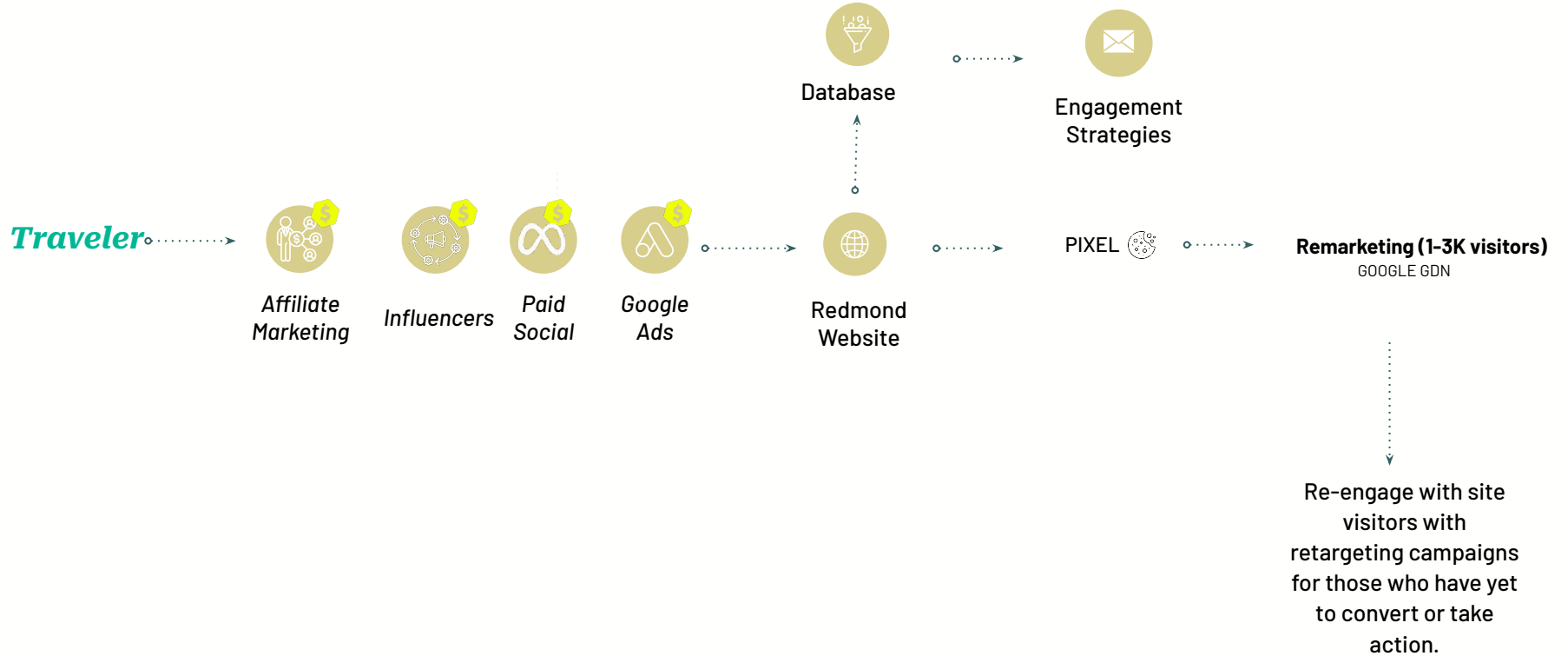


Phase One Channel Strategy

Paid Media
\$100,000

Where	Why	Who	What
Google Ads (SEM) and Display \$25,000	High intent, reach and cost-effective for conversions.	• Seekers • Commuters • Relaxers • Indulgers • Retreaters	• Google Search Ads • Google Display Ads • Youtube Ads • Gmail
SEO \$10,000	Long term growth Where the discovery phase start		• Backlinks to increase site authority and visibility. • Monthly SEO content creation and optimization.
Social Media (Meta) \$15,000	Leverage its reach, especially among mobile users.		• Video Reels Ads • Static Images • Video Carousel ads
Email Marketing \$10,000	It provides a direct and personalized way to engage with visitors who have shown interest.		• Exclusive travel offers • Event updates • Insider tips
Influencer and Affiliate Marketing \$30,000	Influencers bring authenticity and trust, inspiring their followers to engage and explore destinations while amplifying reach across diverse audiences.		• Travel vlogs • Photo stories • Guided tours and reviews • Reels
P.R. \$10,000	PR complements marketing efforts, generating earned media and fostering community engagement.	• Local Government Officials • Media Partners (journalists, Magazine, newspapers, etc.) • Cultural Ambassadors (artists, performers, historians) • Travel Industry Partners (agencies, tour operators, transportation providers, Airlines)	

Traveler Media Flow



Media Forecast Phase 1

