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| Fort Worth Nature Center & Refuge Campaign |
| Spring 2015 |
| Montana Ford |

# **Section 1: Overview/ Situation Analysis/Research**

* The Fort Worth Nature Center & Refuge aims to raise its attendance and increase the diversity of park visitors. This namely includes participants in the annual Buffalo Boogie 5k.
* **Strengths** - The Nature Center is a unique attraction, combining hiking trails, wildlife exhibits, and three natural ecosystems living closely together. With over 3,000 acres of land and 20 miles of hiking trails, the Nature Center has something for everyone.
* **Weaknesses** - There is little to no advertising for the center. It is called a "hidden jewel" because very few people have heard about it. It also offers very little in pull-factors to bring repeat business.
* **Opportunities** - The Nature Center has the opportunity to fill in a unique niche in the market. Because of its status as a combination of several elements, it can appeal to a wide audience, with the right programming. It also has the opportunity to separate itself from other similar parks and centers in DFW, due to its metro location and low entrance prices.
* **Threats** - Threats to progress include the stereotype that hiking trails and nature refuges are only for fitness nuts and outdoorsy people, the lack of general knowledge about the nature center and the lack of a desire for contact with nature.
* **Competition** -
  + Fossil Rim Wildlife Center - Fossil Rim is a drive-through safari park in Glen Rose, Texas which allows guests to get up, close and personal with the animals. Guests can feed the animals and interact at their own pace.
  + Natural Bridge Wildlife Ranch - Natural Bridge is a drive-through safari park in New Braunfels, Texas which allows guests to interact with the animals both in the safari and in a petting zoo exhibit.
  + Sharkarosa Wildlife Park - Sharkarosa is a wildlife park with several enclosures which allow guests to interact directly with the animals. Sharkarosa also has a petting zoo.
  + Fort Worth Zoo/Dallas Zoo - The Fort Worth and Dallas zoos offer a huge variety of animals and exhibits. They are well-known and popular with families.
  + Rogers Wildlife Center - Rogers Wildlife Center is a wildlife rescue center in Hutchins, Texas. Guests can walk through large flight cages and interact with 200+ species of birds.

## **Section 2: Program Goals & Objectives**

* **Goals** -
  + To increase attendance at the park
  + To grow diversity of attendees
  + To spread awareness of the center
* **Objectives** -
  + Increase center attendance by 10% by January 2016
  + Increase attendee diversity by 20% by January 2016
  + Increase awareness of the center by 10% by January 2016

## **Section 3: Key Target Publics**

* **Families** -
  + Families with children who are interested in nature
  + Families who are interested in getting fit together
  + Families from out-of-state
* **Diverse communities** -
  + LGBT+ community - the LGBT+ community is a mostly untapped market in Texas, despite how tightly-knit and influential it is.
  + Hispanic community - the Hispanic community is the fastest growing ethnic group in Texas.
  + Religious communities, such as Muslim communities, Buddhist communities, Hindu communities, etc. - religious communities offer a broad, diverse audience to speak to.

## **Section 4: Strategies**

* Spread word about the center via social media, traditional media, and word-of-mouth.
* Increase interest in diverse communities and draw on minority groups to bring guests to the center.

## **Section 5: Key Messages**

* **General** -
  + The Fort Worth Nature Center & Refuge is a great place to get in touch with nature.
  + The Nature Center provides necessary care and habitat to native Texas flora and fauna.
  + The Nature Center is centrally located and easy to get to from any location in the metroplex.
* **Families** -
  + The Fort Worth Nature Center & Refuge is a safe, fun place to take children.
  + The Nature Center is a great place to spend outdoor time with your kids.
  + The Nature Center educates children about Texas wildlife and habitats.
  + Out-of-State Families - The Nature Center is a great place to stop during a road trip.
* **Diverse Communities** -
  + LGBT+ Community - The Nature Center is a safe, LGBT+ inclusive environment.
  + Hispanic Community - The Nature Center is a great place to celebrate holidays with the whole family and experience nature.
  + Religious Communities - The Nature Center is a perfect venue for ceremonies, educational faith trips and children's church/temple/mosque group field trips.

## **Section 6: Tactics**

* Objective 1 - Increase attendance
  + Offer specials based on holidays such as Mother's Day and Father's Day (families)
  + Add more attractions, i.e. Breakfast with the Buffalo, where visitors can have a morning meal near the buffalo enclosure while the buffalo are fed nearby
  + Provide discounts through Groupon or other event-discount sites
  + Update website to make it more appealing to guests
  + Post more regularly on social media such as Facebook and Twitter to promote events and discount specials
* Objective 2 - Increase diversity
  + Advertise in diverse neighborhoods and places of worship around DFW
  + Partner with local chapters of minority organizations, i.e. LULAC, NAACP, HWNT (Hispanic Women's Network of Texas), to offer free tickets, discount tickets, etc.
  + Partner with local churches, mosques and temples to offer discount tickets and informational pamphlets about the center
  + Hold specials for members of minority and LGBT community organizations, such as those mentioned above.
  + Partner with Rainbow Ranch, a local LGBT-run campground to offer specials
* Objective 3 - Increase awareness
  + Purchase radio space on local Spanish-speaking radio stations, such as 107.5 FM (KMVK), 94.1 FM (KLNO) and 102.5 FM (KTNO)
  + Purchase radio space on local family-friendly radio stations, such as 98.7 FM (KLUV), 94.9 FM (KLTY) and 103.7 FM (KVIL)
  + Distribute news releases to the Fort Worth Star Telegram and the Dallas Morning News to gain media impressions

## **Section 7: Execution**

* Flyers and pamphlets would be beneficial as visuals to hand out at minority organization events.
* An update to the website, Facebook and Twitter page would draw more visitors and increase interest in visiting.

## **Section 8: Evaluation**

* The success of the campaign will be evaluated in three ways:
  + Objective 1 - Increase attendance by 10% by 2016: This will be evaluated by tracking the rate of attendance from the start of the campaign to the end of 2015.
  + Objective 2 - Increase diversity by 20% by 2016: This objective will be evaluated by using surveys at the end of each visitor's time in the center. Incentives such as free tickets, discounts on classes and events, and other discounts could be used to encourage guests to take the surveys.
  + Objective 3 - Increase awareness by 10% by 2016: This objective will be evaluated using questionnaires in the local community. The first questionnaire will be sent out prior to the campaign, the second will be sent out following the campaign in January 2016. This objective will also be evaluated based on the number of media impressions that are gained during the campaign.

## **Section 9: Conclusion/Rationale**

* Diverse organizations - The tactics reaching into minority and LGBT organizations are a great way to gain both awareness and diversity, as recommendations from community members are valuable, especially going through opinion leaders such as the leaders of those organizations.
* Reaching out to radio stations - Specialized radio stations are a great way to reach the target audiences, due to the huge variety of stations and content.