



INFORMATIONAL MEMORANDUM

TO: Community Development and Neighborhoods

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: May 26, 2020

SUBJECT: City Branding Efforts and Issues

ISSUE

Discussion on marketing and branding of the City, including a discussion on issues the City is having with branding “Tukwila.”

BACKGROUND

In December of 2017, the City Council adopted a motion endorsing the Tukwila Brand Blueprint, Brand Checklist, and Brand Style Guide, prepared by Total Destination Marketing¹, for usage in the City efforts to promote the City to tourists. As part of the brand development process, Total Destination Marketing conducted online and phone surveys throughout the Puget Sound region, focus groups, and quantitative research on what name should be used to promote the City. The top names included Tukwila, Southcenter, and Seattle Southside.

Tukwila emerged as the strongest of the three candidates within the greater Seattle region. Most survey respondents had strong, positive reactions of the Tukwila name compared to Southcenter and Seattle Southside. Additionally, many well-known tourist amenities, such as Starfire Sports, and Westfield Southcenter, were identified as being in Tukwila by Puget Sound survey respondents.

Total Destination Marketing recommended, and the City Council supported, the use of the Tukwila name for the City marketing and tourism promotion activities. As part of the branding efforts, the City adopted a new wordmark and style guide to be used for certain City activities. The wordmark does not replace the City seal. In July of 2019 staff outlined to Community Development and Neighborhoods (CDN) how the tourism word mark would be used versus the City Seal (copy of the July 15, 2019 CDN memo is attached).

¹ Copies of all three documents can be found on Laserfiche. Staff can also provide hard copies if needed.

Tukwila Tourism Wordmark (the “Wordmark”)²





The Tukwila wordmark does not replace the City seal, which is used for general city business.

Tukwila City Seal (the “Seal”)



² The City also partners with the cities of Des Moines and SeaTac under the “Seattle Southside” brand. The Tukwila mark is not intended to replace the Seattle Southside brand.
[https://tukwilawa.sharepoint.com/sites/mayorsoffice/cc/Council Agenda Items/Mayor's Office/2020, Lodging Tax Memos/Memo, Branding, PED, 2020.06.01.docx](https://tukwilawa.sharepoint.com/sites/mayorsoffice/cc/Council%20Agenda%20Items/Mayor's%20Office/2020,%20Lodging%20Tax%20Memos/Memo,%20Branding,%20PED,%202020.06.01.docx)

Use of the City Seal, Department Marks, and the Tukwila Wordmark			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	Tukwila Wordmark 
Official City Business (government business, utility bills, etc.).	✓	✓	
Tukwilawa.gov.	✓	✓	
Tukwila Government social media accounts.	✓	✓	
Visitor and To Do Website (not yet developed).			✓
Social Media (Facebook, Twitter, Instagram, and LinkedIn) operated by Economic Development promoting the City to visitors and for business investment.			✓
Events and activities using lodging tax funds.			✓
Business Recruitment and Promoting City to and for Businesses			✓
Economic Development Operations	✓		✓
Economic Development Partnerships (Soundside and Seattle Southside Chamber). Would include presentations made at these organizations, promotional materials, etc.			✓
Partnerships related to tourism (Seattle Southside Regional Tourism Authority, Visit Seattle, Seattle Sports Commission, etc.)			✓

Signage			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	City Wordmark 
Signage at City facilities (City Hall, Fire Stations, TCC, etc.)	✓	✓	
Gateway Signage Into the City	Will be examined as part of tourist signage program.		
Directional Signage in Southcenter District, around Starfire Sports, Museum of Flight, and Tukwila South	Will be examined as part of tourist signage program.		

