



Office of Outreach and Engagement

FINAL DELIVERABLE

Title	Boone Forks Regional Marketing Plan
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UI Department	Tippie College of Business
Course Name	Marketing Institute, Field Immersion Project
Instructor	Peggy Stover
Community Partners	Webster County Conservation, City of Webster City

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Boone Forks

Today's Agenda

- Client Background
- Problem Statement
- Key Findings
- Deliverables
- Feedback

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Population: 36,667



Population: 15,117



Population: 26,652

Activities in the Tri-County Area



ACTIVE

Horseback riding
Motorbike Riding
ATVing (OHV Park:
Off-Highway Vehicles)
Frisbee Golf
Hunting
Golfing
Paddle Boarding

LEISURE

Walking/Jogging*
Hiking*
Biking*
Fishing
Camping*
Tiny home rentals**
Swimming
Canoe rentals
Paddle Boats
Pontoon Rentals
Shooting Ranges

WINTER

Ice Fishing
Cabin rentals*
Skiing
Cross-Country Skiing
Snowshoeing
Sledding
Snowmobiling

Problem Statement

The **lack of awareness** of Boone Fork's recreational activities and conservation initiatives for the Tri-County parks region has lead to a **lack of participation and support** from residents of the surrounding areas.

Our goal is to **increase civilian awareness, participation, and support** from the three counties. We plan to do this by **highlighting the various outdoor activities, educational resources, and recreational areas of Boone Forks** under one cohesive marketing campaign.

Our Goals



Awareness

Participation

Education

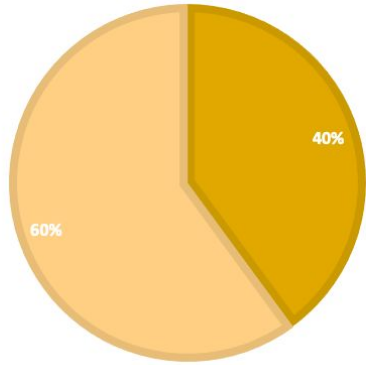
Key Findings

1. Lack of Awareness
2. Intimidation of New Activities
3. Lack of Time
4. Majority of Time is Spent with Family and Friends
5. Desired Platforms for Marketing Materials

Survey Demographics

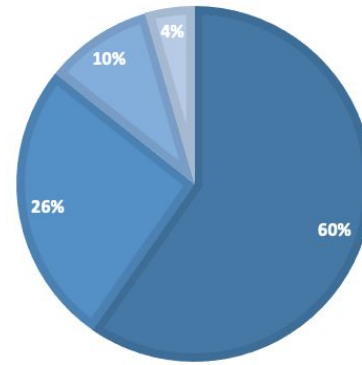
GENDER

Male Female



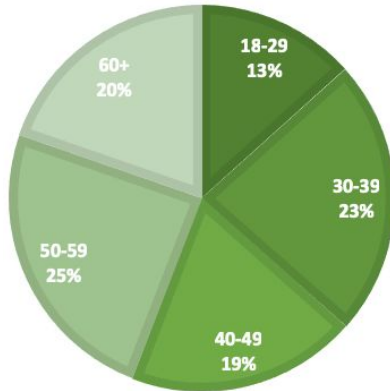
COUNTY OF RESIDENCE

Webster Hamilton Boone Other



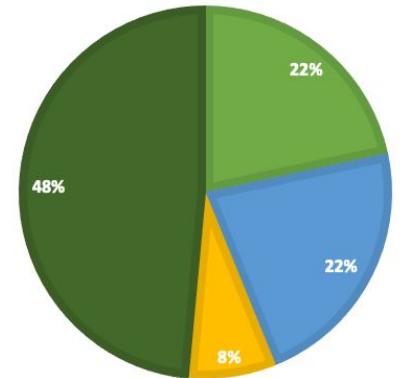
AGE

18-29 30-39 40-49 50-59 60+



CHILDREN

Under 10 11-17 18+ at home None/Out



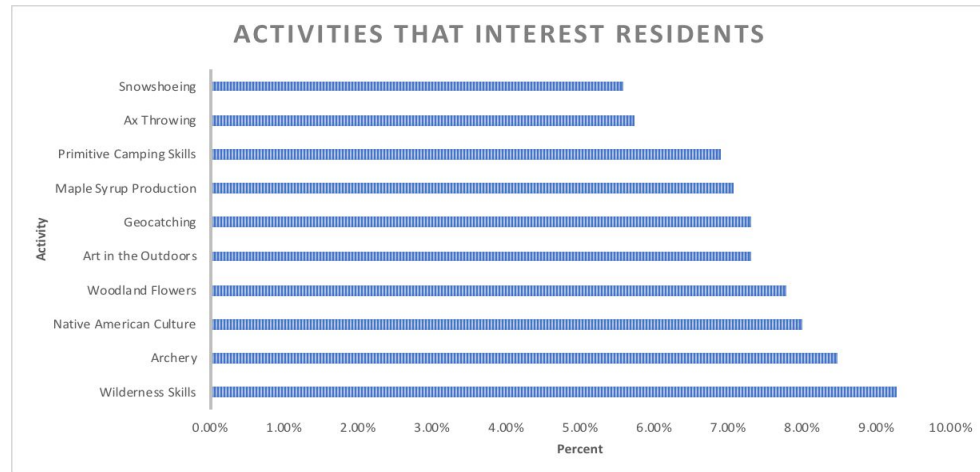
Key Finding 1: Lack of Resident Awareness



- Key Finding: According to our survey data, 79% of residents are not aware of the opportunities for outdoor activities within the 3 counties (311 responses). If aware, 80% would be very likely to visit within the 3 counties
- Implication: Residents are unaware of the activities in their area, leading to a lack of participation from the residents.
- Recommendation: Boone Forks should utilize appropriate channels catered towards the customers to generate awareness about the activities in the tri-county area.

Key Finding 2: Intimidation of New Activities

- Key Finding: Respondents are 70% more likely to participate in learning a new activity if they get hands on instructions on how to do it (out of 314; Q25).
- Implication: Respondents are intimidated by activities of which they are inexperienced.
- Recommendation: Boone Forks should offer beginner courses in recreational activities as well as structured itineraries for user convenience.



Key Finding 3: Lack of Time to Participate

- Key Finding: The most significant deterring factor in participation is a lack of time (177/311 people agreed).
- Implication: Respondents do not feel they have the appropriate time to travel to and participate in activities in the tri-county area.
- Recommendation: Emphasize the close proximity of activities from their home county. Depict activities that are less time-consuming or can be done on the weekends. Develop time estimates for each activity (ex. Boone Forks Trail, 45 min)



Key Finding 4: Majority of Time Spend with Family and Friends

- Key Finding: When asked, “How do you spend your time?” 304 of 311 respondents answered “With family and friends”
- Implication: Regardless of what they are doing, residents enjoy spending time with their family and friends.
- Recommendation: In the marketing deliverables, Boone Forks should emphasize activities that can be done with a group and with younger children, as well as group packages the region offers.

Key Finding 5: Desired Platforms for Marketing Materials

- Key Finding: 90% of respondents would utilize a website with all tri-county parks information available on it (289/311).
- Implication: Residents are looking for an easier way to access all of the information about the tri-county parks.
- Recommendation: The Boone Forks website should be an entirely comprehensive resource for users to find everything regarding activities in the area. The website should be supplemented with proper channels such as brochures for tourists to take home, and a Facebook page where Boone Forks administration can easily organize events and announcements.

Deliverables

- Logo
- Tagline
- Website
- Pamphlet
- Facebook Example Page

Website