

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Tourism Logo Change

DATE: November 18, 2014

NEEDS: For the City Council to consider approving a redesign of the Tourism logo used in marketing the City of Paso Robles.

- FACTS:
1. The Promotions Coordinating Committee (PCC) was formed in 2007 at the time the City's Tourism Program was created. The work of the committee was focused on marketing the Paso Robles "brand" and included representatives from key tourism partner groups, including two hotelier positions.
 2. One of the first projects undertaken by the PCC was to create a graphic logo that would be used to represent the look and feel of the marketing campaigns for the Paso Robles region (aka branding).
 3. The first branding effort involved extensive focus group meetings with representatives from the business and tourism community. The resulting graphic brand design was recommended by the PCC and approved by the City Council for use in 2008. A press release of its unveiling with the logo graphic is attached as historical reference.
 4. The City designed and launched the Tourism Website www.travelpaso.com with the guidance of the PCC membership. The design foundation of the Travel Paso website was the 2008 graphic brand/logo. The brand graphic has also been used extensively in advertising, social media, sponsorships, etc.
 5. The Travel Paso Robles Alliance (TPRA) advisory committee was established in 2009 in conjunction with the formation of the Tourism and Lodging Promotions Business Improvement District (BID). The BID funds are focused on marketing the Paso Robles area utilizing the City's tourism logo.

6. In 2013, the City entered into a marketing contract with Augustineldeas on behalf of the TPRA to continue and expand the marketing reach for Paso Robles. As a result of their initial "discovery" phase of work Augustineldeas recommended a "logo refresh" to be undertaken.
7. The TPRA endorsed a change in the scope of work for Augustine Ideas to develop a new logo. Logo design and "tagline" alternatives were developed with input from the TPRA's Marketing Subcommittee and the TPRA. This work occurred between March and October of 2014.
8. The Tourism Collaboration Committee (TCC) is the renamed and reorganized Promotions Coordinating Committee. The role of the TCC is advisory to the City Council on matters related to the tourism industry in Paso Robles.
9. The TCC was asked to review logo design alternatives at meetings in April and June of this year. No formal action/recommendations were taken at those meetings. In August, the City Council made two new "at-large" member appointments to the TCC.
10. On September 30, 2014 the TCC convened under its new membership structure and deliberated on the logo design options along with alternative taglines. The TCC recommended on a 5-1 vote (Norma Moye dissenting and Vivian Robertson absent) that the logo should undergo additional revision to ensure that the resulting product would attract a high-end visitor, one that appreciates good food, history, agriculture, wine and beautiful surroundings. While they thought the art/family focus of the proposed logo is "fun" and "not stuffy" there was concern that it feels a bit too whimsical, and refinement could make it better reflect what Paso Robles truly is as a destination. Test marketing was encouraged by the TCC.
11. The TPRA considered the TCC's input at a joint meeting on October 16th. The TPRA then requested a refinement of the logo to make it a bit less whimsical (removal of the loop on the "O"), to keep the tagline separate so it can be changed with various campaigns, and authorized Augustineldeas to develop a test market survey of the proposed logo design.

12. On October 28, 2014, the TPRA considered survey options for test marketing and opted to poll the City's Travel Paso data base plus additional email lists from trusted tourism partners. The survey was sent electronically to approximately 62,000 recipients of which 670 replied.
13. On October 28, 2014, the TPRA voted unanimously to recommend the City Council approve the proposed logo pending positive feedback from the test survey.
14. The results of the test market survey were shared with the TCC at their meeting of November 10, 2014 (attached). On a 5-0-1 vote (Jen Porter abstaining and Sunni Mullinax absent) the TCC supports the TPRA in bringing the logo forward for City Council consideration.

ANALYSIS &

CONCLUSION: The City of Paso Robles owns the trademark rights to the current Travel Paso tourism logo. The logo design revision was initiated by the TPRA, who have shared AugustinIdeas' work product and recommendations with the TCC. The TCC has historically advised the Council on the branding and design matters associated with the City's tourism program. The decision to redesign the tourism brand is the Council's to make after considering input from both the TPRA and the TCC, along with any other community input.

POLICY

REFERENCE: Economic Strategy. 2014/15 TPRA Marketing Plan.

FISCAL

IMPACT: There would be hard costs associated with modifying the logo. Examples include trademarking (approximately \$3,000), new print materials such as tradeshow booth banners, Hearst Castle bus wraps, website redesign and various other branding materials (approximately \$5,000 to \$6,000). If the City Council approves the logo revision, associated costs could be identified and included in the 2015/16 TPRA Marketing Plan and BID budget.

