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FindEstacada

VISIT ESTACADA FINAL PLAN

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Our Team



Siena Saltzman, who is from California, is currently finishing up her last year of school at the University of Oregon. She is majoring in Public Relations and minoring in Sociology. In her future, she hopes to work in the entertainment or music industry. Her dream destination after college is Los Angeles or New York City.



Tessa Campbell, a fourth-year graduating Winter 2026 from the University of Oregon. She is majoring in Public Relations with minors in both Commerce and Society and Digital Humanities. She's looking forward to a career in hospitality and tourism in LA or NYC. However, her dream destination in life will always be Madrid, Spain.



Sydney Helmuth is originally from Phoenix, Arizona, and is wrapping up her final year at the University of Oregon. She is studying Public Relations and Political Science with a minor in Global Health. After graduation in the spring, she hopes to pursue a career in political communications in Washington, D.C., or Chicago.



Adrian Garcia is a senior at the University of Oregon majoring in Public Relations with a minor in comics and cartoon studies. Adrian has a passion for storytelling, culture and community impact. After graduation, he hopes to pursue a career in film and entertainment PR in New York City, where he can continue to focus on storytelling and his passion for films and animation.



Aubrey Gutierrez is a local to Eugene, Oregon, graduating from the University of Oregon in Spring 2026. She is majoring in Public Relations with a concentration in Cinema Studies. With strong passions for both film and communication, she hopes to work in movie publicity and promotions in Chicago after graduation.

Executive Summary

The purpose of this plan is to define strategies and tactics that strengthen tourism, visibility, and community engagement in the city of Estacada. Estacada aims to attract and retain more visitors to support local economic growth, small businesses, and highlight the town's unique outdoor recreation and community culture. Currently, the city faces limited lodging options, minimal media presence, and accessibility barriers, all of which contribute to low visitor awareness and engagement. Without tourism infrastructure or consistent digital promotion, many potential visitors perceive Estacada as a "pass-through" town rather than a destination.

Research indicates that Estacada's primary challenges include its lack of lodging, limited transportation access, and minimal digital visibility. These issues prevent visitors from staying longer, exploring local amenities, and participating in community events. However, the town's small-town charm and local businesses create a strong foundation for growth. By improving accessibility and enhancing its media presence, Estacada has a significant opportunity to redefine itself and establish its overall identity.

Based on this research, we identified two key publics. Our primary public includes individuals ages 18–35 who consider themselves outdoor enthusiasts and could be drawn to Estacada with clearer branding and improved access to information. Our secondary public consists of families ages 30–45 who are seeking convenient day trips. We then developed two main goals for these publics. For our primary public, the goal is to increase visitor awareness and encourage longer, more meaningful stays by improving lodging availability, enhancing digital promotion, and highlighting Estacada's outdoor attractions. To accomplish this, we will prioritize accessibility improvements and marketing efforts that promote Estacada as a destination. For our secondary public, the goal is to strengthen community collaboration and create opportunities for residents and business owners to participate in tourism-focused initiatives. This includes supporting local events and providing spaces where the community can help shape Estacada's identity.

Our overall plan spans nine months and is divided into five phases. The plan is heavily focused on social media, so monetary costs are low. Our budget also includes estimated printing costs for objectives requiring physical materials. We believe that improving Estacada's visibility, strengthening its tourism infrastructure, and engaging with both visitors and community members will create a more connected community. This plan provides a clear plan for redefining Estacada as a destination and one that showcases its outdoor recreation, small-town charm, and community culture while supporting sustainable, long-term growth.

Situational Analysis

Estacada faces the challenge of attracting and retaining visitors because many people are unfamiliar with its location. The issue is rooted in limited tourism infrastructure, minimal media coverage, and accessibility barriers. For example, Estacada lacks lodging options such as hotels or short-term rentals, making it difficult for tourists to stay overnight and explore the area. Public transportation to and within the town is also limited, reducing access for visitors.

Additionally, the town's minimal digital and media presence means that many potential visitors are unaware of Estacada's outdoor recreation, local businesses, and community events. What has been covered of Estacada recently has been negative as well. As a result, Estacada risks being perceived as just a "pass-through" destination rather than a place worth visiting and experiencing

This situation, however, can also be viewed as an opportunity. The need to improve tourism infrastructure and visibility gives Estacada the chance to redefine its image and build a stronger identity. By investing in accessibility improvements, promoting local attractions, and developing a clear brand image, Estacada can position itself as a destination for outdoor recreation and community culture. This process encourages collaboration among residents, local business owners, and community organizations. Strengthening tourism would directly impact Estacada's economy by supporting small businesses, enhancing public services, and encouraging investment in infrastructure such as lodging and transportation.

Ultimately, improving visibility and visitor experiences will not only drive growth and sustainability but also preserve Estacada's community identity through increased tourism and local participation.

Organizational Background

History of Estacada, Oregon

The story of Estacada, Oregon, intertwines geography, industry, and community. The name “Estacada” traces back to George J. Kelly, an official with the Oregon Power Townsite Company, who suggested it in 1903. Kelly is said to have been inspired by “Llano Estacado,” a large region spanning Texas and New Mexico. The Spanish word *estacado* means “staked out” or “marked with stakes,” possibly reflecting how the land was originally surveyed and marked for hydroelectric construction. Other theories exist surrounding the name, with one claiming it is the combination of two civic leaders’ daughters, Esther and Katie, though this was never proven.

