

Our Mission

To inspire bright ideas that cater to your future



At Bright Light PR, we believe *the future lives in the present*; therefore, we seek to create ideas that will not only serve our clients' present concerns but future. Our agency provides an array of knowledge and ideas aimed at serving and manufacturing solutions designed for our clients. We drive awareness, enhance reputations and cultivate influence. *No problem is unsolvable*, and Bright Light ensures every client has the best solution for their obstacles.



Meet the Team



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Executive Summary

Scissortail Park is a growing recreational outdoor space located in the heart of downtown Oklahoma City. At the center of Bricktown's expanding, vibrant community, Scissortail Park serves as a universal gathering spot for anyone looking to be included. The three-part campaign carefully crafted by Bright Light PR seeks to highlight the unique culture, community and musical interests of Oklahoma City's rising metropolis.

The overarching goal of the campaign is to attract visitors to the beautiful park outside of the hustle-and-bustle of summer. Scissortail Park has so much to offer throughout the Holiday season and into the Spring, which is what we've successfully highlighted and targeted. Through extensive background research and connection to the community itself, we designed three unique events geared to bring in visitors, establish new relationships, highlight vendors throughout the state, and increase membership totals within the park itself. Through social media outreach, well-respected local advertisements, compelling visuals, and an overwhelming amount of evidence, we will highlight how Scissortail Park can be positively impacted by our campaign.

Client Background

Scissortail Park, a public green space located in the heart of downtown Oklahoma City serves as **an iconic area and investment in the future for everyone**. The park allows civilians to gather and enjoy nature, recreation, and all which encompasses the city. Scissortail Park is continuing to develop and provide the state with a variety of engaging experiences with an endless amount of unique features. Some of these features include a performance stage, a great lawn, an outdoor roller rink, interactive fountains, sport courts, pickleball courts and much more. Scissortail Park exhibits a place for play, celebration, culture and unity for everyone.

“Scissortail Park brings Oklahoma’s natural beauty to life in a safe, welcoming and playful environment that encourages community gathering, stewardship, culture and education for neighbors, visitors and future generations.”

Scissortail Park's Brand

Scissortail Park has built a solid brand that upholds the values of the company and the state of Oklahoma.

As a growing staple in a growing state, Scissortail Park offers togetherness and something for everyone at the park. Two of the main aspects of Scissortail Park's brand are the community behind the park and the fundraising potential the area holds. The community is essential to connecting with Oklahoma City, as it's a tight-knit city that is rapidly rising in number. Making the community feel like a part of the park is a goal of Scissortail, and why the park has stressed the importance of so many spots to explore across the landscape. Luring in the community allows Scissortail Park to, in turn, build a community of its own inside the park. It integrates the space into the community and gives people a spot to congregate.

In building strong relationships with the community, Scissortail Park can then hope for an increase in donations through fundraising. Hosting events and activities throughout the park can give Scissortail a chance to fundraise throughout the state of Oklahoma and bring in much-needed funds to add to the blossoming park.



Campaign Brief

The goal for this campaign is to create two innovative campaign ideas that will support your goals of connecting with the community and bringing more awareness and support to Scissortail Park and the Scissortail Foundation. The first part of the project is to create a new winter experience for Oklahoma families that distinguishes Scissortail Park. The second aspect of the project is to create an event that targets young professionals ages 21-35 and provides support and funding to the Scissortail Park Foundation.

Objectives

These campaigns will be created to generate awareness for the Scissortail Foundation and the park, upholding the brand's mission that the park is a safe place for everyone, and instilling an interest in and a love for the park and this organization in future generations.

There are two opportunities the client is currently facing. The first is the need for a new, unique winter festival that appeals to adults, families, teens, etc.

The second need is some type of fundraising event targeted at engaging young professionals, ages 21-35.

Target Audiences

For part one of this campaign, we will work to mainly target **families with children** who would come to the new holiday event together, as well as **young couples** in the OKC area. For part two of this campaign, we will work to target **young professionals, ages 21-35**, who live and/or work in OKC. Targeting these young professionals would help bring a potential younger generation of donors to the park.

Positioning

A place for everyone. Scissortail Park strives to exist as a place for authentic connection for everyone and anyone. The park can accommodate all ages and family types due to its variety of exceptional commodities. Their exclusive selling point is the grand promenade which connects the sections of the upper and lower park via the Skydance Bridge with walking and biking trails that extend from downtown Oklahoma City to the Oklahoma River trails. This superior feature provides an experience in which you can enjoy all the different aspects of the park, downtown, and the Oklahoma River. This park features Oklahoma's natural beauty as well as serves a safe, inclusive, and playful environment rooted in education for generations to come.

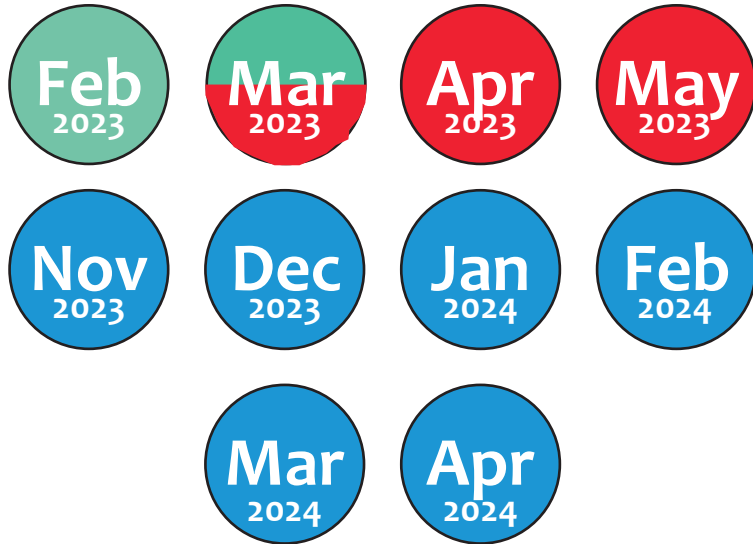
Opportunity

The issues our client is facing is an opportunity for the client and Bright Light PR. With the first goal of creating a unique winter festival, we have the opportunity to **set Scissortail Park apart from all other holiday-time events**. The park is in the heart of Downtown Oklahoma City and carries invaluable potential to engage with the community and reinforce the client's brand of being a safe place for everyone that is invested in the culture of Oklahoma City. The second goal of establishing a fundraising event targeting young professionals not only provides us with **an opportunity to raise money for this wonderful organization but also to engage another generation**. These individuals are starting lives and careers in Oklahoma City, so it is so important that they connect with the mission of the Scissortail. Foundation and want to invest in and continue to see the park thrive.

Importance

The situation Scissortail Park is facing is so important because they are such a young brand. They have worked to establish their place in the city and continue to develop, evolve and expand at every chance. Bright Light PR understands that this is an opportunity to establish Scissortail Park as a unique, fun, inclusive experience for everyone early in their brand journey.

Bright Light Campaign Schedule



Research Implementation
 Planning

February 2023

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Week one: Attend first client meeting						
19	20	21	22	23	24	25
Week two: Scissortail Park site visit and beginning of research development						
26	27	28	1	2	3	4
5	6	7	8	9	10	11

March 2023

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	1	2	3	4
5	6	7	8	9	10	11
Week three: Development of positioning statement, goals and objectives						
12	13	14	15	16	17	18
Week four: Development of key target audiences and personas						
19	20	21	22	23	24	25
Week five: Action, communication and response strategies						
26	27	28	29	30	31	1
Week six: Analyze our primary research findings and conclusions, and conduct a SWOT analysis. Prepare for and attend second client meeting.						
2	3	4	5	6	7	8

April 2023

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
Week seven: Final development of tactics and messaging						
9	10	11	12	13	14	15
Week eight: Objectives evaluation, social media schedule development and budget calculation						
16	17	18	19	20	21	22
Week nine: Final booklet development						
23	24	25	26	27	28	29
Week ten: Final booklet and presentation development						
30	1	2	3	4	5	6





Secondary — — Research

Overview

Culture of Scissortail Park

The Park is near the downtown's beautiful Myriad Botanical Gardens location and close to the Oklahoma River's banks. A wide assortment of amenities are available on the property, including "ornamental gardens and woodlands, a 3.7-acre lake, children's playground and nature play area, interactive water fountains, seasonal roller rink, dog park, sports courts, picnic grove, restaurant, and performance stage and great lawn." With an abundance of space and countless outside activities, our clients at Scissortail Park understand the potential community reach the area offers.

Public Opinion

The public opinion surrounding Scissortail Park is sky-high throughout Oklahoma City's downtown community. On TripAdvisor, the Park is highly recommended and comes with glowing reviews. On the same website, the park has a perfect five-star rating. The Park has a 4.8 rating on Google reviews with over 2.8 thousand ratings and comments. People view the park in a very positive light, as a way to get outside and explore what Oklahoma City has to offer.



Economic Influences

The economic influence Scissortail Park has on Oklahoma City and the downtown area looms large. According to allianceokc.org, in addition to "being a key gathering, recreational, entertainment and outdoor space," Scissortail Park is also a transformational economic development asset. One of the final MAPS 3 projects, it's the catalyst for a nearly \$1 billion investment in private and public development projects all coming online within a two-year window around the park." The Park is big for OKC's future plans and the economic influence on the downtown area is certainly felt. Scissortail Park also brings plenty of job opportunities to the downtown community throughout both the organization and the park grounds. The Park has also landed several local restaurants on the grounds or close nearby, generating revenue.

Communication

Scissortail Park has been developing its communications as it has flourished into a **wellknown nonprofit organization**. Scissortail Park was featured on News 9 on September 22nd where it announced the opening of the Lower Scissortail Park which features basketball, soccer, and pickleball courts. The director of Scissortail Park, Kimberly Gamalski, states “this gives something that is new and fresh and different, and you don’t see this amount of sports complexes in urban settings,” (Hertneky & Thelen, 2022). **Scissortail tends to be featured in traditional media when there are new parks and amenities opening within the park.**

Although there has been crime reported within the park, like January 12th when a man was stabbed in the leg after a fight broke out, the OKCPD worked to alleviate any concerns within the park.

Scissortail Park’s social media, especially on Instagram, advertises its events, restaurant features, and reflections on its events with images. Most of the images are high quality, but the feeds do not appear to be very cohesive. However, on Twitter, Scissortail Park posts and retweets information from several other community organizations in support of its events. The park supports the community, and Twitter allows there to be a space for recognition over other non-profit organizations hosting events at Scissortail Park.

The key public for Scissortail Park seems to tie in perfectly to the message strategy, as the park advertises a space for everyone. Though the message strategy and tactics to communicate to the public vary, Scissortail draws people in with fundraisers and concerts, which gives a chance to leave a positive impression on visitors coming for the occasion.

Organizational Research

Internal Environment

Structure

Goal - create two events that promote the mission of the organization by promoting inclusivity and community in a fun, safe way.

Leadership strives to continue to create new, unique experiences for Oklahoma citizens and this is an opportunity to help achieve this goal. To complete this, we are working with two budgets. Resources to be utilized includes all of the amenities offered to the public including the grand outdoor lawn and performance area, the lake, sport courts and fields, playgrounds, etc. In the next three years, these resources will likely increase as the organization's leadership is constantly striving to better the park.

	Budget 1	Budget 2
Income Goal	\$50,000	\$100,000
Expences	\$25,000	\$50,000
Net Income	\$25,000	\$50,000

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Public Perception

With Scissortail being a fairly new park (opened in 2019), their visibility is mostly seen and known in the downtown OKC area where they are located. It's mostly seen by people who live or work in downtown OKC and enjoy going to the park. Scissortail's reputation is still being formed since it opened in 2019 and had the pandemic in 2020. It also just opened the lower level of the park in 2022. So it is still really new to OKC, but it has done well with being interactive and engaging on its social media platforms. Scissortail Park is very active in updating its website and social media accounts, which keeps it consistent and makes it attract more people. The park and its social presence/image are very welcoming, informational and attractive. We believe in the coming years more and more people will definitely be going and checking out the park as one of the hot spots in OKC.

Niche

Scissortail Park provides a unique experience that hinges on bringing outdoor recreation and fun activities to the heart of downtown Oklahoma City. It is within walking distance from major shops, restaurants and businesses in the downtown community and offers many activities to the public at no cost.

Ethical Base

Scissortail Park and the Scissortail Foundation prioritized inclusivity and safety above all else. The foundation is a 501(c)3 nonprofit organization whose goal is to raise funds through sponsorships, donations and earned revenue to support the park. Transparency and trust are maintained by providing contact information for all board members and departments on the organization's website.

External Environment

Supporters

Scissortail Park's supporters are the staff and management that work there, the donors/membership holders and the people that go to the park often.

Opponents

Opponents of the park would be people who do not support or like the park, specifically individuals that feel it is a waste of their tax dollars.

Political Factors

Sponsors of or donors to the park may have known political views that others do not agree with, which could make some individuals associate the park with those same views.





Competitors

Scissortail park's competitors would be other parks in or around OKC and other places similar to the park. As we listed below in our competitor analysis, other similar places that compete for visitors are the: OKC Zoo, Lake Hefner, Frontier City and The Gathering Place.

Social Factors

City parks can occasionally be perceived as unsafe for certain individuals. Society may make women, children or minority groups feel unsafe or unwelcome in public spaces.

Economic Factors

Scissortail park was created by Oklahoma City as a project through MAPS but now is fully funded on its own. They struggle to get new donors, and people to join their membership program, which is needed to keep the park running. Some people may not want to give money because they do not see the benefits in the park.

Publics Research



Customers

The customers for Scissortail Park include anyone that visits and utilizes the park. Because the park provides services to everyone, customers are from all walks of life.

Producers

Because Scissortail Park offers an array of services, the producers involved in the park include: employees, volunteers, vendors, the Scissortail Park Foundation and other donors.



Limiters

Because the park is a nonprofit and funded by Oklahoma City, limiters would include people that don't want their tax dollars going to the park. Limiters would also include local business owners that don't want a park near them or to give up their property, people that haven't had a good experience with Scissortail (or other parks), OKC residents that see no point in placing a park in their city, unfriendly media and competitors.

Enablers

Oklahoma City is a big enabler for Scissortail Park (specifically MAPS 3), as well as partners to the park (including local vendors, donors, etc.), new outlets/the media, people that enjoy free outdoor activities and of course people that use the park.





Key Publics

The key publics for this campaign will include children living in the OKC and surrounding areas, parents of young children in OKC and surrounding areas and young working adults young professionals living in OKC that use the park and are financially able to give money to the park.

Stages of Development

Parents and young working adults that visit the park are all needed in the implementation stage of development. These are the people that give a purpose to the campaign, they are the ones that will be attending the events developed in the campaign and therefore giving their money to Scissortail Park.

Benefits for Each Key Public

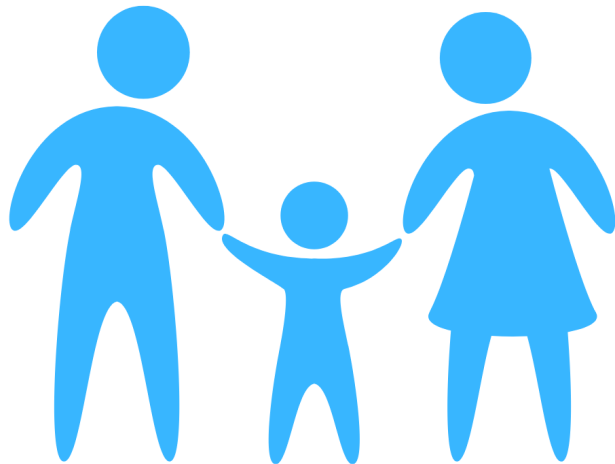
All key publics are offered the benefit of unique holiday experiences, and spring/summer events, that everyone can enjoy. Because of the small donations made by attendees, people are able to use Scissortail Park and all it has to offer for free. The key publics will feel gratification and be able to know that they contributed to making Oklahoma City a safe and amazing place to be.



Characteristics and Stereotypes

Parents

Parents that attend the park come from all different demographics (race, income, education, etc.), but they all clearly enjoy the park and its services. These parents like to stay active and get outside, and they enjoy spending time with their children. They love that Scissortail Park is free and that they get time to themselves while the kids entertain themselves.



Young Adults

These young adults are very successful in their careers, they are busy and like to get away from home and work when they can. Demographics vary pertaining to race and gender, but they range from 21-35 years old, are well educated and are financially well off. These individuals use the park for casual dates, working out and playing sports with friends. The stereotypes to keep in mind are that the young working adults of OKC are very opinionated and will speak up if they disagree with something, these individuals are more progressive and accepting of others and as mentioned prior they are well-educated and financially stable.



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Cultural Context

Because key publics cover a broad variety of people, there are a wide variety of cultures. Scissortail Park is located in an area where a lot of Latino families and individuals live, so a large amount of Park visitors are Latino. However, because Oklahoma City is growing and continues to diversify, there are also many other communities/cultures that visit the park.

Because we are in Oklahoma there is a big Christian/Catholic population, however, many members of the younger demographic tend to be agnostic as well. Being located in Oklahoma means there is a strong Republican/conservative population in Oklahoma City. But because it is a city with a growing population of younger people, there is a strong presence of Democrat/liberal supporters.

It is important that the Park and the campaign that is developed cater to any cultural needs and have respect for all people. Because Scissortail is located in the city and is accessible to anyone (all cultures, demographics and affiliations) the best way to serve everyone is for the Park to remain a supportive and neutral place for the community and visitors.



Competitive Analysis

OKC ZOO

The OKC Zoo is a competitor because it is also located in Oklahoma City, it's a fun place to see exotic animals, and it's a safe environment for anyone to enjoy.

Where they rank...

1 Mind Awareness

The OKC Zoo closely relates to Scissortail park. It's an outdoor area that is safe and fun for all. You can go and see exotic animals that you don't see every day. The zoo is a great place to go with family, friends, and relatives. The zoo does cost though to experience as well as it typically costs to get food to eat, and cool merchandise to purchase. The zoo also hosts different events throughout the year too to get more people to come to check it out.

Lessons to be learned

This OKC Zoo is really good about being authentic and sticking to their brand. They are one of the biggest zoos in Oklahoma and do well to cater to the OKC community through their animals, events, and experiences. The zoo also does well with keeping their social media pages consistent and unique to them.

2 Credibility

The OKC Zoo ranks high in terms of credibility. The zoo has been open in "Oklahoma City since 1902" (before statehood) in the Wheeler Park (Oklahoma City Zoo: Find the Explorer in You). The zoo then moved in 1920 to its current location - Oklahoma City's Adventure District in northeast Oklahoma City, Oklahoma - and has been there ever since. The OKC Zoo is home to "around 1,800 animals" and is "spread across 120 acres" (Oklahoma Zoos & Aquariums). It also sees around almost one million visitors each year, setting a record high of "1,088,599 in 2021" (Oklahoma City Convention & Visitors Bureau).

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Overview of Media Coverage

The Oklahoma City Zoo utilizes three main social media platforms to engage with their audience- Twitter, Instagram and Facebook. The Twitter account has 39,100 followers (twitter.com/okczoo), Instagram has 91,600 followers (instagram.com/okczoo), and the Facebook account comes in with the most at 205,000 followers (facebook.com/okczoo).

The content and posts on each of the sites are fairly identical. Most of the content is about the animals one can find at the Zoo and almost always includes a photo or video. Although the Zoo's Facebook has the most followers, they get more reactions on Twitter and Instagram. None of the social media platforms act as a space for two-way communication as the Zoo does not reply to comments or questions very often.

The OKC Zoo receives the most interactions from the public on posts about campaigns and events going on at the Zoo. The general posts about the animals, facilities and volunteering get very little interaction.

Since OKC Zoo is a zoo they talk a lot about 'animals' and the 'zoo' on their social media platforms and website. They also often talk about 'volunteering' and volunteering at the zoo. They keep a central theme of showing pictures of the animals, along with different captions about them and why you should come see them at the zoo.

Overview of Campaigns

The Zoo has consistently put on events for the community. There are six main events the Zoo has recently been and is currently doing- the Pepsi Vending Machine Art Contest, Safari Lights, Animal Days, Sip and Stroll, Haunt the Zoo and Zoo Brew (Our Events, 2023). They are currently running a campaign for healthcare workers, which allows them to come to the Zoo for free and provides discounts for up to four guests. This campaign has been very well received and is doing a great job on highlighting the organization's commitment to the community.



Lake Hefner

Lake Hefner is one of Scissortail Park's biggest competitors because it is another resource, near the heart of Oklahoma City, that provides free, fun, safe outdoor recreation.

Where they rank...

1 Mind Awareness

Lake Hefner relates closely with Scissortail park in terms of awareness. Even though Lake Hefner has been an area for outdoor recreation longer, they are not as closely connected to Oklahoma City and the OKC downtown community, as Scissortail Park. They also do not have the advertising and events that the park has.

Lessons to be learned

Lake Hefner is a great outdoor resource for the community and has gained a trustworthy and reliable reputation over time. The lack of social media and a true online presence is probably hindering them from reaching their target audience and building a true brand. Scissortail Park needs to utilize social media to stabilize and reinforce that brand awareness and truly connect with its target audience.

2 Credibility

Lake Hefner does fairly well in terms of credibility. The lake has 4.5/5 stars on Tripadvisor with over 60% of the reviews being 5-star. It has been established as a reliable outdoor recreational area for years in Oklahoma City. However, because the lake does not have social media or a website, there is no reliable way to stay up to date and receive current information.



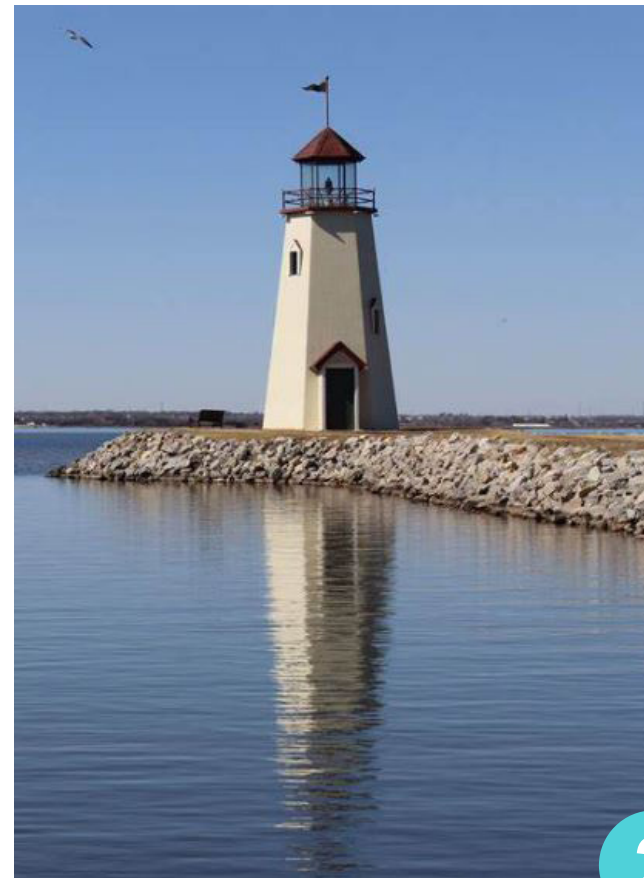
Overview of Media Coverage

Lake Hefner does not have any official social media pages. They are however listed as a location on Instagram, Facebook and Twitter.

