



Marketing Committee  
September 10, 2024, 3 - 4:30 p.m.  
Mt. Hood Room

### **Meeting Notes**

#### **Attending:**

Ryan Debban – Explore Washington Park  
Rebekah Golden – Hoyt Arboretum Friends (HAF)  
Ashley Peters – Portland Japanese Garden (PJG)  
Alli Gannett – World Forestry Center (WFC)  
Carmen Paradise – Travel Portland (TP)  
Meghan McCloskey – EWP  
Alysa Wulf – Oregon Zoo (OZ)

#### **Welcome & Setting the Stage**

The group begins their meeting with a round of introductions. Today's meeting welcomes EWP's new digital marketing specialist, Ryan Debban, as well as a guest speaker from Travel Portland, Carmen Paradise.

Meghan reviews the Washington Park's mission, purpose, and principles to ground the committee in this work.

#### **Travel Portland Partnership Opportunities**

Carmen begins her presentation regarding Travel Portland partnership opportunities. Carmen is the Senior Social Media Manager and while she is a team of one, she manages a team of content creators who focus on video advertising. The content is owned by Travel Portland and is also posted on the content creator's personal page to reach a wider audience. This program is beginning to expand to local creators of individuals in locations who have a direct flight to Portland.

Other Travel Portland media and campaigns includes:

- Video series called the Portlanders, featured on their YouTube channel
- Industry – long form videos featuring summaries of different Portland neighborhoods
- NearMe now App - Real-time location app that shows events, art, restaurants, and more
  - Events are pulled from TP event calendar

Travel Portland is always looking for different events to promote through social media. Carmen can be contacted at any time for both long-term events and collaborative posts.

## Upcoming Events

PJG:

- Moon viewing event next week, which is currently sold out but will still be covered on social media
- Art exhibition “Kintsugi”, beginning at the end of the month and will last through January 27, 2025

WFC:

- Next art exhibit will be held from 11/1 –3/30, 2025, and is called “Following Fire”
- New prototype downstairs in the Discovery Museum to test future exhibits
- Hosting “Science Friday” on October 30 in partnership with OPB
- Free Sunday at the museum in December

OZ:

- Zootoberfest on Sept 27-28, which is a 21+ beer and cider event
- Kids event - Howlaween on October 19, 20, 27, and 28
- Launching BrewLights in November, to kick off ZooLights for the season

Hoyt:

- Leaf peeping at Hoyt, along with national accredited Maple collection guided tours
- Regular classes and workshops such as forest bathing and Taichi
- Fall field trip season

Meghan highlights that Travel Oregon will be in the Park filming for their page. They will feature the Free Shuttle and the Hoyt Arboretum Tai Chi class.

## **2024 Attendance / Ridership**

A discussion behind attendance and trends came up as a topic that the committee members would like to take out of these meetings.

PJG:

- Best year was 2018-2019 and it has been difficult to reach these numbers
- Expecting to be down 2% for 2024 from last year's 400,000 visitors

Hoyt:

- No admission fee, but visitors in the visitor center and interactions are counted
- On track to meet last year's numbers of 40,000 visitors
- At capacity for school field trips

OZ:

- On track to have better attendance numbers towards the beginning of the year
- E-Commerce ticket site was down which led to a decline in attendance

WFC:

- January took a huge hit due to the winter storm - lowering numbers by at least 1,000
- Visitor attendance has been lower compared to last year
- Events are lower than last year, which was the highest year

Meghan opens the room up for discussion for thoughts and concerns regarding these trends.

The Oregon Zoo has concerns behind capturing a wider audience recruiting new members after the pandemic. The new E-Commerce site will launch in February and the team is hopeful this will help with numbers.

Currently, HAF is unsure if they are able to expand considering they are at capacity due to space, as well as a complicated relationship with Portland Parks & Recreation. They are currently in the feasibility phase of a new capital campaign that would work to raise 18 million for a new visitor center, which should give them some direction towards their future.

## **FY25 EWP Advertising Partnerships**

The group begins a discussion behind collaborative advertising. Some suggestions/opportunities include the following:

- PDX airport advertisement
- Educational opportunities for Hoyt
- Cross-promotion of social media
- Pooling money together for a bigger opportunity

What kind of decisions/considerations are needed to make this happen?

- Is this all or nothing? Is \$5,000 the requirement?
- Budget/Capabilities
- How the brand is being represented
- What would bring the most attention to all organizations
- Committed to sharing a message that aligns with vision

Action items:

- Coming up with campaign
- List of what is needed from partners
- Network/roster for content creators, advertisers, press list, and other resources

**EWP Announcements:**

Reservoir construction is happening, which leads to many road closures. EWP is working with Portland Water Bureau and Portland Parks & Recreation to set expectations regarding how to get to the Park. The North end of the Park needs help getting this communicating out and Meghan will provide streamlined messaging to help this effort.

The Washington Park rebrand rollout will occur concurrently with the grand opening to the reservoir. Next committee meeting will be a holiday get together, and then January's meeting will include a focused conversation regarding collaborated communications for new parkwide branding and wayfinding.