Long before its incorporation, Estacada was home to a Chinookan tribe that thrived along the Clackamas River for thousands of years. The river provided fish, hunting grounds, and berries, sustaining generations of Native communities. Because of its deep connection to the water, Estacada remains known by locals as the “Heart of the Clackamas.”

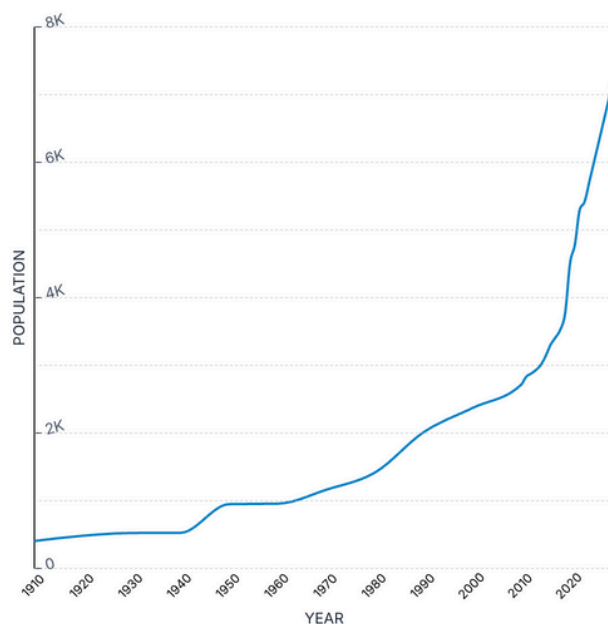
Settlers from the Oregon Trail began arriving in the mid to late 1800s, drawn to the river’s resources and fertile surroundings. The town was officially established in 1905, functioning as a camp for the construction workers of the Cazadero Hydroelectric Dam. Materials and crews were transported by the Oregon Water Power Railway, which later became a form of transportation for visitors into the town. The construction of the grand Estacada Hotel, saloons, a dancehall, and a small riverside park turned the area into a resort destination for visiting tourists.

Soon, paved roads and automobiles replaced the railway, and the Great Depression destroyed agricultural exports and tourism. From the 1930s through the 1970s, the town turned towards timber and was sustained by lumber mills processing logs from nearby forests. While the decline of local mills eventually slowed the economy, wood and forestry remained essential, with the region later becoming known for its Christmas tree farms.

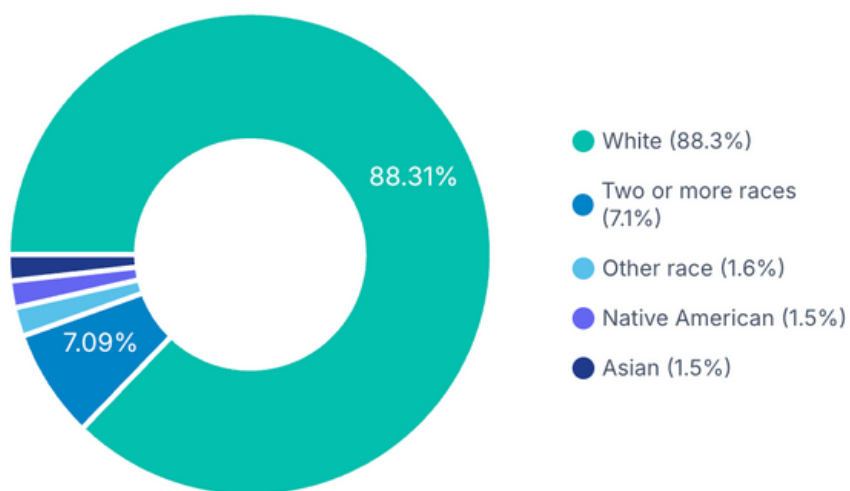
Today, Estacada is a community for artists, housing more than one hundred creators who produce public murals, woodwork, ceramics, and street art that draw on the city's rich past. Hiking trails, hot springs, fishing spots, and the scenic Clackamas River remain a strong attraction to the city. The town that began as a small camp for workers has now become one driven by creativity, nature, and a tight-knit community.

Demographics

Estacada is a rapidly growing town located about 30 miles southeast of Portland in Clackamas County. As of 2025, the town's population stands at roughly 6,029 residents, nearly double its size from just fifteen years ago, with most of that growth occurring in the last five years. Despite being one of the smaller towns in the Portland metropolitan area, Estacada has grown at a rate of about 5.3% annually, making it one of the fastest-growing communities in the region



Demographically, Estacada remains a predominantly white community, with 88.3% of residents identifying as White, alongside small but notable populations of Hispanic (1.8%), Native American (1.5%), and Asian (1.5%) residents. The city's median age is 37.8 years, which closely mirrors the Oregon statewide median.



Priorities

The City of Estacada has identified several key priorities and initiatives to support and sustain growth, connectivity, and community development.

Transportation has been a central focus. The city has efforts underway to improve access and flow throughout the city. Their plans include extending road connections that would enhance mobility and ease traffic congestion. The city is also working to expand other transportation options, such as pedestrian paths and bike routes, to more effectively link the downtown, riverfront, and neighborhood

Downtown revitalization is another major initiative in the town. Estaada is using urban revitalization tools to encourage private investment in its downtown and commercial areas. They have been supporting facade improvements, preserving historical structures, and promoting adaptive reuse. The main goal seems to be maintaining Estacada's small-town character while improving economic vitality. The Oregon Main Street Revitalization Grant has helped to fund these efforts along Main Street.

