



# 2018 Tourism Preview

# Hotel Interurban Airmark Apartments





# New Bridge



# Major League Rugby



# Tukwila

# 2018 Brand Experience Touchpoints

## Brand Checklist

- Brand Deployment
  - Collateral
  - Licensing Agreements
  - Expand Photo Library
  - Front Line Staff
  - Third Party Applications
- Brand Experience
  - Urban Center Map
  - Wayfinding and Signage
  - Events
  - Map
- Brand Marketing
  - Collaborative Advertising
  - Promotional Videos



<https://www.soundersfc.com/post/2016/09/12/2016-rave-green-run-presented-evergreen-health>





<https://www.youtube.com/watch?v=39ldmPVPobU3>



# Wayfinding and Signage



# Wayfinding and Signage



# Wayfinding and Signage





# Wayfinding and Signage





# Wayfinding and Signage



# Map





Collaborative Advertising



**WORLD'S LARGEST**  
**EXTREME AIR SPORTS PARK**  
**NOW OPEN!**

**TUKWILA, WASHINGTON**

# Third Party Applications

- Museum of Flight
- Starfire Sports
- Others?

## Application Requirements:

- Heads in Beds;
- Feet on the Streets; and/or
- Build the Brand



# Third Party Applications

Issues:

- Using the Tukwila name (where feasible).
- Getting value from sponsorship agreements.
- Delivering on objectives.

# Southcenter 50<sup>th</sup>

 @Southcenter50





# Southcenter 50<sup>th</sup>



- Rave Green Run and Fire Fighter Challenge
- 50<sup>th</sup> Anniversary Event (tentatively July 31st).
- Earned Media
- Social Media
- Historical Research
- 4Culture Grant
- Special Videos







Questions?

