



# FORT WORDEN BRANDING WORKGROUP



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— PORT TOWNSEND —

A HISTORIC GATHERING PLACE



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# BACKGROUND

**1965 & 1972:** Fort transferred in two parts to State Parks

**2004:** State Parks began long-range planning effort

**2005:** Vision and Mission statements for FW adopted

**2007:** State Parks adopted concept of FW as **center for lifelong learning**

**2008:** Fort Worden Long Range Plan adopted

**2009:** The Fort Worden Collaborative (WSP&R Commission, Centrum PT PDA, nonprofits, for profits, public entities) for planning & business development

**2013:** Washington State Parks and Recreation Commission 50-year lease with the Fort Worden Public Development Authority to manage historic 90-acre campus of Fort Worden State Park.





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# MORE BACKGROUND

**Original brand positioning statement:** “Fort Worden is a legendary place where people are transformed through retreat, renewal and discovery.”

**PDA Charter:** “To provide an independent legal entity to manage, promote, develop, secure funding for, and enhance Fort Worden including the implementation of a Lifelong Learning Center as (generally) envisioned in the 2008 Fort Worden Long-range Plan”

**PDA Mission (Board):** “To manage the Lifelong Learning Center to be financially self-sustaining, and to infuse the Fort with the beauty and energy that allows it to reach its potential as a gathering place for individuals, families and groups who seek enrichment and discovery through lifelong learning.”

**PDA Mission (Staff):** “Fort Worden PDA’s mission is to deliver exceptional guest experiences and promote lifelong learning opportunities.”



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# 2018 BRANDING WORKGROUP

## **Who:**

Jane Kilburn (lead), Barry Mitzman, Todd Hutton, Renee Klein, Dave Robison, Cody Griffith, Rufina Garay

## **Purpose:**

Develop a brand for Fort Worden Lifelong Learning Center that will reflect who and what we are and will be compelling to current and potential partners, program participants, funders, tenants, and community members.



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# PROCESS/TIMELINE

**WORKGROUP RESEARCH & BRAINSTORMING:** July-September

**FEEDBACK:** October-November

- ✓ **Partners:** October 2
- ✓ **PDA Leadership Team:** October 4
- ✓ **Open House** (invitation only): November 1
- ❑ **PDA Board Executive Committee:** November 20
- ❑ **PDA Board:** November 28

**NEXT STEPS:** December/January

- Workgroup will assess/incorporate feedback
- Workgroup will propose recommendations to PDA board for next steps



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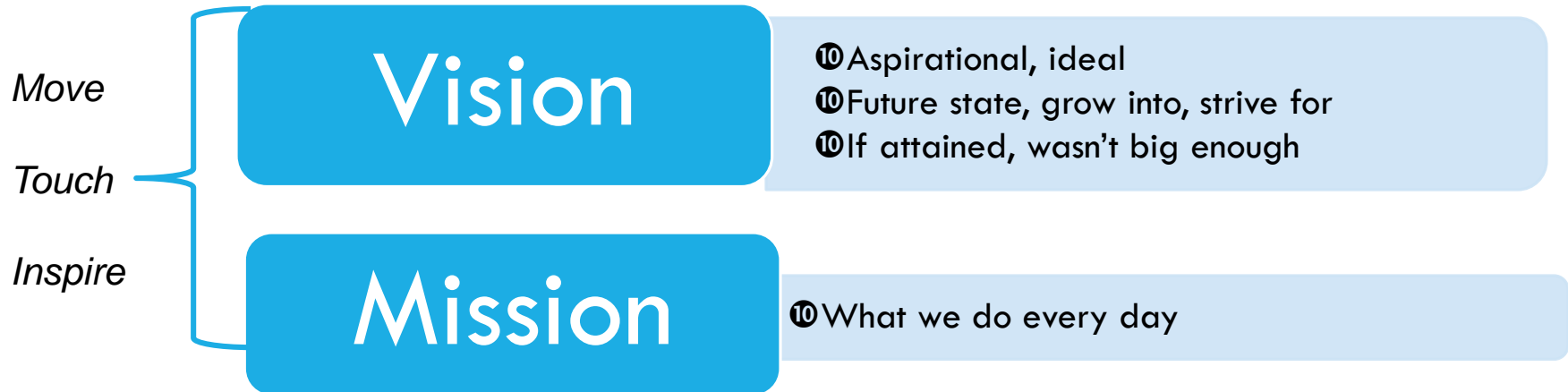
# BRAND POSITIONING

It's **NOT** a tag line!