Estacada has also been prioritizing the improvement of parks and recreation in the city. It has been developing a comprehensive "Parks Master Plan" to meet the community's growing demand for accessible and well-designed recreation spaces. This included expanding trail networks and improving public access to the waterfront. Additionally, the city has continued to support arts and culture efforts through murals, public art installations, and local events.

Staff and Government

The City of Estacada operated under a Council-Manager form of government. This combines the political leadership of elected officials with the management of an appointed administrator. In this system, the elected City Council holds legislative authority and sets goals and policies, while a professionally trained city manager oversees daily operations.

Mayor Sean Drinkwine has served as Estacada’s mayor since 2016. His stated focus has been on the “progression and development of Estacada.” In 2020, Drinkwine faced statewide criticism following a Facebook post about the George Floyd protests in which he vowed to “shut those vigils down” after a peaceful demonstration of about 50 residents outside city hall.

The City Council is composed of six members who represent the community and guide local policy decisions along with the mayor. Together, they appoint the city manager and ensure that city operations align with the council’s legislative goals.

Melanie Wagner serves as the City Manager. She is responsible to the mayor and city council for the proper management of all city affairs. She also assists in policy development and implements council decisions. She works with Elaina Turpin, the Assistant City Manager, to support the city’s broader goals. I could not find reliable data on the number of employees the city has. LinkedIn estimates between 11-50 employees.

Current Communication Vehicles

Until recently, the community was served by The Estacada News, a long-standing newspaper publication that covered small-town life, city council updates, and school events. However, as of 2025, it has been fully integrated into The Outlook—a regional news outlet that covers Gresham, Sandy, and East Multnomah County, including Estacada. Under this outlet, a digital version of Estacada News remains up to date with local news.

The city maintains two social media platforms: Facebook and Instagram. These accounts share council meeting notices, event announcements, emergency updates, and community highlights. With the recent addition of a Communications Specialist on staff, Estacada’s city government is working toward more consistent posting schedules to ensure residents stay connected and informed, and visitors have a place to learn about the city.

Communication Obstacles

One of the main communication challenges Estacada faces is name recognition. Estacada is not widely known outside of the Portland metro area. Therefore, many potential visitors may not be familiar with its location or what the town has to offer. It also competes with more well-established destinations, like Hood River, Bend, McMinnville, etc. These cities already have stronger tourism brands and clearer reputations. As a result, potential visitors may overlook Estacada as a city worth visiting.

Another challenge is brand identity. Estacada has not clearly defined the type of destination it wants to be. It could be marketed as an outdoor recreation hub or a more arts-centered town, but it has not really established or consistently communicated potential narratives. Because there is no cohesive brand identity, it is difficult to attract tourists.

Public perception of Estacada also makes it hard to promote to tourists. For many, Estacada is seen as a “pass-through” town, or a stop on the way to Mt. Hood, rather than its own destination. Additionally, the majority of the press coverage Estacada has received from larger news outlets has been negative and focused on the political controversy surrounding the mayor and city council. A “Visit Estacada” campaign would need to work to reframe this narrative.

Estacada also struggles with social media visibility. The town lacks a strong visual identity and cohesive branding online, making it harder for potential visitors to discover organically through digital platforms. A more recognizable and engaging online presence would be essential for improving public awareness and reshaping Estacada’s image.

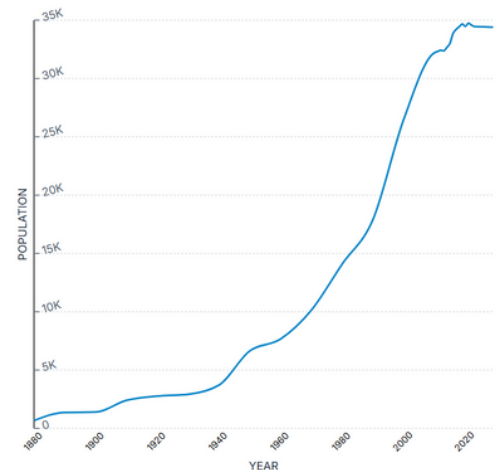
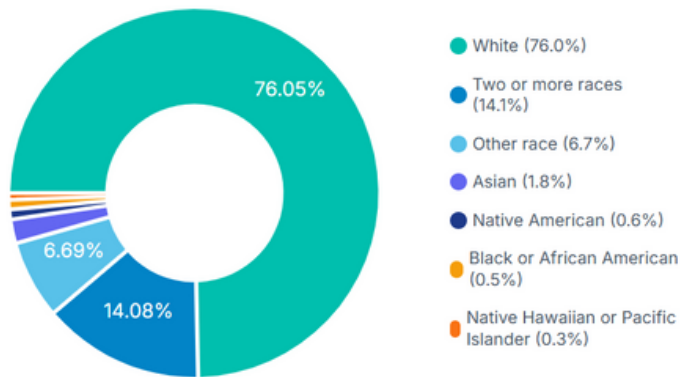
Operational Context

Competition/Comparable Campaigns

McMinnville, OR

McMinnville Demographics:

- McMinnville has a larger population than Estacada, sitting at around 34,000.
- Like Estacada, the town is majority white.
- McMinnville's average per capita income is \$43,947. Household income levels show a median of \$70,060. The poverty rate stands at 15.44%.
- The median age in McMinnville is 39.2 years: 36.8 years for males, and 41.2 years for females.



