Explore Troutdale Communication Strategies

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J454 Public Relations Campaigns

UNIVERSITY OF OREGON · THE CITY OF TROUTDALE OREGON · SCI Sustainable Cities Institute · SCYP Sustainable City Year Program

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Acknowledgments

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

About City of Troutdale

Troutdale is a dynamic suburban community in Multnomah County, situated on the eastern edge of the Portland metropolitan region and the western edge of the Columbia River Gorge. Settled in the late 1800s and incorporated in 1907, this "Gateway to the Gorge" is approximately six square miles in size with a population of nearly 17,000 residents. Almost 75% of that population is aged 18-64.

Troutdale's median household income of $72,188 exceeds the State of Oregon's $59,393. Troutdale's neighbors include Wood Village and Fairview to the west, Gresham to the south, and unincorporated areas of Multnomah County to the east.

For the first part of the 20th century, the city remained a small village serving area farmers and company workers at nearby industrial facilities. Starting around 1970, Troutdale became a bedroom community in the region, with subdivisions and spurts of multi-family residential housing occurring. In the 1990s, efforts were made to improve the aesthetics of the community's original core, contributing to an award-winning "Main Street" infill project that helped with placemaking. In the 2010s, the City positioned itself as a jobs center as it worked with stakeholders to transform a large superfund area to one of the region's most attractive industrial centers – the Troutdale-Reynolds Industrial Park.

The principal transportation link between Troutdale and Portland is Interstate 84. The Union Pacific Railroad main line runs just north of Troutdale's city center. The Troutdale area is the gateway to the famous Columbia River Gorge Scenic Area and Sandy River recreational areas, and its outdoor pursuits. Troutdale's appealing and beautiful natural setting, miles of trails, and parkland and conservation areas draw residents and visitors alike. The City's pride in place is manifested through its monthly gatherings and annual events, ranging from "First Friday" art walks to the city's long-standing Summerfest celebration each July. A dedicated art scene and an exciting culinary mix have made Troutdale an enviable destination and underscore the community's quality of life. Troutdale is home to McMenamins Edgefield, one of Portland's beloved venues for entertainment and hospitality.

In recent years, Troutdale has developed a robust economic development program. The City's largest employers are Amazon and FedEx Ground, although the City also has numerous local and regional businesses that highlight unique assets within the area. Troutdale's recent business-related efforts have focused on the City's Town Center, where 12 "opportunity sites" have been identified for infill development that respects the small-town feel while offering support to the existing retail environment. The next 20 years promise to be an exciting time for a mature community to protect what's loved and expand opportunities that contribute to Troutdale's pride in place.

Course Participants

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Executive Summary

In the University of Oregon's Public Relations Campaigns class, a team of five public relations majors worked with the city of Troutdale to establish and meet goals for its Travel Troutdale campaign. After the class concluded, "Travel Troutdale" became "Explore Troutdale" to reflect the city's interest in connecting broadly. Report text will refer to Travel Troutdale. The students crafted a mission statement for the project, with the aim of attracting visitors to and keeping residents in Troutdale. After conducting research on the town and defining its primary and secondary publics, the team decided on social media as the best approach for influencing people to visit, stay, or move to Troutdale. In addition to creating visual and written content for social media and the Travel Troutdale website, the team developed various "how-to" guides to assist Troutdale's staff in content management and production post-project. The students' research, planning, content, guides, and additional recommendations for future implementation will ideally provide Troutdale with the tools and tactics necessary to meet its goals and communications needs.

Introduction

A team of Public Relations students worked with Troutdale staff to assess its highest priority communications needs. It was determined that the City desired an influx of tourists and residents to support its local businesses. To support this goal, Troutdale wanted assistance with planning and creating content for its new travel website and social media accounts.

MISSION STATEMENT

As part of their work, students developed the following mission statement for the project:

"The city of Troutdale recently rebranded and wants to create a new website called Travel Troutdale to serve a different purpose than the city's main website. The Travel Troutdale website requires visual content and resourceful information important for acquiring new visitors, as well as a more established and consistent social media presence. Catering to the average age of 37, Troutdale is looking to broaden its target audience and attract tourists. Our team aims to persuade Portland-Metro area locals to venture into historic downtown, rather than traveling to Gresham for activities and dining. There is also a disconnect between the town's businesses and residents due to a lack of marketing. Therefore, Troutdale is eager to build a stronger sense of community and show newcomers what the City has to offer through social media and the website."

FIG. 1
Downtown Troutdale's General Store

Research

The team discussed the "Travel Troutdale" campaign with city staff, in addition to visiting the town and conducting research, which contributed to the creation of a situational analysis. This analysis was used to survey Troutdale's internal and external environments in regards to the mission statement (see page 8).

Team member Jamie Dunn prepared the internal and external environment analyses that follow.

INTERNAL ENVIRONMENT ANALYSIS
Troutdale, Oregon, the "Gateway to the Gorge," is a quaint city east of Portland. The charming, slow-paced town is away from the hustle and bustle of busy Portland, with an abundance of year-round activities and wholesome local businesses to explore. The town caters to families and those with an average age of 37, but has activities for all ages to enjoy. To attract these populations, Troutdale aims to emphasize its nature, history, art, and local businesses.

The town's historic feel offers intriguing feature stories about local businesses and their owners. For example, the stylists in a Native-owned salon create their own scrunchies. The large artist community in Troutdale also makes it unique, with art galleries and show-case festivals that should be highlighted more often. To increase visitation, various incoming businesses will invite traffic in Troutdale while maintaining its historic aesthetic. The City could also benefit from additional retail opportunities that attract specific audiences.

The relationship between local businesses and residents in Troutdale could be stronger. The Travel Troutdale team could foster this internal relationship, devoting efforts to both tourism and the community. The town's recent rebranding--yet to be established--acts as an opportunity to present its improvements to both populations, increasing Troutdale's financial and social success.

Currently, Troutdale isn't the most financially accessible place for a certain age range to shop--most of its antique stores and art galleries price their items outside the range available to Gen Z, whom the upcoming TikToks target. Fortunately, there are plenty of free nature-oriented activities. The rebrand's new accompanying tagline is "Our nature will move you", emphasizing all the adventures that await.

EXTERNAL ENVIRONMENT ANALYSIS
Portland's size and popularity often overshadow nearby towns, such as Troutdale. In addition, many locals may choose to go to Gresham for their shopping and dining needs, although the COVID-19 pandemic has restricted the number of people allowed in indoor spaces. Businesses can utilize this time to connect with residents while still welcoming tourists who want to travel to a less-populated city with the possibility of less viral risk. The state's mandates in response to COVID-19 means businesses require masks to be worn at all times, with most restaurants implementing take-out options (as

of April 2021). Another advantage of Troutdale is the abundance of community parks that have socially distanced picnic tables to ensure communal safety. The best time to visit is from September to October to ensure crisp autumn weather, the best Airbnb rates, and an array of fall activities such as the popular Fall Festival of the Arts. With these various admirable features, Troutdale has much to capitalize on.

One of Troutdale's biggest attractions is Sugarpine Drive-In: a fun destination with soft serve, snacks, and comfort food. Adjacent to the Sandy River and just down the road from historic downtown, it's the prime spot for a scenic meal. Unfortunately, its presence in Troutdale doesn't guarantee that visitors see the whole town; the GPS instructs highway drivers to use Exit 18, meaning visitors mistakenly avoid the entirety of Historic Downtown. Taking Exit 17 instead, visitors get to cruise through town and witness its cute shops, salons, and other eateries. Sugarpine's popularity attracts many people who often miss experiencing the real essence of Troutdale because

it's located on the outskirts of town. Creating social media posts about the benefits of taking Exit 17 as opposed to 18 can help reduce the number of people driving straight to Sugarpine rather than passing through Historic Downtown Troutdale.