Paid Media Budget Allocation

Paid Media

Digital Campaign Forecast CPC

80%

Channel	Budget	Average CPC	Website Visits Forecast	Real Website Visits 80%	CPM	Forecast Impressions
Google Search	\$15,000	\$1.92	7,813	6,250	\$20	750,000
Google Display (Video and Performance Max)	\$10,000	\$0.44	19,944	15,955	\$10	1,000,000
Facebook	\$15,000	\$0.42	10,000	8,000	\$12	1,250,000
Total	40,000		37,757	30,205		3,000,000

Paid Media Flow (4 months)

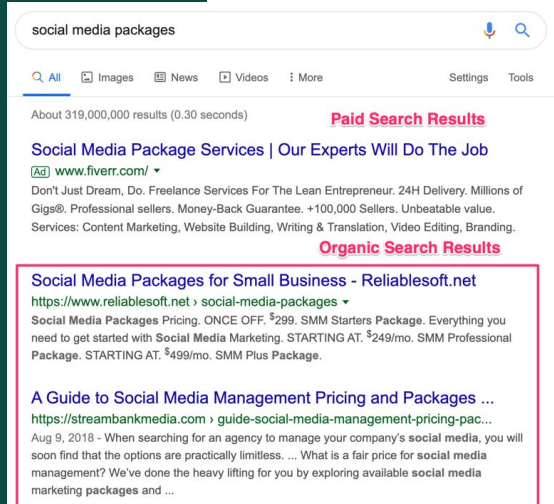
March - June

	MARCH	40%	APRIL	30%	MAY	20%	JUNE	10%
Channel	Budget Allocation 40%	Website Visits Forecast	Budget Allocation 30%	Website Visits Forecast	Budget Allocation 20%	Website Visits Forecast	Budget Allocation 10%	Website Visits Forecast
Google Search	\$6,000	2,500	\$4,500	1,875	\$3,000	1,250	\$1,500	625
Google Display (Video and Performance Max)	\$4,000	6,382	\$3,000	4,787	\$2,000	3,191	\$1,000	1,596
Facebook	\$6,000	3,200	\$4,500	2,400	\$3,000	1,600	\$1,500	800
Total	\$16,000	12,082	\$12,000	9,062	\$8,000	6,041	\$4,000	3,021

Total Budget \$40,000

Total Visits 30,205 CPV: \$1.32

SEO Why



SEO takes **between three and six months** to start showing results.

The Value of SEO and a Content Strategy:

36

Targeted
Keywords

80k

Monthly
Searches

\$2.39

Average
CPC

4k

SEO could
drive 5% - 10%

Relying only on paid ads would cost \$9K per month, highlighting SEO as a cost-effective strategy for driving valuable organic traffic.

