



AGENCY: City Council
MEETING DATE: Dec. 11, 2017
DEPARTMENT: Community Development
PRESENTED BY: J. Owen
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AGENDA ITEM SUMMARY

TITLE:

RECEIVE PRESENTATION FROM VISIT FORT BRAGG AND PROVIDE FEEDBACK REGARDING INITIAL BRAND CONCEPTS

ISSUE:

On August 14, 2017, City Council approved a contract with Double Martini, Inc. DBA Revel Brand Design (Revel), to provide branding services for Visit Fort Bragg. Revel has completed the "discovery" phase of their scope of work and presented their initial brand concepts to a joint meeting of the Community Development Committee and the Visit Fort Bragg committee on November 28, 2017. Aspen Logan, Project Manager for Visit Fort Bragg, will present Revel's initial brand concepts to City Council to get further feedback and direction.

ANALYSIS:

At the March 13, 2017 City Council meeting, City Council adopted the Tourism Market Research Study prepared by Strategic Marketing Group (SMG). The purpose of the study was to provide a framework and focus for Measure AA Transient Occupancy Tax (TOT) funds that are to be expended on tourism promotion. The SMG Tourism Market Research Study recommended a tourism branding process as the highest and first priority action item to "...define Fort Bragg as a preferred rural destination for leisure travel."

On June 12, 2017, City Council approved the *Visit Fort Bragg Marketing & Promotions Action Plan*. The first task in the Action Plan is the branding effort. At the June 12, 2017 meeting, City Council also approved a scope of work for the branding request for proposals (RFP). A total of 19 responses were received from branding professionals. After a rigorous interview and rating and ranking process, an evaluation committee comprised of City staff and Visit Fort Bragg committee members selected Revel Brand Designs to undertake the Visit Fort Bragg branding effort.

Revel's branding process is designed to develop a brand and campaigns that clearly and creatively deliver a message; that emotionally connect target audiences to the Fort Bragg destination, and that inspire and motivate people to visit – and especially to encourage multiple overnight stays and repeat visits. Revel's scope of work includes the following major tasks and timelines:

1. Discovery – research of industry, competitors, assets, barriers, audiences, trends, perceptions, metrics; listening/interviews/surveys, etc.

Timeline: Revel has completed initial discovery tasks but will continue to solicit and receive feedback at each phase of the branding process.

2. Introduction of three initial, distinct brand concepts. According to *Simplicable*, an online business guide¹, a brand concept is "...the general idea or abstract meaning behind a brand...used to give consistency to a brand's identity ...the first thing you want to pop into your customer's head when they think of your brand." The final brand message, tagline and logo will be built upon the brand concept.

¹ <https://simplicable.com/new/brand-concept>

Timeline: Revel presented three initial brand concepts at the November 28, 2017, Community Development Committee (CDC) meeting which was also attended by the Visit Fort Bragg (VFB) committee and public. After receiving City Council's input at the December 11, 2017 meeting, Revel will provide a refined single concept for presentation to the CDC and VFB committee at a Special CDC meeting to be held on January 9, 2018.

3. Introduction of taglines and messages. These are words or phrases designed to communicate a variety of aspects of a brand that help to further communicate, explain or highlight the brand.

Timeline: Revel will present tagline and messaging options to the CDC and VFB committees at a Special CDC meeting to be held on January 9, 2018. City Council will receive the presentation on January 22, 2018.

4. Logo development: Revel will provide initial logo concepts from which they will develop a final logo.

Timeline: Initial logo concepts, along with final taglines and messages, will be presented to the CDC and VFB committees at a Special CDC meeting to be held on February 13, 2018, and City Council will receive the presentation at the regular City Council meeting on February 26, 2018. The final logo will be presented to the CDC and VFB committees at a Special CDC on March 13, 2018, and the presentation will be received by City Council at the March 26, 2018 meeting.

5. Style guide brand guidelines including logo usage guidelines, font families, color palette, sample copy, and photography tone.

Timeline: The Style Guide will be delivered by April 2, 2018.

6. Brand introduction strategy: this document will outline recommendations for a print, social media and digital launch plan.

Timeline: The Brand Strategy will be delivered by April 9, 2018.

Aspen Logan, VFB Project Manager, will present Revel's three initial brand concepts at the December 11, 2017, City Council meeting. These are not presented in this staff report as the goal is to receive feedback regarding initial reactions. The goal of this presentation is to receive feedback from City Council and from the public which will be considered along with the direction and feedback already received at the November 28, 2017 CDC and VFB Committee meeting. This will allow Revel to develop a final brand concept to form the foundation for future brand tasks.

RECOMMENDED ACTION:

No action is requested. Aspen Logan will collect input, feedback and recommendations from City Council and the public to provide to the Revel Brand Designs team.

ALTERNATIVE ACTION(S):

No alternative actions are available.

FISCAL IMPACT:

Visit Fort Bragg promotional expenditures are paid with Measure AA Transient Occupancy Tax (TOT) funds. Cost of the Revel Brand Design contract and deliverables as described above is already included in the City's 2017-2018 budget. Implementation of brand concepts through design of the website, promotional materials, etc., will require additional funding. The website cost is included in the approved FY2017-2018 Visit Fort Bragg budget, and future expenditures will be included in future Visit Fort Bragg budgets.

CONSISTENCY:

The branding task was recommended by the SMG Tourism Study approved by City Council on March 13, 2017, and this task is included in the Visit Fort Bragg Marketing and Promotions Action Plan and Budget that was approved by City Council on June 12, 2017. The branding scope of work for Revel Brand Designs reflects the scope of work approved by City Council on March 13, 2017. The activities in the Action Plan, including the branding effort, are consistent with Strategy 2.2 from the Fort Bragg Economic Development Strategy “*Continue to Provide Excellent Tourism Marketing & Support EcoTourism.*”

IMPLEMENTATION/TIMEFRAMES:

After feedback is received from City Council and the public, Revel Brand Design will incorporate this direction to develop a final brand concept to be delivered and presented per the timelines presented above.

ATTACHMENTS:

1. None.

NOTIFICATION:

1. Aspen Logan, VFB Project Manager
2. Revel Brand Designs: Jessica Anderson-Conard, Director of Client Services,; Heather Prandini, Art Director/Brand Strategist,; Christine Martin, Owner/Creative Director