Unlike Sugarpine and many tourism accounts, at this time, Troutdale's presence on social media platforms isn't thoroughly established nor consistent. The goal of Travel Troutdale is to attract tourists to this hidden gem and persuade locals to venture into historic downtown, rather than looking elsewhere for activities and dining. Troutdale is encouraged to use its recent rebrand as an opportunity to diversify its visitors and expand its audience. The town currently caters to the average age of 37 and hopes to broaden its target audience with social media.

To find strategies for employing these situational analyses of Troutdale's internal and external environments, the team constructed a table (Figure 2) of strengths, weaknesses, opportunities, and threats (SWOT) to our campaign.

STRENGTHS	WEAKNESSES
- Gateway to Columbia River Gorge - Activities available for most ages - Year-round activities - Most restaurants have take-out options - An abundance of nature-oriented activities for all seasons - Large artist community - Historic town - Viewpoints - Community parks - Recent City of Troutdale rebrand - Museums - Influx of prospective business owners	- Lack of retail shopping - Not a popularly-known town - Little social media content - Social media accounts are not cohesive - Lacking sustainability efforts - Little diversity in business ownership - Branding has yet to be established and used - Lack of connection between businesses/community
OPPORTUNITIES	**THREATS**
- Blog posts and travel guides for the website - Photos/videos for social media (ex: TikTok, Insta, Twitter) - City's designated social media specialist - Emphasize historic aspect of Troutdale - Late Sept.–early Oct. is the best time to visit and Airbnb rates are lower - Not overpopulated which is beneficial in COVID-19 times - Plethora of outdoor space/parks to utilize - Advertise *Envy Adventures* and *Rare Earth Adventures* - Various new businesses are opening - Diversify visitors to expand audience - Open art gallery - Fall Festival of the Arts in September - Local people/businesses for feature stories	- Weather - COVID-19 restrictions - Portland competition - Price point for local goods - Disconnect within the community and downtown - No access to the city's Instagram account - City geared toward 45+ audience—average resident age is 37

FIG. 2
SWOT

PRIMARY PUBLIC

Strengthening Troutdale's relationships with various populations requires narrowing down its primary and secondary publics and using their psycho-analytics (i.e. data on travel trends) to develop effective tactics for messaging the target audience. Team member Alahna Staten prepared the primary public section: In our Travel Troutdale campaign, the primary audience consists of younger parents, or millennials, whose ages are 25 to 43 years old. This primary public plays a key role in the growth and development of Troutdale and its future. The City should aim to share all of the family-friendly events and businesses with parents--assuring their families will be safe and entertained. Between the parks, shops, and eateries, there is something for parents and their children of all ages and stages. Essential stops include Mt. Hood Community College and the universities within the area, which are key for prospective college students (Gen Z). In addition, our research finds that people who live in small towns are happier than the average person; this can be capitalized on for crafting Troutdale's brand.

The team also researched this public's travel trends to find successful tactics. They found that millennials comprise half of the global market, and are a digital-oriented generation. Unless they're parents, millennials are more likely to travel alone. Millennials tend to skip text and written marketing in favor of big pictures. For this public, clear and concise calls to action are important, which means maintaining organization and accessibility through

aesthetic appeal and actionable features such as hyperlinks. Choosing travel destinations is highly influenced by peers and media--referring to family, friends, television, movies, and social media. Additionally, millenials like to combine business with pleasure and learn new things.

SECONDARY PUBLIC
The secondary audience for the Travel Troutdale campaign was the Gen Z population, ages 16-24 years old. Diversifying Troutdale's audience means attracting new publics and widening the City's age range. Gen Z is very powerful on social media, being the first truly digital generation. Connecting to this group could be a helpful tool for Troutdale to reach more people with its content that highlights its opportunities for exploration.

Researching the public's travel trends, the team found that Gen Z is adventure seeking. This is ideal for Troutdale, as it can offer adventure to new audiences. As the first truly digital-native generation, Gen Z is used to immediate gratification, which means a preference for ease in terms of planning in advance, easy booking, and accessible information. They're also hard to please, relying on social media to show them value. Similar to millennials, Gen Z looks to social media for destination choice, with 36% having chosen a destination purely as a result of seeing posts on social media. But, while using social media, it's important to display authenticity with honest messaging rather than explicit advertising. Connectivity is key, so the team suggests utilizing Instagram and up-and-coming TikTok to connect with this public.

Planning

Publics research enabled students to strategize specific tactics and specify objectives and goals for increasing millennial and Gen Z visitors to Troutdale. Goals included:

- Highlight Troutdale's historical aspects
- Utilize social media to reach new publics
- Create Instagram & TikTok accounts
- Boost small businesses
  - Objective #1: Increase sales by 30%
  - Objective #2: Convince locals to shop at small businesses rather than big corporations and outlet stores
- Increase the number of visitors in Troutdale
  - Objective #1: Obtain a 50% increase in yearly visitors
  - Objective #2: Inform prospective visitors of activities in Troutdale for all ages and seasons
- Be authentic, genuine, and real
- Connect visitors to Troutdale's nature and art

These goals were paired with the information regarding the campaign's primary and secondary publics. Specific strategies while working with Troutdale are listed below:

- Video compilations (ex: TikTok) of Troutdale attractions
- Guide to creating TikToks
- Photography of nature and small-town aesthetic
- Social media and website guides
- Tips and tricks for blogging
- Blog posts and feature stories
- Seasonal travel itineraries
- Social media templates

The team of students chose to create video compilations of Troutdale and its attractions to provide viewers with a better glimpse of what the City has to offer and what visiting might feel like. This contributes to the goal of showcasing Troutdale's historical downtown, art scene, and beautiful nature. Students created a two-minute video to post on the City's social media accounts and the upcoming Travel Troutdale website. In addition, the team created some TikTok videos and developed a guide for making these videos in the future, so that Troutdale is equipped to use social media videos to further connect with its Gen Z target audience.

The TikToks and the comprehensive video express the power of imagery. Additionally, photography is also a beneficial tool—especially since millennials tend to skip written marketing and are attracted to big, clear pictures. However, written messaging remains important for relaying information and influencing visitation. The team planned to include blog posts for the website in addition to the photos and videos, and assist the City's Travel Troutdale team with writing future blogs via a guide for writing blog posts and feature stories. Furthermore, guides on appealing and useful website creation, social media management and content, and information on tools such as crowdsourcing to further connect with Gen Z and millennials were included.