Lake Hefner is not utilizing any true topics, themes or keywords due to the lack of social media or a social media presence.

Overview of Campaigns

There are no official social media pages or websites for Lake Hefner, no the communication has been fairly nonexistent. There are also not normally planned events or campaigns at the park unless held by private citizens.



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Frontier City

Frontier City is a competitor to Scissortail Park because it is a theme park located in OKC. It is a place for people to come and spend the day outside - riding rides, eating food, seeing attractions/shows. It's fun for families to bring their children. It is costly though. It costs to get into the park, to eat at the park, and to buy merchandise. Frontier City has been around for decades for family fun for all.

Where they rank...

1 Mind Awareness

The Gathering Place has a great social media presence and marketing skills for its services, events and park. However, because The Gathering Place is over two hours from Oklahoma City and Scissortail Park, their awareness is not as strong here in OKC.

Lessons to be learned

This competitor comes off as more of an attraction experience than a recreational place. You have to pay to experience and enjoy the theme park, unlike Scissortail. It's more of a play to ride rides, than to play sports, or go paddle boating. They do keep their branding and hashtags very consistent and concise, which I do think is something that Scissortail could learn from.

2 Credibility

The Gathering Place opened on "September 8, 2018" in Tulsa, Oklahoma (Gathering Place | A Park For All). Its mission is "to create a community space that is a recreational, civic, and cultural destination for all walks of life to enjoy, promoting inclusivity in our city" (Gathering Place | A Park For All). The park spreads across "nearly 100 acres of Tulsa's iconic waterfront along the scenic Arkansas River" (Gathering Place | A Park For All). The park's goal is to create a welcoming, inclusive environment for all Tulsans to enjoy.

Overview of Media Coverage

The Gathering Place has established a consistent social media presence. The organization has an Instagram with 61,700 followers ([instagram.com/gathertulsa](https://www.instagram.com/gathertulsa)), a Twitter with 9,194 followers (twitter.com/gathertulsa) and a Facebook with 129,000 followers ([facebook.com/GatherTulsa](https://www.facebook.com/GatherTulsa)). All of their posts are very consistent with their brand and are well-received by the audience. The Facebook profile receives the most interaction from followers, followed by Instagram. Content on the Twitter page receives very few likes and impressions.

Frontier City receives consistent, positive interaction with consumers on both social media accounts, but primarily Facebook. Neither of these platforms are used for two-way communication as Frontier City does not generally respond to questions or comments.

Frontier City is a “theme park” so they mostly only talk/advertise about being a ‘theme park’, especially because they are the only major one in Oklahoma. They also talk and advertise about “Six Flags” because they are owned by them. They keep a central theme of being western and country because the park is in Oklahoma. They use hashtags such as, #FrontierCity, #MySixFlags, #MyFrontierCity.

Overview of Campaigns

Although the organization posts frequently on social media, the communication is not two-way because they do not respond to comments or questions. Most of the publicity and advertising for events and/or campaigns is done on their website ([thegatheringplace.org](https://www.thegatheringplace.org)) or on their social media. There is an events calendar on the website that is frequently promoted on social media.



The Gathering Place

The Gathering Place is a competitor because although it is not located in OKC, it is a unique outdoor park-like Scissortail located in Oklahoma. It's a great place to enjoy nature, run, walk, play with the kids, gather with others, and just be able to be outside. It is also right next to the Arkansas River. The Gathering place hosts events, has nearby restaurants to enjoy, and gorgeous venues.

Where they rank...

1 Mind Awareness

Frontier City has more awareness than Scissortail Park. The amusement park has been around since 1958 and has been managed by Six Flags since 2018 (Frontier City in OKC - Oklahoma's favorite theme park, 2023). Frontier City puts out tons of marketing materials including ads, commercials, fliers, etc. and they have multiple events throughout the year including Fright Fest and concerts that attract a large audience. It is also in close proximity to the downtown OKC area.

Lessons to be learned

This competitor comes off as more of an attraction experience than a recreational place. You have to pay to experience and enjoy the theme park, unlike Scissortail. It's more of a play to ride rides, than to play sports, or go paddle boating. They do keep their branding and hashtags very consistent and concise, which I do think is something that Scissortail could learn from.

2 Credibility

With Frontier City being around now for over 50 years, and being the only major theme park in OKC, it has gained high credibility. The theme park spreads across "55 acres" and is home to "five legendary roller coasters", "three major water rides", and "28 other attractions" (Frontier City in OKC - Oklahoma's favorite theme park, 2023). Thousands of people come from all over to experience this western-themed theme park every year.

Overview of Media Coverage

Frontier City has a verified Facebook page with over 91,000 followers (facebook.com/fronteircitythemepark) and Instagram with 9,176 followers (instagram.com/frontiercityokc). There are a few Twitter profiles for Frontier City, however none of them are verified. The posts are fairly consistent on both platforms with two to three posts a week. There is more interaction with the posts on Facebook, most of it being positive, but Frontier City does not generally respond to comments or questions on their social media.

While The Gather Place's Twitter and Instagram does not support a lot of commentary from the public, its Facebook page is booming with conversation. A lot of the comments for posts on events and activities are tagging other Facebook users and spreading the word more. While The Gathering Place does not respond to most comments or questions, users communicate with each other in the comments consistently.

The central theme is around the park and what is happening at the park. They post things that they are hosting with the community, beautiful pictures of the park, and different people that work at or attend things at the park. They used to use the hashtag: #gathertulsa but not as much recently.

Overview of Campaigns

Although Frontier City consistently communicates with its target audience on social media, it has not been very active with campaigns. The park generally promotes season passes and membership deals in the spring to get ready for the summer season.





Overall Findings

Summary

When thinking of the Oklahoma City community and its relationship with Scissortail Park, we thought of three methods to best connect the two parties' ideas. After researching both the park and people who frequent it, we decided surveys, focus groups, and in-person interviews were the best way for us to reach our public. We came away with many useful conclusions from these interactions, but no matter what method we used, one thing was clear: **the community loves Scissortail Park.**

The pre-existing knowledge of the Park seemed to come from social events and gatherings. The in-person interviews consisted of answers revolving around cultural events and concerts, as people in the community mentioned how much they appreciated the togetherness of the events. The Park feels safe for everyone. Only 5/286 responses said they felt unsafe at the park, further confirming our thinking behind guests feeling secure in downtown Oklahoma City's premier Park. The Park contributes to the community's attitude, as nearly every person we talked to had a positive experience at the Park. People enjoy everything the outdoor space has to offer, and the community is discovering the many new features of the space.

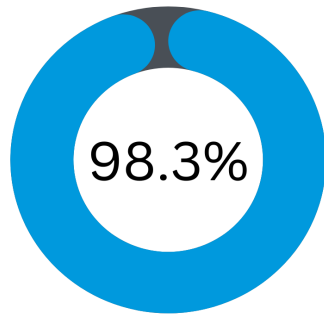
The attitudes and behavior behind the people we talked in-depth with were positive and motivated. Our campaign ideas were well-received and brought in an overwhelming amount of positive feedback regarding the park and the events we've created. People who frequent the park enjoy the space so much that the vast majority would pay for events at the park rather than just attending to walk for free. Every event idea we pitched as a group received over 70% satisfaction and assuring commentary regarding attendance.

Lastly, many park-goers struggled to stay connected via social media, but once the social media channels were brought to their attention, they immediately followed. People are more aware of the park itself rather than the specific events the park regularly hosts. The general media use tends to come from Instagram and Facebook, which both seem to be generating more and more traction each day. Media use around Scissortail Park is terrific, and more people need to see it and be aware of the account's updates throughout the seasons.

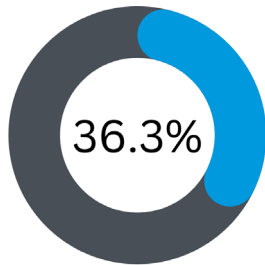


Top 10 Findings

- 1 People are relatively familiar with Scissortail Park.
- 2 Respondents want more **music, events, adult beverage options, entertainment.**
- 3 Only 5/286 responses said they felt unsafe at the park.

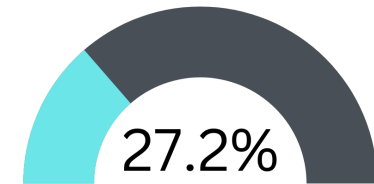


- 4 107/297 respondents visit at least once a week.



- 5 Our ideas were very popular with the respondents.

- 6 Out of 211 respondents, 72.76% shared that they do not have memberships. (Most people are not aware of the membership program).



- 7 Out of 180 responses, 66.42% answered they have never been to an event at the park before.



- 8 Our parent target audience is mainly concerned with **family-oriented activities**, socialization revolves around kids and prefer free or cheap events.

- 9 Our young professionals target audience likes to **stay active**, is looking to **get involved in the community**, socialization revolves around peers and loves to try new things.

- 10 Many people originally come to the park for an event but continue to come because of the welcoming **environment and the community.**





3 2

SWOT Analysis Chart



Interviews

We chose to use the on-site interview method to gather information about park visitors and their habits at Scissortail Park. Our interviews included 10 questions and took interviewees around 5-7 minutes to answer.

Overview

We conducted man-on-the-street interviews at Scissortail Park. Bright Light PR interviewed 14 individuals at the park. We spanned a large demographic that accurately represents the crowd occupying the park. We worked hard to ask questions regarding why they first came to the park, how comfortable they felt at it, and their familiarity with it. The questions were different for every respondent. Like the other methods, we asked the participants about specific events we pitched and asked if they would attend. We wondered how often the participant comes to the park, leading to questions like whether the park does not have something that you wish it did or has you have been to any events at the park. Those questions allowed us to bring up the events and hear their opinions. We asked how they got their information about the park and where they see information about upcoming events. The conversations were brief and a shortened version of the focus group questions.

Method Protocol

The participants in our on-site interviews were just people who were at Scissortail Park in the afternoon on March 5th. We approached people who didn't look too busy at the park and asked them if we could voice record and survey them. We then proceeded with asking our questions and simultaneously recorded the answers and took notes.



All transcripts and responses are included in appendix

Surveys

We created a Qualtrics survey and distributed it to adults, parents, students and young professionals in OKC and its surrounding areas. The survey consisted of five sections: the instructions and consent form, individual habits, interests in events, social media habits and demographics. It included 38 questions and took people around 10 minutes to fill out.

Overview

Bright Light PR gathered 351 survey responses. Our group worked hard to only send the survey to our target audience and people within the OKC metro area. We opened our survey with an introduction and consent questions. The consent outlined who we are as students and an invitation to participate in our survey. The next section of the survey covers individual habits and familiarity with Oklahoma City and Scissortail Park. Personal habit questions cover why the respondent visits Scissortail Park, their favorite feature, and their wishes for the park. One of the questions that will help our campaign is “Do you have a Scissortail Park membership?” because one of our metrics is to grow awareness around the membership program.

Since a large chunk of our campaign is centered around developing events for particular audiences and holidays, we dedicated a survey section to “Interests in Events.” These questions cover essential information about respondents attending events within the park. We developed questions about specific events we brainstormed that could be hosted at the park. We asked for feedback and their preferences to help decide on the campaign. Next, we covered social media habits. We asked respondents where they seek out new information. The last section covers demographic questions with a transition to the conclusion, a brief thank you statement, and any closing comments the respondent wishes to add.

Method Protocol

We surveyed a vast assortment of different people. We sent our survey to friends, family, acquaintances, classmates, OU students and others who knew about Scissortail Park. The survey opened on February 27, 2023, and closed on March 10, 2023. Since it was sent through a link respondents could take it anywhere and anytime they wanted to, they just had to go through and answer the questions to the best of their ability. This information was very resourceful in our research and campaign planning process.

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Focus Groups

Lastly, we conducted two focus groups, one with parents and one with young professionals living in OKC (our key publics). The goal of these focus groups was to hone in on what these groups thought about Scissortail Park. We conducted these groups through Zoom and asked the participants questions regarding their experience with the park, social habits and opinions on some potential events at Scissortail. We asked both groups the same 20 questions and had a time limit of 30 minutes for them to answer.

Overview

Bright Light PR held two different focus groups. The first was a young professional within the OKC metro area group and the other was parents with children in the OKC metro area group. Both focus groups had the same questions. We gathered insight from all different types of people which allowed us to see opinions and thoughts on all scales. Our focus group began with a brief introduction of Scissortail Park and then a respondent introduction. The first section is engagement questions. These questions cover what the participants enjoy doing in their free time. This allows us to proceed into the conversation regarding outdoor recreation. Our next section of questions is exploration questions. Some of these questions go into detail about their thoughts surrounding what they would like to see more of in the park, their weaknesses, and their routines when they attend the park. This shows us what participants enjoy about the park most and what keeps them coming back as well as what is something that might hold people back. We proceeded to idea-specific questions that go into detail about attending events during the holidays, paying for a ticket to attend an event, as well as their opinion on a summer concert series. We were able to gather opinions about the events we were planning on pitching to see if our target audiences had any sort of interest in them. For our exit questions, we asked all participants “If there is one word to describe Scissortail Park, what would it be?” and wow, the responses were great!

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Method Protocol

These participants were specific people we knew that either fit into the parent key public or young professionals key public. We created two different Zoom meetings for each focus group and reached out to people we knew fit these publics. Once we got their consent and agreement we sent the participants the Zoom information. We conducted each focus group on March 23rd, starting with the parent focus group from 7 p.m.-7:30 p.m., and the young professionals from 7:30 p.m.-8 p.m. The advantage of conducting these groups on Zoom was that we could hear and see everyone without having the difficulty of trying to meet up in person. Once everyone logged on and introduced themselves just proceeded to ask around 20 questions, making sure we gave everyone a chance to answer. These focus groups allowed us to get candid, honest answers from our intended audiences for our campaign. The information we gathered from these two groups was vital in our primary research process.



Transcripts and responses are included in appendix





Positioning Statement, — — Goals and Objectives

Positioning Statement

How Scissortail's Position Differs from Competitors'

Scissortail park prioritizes safety and inclusivity above all else. It is committed to growth and expansion and strives to continuously create fun, unique experiences and events to engage and better the OKC metro community. The OKC Zoo is another fun, outdoor recreational activity. However, it is not free, and there are limited events and/or new features to continuously engage the community. Lake Hefner is a beautiful, free space to be utilized by the citizens of Oklahoma, but there is no event team or coordinator to put on engaging activities. The lake is also lacking a social media presence which makes it difficult to establish a brand with the public. Frontier City has been a great place for family fun in OKC for years; however, it is not cheap, and taking your whole family can be costly. There are many rides and attractions for kids of all ages, but not much for adults to do. There is also not a lot of public transportation to and from the amusement park. Finally, The Gathering Place has established a great brand within the Tulsa community. It offers free outdoor recreation and generally put on events and activities to keep their publics engaged. It is also close to many local stores and restaurants. The Gathering Place, however, does not have the land or all the features like Scissortail Park has.

Our two key publics are parents of young children in OKC that are financially able to give money to the park and young professionals who live or work in OKC that use the park and are financially able to donate to the park. The titles of each public that follow are shortened for brevity purposes.

Parents

To parents, 22-45, looking for fun, unique experiences that engage the whole family. Scissortail Park is the safest, most engaging outdoor recreational resource. This is because Scissortail Park strives every day to provide your family with an endless amount of safe, unique events and activities to fit everyone's lifestyle.

Scissortail Park is a place to let your children explore and express themselves without judgment. This place brings Oklahoma's natural beauty to life in a safe and playful environment where you and your children can participate in Scissortail Sports by the YMCA as well as Kids Art in the Park. Located in the booming heart of Oklahoma City, this place allows children and parents to connect and enjoy a place for everyone with all backgrounds.

Young OKC Professionals

To young Oklahoma City professionals, ages 21-35, who are looking for a way to build a community and grow. Scissortail Park is the most versatile place to learn, work and explore. Scissortail offers a wide variety of meeting places, quaint and quiet nooks and the beautiful walking trails.

Scissortail Park is a 70-acre outdoor urban oasis, from farmers markets to sports courts, Scissortail truly is a place for everyone. Located in the heart of sprouting Oklahoma City, Scissortail is surrounded by young women, men and people just starting their professional careers, making it a great place for serving the needs of these young professionals.

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Goals

Reputation Management

Scissortail Park is a place for everyone. Its main purpose is to serve the community and provide a place that is safe to explore and be engaged with the community in an inclusive and unique environment.

Task Management

When it comes to task management, Scissortail's main goals revolve around increasing the number of visitors to the park and the overall awareness of the park. Because Scissortail Park is still so new, not many people in the surrounding areas of OKC know that it exists. Increasing the awareness will not only increase the number of visitors that come to the park but support the other goals that are aligned with this campaign.

Relationship Management

Scissortail Park strives to connect with individuals residing in OKC and surrounding areas. Relationships are developed through park membership opportunities as it provides countless benefits. It advertises itself as a place for everyone rooted in connection. Scissortail Park values its visitors by allowing the park to be a place for play, culture, celebration and inspiration. Scissortail Park advocates for local businesses by allowing the park to be a place for expressing art, hosting small businesses and collaborating with organizations to help fund a mission. It can be vital for Scissortail Park to host organizations and support its efforts. For example, Scissortail Park partnered with SSM Health St. Anthony to hold the 2nd Annual Oklahoma Colon Cancer Walk on the park grounds. It is evident the park wishes to be a central place for people to be a part of something bigger than themselves and support an important cause within the community.



Objectives

Awareness

Parents: The objective for parents in the Oklahoma City area, ages 22-45, is to have an effect on awareness. Specifically, to generate more donations to Scissortail Park through membership purchases by offering a special park membership discount to parents of young children (ranging from ages four to 12) for a limited time. Measure this by an increase in family membership sales by 30% from late November to early January.

Young OKC professionals: The objective for young Oklahoma City professionals, ages 21-35, is to have an effect on awareness. Specifically, to increase participation/registration for specific outdoor events at Scissortail Park through Instagram advertisements specifically targeted at this demographic. Track this by the number of website visits pertaining to the advertisement. Measure this by an increase of 75 people sign-ups through the run time of the advertisement, from the beginning of May to the beginning of June.

Acceptance

Parents: The objective for parents in the Oklahoma City area, ages 22-45, is to have an effect on acceptance. Specifically, working to maintain and increase the sense of safety, community and engagement at Scissortail Park. As well as working to increase turnout at events geared towards families and adults by at least 100 people from late November to early January.

Young OKC professionals: The objective for young Oklahoma City professionals, ages 21-35, is to have an effect on acceptance. Specifically, by creating and generating fun, unique events that uphold the community and bring inclusivity to Scissortail Park. By working to add a unique experience for young adults from early May and late June and having a turnout of at least 500 people.

Action

Parents: The objective for parents in the Oklahoma City area, ages 22-45, is to have an effect on action by increasing and maximizing safety precautions and developing entertaining events for the entire family. Measure this by an increase of 60 attendees of families through sign-ups at holiday events during the holiday season through late November through early January.

Young OKC professionals: The objective for young Oklahoma City professionals, ages 21-35, is to effect action by increasing the events for young adults at Scissortail park. This will help increase the attendance of young adults and the number of membership accounts. Measure this by tracking the number of tickets sold at a ticketed young adult event and comparing it to past events; as well as track how many memberships are sold.

4

3





Target Audiences — — And Personas

Key Publics

Young OKC professionals, ages 21-35

OKC Parents, ages 22-45

How They Differ

Our key publics differ in age and lifestyle and look at different factors when deciding how to spend their time. The first key public is parents aged 22-45, who will be more concerned with safety. Parents are looking for unique experiences that can engage the whole family. When considering the parent public, it is essential to consider cost, time, and convenience. Finally, young OKC professionals, ages 21-35, are our third key public. While these young individuals will still be concerned with cost, time, and convenience, they seek ways to connect and find their role in the community. Many will be balancing work, relationships, and possibly school.

Benefits for Each

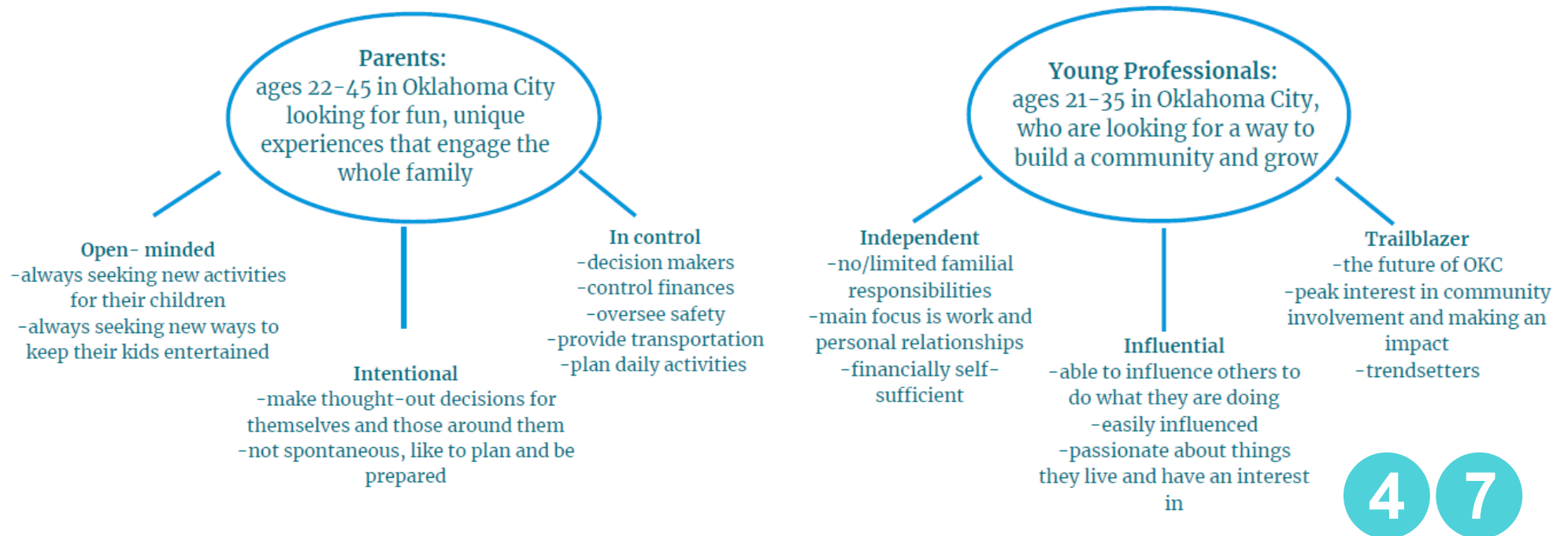
For parents, Scissortail Park is a safe place for them to bring their children and be able to sit and relax while their children play. It's a good place to meet/interact with other parents, walk around and enjoy the outdoors. The park is also free and offers activities/events geared towards families, making it a great place for parents to be. For young professionals, Scissortail Park is a great place for them to meet new people, get fresh air and have an escape outside of work. They also offer several different events for young professionals to attend.