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# VISION ... MISSION ... BRANDING





# VISION ... MISSION ... BRANDING







# VISION ... MISSION ... BRANDING





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# BRAND POSITIONING EXAMPLES

**Boy Scouts:** For people who care about what is happening to kids, Scouting is the fun, exciting program that builds better young people.



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**Nature Bridge:** NatureBridge connects young people to the wonder and science of the natural world, igniting self-discovery and inspiring stewardship of the planet.



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**Hollyhock:** Hollyhock exists to inspire, nourish and support people who are making the world better. We offer 80+ programs and conferences each year to help you connect to self, nature and community.



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**Presidio Trust:** In partnership with the National Park Service and Golden Gate National Parks Conservancy, and at no cost to taxpayers, the Presidio Trust brings alive the unique historic, natural, and recreational assets of the Presidio for the inspiration, education, health, and enjoyment of all people.





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# “LIFELONG LEARNING” AS A BRAND

- 1) For many, the concept is boring; not inviting or inspirational ... non-social.
- 2) Instead of conveying fun, feels like a “should” or something that is imposed/good for you (think vegetables). For some, it implies, “I’m never done, I must be in school forever.”
- 3) Term is overused.
- 4) Does not necessarily support goal of increasing residential programming.



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# WHAT IS OUR BRAND?

- What do we deliver?
- Enrich, provide fun, transform **THROUGH** play, discovery, learning, creating, exploring, adventure, recreation immersion, permission to be you
- We connect (people) with
  - ... nature
  - ... arts
  - ... learning
  - ... wellness
  - ... each other



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# PREVIOUS LANGUAGE

Fort Worden is a legendary place where people are transformed through retreat, renewal and discovery (~2008 Vision)

Inspiration lives here ... to make the world a better place. Come. Make. Change (~2010)

The Campus at Fort Worden in Port Townsend. “A Center of Creative Industry” (~2013)



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# WHAT WE WANT TO BE

Inviting, dynamic, inclusive, learning, inviting, creative, holistic, diverse, eclectic, experiential, transformative, connecting, enrichment, recharge, retreat, outdoors, getaway, discovery, connections, relax, renewal, enlivening, joyful, exploration, immersive. A place where you can ...

- immerse yourself in music, arts and nature
- make memorable connections
- relax and recharge
- say I Do
- savor and sip Northwest delights
- explore and learn



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# FORT WORDEN

## **HAS:**

- Water. Mountains. History (including Native). Legacy.
- World-class setting ... majestic natural beauty ... breathtaking vistas
- Facilities for camping, boating, hiking, conferences, lodging
- 15 non-profits and creative businesses that offer more than 1500 days of lifelong learning programs annually

## **OFFERS:**

- Retreat. Activities. Fun. Legacy. Renewal. Discovery. Recreation.





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# PRELIMINARY STAFF INPUT

**Soul Purpose:** Preserve and enrich your adventuresome soul at Fort Worden where an abundance of culture and creativity converge.

## **Soul Rationale**

- Historic accommodations – stay and meet in century old fort buildings
- Lifelong learning activities for all ages
- People and service
- Sustainability: Recycling, locally sourced food, and community support in maintaining property

## **Brand Nature**

Historic ... Unique ... Nurturing ... Creative ... Adventurous ... Interesting  
... Appreciative ... Authentic



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# TARGET USERS/CUSTOMERS

WITH WHOM ARE WE TRYING TO COMMUNICATE?

Campers

Day user

World travelers

Workshop attendees

Community

Lifelong learners

Family

Student

Corporate Retreatants

Wedding party members

Millenials

Foodies



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## V. 1 DRAFTS

- Surrounded by water and mountains, historic Fort Worden is where people gather to discover, play, learn, and create.
- Surrounded by water and mountains, historic Fort Worden is where people are transformed through discovery, play, learning, and creativity.
- Surrounded by water and mountains, historic Fort Worden is a center for retreat, creativity and learning.
- Surrounded by water and mountains, Fort Worden is a legendary place where people are transformed through retreat, renewal and discovery.
- Surrounded by water and mountains, historic Fort Worden transforms people [lives] through discovery, play, learning, and creativity.
- In the unique community of Port Townsend surrounded by sea and mountains, Fort Worden connects people with the arts, ideas, wellness, nature and each other.