- OPTIONS:
- a. For the City Council to consider the recommendation of the TPRA and TCC to approve the logo redesign;
 - b. Amend, modify or reject above option.

Attachments:

- 1. 2008 Logo Press Release & Graphic
- 2. Revised Logo/Survey Results



FOR IMMEDIATE RELEASE

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Paso Robles Sets Its Sights on Attracting Visitors with a New Brand Identity
New Mark Blends Community Heritage with Future Vision

Paso Robles, CA (August 13, 2008) – In support of its tourism marketing efforts, the City of Paso Robles launched a new brand identity for the destination that brings together its community heritage with modern flair. The cohesive brand brings to fruition a partnership with the local business and hospitality community and is a significant milestone in the City’s effort to build brand awareness. Earth tone colors and design of the logo evoke a sense of place, unity, rural tradition, and cosmopolitan feel unique to Paso Robles. These elements and more contribute to Paso Robles’ footing in the competitive stage of tourism, while celebrating its authentic Californian roots.

“We can now concentrate on putting forth a unified message about Paso Robles, which is a very powerful proposition,” states Paso Robles City Manager Jim App. “You cannot underestimate the power of brand identity – the strongest companies in the world make branding their top priority and with good reason. This is good for tourism and shows cohesiveness among community leaders which is good for everyone in Paso Robles.”

This is the first time the city has had one overarching, unified brand to represent all tourism-related efforts. The blending of old and new is at the root of this mark, bringing to life through color and curve what is thematic in Paso Robles –

- A Sense of Place – The colors bring forth the agricultural Paso Robles palette. From oaks trees to creek beds and the golden hills that encompass it all, a sense of place is all about the land and the agricultural surroundings. This is most exemplified by the winegrapes grown in Paso Robles which offer a true ‘taste’ of the place.

- Unity and Community Pride – Community pride and family values is a strongpoint of Paso Robles and its residents. The overlay of letters is representative of how ‘Roblans’ affectionately refer to their city as “Paso”. Through tough times and events of celebration, Paso Robles comes together as a community often leading by example.
- Rural Tradition – Authenticity infers credibility, strength, genuineness, and originality. These words are easily tied to the rural traditions exemplified by California pioneers of old, which holds true as the backbone of Paso Robles and its hard working community today.
- Cosmopolitan Feel – Clean lettering and balance allows the name to do all the talking, vs imagery and iconism. This conveys a modern and sophisticated feel, evocative of the new entrepreneurial spirit alive in Paso Robles. This includes an international community that represents a new vanguard of pioneers to Paso Robles.

Destinations strive to remain fresh in the eyes of the traveling public and with competition for the tourist dollar at a premium; this is a step into a new future for Paso Robles as it competes for tourism market share. The new brand will complement ongoing tourism marketing strategies, including collaborative efforts that provide focused public relations, visitor center services, and event sponsorship support. Next steps in support of the brand include a tourism specific Web site and further strategies to position Paso Robles as a premier destination.

Direction and support for the Paso Robles tourism marketing efforts are lead by the Promotions Coordinating Committee (PCC). The 2006 Paso Robles Economic Strategy identified that tourism is a major economic driver and in 2007, City Council established the PCC to advise Council on tourism and promotion-related efforts. The committee is comprised of leaders from the Paso Robles Wine Country Alliance, the Paso Robles Event Center, the Paso Robles Chamber of Commerce, the Paso Robles Main Street Association, as well as two hoteliers and one marketing professional.

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Paso Robles: New Logo Survey

Results Presentation: November 2014

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61,914 total surveys sent

- 50,000 to California Wine Enthusiasts
- 12,000 to Travel Paso Alliance Consumers