McMinnville Tourism:

McMinnville has built a strong brand through its “Taste of Mac” campaign.

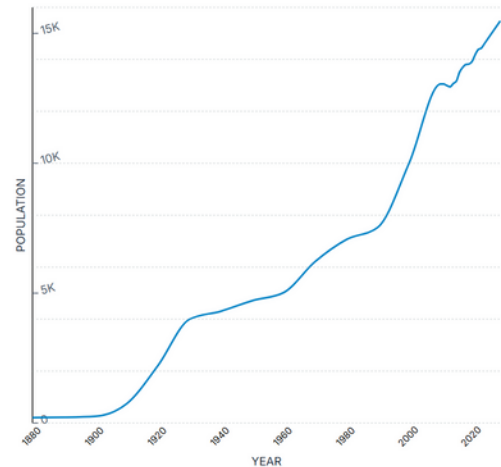
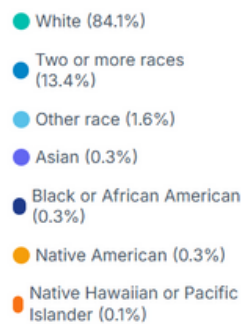
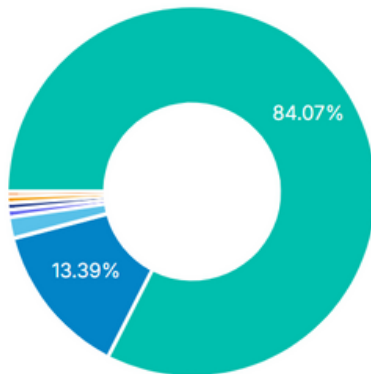


- This campaign centers on food and wine tourism, using multimedia storytelling and visuals to highlight local dining and wine options.
- This seeks to appeal directly to tourists interested in culinary experiences.
- Though Estacada is not known for any wineries or specific dining options, we could pull inspiration from McMinnville’s approach to emphasizing its own strengths and the scenic small-town appeal.

St. Helens, OR

St. Helens Demographics:

- St. Helens' population is around 14,000, about double the size of Estacada's.
- St. Helens is also majority white.
- St. Helens' average per capita income is \$52,588. Household income levels show a median of \$82,123. The poverty rate stands at 8.81%.
- The median age in St. Helens is 36.7 years: 32.5 years for males, and 42 years for females.



St. Helens Tourism:

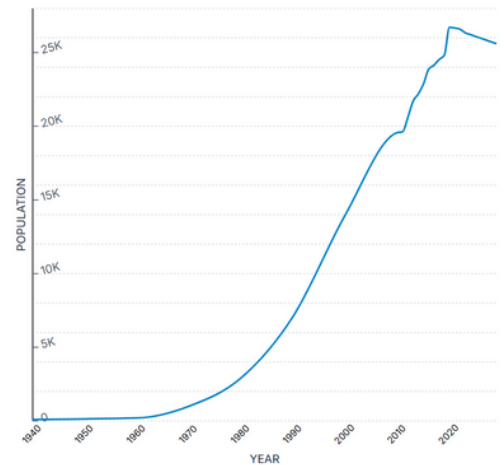
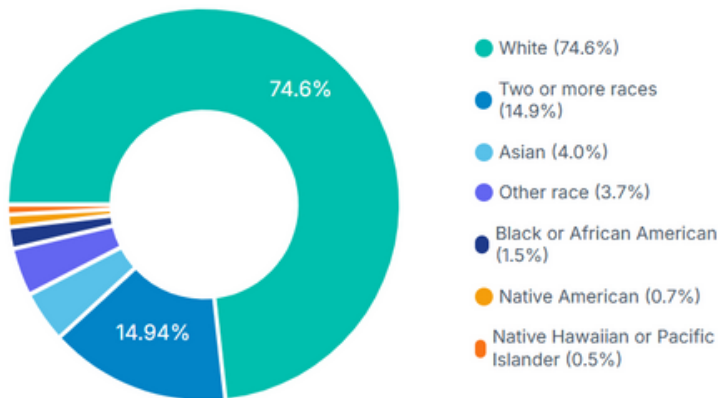
St. Helens offers another example of small-town marketing that has been effective. The town has gained attention for its themed events, like the annual Halloweentown celebration and a sandcastle competition.

- St. Helens used digital advertising and media partnerships with The Oregonian to increase awareness.
- Estacada could take a similar event-focused approach by promoting some of the existing festivals or creating new ones.

Wilsonville, OR

Wilsonville Demographics:

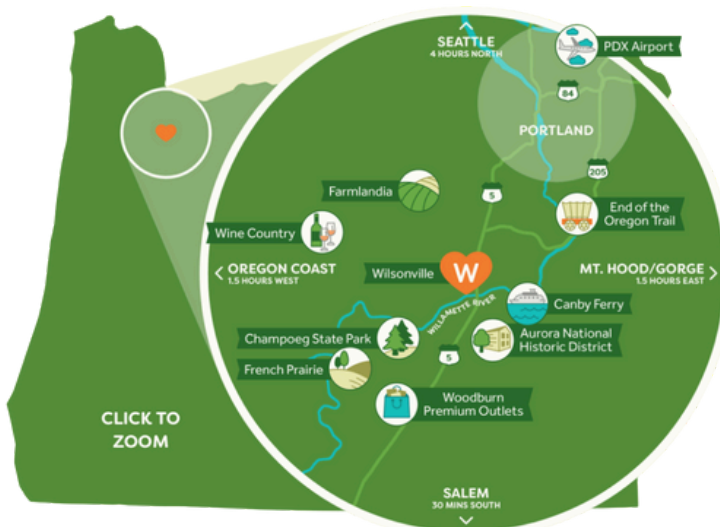
- Wilsonville has a population of 26,000.
- Wilsonville is also a majority white town
- Wilsonville's average per capita income is \$54,057. Household income levels show a median of \$87,371. The poverty rate stands at 8.82%.
- The median age in Wilsonville is 38.7 years: 37.3 years for males, and 40.3 years for females.