Street Pole Banners in Southcenter District, along East Marginal Way (near Museum of Flight) and around Starfire Sports.	Will be examined as part of tourist signage program.		
Over roadway banners in Southcenter District	Will be examined as part of tourist signage program.		
Regulatory Signage (subject to other limitations, such as Manual for Uniform Traffic Control, etc.)	✓		
Interpretative Signage in Southcenter District	✓		✓
Signage on podium for News Conferences (would depend on the City speakers and issue)	✓	✓	✓

Seattle Southside Name

In partnership with the Cities of Des Moines and SeaTac, the City of Tukwila markets itself under the “Seattle Southside” name to potential overnight guests throughout the United States. This marketing is done by Seattle Southside Regional Tourism Authority (SSRTA) under contracts with the three cities. Under the “Seattle Southside” name the three cities are communities under the “Seattle Southside” brand. Given that the “Tukwila” name is not well known outside the Puget Sound area, the Seattle Southside name allows the City to market itself better to tourists from outside the region. Many smaller communities throughout the nation associate themselves with the larger metropolitan in their area. For example, Pasadena, California identifies itself as part of the greater Los Angeles area.

DISCUSSION

Branding the City and promoting the City can have substantial positive benefits to the City and our community members in the following ways.

1. Tourism. Places with positive reputations tend to attract more visitors than places viewed negatively.
2. Community Pride. Community members (residents, business owners, people who work in the City) can get a sense of pride in seeing Tukwila portrayed in positive manner.
3. Business Attraction. Positive branding can help the City attract businesses to locate to the City. If people view a place positively, they will likely want to invest in the City. Likewise, if people view a place negatively, the likely avoid the City.

There are several issues that staff would like input from the City Council on with regards to branding.

Tukwila Address

Tukwila shares postal zip codes with adjacent cities, most notably Seattle. Many businesses use “Seattle” in their address field versus “Tukwila.” The U.S. Postal Service recommends “Seattle” for addressing but also accepts “Tukwila” and mail delivery works the same for either name. However, when a business uses the “Seattle” name versus the “Tukwila” name the City

loses indirect name association and people, who are not familiar with the area, may identify themselves as being in Seattle. For example, when someone has a positive experience at the Museum of Flight, they may think they are in Seattle and not Tukwila.

The biggest issue is with earned media. Seattle reporters regularly report on positive news stories in Tukwila as being in Seattle. This is common for events and activities taking place at the Museum of Flight. A positive example of the Tukwila name being used is with the Seattle Sounders and Seattle Seawolves. Both professional sports team regularly issue news releases listing "Tukwila" in the dateline.

Possible Solution: Launch a campaign or program to encourage businesses to identify themselves as being in Tukwila versus Seattle.

Tukwila Versus Southcenter Name

Many businesses identify their Tukwila locations as being in "Southcenter." This can create significant confusion. As part of the research done by Total Destination Marketing, some people associated Southcenter only with the mall, while others associated Southcenter as the business district in and around the mall. Westfield Southcenter has also noted that people will come into the mall looking for a store that has been advertised as being in "Southcenter," but which is located down the street. Several freeway signs also identify Tukwila exits from I-5 as being "Southcenter".

Southcenter is a business district that has a strong reputation and brand awareness. For example, many businesses that have locations throughout Seattle will identify specific locations as being in well-known Seattle neighborhoods, such as Queen Anne, Capitol Hill, or West Seattle. Yet, using the Southcenter name over the Tukwila name results in Tukwila losing an opportunity to create positive brand awareness.

Possible Solution: Launch a campaign or program to encourage businesses to identify themselves in marketing materials as being in Tukwila and not Southcenter. When the City uses the term "Southcenter" it should always be used in reference to the Southcenter District. The City should also explore having "Southcenter" signs along the freeway updated to reflect "Tukwila."

Lodging Tax Funding and the Tukwila Name

The City regularly awards funding to organizations within the City for tourism promotion activities. Several of these organizations do not actually identify themselves as being within the City of Tukwila, despite being physically located in the City. The most notable example is the Museum of Flight. The City loses out on branding opportunities when organizations do not actually identify themselves as being in Tukwila.

Possible Solution: Any organization that receives lodging tax funds must use Tukwila as the city name in their mailing address. In addition, any marketing done within the greater Seattle area (within 50 miles of the City) must identify the location as being in Tukwila if a location is mentioned. Outside of the 50 miles Seattle can be used for marketing.

