



STAFF REPORT

Meeting Type: Sandy City Council
Meeting Date: May 6, 2024
From: John Wallace, Recreation and Senior Service Manager
Subject: Branding Package Approval: Action Sports Components of Cedar Park

DECISION TO BE MADE:

Provide input on the preferred branding package for the Action Sports Components (Skate Park, Jump Line, and Pump Track) at Cedar Park.

PURPOSE / OBJECTIVE:

The purpose of this report is to present two preferred branding packages for the Action Sports Components to City Council for final input and decision-making.

BACKGROUND / CONTEXT:

The Parks and Recreation Department, along with Spoke and Wheel, met multiple times to brainstorm, create, edit, and produce a name and a branding package that we feel promotes the action sports components of Cedar Park but stays true to Sandy. Below is a timeline:

- February 1, 2024: staff met with Spoke and Wheel, a partner company with American Ramp Company, for a kickoff meeting to discuss the branding and marketing of our action sports park at Cedar Park.
- February 9, 2024: staff met with Spoke and Wheel to narrow down branding ideas to three options.
- March 5, 2024: staff met with Spoke and Wheel to narrow down the branding package to include one name with multiple design elements that we would take before The Parks and Trails Advisory Board.
- March 13, 2024: Spoke and Wheel met with the [Parks and Trails Advisory Board](#) to discuss the branding and design elements of the action sports complex. Key takeaways and feedback are listed below:
 - Two preferred designs
 - One design includes a topographical map. PTAB suggested using the local topography of Cedar Park and the Sandy River Park.
 - PTAB suggested combining both “Sandy Style” color schemes into a single branding package.
- March 28, 2024: staff received the final two options to present to City Council

KEY CONSIDERATIONS / ANALYSIS:

We believe it is crucial to establish a professional and captivating name and branding package for the action sports components within Cedar Park. One of our primary objectives for this park is to position it as a regional attraction and a catalyst for economic growth and tourism. Given our aspirations to host professional events, community programs, and achieve recognition on a regional scale, a distinctive logo, name, and branding package are essential.

Additionally, as part of the branding initiative, Spoke and Wheel will produce an opening/promotional video showcasing the City of Sandy, Cedar Park, City staff, and our vibrant community members.

BUDGET IMPACT:

Funding for the Spoke and Wheel branding package was included in the BN 2023-2025 budget.

RECOMMENDATION:

Staff recommends that the City Council review the Branding Packages for the Action Sports Components of Cedar Park and choose a preferred option.

LIST OF ATTACHMENTS / EXHIBITS:

1. Branding Presentation (Slide Deck)
2. PDF of branding options