Content Creation

GUIDES

The team curated multiple "how-to" guides to assist Troutdale with its campaign following the conclusion of the class:

- Social Media Guide
- Travel Troutdale Website Guide
- Blog Post Tips and Tricks
- TikTok Guide

These are the sections and information included in each guide:

Social Media Guide

- Why use social media?
  - Information about each platform and its typical demographics
- Creating a social media strategy
  - How to set goals
  - Finding your audience
  - Knowing the competition
  - Measure success with audits
  - Perfecting account organization and aesthetic
- Posting frequency recommendations for each platform
- Engagement strategies and content ideas
- How to measure engagement

Travel Troutdale Website Guide

- A basic website checklist for guaranteeing accessible navigation, trustworthiness, organization, appealing aesthetic, necessary content, etc.
- A checklist particular to Travel Troutdale
- A more detailed version of the Travel Troutdale website checklist
- Recommendations for organizing content

Blog Post Tips and Tricks

- Explaining key factors to consider before starting
  - Locating audiences
  - Topics and ideas
  - Research
  - Theme
- Blog specifics
  - Catchy title
  - Organized formatting
  - Editing and proofreading
- Highlighting Troutdale's local businesses
 - How to interview then write about it

TikTok Guide
- Creating videos with sounds and videos
- How to upload videos
- Adding text, filters, closed caption, etc.
- Posting on TikTok
- Hashtag ideas
- TikTok video ideas

BLOGS

These are the blogs developed for Travel Troutdale's website:
- "Wine Not? Wine Tasting Destinations near Troutdale, OR"
- "A Weekend in Troutdale"
- "Top 5 Winter Activities in Troutdale to Pull You Out of Your Winter Funk"
- "Top 5 Troutdale Picnic Spots"

VIDEO & TIKTOKS
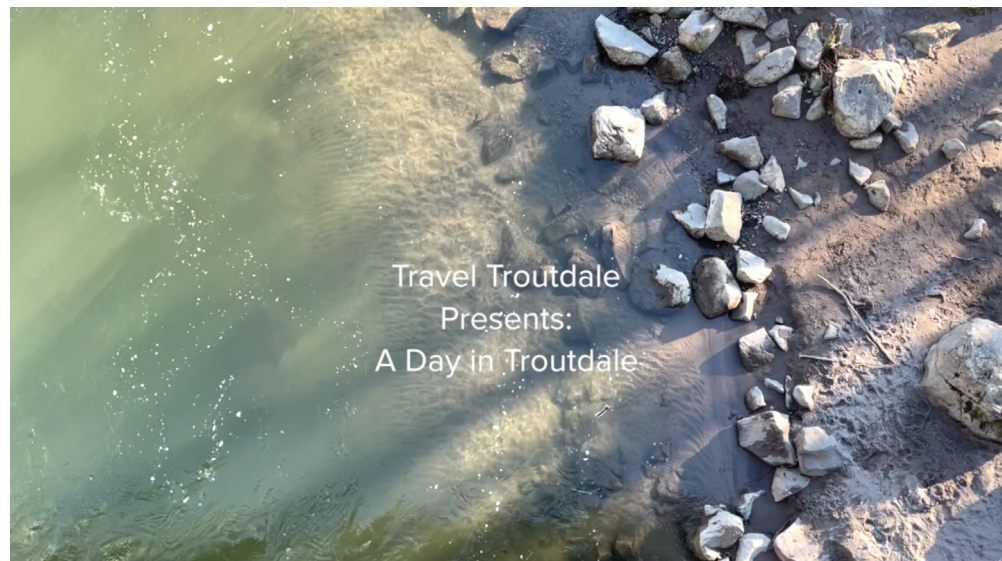
Check out the Travel Troutdale video created by School of Journalism and Communication student, Lily Nicole! "Travel Troutdale" is available on the Sustainable Cities Institute YouTube account.
https://www.youtube.com/watch?v=xhfrADnuxJo&t=1s

The following images are screenshots from student-made, promotional TikToks for the City of Troutdale. The videos highlight Troutdale's nature spots, Historic Downtown Troutdale area, and some local businesses.
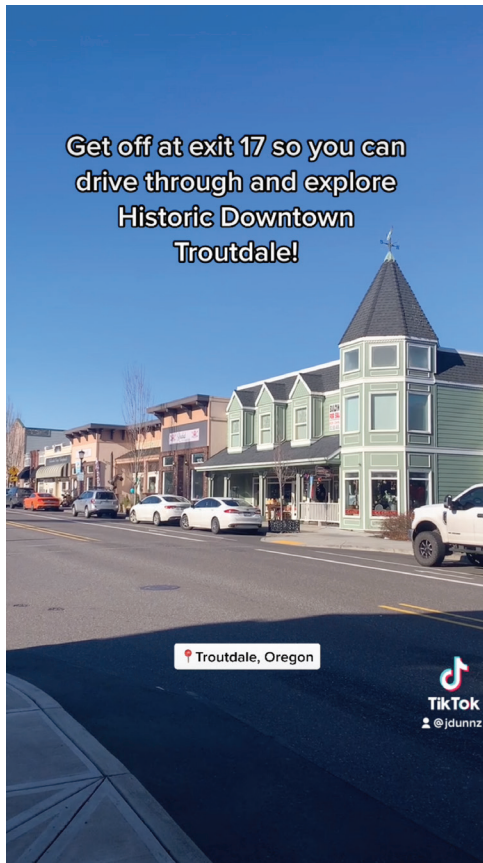
Conclusion and Recommendations

Recommendations for future implementation include:

- "Little" the Trout: City of Troutdale mascot

  We recommend putting a "face" behind Troutdale and using the already-existing trout sculptures to engage with residents and tourists. There is also a large artist population in the community and some may be willing to commission more sculptures for display around town.

- Scavenger Hunt for "Little" the Trout-- how many are in Troutdale? Find all of the Trout sculptures for a prize.

  The team suggests creating a social media campaign centered around "Little" the trout sculptures. Social media can be used to conduct the scavenger hunt, and incentivizing the scavenger hunt with a coupon or gift certificate for a local business can boost the City's economy.

- The team suggests reposting pictures tagged in Troutdale to engage with audiences, using a shoutout as a way for the individual to recall their experience in the City and influence them to post about it.

- Creating a comprehensive restaurant guide so visitors have all information regarding eateries in the area. This is helpful for accessibility and booking, especially during the COVID-19 pandemic. Advertising menu items, as well as safety policies and procedures, could help visitors make decisions regarding where to dine, and reassure them of Troutdale restaurants' quality. Additionally, having all information in one place is ideal during a time of instant gratification--especially with Gen Z and millennials as target publics.

- Feature Fridays

  Boosting local businesses and highlighting individuals in the community could help the City of Troutdale enhance its relationships with residents and tourists. Creating a campaign that showcases the stories of people like business owners and artists emphasizes Troutdale's pleasurable small-town aesthetic.

- Testimonies are both influential and informative, so attracting new residents to the town by highlighting what current residents love about Troutdale could inspire a wave of incoming residents and prospective new business owners.

References

"Travel Trends 2020: A Travel Agent's Guide to the Travelers of Tomorrow." Travel Trends 2020: A Travel Agent's Guide to the Travelers of Tomorrow, discover.bedsonline. com/en-na/resources/ebook/travel-trends-2020-travel-agents-guide-travelers-tomorrow.

Appendix

Travel Troutdale Website Guide: Content, Organization, Tips

<u>Basic Website Checklist</u>
- ❏ Easy to navigate and user-friendly for all ages

- ❏ Appealing, uncluttered web design with the use of color (from the Troutdale branding package)

- ❏ Technologically efficient (loads easily, doesn't require patience)

- ❏ Clear print (not too wordy or messy, and big enough for people to read)

- ❏ Large high-quality pictures (and videos)

- ❏ Information with links

- ❏ Translation to various languages available (accessible to *everyone*)

<u>Travel Website Checklist</u>
To ensure smooth website navigation and accessible information, include as many links as possible to whatever information is being discussed (parks, restaurants, hotels, etc.).