Wilsonville Tourism:

Wilsonville has also recently strengthened its appeal to tourists with the “Explore Wilsonville” campaign.

- The city introduced “Pocket Trips,” which are visitor guides that feature themed local itineraries.
- This campaign was supported by a new website and both print and digital materials aimed to attract overnight visitors and day trips from Portland.
- Wilsonville seems to be very similar to Estacada, which could benefit from a similar strategy aimed at day-trippers, considering the lack of lodging in the town.



External Environment

One significant threat to Estacada's effectiveness is a broader set of economic challenges currently facing Oregon and the Portland metropolitan region. According to the Oregon Economic and Revenue Forecast (August 2025), statewide employment has declined by 1.2%, and Oregon's overall economic growth continues to underperform national trends, with GDP expanding just 1.4% compared to the U.S. rate of 2%. This is due to declining job creation in manufacturing and construction. Industries that many rural communities, including Estacada, rely on to sustain local revenue and employment. This economic stagnation, compounded with the uncertainty around trade policies, state-wide high costs of living, and an increasing population, could limit Estacada's ability to invest in expanding its infrastructure and lead to fewer opportunities for sustained local growth.

Regional social and political tensions have also impacted Estacada's public perception. In early 2025, City Council members voted to dissolve Estacada's Diversity, Equity, and Inclusion (DEI) Committee, citing political controversy and public division. This decision drew attention from statewide organizations and media, similar to an incident occurring five years prior in June 2020, when Estacada Mayor Sean Drinkwine ignited controversy after posting on Facebook that he and city staff were working to "shut down" Black Lives Matter vigils in the city. His statement drew local and statewide backlash, including calls for his resignation from the Portland NAACP. Despite Drinkwine publicly apologizing, residents and activists criticized his initial remarks as inflammatory and damaging to community trust. These public controversies could prevent tourists from wanting to visit the city and undermine collaborative aspects within the city government.

Compounding economic and political tensions are climate-related issues. Oregon's changing weather patterns, including longer rainy seasons and increased unpredictability, create complications for outdoor tourism and agriculture. Wildfires, with longer and more severe fire seasons, pose direct threats to infrastructure, safety, and air quality. The wildfire season in Oregon is expected to become longer, more frequent, and more damaging, disrupting recreational activities for tourists and necessitating extra resources for firefighting and recovery rather than growth initiatives.

SWOT Analysis

Strengths:

- Abundant Natural Resources and Scenic Appeal: Surrounded by rivers, forests, and parks that attract visitors, especially during the fall season.
- Tourism Opportunities in All Seasons: Christmas tree farms and seasonal scenery draw tourists during the winter months.
- Community Events: Hosts various events, such as the Estacada Timber Festival, Summer Celebration, Estacada Uncorked, 4th of July, and Mushroom Festival.
- Charming and Accessible Downtown: A small, walkable downtown that encourages exploration and supports local businesses.
- Appealing Lifestyle: Offers a slower pace of life and a strong sense of community.
- Support for Local Business: A variety of local shops and businesses contribute to the town's character and economy.

Weaknesses:

- Limited Media Coverage: No local news station or newspaper, and news coverage from larger outlets has historically been negative.
- Infrastructure Demands for Increasing Population Not Met: Lack of lodging for visitors, including no local hotels and extremely limited short-term rental options.
- Negative Internal Discourse: Many Estacada residents have issues with the town's growth and are very public about those issues on social media.
- Inconsistent Branding: Instagram and Facebook accounts are active, but have no consistent messaging or branding.

SWOT Analysis

Opportunities:

- Proximity to Metropolitan Area: 45 minutes away from a major metropolitan area, with opportunities to turn day-trips into easy weekend getaways.
- Event Expansion & Seasonal Programming: Promotion of town events to attract repeat customers already visiting for outdoor activities.
- Demand for Nature-Based Travel: Increased trend in wellness travel, eco-tourism, and outdoor recreation.
- Community/Tourism Partnerships: Collaborating with local businesses and tourism organizations (Travel Oregon, Mt. Hood Territory, etc) to bring more involvement in Estacada events.

Threats:

- Regional Competition: Nearby cities contain similar appeals/attractions but have invested in stronger tourism infrastructure to support visitors.
- Limited Public Awareness: Estacada is seen as “the gateway to Mt. Hood,” but for the general public, not much is known about what there is to do in the town itself.
- Negative Public Perception: Recent state-wide news coverage of the mayor’s controversial comments regarding the BLM movement and the city council’s choice to dissolve their DEI committee.
- Environmental Threats: Severe wildfire seasons and increasingly unpredictable weather patterns affect city functions and disrupt recreational activities.
- Economic Constraints: Larger issues of a diminishing job market and economic stagnation can affect the city’s ability to grow and expand to meet tourism needs.