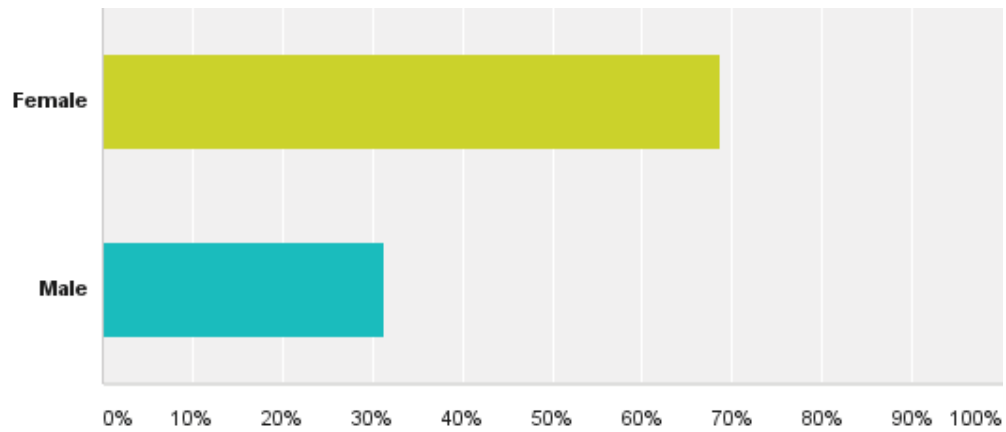
669 total responses

- 644 completed responses

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Q8: What is your gender?

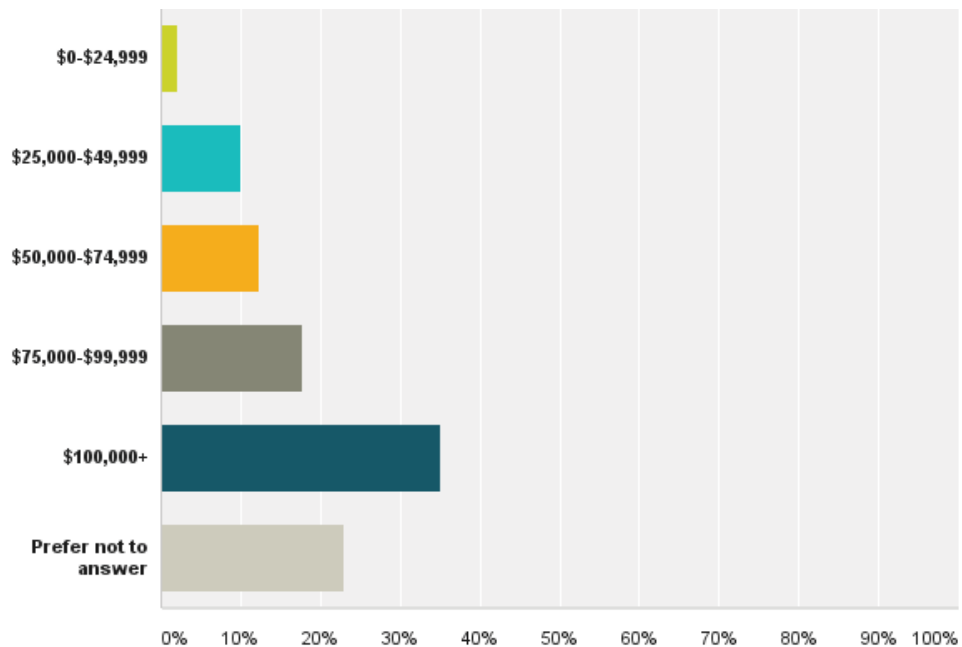
Answered: 640 Skipped: 29



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Q9: What is your approximate average household income?

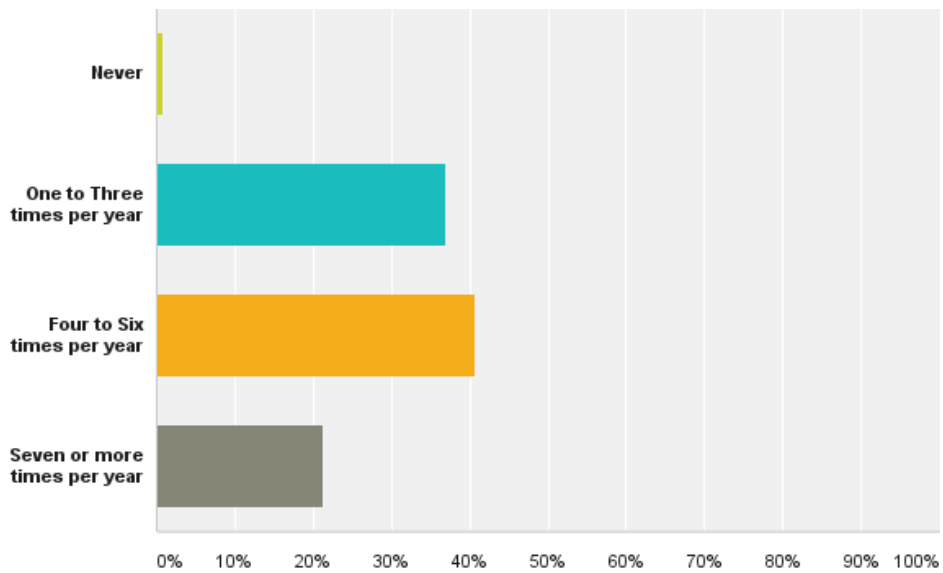
Answered: 644 Skipped: 25



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Q10: On average, **how often do you travel** for pleasure?

