



Where Life is Sweet

Mayor and Members of the City Council
STAFF REPORT
For the Meeting of February 13, 2023

Title/Subject

Eastern Oregon Trade and Event Center (EOTEC) Branding Research

Summary and Background

As the City began working on the transition of EOTEC to full city operational control, staff began to discuss the idea of rebranding EOTEC to more closely follow the City's "Where Life is Sweet" (WLS) branding. Along with those discussions the question came up related to renaming EOTEC.

Based on these two items, the City engaged Focal Point Marketing to explore both of these questions/ideas. Focal Point was the group that worked with the City to develop the current WLS branding scheme for the City. They conducted 30 individual interviews and utilized a targeted online survey that received 102 responses.

Based on that outreach the following results were received:

Changing EOTEC Branding

- 63% strongly or somewhat support rebranding (all respondents)
 - 71% of General Community
 - 56% of Businesses

Renaming EOTEC

- 51% strongly or somewhat support renaming (all respondents)
- 29% neutral

Based on the relatively slim margin of support for the renaming piece, Focal Point encouraged me to bring these items to our two major stakeholders (Umatilla County Fair and Farm-City Pro Rodeo). First, I presented these ideas to the EOTEC Advisory Committee and then I attended the respective board meetings for each organization the week of January 16th. I had a great conversation with each of them. Both groups were supportive of changing the EOTEC branding. However, there was still not a strong consensus on the idea of renaming EOTEC. There was more interest in renaming than I expected.

Tie-In to Council Goals/Values

16. Assess EOTEC facility management alternatives

Fiscal Information

An estimated cost for doing the EOTEC rebranding work and limited renaming work would be between \$15,000 and \$20,000.

Alternatives and Recommendation

Alternatives

1. Instruct Staff to move forward with rebranding
2. Instruct Staff to move forward with rebranding/renaming
3. Instruct Staff to stop working on this issue

Recommended Action/Motion

Instruct Staff to move forward with rebranding/renaming.

Submitted By:

Byron D. Smith