

Monumental Outlook Over The Horizon  
(What's Happening on the Sequoia National Forest/Giant Sequoia National  
Monument)  
December 2008

Hello Sequoia National Forest/Giant Sequoia National Monument Stakeholders!

Over the past year, the Sequoia National Forest has embarked on a new initiative to market the Giant Sequoia National Monument. When the monument was established by Presidential Proclamation in 2000, there was a push from elected officials and the public that the Monument should be marketed and promoted. Many people were interested in how this would occur. Some people wanted to know how would the Forest work with local communities to market tourism to visit giant sequoia groves.

Marketing in many places in the government is thought of as a nice buzz word, but what does it mean? Well, to market something means to develop a sustained effort to establish a positive public image about something you provide. What do we provide: a unique environmental, historical, cultural, and geographical overview into the ecology of giant sequoias and the landscape on which these trees grow. The Monument is a unique area as it has been impacted by humans who live and recreate on these natural settings for hundreds of years.

Many people in the community have general knowledge about the giant sequoia trees and the Monument. Whether you've lived here your whole life or just moved here, there are many untold stories and local histories only a few people know. To better market the Monument to the public we serve we will focus on promoting the features including the giant sequoia trees, and the benefits of the recreational opportunities offered to all.

Earlier this year, the Forest signed two agreements with the Porterville Chamber of Commerce and the Springville Chamber of Commerce to work with these communities to market and promote the Monument. We also worked with our partner, Three Forest Interpretive Association (3FIA), to develop new polo shirts and a patch using the monument logo. This logo depicts Boole Tree, the largest sequoia on National Forest System lands. These items are for sale at our offices, with a portion of the proceeds going toward educational and interpretative opportunities in the Monument. These marketing products are just one way we want to showcase what the Monument stands for and how we are working with others to promote these unique trees. Some of our other marketing accomplishments in 2008 include:

- showcasing the Monument by drafting a marketing strategy focusing on improved name recognition, signage (having a theme, color scheme, and image), and specific products;
- giving additional name recognition to the monument on our website, in our news releases, in monthly op-ed articles, and at public meetings;
- providing more information at our customer service desks regarding opportunities to recreate in the Monument;

- redesigned the Monument visitor guide into the “Sequoia Traveler.”

What additional marketing aspects are we looking at to promote the Monument? The Forest is already planning a number of items for 2009. These include:

- development of a new Monument-specific Visitor’s Map with updated information about access to groves and other objects of interest;
- development of more Monument-specific educational/marketing materials with Three Forests Interpretative Association to be sold at our offices;
- development of a new “Where Are The Giants” display at our office located on South Newcomb Street to give our visitors specific information regarding the closest giant sequoia groves they can visit;
- adding additional information at our kiosks in key locations around the monument (California Hot Springs, Kernville, and Western Divide Highway);
- posting a calendar of events in the monument on the forest website;
- updating the Recreation Opportunity Guides;

We are also beginning to develop a new sign design for the Giant Sequoia National Monument, and other projects to continue marketing the Monument in 2010 and beyond.

The Sequoia National Forest is interested in what you think. Give us your suggestions for how we can market your national forest and monument better. Thanks to those who already have offered suggestions for how we can work with the community to market this national treasure.

Happy Holidays everyone and thank you for a remarkable year.