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Primary and Secondary Research in Choosing Publics

From gathering primary and secondary research it is evident that Scissortail Park has a wide variety of consumers and visitors. For this campaign, Scissortail Park wants to reach people that will become more involved in the park specifically by donating and purchasing memberships. Scissortail Park also disclosed that it is particularly wanting to target young working professionals in OKC, with the hope that they become lifelong donors to the park. From other research, we found a common theme of children and young parents utilizing the park frequently. With this information, we chose parents, children and young professionals in OKC as the key publics for this campaign. By targeting these publics Scissortail Park will meet its goals and expectations for this project.



Paige



“As a small business owner in Norman and a single mother, I spend most of my weekends looking for things to do with my son on my free weekends when he is not with his father. I value time with my son, girlfriends, and my son’s friends. Since he is 5 years old and attends Holland Hall. Since I value education, we spend time partaking in engaging activities that will allow him to express his creativity and ideas which will help him blossom into a well-rounded individual. We enjoy outdoor activities that we can play together as well as fun areas to grab a quick lunch. We are always looking for more as we continue to raise our children in Oklahoma City. It can be hard to venture out with just my son as we learn how to do life just us two. We are taking it day by day but remain very grateful for the life we have and our community here in Nichols Hills.”

Demographics

- White
- Female
- 38 years old
- Upper class
- Located in Nichols Hills

Pain Points

- Single mother
- Family doesn’t live in OKC
- Lonesome with just her son
- Needs more things to do in her city

Goals

- Get outside
- Stay fit and involved with friends
- Remain fashionable and stay on-trend
- Have plans on weekends
- Find educational activities for her son

Motivations

- Working out
- Building up her small business on Campus Corner
- Providing for her son
- Quality time with friends

Behaviors

- Will buy her son anything to make him happy
- DIY to the max
- Avid lifestyle blogger
- Impulsive Target spender
- Social media fanatic

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Personas

Persona 1

Buying Process

Due to Paige owning her small business on Campus Corner for years and having one child, she remains quite stable in her finances. She will spend any money on her son and will pay for a good time with her friends. She has invested a lot of her money into her small business and is now seeing a significant ROI as it has become a hot spot on Campus Corner. Price isn't a concern to her, but she knows all the ins and outs of how much things truly cost wholesale versus retail.

Current Attitude

Paige is all things super mom and a girl's girl. She wants to be more involved in her son's life and spend time with those she loves. She values quality time and lifting others up. She is always looking to excel her business while staying involved in everything else. She is a die-hard OKC fan as she has resided there her whole life.

Awareness

Although Paige lives within the same metroplex as Scissortail Park, Paige does not know all of the outside activities and things the park has to offer. She has been on a Sunday stroll at the park but is missing out on the liveliness of the Farmer's market and night market. She would spend all the money to attend a concert with her friends but imagine if the concert was just a few minutes away from her home at the park. She is all about convenience and safety and the park provides this and much more.

Sofia

“As a mother of five children, it would be amazing if there was some kind of place that can accommodate all of our ages and provide entertainment for our family. We love to travel but we do not have the time or money to do it as often as I would like. I am always looking for ways to save money and ensure that the experiences we have are truly unforgettable and one of a kind. It can be hard to figure out a time for our family to do things since my children are involved in church, extracurricular activities, and school. My culture is near and dear to my family and we appreciate places that respect and honor our background.”



Demographics

- Hispanic
- Female
- 47 years old
- Lower class
- Located in Yukon, OK

Pain Points

- Low-income home
- Lives pay check to pay check
- Children need childcare 5 days a week
- Has credit card debt

Goals

- Invest in stock market
- Provide children with homemade meals
- Volunteer more in OKC area
- Pay off credit card debt
- Travel more with family

Motivations

- To live a sustainable lifestyle
- Loves to travel outside OK
- Affordable activities for her family

Behaviors

- Loves to cook homemade meals
- Introvert
- Humble
- Struggles with depression
- Uses the outdoors as a pastime

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Buying Process

Sofía struggled with her money habits in her early 30s which caused her to collect debt because of her spending with credit cards. She spent her money on gambling and hotels in Las Vegas. It got out of control and sent her into debt. She has now been able to get a grip on her spending and sees a financial advisor. Her husband is a contractor and they work together to help pay bills and make ends meet for their family. She values traveling when she can afford it for her family of seven.

Current Attitude

Sofía is tired of the mundane things in life. She feels stuck in the same pattern of her 9-5 every day and then coming home to cook for the kids. She wants some spark in her everyday life. Since she values travel, she is interested in what the local OKC area has to offer as a getaway for her family. She is working on a budget but wants to have several things lined up for her family to do for a few days. She is open to anything that is affordable, fun, and safe.

Awareness

Sofía has never been to Scissortail Park due to the commute and her busy work schedule. She has attended several smaller neighborhood parks with her younger children. She enjoys outdoor picnics. Most of her children like to play where there are large fields because of their passion for soccer. She enjoys markets with fresh fruits and veggies so she can continue to make homemade meals for her family. She loves any outdoor free activities including concerts with her husband.

Mitchell

“As a salesman for a company in the tech industry, I work from home full-time and don’t get out of the house as much as I would like. Having grown up in eastern California, being outdoors is a necessity for me. I love working out and taking advantage of the natural elements my environment has to offer. Although I love OKC, I moved here last summer and am struggling to meet new friends, build true relationships and find ‘the one.’ I love music and trying new things, as an extroverted person it isn’t fear that is holding me back but convenience and timing.”

Demographics

- White
- Male
- 23 years old
- Middle class
- Located in OKC

Pain Points

- Consumed by work
- Won’t do something if it is an inconvenience
- Doesn’t know many people
- Doesn’t know much about OKC and its culture

Goals

- Wants to find a life partner
- Works hard to thrive in his career
- Build genuine relationships with new people
- Stay in shape
- Wants to feel a part of the OKC community

Motivations

- Enjoys a good time
- Likes anything that helps him escape work

Behaviors

- Works a lot
- Will try anything new
- Enjoys working out
- Impulsive
- Outgoing

5

2

Buying Process

Because of his job and relationship status, Mitchell is financially comfortable and often makes impulsive decisions when it comes to spending his money. He struggles with saving and planning for the future, for if he is interested in and wants a product or service, price isn't a concern.

Current Attitude

Wanting to become more familiar with his new home and the people in it, Mitchell just needs that extra push and initiative to start working towards his wants and goals.

Awareness

Although he lives in close proximity to Scissortail Park, Mitchell doesn't know much about it. He has driven past and seen it but has no idea what it entails and offers. Also, because he is relatively new to OKC, he isn't aware of programs, such as MAPS, that dedicate their existence to making OKC a better place to live.

Lilly

“As a native Oklahoman, I have always loved downtown and am so happy about the community it is becoming. Although I live in Edmond, I frequently find myself in OKC for work and pleasure. As a real estate agent, I am frequently working with people, which I love, and am always on the go! I am looking for a community to start a business and really get involved in. I love trying new things and finding new ways to keep my mind and body healthy.”



Demographics

- Female
- African American
- 26 years old
- Middle Class
- Located in Edmond, OK
- Real Estate Agent

Pain Points

- Finances, still paying off student loans
- Needs reliability and likes her routine
- Struggling to balance work and relationships

Goals

- Grow her career
- Live a healthy, well-balanced lifestyle
- Grow community and network
- Find a place to settle down and start a family
- Start her own real estate company

Motivations

- Learning new things and finding adventure in everyday life
- Meeting new friends
- Finding healthy ways to relax and unwind
- Finding ways to invest in and give back to the community

Behaviors

- Loves to learn new things
- Type-A Personality
- People person
- Trustworthy and reliable
- Likes meditating and spending time outdoors

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Persona 4

Buying Process

Lilly is very responsible with her money and is working on saving up to start her own real estate practice. She likes to spend her money on experiences, rather than material goods and is willing to spend more on events or activities she knows she will like.

Current Attitude

Lilly wants to get involved and invest in the community where she hopes to start her practice. She is always looking for ways to meet new people and learn about different parts of OKC. Although she can be hesitant to change, she is open to trying new things if it is convenient.

Awareness

Lilly is familiar with Scissortail Park, but has only been there on a few occasions due to her commute from Edmond. She loves the running trails and the proximity to the restaurants and other amenities downtown. She has been to a few Farmer's Markets and Pop-up shops but is unaware of all the activities, festivals and events that take place at the park.

Campaign

Concepts





Spring

2024

Color the Park!

Overview

We propose Scissortail Park host a spring color run where families, dogs and avid runners can participate in a one-mile and/or 5-K run at Scissortail Park. Participants will finish off their run(s) in the upper park to celebrate with music and food from local vendors. Besides providing entertainment and attracting more visitors, the intent behind the music and vendors is to tease the second phase of the campaign, as well as Scissortail's annual concert series. Those that register get a free t-shirt, spark gift cards, stickers and other merchandise from Scissortail and sponsors.

Details

- Date- March 23, 2024
- Time- 9 a.m., 1 mile run; 10:30 a.m., 5K
- Check-in at Union Station
- Start in lower-park end in upper-park
- Ticket for 1 mile, \$25, ticket for 5K, \$40



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This event reincorporates Scissortail's commitment to environmental safety and preservation. It showcases there are ways to have fun in a safe and unique way. Although this type of event has been done before, what sets Scissortail's run apart from others is the fun, friendly and relaxed approach, versus a competitive and challenging one.

Action and Communication Strategy

For the color run, Bright Light PR will utilize audience engagement, sponsorships, publicity, transparent communication and newsworthy information for its strategies. Citizens will participate in the run and local businesses, restaurants and organizations will have the opportunity to sponsor the event. Because this will be a big, community-focused event, we will attempt to generate publicity and media attention by showing the impact of this event on the community and on citizens.



Potential Sponsors

Simple Modern

Eric Randall, PR Manaher - ericaprandall@gmail.com

Devon Energy Corpotation

Chad Previch - Chad.Previch@onegas.com

OKC Thunder

Joy Joslin, Director of Guest Relations - JJoslin@okcthunder.com

Erin Lewis, Director of Brand Influence and Identity - elewis@okcthunder.com

Loves Travel Stop

Amber Pentz, Digital Marketing Coordinator - linkedin.com/in/amberpentz

Ellie Rahial, Marketing Activation Specialist - (405)708-3438

Visit OKC

Jenna Lovelace, Communications Manager - jlovelace@visitokc.com

Lindsay Vidrine, Senior VP of Destination Marketing - lvidrine@visitokc.com)

Sonic

<https://corporate.sonicdrivein.com/>

Sponsorship Package

Color the Park!

March 23, 2024 | Scissortail Park

Associate - \$10,000

- Color the Park tickets (8 tickets/ swag bag per each ticket)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Color The Park
- Complimentary 2-hour rental session of small park space for company/organization event
- Company recognition on event banners onsite
- 1 Scissortail Park membership
- Complimentary pedal boat tickets (8)
- Complimentary inline roller skate rentals (8)

Partner - \$2,500

- Color The Park tickets (4 tickets/ swag bag per each ticket)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Color The Park
- Recognition of event banners onsite
- Complimentary pedal boat tickets (4)
- Complimentary inline roller skate rentals (4)

Advocate - \$5,000

- Color The Park tickets (6 tickets/swag bag per each ticket)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Color The Park
- Company recognition of event banners onsite
- 1 Scissortail Park membership
- Complimentary pedal boat tickets (6)
- Complimentary inline roller skate rentals (6)

Friend - \$500

- Color The Park tickets (2 tickets/ swag bag per each ticket)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Color The Park
- Recognition of event banners onsite
- Complimentary pedal boat tickets (2)
- Complimentary inline roller skate rentals (2)

6

3

Vendors and Food Trucks

OKC portables

<https://okcportabletoilets.com/pricing.php>

The Pizza Spot

<https://www.thepizzaspottrailer.com/home>
phone: (405) 423-2787

Blazin' Burger Joint

phone: (405) 203-7653
email: blazinburgerjoint@gmail.com

Big Truck Tacos

<http://bigtrucktacos.com/menu.html>,
phone: (405) 525- TACO

Midway Deli

<https://www.midwaydeli.com/>
phone: (405) 321-7004

Beanstalk

<https://www.beanstalkcoffeeandsno.com/>
phone: (405) 887-4484

Junction Coffee

<https://junctioncoffeeokc.com/book>

Bondi Bowls

<https://bondibowls.com/>

The Big Friendly

<https://www.thebigfriendly.com/?ref=OkieFoodTrucks.com>
phone: (405) 492-3785, website:

Plato's Provisions Co.

<https://platosprovisions.square.site/order>
email: platosprovisionsco@gmail.com

Tacos El Paso

phone: (405) 593-6511

Equipment Needed

- T-Shirts
- Finish line
- Banner
- Bathrooms
- Colored powder
- Refreshments
- Volunteers (15)

6

4

Message Strategy

Message Sources

Credibility:

We would create credibility for this event by making advertisements through creating videos, graphics and press releases. This event could be posted on Scissortail's social media (to be shared), sent to news stations (to be talked about) and shared in newspapers to get people's attention. In these advertisements, we would write about when the event is, where it is (Scissortail park), who the sponsors are, how the event works and what you receive after buying a ticket for the event. The color run would be open for anyone who pays can attend.

Charisma:

For this event we would really work to advertise towards families, children, young adults and anyone who likes to run/walk. We would work to create videos and graphics that are colorful, vibrant, informational and understandable. We would also include Scissortail and the sponsors for the event on the videos, graphics and talked about in the press release. The goal for this event would be to not only attract people to the event but also help inform more people about Scissortail Park.

Control:

For a color run event, we would need to hire some law enforcement to block off any streets used for the run and make sure everyone at the event stays safe. We may also look into making sure there is an ambulance/hospital staff there in case of any injuries that could arise. We would also make sure to hire some staff (that are connected to Scissortail or want to help) at the event to help keep everyone safe, answer any attendees' questions, hand out t-shirts/goodie bags (that would come with the ticket) and help make sure the event runs smoothly.

Message Appeals

Rational Appeal:

Around the United States, different marathons and runs have become unique and popular for locals and runners wanting to travel. Oklahoma City has multiple popular marathons already, but a color run will add a unique twist to the popular running series. With many motivated, young professionals living in the downtown area surrounding Scissortail Park, a color run would be a great way to spark their interest and reel them in for a day at the park.

On the color run's expected route, runners will get a clear picture of the park in its entirety, from the upper side to the lower side, seeing all of its amenities and services available. Runners will see where the park is growing and what spots they might've missed out on at first glance.

With the color run, participants and visitors will also have the chance to bring their dogs and pets. Dogs can even take part in the run and compete for the fastest pet in Oklahoma City! Allowing the downtown community to bond over exercise, outdoors and dogs through the color run is a way to share common interests and build connections.



Emotional Appeal:

The emotional appeal behind the color run is through camaraderie and persistence through physical exertion. Both ideas behind each emotional appeal stem from forms of love appeals and virtue appeals.

As friends gather together to run a marathon, cheer each other on, and join in celebration afterward, there is a loving appeal through companionship and being around other humans working towards a common goal. Through competition, grit, dedication and hard work physically while running, plenty of virtue appeals will apply. The two that come to mind would be determination and persistence throughout the race, but also in preparation for the race.

Understanding the consistency and willpower it took athletes to train for a physical event, even if it's just a color run, will shine through our contestants and into the community.

Communication

Verbal Communication:

One point of view will be presented: The Color Run accommodates people from all different walks of life and you can participate in a fun community-wide event outdoors within Scissortail Park.

A conclusion will be drawn: People within OKC and beyond should consider attending the Color Run at Scissortail Park and bring your pet! The message will describe what a color run entails, so it is simple and understandable. It will highlight the perks and activities within the Color Run. There will be a clear message stating you do not have to run, walkers are always welcome! Messages will include power words such as “benefitting Scissortail Park” and “community-wide event.” Messages will be straight to the point (facts only) with no exaggeration as that can cause confusion and the audience could have wrong expectations.

Nonverbal Communication:

Scissortail Parks logo and branding will be featured in all messages advertising this event. The posts will contain bright colors and videos of a teaser as to what the run might look like in the park. There will be upbeat music to hint at the concert at the end. The vendors will be recognized as well as they will be present during the run.

Shared/Earned Media Tactics

Indirect News Material

This event should be promoted to The Oklahoma Gazette, Eventbrite and Visit OKC's event postings pages. We will also reach out to the @okclandrillers to promote the event on Instagram. This is the Instagram of the largest running club in Oklahoma, and they consistently post about local runs and events.

- Event can be submitted to the Oklahoma Gazette at <https://posting.okgazette.com/oklahoma/Events/AddEvent>
- Event can be created the Eventbrite at <https://www.eventbrite.com/>
- Event press release can be sent to Visit OKC my emailing Jenna Lovelace, jlovelace@visitokc.com
- Messages for events can be sent to the OKC LandRunners' page at <https://www.instagram.com/okclandrillers/?hl=en>

Each of these indirect news materials will help us to connect and develop stronger relationships with all Oklahoma Citizens. Our target audience will be highly impacted by these news materials as they are frequently seen and trusted throughout Oklahoma.

These tactics will advance the awareness for the event by getting the word out to a large majority of Oklahoma with frequency. Because each of the organizations we will be working with have established, trusted brands, it will help the acceptance of these events as something people will not want to miss out on and therefore, will promote action.

The main advantage to this tactic is getting publicity from trusted, beloved organizations that have a wide-reach in Oklahoma for no cost, and it is unique from other tactics because we still have the majority of control of the message.

Opinion Material

Along with the indirect material, we will utilize opinion material to generate authentic awareness and publicity for each event. We will be using all of the following media outlets for each event. At the Oklahoma Gazette, we can submit a press release to their website to promote a story. This organization's mission aims to stimulate and inform the public, which closely aligns with the goals of each event.

We will also invite reporters from The Oklahoman to come to all of the events to do an opinion/op-ed piece. Ideal reporters would be Yesenia Jimenez, who is the main opinion piece writer, or Brandy McDonnell, who is the features writer.

- Press releases can be submitted to the Oklahoma Gazette at <https://posting.okgazette.com/oklahoma/SendaTipAskaQuestion/Page>
- Press releases/event invitations can be sent to Yesenia Jimenez at yjimenez@gannett.com
- Press releases/event invitations can be sent to Brandy McDonnell at bmcdonnell@oklahoman.com

While these tactics may not provide for as much interaction from our target audience, it will generate a lot of authentic awareness, which we believe will make a high impact on the public by allowing them to fully experience the events through another's eyes. We believe this will greatly advance the acceptance objective since people will be hearing about the events from a separate, trusted entity, which in turn may promote action.

The main advantage of this tactic is our target audiences getting to hear about this from an outside opinion. There is no persuasion from the Park itself, which makes this tactic unique. The only disadvantage is that we cannot control what is written about the events or how it portrays the Park.

Paid Media Tactics

Bright Light suggests utilizing paid media tactics to advertise the events within our campaign for Scissortail Park. Specifically, we suggest Scissortail Park utilize print, electronic and out-of-home advertising. By doing so we believe the targeted audiences will become aware of our events and follow the call to action within the advertisements. It is important to remember who the target audiences are when selecting the advertising tactics, because both of our key publics are younger, we strategically selected advertising tactics that are effective and applicable to them.

Electronic Advertising

Utilize Instagram and Facebook ads that target people (male and female) ages 21-35 within a 15-mile radius of OKC. This advertisement will specifically highlight the dog and food aspect of the run since our research shows that is what young professionals look for and enjoy the most when attending events. It will link directly to the Scissortail Park website page where people can purchase tickets for the event. The radius of the advertisement is chosen due to the main goal and purpose of the event, get OKC young professionals to connect with the park and become lifetime supporters of it.

On average, Instagram ads cost \$0.20-\$2.00 per click and \$6.70 per mile, while Facebook ads cost \$0.44 per click and \$14.40 per mile. These ads will run from March 9, 2024, to March 23, 2024.



Print Advertising

405 Magazine is a great resource to promote this event. It is a well-known magazine that covers an array of topics, including events in OKC. Publishing an advertisement on the online publication/website is guaranteed to reach an audience of OKC community members.

In 405 Magazine the ad will run for one month (\$659) beginning on April 13, 2024, on the 405 Magazine website in the “300x600 half page” space. 405 Magazine has 48,000+ newsletter subscribers and 65.7% of its readers frequently purchase services from ads seen in the magazine. In addition, 58% of its audience is 20-54 years old 51% is likely to click on sponsored content.



1,178 likes

scissortailpark On March 23, 2024, we will be hosting the first annual "Color the Park!" color run. We will have a mile run starting at 9 a.m... more

View all 123 comments

steverogers This sounds exciting!

buckybarnes My family will love this!

Campaign Schedule

- Send out sponsorship packet to potential sponsors

November 2023

- Share the event with the public
- Open event registration
- Reach out to vendors with a link to apply for a spot (registration)
- Submit/post the event to various OKC websites
- Develop advertisements for social media and website postings
- Send press releases to sponsors, vendors and news outlets
- Purchase colored powder, order t-shirts and numbers for the participants

January 2024

December 2023

- Confirm the level of desired sponsorship with each individual sponsor
- Develop event graphic for Scissortail Park's website
- Develop event registration on Scissortail's website
- Develop graphics and copy for social media posts on Scissortail Park's accounts
- Draft press releases for sponsors, vendors and news outlets
- Secure the various equipment and rentals

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- Begin running social media paid advertising
- Continue to spread awareness on Scissortail Park's social media accounts

March 2024



February 2024

- Solidify vendor spots
- Distribute press releases
- Post advertisement on 405 Magazine's website

April 2024

- Share images and other content on Scissortail Park's social media accounts

Objectives for Success

For the color run, our objectives include bringing in runners from different places to connect with the community during a short marathon event while reaching donors within the city and surrounding areas. To determine success, audience feedback could be constructive for Scissortail Park and the client's campaign. Our research shows that most runners have participated in other athletic events nationwide. Because the OKC Marathon regularly brings in 25,000 runners, we can use the famous marathon in the city as a baseline. The first event hosted by the OKC Marathon brought in just over 5,000 runners, and the tickets for the lowest mileage run were \$65. Our Color Run event will be lesser known than the Memorial Marathon but could bring in a lot of the same crowd of runners. While we don't expect 5,000 runners like the inaugural OKC Marathon, with our marketing strategies and generating awareness for the Color Run, we hope to host at least half the crowd in our kick-off event.

Two thousand five hundred participants in the run is a good baseline to measure our success and better understand the satisfaction level and quality of the event; digging for audience feedback will be essential to determining results and how to better the event the following year.

2,500

Participants

A post-run survey will be sent out digitally to all event attendees to understand the audience's feedback. During the event, it would be helpful to have people at the park gathering real-time opinions on the day. Having runners fill out the survey and discuss in person with spectators and park-goers regarding the quality of the event will bring valuable information and feedback for the Park's future events. The survey will also help us gauge membership awareness, which we are working to increase, and young adult interest in getting more involved with the Park.

The Color Run will also be used to promote our next event, which is scheduled to be the Summer Kick-off concert series. It will be a prime opportunity to begin spreading the word.

