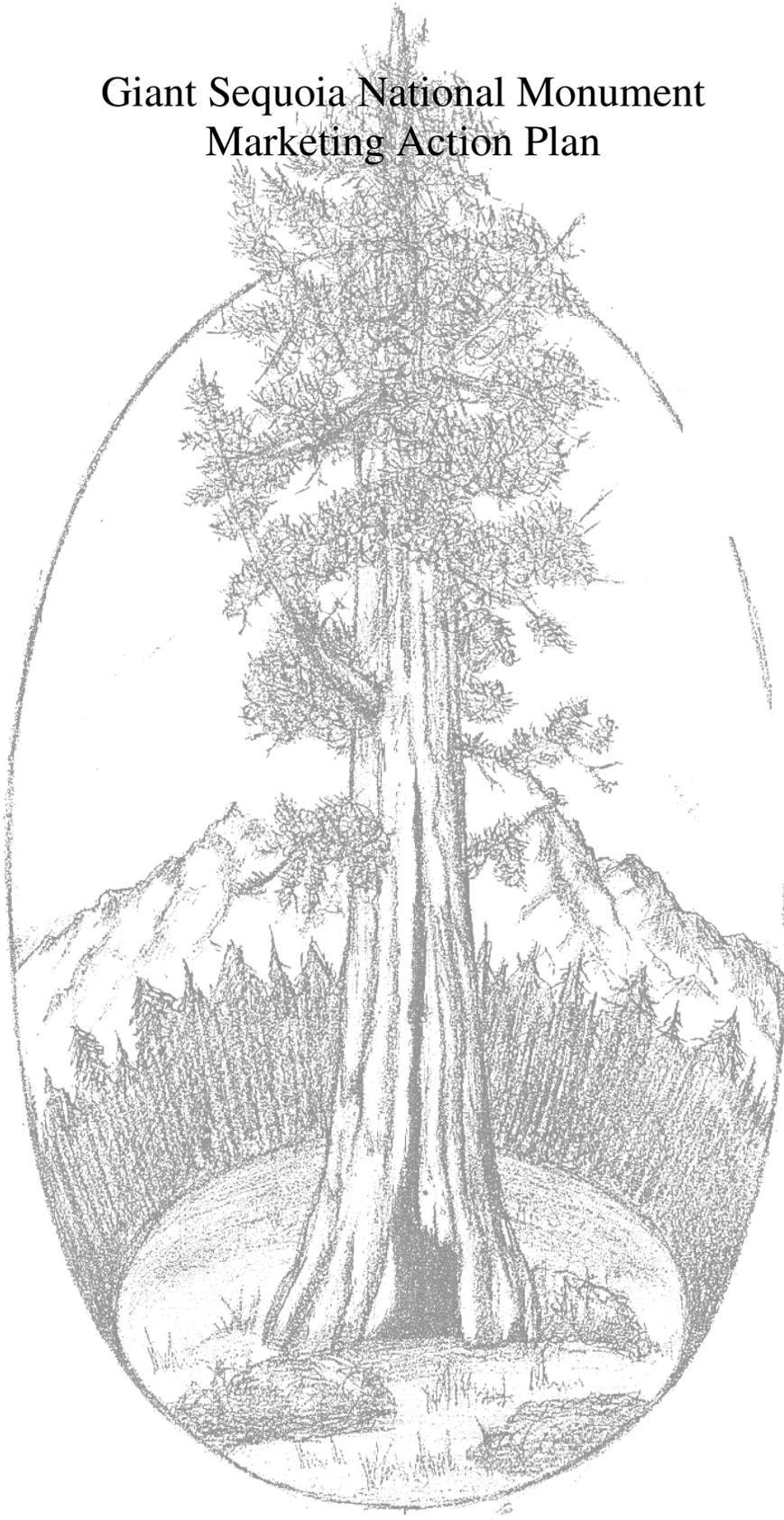


Giant Sequoia National Monument Marketing Action Plan



April 28, 2008

Background

The Forest Supervisor, Tina Terrell, issued direction for the monument marketing portion of her Blueprint for Change initiative in February 2008. She requested that a team develop a plan of action for marketing the monument, including showcasing the monument internally and externally. This action plan needs to address the following goals:

1. Monument name recognition
2. Showcasing the Monument by signing (theme, color scheme, and image)
3. A new Visitor's Map
4. Development of marketing materials with Three Forests Interpretive Assoc. (3FIA)
5. Development of new marketing image through 3FIA
6. Improve customer service regarding opportunities in monument

This action plan discusses each of these items and relevant background information as well. At the end of each section are recommended actions, with an overall summary at the end of the document. The summary of actions includes tentative timelines to accomplish specific tasks.