Use of the Seattle Southside Name in the Puget Sound

SSRTA has begun to do marketing within in the greater Seattle area and identify well known Tukwila businesses as being in "Seattle Southside." While this marketing is important outside of the greater Seattle area, staff believes using the "Seattle Southside" name in the Puget Sound area is counterproductive to the City's branding efforts. Notable examples of this marketing include mailers that went out to residents and freeway signage (See attached).

Possible Solution: When the City set up and contracted with SSRTA for tourism services it did not envision that SSRTA would do marketing in the greater Seattle area. While there may be some overlap, any marketing done in the greater Seattle area should be focused on the “Tukwila” name. SSRTA’s two-year contract expires at the end of the year and staff would like to include provisions regarding how SSRTA markets within the greater Seattle area.

Third Party Marketing Contracts

SSRTA is the City’s primary destination marketing organization (DMO) serving the City. The goal of SSRTA is to help bring overnight guests to the cities of Tukwila, SeaTac, and Des Moines. Tukwila is viewed as one of the three communities that make up the Seattle Southside region. SSRTA markets Tukwila as a retail and entertainment community. Unfortunately, this is outdated and is not consistent with the branding adopted by the City. Tukwila internal brand focus is “accessible fun.” The City has shifted from wanting to be known as a shopping community to wanting to be known for a place to have affordable fun. Additionally, the City also wants to highlight its multi-culturalism.

For any organization doing marketing services to promote the City, it seems prudent for the City to have oversight in how the City is portrayed to ensure that the marketing is consistent with the City’s overall branding goals.

Possible Solution: The City should include contract language for any organization doing marketing for the City that ensures the brand of the City is portrayed correctly.

RECOMMENDATION

Discussion only.

ATTACHMENTS

- July 15, 2019 memo to CDN.
- SSRTA Mailers.



INFORMATIONAL MEMORANDUM

TO: **Community Development and Neighborhoods**

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

CC: **Mayor Ekberg**

DATE: **July 15, 2019**

SUBJECT: **Use of Tukwila's Marks, Logos and City Seal**

ISSUE

Staff would like Council input on the use of certain marks, logos and the City seal related to City business.

BACKGROUND

In December of 2017, the City Council adopted a motion endorsing the Tukwila Brand Blueprint, Brand Checklist, and Brand Style Guide, prepared by Total Destination Marketing¹, for usage in the City efforts to promote the City to both day and night tourists. This concluded the City's extensive brand development efforts focused on tourists. This brand development effort was not a citywide branding effort or intended to be used for general purpose City governmental operations.

Tukwila Tourism Wordmark (the "Wordmark")²

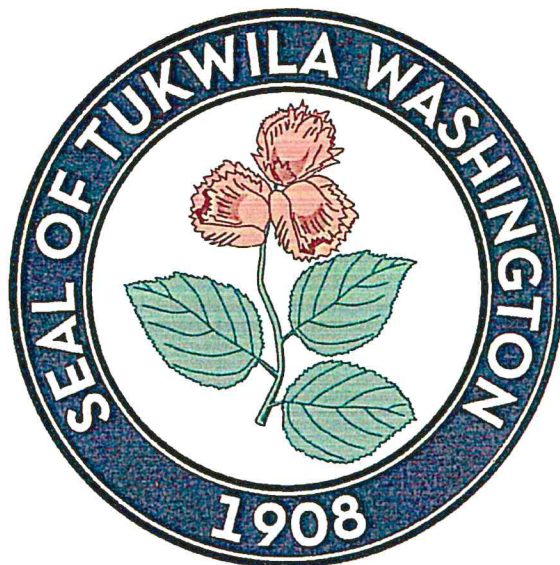


The Tukwila wordmark does not replace the City seal, which is used for general city business.

¹ Copies of all three documents can be found in the online records center. Staff can also provide hard copies if needed.

