



## CITY COUNCIL MEETING STAFF REPORT

<b>Meeting Date:</b> February 23, 2023		<b>Subject:</b> Updated 'Explore Wilsonville' Visual Identify	
		<b>Staff Member:</b> Mark Ottenad, Public and Government Affairs Director	
		<b>Departments:</b> Administration	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable	
		<b>Comments:</b> Tourism Promotion Committee unanimously adopted the updated visual identity at their January 25, 2023 meeting.	
<b>Staff Recommendations:</b> N/A			
<b>Recommended Language for Motion:</b> N/A			
<b>PROJECT / ISSUE RELATES TO:</b>			
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input checked="" type="checkbox"/> Not Applicable	

### ISSUE BEFORE COUNCIL:

The Tourism Promotion Committee (TPC) has updated the 'Explore Wilsonville' tourism-promotion logo. TPC Chair Brandon Roben, CEO of Oaks Amusement Park, and staff are scheduled to share the process and results of the 'Explore Wilsonville' visual identity project.

**EXECUTIVE SUMMARY:**

The City Council adopted Resolution 2758, which created the City’s original contract with JayRay Ads & PR, Inc. to provide Tourism Promotion and Destination Marketing Services. The City Council adopted a contract with JayRay Ads & PR, Inc., for up to an additional three years, to continue Tourism Promotion & Destination Marketing Services on January 20, 2022, by approving Resolution No. 2944.

As the ‘Explore Wilsonville’ destination-marketing program has developed and evolved since JayRay joined our Tourism Team, it has become clear that the ‘Explore Wilsonville’ program branding needed a refresh. The original ‘Explore Wilsonville’ logo, developed by a former contractor, was a muted green logo in all-capital letters with a tag line “a pocket full of fun,” since we were promoting what were termed short “pocket trips” to nearby destinations. As our marketing has evolved to focus on “itineraries” and promoting that travelers should “stay in the heart of it all” the logo no longer fits for a term not being used.

The FY 22-23 budget tourism budget was larger than the FY 22-23 contact with JayRay, which allowed staff to increase the JayRay contract to include a visual identity project. This was not a full logo redesign; it was a visual identity refresh. The project included some survey work to understand how visitors and tourism industry professionals see Wilsonville as a location. This information was used to develop four logos, which staff reviewed before the top two logos were shared with the Tourism Promotion Committee.

At the January 25, 2023, Tourism Promotion Committee Meeting, JayRay lead an exercise to help the committee select a new logo. After plenty of discussion, the committee unanimously selected a logo with a slight modification. The new logo was been modified to meet the Committee’s request. Next, JayRay will update the brand guidelines, website, and promotional materials with the new logo by the end of June 2023

**EXPECTED RESULTS:**

Continue to advance the work of the Tourism Promotion Committee by refreshing the ‘Explore Wilsonville’ visual identity.

**TIMELINE:**

The new logo was been developed. JayRay will update the brand guidelines, website, and promotional materials with the new logo by the end of June 2023.

**CURRENT YEAR BUDGET IMPACTS:**

There are no budget impacts to the current fiscal year. The Scope of Work in for this project was included in the FY 2022/23 budget.

**COMMUNITY INVOLVEMENT PROCESS:**

A survey was used to out to gather input from local tourism industry professionals, past and current Tourism Promotion Committee members and those familiar with Wilsonville to make sure that the new visual identity is consistent with how Wilsonville is viewed as a destination.

**POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:**

Potential benefits to the community included increased awareness of Wilsonville as tourism destination and increased transient lodging tax collections for the City.

**ALTERNATIVES**

N/A

**CITY MANAGER COMMENTS:**

N/A

**ATTACHMENTS:**

N/A

**ORIGINAL 'OLD' EXPLORE WILSONVILLE LOGO GRAPHIC**



NOTES: Old logo is rather flat in color and 'yells' a bit with use of all-capital letters; utilizes as a graphic 'pocket trips'—a non-standard term—that is no longer used or promoted as such.

**REVISED 'NEW' EXPLORE WILSONVILLE LOGO GRAPHIC**



NOTES: New logo echoes City of Wilsonville logo's flower that is incorporated into the letter "I," and contrasts a lower-case script 'explore' font with a clean, all-capitals Wilsonville.

Varying shades of green are simple, warm and cohesive. Using the darkest color for the words, and the same color for both, makes it highly legible and cohesive. The entire Tourism Promotion Committee came around fairly quickly and unanimously to this logo graphic.