Membership Awareness

Youth Interest and Engagement

Finally, a big factor of this event's success will rely on the ability to generate revenue to meet the goals of our budget. Listed below, on page 114, you will find a detailed budget for the spring events. In order to hit the revenue goals for this event, we will need to generate \$15,000 in ticket sales for this event. There are two types of tickets, \$25 and \$40. In order to reach the goal of \$15,000, Scissortail Park only needs to sell 600 of the \$25 tickets. Based on the number of runners brought in by the OKC Marathon, we are shooting for 2,500. Meaning if all 2,500 runners purchase a \$25 ticket, Scissortail Park's revenue will increase to \$62,500.

Revenue

Goal from Budget on pg. ___ - $\frac{\$15,000}{\$25} =$

Number of \$25 Tickets to be Sold - **600**

Expected Tickets Sold - **2,500**
 $\times \$25 =$

Expected Net Income OVER BUDGET- \$47,500

7 5

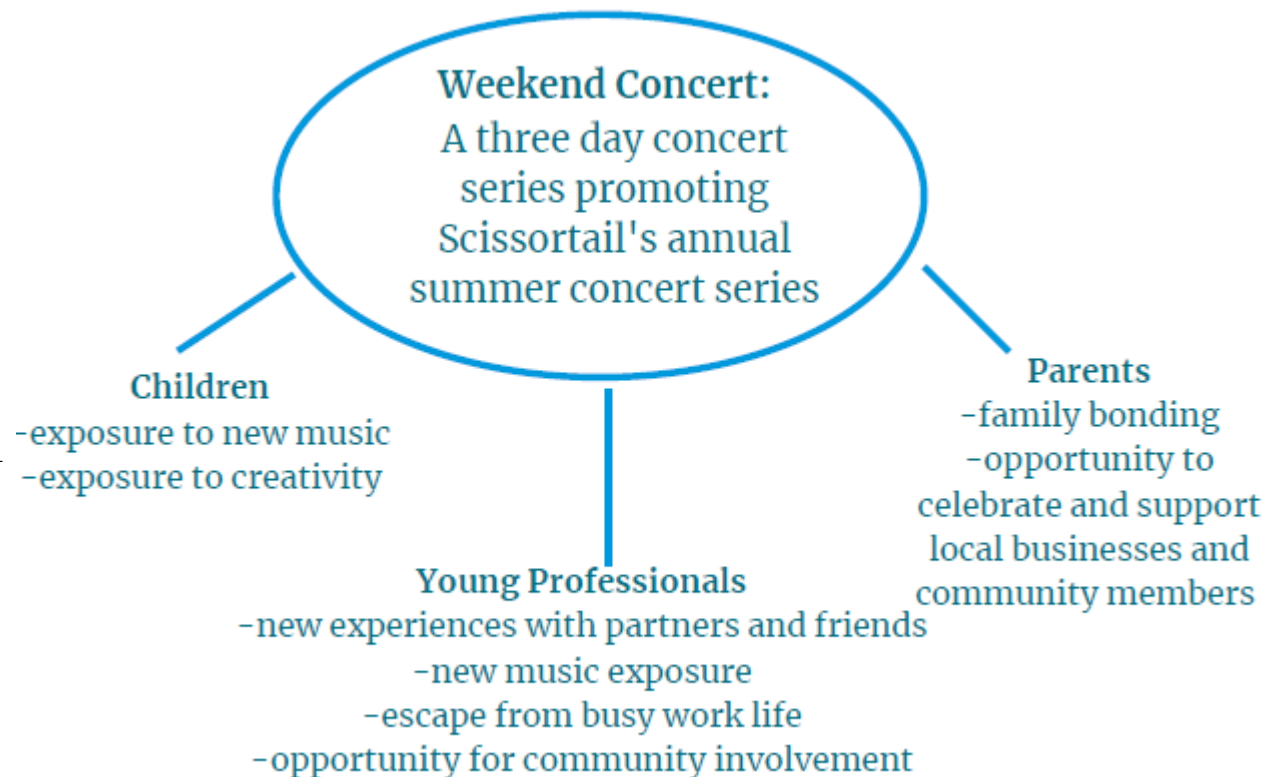
Summer Concert

Overview

The second phase of our proposal occurs at the beginning of the summer season, with the aim of mainly targeting young professionals in Oklahoma City and the goal of getting those individuals to become future donors and consistent supporters of Scissortail Park. Based on research and thorough thinking, we propose Scissortail Park host a three-day concert event, with various genres of music, food, and alcohol vendors and deals pertaining to Scissortail. The intent behind the music and vendors is to tease Scissortail Park's annual concert series.

Details

- Each day will be focused on a different genre: Country (Friday), Oklahoma artist (Saturday) and Blue grass/folk
- Love's Concert Stage
- Date- April 19, 2024 - April 21, 2024
- Time- - 5pm-10pm Friday, 3pm-10pm Saturday, 3pm-8pm Sunday
- Tickets- 1 day pass for \$70, passes for all 3 days \$150, VIP ticket for \$225.



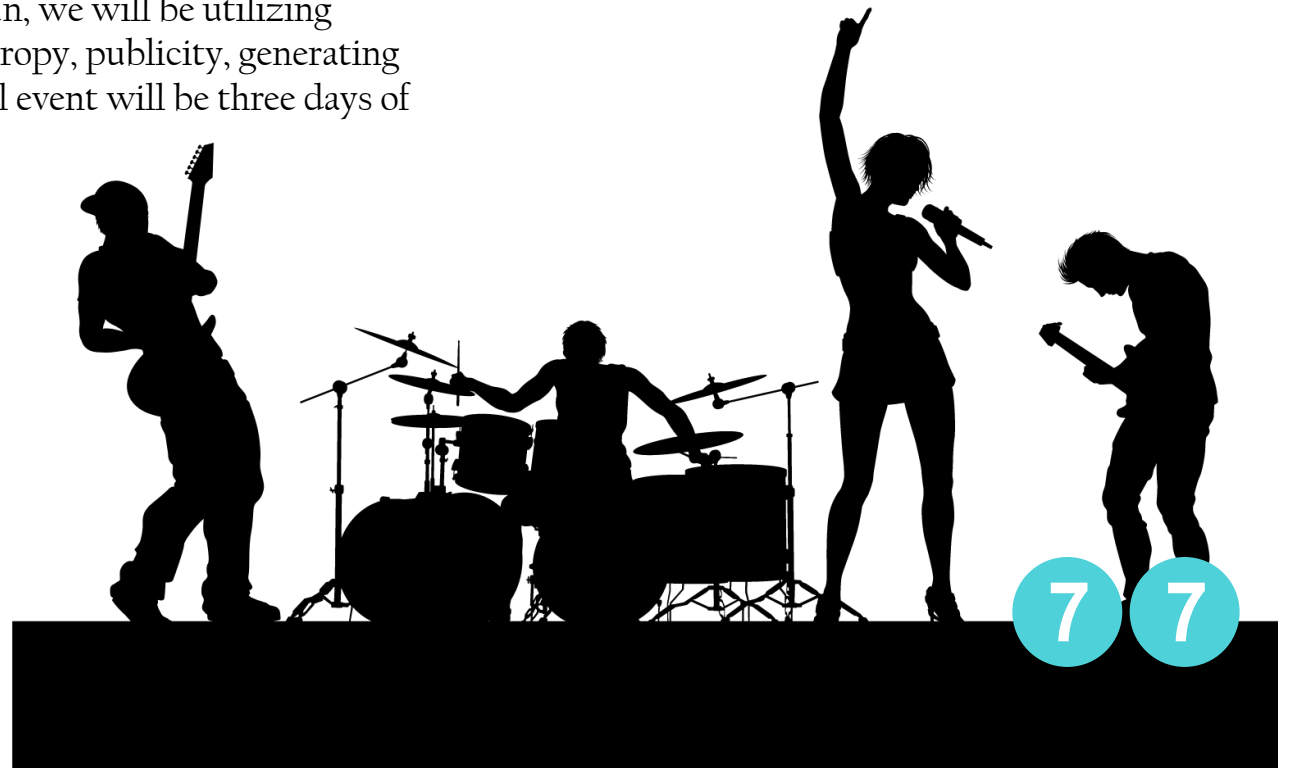
Kick-off!

This event has the potential for state-wide attraction, which would foster more support and favoritism from the public. It would also plant a seed of interest in young professionals, making them want to be involved in the OKC community, and support the park for years to come. This event has the ability to really plant Scissortail Park in the OKC community and further establish it as a staple component of OKC.



Action and Communication Strategy

For the weekend concert following the color run, we will be utilizing special events, sponsorships, strategic philanthropy, publicity, generating news and newsworthy information. The special event will be three days of different music genres that each appeal specifically to Oklahoma citizens. Because Scissortail is a foundation, we can promote that all ticket sales, merchandise and donations will go directly to the park. It will definitely be appropriate and beneficial to utilize publicity, news and media when promoting and covering this event. It is important to showcase what the event is, what bands will be showcased and cover how the event went.



Potential Sponsors

Simple Modern

Eric Randall, PR Manaher - ericaprandall@gmail.com

Devon Energy Corpotation

Chad Previch - Chad.Previch@onegas.com

OKC Thunder

Joy Joslin, Director of Guest Relations -

JJoslin@okcthunder.com

Erin Lewis, Director of Brand Influence and Identity -

elewis@okcthunder.com

Loves Travel Stop

Amber Pentz, Digital Marketing Coordinator -
linkedin.com/in/amberpentz

Ellie Rahial, Marketing Activation Specialist -
(405)708-3438

Visit OKC

Jenna Lovelace, Communications Manager -
jlovelace@visitokc.com

Lindsay Vidrine, Senior VP of Destination Marketing
- lvidrine@visitokc.com)

Sonic

<https://corporate.sonicdrivein.com/>



Sponsorship Package

Summer Kick-off!

April 19-21, 2024 | Scissortail Park

Associate - \$10,000

- Summer Concert Kick-off Tickets (8 tickets/ access for each day)
- 3-day parking pass for the Summer Concert Kick-off
- Recognition in the event marketing materials
- Recognition on the website and communications related to the summer concert kickoff
- Complimentary 2-hour rental session of small park space for company/organization event
- Company recognition on event banners onsite
- 1 Scissortail Park membership
- Complimentary pedal boat tickets (8)
- Complimentary inline roller skate rentals (8)

Partner - \$2,500

- Summer Concert Kick-off Tickets (4 tickets/ access for each day)
- 3-day parking pass for the Summer Concert Kick-off
- Recognition in the event marketing materials
- Recognition on the website and communications related to the Summer Concert Kick-off
- Company recognition on event banners onsite
- Complimentary pedal boat tickets (4)
- Complimentary inline roller skate rentals (4)

Advocate - \$5,000

- Summer Concert Kickoff Tickets (6 tickets/ access for each day)
- 3-day parking pass for the summer concert kickoff
- Recognition in the event marketing materials
- Recognition on the website and communications related to the Summer Concert Kick-off
- Company recognition on event banners onsite
- 1 Scissortail Park membership
- Complimentary pedal boat tickets (6)
- Complimentary inline roller skate rentals (6)

Friend - \$500

- Summer Concert Kick-off Tickets (2 tickets/ access for each day)
- 3-day parking pass for the Summer Concert Kick-off
- Recognition in the event marketing materials
- Recognition on the website and communications related to the Summer Concert Kick-off
- Company recognition on event banners onsite
- Complimentary pedal boat tickets (2)
- Complimentary inline roller skate rentals (2)



Potential Artists

Country Artists Friday

Corey Kent
Kaitlin Butts
Casey Donahew Band
McKinney Family

Oklahoma Artists Saturday

Zac Bryan
Parker Millsap
Tanner Fields
Swim Fan
The Confused

Bluegrass Artists Sunday

Tanner Fields
Wheelhouse Productions
Good Friends Bluegrass Band
Midnight Hollow

Vendors and Food Trucks

OKC portables

<https://okcportabletoilets.com/pricing.php>

Family's Smoked Meats

<https://familyssmokedmeat.com/>

phone: (918) 710-6944)

Big O's BBQ OKC

<http://www.porkanddreams.com/#/player1?catid=0&trackid=0>

email: info@porkanddreams.com

Big Truck Tacos

<http://bigtrucktacos.com/menu.html> ,

phone: (405) 525- TACO

Biglow's Burgers

<https://biglowsburgers.com/>

phone: (405) 367-7299

Cousins Maine Lobster

<https://www.cousinsmainelobster.com/locations/oklahoma-city/>

phone: 405-724-6622

Kettle Popstars

<https://www.thekettlepopstars.com/>

phone: (405) 314-7854

Kona Ice

<https://www.kona-ice.com/>



The Big Friendly

<https://www.thebigfriendly.com/?ref=OkieFoodTrucks.com>

phone: (405) 492-3785, website:

HTeaO

[https://hteao.com/locations/hteao-on-wheels-oklahoma](https://hteao.com/locations/hteao-on-wheels-oklahoma-city-ok/)

-city-ok/

Margarita Mamas

email: margaritamamas405@gmail.com

phone: (405) 404-243

Equipment Needed

- Stage Equipment
- Barricades for Perimeters
- Barricades for VIP Section
- Bathrooms
- Volunteers (15)

Message Strategy

Message Sources

Credibility:

For a weekend concert, we would work on creating credibility for this event by creating videos, graphics and press releases. This event could be posted on Scissortail's social media (to be shared), sent to news stations (to be talked about) and shared in newspapers to get people's attention. In these advertisements, we would write about when the event is, where it is (Scissortail park), who the sponsors are, who will be performing, what else the event will include (food & drink info) & (parking info) and what you receive after buying a ticket for the event. This event would be open for anyone who pays can attend.

Charisma:

The biggest selling point for a big weekend concert is the musicians that are playing. We would work to make sure different musicians are set up to play at this weekend concert so that it appeals to a bigger audience. We would work to target mostly young adults but also people in Oklahoma that enjoy outdoor concerts. We would work to create videos and graphics that are colorful, vibrant, informational and understandable. We would also include Scissortail and the sponsors for the event in the videos, on the graphics and talked about in the press release. The goal for this event would be to not only attract people to the event but also help inform more people about Scissortail Park.

Control:

Control at a big weekend concert is super important, especially if the event decides to sell alcohol. For this event, we would definitely need to hire a good amount of law enforcement to make sure everyone at this event stays safe and doesn't get out of hand. We would have law enforcement stand around the premise of the park to make sure attendees are safe, have a ticket/wristband showing they paid to be at the event and have them there to take care of any mishaps that arise. We would also make sure to hire some staff (that are connected to Scissortail or want to help) at the event to help keep everyone safe, answer any attendees' questions, sell merchandise and help make sure the event runs smoothly.

Message Appeals

Rational Appeal:

In a growing downtown metropolis, surrounded by a young, tight-knit community, a concert series would be the perfect way to attract guests to the area and let them explore the park in the process. When the weather is nice and the weekend hits, an outdoor concert is one of the best ways to relate to the public crowd. Having a weekend concert would also allow Scissortail Park to work with, promote and help local artists looking to grow their brand and give back to the city itself.

When interviewing people at the Park itself and talking to the local community through surveys and phone calls, there has obviously been audience interest through the ration appeals. It seems to reach many different crowds and draw in the community as a whole.

Music, and learning about music relating to other people and other cultures is essential to growth in a community. Having a concert series is a great way for people to bond over a common interest and share a weekend relaxing in a beautiful new area. Drawing people out for the concert could definitely spur their interest in returning in the future as it will likely lead to a positive experience.

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Emotional Appeal:

There is clear emotional appeal through a concert series, but more importantly, the music being played at the concert series. Music is a tool to bring people together, and above all, a connector for different people groups everywhere. The art of music is one of inclusivity and togetherness, both key ideals behind Scissortail Park's mission.

Through the appeal of love, music is able to speak in ways that words simply can't. The music appeal in the concert series is one that would reach a wide audience and be well-received by everyone in the community. By adding all different kinds of music, the concert series would have a day that everyone can enjoy. It will also allow concert-goers to embrace music outside of their own comfort zone while meeting new people along the way.

Communication

Verbal Communication:

Several points of view will be presented. The other point of view will not be opposing. Instead, we will have previous concertgoers speak on their experience of attending one in the concert. We will announce the lineup with the concert's theme and post it on all platforms. There will be a countdown to releasing the lineup for the concert series. This language will be honest and descriptive to show how monumental this concert series can be for the city. It has a lot to offer to the community. We will recognize our sponsors and hear from community members who have signed up and are attending this event. Messages will rely on documentation and experience from prior concertgoers instead of empty claims that cannot be lived up to. There will be power words such as “concert series” and “Concerts at Scissoetail Park.”

Nonverbal Communication:

The Scissortail Park logo will be featured in all messages and their branding. There are many reasons why we need to stay on brand for the concert series posts, so the audience understands it is benefiting the park and its nonprofit and is located inside the park. There will be countdown posts and music from the artists that will be present at the event.

Shared/Earned Media Tactics

Indirect News Material

The weekend concert series will be promoted to the same media sources as the Holiday Around the World event. The Oklahoma Gazette, Eventbrite and Visit OKC's event pages will be reached out to, as well as News 9, to cover the first day of the concert.

- Event can be submitted to the Oklahoma Gazette at <https://posting.okgazette.com/oklahoma/Events/AdEvent>
- Event can be created the Eventbrite at <https://www.eventbrite.com/>
- Event press release can be sent to Visit OKC my emailing Jenna Lovelace, jlovelace@visitokc.com
- Reporters for News 9 can be contacted at (405) 841-9956 or at <https://www.news9.com/news-team/#news-reporter>

Each of these indirect news materials will help us to connect and develop stronger relationships with all Oklahoma Citizens. Our target audience will be highly impacted by these news materials as they are frequently seen and trusted throughout Oklahoma.

These tactics will advance the awareness for the event by getting the word out to a large majority of Oklahoma with frequency. Because each of the organizations we will be working with have established, trusted brands, it will help the acceptance of these events as something people will not want to miss out on and therefore, will promote action.

The main advantage to this tactic is getting publicity from trusted, beloved organizations that have a wide-reach in Oklahoma for no cost, and it is unique from other tactics because we still have the majority of control of the message.

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We will also invite reporters from The Oklahoman to come to all of the events to do an opinion/op-ed piece. Ideal reporters would be Yesenia Jimenez, who is the main opinion piece writer, or Brandy McDonnell, who is the features writer.

- Press releases can be submitted to the Oklahoma Gazette at <https://posting.okgazette.com/oklahoma/SendaTipAskaQuestion/Page>
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- Press releases/event invitations can be sent to Brandy McDonnell at bmcdonnell@oklahoman.com

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The main advantage of this tactic is our target audiences getting to hear about this from an outside opinion. There is no persuasion from the Park itself, which makes this tactic unique. The only disadvantage is that we cannot control what is written about the events or how it portrays the Park.

Paid Media Tactics

Bright Light suggests utilizing paid media tactics to advertise the events within our campaign for Scissortail Park. Specifically, we suggest Scissortail Park utilize print, electronic and out-of-home advertising. By doing so we believe the targeted audiences will become aware of our events and follow the call to action within the advertisements. It is important to remember who the target audiences are when selecting the advertising tactics, because both of our key publics are younger, we strategically selected advertising tactics that are effective and applicable to them.

Electronic Advertising

- 1) We will utilize Instagram and Facebook ads that target people (male and female) ages 21-35 within a 30-mile radius of OKC. This advertisement will specifically highlight the music and drink aspect of the event since our research shows that is what young professionals look for and enjoy the most when attending events. It will link directly to the Scissortail Park website page where people can purchase tickets for the event. The radius of the advertisement is chosen due to the main goal and purpose of the event, get OKC young professionals to connect with the park and become lifetime supporters of it.

On average, Instagram ads cost \$0.20-\$2.00 per click and \$6.70 per mile, while Facebook ads cost \$0.44 per click and \$14.40 per mile. These ads will run from March 9, 2024, to March 23, 2024.

- 2) *405 Magazine's* social media is a great resource to promote this event. The magazine itself is well-known and covers events in OKC. Because this event is mainly aimed at young professionals, and the magazine's following fits within our targeted audience, posting an advertisement on Instagram and Facebook will reach our intended audience.

An Instagram still image/Facebook post cost \$395 and ad activity (user likes, comments and shares) made on active ad campaigns are sent via page notifications. *405 Magazine* has 25.7K followers on Instagram and 26,162 followers on Facebook. Followers/potential customers will be within the targeted geography, have past purchase behavior and be exclusive *405 Magazine* readers.

8

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3) Visit OKC is a well-known platform for promoting events and things to do in OKC. In regards to demographics, 24% of Visit OKC's viewers are 25-43 years old. This website is a resourceful place to promote this event, due to its reach and main age demographic aligning with our key public for this event. We will utilize this resource by purchasing a targeted page ad (\$200) and a featured listing (\$100) for one month. These ads will run from March 22, 2024, to April 19, 2024.



Campaign Schedule

- Begin to contact and book artists

June 2023

- Develop event graphic for Scissortail Park's website
- Develop event registration on Scissortail's website
- Open vendor registration
- Develop graphics and copy for social media posts on Scissortail's accounts
- Develop advertisements for social media and website postings

January 2024

December 2023

- Continue communication with artists
- Send out sponsorship packet to potential sponsors
- Secure various rental equipment

8

8

- Begin running ads on Visit OKC's website
- Begin running ads on Spotify

March 2024

February 2024

- Reach out to vendors with a link to apply for a spot (registration)
- Draft and send press releases to sponsors, vendors and news outlets
- Submit/post the event to various OKC websites
- Order wrist bands for entry of event

April 2024

- Begin running social media paid advertising
- Run paid post on 405 Magazine's social media
- Share images and other content on Scissortail Park's social media accounts (regarding the success of the event and "thank you" to sponsors)

8

9

Objectives for Success

In our proposed concert series at Scissortail Park, we expect our audience to be fully aware of the upcoming events and artists slated to perform. Through our extensive background research, park-goers and the Oklahoma City community expressed a serious desire to attend more concerts and indulge in different types of music. Throughout the weekend event, we expect Scissortail Park to draw in well over 500 people per day. When the Park first opened and hosted the band Kings of Leon, the famous group brought in a record 28,000 audience members.

While we can't expect to generate the Park's grand opening, hosting a weekend-long event and beginning festivities earlier in the day should draw a vibrant crowd to the concert series. Solely going off our one-day ticket pass, Scissortail would need around 1,334 people to attend over the weekend to meet the overarching financial goal. We expect more than 1,500 people to participate during the three-day series while bringing in revenue outside of just ticket sales.

1,500+
Attendees

We can measure our success by meeting expected numbers and drawing in the community through concert tickets. Another way to measure the concert's success is by tallying the number of park memberships purchased through the event. Many people expressed a favorable opinion towards the membership program with the assurance of more concerts in the future and perks within those concerts. Calculating how much membership numbers rise during the weekend would be another efficient measure of success.

**90 Memberships
Purchased**

**Youth Interest
and Engagement**





winter

2024

Holidays

Overview

The purpose of this event is to educate and shed light on all of the cultures being celebrated. Immerse yourself in the culture by enjoying all of the multicultural events at Scissortail Park. These organizations are only a small list of the diverse communities within OKC and beyond. Multicultural events are a great way to educate and involve people of all ages in promoting the acceptance of all people and their cultures. With the aim of targeting families and young professionals in Oklahoma City, and the goal of getting those individuals to become consistent supporters of Scissortail Park, we are introducing a month-long holiday event at Scissortail Park.