- ❏ A summary of Troutdale

- ❏ Highlights of important places

- ❏ Hotel Recommendations

- ❏ Recreational information
    - ❏ Outdoor activities (hikes, parks)
    - ❏ Art and culture (museums, art galleries)

    ❑ Maps and guides

Detailing the Travel Website Checklist
More specific information and how-to's regarding the necessary aspects for a functional, appealing travel website.

- Summary of the area
    - Make it brief, with the most important information present. Order the content in terms of what is most attractive to a prospective visitor.
    - Summarize why Troutdale is an ideal travel location

- Highlights of important places
    - This is when it is important to include blogs and guides.
    - Blogs give a somewhat detailed rundown on characteristics of particular places and why they deserve a visitor's attention.
        - For example, the blog "Top 5 Picnic Spots in Troutdale" highlights the town's beautiful parks and influences attendance whether it's for picnicking, hiking, playing frisbee, etc. Providing all information and opportunities for specific places better convinces people to attend.
        - It's also important to include imagery for each location discussed.
    - Guides are a bit more simplistic than blogs, with only the most important information present. For example, a restaurant guide summarizes the town's eateries and all necessary information regarding hours, contact, menu, COVID-19 policies, etc.
    - Make sure it's organized and packed with links.

- Hotel Recommendations
    - This is similar to a restaurant guide--create a comprehensive list of places to stay in the area and all necessary information such as contact, services, etc.
    - Include many links and information on how to book a reservation.
    - A map of each lodging destination will display their proximity to other activities the visitor may be interested in.

- Recreational Information

- ○ Some of this information is likely available in the website's blogs (ex: "Wine Not? Wine Tasting Destinations Near Troutdale, OR") but it's important to include *all* correlating information. A comprehensive, organized list (or guide) is necessary to present all options to visitors, thus guaranteeing everyone will find something to enjoy in Troutdale.
- ○ Have lists of:
    - Parks and beaches
    - Hiking Trails
    - Art Galleries and museums
    - Places to shop (antique stores)
    - Bars, pubs, restaurants, cafes

Organizing this Content

To guarantee that visitors can locate all of this information quickly, it's necessary to have all of the content organized and categorized. Many travel websites do this by having a **menu bar** with visible graphic **tabs** to distinguish between places to stay, where to eat, and recreation. This can be worded in whatever manner that applies to the town and the activities available. For example:

- Lodging, Dining, Adventure
- Sleep, Eat, Enjoy
- Places to Stay, Things to Do, Where to Dine
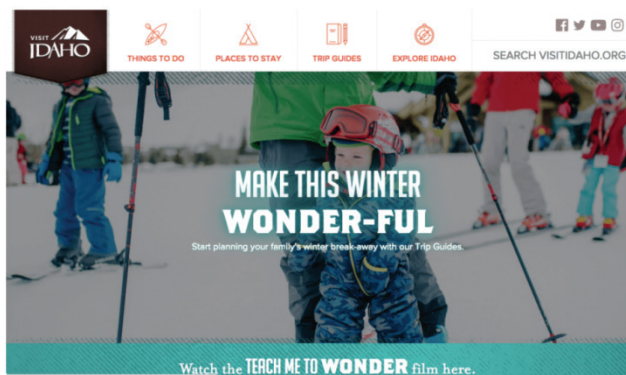
Include tabs within these tabs. For example, categorize information in the "Adventure" tab such as events, parks, tours, activities, etc.

For information on what makes a website Trust-Worthy, read this article: Learn How To Make Your Website More Trustworthy

Travel Troutdale Social Media Guide

<u>Why use social media?</u>
Social media has become the center of our public sphere, with [3.96 billion people](#) using social media worldwide. In North America alone, 83% of people 13 years or older utilize social media. This includes platforms such as:

Instagram

Facebook

Twitter

TikTok

(among others such as LinkedIn, Pinterest, Youtube, Snapchat, etc.)
These are the top 4 and are necessary for reaching the public, especially Facebook for reaching older demographics. TikTok is primarily for reaching younger demographics, with Twitter and Instagram in between.

Social media is the primary marketing, advertising, and public relations strategy for many industries. When people are looking to travel, searching the internet is a top resource. So, be sure to include links to Travel Troutdale's social media accounts on the website. Using pictures, videos, and testimonials, especially on social media, will greatly influence people to visit Troutdale and enjoy all it has to offer.

<u>Creating your Social Media Strategy</u>

1) Set goals
   a) Use the S.M.A.R.T framework (specific, measurable, attainable, relevant, time-bound)
   b) Track metrics to evaluate goals (followers, shares, comments, likes, @mentions, clicks, etc.)

2) Know your audience

a) Travel Troutdale's primary public is people 25 to 40 years old, especially parents
b) The secondary public is the Gen Z population, 16 to 24 years old.
c) To create a "Buyer Persona" that helps you target these publics refer to this [Hootsuite blog](#)
d) To learn more about targeting these specific publics for Travel, refer to the E-Book guide, "Generational Travel Trends 2020: A Guide to the Travelers of Tomorrow for Travel Advisors"
    i) Can be found in the "Travel Troutdale" Google Drive folder under "guides"

3) **Know your competition**
   a) What are other travel accounts doing? What are they doing well, or not so well? Can you implement their successes but be creative?
   b) Employ "social listening"--what are people saying about them?

4) **Do a social media audit**
   a) What's working, and what's not?
   b) Who is engaging with the accounts, if anyone?
   c) Which networks does your target audience use?
   d) How does Travel Troutdale compare to other travel pages?
   e) Identify imposter accounts (i.e. TravelTroutdale Instagram that isn't Troutdale, OR)
   f) Verify your accounts so people know Travel Troutdale is officially affiliated with the City of Troutdale

5) **Create and update accounts**
   a) Fill out all profile fields
   b) Include keywords
   c) Use consistent branding
      i) The Logos across all social media platforms for Travel Troutdale should be the same. Consistency is key! Make sure to utilize the [branding package](#)

<u>Posting Frequency</u>
To maintain a strong presence on social media and spotlight the beauties of Troutdale, it's important to consistently post. But quality is also key, so don't

force posts--quality is more important than quantity. It's important to find a balance. If you don't post enough, your audience might forget about you. Yet if you post too often, you might be a nuisance. One of the top marketing blogs, LouiseM.com, offers plenty of insight into this, as well as more tips and tricks for social media management. But to summarize, here are some spotlights:

- Instagram
  - <u>Post at least once a day</u>, but no more than twice per day. This is true for general posting, but stories and reels are a bit less restrictive. Instagram stories are better for jam-packing content, or for sharing basic information (make sure to include highlight sections) and audience feedback or engagement.
  - Timing: Ideally, post around 8 p.m. or 6 a.m. Pacific.
  - There are auto-posting apps that can post for you based on a pre-set schedule.
  - Plan a week's worth of posts.

- Facebook
  - Once per day is optimal, with no more than twice per day.
    - Louise's blog states, "Hubspot found that pages under 10,000 fans experienced a 50% drop in engagement per post if they posted more than once per day."
  - Post to Facebook at least 3x per week.
  - Studies suggest posting in the early afternoon, but Louise has found more success posting before 6:30 a.m. or after 8:30 p.m. Pacific.
    - Utilizing Facebook Insights can help with determining timing based on *your* established audience.
  - Avoid sharing posts in quick succession--wait around 3 hours to avoid audience burnout.

- Twitter
  - This app holds the most variance in posting frequency--it certainly depends on the type of account and its audience. Tweets have a "short shelf life," so posting anywhere from 3-30x per day would be ideal. Make sure to spread them out throughout the day.

○ Avoid going MIA--once again, consistency is key.