² The City also partners with the Cities of Des Moines and SeaTac under the "Seattle Southside" brand. The Tukwila mark is not intended to replace the Seattle Southside brand.

Tukwila City Seal (the “Seal”)



Since adoption in 2017, the City has used the Tukwila wordmark as part of campaigns to promote the City to tourists, with our tourist partners, and for lodging tax business. Staff has identified some additional possible uses of the Tukwila wordmark where staff would like input from the City Council. For example, one of the recommendations in the adopted “Tukwila Brand Checklist” was to install new gateway and wayfinding signage in tourist areas (Southcenter District, near Starfire Sports, and near the Museum of Flight) of the City. Additionally, Economic Development would like to use the wordmark in its activities to promote the City to prospective businesses and for Economic Development’s daily operations.



DISCUSSION

Many businesses and entities use more than one mark or logo to promote themselves. Having multiple marks or logos can be beneficial when communicating to different audiences. The table below briefly outlines how staff is proposing that the Tukwila wordmark be used versus the City Seal. Additionally, staff is also showing how individual department marks would be used.

Using the Tukwila wordmark over the City seal in limited circumstances provides the following benefits:

1. **Readability.** For digital and print ads, the wordmark is easier to read from a distance. The word “Tukwila” can easily be seen. If all someone saw is the wordmark, they know immediately that it is referencing “Tukwila.” However, if someone just sees the seal, they would have to look closer to see the word “Tukwila.”
2. **Usability.** The wordmark is easier to use, especially in a digital format. In fact, it was designed specifically for digital uses. The wordmark can be manipulated to different sizes without losing readability. Once the City seal is reduced in size the readability can be lost.
3. **Voices.** The wordmark and City seal can each have a distinct “voice.” This is a major advantage of using multiple seals or marks. The wordmark can be used for advertising, while the seal is reserved for general governmental business.

Design. The wordmark is designed to be incorporated into the design of an ad or promotion and it works well when used in this manner.

Possible Usages of the City Seal and Tukwila Wordmark			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	Tukwila Wordmark 
General City Business (government business, utility bills, etc.).	✓	✓	
Tukwilawa.gov.	✓	✓	
Future Business Promotion website			✓
Visitor and Things To Do Website (not yet developed).			✓
Social media, operated by Communications, Police, and Fire.	✓	✓	
Social media, operated by Economic Development promoting the City to tourists and business investment and recruitment.			✓
Vehicles	✓	✓	✓ ³
E-Signatures on emails	✓	✓	✓
Events and activities using lodging tax funds.			✓
Business Recruitment and Promoting City to and for Businesses			✓
Economic Development Operations	✓		✓
Business Cards, Envelopes, and Stationary	✓	✓	✓
Economic Development Partnerships (Soundside and Seattle Southside Chamber). Would include presentations made at these organizations, promotional materials, etc.			✓
Partnerships related to tourism (Seattle Southside Regional Tourism Authority, Visit Seattle, Seattle Sports Commission, etc.)			✓

Signage			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	City Wordmark 

³ Using lodging tax funds, one existing vehicle may be wrapped as advertisement. This vehicle could be used for tourism related activities and events sponsored by lodging tax.

INFORMATIONAL MEMO

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Signage at City facilities (City Hall, Fire Stations, TCC, etc.)	✓	✓	
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Directional Signage in Southcenter District, around Starfire Sports, Museum of Flight, and Tukwila South.	Will be examined as part of tourist signage program.		
Street Pole Banners in Southcenter District, along East Marginal Way (near Museum of Flight) and around Starfire Sports.	Will be examined as part of tourist signage program.		
Over roadway banners in Southcenter District, near Museum of Flight, and Starfire Sports.	Will be examined as part of tourist signage program.		
Regulatory Signage (subject to other limitations, such as Manual for Uniform Traffic Control, etc.)	✓		
Interpretative Signage in Southcenter District	✓		✓
Signage on podium for News Conferences (would depend on the City speakers and issue)	✓	✓	✓

Economic Development Usage

For the reasons outlined above, staff is proposing that the wordmark be used for most economic development functions. Economic Development does a considerable amount of outreach and promotion of the City to current and possible future businesses.

