



## **INFORMATIONAL MEMORANDUM**

**TO: Community Development and Neighborhoods**

**FROM: Brandon Miles, Business Relations Manager**

**CC: Mayor Ekberg**

**DATE: August 7, 2017**

**SUBJECT: Visitor Marketing, Brand Development: Brandmark Criteria and Review Process**

### **ISSUE**

Staff would like Committee input on the criteria and process process for review and approval of a brandmark to be used for the City's visitor branding efforts.

*A "brandmark" represents a branding decision in which a design element, such as a symbol, logo, distinct lettering, or character is used to provide visual recognition for a product.*

### **BACKGROUND**

#### **Brief Overview of Process to Date**

In December of 2016, the City Council authorized the Mayor to sign an agreement with Bill Baker, with Total Destination Marketing, to assist the City in developing a completing brand for the Southcenter area of the City. This brand is targeted to people within 50 miles of the City who would visit for the day to shop, dine, and recreate, otherwise known as "day visitors. The overall goal of the project is to bring more visitors to the City and drive more revenue to area businesses.

As we have gone through this branding process, we have also realized that our efforts to bring more day visitors to the City could also be beneficial in how the City positions itself for overnight guests. Great places to visit during the day are also great places to stay for the night.

This branding project is funded primarily with proceeds from the City's lodging tax, which, under State Law, can only be used for tourism promotion.

As part of the brand development process, City staff formed a Brand Advisory Committee (BAC) to assist in the development of the brand. The BAC includes stakeholders with experience in marketing and is being used as an advisory committee for staff and Mr. Baker to offer their local expertise and knowledge of the area as the City develops the brand.

On May 22<sup>nd</sup>, following a recommendation from the BAC, the City Council supported a brand concept for Tukwila called, "Accessible Fun." As a reminder, a brand concept is the general idea or abstract meaning behind a brand. A brand concept is used to give consistency to a brand's identity. It can be described as the first thing the City wants to pop into potential visitor's head when they think of the City. A brand concept is for internal use only and will not be used as a tagline or slogan. Identifying the brand concept was an important part of the branding process and needed to be completed before the City could move to the creation of the brand visual identity (brandmark).

### Visual Identity

The next important milestone in the branding process is the creation of the brand visual identity. The visual identity will consist of a brandmark, which will be used in a variety of ways, including print and digital ads, wayfinding signs, gateway signs into the Southcenter area of the City, and digitally. The brandmark is not intended to be used outside of the City's efforts for tourism<sup>1</sup>, it will not replace logos and wordmarks used by other City Departments, nor will the wordmark replace the City seal.

Exhibit "A" are examples of brandmarks in use by other municipalities throughout the world.

### **DISCUSSION**

Staff is proposing to bring to the City Council three proposed brandmarks for consideration by the City Council. Staff would like input from the Council on the criteria to be used in reviewing the proposed brandmarks.

Based on their quantitative and qualitative research here in Tukwila, as well as their expertise, the following is the criteria proposed by Bill Baker and his team:

1. *Best captures the Tukwila brand description?*
2. *The most attractive?*
3. *Represents a forward looking city?*
4. *Represents a multi-cultural community?*
5. *Represents a fun place?*
6. *Is contemporary and modern?*
7. *Is casual and relaxed?*
8. *Is welcoming and friendly?*
9. *Is appropriate for families?*
10. *Is appropriate for Millennials?*
11. *Is flexible for variety of marketing applications?*
12. *Is your preferred design?*

Staff is suggesting that Bill Baker present the proposed brandmarks to the City Council at its August 28<sup>th</sup> Committee of the Whole meeting. Prior to the briefing to the City Council, staff is proposing additional outreach to stakeholders for their input on the proposed brandmarks. The BAC reviewed the proposed brandmarks at its August 2<sup>nd</sup> meeting. Additionally, Mr. Baker is getting input from travel, marketing, and design professionals on the proposed brandmarks.

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<sup>1</sup> For overnight guests, outside of the area, the City partners with the cities of Des Moines and SeaTac under the "Seattle Southside" administrated by Seattle Southside Regional Tourism Authority.

Brandmark Review Schedule

Date	Item	Notes
August 2 <sup>nd</sup> through August 23 <sup>rd</sup>	Staff gets inputs from BAC and other stakeholders on proposed brandmarks. If needed, refinements are made before presentation of final drafts to the City Council.  Outside expert review panel review.	
August 28 <sup>th</sup>	Committee of the Whole meeting presentation by Bill Baker and city staff.	Refer the brandmarks to Community Development and Neighborhoods (CDN).
September 11 <sup>th</sup>	CDN review of brandmarks.	Committee recommendation to the full Council.
September 25 <sup>th</sup>	Committee of the Whole review of CDN's recommendation.	Consensus on brandmark.
October 2 <sup>nd</sup>	Regular Council	Motion adopting brandmark.

**RECOMMENDATION**

Staff would like Committee input on the proposed criteria for evaluating the brandmark and process for review by the City Council.

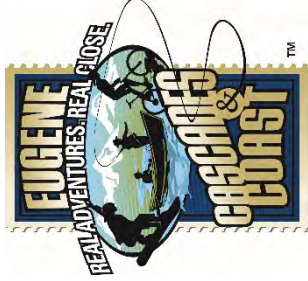
**ATTACHMENTS**

- Examples of brandmarks used by other municipalities.





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Saudi Commission for Tourism & Antiquities