Monument Name Recognition

John, Priscilla, and Danny brought the group up-to-date on some things already in progress. The rangers and Tina had discussed whether to rename the ranger districts into monument areas. They found that other areas where monuments were subsets of districts, the district names were retained. In areas where the monument encompassed entire districts, then the district names were changed to reflect the monument designation. Priscilla and Tina agreed to change the name of Tule River and Hot Springs Ranger Districts into the Western Divide Ranger District as the two districts have been consolidated and portions are outside of Giant Sequoia National Monument. Approximately 1/3 of the Hume Lake Ranger District is also outside of the Giant Sequoia National Monument, and there is a lot of public recognition of the Hume Lake name. As a result John and Tina agreed to retain the current name.

The group then discussed the existing logo for the Giant Sequoia National Monument that resulted from a public contest in 2000. Danny provided a copy of the original drawing of Boole Tree and the modified version that is used for the GSNM pins and patches sold by 3FIA at our offices. John and Priscilla agreed that the existing logo will be kept and used in both the original and modified form for monument marketing.

This led to discussion on better marketing what we already have. Danny mentioned the need for a hang tag for the monument pins, similar to those for the wilderness pins. Marianne will write up a description for the GSNM pin hang tag, with the intent to be useable for other items using the monument logo as well. Danny then showed the group

a new poster about giant sequoias that 3FIA has produced in partnership with the Forest Service, PSW, PNW and USGS. The back of the poster includes educational information about sequoia ecosystems as well. He will have them ready for sale by late spring or summer 2008 at our offices and other outlets. John suggested using and selling it at the science symposium for the southern sierra ecosystems scheduled for fall 2008.

Actions to Improve Monument Name Recognition

- Complete process to change name of Tule River and Hot Springs Districts to Western Divide Ranger District
- Use existing GSNM design and modified version for monument correspondence, and merchandise
- Better market GSNM merchandise by adding information card/tag with brief description of monument
- Invite 3FIA to sell sequoia poster and other educational materials at science symposium
- Produce forest visitor guide, the Sequoia Traveler, to replace the GSNM Guide

Showcase the Monument through Signing

The group discussed various signing options. John explained that some monument locations have a completely different sign formats and color schemes than that of the standard Forest Service sign plan. The group also agreed that full replacement of existing signs may be cost prohibitive at this time. Priscilla suggested a color scheme of “redwood” brown and greens, which the group agreed with. Denise suggested trying to modify the existing signs if possible and then a full replacement when they have deteriorated. The group agreed to some form of the GSNM logo to use. Marianne recommended the version used for the pins be used as a template. If possible a carved and painted “Boole Tree” could be attached to the existing GSNM signs on Highway 180, 245, 190 and others. Danny was interested in helping come up with the tree design that the Forest Service would have to send through its internal approval process.

Actions to Showcase Monument through Signage

- Design modification to existing GSNM signs using official monument logo (Boole Tree)
- Develop color scheme that meets accessibility standards
- Develop review schedule for approval of new sign design
- Develop implementation schedule for modification/installation of GSNM specific signs

New Visitor’s Map

John explained that Tina wants a map specific to the Giant Sequoia National Monument. Danny brought up the maps he’s been working with National Geographic on for wilderness areas. Marianne brought in an example of the Trails map for Sequoia and Kings Canyon National Parks which they just produced with National Geographic. The group agreed this is a preferred style, with topographic features, waterproof and tear resistant. Danny offered to pursue creating this map with his existing contact. Both Cherie Klein and Heidi Hosler worked with the National Geographic staff to provide

accurate information on Forest Service areas surrounding Sequoia and Kings Canyon National Parks, so a portion of the features should already be in National Geographic's files.

Actions to Produce New Monument-specific Map

- 3FIA and Forest Service GIS personnel work with National Geographic to produce GSNM map
- Develop map as a sales product through 3FIA

Develop Marketing Materials with 3FIA

The group discussed a number of items that can be developed and sold to market the monument. Danny agreed to pursue polo shirts and caps with an embroidered monument logo, coffee mugs, sticky note pads with the logo and a catchy saying like "Monumental Notes," and the visitor map discussed above.

The forest internal website has a calendar of events where the monument is or can be marketed. Denise will work with John and Priscilla to update the information since most of the dates were for last year. The public events will be made available on the internet site as well.

There are also a number of existing draft materials that could be finished that would help market the monument. Denise and Marianne have lists of these they can bring to the next meeting. These include virtual driving tours of the Kings Canyon Scenic Byway and Western Divide Highway; the giant sequoia website which includes descriptions of each grove, what recreation opportunities they offer and how to get there; and the adopt-a-grove program Mary Chislock had drafted.

Marianne brought up the opportunity to use donation boxes in the reception areas of our offices. She explained the research she did in the late 1990s that confirmed the Forest Service can collect donations as an agency, and through their interpretive partners. Danny explained what the Stanislaus does which includes donation boxes and fees for interpretive programs. He said they average \$8,000 in donations each year. John and Priscilla asked Marianne to confirm whether there have been any changes to the authorities regarding donations. If not, they will pursue approval with Tina to put donation boxes in the reception areas of all the Forest offices.

