

“Discover the Secrets” Outreach Guide

May, 2011 Gorge Arts & Culture Discovery Month will be the first major promotion for Columbia Gorge Arts and Culture Alliance (CGACA). It features a large and growing list of arts, culture and heritage events being separately organized by our alliance partners, including: Gorge Artists Open Studios Tour, Columbia Gorge Fiddle Contest, Running Fruit Ladders Art Installation, Third Annual River Peoples Cultural Exchange, and many others. As a result we expect a large number of visitors to the Gorge throughout the month of May, which will also have a significant positive business impact during this important shoulder period. We want to prepare and encourage local Guest Services establishments to be able to share information about this event with their visitors and guests.

Our advertising theme for this month is “Discover the Secrets of the Gorge”. We feel this theme will have a strong appeal with the public and is easily understood and appreciated by every Gorge resident and visitor. Everyone in the Gorge has personal “secret” things and places that they wouldn’t mind sharing with visitors. We want to provide an additional trove of arts, culture and heritage “secrets” and materials to share with visitors and guests. This can be a Win-Win-Win, for visitors, for local businesses, and for our CGACA events.

To help prepare Guest Services staff we are evaluating, and will offer for free, a number of advertising materials and training to provide accurate and helpful information to visitors and guests. Several of these will be appropriate for use well beyond the end of our Discovery Month. CGACA is committed to minimizing the impact on your operations while maximizing the effectiveness of guest interactions. Please use the Advertising Collateral Record Sheet below to let us know which and how many of the following are most appropriate for use in your establishment?

- *“What’s My Secret” buttons for staff to encourage interactions with guests.*
- *Rack- and/or bookmark-size information sheets for front desks, information racks, or as inserts for table bills or room information packets.*
- *Table tent information cards for tables, rooms, front desk, etc. These will be updated weekly.*
- *Origami-like multi-fold information sheets that progressively open up with “secrets” information and a map to the CGACA events.*
- *“Discover the Secrets of the Gorge” posters for public areas.*
- *Tabloid-style newspaper inserts promoting the event.*
- *Free distribution ‘Arts Connects’ magazines featuring Discovery Month events*
- *Logo window clings identifying “Discover the Secrets” supporters and information sources.*
- *Decals and bumper stickers for staff and guests.*
- *A “Secrets” binder with additional supporting information, suggestions and ideas.*

We plan to begin distributing these free materials by mid-April.

- *We will review the materials thoroughly with managers who prefer to train their own staff.*
- *We will also be happy to arrange and conduct a brief training session with staff.*

We need to know who is willing/interested to work with us to make this event a huge success for Gorge businesses. Please use the following Contact Record Sheet to let us know how we can help you. Especially note if you will:

- *Be interested in participating in our planned advertising: news insert, magazine, radio?*
- *Offer discounts or specials in conjunction with this event that we can include in our advertising?*

Columbia Gorge Arts and Culture Alliance (CGACA) is an alliance of organizations and individuals representing arts, culture and heritage interests in the Gorge, including: Maryhill Museum, Columbia Center for the Arts, the Columbia Gorge Discovery Center, the Columbia Gorge Interpretive Center Museum and well over 60 others from throughout the Gorge. We share our resources and talents toward a goal of making the Gorge a widely recognized destination location for the arts, culture and heritage.

Advertising Collateral Record Sheet

Establishment:		
Address:		
Contact:	Email:	Phone:
Number	Materials we will supply: Item	Notes
	Staff buttons	
	Rack-size information cards/pamphlets	
	Bookmark-size information cards	
	Table-tent information cards	
	Multi-fold "secrets" information sheets	
	Posters	
	Logo window clings	
	Decals	
	Bumper stickers	
	Information binder	
	Interested in advertising in our newspaper inserts bi-monthly Arts Connects magazine, others?	
	Other suggestions(?):	

Please forward this information to CGACA at Info@ColumbiaGorgeArtsAndCulture.com so we can better track responses and avoid duplicate efforts.