Community members can come and experience different cultures, cuisines and drinks from around the world by visiting booths displayed in Union Station. In addition, a large, locally created interactive holiday mural will be displayed in the park. Visitors can pay \$1 to paint a square, giving a sense of involvement and creativity. Additional local vendors will also be present for convenient holiday shopping, allowing guests to get holiday gift shopping done, while supporting local, small businesses. To further entice ticket purchases and attendance, each week will offer a new element such as free face painting, free pictures with Santa, a night with the Thunder and a food drive.

Details

- Every Saturday from December 7th, 2024 to December 28th, 2024 (4 Saturdays)
- Time - 3:00 p.m. – 10:00 p.m
- Scissortail Park/Union Station
- Tickets- \$20, includes 2 free drinks (alcoholic holiday drinks, hot chocolate, apple cider), holiday desserts, cultural and educational experiences, access to our weekly exclusive offers.

Schedule

First Saturday

December 7th - Face Painting

Second Saturday

December 4th - Pictures with Santa

Third Saturday

December 21th - Celebrate with Thunder players! (Holiday Assist)

Fourth Saturday

December 28th - The Holiday Spirit stays with us all year long! / Giving back isn't a season! (Food Drive)

9

4

Around the World

This event promotes the inclusivity Scissortail Park prioritizes and strengthens the brand as a whole. It creates a brand-new event that OKC has never seen, it will put scissortail on the map in places it hasn't been yet. It will foster new relationships within the OKC community and strengthen preexisting ones.

Action and Communication Strategy

For Holidays Around the World, we will be utilizing special events, sponsorships, corporate social responsibility and publicity to ensure a successful event. The special event will include booths, food and demonstrations from holiday cultures around the world.

Sponsorships will be a big way for the whole community to get involved and an opportunity for local businesses to show support for not only the park but for other cultures and inclusivity. Finally, publicity and newsworthiness will be a big part of getting the word out about this event and making it successful.



Potential Sponsors

Simple Modern

Eric Randall, PR Manaher - ericaprandall@gmail.com

Devon Energy Corpotation

Chad Previch - Chad.Previch@onegas.com

OKC Thunder

Joy Joslin, Director of Guest Relations - JJoslin@okcthunder.com

Erin Lewis, Director of Brand Influence and Identity - elewis@okcthunder.com

Loves Travel Stop

Amber Pentz, Digital Marketing Coordinator - linkedin.com/in/amberpentz

Ellie Rahial, Marketing Activation Specialist - (405)708-3438

Visit OKC

Jenna Lovelace, Communications Manager - jlovelace@visitokc.com

Lindsay Vidrine, Senior VP of Destination Marketing - lvidrine@visitokc.com

Sam Nobel Museum

Alexander Mann, Marketing and PR Officer - alexander-mann@ou.edu

Oklahoma Historical Society

Farnaz Nazar, Human Resource Management Specialist - farnaz23us@yahoo.com

Hindu Temple of Oklahoma

(405) 478-0787

contact through the website: <https://hindutempleokc.org/contact-us/>

Buddha Mind

(405) 869-0501

BuddhaMindOKC@gmail.com



Sponsorship Package

Holidays Around the World

Every Saturday in Dec., 2024 | Scissortail Park

Bar Sponsor - \$10,000

- Recognition at bar (all 4 weeks)
- All "Partner" benefits plus
- + 4 Holidays Around the World for each Saturday
- +Complimentary 2-hour rental session of small park space for company/organization event
- +1 Scissortail Park membership

Partner - \$2,500

- Holidays Around The World Passes (4 passes/ access for each Saturday (4 Saturdays in December)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Holidays Around The World
- Company recognition on event banners onsite
- Complimentary pedal boat tickets (4)
- Complimentary inline roller skate rentals (4)

Santa Sponsor - \$1,300

- Recognition in "Pictures with Santa"
- Holidays Around The World Passes (2 passes/ access for each Saturday (4 Saturdays in December)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Holidays Around The World
- Company recognition on event banners onsite
- Complimentary pedal boat tickets (2)
- Complimentary inline roller skate rentals (2)

Mural Sponsor - \$5,500

- Recognition for mural (all 4 weeks)
- All "Partner" benefits plus
- + 2 Holidays Around the World for each Saturday
- +Complimentary 2-hour rental session of small park space for company/organization event
- +1 Scissortail Park membership

Face Paint Sponsor - \$2,000

- Recognition for "Holiday Face Painting"
- Holidays Around The World Passes (4 passes/ access for each Saturday (4 Saturdays in December)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Holidays Around The World
- Company recognition on event banners onsite
- Complimentary pedal boat tickets (2)
- Complimentary inline roller skate rentals (2)

Friend - \$500

- Holidays Around The World Passes (2 passes/ access for each Saturday (4 Saturdays in December)
- Recognition in the event marketing materials
- Recognition on the website and communications related to Holidays Around The World
- Company recognition on event banners onsite
- Complimentary pedal boat tickets (2)
- Complimentary inline roller skate rentals (2)

Vendors

Greater Oklahoma City Hispanic Chamber of Commerce

info@okchispanicchamber.org

Our Lady of Lebanon Church, Norman

olol@maroniteok.org

(+1) 405-321-3097

Hindu Temple of Oklahoma

<https://hindutempleokc.org/contact-us/>

(405) 478-0787

Buddha Mind

BuddhaMindOKC@gmail.com

(405) 869-0501

Chabad Community Center of Oklahoma City

<https://biglowsburgers.com/>

phone: (405) 367-7299

Sacred Heart Catholic Church, OKC

parish@sacredheartokc.org

Mrs. Yamil Rivera, secretary - yamil@sacredheartokc.org

Empire Bar Services

info@empirebarservices.com

Chirps and Cheers

405-600-9975

Back to my Roots

info@btmrclothing.com

405-894-0316

TRADE Supply Co.

hello@tradesupplyco.com

Food Trucks

Donut Man

(phone: (405) 365-8954)

Big Biang Theory

<https://www.bigbiangtheory.com/>

Dos Gringos Cabana

<https://dosgringoscabana.com/>

phone: (405) 512-8146 or (405) 543-9207.

Let's Do Greek

<https://letsdogreek.com/>

phone: (405) 642-2021)

Luck Lucky Dumpling

phone: (405) 812-5176

Taste of Soul

phone: (405) 607-6009

Urban District Food Truck

phone: (405) 618-7922

Yum Yum Bites

email: Yyb189@gmail.com

phone: (405) 677-0000

9

8

Equipment Needed

Designer/Artist for Paint-by-Number

Dusty Gilpin (email: dusty@okiedust.com.)
Roadrunner murals (email: grant@tulsamural.com)
Kristopher Kanaly (email: KANALYDESIGN@gmail.com)

Face Painter

Okie Artistry, okieartistryentertainment@gmail.com

Mr. and Mrs. Clause

volunteer

- Tables/Chairs
- Paint Brushed
- Waterproof Paint
- HDPE material
- Santa Chair
- Decorations

Message Strategy

Message Sources

Credibility:

For this event, we would work on creating credibility by putting together videos, graphics and press releases. This event could be posted on Scissortail's social media (to be shared), sent to news stations (to be talked about) and shared in newspapers to get people's attention. In these advertisements we would write about when the event is, where it is (Scissortail park), who the sponsors are, how the event will work and what you receive after buying a ticket for the event. This event would be open for anyone who pays can attend.

Charisma:

This event will be different each weekend, targeting a different key public each weekend. The activities for specific weekends will be set to appeal to that target key public. We would work to create videos and graphics that are colorful, vibrant, informational and understandable. We would also include Scissortail and the sponsors for the event in the videos, on the graphics and talked about in the press release. The goal for this event would be to not only attract people to the event but also help inform more people about Scissortail Park.

Control:

This event would be more relaxed as a come-and-go event. There would be food and activities inside and outside. We would have mostly staff hired for this event (that are connected to Scissortail or want to help) to help keep everyone safe, answer any attendees' questions and help make sure the event runs smoothly.



Message Appeals

Rational Appeal:

At Scissortail Park, hosting a Holidays Around the World event would be pivotal to connecting the many different cultures in Oklahoma City. With the concert series and the color run, the logical appeal was more geared towards common interest and fun. With the Holidays Around the World event, there will be plenty of fun, but the purpose is more about community and education. Taking time to learn about holidays celebrated throughout other cultures will allow the community to better understand and relate to their neighbor. It will give parkgoers a way to try new food and drinks, learn about songs, music and traditions while bonding with people that may not be a part of that same culture.

The logical appeal of the holiday event is through bonding with the community and finding ways for each party to take away a unique experience from the evening. When discussing with park-goers at Scissortail, many were brought to the park through cultural events and concerts. Because of these conversations, it was easy for us to see the logical appeal behind tying different cultures together for a night of learning and unique fun.

Emotional Appeal:

Our Holidays Around the World idea is unique to Scissortail Park and a way to bring the downtown community of Oklahoma City together through culture. There are many emotional appeals that fuel educational learning about cultures around the globe that are impacting the state of Oklahoma.

Through love, charity, understanding and gratitude, the downtown community can take part in holiday festivities they aren't exposed to every year. It provides an opportunity for companionship, an avenue to learn, and an outlet to spread awareness regarding unique cultures across society today. For kids, the educational value is endless. Oftentimes, kids will grow up only understanding the holiday they celebrate. While still celebrating traditional holidays specific to family preference, it's important to understand other cultures and what different people celebrate, too. In a laid-back, family-friendly environment, it's a great place to introduce kids to the uniqueness of the holiday season across the world and help them connect the dots through out society. There's plenty to learn in the modern age about culture and where people come from, and an introduction to other holidays through food and fun is the perfect way to start.



Communication

Verbal Communication:

One point of view will be presented: celebrating all holidays is beneficial and provides space to honor and recognize everyone's culture. A conclusion will be drawn: come out to the new revamped and remodeled Union Station this holiday season to recognize and support All Holidays Around The World. The message will provide exact details and expectations of the event as well as a sneak peek into all the things the event will have to offer all holiday season long. Messages will highlight the importance of educating and celebrating all people! It will be a part of the holiday experience at the park.

Nonverbal Communication:

The Scissortail Park logo will be featured in all messages as well as their branding. Messages will be enhanced by holiday music from all cultures and religions. There will be a spokesperson from groups who will host booths and show their culture. The language will be appropriate to all cultures as we are respecting and highlighting traditions from all around the world.



Shared/Earned Media Tactics

Indirect News Material

We will market this event to The Oklahoma Gazette, Eventbrite and Visit OKC's event postings pages. Because the Holidays Around the World campaign is a four-week event, we will invite local news stations, like News 9, to the first day of the event to cover it.

- Event can be submitted to the Oklahoma Gazette at <https://posting.okgazette.com/oklahoma/Events/AddEvent>
- Event can be created the Eventbrite at <https://www.eventbrite.com/>
- Event press release can be sent to Visit OKC by emailing Jenna Lovelace, jlovelace@visitokc.com
- Reporters for News 9 can be contacted at (405) 841-9956 or at <https://www.news9.com/news-team#news-reporter>

Each of these indirect news materials will help us to connect and develop stronger relationships with all Oklahoma Citizens. Our target audience will be highly impacted by these news materials as they are frequently seen and trusted throughout Oklahoma.

These tactics will advance the awareness for the event by getting the word out to a large majority of Oklahoma with frequency. Because each of the organizations we will be working with have established, trusted brands, it will help the acceptance of these events as something people will not want to miss out on and therefore, will promote action.

The main advantage to this tactic is getting publicity from trusted, beloved organizations that have a wide-reach in Oklahoma for no cost, and it is unique from other tactics because we still have the majority of control of the message.

Opinion Material

Along with the indirect material, we will utilize opinion material to generate authentic awareness and publicity for each event. We will be using all of the following media outlets for each event. At the Oklahoma Gazette, we can submit a press release to their website to promote a story. This organization's mission aims to stimulate and inform the public, which closely aligns with the goals of each event.

We will also invite reporters from The Oklahoman to come to all of the events to do an opinion/op-ed piece. Ideal reporters would be Yesenia Jimenez, who is the main opinion piece writer, or Brandy McDonnell, who is the features writer.

- Press releases can be submitted to the Oklahoma Gazette at <https://posting.okgazette.com/oklahoma/SendaTipAskaQuestion/Page>
- Press releases/event invitations can be sent to Yesenia Jimenez at yjimenez@gannett.com
- Press releases/event invitations can be sent to Brandy McDonnell at bmcdonnell@oklahoman.com

While these tactics may not provide for as much interaction from our target audience, it will generate a lot of authentic awareness, which we believe will make a high impact on the public by allowing them to fully experience the events through another's eyes. We believe this will greatly advance the acceptance objective since people will be hearing about the events from a separate, trusted entity, which in turn may promote action.

The main advantage of this tactic is our target audiences getting to hear about this from an outside opinion. There is no persuasion from the Park itself, which makes this tactic unique. The only disadvantage is that we cannot control what is written about the events or how it portrays the Park.

Mock press releases for media, magazines and sponsors can be found in the appendix



Paid Media Tactics

Bright Light suggests utilizing paid media tactics to advertise the events within our campaign for Scissortail Park. Specifically, we suggest Scissortail Park utilize print, electronic and out-of-home advertising. By doing so we believe the targeted audiences will become aware of our events and follow the call to action within the advertisements. It is important to remember who the target audiences are when selecting the advertising tactics, because both of our key publics are younger, we strategically selected advertising tactics that are effective and applicable to them.

Electronic Advertising

- 1) Because the proposed winter event spans over a month, we plan to invite Emily Phillips (@emilyphillipsw on TikTok) to attend the first weekend. With 84.6K followers and 2.0 million likes, Emily has great engagement with people in the OKC area on TikTok. Her content is focused on things to do in OKC, from food and drink to new hotels, Emily shares her experiences in an aesthetic and positive way.
- 2) We also plan to invite a “mommy blogger” named Tiffany W (@TiffanyinOklahoma on TikTok) during the first weekend. With 52.1K followers and 844.9K likes on TikTok, Tiffany creates content focused on food, drinks and things to do in the OKC area with her husband and daughter.

Both of these creators would be paid by attendance at the event, with the intention that they will film a TikTok and share it on their platforms. Besides the logistical aspects, we specifically selected these creators because they are candid, genuine and have a passion for showing people what OKC has to offer.

Both of these content creators would be great for getting the word of Scissortail Park out on a different platform, TikTok. Because the park isn't very present on TikTok, having content posted here will reach a brand-new audience of potential donors, visitors and supporters of Scissortail Park.

- 3) We will also utilize Instagram and Facebook ads that target people (male and female) within a 30-mile radius of OKC. There will be two different ads, one targeted at young professionals ages 21-35 and one targeted at parents ages 22-45. The ads will promote the events and link directly to the Scissortail Park website page where people can purchase tickets.

On average, Instagram ads cost \$0.20-\$2.00 per click and \$6.70 per mile, while Facebook ads cost \$0.44 per click and \$14.40 per mile. These ads will run from November 14, 2024, to December 14, 2024.



Electronic Advertising

405 Magazine and Edible OKC magazine are great avenues to promote this event. With the main focus of this event being culture and food, publishing an advertisement on the online publication/website will reach an audience of OKC community members, and foodies.

In 405 Magazine the ad will run for one month (\$659) beginning in the second week of November on its website in the “300x600 half page” space. This timeline was chosen because it gives the opportunity to continue to promote the event while it is still occurring. 405 Magazine has 48,000+ newsletter subscribers and 65.7% of its readers frequently purchase services from ads seen in the magazine. In addition, 58% of its audience is 20-54 years old 51% is likely to click on sponsored content.

In Edible OKC the ad will run in the November/December issue for one month (\$375) on the leaderboard of the website. The magazine’s digital reach is 714,000 people and has a readership with 100K household income, 84% of them have a college education and 81% of them are professionals, educators and entrepreneurs.

Out-of-Home Advertising

With the goal of partnering with the OKC Thunder for this event, promoting it on the “big screen” at Thunder games wouldn’t only be beneficial for Scissortail Park but the Thunder itself. Because the 2024 season schedule is not available at this time there is not a super specific timeline for this advertisement, however, the intent is to show it mid-November at a few games.



734 likes

scissortailpark We are excited to announce that we will be hosting a "Holidays Around the World" event every Saturday in December. The event ... more

View all 52 comments

steverogers Can't wait to take my whole family!

uckybarnes I love this idea!

1 0 7

Campaign Schedule

- Send out sponsorship packet to potential sponsors
- Develop event graphic for Scissortail Park's website
- Develop event registration on Scissortail's website
- Draft press releases for sponsors, vendors and news outlets
- Secure the various equipment
- Check in with sponsors

August

- Submit/post the event to various OKC websites
- Submit advertisement to Edible OKC
- Distribute press releases and advertisements
- Order wrist bands for entry of event

October

September

- Reach out to vendors with a link to apply for a spot (registration)
- Develop advertisements for 405 Magazine, Edible OKC

1 0 8

- Continue the running of various online advertisements

December

November

- Send invitation to the event to influencers
- Begin running social media paid advertising
- Begin running advertisement on 405 Magazine's website
- Advertisement in Edible OKC's November/December issue will begin running
- Run advertisement at OKC Thunder games

January

- Share images and other content on Scissortail Park's social media accounts
- Reach out to influencers and sponsors to say a "thank you"

1 0 9

Objectives for Success

Our unique Holidays Around the World event is designed to attract all kinds of people in the Oklahoma City community for a fun-filled day of trying new things and experiencing other cultures. Because this specific event is intricately geared towards the community, receiving feedback from the people will be an excellent way to measure the event's overall success. We plan to advertise this event through multiple different channels heavily. To help spread awareness, we plan on purchasing ad space in the November magazine edition of Edible OKC to highlight the many other food options the weekend will offer and reserving digital ad space in 405 Magazine's online edition. Outside of popular OKC magazines, we plan on reaching the community through Instagram and Facebook ads, two paid influencers that will create social media content at the event, and an advertisement at the Thunder game, allowing the organization to involve itself in the community through its Holiday Assist program.

In order to reach our financial goal, Scissortail Park would need to sell 600 tickets, coming out to 150 tickets per weekend. Based on previous years attendance at the holiday markets, we expect to greatly exceed this number, resulting in greater profit for the Park.

600+

Attendees

We plan to send out a post-event survey to all attendees to secure the best possible feedback from the community. In addition to the community survey, we also plan on receiving direct input from outside vendors attending the event to determine their satisfaction level. At the event, we will have an anonymous suggestion box for anyone to offer questions, comments, or concerns.

1 1 0

**Memberships
Purchased**

**Family
Engagement**

**Elevated
Brand**

Finally, a big factor of this event's success will rely on the ability to generate revenue to meet the goals of our budget. Listed below, on page 115, you will find a detailed budget for the winter event. In order to hit the revenue goals for this event, we will need to generate \$12,000 in ticket sales for this event. The cost of a ticket is \$20. In order to reach the goal of \$12,000, Scissortail Park only needs to sell 600 tickets. Because this is a 4-week event, roughly 150 tickets will need to be sold each week. Based on attendance at the night markets, we are confident that Scissortail Park will surpass the minimum attendance needed and generate an even bigger profit.

Revenue

Goal from Budget on pg. ___ - **\$12,000**
\$20 =

Number of \$25 Tickets to be Sold - **600**



Social Media Calendar

March 2024

SUN	MON	TUE	WED	THU	FRI	SAT
24	25	26	27	28	1	2
3	4 <i>Instagram & Facebook: Post infographic for "Color the Park" event</i>	5	6	7	8	9 <i>Instagram and Facebook Ads go out for "Color the Park" event. Run till day of event</i>
10	11	12	13 <i>Instagram & Facebook: Post infographic for "Color the Park" event</i>	14	15	16
17	18 <i>Instagram & Facebook: Post infographic on stories and remind people it's this Saturday</i>	19	20	21	22 <i>Instagram & Facebook: Post infographic for "Color the Park" event and remind people to come</i>	23 <i>Color the Park Event Instagram & Facebook: Post the infographic on stories and post pictures/videos throughout the event</i>
24 <i>Instagram & Facebook: Post pictures from "Color the Park" event and thank people for coming</i>	25	26	27	28	29	30
31	1	2	3	4	5	6

*All orange text refers to the "Color the Park" event

April 2024

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 <i>Instagram & Facebook: Post "Weekend Concert" event infographic</i>	2	3	4	5 <i>Instagram & Facebook Ads go out for "Weekend Concert" event. They will run till start of Day 1</i>	6
7	8 <i>Instagram & Facebook: Re-post infographic on stories</i>	9	10 <i>Instagram & Facebook: Post old video footage/pictures from other concerts to get people excited for the "Weekend Concert"</i>	11	12 <i>Have 405 Magazine post the "Weekend Concert" event infographic/pictures on their Facebook & Instagram</i>	13 <i>Have Visit OKC post the "Weekend Concert" event infographic/pictures on their Facebook & Instagram</i>
14	15 <i>Instagram & Facebook: Re-post infographic on stories</i>	16	17 <i>Instagram & Facebook: Post old video footage/pictures from other concerts to get people excited for the "Weekend Concert"</i>	18 <i>Instagram & Facebook: Post videos when setting up the "Weekend Concert" and remind people to come</i>	19 <i>Weekend Concert Day 1 Instagram & Facebook: Re-post infographic on story. Post pictures/videos throughout the day</i>	20 <i>Weekend Concert Day 2 Instagram & Facebook: Post a "It's day 2!" video. Post pictures/videos throughout the day</i>
21 <i>Weekend Concert Day 3 Instagram & Facebook: Post a "Come out to day 3!" video. Post pictures/videos throughout the day</i>	22	23 <i>Instagram & Facebook: Post pictures from "Weekend Concert" event and thank people for coming</i>	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

*All blue text refers to the "Concert Series" event



November 2024

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30 Instagram & Facebook Ads go out for "Holidays Around the World" event. Run till Dec. 22
1	2	3	4	5	6	7

*All red text refers to the "Holidays Around the World" event

December 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Instagram & Facebook: Post infographic on stories	3	4	5	6 Instagram & Facebook: Post infographic with the promotional event for tomorrow night	7 1st Holidays Around the World Instagram & Facebook: Re-post infographic on story. Post pictures/videos throughout event
8	9 Instagram & Facebook: Post infographic on stories	10	11 Instagram & Facebook: Post video footage from Night 1	12	13 Instagram & Facebook: Post infographic with the promotional event for tomorrow night	14 2nd Holidays Around the World Instagram & Facebook: Re-post infographic on story. Post pictures/videos throughout event
15	16 Instagram & Facebook: Post infographic on stories	17	18 Instagram & Facebook: Post video footage from Night 2	19	20 Instagram & Facebook: Post infographic with the promotional event for tomorrow night	21 3rd Holidays Around the World Instagram & Facebook: Re-post infographic on story. Post pictures/videos throughout event
22	23 Instagram & Facebook: Post infographic on stories	24	25 Instagram & Facebook: Post video footage from Night 3	26	27 Instagram & Facebook: Post infographic with the promotional event for tomorrow night	28 4th Holidays Around the World Instagram & Facebook: Re-post infographic on story. Post pictures/videos throughout event
29 Instagram & Facebook: Post pictures from the four events and thank people for coming	30	31	1	2	3	4
5	6	7	8	9	10	11