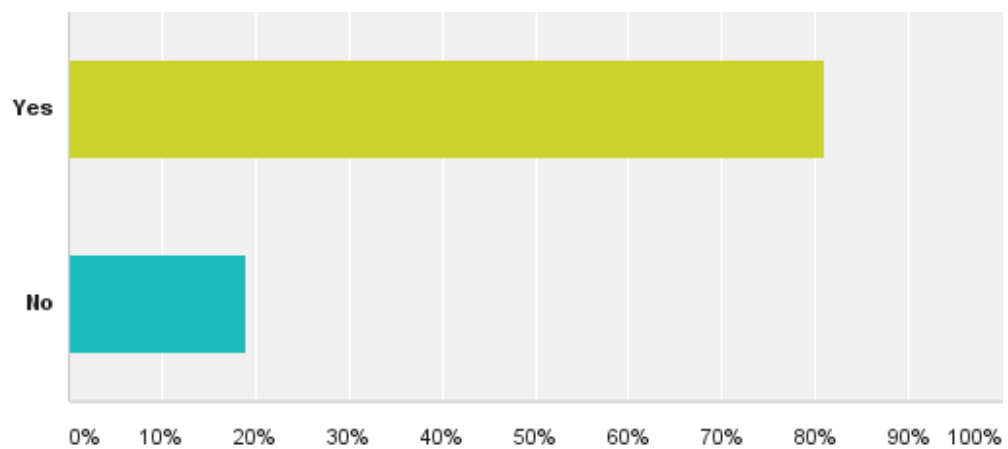
Answered: 648 Skipped: 21



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Q11: Do you consider yourself a **wine enthusiast**?

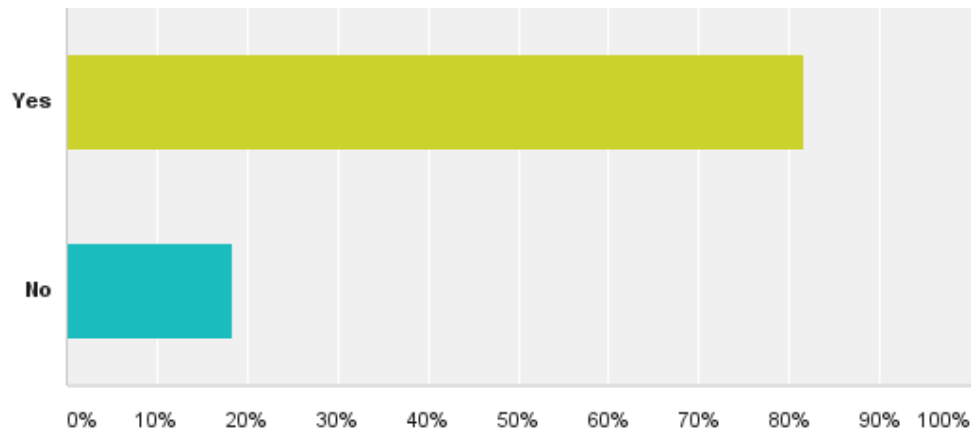
Answered: 639 Skipped: 30



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Q12: Do you consider yourself a "foodie"?