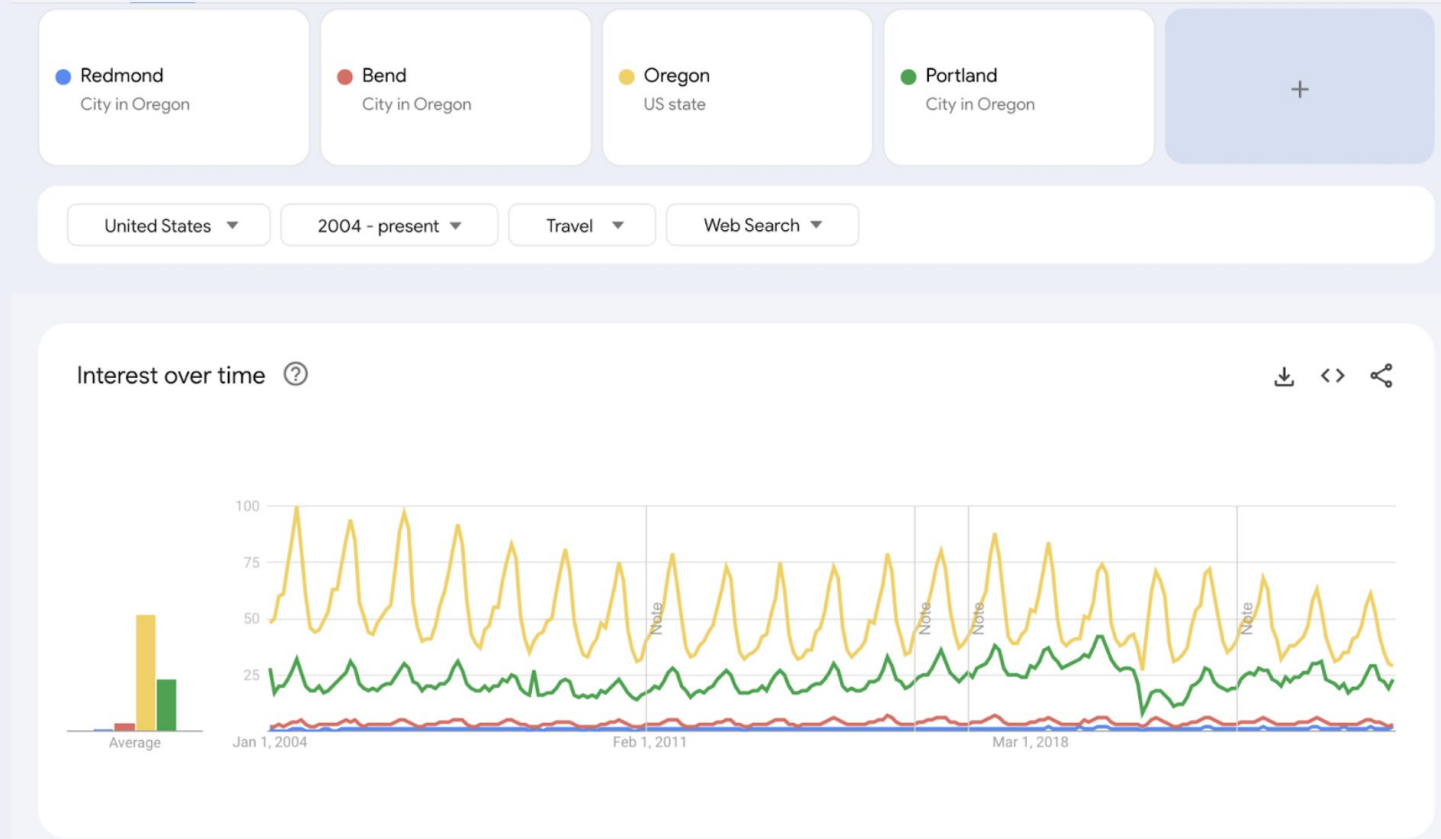
\$9k

SEO

Why SEO

Google Trends

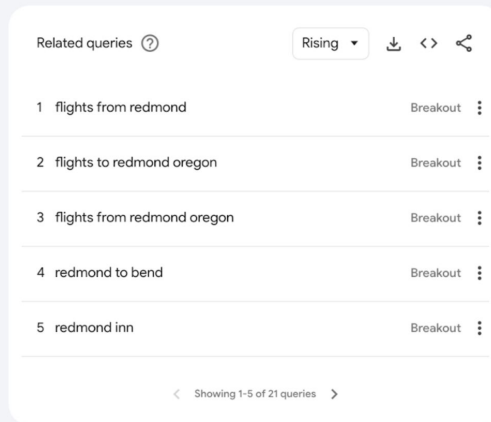
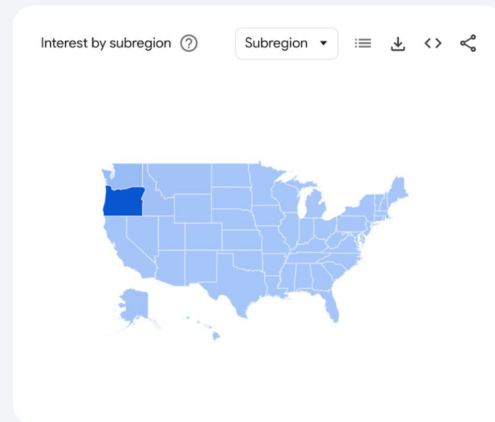
2004-2024



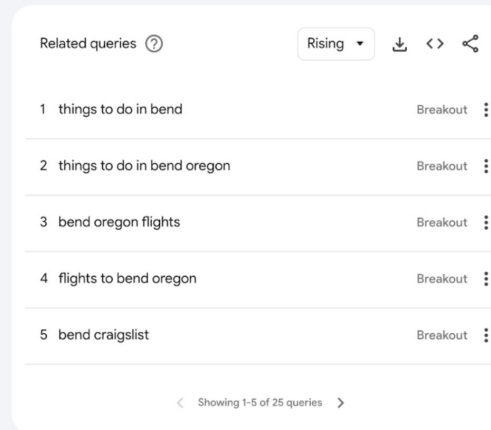
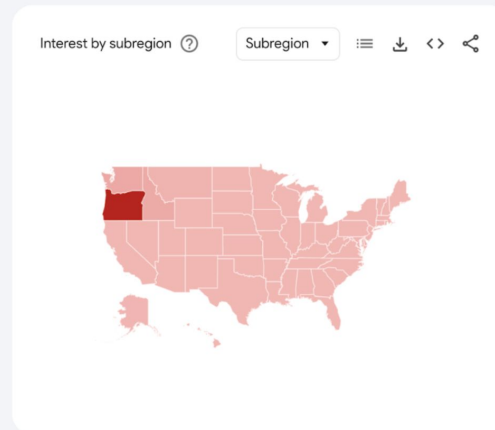
SEO

Google Trends Redmond vs Bend Searches

Redmond



Bend



Affiliate Marketing convert
at **a 46% higher rate**

If your non-affiliate
visitors convert at

2 %

Then your affiliate
visitors convert at

2.92 %

Affiliate Marketing



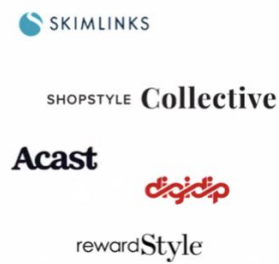
Special Interest



Mainstream Outlets



Subnetworks



Influencers



Media Strategy Phase 2

July - August 2025



Phase Two: Growth

Goal: Continue to Engage and maintain interest among potential visitors through expanded advertising, additional content and communication.

Multi-Channel Approach:

Expand on phase one with additional advertising budget and channels as:

- Tiktok
- Reddit
- Youtube (Vlog)
- Reddit

Content Marketing:

Growth the content calendar across both organic and paid channels. This includes the website, owned social media, and all paid advertising channels.

Optimization:

Continuous learning and reporting will refine the best use of advertising dollars.



Occupancy Alignment

	Month	Goal	KPIs
	Phase One March - May 2025	<u>ATTRACT AND LEARN</u> : Use the initial budget for a focused approach and lessons learned / optimization for the August advertising launch.	Reach Impressions Clicks Visits
	June- July 2025	<u>PHASE TWO PRODUCTION</u> : Produce additional assets for the August advertising launch.	Prepare for August
	Phase Two August - June 2026	<u>CONVERT</u> : Focus on driving donations with compelling calls to action and urgency, particularly after the elections, to capitalize on higher engagement levels.	Reach Impressions Clicks Visits Conversions