Actions to Develop Monument Marketing Materials with 3FIA

- Ensure all GSNM merchandise includes information tag/card regarding monument
- Design and produce embroidered polo shirts and caps with GSNM logo
- Design coffee mugs
- Design note pads with catchy sayings such as "Monumental Notes"
- Update forest intranet calendar with events in the monument
- Post a calendar of public events in the monument to the forest internet website
- Add Recreation Opportunity Guides regarding monument to forest internet site
- Review existing materials in draft form to carry forward, and set timeline for implementation (i.e. adopt-a-grove program, and virtual grove tour, scenic drives, etc.)

- Approve and install donation boxes at all forest offices to raise funds through 3FIA

Develop New Marketing Image through 3FIA

Danny brought up the need to provide the front desk/receptionist staff with customer service training again. Marianne suggested that this training include the immediate supervisors and/or persons responsible for the reception areas of the offices. John suggested that 3FIA plan to go to each office to hold the training, instead of having them come to a central location. The time a central location was tried a number of people couldn't "break away" from their front desk duties or had to leave early due to travel time.

This led to discussion about the state of the reception areas and need to improve marketing of the 3FIA merchandise. Marianne suggested that 3FIA provide an interior designer or other marketing specialist to review and recommend changes to the reception areas of the offices. Her reasoning is that in some offices there are a number of people involved that have different opinions and goals. None of us have the expertise or authority to make these marketing decisions that the other staff will agree to without some outside help.

Danny suggested providing a special display area which changes with the seasons or special events, such as the forest centennial. John briefly discussed what is being planned for the forest centennial celebration so far. He brought up the plan to celebrate the Hume Dam construction (1908-1909) centennial along with the forest centennial. By June 2009 the plan is to have the dam's nomination as a historic place or landmark completed, and a coffee table book about the dam construction done as well. Priscilla said that they would be having an open house and ribbon-cutting event July 3, for the Centennial announcing the new Western Divide Ranger District name (assuming that we will have Regional Forester's approval by that time).

Actions to Improve Monument Name Recognition

- 3FIA develop and present Forest Marketing Workshop
- Review and redesign reception areas of offices to better market 3FIA products and therefore the forest/monument
- Design and provide temporary displays in reception areas combining merchandise and seasonal/special events (i.e. flower guides with spring display, history books with centennial display, etc.)

Summary

The forest has a number of activities underway, and several more actions planned in the short and long-term to better market the Giant Sequoia National Monument. The following table includes a tentative timeline for a number of the tasks:

Task	Marketing Goal (1-5)	Accomplishment Date
Complete process to change name of Tule River and Hot	1	June 2008

Springs Districts to Western Divide Ranger District		
Complete Sequoia Traveler, forest visitor guide	1, 4, 6	May 2008
Use existing GSNM design and modified version for monument correspondence, and merchandise	1-5	December 2008
Better market GSNM merchandise by adding information card/tag with brief description of monument	1, 4, 5	Completed May 2008
Invite 3FIA to sell sequoia poster and other educational materials at science symposium	1, 4, 5, 6	September 2008
Design modification to existing GSNM signs using official monument logo (Boole Tree)	1, 2, 5	December 2008
Develop color scheme that meets accessibility standards	1, 2, 5	December 2008
Develop review schedule for approval of new sign design	1, 2	January 2009
Develop implementation schedule for modification/installation of GSNM specific signs	1, 2	March 2009
3FIA and Forest Service GIS personnel work with National Geographic to produce GSNM map	1, 3, 4, 6	May 2009
Develop map as a sales product through 3FIA	1, 3, 4, 6	September 2009
Design and produce embroidered polo shirts and caps with GSNM logo	1, 4, 5	Completed May 2008
Design coffee mugs	1, 4, 5	October 2008
Design note pads with catchy sayings such as "Monumental Notes"	1, 4, 5	August 2008
Update forest intranet and internet calendar with events in the monument	1, 5, 6	Quarterly
Add Recreation Opportunity Guides regarding monument to forest internet site	1, 5, 6	July 2008
Design GSNM "rack card" for hotels, etc.	1, 5, 6	April 2009
Review existing materials in draft form to carry forward, and set timeline for implementation (i.e. adopt-a-grove program, and virtual grove tour, scenic drives, etc.)	1, 4, 5, 6	October 2008
Approve and install donation boxes at all forest offices to raise funds through 3FIA	4, 5	June 2008
3FIA develop and present Forest Marketing Workshop	1, 5, 6	June 2008
Review and redesign reception areas of offices to better market 3FIA products and therefore the forest/monument	1, 4, 5, 6	September 2008
Design and provide temporary displays in reception areas combining merchandise and seasonal/special events (i.e. flower guides with spring display, history books with centennial display, etc.)	1, 4, 5, 6	Quarterly or more often as appropriate
Forest Visitor Guide updates	1, 4, 6	Annually

Marketing team members: John Exline, Hume Lake District Ranger; Priscilla Summers, Tule River/Hot Springs District Ranger; Denise Alonzo, Monument Public Affairs Officer; Marianne Emmendorfer, Hume Lake District Planner; and Danny Jones, Executive Secretary of Three Forests Interpretive Association (3FIA)