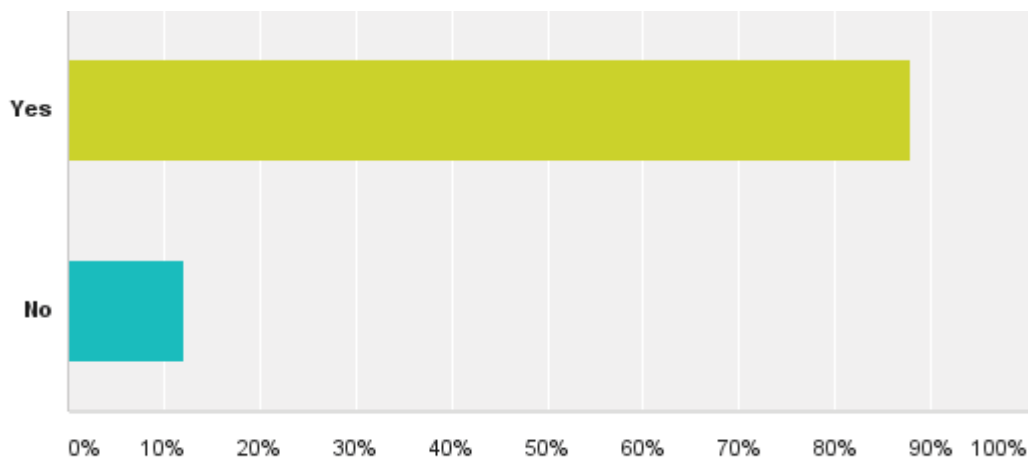
Answered: 635 Skipped: 34



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Q13: Have you ever visited Paso Robles?

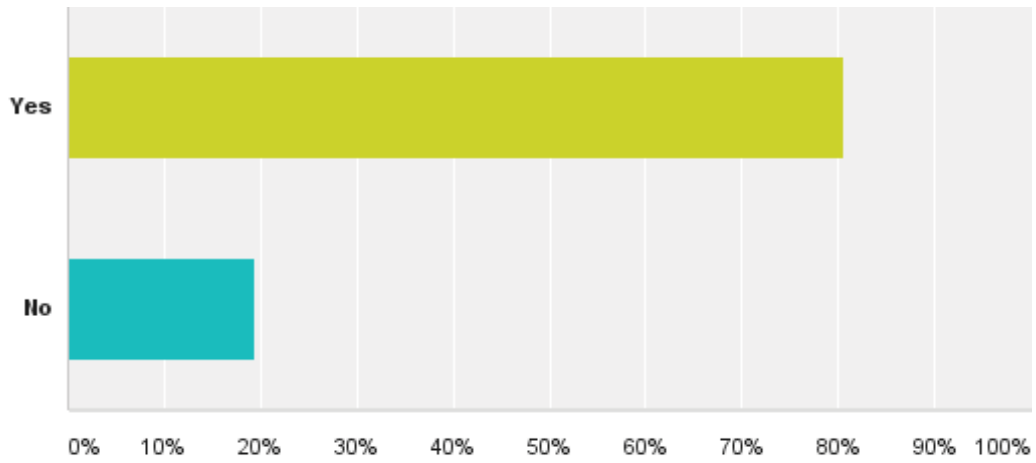
Answered: 630 Skipped: 39



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Q14: Have you ever **visited the Napa Valley**?

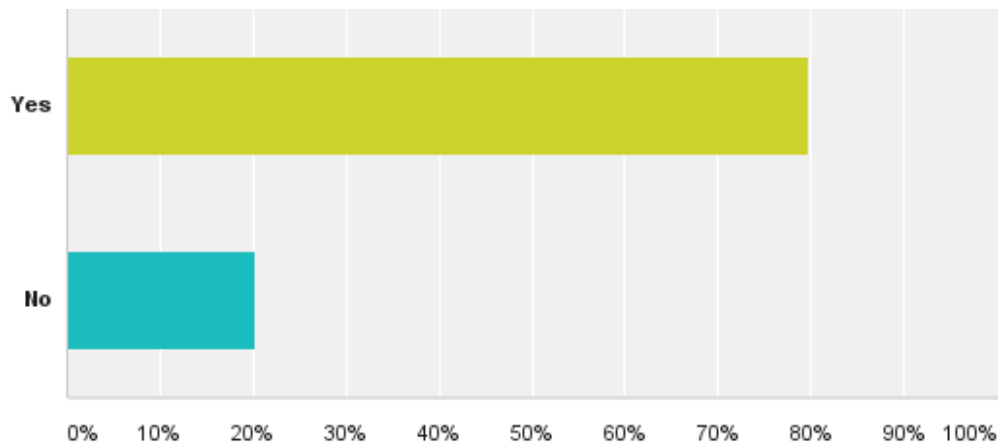
Answered: 649 Skipped: 20



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Q15: Have you ever **visited Sonoma**?

