

Creative Brief

Organization

The Willamalane Park and Recreation District was formed on September 29th, 1944 in Springfield, Oregon. Over the years, they have acquired 37 parks and 6 recreational facilities, along with 700 acres of open space. These facilities and parks greatly improve the quality of life for Springfield families. The programs and recreational opportunities they provide have many benefits, such as reducing crime and improving community relations. The sports programs, activities, and special events the organization hosts keep community members of all ages active on a regular basis. The bonds and relationships they create are an invaluable asset to the community as a whole.

Audience

The target audience for the Willamalane Park and Recreation district is the local community. In the case of the Willamalane Sports Park and Facility, they are specifically targeting two audiences. The first group of the target audience consists of athletes, with the majority of them in grades seven through twelve. They are the ones who utilize the fields the most, either playing on sports teams or just with friends. Willamalane wants to attract as many people as possible to their fields, and are spreading this message by promoting how their facilities benefit people. Willamalane's second target audience consists of coaches and tournament organizers. The Willamalane Center for Sports and Recreation center sports basketball courts, a climbing wall, and 4 lighted outdoor artificial turfs. They are currently competing with other turf fields in the region to attract sports tournaments. They want outside parties to choose their fields for hosting tournaments, namely soccer, rugby, and lacrosse.

Big Picture

Modern communities are faced with a wide variety of challenges. People with busy work lives have less time to spend with friends and family. Senior citizens often feel isolated and lack a sense of community. Disadvantaged youth often have little access to extracurricular activities, giving them lots of free time with little to do. The Willamalane Park and Recreation District works to combat these and a variety of other problems throughout Lane County. They provide support and structure within the community. Their parks and recreation centers have a multitude of uses, serving as meeting places, sports facilities, and locations for multicultural and community events. They promote physical fitness, education, the arts, and more. The local economy also benefits. They offer numerous job opportunities, which support local families. Because they are a public organization, Willamalane prioritizes the community above all else. For more than seventy years, the people and the economy have reaped the benefits offered by Willamalane Park and Recreation District.

Market Research

The first person I interviewed was Matt Thompson, a rugby player for the University of Oregon. The artificial turf fields that Willamalane offers could potentially host many different rugby teams and organizations on a regular basis and could also provide the qualities that teams and organizations look for in playing facilities. When asking Matt Thompson about the features that would attract him to a playing facility, he emphasized the importance of the "quality of turf, superior seating, and field lighting for evening practices and games." One thing that would really prevent him from wanting to play at a certain facility is the inability to create a fun crowd atmosphere for fans. He says he gets the most information about facilities from websites and social media.

The next person I interviewed is Stuart Bivens, an assistant coach for The University of Oregon rugby team. I believe the artificial turf fields that Willamalane offers could really attract coaches like him in the area because it's a good location and offers everything a coach would expect in a recreational facility and more. When asking Coach Bivens what would prevent him from bringing his team to a certain facility, he said "the lack of schedule flexibility". He also claims he gets the most information about facilities online and through word of mouth.

Positioning Map

The quality of the facilities was judged based on how modern they were and the amount of space available for hosting tournaments. The "good" and "bad" location of the sports centers was determined by several factors. One of the main factors taken into consideration was the center's proximity to a major city and/or highway, along with the aesthetic ranking of the sports complex. For example, Sellwood Park is located right on the waterfront in Portland, an attractive destination that is easily accessible. However, it is mainly a park and lacks the urban facilities that other sports complexes have to offer. While the Gordon Faber Recreation Complex has high quality facilities, its location in Hillsboro is a half hour drive on the outskirts of Portland, deeming it a "bad" location.

Value Proposition

While there are other large sports facilities in the region, the Willamalane Sports Park and Facility stands out because it is owned by a community focused organization. Willamalane Park and Recreation is more than just a business: their goal is to provide resources that benefit the local community as a whole.

SWOT Analysis

	Helpful	Harmful
Internal	<p>Strengths</p> <ol style="list-style-type: none"> 1. Facilities were recently renovated, providing high quality infrastructure everyone to enjoy, whether they are purely recreational or competitive. 2. Lots of space for organized events. 3. Relatively accessible, which is crucial for those considering holding tournaments at Willamalane. 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Other than the facilities, there is not much incentive for teams to travel to Springfield. 2. Lower budget for marketing purposes and expansion compared to other larger scale facilities in Oregon. 3. Have a harder time getting sponsorships from bigger businesses due to location.
External	<p>Opportunities</p> <ol style="list-style-type: none"> 1. More tournaments hosted at Willamalane will generate both publicity and revenue for the center. 2. Increase awareness within the community of the sport or event being hosted at the center. 3. Promotes the Springfield/Eugene area as an attractive destination. 	<p>Threats</p> <ol style="list-style-type: none"> 1. Sports complexes in Medford have state-of-the-art facilities as well, which does not make Willamalane stand out in terms of facility quality. 2. There are similar facilities located in more accessible locations, such as Portland or Seattle. 3. The sport being hosted is not very well-known, and spectatorship statistics may not

		look encouraging for potential organizers looking to host their events at Willamalane. We have to showcase the special attribute of Willamalane besides numbers.
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Problem Statement

Willamalane wants to publicize how their facilities are able to benefit people, whether they are doing recreational sports or participating in tournaments. They particularly want to promote their sports fields to outside parties in order to attract more tournaments.

Single Most Important Thing

Willamalane Center for Sports and Recreation is an attractive destination for recreational sports tournaments in the Pacific Northwest, which increase revenue for the Willamalane Park and Recreation District while benefiting the local economy.

Works Cited

willamalane.org. Willamalane Park and Recreation District. Website. 17 April 2015. Internal Source.

Kunerth, Bill. Personal Interview. 10 April 2015. Internal Source.

Thompson, Matt. Personal Interview. 18 April 2015. External Source.

Stuart, Bivens. Personal Interview. 17 April 2015. External Source.