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## V. 2 DRAFTS

- Surrounded by ~~water~~ sea and mountains in historic Port Townsend, Fort Worden is where people gather to discover, play, learn, and create.
- Surrounded by ~~water~~ sea and mountains in historic Port Townsend, Fort Worden is where people are transformed through discovery, play, learning, and creativity.
- Surrounded by ~~water~~ sea and mountains in historic Port Townsend, Fort Worden is a center for retreat, creativity and learning.
- Surrounded by ~~water~~ sea and mountains in historic Port Townsend, Fort Worden is a legendary place where people are transformed through retreat, renewal and discovery.
- Surrounded by ~~water~~ sea and mountains in historic Port Townsend, Fort Worden transforms people [lives] through discovery, play, learning, and creativity.
- ~~In the unique community of Port Townsend surrounded by sea and mountains, Fort Worden connects people with the arts, ideas, wellness, nature and each other.~~



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## V. 3 PROPOSED OPTIONS

*Surrounded by sea and mountains in historic Port Townsend, Fort Worden enriches lives by connecting people with the arts, ideas, wellness, nature and each other.*

**OR**

*Surrounded by sea and mountains in historic Port Townsend, Fort Worden connects people and offers life-changing experiences in the arts, ideas, wellness and nature.*





## V. 3 FEEDBACK (PARTNERS & STAFF)

Comment	Branding Group Consideration
Add “Salish Sea”	Use when appropriate, but don’t lead with it as it can be a stumbling block “...where?” vs. creating an evocative visual image/emotion. Train people on when/how to weave in Salish Sea.
FW “enriches” or “connects”	More people like enriches (#1)
Life Changing	Too much over promise (#1)
Engage vs. connect (#1)	
Connect w/each or to one another	
Use education or learning	We have two colleges dedicated to learning
FW before PT	Funnel, community connection, things to do. Don’t want to lead with military.
Add recreation ideas	Better than education



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## V. 3 EDITS

***Surrounded by sea and mountains in historic Port Townsend, Fort Worden enriches lives by ~~connecting~~ engaging people with the arts, ideas, wellness, nature, recreation and ~~each other~~ nature.***

**OR**

~~*Surrounded by sea and mountains in historic Port Townsend, Fort Worden connects people and offers life-changing experiences in the arts, ideas, wellness and nature.*~~



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## V. 4 DRAFT

*Surrounded by sea and mountains in historic Port Townsend, Fort Worden enriches lives by engaging people with the arts, ideas, wellness, recreation and nature.*



## V. 4 FEEDBACK (COMMUNITY)

Comment	Branding Group Consideration
Consider “mountains and sea” vs. “ sea and mountains”	Decided to leave sea first ... sea is closer
Consider “within PT” vs. ”in PT”	Decided “in” is better
Great work, but something is missing still ... needs more to reflect “ <u>specialness</u> ” of FW ... poetry, mythology ... concept of a jewel ... the aesthetic ... FW amplifies ... there is a synergy.	See below for edits
Add in connecting w/each other, sense of community building	See below for edits

*Surrounded by sea and mountains in **historic** charming Port Townsend, Fort Worden **is an historic treasure that** enriches lives by engaging people with the arts, ideas, wellness, ~~recreation and~~ **community**, nature **and play.***



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## V. 5 PROPOSAL

Surrounded by sea and mountains in charming Port Townsend, Fort Worden is an historic treasure that enriches lives by engaging people in the arts, ideas, wellness, community, nature and play.



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# TESTING V. 5'S EFFECTIVENESS

*Surrounded by sea and mountains in charming Port Townsend, Fort Worden is an historic treasure that enriches lives by engaging people in the arts, ideas, wellness, community, nature and play.*

## Questions to ask

- Does it differentiate FW from “competitors”?
- Does it support diverse users’ perceptions of FW?
- Does it enable growth of Partners?
- Is it focused on our core audiences?
- Is it memorable and motivating?
- Is it consistent in all areas of program delivery?
- Is it easy to understand?
- Is it difficult to copy?
- Is it believable and credible?
- Can we collectively own it?
- Is it positioned for our collective long-term success?
- Does it identify our unique value to our communities and audiences?
- Will it help make more effective marketing and branding decisions?