Phase Two Channel Strategy

Targeting Strategies

Geofencing
Remarketing
Polygon targeting
Contextual Targeting
Interest Targeting

Where	Why	Who	What
Google Display Digital programmatic (video)	High intent, reach and cost-effective for conversions.	• Seekers • Commuters • Relaxers • Indulgers • Retreaters	• Google Search Ads • Google Display Ads • Youtube Ads
SEO	Long term growth Where the discovery phase start		• Backlinks to increase site authority and visibility • Monthly SEO content creation and optimization
Social Media (Meta, Tiktok, Reddit, Pinterest)	Leverage its reach, especially among mobile users.		• Video Reels Ads • Static Images • Video Carousel ads
Email Marketing	It provides a direct and personalized way to engage with visitors who have shown interest.		• Exclusive travel offers • Event updates • Insider tips
Influencer and Affiliate Marketing	Influencers bring authenticity and trust, inspiring their followers to engage and explore destinations while amplifying reach across diverse audiences.		• Travel vlogs • Photo stories • Guided tours and reviews • Reels
PR	To ensure transparency, measure success, and provide insights for continual improvement.		Month-to-month digital and social media campaign management, with regular performance metrics and optimization reporting.
Outdoor	Ability to offer Bend travelers a better option.		• Outdoor digital advertising for geofencing and remarketing.

Appendix



1.1 Website

Design and Launch a Visitor-Focused Website.

A dedicated travel site allows you to craft the message and experience tailored for your audience (Travelers). Unlike a general tourism website, where information is spread across different sections, a tourism-focused website can dive deep into attractions, local culture, and benefits, offering visitors a streamlined path to explore.

Better Visibility: Optimized for search engines, it increases traffic and conversions by making it easy for travelers to discover Redmond.

Showcase Local Brand: Use videos and stories to highlight Redmond’s unique values and appeal to visitors.

Simplified CTAs: Easy-to-navigate buttons guide travelers quickly to book experiences or connect with local guides.

Targeted Data: Gather insights from site visitors and run retargeting campaigns to convert interest into bookings.

Watson

Design and Develop the minisite
Connect and Tag website for measurement.

Redmond

Buy the domain
Gather content for pages
Approved



1.2 Social Media

Launch a Tourism-Specific Social Media Channel.

Opening social media channels is essential for Redmond Tourism to reduce reliance on paid advertising and foster sustainable engagement. Social media platforms provide organic reach, allowing the tourism department to connect with a wider audience without incurring costs for every impression.

Proposal: Meta, Reddit, and TikTok.

- **Content Type Flexibility:** Meta, Reddit, and TikTok allow for diverse content formats, such as photos, stories, galleries, and engaging videos. This can give potential visitors a better understanding of Redmond's attractions, culture, and experiences.

- **Tailored Engagement:** Each platform has unique engagement tools. For example, TikTok short, creative videos can showcase local attractions in a fun way, while Reddit allows for direct interaction with community members interested in travel. Meta offers targeted ads and community features that can engage potential visitors.
- **Reach a Different Audience:** Each social media platform caters to slightly different demographics and user behaviors. TikTok is particularly popular among younger audiences, while Meta has a broad user base that spans various age groups. Reddit attracts users looking for in-depth discussions and recommendations, making it a great platform for sharing travel tips and experiences

Watson

Design Visual
Connect and Tag website
with each platform pixels.

Redmond

Set Platforms
Get to know the platform
Post

Goal: Enhance Redmond's Online Visibility and Drive Organic Traffic.

By optimizing the website and its content to align with Google's search algorithms, Redmond can achieve higher rankings for relevant keywords, which is crucial for attracting travelers.

This approach should also include creating content for each stage of the travel journey:

Top of the Funnel: At this stage, create educational content to raise awareness, such as blog posts on the benefits of visiting Redmond, guides on local attractions, or tips for first-time visitors.

Middle of the Funnel: Focus on content that nurtures potential visitors who are considering a trip, like detailed itineraries, visitor testimonials, or articles on the best times to explore Redmond's attractions.

Bottom of the Funnel: Target those ready to book by optimizing pages with accommodation options, comprehensive FAQs on planning a visit, and CTAs encouraging travelers to finalize their plans. Ensure easy navigation and make the booking or planning process simple and accessible.