*All red text refers to the "Holidays Around the World" event



Budgets

Spring Events

Advertising - Color the Park				
Item	Cost	Vendor	Frequency	Notes
Ad Posting	\$1,500	Facebook	9 March 2024 - 23 March 2024	\$0.44 per click and \$14.40 per mile (15 mi.)
Ad Posting	\$1,000	Instagram	9 March 2024 - 23 March 2024	\$0.20-\$2.00 per click and \$6.70 per mile (15 mi.)
300x600 half page	\$659	405 Magazine	24 February 2024 - 23 March 2024	
Equipment- Color the Park				
Banner	\$105	Quote from UPrinting	one time cost	
T-shirts	\$1,500		one time cost	
Porta Potty	\$1,790	Quote from OKC Portable Toilets	one time cost	7 regular (\$1,148), 3 ADA (\$642)
Finish Line Decorations	\$300		one time cost	
Paint/Powder	\$2,000	from Color Vibe	one time cost	
Refreshments	\$500		one time cost	
Advertising - Summer Kick-off				
Ad Posting	\$1,500	Facebook	5 April 2024 - 19 April 2024	\$0.44 per click and \$14.40 per mile (30 mi.)
Ad Posting	\$1,000	Instagram	5 April 2024 - 19 April 2024	\$0.20-\$2.00 per click and \$6.70 per mile (30 mi.)
Social Media Post	\$395	405 Magazine	One Post	
Targeted Page Ad	\$200	Visit OKC	22 March 2024 - 19 April 2024	
Featured Listing Ad	\$100	Visit OKC	22 March 2024 - 19 April 2024	
Spotify Audio Ad	\$400	Spotify	29 March 2024 - 19 April 2024	
Equipment- Summer Kick-off				
Item	Cost	Vendor	Frequency	Notes
Stage Equipment	\$5,000		one time cost	
Portable Fence	\$10,824	Quote from ZTers	\$3608/day x 3	
Porta Potty	\$5,370	Quote from OKC Portable Toilets	\$1790/day x 3	7 regular (\$1,148), 3 ADA (\$642)
Entertainment- Summer Kick-off				
Bands	\$15,000		one time cost	
Total	\$49,143			
Income				
Item	Cost	Expected Sold		
Ticket (Color the Park)	\$25, \$40		15,000	
Ticket (Summer Kick-off)	\$70, \$150, \$225		45,000	
Sponsors/Vendors	\$45,000	10	\$45,000	
Goal	\$100,000		105,000	
Net Profit	\$50,000			



Holidays Around the World

Advertising				
Item	Cost	Vendor	Frequency	Notes
Ad Posting	\$1,500	Facebook	14 November 2024 - 14 December 2024	\$0.44 per click and \$14.40 per mile (30 mi.)
Ad Posting	\$1,000	Instagram	14 November 2024 - 14 December 2024	\$0.20-\$2.00 per click and \$6.70 per mile (30 mi.)
300x600 half page	\$659	405 Magazine	10 November 2024 - 10 December 2024	
Website Letterboard	\$375	Edible OKC Magazine	10 November 2024 - 10 December 2024	
Event Entertainment				
Item	Cost	Vendor	Frequency	Notes
Paint-By-Number	\$5,000	tbd	one time cost	
Santa and Mrs. Clause	\$200	volunteer	one time cost	
Photographer	\$1,000	tbd	one time cost	
Face Painter	\$1,680	Okie Artistry	4 hours x \$420/h, one time cost	
Bar	\$10,000	tbd	for the entirety of the event	
Equipment				
Item	Cost	Vendor	Frequency	Notes
Paint & Brushes	\$300	tbd	one time cost	
HDPE Material	\$300	tbd	one time cost	5x15
Santa Chair	\$100	tbd	one time cost	
Decorations	\$1,000	tbd	one time cost	
Total	\$23,114			
Income				
Item	Cost	Expected Sold		
Ticket	\$20	600 MINIMUM		12,000
Sponsor for Bar	\$10,000	1		\$10,000
Sponsor for Santa	\$1,300	1		\$1,300
Sponsor for Face Painting	\$2,000	1		\$2,000
Sponsor for Mural	\$5,500	1		\$5,500
Sponsors/Vendors	\$20,000	5		\$20,000
Goal	\$50,000			50,800
Net Profit	\$25,000			



Conclusion

Bright Light PR has provided Scissortail Park with everything they need for this campaign to be successful. This strategic process has allowed us to help support Scissortail Park and build positive relationships between its organization and the public. This PR campaign has allowed us to develop a culmination of events for the public to attend. These activities are engaging and interactive with their target audiences. These events range from a concert series, a vibrant color run around the park, and a multicultural holiday event. These events will allow the community to connect with Scissortail Park in many ways.

To begin, “Color The Park” is a spring color run where families, dogs, and avid runners can participate in a one-mile or 5K run at Scissortail Park. Participants will finish their runs in the upper park with a concert from local artists and food from local vendors. Besides providing entertainment and attracting more visitors, the intent behind the music and vendors is to tease the campaign’s second phase and Scissortail’s annual concert series. Those that register get a free t-shirt, spark gift cards, stickers, and other merchandise from Scissortail and sponsors.

There will be a three-day concert series on the main stage in Scissortail Park. Each day will focus on a different genre: Country (Friday), Oklahoma artist (Saturday) and Bluegrass/folk (Sunday). There will be one-day tickets or three-day tickets; They will be available in a digital format which will be available to purchase online. This will generate awareness and community excitement for Scissortail’s concert series. You must have a wristband on the day of the concert to gain access. Different color wristbands will be daily to help manage crowds and differentiate days. We will have several sponsors present as they will be recognized as they made this event possible. Sponsors are essential for these events as they provide supplies, funds, and everything to execute them. Concert series on the main stage in Scissortail Park. Each day will focus on a different genre: Country (Friday), Oklahoma artist (Saturday) and Bluegrass/folk (Sunday).



There will be one-day tickets or three-day tickets; They will be available in a digital format which will be available to purchase online. This will generate awareness and community excitement for Scissortail's concert series. You must have a wristband on the day of the concert to gain access. Different color wristbands will be daily to help manage crowds and differentiate days. We will have several sponsors present as they will be recognized as they made this event possible. Sponsors are essential for these events as they provide supplies, funds, and everything to execute them.

Our priority is to ensure Scissortail Park is gathering enough sponsors and that the organization that sponsors the events is aware of the benefits and expectations from both parties. Bright Light PR developed a sponsorship package with several tiers. Each tier will have several different perks and benefits at various price levels. For example, the highest tier would be the most expensive and will grant the sponsor more bonuses, advertisements, and recognition. This will allow our sponsors to feel comfortable and aware of what they might receive in return for the sponsorship with Scissortail Park.

For our winter event, we developed an inclusive multicultural event called "Holidays Around The World." The purpose of this event is to educate and shed light on all of the cultures being celebrated. Immerse yourself in the culture by enjoying all of the multicultural events at Scissortail Park. These organizations are only a small list of the diverse communities within OKC and beyond. Multicultural events are a great way to educate and involve people of all ages in promoting the acceptance of all people and their cultures. Scissortail Park will host vendors and several multicultural groups at the park and the Union Station. Various activities will range from Hindu education surrounding the Diwali holiday to the Angel Tree at Sacred Heart Catholic Church. These activities will be available every Saturday (4 Saturdays) from December 7th, 2024, to December 28th, 2024. These events were developed to help bring attention to all the things Scissortail Park can offer the public. The park has such a unique space, so we worked to highlight each area that can be used to host these events. We believe these events will attract a new wave of interest to the park, which will help raise brand awareness for years to come.

Conclusion Cont.

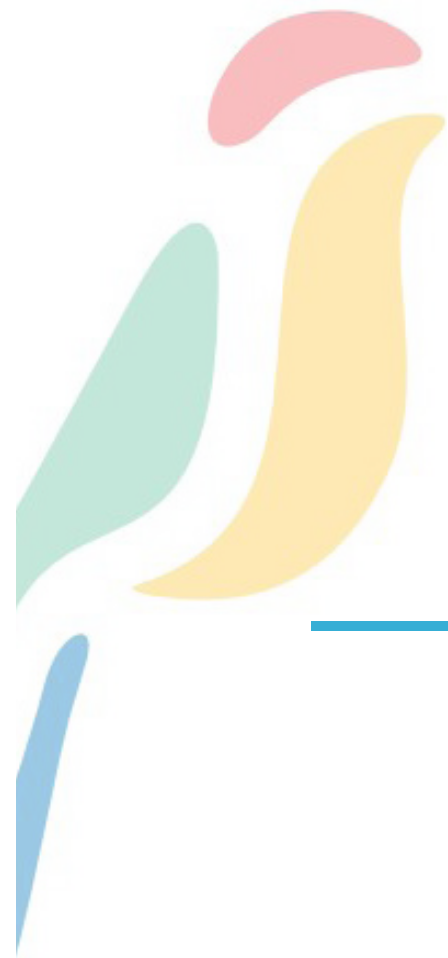
Regarding Scissortail Park's future public relations endeavors, the future is moving towards online media as a source of stories, responses and information. Scissortail Park should focus on a more audience-focused approach as the parkgoers and consumers play a significant role in attending events and fundraising for the park. I think Scissortail Park should create content that will provide insight into what the public could participate in, purchase or available services within the space. It is vital for their PR efforts to focus on storytelling. People will spend more time browsing online, so providing information to the public about the details of the park will generate more brand awareness. The future of PR for Scissortail Park will rely on analytics, storytelling, and image-building. This will allow customers to receive reliable and influential information, ultimately bringing them to the top.

Thank
you!



1 2 0





Appendix

Primary Research Results

Survey:

Included below are the questions and results of our survey, we got 351 respondents total, however not everyone answered every question so total numbers for each question vary.

Section 1: Instructions/Consent

Q1. Please provide the number given to you by the student researcher.

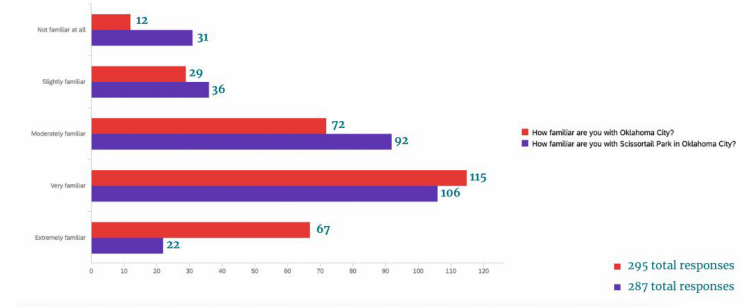
Responses varied, but included all of Bright Light's access codes.

Q2. Consent request.

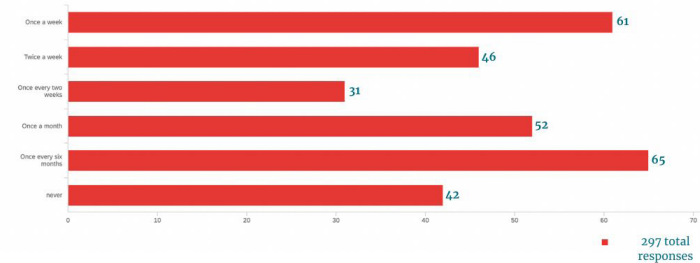
279 respondents agreed to the consented to summary.

Section 2: Individual Habits

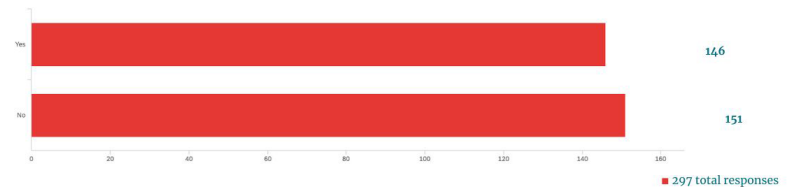
Q3. Please answer each question based on your familiarity with each subject.



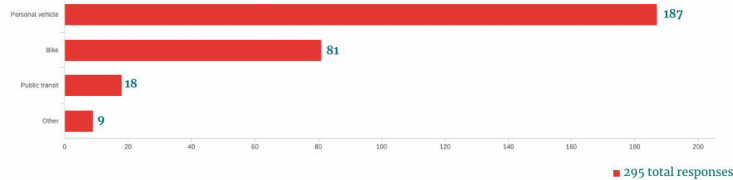
Q4. How often do you visit parks in the OKC area?



Q5. Do you live within a 10-minute drive from Scissortail Park?



Q6. What form of transportation would you take to get to Scissortail Park?



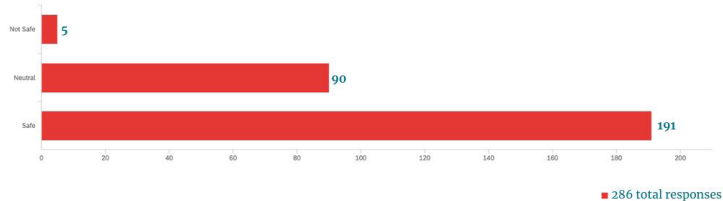
Q7. What is the main reason you visit Scissortail Park?

We gathered 245 responses to this question. Results varied but the majority of responses included: to be outside, the food, the farmers market, exercise and events.

Q8. What is your favorite feature of Scissortail Park?

We gathered 225 responses to this question. Results varied but the majority of responses included: the dog park, Spark, the bridge, walking trails, the atmosphere and the community.

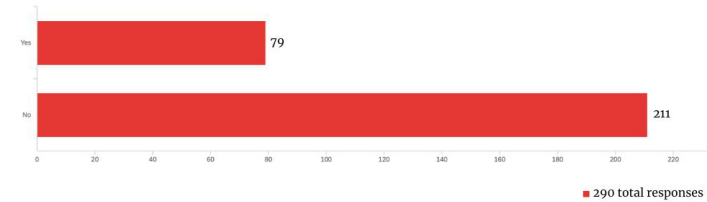
Q9. How safe do you feel visiting Scissortail Park?



Q10. Is there anything you wish Scissortail Park had?

We gathered 186 responses to this question. Results varied but the majority of responses included: entertainment, music/concerts, adult beverage options, areas to sit and fitness equipment.

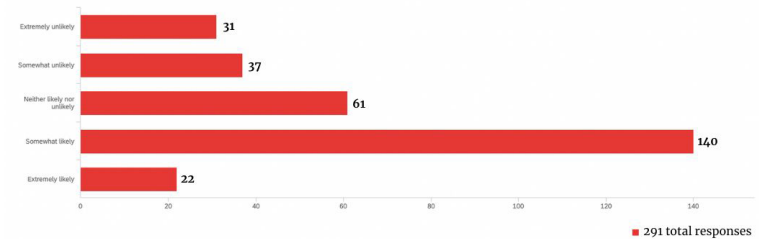
Q11. Do you have a Scissortail Park membership?



Q12. Pertaining to the previous questions, why or why not?

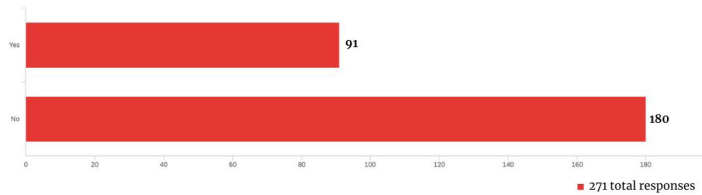
We gathered 215 responses to this question. Results varied but the majority of responses included: weren't aware it existed or don't have the money for it.

Q13. How likely are you to attend a fundraising event for Scissortail Park, at Scissortail?



Section 3: Interests in Events

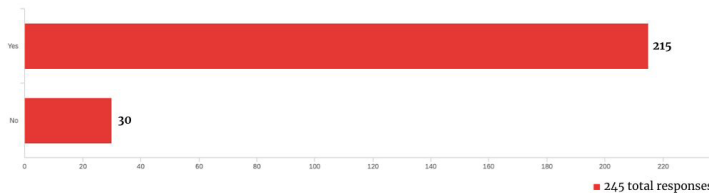
Q14. Have you been to an event at Scissortail Park?



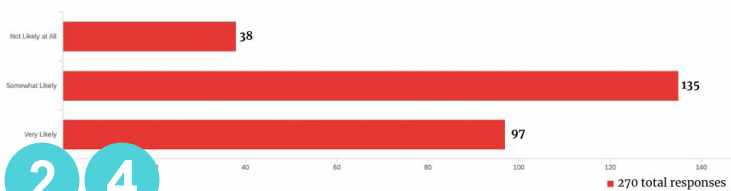
Q15. If so, which one(s)?

We gathered 85 responses to this question. Results varied but the majority of responses included: the farmers market, the opening concert, cultural events and pride.

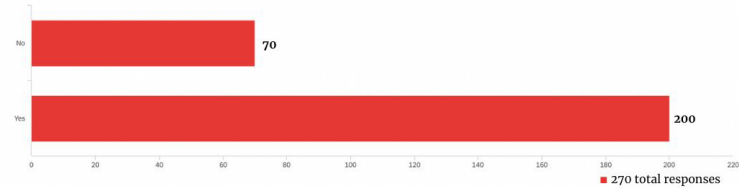
Q16. If not, are you interested in attending an event hosted at Scissortail Park?



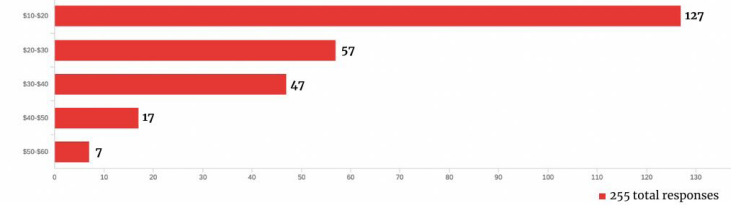
Q17. How likely are you to attend a holiday event at Scissortail Park?



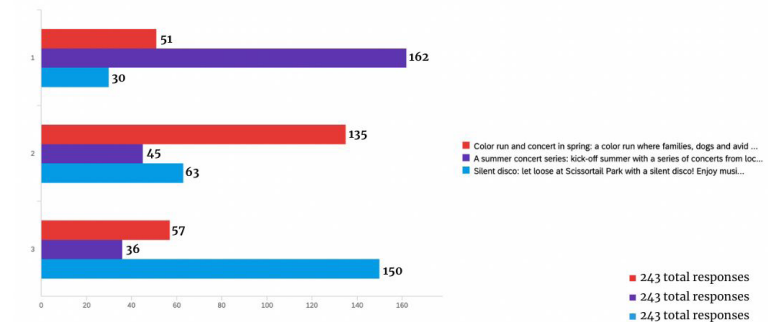
Q18. Are you willing to pay for a ticketed event at Scissortail Park?



Q19. How much would you be willing to pay for a ticket to attend a holiday event at Scissortail Park?

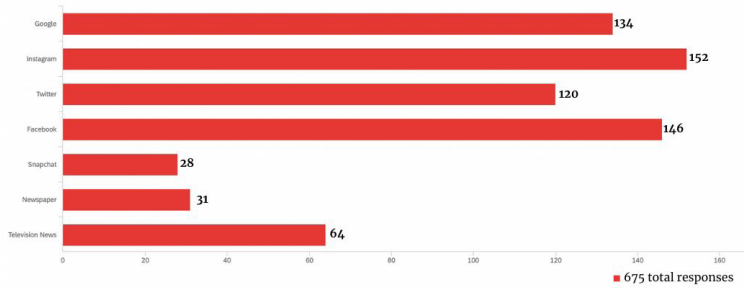


Q20. In your interest in attending the following events, please rank which you are most likely to participate in (one being the most interested).



Section 4: Social Media Habits

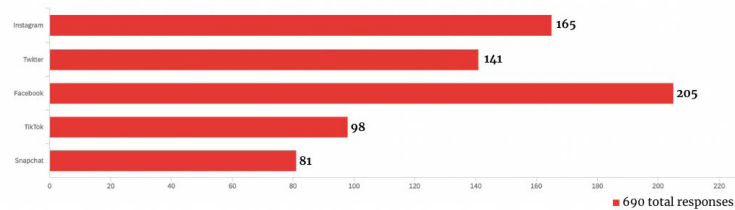
Q25. What are you likely to use to seek out new information or news? Select all that apply.



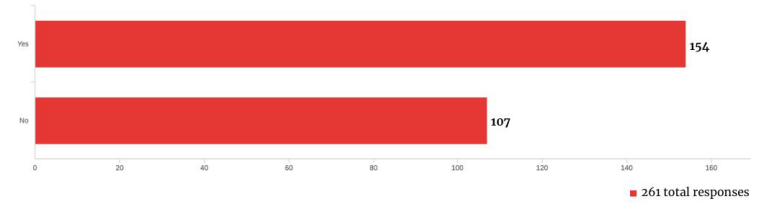
Q26. If you were to seek out new information about Scissortail Park, what social media avenue would you most likely check (1 being the most likely)? Please rank each platform.

We gathered 255 responses to this question. Results varied but the majority of responses ranked Instagram and Facebook as their top two avenues.

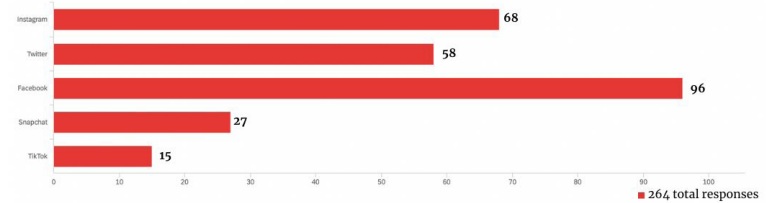
Q27. What social media platforms are you on? Select all that apply.



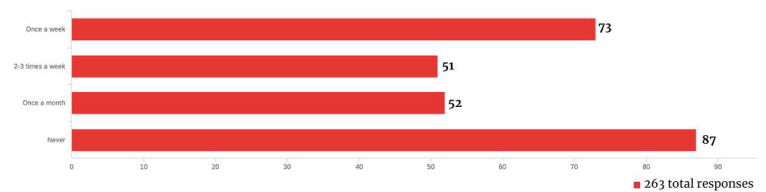
Q28. Do you follow any Scissortail Park social media accounts?



Q29. If yes, which ones? Select all that apply.

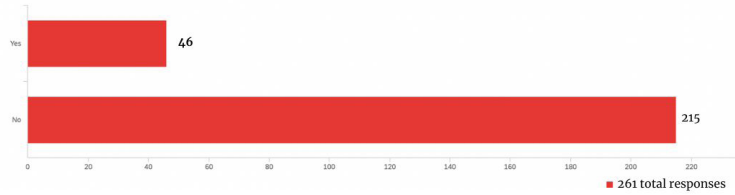


Q30. How often do you see Scissortail Park content on social media?

