



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: October 6, 2025

Item Title: Discuss tourism branding

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff have been developing branding for Columbus tourism. Attached is a draft logo for Visit Columbus Wisconsin incorporating the City's brand and elements into the design. The City's logo is tweaked to flow with a new wordmark for the word "Visit". Staff decided to utilize existing tourism naming from social media sites and general use.

Staff would like to discuss ideas and constructive criticism regarding the draft logo and other potential branding with the Tourism Commission.

List all Supporting Documentation Attached:

Visit Columbus Logo Draft

Action Requested of the Tourism Commission:

Discuss and give direction to staff for branding elements for Tourism