- TikTok
  - Post a couple of times a week, below are the best times to post and on what time to get the best engagement rate (note **eastern times** in graphic)
  -
  -

TikTok
Global Best Times to Post on TikTok
Eastern Standard Time

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2 AM			5 AM		
6 AM	4 AM	7 AM				7 AM
	9 AM	8 AM	9 AM		11 AM	8 AM
10 AM			12 PM			
				1 PM		
			7 PM	3 PM	7 PM	4 PM
10 PM		11 PM			8 PM	

  -
  - Always be taking videos vertical/up and down it looks better than horizontal footage
  - Make sure to always be getting content when you are out and about, festivals, eating, grabbing drinks, going on a hike, it's better to have more content than not enough!
  - Hashtags are your best friend and send around videos when you post them to get circulation, send to friends and family and tell them to send it around and it will get more views which is always nice
  - Not necessary to post every day but at least 3 times a week is the best bet

Engagement Strategies & Content
The best way to expand a social media account's audience and enhance its platform is with engagement. Social media algorithms, especially Instagram, "boost" posts with higher levels of engagement and follower interaction. Hence the posts with more likes, comments, and shares, are more likely to be

prioritized on people's feeds. Users are more likely to see an Instagram post with 20 comments, rather than a post with none.

Here are some strategies or key aspects of social media to utilize:
- Ask [open-ended] questions
    - Teaches you more about your audience
- Post polls
    - Encourages accessible engagement with just a few clicks
- Hashtags hashtags hashtags!
    - Refer to Jamie Dunn's TikTok Guide for hashtag ideas
- Crowdsource
    - Refer to this blog by Jeredith Sands about crowdsourcing
- Showcase the community (an aspect of crowdsourcing)
    - Spotlight members of the Troutdale community or those who have visited and include reviews
- Use stories and reels!
    - These features exist for a reason--use all features available such as tagging people, locations, businesses, etc.

How to Measure Engagement
Engagement, to simplify, is the percent of your account's followers who engage with your content.

To calculate this,
Average engagement rate = (*number of likes, comments, shares, views) divided by the # of followers, then multiplied by 100 to get the percentage.

*whatever is applicable per the content being posted and the social media platform it's on
These are the typical engagement rates to aim for:
- Instagram: around 3-6%
- Twitter and Facebook: usually lower, around (0.5-2%)

When juggling a lot, especially as a City Planner, this can be a lot of work. So, there are resources and tools to calculate this information for you. There are many different websites or apps that do this, so find one that works for you.

Travel Troutdale Video Guide

Video:
https://drive.google.com/file/d/1qXJsXPl4AvS610IQTwSFJfRUr8KKstQn/view?usp=sharing

This video can be used however you would like! It features shots of Troutdale on a sunny day in January, **featuring Sugarpine, The Troutdale General Store, Red Trillium Gallery, Glen Otto Park, The Sandy River,** and much more!

The music used in this video is **royalty-free and provided by https://bensound.com** - make sure to accredit this song as "**Music By: https://bensound.com**" in the description of the video wherever you post it (IGTV description, website caption, etc.) to comply with the artist's royalty-free guidelines. I have put the link and song information at the end of the video as back up in the case that the link is not put in the description or if a description feature is not available, so in any sense, the video should always be complying by the artists' royalty-free rules, but still, try your best to put the accreditation bolded above in any description of the video.

Video Length: **2 minutes and 19 seconds** (02:19)

Recommended Uses:

Instagram:
- Instagram videos on the feed can only be 60 seconds long, BUT it will prompt you to **post on IGTV** and MAKE SURE TO DO THIS.
- This will put the first 60 seconds of the video on the feed and people will see it as they scroll by and then, once the 60 seconds are over, they will be prompted to click the IGTV icon to then finish watching the video.
- This is what most brands do that post videos that exceed the feed time amount and it will establish an IGTV page on your profile, that people can click to see any other IGTV videos you post, rather than just scrolling on your feed.

Website/YouTube:

- This video can be posted in full on whatever page you would like on your website.
- I would recommend putting it on the front page or on a page that features what a day in Troutdale may look like.
- This video **CAN be uploaded to YouTube** if you need to upload it and embed the link onto the website.
  - The music is royalty-free, so it will NOT get copyrighted or taken down, but **MAKE SURE to put "Music By https://bensound.com" in the description of the YouTube video**.

TikTok:
- This video can also be posted on TikTok if you would like, but it WILL cut off at the 60-second mark, as TikToks cannot be longer than 60 seconds.
- I would recommend **clicking the "rotate" (it is a square with an arrow on top of it) button in the bottom right corner of the screen** when/if you select the video to post.
  - This way, the video will be full screen and flipped to the side, which gives the viewers a better view of the content and all they will have to do is turn their phone.

Events/Emails:
- Could be displayed on TVs or projectors at events, tours, etc.
- Could also be hyperlinked in any promotional emails you may send out.
  - This would have to be through a **YouTube link**, so follow the instructions for YouTube that were listed above.

Blog Post Tips + Tricks!

Before beginning your blog posts--there are a couple of things to consider. Here are some helpful tips and tricks to help make your posts attractive, relatable, and relevant. Continue reading this cheat sheet to learn how to drive traffic to the City of Troutdale with your blogging!

Here are some key factors to think about before you start:

Who is your audience?

One of the most important aspects of a blog is finding and understanding your target audience. There can be more than one in some cases - but identifying your audience and conducting appropriate research is vital in a successful blog. How can you expect your public to understand you if you can't understand them, right?

Think big picture. For Troutdale, the two main target audiences are **millennials**, **parents** *(their families), and* **Gen Z'ers**.

What's the topic?

Sometimes you choose the audience first, sometimes you choose the topic first. Either way, understand the relation between the two and use them to play on each other. Know what information your audience (or public) wants, and what topics interest them. Sometimes you can generalize publics a bit, with topics that are accessible to all ages such as Top 5 Picnic Spots in Troutdale.

You can't go wrong with topics such as:
- How to...
- Check out these opportunities...
- Did you know...
- Blogs with numbers, like "Troutdale's Top 5 Winter Hikes"
- Best Deserts in Troutdale
- Feature Friday: Cover a different resident or business each week to keep it fresh and timely

Have you done your research?

The first, and the most important, part of creating content is the research beforehand. This is part of a four-step process often utilized in public relations--RPIE (researching, planning, implementing, and evaluating). To gain a better understanding of your publics and the message you plan to share, research is of utmost importance.

Be sure you have studied those whose attention you want to capture, along with the information you are disseminating. Try to include all necessary

information for *calls to action.* To do so, it is vital to include *links* in the blog to easily direct readers to any other information they need.

What is your site's theme?

Have your blog site's theme dialed in, and keep that front of mind when deciding on which blog posts to create. You want to be consistent and clear in what your City believes in. Hold true to your mission and values--use these blog posts to shine them through. In Troutdale's case, some common themes are informative, adventurous, and exciting content.

Examples of creating consistent content might look like: showing who you are as a City, using familiar logos, images, and fonts, and maintaining a unique writing style. Think, "What makes Troutdale different?"

Getting into blog specifics

Do you have a catchy title?

What is going to grab your audiences' attention? Start with a decided keyword--the most important word in what you hope to share. Create your blog titles to pull on readers' emotions--while keeping it short, yet interesting.

To get more comfortable and gain experience, pay attention to your favorite blog post titles and practice creating ones alike.

Formatting: Is your content organized?

