



Where Life is Sweet

Mayor and Members of the City Council
STAFF REPORT
For the Meeting of August 14, 2023

Title/Subject

Possible New Branding for Eastern Oregon Trade and Event Center (EOTEC)

Summary and Background

In the City Council's February 13, 2023 meeting the Council discussed and gave direction to staff to pursue a new brand for EOTEC. City staff (including EOTEC staff) engaged with Focal Point Marketing and developed two alternatives for stakeholder input. An online survey seeking feedback on the two designs was sent to the council, the EOTEC Advisory Committee and an EOTEC client list. Nineteen responses were received. A report summarizing those responses is attached to this report. There was clear support for concept 2 which is shown below.



Tie-In to Council Goals

N/A

Fiscal Information

The new branding will be implemented within adopted budgets.

Alternatives and Recommendation

Alternatives

The City Council may choose to approve or reject the recommended design.

Recommended Action/Motion

Motion to approve the presented EOTEC Branding.

Submitted By:

Byron Smith