RECOMMENDATION

Staff is seeking Committee discussion and input, and will present this information to the full Council if requested.

ATTACHMENTS

None.

Welcome to



Did you know that you live in a tourist destination? The combined cities of Des Moines, SeaTac, and Tukwila make up the region we call Seattle Southside.

The Seattle Southside Regional Tourism Authority (RTA) is your local destination marketing organization. We are responsible for promoting the community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the RTA strengthens the economic position and provides opportunities for people in our community. Seattle Southside RTA is funded by a self-assessed hotel fund and supported by lodging taxes from SeaTac, Tukwila and Des Moines.

To learn more visit SeattleSouthside.com/About

Upcoming
Events

2/22

Rainier Symphony

Foster Performing Arts Center

2/22 & 2/29

Seattle Seawolves

Starfire Stadium

3/7

Poverty Bay Wine Festival

Highline College Pavilion

More Events: SeattleSouthside.com/Events



3100 S 176th St, SeaTac, WA 98188 | SeattleSouthside.com

Hidden Gems of Seattle Southside

Popular tourist attractions like The Museum of Flight and Westfield Southcenter are popular for a reason, but sometimes the places that go unnoticed ought to have just as much fanfare. From places to see and do (and eat) off the beaten path in Seattle's Backyard, here are some of the best hidden gems in Seattle Southside.

Highline SeaTac Botanical Garden:

Enjoy a peaceful walk through the Highline SeaTac Botanical Garden. This is one of those FREE attractions that people always fall in love with...once they know it exists. The paradise garden is full of life and vibrant colors of dazzling flowers. Stroll down the hill to the Seike Japanese Garden for a moment of Zen and a picture or two for Instagram. Once again...the experience is totally FREE!

Waterland Arcade

Located just off the Des Moines Marina, the Waterland Arcade effortlessly combines a variety of classic pinball/arcade games for all ages with a craft beer bar for adults. The goal of the Waterland Arcade is to be a fun, safe, positive, family-friendly spot for nostalgic entertainment.

MaST Center Discovery Days

The Marine Science and Technology Center on Redondo Beach is home to over 250 aquatic species native to Puget Sound. Every Saturday, MaST Center opens to the public free of charge, giving families the opportunity to walk under their 38-foot Gray whale skeleton, learn about the sea creatures and touch a few in one of their two huge touch tanks.

Star Coffee

Why does an Ethiopian restaurant have the name "Star Coffee?" Try one of their espressos made from imported Ethiopian coffee beans and you'll have a pretty good idea. It's some powerful (and delicious) stuff! Combine the lattes, mochas, and drip coffees with their authentic Ethiopian dishes and you've got a winning combination.

Grazie Ristorante

Hiding in a corner along Southcenter Parkway, right next to the Men's Warehouse, you've probably driven by this Italian eatery any time and didn't even realize it. Since 1991, the owners

have been taking their entire staff to different cities in Italy to experience the food, flavors and vibe of country, then take what they learn back to Grazie for all of us to enjoy!

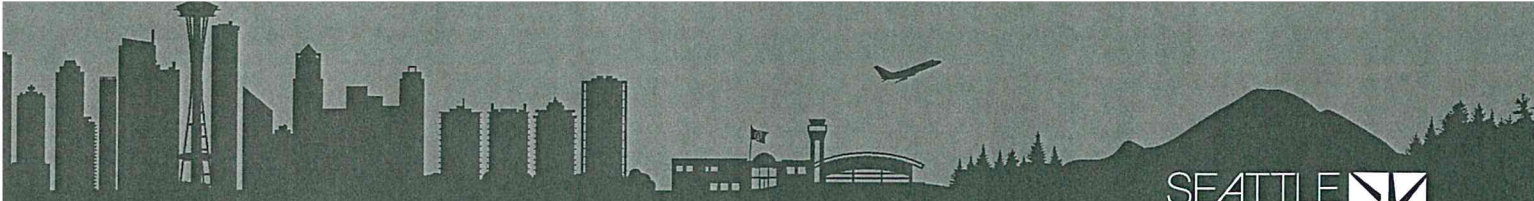
Copperleaf Restaurant at Cedarbrook Lodge