Publics

By attracting new visitors, Estacada can increase its local business success by increasing business at restaurants, shops, outdoor activities, and surrounding lodging. When visitors come in and spend more money locally, it keeps revenue within the community, supporting new business ventures that will serve both current residents and travelers.

Tourism growth will also bring life to local events and experiences. With more attendance, Estacada can begin to position itself as a town full of connections. Increased participation creates new potential for collaboration between businesses within Estacada.

Beyond economic and social benefit, tourism will also drive the importance of environmental preservation and safekeeping. When visitors are educated about the natural beauty Estacada has to offer, there will be more incentive to preserve these places. By positioning Estacada as an environmentally safe destination, the town will protect its assets and also attract travelers who value eco-friendly adventure.

Young adults ages 18–35 who identify as outdoor enthusiasts or adventurers and seek accessible, meaningful day-trip experiences are most likely to visit Estacada because they do not need housing accommodations and are able to choose from a wide range of outdoor recreational activities. This group might be more interested in discovering Oregon’s “hidden gems” and desire a disconnect from the pace of busy city living.

Families from Portland, with parents ages 30–45, who are looking for convenient and affordable day-trip opportunities will be more likely to choose a trip that requires simple, low-stress planning, like a quick day trip. Parents would also be interested in the charming small-town environments and outdoor activities suitable for children.

Publics

Primary Public

Individuals from Portland (ages 18-35) who consider themselves **outdoor enthusiasts** or **adventurers** and are looking for day-trip activities.

Wants and Needs:

- Easily accessible trails, terrain, rivers, and other activities with scenic value.
- Uncrowded outdoor experiences
- Opportunity to disconnect from city life
- Towns that welcome and support eco-friendly adventure.

Aspirations:

- To discover Oregon's "hidden gems"
- To live an active lifestyle

Expectations:

- Communication about outdoor access, safety, and local guidelines
- Inclusive, welcoming atmosphere that values visitors
- A sense of discovery different from mainstream destinations

Secondary Public

Families from Portland looking for convenient day-trips (parents ages 30-45).

Wants and Needs:

- Easy to plan getaways within driving distance of the city
- Charming small-town experiences
- Family-friendly outdoor activities
- Affordable options that don't require extensive planning

Aspirations:

- To reconnect with nature
- To create memories with friends and family

Expectations:

- A welcoming community that treats visitors nicely
- High-quality customer service across small businesses
- Well-promoted events/activities
- Reliable information about attractions

Core Problem & Opportunity

Due to limited tourism infrastructure for long-term or overnight stays (hotels, motels and Airbnbs), inconsistent digital presence in their social media and on their websites, and low regional and local awareness, the City of Estacada struggles to ***attract and retain visitors***, leading to missed economic and community development opportunities.

The main opportunity with this campaign is **redefining Estacada's image and building a reputation as a day trip destination**. By reaching audiences in the Portland metropolitan area and surrounding Oregon counties through the promotion of local attractions and activities, Estacada can position itself as a destination for both solo travelers and family vacationers.

Ultimately, improving awareness and visits to Estacada will drive internal economic growth through an increase in business in their restaurants and retail stores, and solidify Estacada as a contender with nearby competitor cities.

Goals & Objectives

Primary Public

Goal: Strengthen Estacada's reputation and visibility as a welcoming day-trip destination for outdoor recreation and arts.

Objective 1:

To increase awareness of Estacada's outdoor attractions and small-town charm among Portland-area residents (ages 18–35; primary public) by 15% by October 1, 2026.

STRATEGY 1

Traditional Media Promotion

Tactic: Pitch Portland lifestyle and travel outlets with story packages and invite creators/journalists on hosted day-trip tours.

- Email Pitches & Press Releases
- Potential Outlets: Portland Monthly, Willamette Week, KGW's lifestyle show

STRATEGY 2

Social Media Promotion

Tactic: Partner with Portland outdoor stores and community hubs to distribute QR-coded flyers linked to social media posts for day-trip guides and Estacada events.

- Potential Stores: REI, Next Adventure, libraries, universities

Goals & Objectives

Goal: Strengthen Estacada's reputation and visibility as a welcoming day-trip destination for outdoor recreation and arts.

Objective 2:

To increase the number of day-trips to Estacada from Portland residents (ages 18–35; primary public) by 10% by October 1, 2026.

STRATEGY 1

Social Media Ad Promotion

Tactic: Promote events and outdoor attractions (arts walks, outdoor weekends, seasonal festivals) supported by targeted Portland-area social ads to drive attendance.

- Ads will come from Estacada's instagram account.

STRATEGY 2

Event Promotion

Tactic: Visit Portland-based pop-up activations and promote Estacada outdoor experiences to motivate in-person visits.

- Examples of pop-up activations: Farmers Markets, Art Fairs, Gear Shops, etc.
- Distribute flyers at the events and to the businesses participating

Goals & Objectives

Secondary Public

Goal: Establish Estacada as a small-town hub for family-friendly day-trip experiences.

Objective 1:

To increase awareness of family-friendly attractions in Estacada among Portland-area parents (30+) by 15% by September 1, 2026.

STRATEGY 1

Social Media Campaign

Tactic: Run a social media campaign highlighting parent testimonials and “Kid Picks” from local attractions. Share short-form videos of easy hikes, parks, art walks, and kid-friendly restaurants. Focus on #FindEstacada hashtags to increase engagement

STRATEGY 2

Print Outreach Campaign

Tactic: Distribute brochures and seasonal flyers in family hubs with activity info and QR code discounts.