Watson

- Keyword Research
- Search Console Set Up
- Website SEO Optimization
- Create 2 content per funnel stage
- Create 1 content per persona
- Content Optimization

Redmond

- Choose keywords
- Help Developing Content



Create a Tourism Campaign

develop a campaign that ensures your message is consistent across all platforms, providing travelers with a seamless experience. Balancing organic content and paid ads boosts visibility and helps build a strong tourism brand over time. While ads offer quick exposure, organic growth builds trust and reduces long-term ad spending.

Broader Reach: Organic content attracts active travelers, while paid ads target specific audiences more precisely, reaching both active and potential visitors.

Cost-Effectiveness: Organic traffic is free and sustainable, while paid ads provide quick visibility, especially for peak travel seasons.

Credibility & Engagement: Organic content, like traveler testimonials, builds trust, while paid ads extend reach to the right audience.

Targeting: Organic search captures those actively researching Redmond, while paid ads target people who may not have initially considered visiting.

Watson

Design and Produce the content strategy and campaign.
Run campaigns

Redmond

Approved
Organic Posting

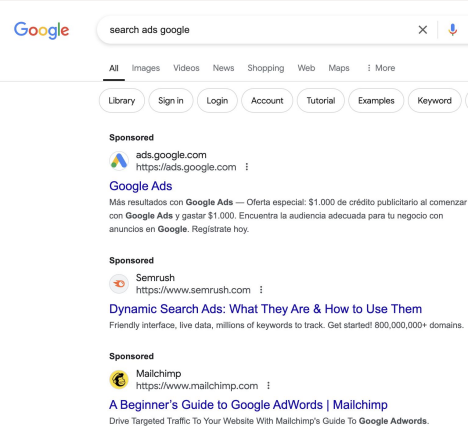
Paid Search, Display

Goal: Drive awareness, consideration, and conversions.

Google is a powerful platform due to its extensive reach, advanced targeting capabilities, and comprehensive suite of tools that cater to every stage of the traveler journey.

Display Ads: Create visually appealing display ads to reach a wider audience, highlighting the benefits of visiting Redmond, such as unique attractions and immersive local experiences.

Search Ads: Run targeted search ads focusing on high-intent keywords like "Redmond travel," "weekend getaway," and "outdoor adventures" to attract individuals actively seeking travel opportunities. This strategy ensures visibility during crucial moments in travelers' planning.



Watson

- Set Platform
- Create Assets
- Run Ads
- Optimize
- Website Tagging

Redmond

- Approve budget
- Approve content

Goal: Drive awareness, consideration, and conversions.

Meta, Reddit, and TikTok are powerful platforms for promoting tourism in Redmond due to their extensive user bases and advanced targeting options.

Meta offers multiple ad formats (video, image, carousel) and campaign objectives (awareness, consideration, conversion), allowing Redmond Tourism to reach a broad and diverse audience with flexible strategies—from showcasing local attractions to driving bookings. Additionally, an organic presence on Meta fosters community engagement and trust, making it a cost-effective long-term strategy.

Reddit allows for targeted engagement in travel and local community subreddits, making it ideal for reaching potential visitors who seek in-depth information and community-driven recommendations.

TikTok provides opportunities to capture attention through creative, short-form videos, perfect for showcasing Redmond’s unique attractions and creating a viral reach among travelers looking for inspiration.

Watson

- Set Platform
- Create Assets
- Run Ads
- Optimize
- Website Tagging

Redmond

- Approve budget
- Approve content



Automated Candidate Nurturing Program

As Redmond Tourism begins its journey in engaging potential visitors, implementing automation can save time and maximize efficiency from the start. Automating communication allows the team to focus on high-value tasks while still keeping visitors informed and engaged..

Automated Email Campaigns: Start with personalized emails to provide timely updates about upcoming events, seasonal attractions, and travel tips. This approach will enhance visitor engagement and build anticipation for future experiences.

Watson

Propose platform and
implement

Redmond

Approved and help combine
effort implementation.