How is a blog supposed to look, anyway? Regardless of the type of content, or message being shared, the structure is vital in an easy-to-understand, effective blog. Be sure to have a clear and strong introduction. Use headings, and keep your paragraphs short. Don't forget to add photos--readers love visuals. End with a solid conclusion, along with a call to action, such as "click here for details" or "please call [this number] to learn more."

Look at your blog as an inverted pyramid--the most important information on top, with less important information to follow. Try not to surpass more than about 1,000 words, but for some topics, a minimum of about 300 will suffice.

Did you edit and proofread?

Whew! You made it. Congratulations on finishing the hard work of developing a blog. Now, all that's left, is to edit and proofread. Editing is when you will check for issues such as sentence structure and clarity--reading out loud can really help. Once you're done editing, it's time to proofread. This is when you will check for misspelling, or grammar and punctuation mistakes.

Please note, the average blog is revised twice or more. Sometimes it can help to walk away between revisions, to provide "fresh eyes". It never hurts to ask a colleague to help review, either!

Highlighting Troutdale's local businesses

We have laid out a solid foundation of helpful advice for the City's blogs--but you may be asking, "How do we go about highlighting a local business?" As one of our main goals in J454's mini-plan has been to connect Troutdale's businesses for a better sense of community, I thought this would be the perfect place to note important questions to ask these business owners when developing blog materials.

Introduce yourself, where you're coming from, and share what your mission/end goal is

"Hi, my name is Sally and I am a student at the University of Oregon. I am in a class designed to interview business owners and learn more about how their stories began. I would love the opportunity to interview you--is this something you may be interested in?"

Get the interviewee comfortable and be courteous--they'll be more likely to share that way

"Great! I look forward to the opportunity. Is there a time and place that will work best for you? Where you'd be most comfortable?"

Plan your interview, but not too much

Create a list of key questions you will aim to have answered, with the grand scheme in mind. You want to have a structured blog as a result, but you also will want the information to come organically and without pressure. *Keep the questions open-ended for a better flow.*

Embrace uncomfortably--take long pauses and raw emotion as a sign of connection, while maintaining positivity

"Wow… I had no idea your ice cream shop had burned down, resulting in the development of your sandwich shop now. May I ask how that experience shaped your interest in the shop you have today, why you chose a different path?"

Take notes!

You can never take enough notes. The interview's seemingly "useless" information and small details can quickly become the core elements as you begin writing and your creative juices get flowing.

After introductions, use your judgment and decide if audio recording may be a possibility. With permission, this can help catch all details, ensuring an accurate and insightful interview.

More on content: Be creative!

Remember, readers love visuals like photos and graphics! The more photos, the better. Try to have at least 2. They also enjoy hearing of others' experiences, from things like quotes and testimonials. The possibilities are truly endless.

You got this!

Sincerely,
Your J454 Team

TikTok Guide

How to create the best TikToks for Troutdale:
- Open TikTok app
- To create a TikTok, click on the big plus bottom at the bottom of your For You Page (FYP)
- At the top of the screen is "sounds" click on that and you can pick a sound/background music you want to add to your video
  - I recommend going through your FYP or searching sounds and then "favoriting" them so they are easier to access when creating a video
- Choose your sound and get started with editing
- If you want a longer video, and with a travel TikTok account that will be more likely, be sure to make the video 60 sec (the max amount of time a TikTok can be)
  - At the bottom of the screen slide over the time from 15s to 60s
- You can either film videos beforehand on your camera and upload them to Tiktok from your camera roll or you can film straight on TikTok
  - I find editing is better when you upload videos because you can't go back and reshoot a clip if you make it on TikTok
- The upload option is on the bottom right corner of the screen
  - Hit that and then it will take your videos and photos in your camera roll
  - Select the ones you want for your video
  - Hit the next button and see how the videos align with the sound you chose
  - If you don't like it you can always go back and delete or rechoose videos but if a clip is too long, I have found the best way to go about this is to edit the original video clip in your camera roll and then reupload it your TikTok
- Once the video looks how you want it, click next and now you can add a voice-over, text, effect, filters, or stickers
- If you do a voice-over make sure there are Closed Captions (CC) on it

How to add text:
- Bottom of the screen hit 'text'
- Start typing
  - There is no spell check when inserting text on a TikTok video so make sure you triple check before posting
    - There is spell check when making a caption

- - Choose the font you want--so many options
    - Choose the alignment you would prefer (left, middle, right)
    - Choose the color of the text
    - Choose if you want your text to be in a bubble or not
  - Once you finish typing out what you want you can do one of three things
    - Text-to-speech
      - An automated voice reads the text (trending thing right now)
    - Set duration of the text box
      - How long you want it on the video
    - Edit text
      - If you see a typo you can go back in and fix it
  - I think the less text the better, people want to watch a video and not read a lot
  - Setting the duration of text can be one of the most tedious parts of editing to get the text to appear exactly when you want it in the video
    - Each sentence should be its own "text box" it makes editing easier
  - Once the text is edited hit next

Posting:
- Time to come up with a witty caption to really grab those viewers
- HASHTAGS HASHTAGS HASHTAGS
  - These are so important for getting exposure, especially as a brand new account
  - Hashtags help create circulation and get on people's algorithms
  - I don't really know who chooses what hashtags are going to be relevant at the time but i always scroll on my FYP and see what those videos are using and copy them
  - Here are some very popular hashtags but it would be helpful to do some research on which ones are trending at the time since social media trends are constantly changing
    - #fyp
    - #foryou
    - #xyzbca
    - #pepsihalftimeshow (example of one that is currently trending and probably won't be next week)

- #travel
- #oregon
- #pacificnorthwest
- #PNW
- #DoTheScottsSlide
- #TurboTaxLivePick6
- #explore
- #travellife
  - If you do a video about hikes, tag a lot of hiking terminology
  - If you do a video about SugarPine use food hashtags
  - If you do a video about local art and art galleries use art-related hashtags

I recommend checking out the VisitDallas TikTok account, I think that should be your goal for your account, it's not the most well-known, but it's an excellent starting point for Troutdale

Ideas for TikToks:
- TikTok centered around helicopter that does tours of the gorge
  - *Envy Adventures* and *Rare Earth Adventures*
- Other restaurants to eat at
- Salons and their backstory--make people want to come and check it out
- New businesses
  - GoodCoffee
  - Grateful Coffee & Flowers
  - Boutique hotel opening
- Family-friendly activities
- Activities for younger people
- Hikes in the area
- Different outdoor parks to explore
- Fall Art festival
  - Fall Festival of the Arts in September \
- Activities for summer
- Activities for winter
- Highlight a local artist
- Do a painting/photography series
- Progress videos on mural--timelapse
  - Come back for part 2

- ○ Come back for part 3
- ○ Video of the finished product

Also I strongly urge you to add the TikToks you make and post them to your Instagram story as well so you reach people on all the platforms!

My best advice is to play around with TikTok and create video drafts and practice with all the features TikTok has to offer, it's also a game of trial and error. Also, the videos that go viral vs the ones that don't I feel like in the beginning, it's the luck of the algorithm until you find your people and loyal followers.

This is a time-consuming process and it can get tedious and frustrating at times, but stay with it!

Blog: Top 5 Activities in Troutdale to Pull You Out of Your Winter Funk
https://docs.google.com/document/d/169VN1sMKAZ93zIHN-eYEObmKuQkvuOMyWQZekKBdKfE/edit?usp=sharing

When it's overcast, rainy, and cold, most of us would rather snuggle in bed and binge our favorite TV show. But gloomy weather doesn't have to result in a gloomy day--there are plenty of activities to climb out of that winter funk and have some fun! Troutdale offers many opportunities for thrill-seekers, outdoor enthusiasts, art lovers, and anyone who just wants to get out in the fresh air.