- Examples of family hubs: Recreation centers, libraries, after-school program sites, grocery store community boards, etc.

Goals & Objectives

Goal: Establish Estacada as a small-town hub for family-friendly day-trip experiences.

Objective 2:

To increase Portland family day-trip visits to Estacada by 10% by September 1, 2026.

STRATEGY 1

"Find Estacada" Scavenger Hunt

Tactic: A self-guided, kid-friendly scavenger hunt posted online that leads families through parks, downtown landmarks, public art, and local businesses. Each stop includes a simple clue and a photo or activity challenge.

- Encourage players to use the hashtag #FindEstacada and post their progress

STRATEGY 2

Digital Amplification Campaign

Tactic: Share #FindEstacada photos, post weekly Instagram highlights, and create kid-friendly content about Estacada

- The content would be aimed towards parents, but would be kid-friendly.
- Instagram highlights would include spotlights on community activities and businesses.

Messaging

Primary Public

1. **Be an explorer:** Unlock a new day trip destination that is unique in its natural beauty and quieter than other recreational cities.
2. **Find your own adventure:** A wide range of activities to choose from for whatever type of getaway you're craving.

Secondary Public

1. **Keep the kids happy:** Get your kids excited and involved in your family trip, through an educational, interactive scavenger hunt.
2. **Create family memories:** Explore a new town together and create memories that last a lifetime.
3. **Safe, stress-free trip:** Choose an adventure as bold or relaxed as your family, with kid-friendly spots already laid out to you before you arrive.

Budget

Since this campaign focuses primarily on reaching audiences within the Portland Metropolitan area, the monetary budget remains relatively modest. The main expenses include travel to and from Portland for distribution efforts, as well as estimated printing costs for tactics requiring physical materials. These printing costs are included as a precaution in case Estacada’s printer is unavailable and an external service, such as FedEx, is needed. Overall, these expenses ensure that all materials can be produced and delivered smoothly, supporting consistent outreach.

	Cost (In Dollars)	Time (In Hours)
Goal One, Objective One	\$30 (printing, \$0.71/copy)	~ 10-15 hours
Goal One, Objective Two	\$30 (printing, \$0.71/copy), \$300 Instagram Ads	~ 7-9 hours
Goal Two, Objective One	\$100 (printing, \$0.71/copy)	~ 10-20 hours
Goal Two, Objective Two	\$500 (printing, prizes, ads)	~ 20 hours
TOTAL	\$960	~ 64 hours

Timeline

Phase 1: Plan/Prepare

(2 months)

- Create media lists (Content creators/News media)
- Find partners (REI, libraries, toy stores, coffee shops)
- Create social templates, print materials and scavenger hunt pieces

Phase 2: Soft Launch

(2 months)

- Pitching to media/Host content creators
- Begin collabs with Travel Portland/Oregon
- Distribute pamphlets/flyers
- Launch "Family Adventures in Estacada" social challenge

Phase 3: Full Campaign

(4 months)

- Start targeted social ads for summer events
- Attend Portland pop-ups
- Post kid-friendly & outdoor short videos

Timeline

Phase 4: Fall Push

(1 month)

- Final month of scavenger hunt
- Final round of social ads
- Media pitch: "Estacada as a fall day-trip spot"

Phase 5: Wrap-up/Results

(2 months)

- Collect all campaign data (awareness, visits, scavenger hunt, ads, media)
- Evaluate results from surveys
- Final report due October 1

Evaluation Plan

Benchmark Measurements (Before Both Campaigns):

- Record number of followers and age demographics on social media accounts
- Record average number of visits to the website
- Post the initial online awareness surveys to websites and socials

Midterm Evaluation: Phase 3

Primary Public: May 16th , Secondary Public: May 2nd

- Check for a 7.5% increase in awareness for solo travelers and families.
 - Post second online awareness surveys to websites and socials
 - Track and record socials followers and age demographics
 - Track and record website visits
- Check for a 5% increase in actual visits.
 - Track Clackamas County Tourism and compare benchmark number to current number of visitors.

Final Evaluation: Phase 5

Primary Public: October 1st , Secondary Public: September 1st

- Check for a 15% increase in awareness for solo travelers and families.
 - Post third online awareness surveys to websites and socials
 - Track and record socials followers and age demographics
 - Track and record website visits
- Check for a 10% increase in actual visits.
 - Track Clackamas County Tourism and compare benchmark number to current number of visitors.

Appendices

To:

Cc:

Subject: Want to Get Paid to Play Outside This Summer? Estacada Is Calling.

From:  Hide My Email

Hi [Name],

If you're looking for summer content that *actually* stands out, the City of Estacada would love to host you for a multi-day outdoor experience designed for creators who live for adventure.

Just 45 minutes from Portland, Estacada is home to some of Oregon's most underrated natural attractions. All summer long (starting June 1), we're inviting select influencers to explore them with us. You'll join a small group of creators and journalists for guided outdoor activities led by local experts, all with full access to the best adventure spots in the region.

What you'll get to experience:

- Guided hikes through Estacada's forested trails and waterfalls
- Kayaking and paddleboard lessons on the scenic Clackamas River
- A restorative visit to Bagby Hot Springs
- White water rafting with Blue Sky Rafting
- Access to hidden rivers, quiet overlooks, and top-tier photo spots

Reply here, and we'll send over available dates, itinerary options, and hosting details. Spots are limited since each group is kept small to protect the natural environment and give everyone a true Estacada experience.