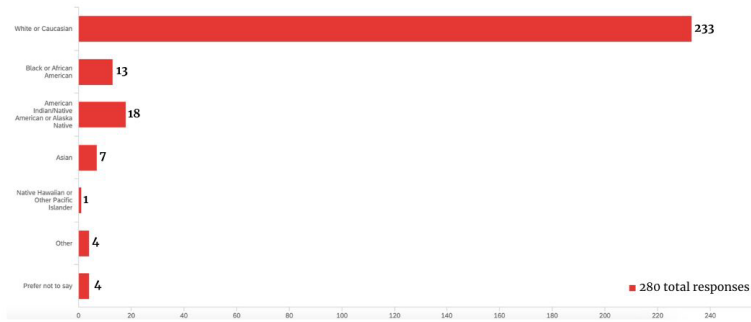


Section 5: Demographics

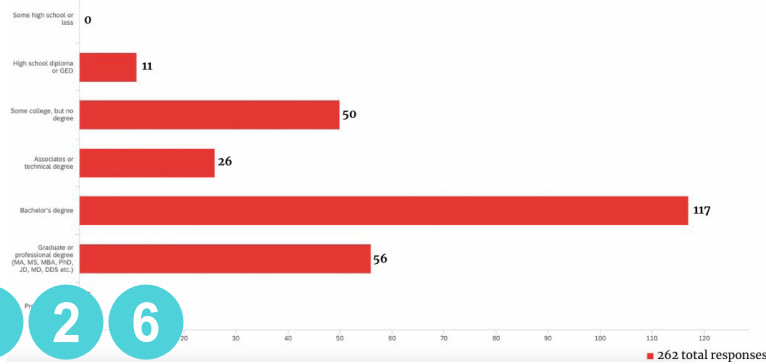
Q31. Are you of Spanish, Hispanic, or Latino origin?



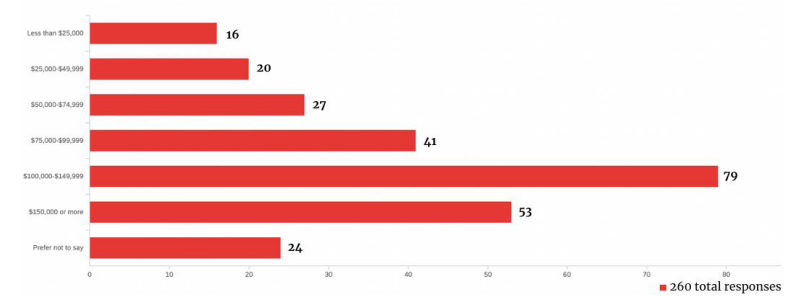
Q32. Choose one or more races that you consider yourself to be



Q33. What is the highest level of education you have completed?



Q34. What was your total household income before taxes during the past 12 months?



On-Site Interview:

Included below are the transcripts from the people we interviewed around Scissortail Park.

Group 1- White Male, 65 & White Female, 65

PV – Do you all come to this park often?

nods head

PV – Yes? Okay. What's your favorite feature of the park?

Male- Well, we're runners so we use the running trail a lot. But also, just to see this- the people and families.

Female- We live down here so we watched them build everything.

Male- And we're members.

PV- Would you be interested in a park event where there is a run with lots of color and dogs are welcome?

Male- "I can just imagine running through the park with my dog through clouds of color."

Female- "I enjoy running in the park, but would be interested in making it a community event with all the fun vibes."

KW – Is there anything you guys wish that the park had that they don't currently?

Male- I can't think of anything.

Female- We just like to do this stuff, just watch.

PV – Would you guys ever attend some holiday/winter events at the park?

Male- We have attended some events that have been on stage for the holiday, and whatever. I mean that's not the only ones.

Female- And the lights, we attend the lights.

PV – Would you guys be willing to pay for a ticket or pay for entry to events?

Female- It kind of just depends.

Male- We like the free part better.

Female- But like we said we're members, so...

KW- How long have you guys been members?

Male- Well we renewed it, so this is probably half way through out second year- or maybe our third. Whenever it first started, but more than one year.

PV – Last few questions. Where do you guys get most of your news-social media, tv news stations?

Male- It's a combination. Social media more for like national news.

PV – Do you guys follow scissortail on any social media?

Male- Yes, Twitter and Facebook.

KW – And is that where you guys get your information about Scissortail Park?

Male- Yeah, and we get a newsletter.

PV – Awesome, thank you guys so much.

Group 2- White Male, 25 & White Female, 25

KW – How often do you guys come to the park?

Female- Umm, not super often.

Male- Once a month maybe.

KW – Are you guys from the OKC area?

Male – Edmond.

KW – What brings you guys to the park, like what are you most attracted to about it?

Female- Areas to walk him (points at dog).

Male- And we like the restaurants, like Spark.

KW: Would you be interested in bringing your dog to a color run event in the park?

Female- "How awesome would it be if Scissortail Tail Park had a dog costume contest during Color The Park!"

Male- "I would love to participate in Color The Park with all my work friends. We have never seen something like this in OKC."

KW – Is there anything you wish the park had that it doesn't?

Male- Not that I can think of.

KW – Have you guys been to any events at the park?

Male- Yeah, we came to the memorial marathon and- what was the one you worked?

Female- Kid's fest.

KW – Do you guys like the events and would you be interested in coming to more out here?

Female- Oh yeah.

KW – Would you ever purchase a ticket to come to an event out here, like a show or a festival?

Female- If it was cool, yeah.

KW – Awesome, thank you guys.

Group 3- White Male, 28 & White Female, 28

KW – How often do you guys come to the park?

Male- Umm, this is probably our third this year.

KW – What's your favorite feature of the park?

Male- We just like people watching.

KW – Is there anything you wish the park had that they currently don't?

Female- Maybe more dog drinking fountains.

Male- More dog areas.

KW – Are you guys members of the park?

Male- No.

KW – Have you heard of the membership before?

Male- No.

KW – Okay, have you guys attended any events down here like concerts, fundraisers...

Male- I accidentally attended a pride festival. I didn't know what was going on but my buddy told me to meet him up here. I was like 'alright cool.'

KW – Would you guys be interested in attending more events down here?

Male- Sure

CH – Like holiday events? Concerts?

Male- Oh yeah, I love concerts.

CH – How much would you guys pay for like a ticket for an event, like if they did a music festival down here? \$20? \$30?

Male- I think the cap, I'd probably pay like \$60.

PV – Where do you guys get your news, social media?

Male- Yeah, yeah.

KW – Do you guys follow Scissortail on social media?

Female- No.

PV – Do you guys primarily use Twitter, Facebook, Instagram...

Female- All of them.

Male- Yeah, all of them. I was looking today to see if there were any events going on and that's why we came down here.

KW – And where do you go to find out about events in Scissortail?

Male- I just google it.

Group 4- A White Male, 28; B White Female, 29; C White Female, 35; D White Male, 28

KW – How often do you come to the park?

B- Umm, once a month probably.

KW – Do you live close by?

B – Probably about three or four miles.

KW – What attracts you to this park?

B – Well, it's always well taken care of and good for dogs and that kind of thing.

RL – Do you go to any other parks?

B – Not really, no.

KW – Is there anything the park doesn't have that you wish it did?

B – Not really, no.

KW – Have you guys ever been to any events in the park?

C – I went to a dog festival thing.

B – The Farmer's Market.

A – The free concert to Kings of Leon. More concerts would be cool.

D – Oh yeah we were just talking about that.

CH – Like a summer concert series?

A & D – Yeah!

D – We were just talking about something like that.

PV – Do y'all like local artists or country?

A – Not country.

C – Yeah not country.

PV – So more like indie, alternative?

A – I feel like people focus on country too much. Maybe branch out beyond country and rock.

B – Folk would be fun.

C – Yeah, folk or bluegrass would be pretty amazing.

D – I think electronic would be pretty cool too.

KW – Do you guys follow Scissortail Park on social media?

B&C – No.

A&D – *shake heads*

KW – Okay, where do you guys get most of your news about Scissortail Park?

C – Probably like on some type of social media, like I'll see an ad or an event.

A – I use the city website for that stuff.

PV – Would you guys be interested in attending like a Winter/holiday event here?

C – Potentially, yes.

PV – Would you be willing to pay for something like that?

C – I'm always willing to pay for fun things.

PV – What would be your cap?

C – Depending on what it is, I would pay upwards of \$60 to do something really fun.

A – Yeah I've envisioned this, like if they fenced off the perimeter and had like a music festival.

D – I would absolutely go to that. I don't think there is a price limit.

PV – Awesome, thank you guys.

Group 5- A Hispanic Female, 21 & B White Female, 20

KW - How often do you all come out to the park?

B - This is the first time in a while, but we try to go when we can.

KW - Okay, and what is it that you guys like about this park specifically?

A - Well I like people watching and just being around everyone.

KW - Is there anything that you guys wish the park had that it doesn't or anything you'd like to see more of?

B - I'd probably say more areas to skate because the sidewalks are kind of crowded and there's kids.

KW - Have you guys been to any events at the park?

A- No.

KW - If the park put on a music festival or something like that, what kind of music would you all be interested in hearing?

A - Maybe something like the Norman Music Fest. I've heard really good things about that.

KW - And do you guys follow Scissortail Park on any social media?

B - Instagram.

KW - Is that how you get your main information about what's going on at the park?

B - Yeah, mainly Instagram.

RL - Great, thank you guys so much.

Group 6- A White male, 32 years old

CH: Hello, we are students at The University of Oklahoma, do you mind answering some questions about Scissortail Park for us? We are conducting research for a campaign regarding future events at the park.

Male: Yeah that's fine.

PV: How often do you come to Scissortail Park?

Male: I would say about like once a month.

PV: Do you go to other parks in the area?

Male: Yes I do occasionally.

PV: What brought you to the park today?

Male: The burgers and good weather.

PV: What is your favorite feature of the park?

Male: I would say the walkability, like the walkways.

PV: Have you ever been to an event here at the park?

Male: I have not.

PV: Would you be willing or interested in attending holiday events held here at the park?
Male: Yes.
PV: What about a concert series?
Male: Yes for sure.
PV: And what kind of music would you like to hear/see at a concert or I should say music festival?
Male: Oh man hmm, I like country, rock.
PV: What about alternative or indie music?
Male: Yeah I like that as well.
PV: How much would you be willing to pay for a ticket for something like that?
Male: I'd say like 10 bucks.
PV: Okay, what channels do you most often get your news? Like is it social media, the internet, TV news stations?
Male: I would say social media mostly
PV: Do you follow Scissortail Park on social media?
Male: Nope I do not.
PV: alrighty that is all that we have to ask thank you so much... have a good day
Male: You too.

Group 7- A Hispanic female, 31 years old

PV: Hello, we are students at The University of Oklahoma, do you mind answering some questions about Scissortail Park for us? We are conducting research for a campaign regarding future events at the park.
Female: Yeah sure why not.
PV: How often do you come to Scissortail Park?
Female: um like once a month.
PV: Do you go to other parks in the area?
Female: Yes I do but it's about the same amount as coming here.
PV: What brought you to the park today?
Female: The weather, I bring my dog here a lot.
PV: What is your favorite feature of the park?
Female: I like that I can bring my dog and just the size of it... it makes it a good spot to get some steps in haha.

PV: Have you ever been to an event here at the park?
Female: Yes.
PV: What events?
Female: I came with my family to the Hispanic festival that they had here.
PV: Did you enjoy it?
Female: Yes it was a great time
PV: Would you be willing or interested in attending holiday events held here at the park?
Female: Yeah I think so.
PV: What about a concert series?
Female: Yes I would like that.
PV: And what kind of music would you like to hear/see at a concert or I should say music festival?
Female: I like country music mostly but I'm also not super picky.
PV: How much would you be willing to pay for a ticket for something like that?
Female: If it is something I would really enjoy I'd say like \$60.
PV: Gotcha. What channels do you most often get your news? Like is it social media, the internet, TV news stations?
Female: Social media for sure.
PV: Do you follow Scissortail Park on social media?
Female: Yes I do.
PV: Which platforms?
Female: um I believe it is Twitter.
PV: Perfect, thank you so much that is all we have. Have a good day.
Female: Of course, thank you.

Focus Group:

Included below are the transcripts from the two focus groups we held, the first one consisting of parents in OKC and the second consisting of young professionals in OKC.

*Bolded = moderator questions

Group 1- Young Professionals

Hello everyone thank you for being patient we just had to get off of another meeting so thank you I'm gonna give it just a few more minutes to let the others come in and then we'll be good.

I'm gonna go ahead and get started. Thank you all so much for coming tonight and we really appreciate it. We will be discussing everything about Scissortail Park. And if you are not aware of Scissortail Park it is a 70-acre space created from funds generated by a penny sales tax and the park is located south of Myriad Botanical gardens and continues south close to the Oklahoma River. The park features ornamental gardens and woodlands, a 3.7 acre lake, children's playground, nature play area, interactive water fountains, seasonal roller rink, dog park, sports courts, picnic grove, restaurants, performance stage, great lawn and the park truly does have something for everyone – and that's kind of what they live by. And so we will be recording this session for research purposes, and then transcribing it for our capstone. But your identity will remain anonymous. So if there are any concerns with this, just please let me know. And then with that being said, we can go ahead and jump right in. And if y'all can just introduce yourselves and say what you're doing with your career or what you plan on doing with your career. Whoever wants to start:

I'll go ahead and start my name is Connor Reese. I attend school at OU, I plan on being in the business side of the medical field. So that would either be, you know, medical device sales or hospital management. And yeah, I grew up in Mustang from first generation Oklahoma. So I've been here. I've been here even before Scissortail was all said and done. So yeah, I'm excited to hear about it and learn more about it.

Whoever can go next

Oh, I am muted. Okay. I'm Margaret Clark, and I'm a nurse. I work for Mercy here in Oklahoma City. I'm born and raised, and I live like 10 minutes north of Scissortail. And I love going there, especially with my dog.

Thank you, Margaret.

Yeah, I can go next. I'm Kyle Harding. I work downtown in Oklahoma City across from the baseball stadium for a company called heartland. So I sell card processing and payroll to businesses all throughout the US

Nice Kyle. Braden, I don't know if you heard us, but we're going around and introducing ourselves and saying what we want to do with our career or what you do with your career in the meantime.

My name is Braden Love. And I work for the state of Oklahoma. So I work at the Capitol complex. So I'm kind of over there. Not right next to Scissortail, but kind of the same proximity.

I'm trying to get my camera to work, sorry. But I'm (can't understand) I live in Moore. And I work at OU Medical Center. I don't think I've ever been to the park, but I've been to the Botanical Gardens.

Awesome. Good to know. Okay, so thank you all for answering this, we are going to go ahead and jump right in. And so if you want to answer the question totally fine. If you don't, don't, then we'll just move on to the next. So not everyone has to answer all of these, you can just kind of pitch in when you feel necessary. So what do you all like to do on the weekends?

I'll start, on the weekends, usually, honestly, most of the time, it's just kind of hanging out and kind of the stress from the workweek. So whether that's trying to get out in nature and enjoy the sunlight, or just stay home and, and you know, kind of hanging out trying to get into golf to just kind of you know, I prefer to go outdoors. But depending on how the weather looks, we're kind of getting to the point in the year where you can go outside again. So there's kind of a combination of those.

Yeah, that kind of goes the same for me. I am bartending right now. So if I'm not like working on a Friday or Saturday, I'm either going out to the city or golfing like Braden said, and just trying to find something stress free to do while I can basically.

Awesome. Amber, can you hear us?

Hi, yes, I don't know how to mute. I've never called a zoom in for my cell phone. But this often works. Sorry, please get me up to speed. And thank you for being patient.

Of course. So we just went around and introduced ourselves and said, what we want to do, or what we do now or what we want to do with our career. So if you want to just introduce yourself real quick, and you only missed one question. So no worries.

Okay, wonderful. Hi, guys. My name is Amber. I work at Love's headquarters in Oklahoma City, I do digital media. I enjoy what I do. Now I handle everything externally facing from the brand. So traditional media, digital media, which includes social media websites, things like that. And I hope for my future to be able to get out of the digital space and hopefully be into things that drive more sales or just kind of build my business acumen. I love what I do now with my PR degree, but I think there's more in my future. So yeah, I hope that was a good way to answer all of them.

Thank you, Amber. So we'll jump into the next few questions. Amber, you can answer whenever you want. It's kind of just an answer when you feel necessary. So the next one is do you all like outdoor recreation? And if so, what kind of activities?

Absolutely. Probably my favorite outdoor activity would either be golf, or pickleball or tennis, something that just gets the blood pumping and makes it exciting to be outside. Especially if it's nice weather. And also walking my dog.

Nice. What kind of dog do you have?

It's actually Nicole's, but it's a beagle.

Oh, I love how you said your dog.

Well, he lives with me most of the time. So I've kind of taken him over.

Yes, that's very sweet. Anyone else? If not, we can move to the next.

Walking outside. It's my favorite. It's probably something that's most attainable to do with my schedule every day. But when I've got time I like to play games all evening when it's night. I like to go kayaking with my dad. But day to day the most reliable form of activity outside it's just a walk. A hike getting out in nature.

Thank you.

I like outdoor sports, like basketball. I love doing that. And I don't know if it's really, I mean, I think fishing is a sport, so I'll say that.

Yeah, mine is golfing – I like dog parks too. Here's my puppy.

Oh, so cute. Okay, we can move to the next. What types of things do you all look to do when you're socializing?

I like things that involve food of some sort. So like, food trucks outside or? I don't know, like free samples of food. Like a beer truck station. Anything like that, I think, always makes for a good time with friends.. And if you add drinks to that equation, it makes it even better.

Yes.

I've been loving sporting events, and recently, a lot of NBA games. And that has been super fun socially. And I feel like it breaks up the traditional food/drink outing, if that makes sense. I feel like that's really all that people usually do. Especially around our ages. It's like, you go out with your friends, you eat and then you like, have a drink. And like, while that's all great, it's fun to have new things. And so that's kind of what we're working on.

If there's no one else and we can move to the next.

What are your thoughts about having a park membership, which would allow you to obtain special benefits and park perks? So some of the perks would be like, so there's a restaurant at Scissortail park called Spark, and you would get a certain discount there, there's a lot of things. But what are your thoughts around park membership?

I think I would do the park membership, especially if the concerts are involved and you have a location like up front in the concert that only the memberships could get, then that would be something that would be really cool. Especially if it's like a big person like when the first person was like Kings of Leon, and the people had memberships and they had like just a spot right up front. I would pay for that.

Have you guys ever, you know, had a membership program. Do y'all know that sister shell has a membership program? Like Have y'all heard of it before?

No, no.. No, ma'am.

Yeah, they have like three different tiers. And there's tons of benefits that come with that and so we're also trying to see like if people are even aware that that exist.

Yeah, no.

It would be cool to get discounts off at the night market. Or maybe you can get preferred parking. I mean, that will probably be hard with it being a public park downtown, but I love the food discount. I love the idea of having a section out at the venue. I love discounts at the night market. Trying to think of anywhere else, maybe if they offered public outdoor yoga, or kids camp or I don't know sometimes it's like outing maybe for people. But I love I didn't even know that they actually do now, this might be a question you might not have an answer to. I know they have ponds out there. Is it no attached release pond or is there any wildlife in that pond or no?

Yes, there is.

Oh, nice. Yeah.

I don't think they allow fishing. I can't remember right. They actually, I think I remember them saying that on an Instagram post.

Yeah, it was funny, but they stuck it in the springtime and then they have events and days where you can come out and fish but it's all catch and release.

Cool. Okay, thanks. Yes.

Okay, and then how did you all learn about Scissortail park?

For me, it was just a team outing. So we held an event out there for our work. So our company did, we had probably 50 or 60 people out there. We did like kickball, we had pickleball going. And we had four or five other things going on out there as kind of a team out. And so that's how I kind of got introduced to it. And we ate a spark and did everything like that while we were out there.

I drove past it, I think I actually initially heard about it from word of mouth. I was living out of the state at the time. But everyone that I would talk to that was living here, I feel like was talking about how cool and big it was and how nice and I feel like I just heard really good things. So when I moved it back, I was excited to see it.

Yeah, it's really nice. Okay, and then what would you all like to see more of in Scissortail Park?

Probably more music. Yeah, yeah. We're on the same page right there. Yeah. Playing music, even people together. So the more the merrier.

Absolutely. And even if it's like a local band, it doesn't even have to be like someone big, just like a local band. Someone that sings covers who's still fun to have night concerts?

Yeah, for sure. For sure.

I think workout classes like maybe they have a Saturday morning kick or boot camp or something like that, that would very much interest me. Or even and I'm thinking all ages here, not just like our demographic, but I think like a crafting class. I don't know what it would be if it's pottery but build your own canvas. If it's, make your own Oklahoma City skyline. Maybe they have ticketed events where it's not just free to the public, but like your membership could allow you to have access to it. I don't know. I like programming like that. So I'm trying to think outside the concert box. But I like everything so far.

Yeah, they'd have. I know that they do like bouquet flower making. There's several other different things that they do. And they advertise those on Instagram. They're trying to build more programming and community events. But I do really agree with your idea of like, not just the concerts like let's think more.

And then what do y'all think the weaknesses are of Scissortail Park?

I think parking is a big issue. Especially during the week.

What are the hours? Does it sound silly? I don't know if the hours could help or hurt anything. But maybe that and then perhaps adding nights where I just sometimes there's kids there and I don't know about you guys, but like I don't always want to be around. I know that sounds so mean. But maybe stuff like adult nights, maybe like having nights targeted for each group. Maybe that's something that's lacking. And if they have that, then that's on me for not knowing.

Yeah. They want to have more Gala's in the park and have nice table setups with drinks and music and all of the things. So a lot of this is like us learning how to inform the community and brainstorming ideas, because obviously like you all are a part of our big target audience and so we need to find ways for you all to know that these things

Exist. And then what is the first thing you do when you go to Scissortail park if you've been?

If I go I'm normally there with my dog and we like walking just on the trails and observing all of the like, beautiful flowers and whatever's growing at that point because I feel like they do a really good job with all of the landscaping, landscaping upkeep. But normally I'm walking around with my dog.

Yeah, yeah. Okay, and then, have you all ever attended an event at Scissortail Park and if so, which ones

I've been to a few concerts, luckily Loves has, it's like the love pavilion out there. So I'm very fortunate to get tickets through work. I didn't attend, but I heard Love's did the pride parade or there was a pride parade downtown and Scissortail I think was a big sponsor. So, events like that. And I guess the night market if you consider that, but yeah, sorry.

Yeah, it was a night concert for me in the Kings of Leon.

Nice.

I frequent the Farmers Market on Saturday mornings in the spring and summer.

Awesome, and then would you attend a holiday event at the park?

Definitely, I love holiday events.

Awesome.

Yeah. It doesn't matter the holiday. Any holiday. If it's Fourth of July, Christmas, Easter. Any event would be fun.

Yes. And then. Are you willing to pay for a ticket or pay for entry?

Yes.

That there's an event or something going on? Yes.

As long as it's reasonable, and it's not crazy expensive? Yeah.

Yeah. Yeah, I think for an event as well, it'd be worth it.

Okay. And then how much would y'all be willing to pay?

If it were to be like, a three day concert. How much would you be willing to pay for that?