Every once in a while, Oregon's residents luck out with some sun! When that sunshine shows up, it's time to head out to Troutdale's Confluence Pop-Up Disc Golf Course. This 12-hole course is located just north of downtown Troutdale and offers beautiful views of the Sandy River and Broughton Bluff. Make sure to wear good shoes and bring your own discs when you visit the course. The course is conveniently open daily from sunrise to sunset, so if you're looking for a little competition mixed in with some exercise and scenic views, check out The Confluence Pop-Up Disc Golf Course!

If a little rain doesn't bother you and you're into fishing, grab your tackle box because Troutdale is a fisherman's paradise. The [Sandy River](#) is home to salmon, steelhead, and a variety of trout. If you're an experienced angler, head out and explore the river on your own. If you're more comfortable fishing with a guide, no worries! Troutdale has many guide services that will be more than happy to hook you up and show you a great time on the water. One thing to remember is to dress appropriately in rainproof gear so you can stay warm and dry. So don't let the rainy weather and cool temperatures hold you back--the fish are always biting in Troutdale!

Don't have time to explore the Columbia Gorge in a car? Well, how about on a plane! Head on over to the Troutdale Airport and join [Envi Adventures](#) on one of their many tours. Envi Adventures offers flights around Mt. Hood, Multnomah Falls, and Portland. You can see almost all of this beautiful scenery in less than an hour and a half! Leave the ground for a day and get a bird's eye view of Oregon. People will be envious of your adventure!

In need of a date night with that special someone? There's nothing more magical and romantic than stargazing, especially in the mountains. This once-in-a-lifetime adventure is a late-night snowshoe trek at Mt. Hood. It may be cold and dark, but without the lights from the city, you'll be able to see more stars than ever before. Don't worry about gear, [Rare Earth Adventures](#) provides everything you'll need--including a quick lesson on how to use the snowshoes. Surrounded by snow, mountains, and twinkling constellations, immersion in Oregon's wilderness can feel like a whole other world. So, grab a loved one, bundle up, and reach for the stars!

If you'd prefer to avoid the wind's bite, step inside to [Red Trillium](#). A beautiful art gallery located in downtown Troutdale, it sells and displays exquisite art, but also offers classes for your inner aspiring artist! These include instructed watercolor paint classes, where you can learn many skills from experienced teacher Bonnie Moore, then take the reins of your brush and freely express yourself. The various art classes at Red Trillium are a great way to escape the cold and get creative. Maybe you'll create something Picasso would be envious of!

There are so many fun things to do to help you beat your winter blues! Which activity interests you the most? We look forward to hosting you!

Wine not? Wine tasting destinations near Troutdale, OR

https://docs.google.com/document/d/14EN5ljo3AJGL3varjFtg5IW7y7E6I1cbCMIp23PvQf0/edit?usp=sharing

Sitting on the edge of the Portland-Metro area, Troutdale's location provides plenty of nearby wineries. Whether you're looking for a sophisticated tasting with the girls or a cozy rendezvous with your partner, you'll find it here.

Our first stop near downtown is Edgefield Winery. Start with a flight of wine or cider for just $8, and peer through the windows of the intimate tasting room to watch vintners and sommeliers at work. If a tasting room isn't your style and you'd prefer to stroll among the vines, grab a glass or bottle of your favorite wine and cruise through Edgefield's spacious grounds. Founded in 1990, Edgefield offers a selection of varieties that represent the best of the Northwest, ranging from cabernet sauvignon and syrah to chardonnay, distinctive rosé,
and dessert wines.

Next, we'll go south of Troutdale to Boring, Oregon to visit Boring Winery & Tap Room. With its tasty drinks and fun ambiance, Boring Winery & Tap Room ranks a high 5/5 on review platforms, such as Yelp. As said from a comment by reviewer POSHtravelier, "We stopped off at the end of our day touring and were richly rewarded. We had a lot of fun visiting and it is far more than meets the eye. Definitely not boring!" This winery serves wine, beer, and hard ciders, as well as small-plated goodies.

It's time to hop across the historic Columbia River to Vancouver, Washington to visit English Estate Winery. Settled in 1903, English Estate is unique in its five generations of history and estate-grown fruit. Winning two 2018 Washington State wine awards, this winery is making a grand entrance, just minutes from Troutdale. Enjoy a glass of award-winning Gewurztraminer or pinot noir at this homey location.

As you plan your trips to the wineries above, *remember all availability, hours, and events are reliant on the State's current COVID-19 restrictions.* Play it safe

and call ahead to ensure a reserved spot for the occasion. We hope you have a blast exploring these wineries surrounding the "Gateway to the Gorge!" Cheers!

Blog: A Weekend in Troutdale

https://docs.google.com/document/d/1ZLOnr7bEqSJr8U58XbKa8eSUtBaMb4r74B-c2vIkbDw/edit?usp=sharing

Hip breweries, delicious eateries, incredible art galleries, and whimsical hikes-- Troutdale has the perfect mix of activities for a much-needed weekend getaway. A quaint historic town with a population of only 17,000 residents, slow-paced Troutdale is encompassed in natural beauty and allows you to retreat from life's bustle to relax with a series of out-of-this-world experiences.

Enjoy all the "Gateway to the Gorge" has to offer and avoid the hassle of planning by following this comprehensive weekend itinerary:

Begin your travels on a Saturday morning, with your first stop at Stark Street Espresso Bar. Enjoy a latte, tea, or baked pastry here, ranked in the top 3 of all Troutdale's cafes, according to Restaurant Guru. This location opens at 6:30 a.m. and closes at 6 p.m., so whether you're an early bird or leisurely riser, breakfast is ready. Additionally, the espresso bar runs out of a Greek Barbeque catering company, offering a multitude of food and drink such as gyros, salads, pulled-pork sandwiches, and more!

Once hydrated with a hot cup of joe or fueled with a breakfast gyro, get a brisk start to your adventures at Lewis and Clark State Recreation Park--which has an above-average 4.5-star rating. This accessible and family-friendly park is located on the Sandy River. Equipped with various hiking trails, relaxing beaches, and grassy areas, this destination provides plenty of space for hangin' around, walking your dog, or inhaling crisp fresh air.

Now that you've unwound or reached your step count goal, absorb the creativity and culture of Troutdale in the Red Trillium Gallery. Hundreds of regional, national, and global artists display their artwork here, which elegantly decorates this unique gallery. Check out its website for updates on classes and workshops offered within the studio, as well as its COVID-19 precautions.

When you've finished exploring the gallery, venture toward the north side of downtown to experience its various antique stores, salons, the General Store (take a peek here!), and town square.

To rest your legs and refuel, pop into Ristorante di Pompello and enjoy a delicious dinner in the heart of Troutdale. This family-owned, rustic restaurant is known for its authentic Italian cuisine consisting of lunch, dinner, happy hour, desserts and wine or cocktails. You will not be disappointed by the variety of original dishes and drinks available here.