Would love to have you out here with us this summer. 🌲💧✨

Best,

[Your Name]

City of Estacada Tourism Department

Appendices

May 1, 2025

Media Contact:

[First and Last Name], [Position]
City of Estacada Tourism Department
[Phone Number]
[Email]

FOR IMMEDIATE RELEASE: Welcome to Oregon's Best-Kept Secret: Estacada Opens Its Outdoors to Young Creatives

ESTACADA, OR — The City of Estacada is launching its first summer tourism initiative designed to welcome adventure-seekers ages 18–35 to experience the region's most breathtaking natural attractions. Beginning June 1 and running through the end of summer, Estacada will host creators, journalists, and emerging storytellers for hands-on outdoor experiences in partnership with local businesses and guides.

The campaign highlights the city's thriving adventure scene, including guided hikes through forested trails, kayaking and paddleboard lessons with Clackamas River Outfitters, restorative visits to Bagby Hot Springs, and high-energy white water rafting excursions with Blue Sky Rafting. Participating guests will be invited to capture and share their experiences across social platforms to showcase Estacada as Oregon's next must-visit gateway to nature.

"Estacada is more than a place to explore, it's a place to breathe, reconnect, and feel alive," said Lena Moretti, lifelong Estacada resident. "I grew up swimming in the Clackamas River and hiking these trails. Watching visitors fall in love with the outdoors here reminds our community how special this place really is."

Throughout the summer, participating creators and journalists will have access to:

- **Guided hikes** through Estacada's forested trails, waterfalls, and river overlooks.
- **Kayaking and paddleboard lessons** along the scenic Clackamas River with expert local guides.
- **Restorative visits to Bagby Hot Springs**, including access to natural soaking pools surrounded by old-growth forest.
- **White water rafting trips** on some of Oregon's most thrilling rapids.
- **Opportunities to explore hidden fishing spots**, river beaches, and quiet overlooks throughout Estacada's natural landscape.
- **Access to sunrise and sunset photo points**, ideal for capturing the beauty of Mt. Hood National Forest and the Clackamas River corridor.

Through this summer initiative, Estacada aims to welcome travelers who appreciate the power of nature, community, and the stories that bring people closer to both.

About Estacada

Estacada, Oregon, is a vibrant artist-driven community home to more than one hundred creators producing public murals, woodwork, ceramics, and street art inspired by the region's cultural and ecological heritage. Surrounded by lush forests, pristine fishing spots, geothermal hot springs, and the scenic Clackamas River, Estacada has evolved from a small worker's camp into a city rooted in creativity, outdoor recreation, and strong community values. Learn more at <https://www.cityofestacada.org/visit-estacada/>

Appendices



Find Estacada

Your Perfect Day Trip Starts Here.

Scan for:

- ★ Day-trip itineraries
- ★ Monthly Events
- ★ Guides for trails, food, and hidden gems
- ★ Reels and photos to preview your adventure

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Scan or follow
@VisitEstacada on
Instagram





Ready for your next family adventure?

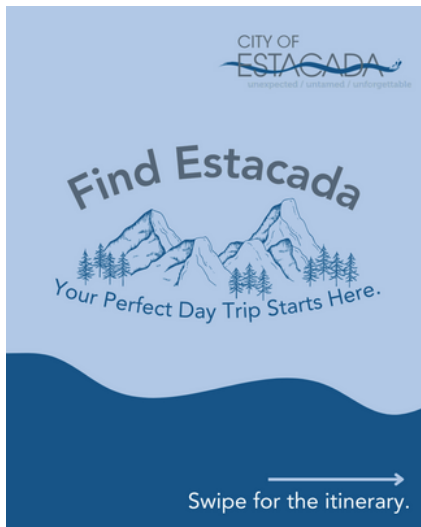


Scan to unlock a
discount on your
next trip!

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Appendices



Downtown start with local art.

Begin your day with coffee and a pastry downtown, then stroll through Estacada's mural-covered streets. The murals, created by Artback Collective, tell Estacada's history. Don't miss the "Heart of the Clackamas" piece!



Float the river.

Head to Clackamas River Outfitters by Timber Park to rent a kayak, paddleboard, or boat. Perfect for a relaxed float on Estacada's river-fed lake!



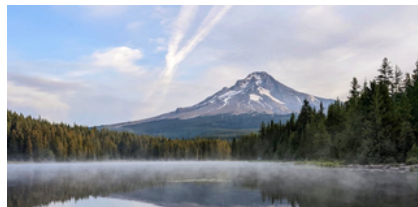
Grab a bite in town.

Refuel at a local favorite. Stop at The Country Restaurant & Lounge for a hearty lunch or swing by The Grind Coffee House for a quick bite before continuing your adventure.



Take a hike.

Hit the trails with your pick of Estacada's best: hike along the Clackamas River Trail, summit Fish Creek Mountain, or explore the easy-to-moderate loops at Milo McIver State Park.



Wind down downtown.

End your day with a slow stroll through downtown Estacada, where you can grab ice cream from Harmony Baking Co. and wander through local, independent shops.



Appendices



We asked kids what their favorite spot in town is, so you don't have to guess.

#FindEstacada

Swipe to find out what they said...



Jamie (7):

My favorite spot is riding on the bike trail by the water with my mom and my brother.



Maia (6):

My favorite spot is Cazadero Steakhouse. Especially the burgers.



Follow us for more Kid Picks!

Post your own pictures to #FindEstacada to be featured next!

#FindEstacada

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