I think it depends, I don't know what they go for and what the price is of those, but I did one \$90 a weekend event? Maybe? \$150? It depends on who's playing and I don't know. That's, I think it definitely depends on who's playing. Yeah. And also, like, if they're gonna have food available?

Okay. Okay, thank you.

No, thank you.

Um, and then would you all attend a color run in the spring in the park with a concert at the end. And then local food vendors and attendance, you can bring your dog. If you don't know what a Color Run is I can kind of explain that. It's like, you wear your white shirt. And it all obviously, like everyone will have the same one. You'll get like a little package with all the fun merch. And then it's like, color bombs and just like all the fun things, then there'd be a concert at the end and then all of this would be within the park.

Absolutely. That'd be fun.

Okay. Any other comments on that?

Yeah, I would. I've done color runs in the past. And they are a lot of fun.

Okay, cool. And then Peyton kind of touched a little bit on the summer concert series, and you're set, you'd be willing to pay for that. And then would you all attend a winter holiday around the world tour at the park? So it'd be like all different cultures and religions and paint and you can touch base on that?

Sure, yeah. Um, so it'd be throughout the month of December, every weekend, you can visit the park, specifically the Union Station. They're working on renovating that and opening it to the public and stuff. So within the station having like, cultures and different religions, or just like Christmas, like winter holiday. I guess like celebrations kind of around in the Union Station to kind of showcase the different traditions of the winter holidays. There'll be food, alcoholic drinks, other drinks, and then there'd be a few other things around the park itself. We just haven't developed that far. But like, Would y'all be interested in that kind of learning and trying new things?

I would yes, especially if there's food involved from other cultures. I think that stuff is really interesting. So I would definitely do that.

Okay, awesome.

I think that's a great idea. And that only welcomes in brings new exposure for crowds and to let other groups shine and let people know that, that that was that was seriously interested me because as somebody who's grown up here and have their holidays here for a long time, I've never heard of something that dynamic and I think that can be really cool.

Thank you Amber. If there's nothing else, I have two more questions. And the second to last is, if there is one word to describe Scissortail Park, what would it be? And I would really appreciate it if everyone could answer this because we'll kind of add this into our research.

One word to describe the park are things vibrant. And if I wouldn't say vibrant, I would say beautiful. I think it's just visually appealing. I know you said one word, but I'm telling you why. Visually, it's appealing. I think it's beautiful, that it brings people together. And I'm really proud that Oklahoma City has the infrastructure to support this. This allows us to be I don't know about you guys, but I'm really passionate about our city growing. And projects like Scissortail are ways that we do that. So I'm super, I think it's vibrant, beautiful, all the things.

Yeah, great answer.

I think my word we're probably be "community." It just seems like it brings a lot of people together. And it's always fun. It's like, it's so big. And like, you can always be like, Hey, let's meet here. And everyone's like, they know where it's at. It's easy to find people. It's always open. Yeah, community.

Awesome.

I think I would say innovative, just because it sounds like y'all are doing a lot of really cool different things.

Thank you.

I'd say potential just because I think that it has a lot more potential than people give it credit for. Just because it's kind of like the heart of this growing metropolitan area. That's kind of like the lifeline for the economic development of the state. And it kind of underscores just how necessary it is to actually improve public spaces through maps.

I mean, we're going through I think maps for now. And how people don't want to move here, if the city sucks, you can throw as much money at them and tax breaks at companies as you want. But unless you have a place where people want to live, people aren't going to move here and economic development is going to happen. So I think there's a lot of potential there that maybe some people don't don't realize, and I hope that we can use that as kind of a map for success.

So true. I'm really glad that OKC is taking steps to like, make that happen. Anyone else have a word to describe the park?

I was just gonna say more of a like, like, outgoing. I feel like every time I drive by there's people out playing. You always see kids out there. dogs out there. So I feel like it's more of like that outgoing vibe that you always get from just just being driving by and just seeing everybody out there playing and things like that.

Yeah, for sure.

Okay, and is there anyone else that has any questions or thoughts? Anything you want to say about Scissortail Park? If not, then we can wrap it up. And I appreciate y'all coming today and talking about your experience and your comments really have helped our research so I just yeah,

I'm curious about the union station that they're redoing, is that just going to be an event space or what is it going to be used for?

Yeah, I think we got briefly introduced to it but as of now I think their plans is for it to be an event space for weddings, company events, stuff like that. Yeah, I think that's their main purpose. But I also think overall they're wanting to revive it and like to get the community to be able to like be involved with it if that makes sense.

Is it near Scissortail?

It is. Yeah.

Awesome.

And I'm Laura and I work at Crossings Christian school, and I'm the assistant to the principal, and it has helped put our kids through school. No, and I love it.

Well, we really do appreciate y'all being here. It means a lot. So I'm just gonna go ahead and start in if you don't know the answer to these, it's totally fine. You can just move on to the next but the first one is what do you like to do on the weekend?

Yeah. We're kind of boring. Our kids think we're boring. You know, I mean, for a long time, we just followed our kids around when they played sports on the weekend. So we did a lot of that. So now we have two kids out of the house. We have one that's a freshman in high school. So we watch her play a lot of tennis and stuff like that, but I like working in the yard. And you know, it's just a time to relax and kind of catch up on stuff for me. Yeah.

Kate and I like to shop around a little bit. And we do like to go on walks. And anyway, we do like to be outside. Yeah.

Yeah. Good. And then do you all like you said, you obviously like being outside so I'm guessing you all like outdoor recreation? And if so what kind of activities?

See, like walking and riding. I like to ride bikes. I mean, like sports stuff, like tennis or golf. I do a lot of golf. You know, just stuff like that. Is that what you're looking for?

Yeah, yeah. Just want to hear what you like to do outside? I mean, that's a great answer.

And they did say like while they're like revamping and stuff like yeah, they will like it will be used for events but that also want to have like community events with the park there so like it will be open to the public like certain times and stuff like that. But that was going to be my question because if like I don't know if any of you guys have been to the gathering place in Tulsa, but that place is just like absolutely insane. And like they have like a place where you can like go inside. I know this ark like has a little area but a place where you can like chill and study. So that's where I was going with like, if there's anything in the works that like have a place where you can just be inside but still be like in the park and still feel like you're there. But you answered that already.

Group 2- Parents

With that being said, let's jump right in. And if y'all can just introduce yourselves and say what you're doing with your career or what you plan to do with your career.

Okay? I'm Todd Lovelace and I am a pastor at a local church here in town and I hope to remain a pastor for the rest of my career.

I love that. I didn't know you were a pastor, Ross never told me that.

Maybe he's not very proud of it.

Oh, I'm sure. What's the church?

It's called Skyline church.

Okay, is it non denominational?

Yes, it is.

I mean, just thinking about, like, Scissortail Park, even just thinking about concerts outside, just being asked anything outside when it's nice out?

Obviously. I'm not a fan of cold weather. So when it's cold, I'm not outside very often.

Yeah. Or when the weather's like this.

YES. YES. dreary and dark.

Okay, um, and then what types of things do y'all look to do for socializing?

She's not a good socializer

Yeah, that's kind of been centered around our kids when they make us do stuff. Like we've been downtown to the myriad gardens to take pictures before dances and stuff like that, but we'll get dinner to hang out. We do. Like, we've gotten the spark that's down there by Scissortail park a few times. A lot, actually. Yeah, it's one of our favorite places. But you mean like socializing? Hanging out with people?

Yeah, I mean, just in general, like this is basically like us just trying to get to understand your habits and what you like to do.

I mean, we just have certain friends that we go out with often, you know, mostly to dinner or to you know, musicals downtown at the Civic Center. Thunder games..

OU, we go to all OU football games and stuff like that. So probably not as much as we probably haven't socialized a lot in the past, but probably will more as we have more time.

Yeah, yeah. Okay, and then what are your thoughts about having a park membership, which would allow you to obtain special benefits in park parks. So like, you could have a discounted spark you could get.

I know that they do like bouquet flower making and like you thought would be free. Or it would also be like community benefits as well.

This would be the time that we probably enjoy something like that. Because like when the kids were little, we did a zoo membership, you know, and those kinds of things, and we really utilized it a lot. And so that since we do have more time, that would be something that we'd be interested in doing.

Okay.

Yeah, yeah. I mean, I would have to look at, you know, what, what does it entail? What are we getting for? You know, for the membership, how much does it cost? All those kinds of things would weigh into that decision, but, but it sounds fun.

Yeah, there's different tiers of the membership that you can decide on and there's like a whole list of all the things but it really, like it does give you a lot of perks. And then how did you all learn about Scissortail Park?

I think you know, I mean, I've always loved the penny sales tax ever since I started it back in the beginning, I moved here to Oklahoma in 1996. And so our downtown was horrendous. Scary. I don't really, nobody ever went down there. And so when they first started doing the penny sales tax, and they upgraded a lot of things downtown, and they built the canal and it's just been a lot of fun to see what else happened. And then, you know, I feel like Scissortail Park has been kinda like the, the last big thing that they've done so far. And I mean, it's awesome. We don't get down there a lot. We do eat at Spark, you know, in the summer, and when it's nice outside. And you know, like I said, our churches are in the midtown area, so it's not that far to drive down there and take advantage of the walk, you know, walking around and stuff like that.

And then I did see that they were opening up. Was it? Is it the old bus station? Or is that what it is? station? The train or bus station.

Train Station? Yeah, they're, they're like remodeling the whole entire thing right now. Well, we actually got to tour some of it when we went but they're remodeling the whole entire thing right now they have some of their employees working there. But they're going to, they're going to like to keep, like the parts that make it monumental and really turn it into something nice that they can utilize.

I'm a part of several different organizations and am always doing things like banquets and fundraisers and stuff. And so when I heard about that, I was like, you know, we're always looking for venues to do those kinds of things. So I thought it'd be a great venue.

Yeah. I think Stacey Aldridge. She's the Director of Marketing at Scissortail Park, and she said that they are going to go so fast like they're gonna book. I mean, you think about banquets, you think about businesses, sororities, all the things you know, people want something new. And that's what they're really aspiring to be.

Yeah, and we're, we're all I mean, like, a lot of people that I hang out with, they're always looking for venues for parties like that. And so yeah, that'd be a fun one.

Okay, good.. And then what would you like to see more of in Scissortail Park?

I like concerts. I haven't been to one down there. I know they've had a couple. But I don't know how you do ticket wise because people it would have to be almost a free concert. Right? I don't know how you stop people from hearing or being a part of it. But when I was doing the survey, I thought well, that'd be such fun I would love to go down there for a concert sometime. But we haven't.

So I guess what I would look forward to is like, I haven't heard of any concerts there. But I'm sure they've had some, but that would be fun. Whatever they had, whenever the first like, the first time the park opened, they had a huge I think it's called Kings of Leon. That was just awesome.

Yeah. Yeah, that would be interesting to see how you could do concerts there and charge and make enough money to pay for the artists, you know, but amazing environment for a concert. And like Kate's group right now, they are all going to concerts and loving it. And so I just think it would be something that would really be trendy that they, I mean, we'd be cool. Go try it out, then. I really think some of these younger people would really like it, too. Yeah.

But my daughter, who's a freshman, loves the Hallmark Channel. Okay, the Hallmark movies, you know, and, like, watches the Christmas Hallmark movies nonstop during the Christmas holiday. And so when I was doing the survey, I was like, that'd be a cool place to do something like a winter, like, like in the Hallmark movies, they're always showing these little towns with all these all these, like pop up thing, shops and, and, you know, you got tree lighting and all that kind of stuff. So I just thought that would be a cool place to have sort of a, you know, a hallmark show type Christmas event, if you will.

That was actually my next question, like, what Park activities would you like to do during the holidays? So thoughts around that?

Yeah, yeah, I think that'd be fun.

Awesome. And then have you ever attended an event at Scissortail? Park? And if so, which ones?

Probably? I don't think so. I mean, we went and walked it. And that's a long time ago during COVID. Remember, we ate lunch out there? And that? That is something we did was we took food out there and ate and just hung out when? You know, we couldn't go anywhere? Yeah, I loved it.

I don't think I don't think we've been out there for an activity like, are you talking like an organized event out there? Here's one thing for me is I don't know if they have social media? I'm sure they do. But I don't. I don't have any way to find out what's happening out there to go to it.

Yeah. They do have social media. They have gained a lot of followers on Instagram. And that's kind of where they update most of their information. So if you do have that, or Facebook, those are the two platforms that I recommend that you follow, but we're also trying to think of ways that you can reach other different types of people who necessarily don't check that.

Is it called Scissortail Park?

Yes.

Okay, I can find it. Following right now, this, this whole thing was worth it. See you gained a follower.

Awesome. So if you talked about the holiday event, how would you all like to see something like that, but would you be willing to pay for a ticket or pay for entry?

Sure, yeah. Okay.

Would you be willing to pay like per person?

You know, we go to stuff like at the fairgrounds or at the convention center, and we'll pay 10 bucks for a ticket. And that seems to be a pretty easy cost. I don't know if I pay 50 But I do pay 10 bucks.

Okay. And then would you attend a color run in the spring and a park with a concert at the end and a low end local food vendors and attendants?

Okay, tell me what that is.

So a Color Run. It can basically be like we have them in Dallas. That's where I'm from. And it's like Well, this would be a mile and it would be you like wear your white shirt with like, whatever logo we do, and it's like, they throw color and it's like powder, you can bring your dog and it's through, it would be through the park, and then there would be a concert at the very end. And then there would be local food vendors, like all within the park.

I would be there to watch, I probably wouldn't be there to attend or like to participate.

And why is that?

I did that downtown marathon. I mean, I did that and loved it, but I can't run anymore. So if we had somebody that like one of our kids is going to do it.

I wouldn't sign up for something like that. And is it to raise? What is it to raise? Is it to raise money for something or awareness for something? Or is it just for fun?

Do you want to touch on that a little Peyton?

Yeah, sure. Um, so it'd be to raise money for us as a Park. Like these events that we're proposing to you guys, including the winter stuff are fundraising events for Scissortail. Because it is a nonprofit. But like, as far as the Color Run? Yeah, like we were thinking of doing like a 1k. And like a 5k..

But there are kids like pets, you can walk it, you can run it, you can jog it. But yeah, like Caroline said, like a color on basically just where, why. And it's just kind of a way to make a run more fun. There's like color. Like you will get kind of messy and colorful. But it's like, there's just like a more fun way. stands out.

Sounds fun for young people, maybe old people. I would, I would love to watch you guys. It's hard. In your social media, if you like put a video of what is happening, it would make more sense to old people like me.

Okay, good to know. And then would you all buy a ticket for a summer concert series?

Probably yeah. Yeah. We kind of need some hobbies, and are with kids being gone and stuff.

And then would you attend a winter holiday around the world to or at the park?

Is it a formal event? Or is it?

Peyton, do you want to describe that?

Sure. The winter? Yes. Um, yeah. So it would be kind of, we're calling it like, sorry, my dogs barking. It would be kind of like a tour of holiday traditions from around the world. So like religions, cuisines, and we're hoping I'd be in the train station. So everyone can kind of see it because it is about to be open to the public again. And you can walk around and try food from different cultures or like, learn about different religions and how they celebrate Christmas or like the holiday season. There'll be like alcoholic drinks, obviously the food and then also kind of outside in the park would also have other things you can walk around and go to but it would be throughout the month of December and then every weekend. And every weekend. There also be kind of like a special things maybe like pictures with Santa, which I know you guys probably wouldn't do but um, yeah, well.

We'll have grandkids someday. Yeah, we would do that. That's fun. That does sound fun. Yeah.

And then if there's one word to describe Scissortail Park, what would it be?

I would say – this sounds weird. I would say young. I think it's just like, just begun.

Yeah, yeah. Beginning kind of. What do you think?

I agree. I agree. I would say the same thing. I mean, like, we've met down there for drop offs for Kate. She's sitting in a chair. You can't see her, but she's here with us. Okay, to take pictures and eat down there. They went to capitals, or whatever it's called and just kind of walked around. So I would say up and coming, maybe.

Well, thank you for coming and talking about your experience and thoughts and it will really help us a lot and thank you for showing up.

Secondary Research Results

Organization:

From our secondary research of Scissortail Park, Bright Light's main takeaway is that the park provides a unique experience that hinges on bringing outdoor recreation and fun activities to the heart of downtown Oklahoma City. Scissortail Park claims to "be a place for everyone" and it remains true. Serving *everyone* in the community is top priority for the park and Bright Light wants to highlight that element with our campaign.

Scissortail Park is a nonprofit so we are aware how important money and consistent funding is for it. To accomplish the goals of this campaign, we are always keeping the staff and financial resources in mind as we move forward.

Situation:

Bright Light's main goal for this campaign is to generate awareness for the Scissortail Foundation and the park, uphold the brand's mission that the park is a safe place for everyone and instill an interest in and a love for the park and this organization in future generations. There are two issues the client is currently facing. The first is the need for a new, unique winter festival that appeals to adults, families, teens, etc. The second need is some type of fundraising event targeted at engaging young professionals, ages 21-35.

From all of our research, we believe we have developed signature events that will become a core part of Scissortail Park and its public perception, and fulfill all of the needs of the client.

Publics:

Perhaps the most vital information to our campaign is who we will target. From secondary (and primary) research Bright Light has concluded that parents ages 22-45 in OKC looking for fun, unique experiences that engage the whole family is our first key public. Our second key public is, young professionals ages 21-35 in OKC who love outdoor activities. These individuals are at a time in their life where they are looking for a way to build community and a sense of belongingness in OKC.

The reason Bright Light chose these two publics is based off of our research results. In addition, in order to generate the most money and biggest support for our specific campaign and events, these audiences are what will drive us, and Scissortail Park, to success.

Competitive Analysis:

Although there are competitors to Scissortail Park (OKC Zoo, Lake Hefner, Frontier City) no other park or business in OKC provides what Scissortail does. Nor does any park or business have the same commitment and involvement with the community. Scissortail Park has a unique position, and physical area, that sets it apart from its competitors. Bright Light is utilizing these "elements" and making sure we highlight them in our campaign.

Press Release for Sponsors

FROM THE DESK OF
Scissortail Park



November 15, 2023

Scissortail Park
300 SW 7th St, OKC, OK 73109
(405) 445-6277

FOR IMMEDIATE RELEASE

Sponsorship Opportunities Available for Three Exciting Outdoor Events at Scissortail Park

OKLAHOMA CITY, Oklahoma – Scissortail Park, the beautiful, growing urban park in the heart of Oklahoma City, is seeking sponsorships for three outdoor events that will take place throughout the holiday season and into the spring. These events aim to attract visitors to the park during the winter and spring months, and showcase the beauty and versatility of the park's outdoor spaces. All three events will reach a wide variety of people throughout Oklahoma City's downtown community and generate positive exposure for your brand. We want to work together with you to understand how our advertisements can meet your needs and be both effective and efficient.

The three events are each listed below:

Holidays Around the World: During this year's Holiday season, Scissortail Park will transform the park into an immersive, exciting and educational cultural experience. The park will welcome all visitors, each Saturday from December 7th, 2024 to December 28th, 2024. Through food, drinks and pop-up booths throughout the park's trail, all holidays and cultures will be honored and appreciated.

Color the Park: On March 23, 2024, beginning at 9 a.m, Scissortail Park will host a spring color run where families, dogs and avid runners can participate in a one-mile and/or 5-K run at Scissortail Park. Participants will finish off their run(s) in the upper park with a concert from local artists and food from local vendors. Besides providing entertainment and attracting more visitors, the intent behind the music and vendors is to tease the second phase of the campaign, as well as Scissortail's annual concert series.

Press Release for Magazines

FROM THE DESK OF
Scissortail Park



November 15, 2023

Scissortail Park
300 SW 7th St, OKC, OK 73109
(405) 445-6277

FOR IMMEDIATE RELEASE

Scissortail Park to Host Three Unique Outdoor Events This Holiday Season and into the Spring, Bringing in Local Community

OKLAHOMA CITY, Oklahoma – Scissortail Park, the beautiful and expansive urban recreational space in the heart of Oklahoma City, is proud to announce three outdoor events that will take place throughout the holiday season and into the spring. These events aim to attract visitors to the park during the winter and spring months, and showcase the beauty and versatility of the park's outdoor spaces. Because of the park's impact on the community and reach within downtown Oklahoma City, we believe it would fit the criteria of advertised events in your magazine. Placing the events within the November and December editions would greatly expand our reach as a whole.

The three events are each listed below:

Holidays Around the World: During this year's Holiday season, Scissortail Park will transform the park into an immersive, exciting and educational cultural experience. The park will welcome all visitors, each Saturday from December 7th, 2024 to December 28th, 2024. Through food, drinks and pop-up booths throughout the park's trail, all holidays and cultures will be honored and appreciated.

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1234 MAIN STREET ANYTOWN, STATE ZIP (123)-456-7890 NO_REPLY@EXAMPLE.COM

1234 MAIN STREET ANYTOWN, STATE ZIP (123)-456-7890 NO_REPLY@EXAMPLE.COM

Press Release for Media

FROM THE DESK OF
Scissortail Park



November 15, 2023

Scissortail Park
300 SW 7th St, OKC, OK 73109
(405) 445-6277

FOR IMMEDIATE RELEASE

Scissortail Park to Host Three Unique Events this Holiday Season and into the Spring, Inviting Media to Join

OKLAHOMA CITY, Oklahoma – Scissortail Park, one of Oklahoma City's newest and most popular destinations, is pleased to announce three exciting outdoor events that will take place throughout the holiday season and into the spring. These events are designed to bring visitors to the park during the winter and spring months and showcase the park's beauty and versatility during all seasons. For the upcoming events, we invite and welcome any local media members hoping to attend and can provide additional interviews and quotes in person. Media will be allowed to take videos and pictures at each respective event.

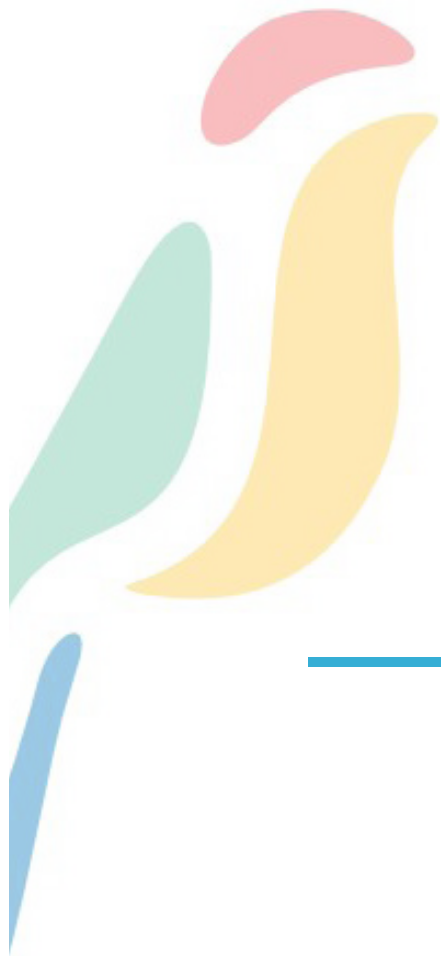
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