When it's time to wrap up your day, retreat into a cozy lodge at McMenamins Edgefield Hotel, Best Western Cascade Inn, Comfort Inn Columbia Gorge Gateway, or one of the welcoming AirBnB rentals. These stays include on-site dining and scrumptious breakfast options. *Make sure to call and book ahead to assure accommodations.*

Now that you're refreshed from a tranquil night's sleep and have enjoyed your breakfast, head to Glen Otto Park, just steps from the renowned Sugarpine Drive-In. Glen Otto offers a beautiful grass lot with picnic tables, covered shelters, and great bird-watching opportunities. Below this lot is a beach along the Sandy River-- whether you're a fisherman, sun-bather, or rock hound, this is the perfect place to spend a Sunday morning.

Before you depart, remember to grab some comfort food at Sugarpine Drive-In, located on the historic Columbia River Highway. You can enjoy a variety of lunch, drink, and ice-cream options from their extensive menu. Did I mention Sugarpine offers vegan and gluten-free options, too? This is surely a destination you do not want to miss out on- to save some time
for more exploring, order ahead on their website!

We hope you enjoy your stay in the Gateway to the Gorge. Established in 1907, Troutdale continues to expand its beauty and visitor options, welcoming anyone and everyone to appreciate all the small town has to offer.

Don't forget to share your Troutdale adventures on Facebook or Instagram, using #TravelTroutdale to help us welcome more newcomers. Add us to your story or leave a review too!

For more information on the local businesses and activities the City of Troutdale has to offer, please visit www.troutdaleoregon.gov.

Top 5 Troutdale Picnic Spots

https://docs.google.com/document/d/1w2cgDUW6zJ_i86x0YWb6gq4xn946m6ll1PL95HocBt0/edit?usp=sharing

Oregon may commonly be known for its abundance of rain but fortunately, this produces scenic towns immersed in luscious green forests. To get fresh air outdoors and appreciate the state's natural beauty, try out a picnic at one of Troutdale's many beloved community parks! Maybe take on the challenge of visiting every spot this summer?

1) Glenn Otto Community Park
Address: 1102 E Historic Columbia River Hwy, Troutdale, OR 97060

Situated between the Sandy River and Beaver Creek, this beautiful 6.38-acre gem has something for everyone. It's located off the East Columbia River Highway just a short drive (or stroll!) from historic Downtown Troutdale and offers plenty of amenities for a day of family fun. Ideal for picnics, this park includes a swimming beach, children's playgrounds, lush grassy fields, and convenient public restrooms. Named in honor of an instrumental developer for Troutdale's many parks, Glenn Otto is the perfect spot for lounging on a blanket, enjoying lunch with loved ones, and appreciating the scenery. Be sure to save room for a gourmet frozen treat from Sugar Pine, an extremely popular local drive-in that sits in Glenn Otto's spacious parking lot. Trust me, you don't wanna miss out on this!

2) Sandy River Delta
Address: Crown Point Hwy, Troutdale, OR 97060

If Glenn Otto Community Park happens to be too busy, head just across the Halsey Bridge a mile down the road to Sandy River Delta. This park, also known by locals as Thousand Acres, consists of 1,400 acres of open fields, wetlands, berry patches, and countless trails. If you're in the mood to work off that delicious picnic lunch and stretch your legs, the Sandy River Delta Trail is a 4.4-mile loop that winds through an old cattle farm, cottonwood trees, and bushes of blackberries. Birds and wildlife are abundant, so don't forget your binoculars! If you brought your furry friend, the Sandy River Delta even includes a 1000-acre dog park. You can take your four-legged buddy on one

of many off-leash trails and cool down with a quick dip in the Sandy River. This is the perfect place to picnic and adventure with your best friend!

3) [Sunrise Park](#)
Address: 345 SW 21st St, Troutdale, OR 97060

Looking for something a little quieter and away from the water? Sunrise Park is the spot for you! One of the best places for a clear view of Mount Hood, this 15.76-acre park is the only other pet-friendly park in the Troutdale area beside Sandy River Delta. Located between Hensley Road and Southwest 21st Street, this park is an excellent place to relax and embrace nature while feasting on a tasty picnic lunch. If you're looking to exercise, the park features an outdoor fitness course with 12 signs that offer exercises and accommodate different fitness levels. Another attraction that makes this park special is the Community Garden filled with a variety of flowers, vegetables, and fruit grown by local gardeners. If you're a Troutdale resident with a "green thumb," take the opportunity to partake in the community by renting your own garden plot!

4) [College Nature Park](#)
Address: SE Stark St and S Troutdale Rd

If you're hoping to immerse yourself in bustling wildlife, head over to the 62 acre College Nature Park and relax in one of the many accessible spots along Beaver Creek. It's the perfect getaway for a leisurely picnic where you can spot bobcats, beavers, great blue herons, and even the elusive pygmy owl. Located near Mt. Hood Community College's Gresham campus, this idyllic setting is often used by the college as an outdoor classroom for some of its natural resources classes. While you're in the neighborhood or visiting the beautiful campus, don't resist the chance to stroll along one of the park's trails under Douglas firs, western red cedar, and black cottonwood trees.

5) [Mayors Square City Park](#)
Address: 114 E. Historic Columbia River Hwy, Troutdale, OR 97060
Smack in the heart of downtown Troutdale, surrounded by art galleries, restaurants, and gift shops, sits Mayors Square City Park. Instead of packing a picnic yourself, grab a yummy bite from one of the many nearby restaurants and sit on picnic benches surrounded by flower boxes. Afterward, take a stroll

along the slow-paced Columbia River Highway and pop into one of the local shops to buy a uniquely crafted gift for someone you love. This charming, quaint downtown feels like a Hallmark movie--the perfect place for a photo op!

So, fill your gas tank, pick up your friends, and adventure to scenic Downtown Troutdale and its surrounding nature parks. But remember to always follow the "leave no trace" principle. Clean up after yourselves so we can continue to enjoy these special spots. We hope you enjoy Troutdale as much as we do!

Get Your Art Fix at Fall Festival of the Arts

https://docs.google.com/document/d/1V_UXzUZG3-69auE38SHp33pOomBs8OzOvA8wdPHOXYo/edit?usp=sharing

Who doesn't love a festival? Especially an arts festival!

Every year in September, Troutdale hosts the [Fall Festival of the Arts](), a two-day event at Glenn Otto Park, that highlights some of the talented artists in the community. Unfortunately, the festival had to be canceled in 2020 due to the pandemic, but happily, the party is back in 2021! Mark your calendars for September 18-19 and make plans to enjoy one of Troutdale's premier events.

The Fall Festival of the Arts mission is. "*To connect, support, and present the thriving community of artists, studios, workshops, and galleries in our region; and to build awareness of the West Columbia Gorge as a Fine Art destination.*"

This is a great opportunity for the public to enjoy and support the creative work of local artists in a beautiful setting. The festival is the perfect weekend activity where you can grab a craft beer or glass of locally produced wine and enjoy fine art and live music as you stroll around the park. And if all that browsing makes you hungry, no need to worry because there will be plenty of local food vendors ready to serve up some delicious fare. Don't forget to bring your kids, as there is a Kids Art Zone with lots of hands-on activities for the future Picassos!

Even when the fun is over, a number of the artists featured at the festival have their art displayed around Troutdale. There are plenty of art galleries to browse. Including Troutdale Art Center, Caswell Sculpture, ALSO Arts, Columbia River Gallery, Red Trillium Gallery, and many many more! These galleries always have something new to display, with ever-changing exhibits. Most are within walking distance, so take a day to create your own art walk through Troutdale!

All in all, go to the Fall Festival of the Arts. Meet your community members, get outdoors, and embrace the beauty of art.

Presentation Slides

[Insert photos from "presentation slides" folder in order from 1-34]

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