Copperleaf Restaurant and Bar, Cedarbrook's award-winning restaurant, serves lunch and dinner. Offering both indoor and outdoor fireside dining, guests can enjoy a wide variety of local liquors, wines and brews along with authentic and unique culinary masterpieces inspired by quintessentially Northwest ingredients.

Additional Hidden Gems to Explore:

- **85 Degree Bakery:** Taiwanese café and bakery featuring sweet and savory breads and famous hot and cold coffee concoctions.
- **North SeaTac Park:** Local park featuring walking trails, a BMX track, RC racetrack and disc golf course.
- **Boiling Point:** Purveyor of delicious Taiwanese soup and hot pot cuisine!
- **The BBQ Schacht:** A modest, hole-in-the-wall restaurant with incredible, award-winning BBQ.
- **The Pancake Chef:** A breakfast institution for over 60 years.
- **Seattle Southside Visitor Center:** The epicenter of fun ideas and things to do for travelers and locals alike.

For more reasons to visit and hidden gems to find in Seattle Southside, visit SeattleSouthside.com.



Why call it Seattle Southside?



Have you ever wondered why the RTA refers to the area comprised of SeaTac, Tukwila, and Des Moines as "Seattle Southside?" It's a question we commonly get from visitors, meeting planners, residents, and our friends at KIRO radio. It all started in 2002 after the successful "Think Tukwila" branding campaign by the City of Tukwila. The City of SeaTac created an agreement with Tukwila to jointly market the two cities to leisure and business travelers. After hiring independent research firms to conduct focus groups in the search for a name best suited to identify this new Tukwila/SeaTac partnership, the name "Seattle Southside" was selected as the best option to appeal to travelers.

The name Seattle Southside was chosen to geographically align the destination with Seattle so potential visitors who may be unfamiliar with the individual cities would be able to identify the region and its proximity to downtown Seattle. In 2006, the City of Des Moines joined SeaTac and Tukwila under the name of Seattle Southside Visitor Services. In 2014, Seattle Southside hoteliers petitioned the cities to create a self-assessed tourism promotion area fund to increase funding for tourism marketing and promotion; thus, the Seattle Southside Regional Tourism Authority you know today was established in 2015.

To learn more visit SeattleSouthside.com/About

3100 S 176th St, SeaTac, WA 98188 | SeattleSouthside.com



Keep In Touch

Seattle Southside
Regional Tourism Authority



SeattleSouthside



SeattleSouthside1
YouTube.com/



SeattleSouthsid



@SeattleSouthsid



@SeattleSouthside



How to Support Local Businesses

We lean on the hospitality industry for the most important moments of our lives. Now, it's their turn to lean on us. If there was ever a time to show support for your neighbors and local businesses, it is now. Here are some tips to support your favorite local spots while practicing social distancing.



Order Take-out/Delivery

Your favorite restaurants may have had to shut their dining rooms, but many of them still offer take-out or delivery.



Purchase Gift Cards/Items from Online Shops

Buy gift cards so the business receives the funds now and you can treat yourself later.



Donate Tickets

If you had tickets to anything, and you're financially stable, please consider donating your ticket money and not requesting a refund.



Share Content on Social Media

Share posts from local businesses on social media to help spread the word.



Donate

Small businesses are being hit the hardest by the current public health crisis. If possible, donate what you can to help them in their time of need.



Leave Generous Tips

If you can, leave a generous tip for the restaurant, servers and delivery drivers. Consider being extra generous on tips for restaurant workers and delivery drivers, since their income will have dropped significantly.

For a list of Seattle Southside restaurants offering take out and businesses selling gift cards, visit **SeattleSouthside.com**.