



OREGON 150 STRATEGIC PLAN

APPRECIATE THE PAST, CELEBRATE THE PRESENT, IMAGINE THE FUTURE



TACTICS

- Events
- Website / E-News / Blog
- Public Relations
- Logo / Style Guide / Licensing
- Empowerment Toolkit
- Stakeholder Outreach
- Speakers Bureau

TIMEFRAME

- 2/14/09**
 Kickoff Events
 (Oregon Military Ball)
- 8/09-9/30/09**
 Oregon State Fair
 Oregon 150 Celebration Conclude

OUTCOMES / MEASURES

- Connect with Inner Oregonian
- Economic Development
- Inclusion of All Communities
- Vision for 50 Years
- Committed and Inspired Communities
- Civic Engagement (Especially Youth)