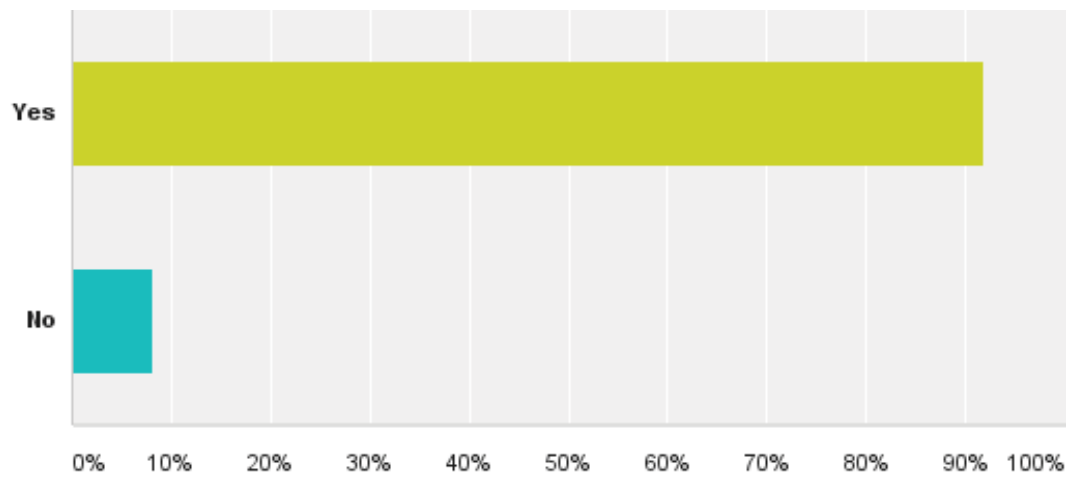
Answered: 649 Skipped: 20



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Q16: Would you consider Paso Robles as a vacation destination?

Answered: 645 Skipped: 24



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Q1: To what degree do you think logo shown communicates...

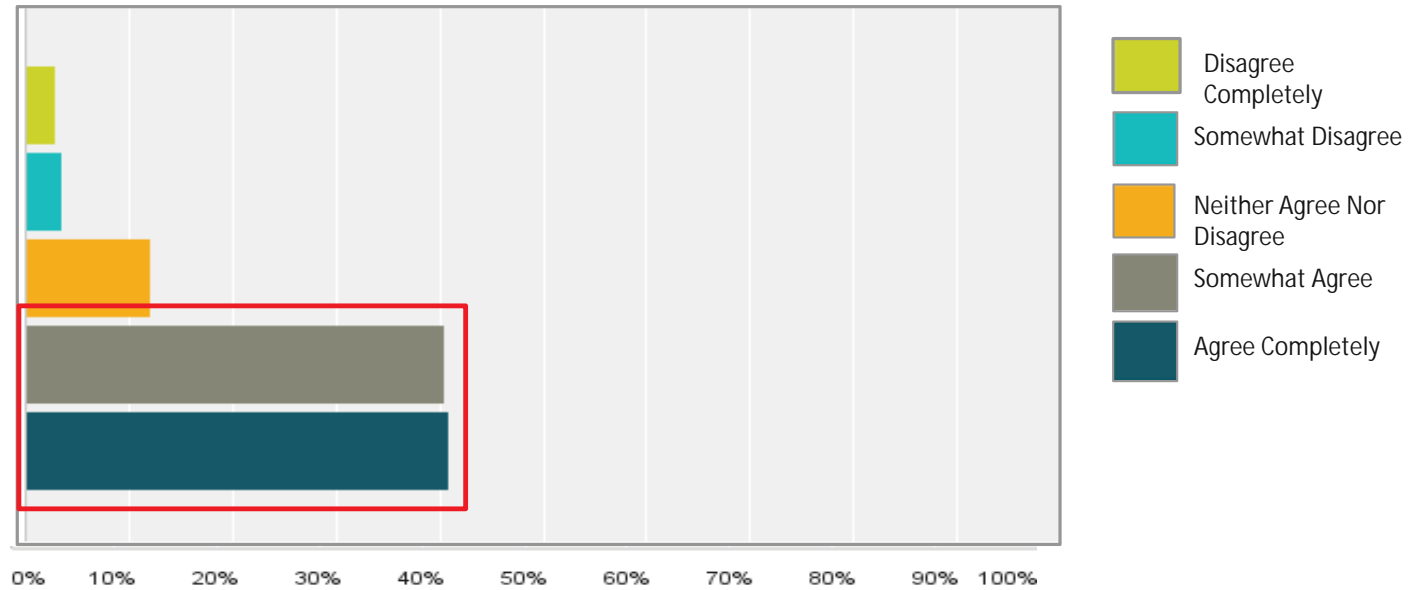
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Friendly”**

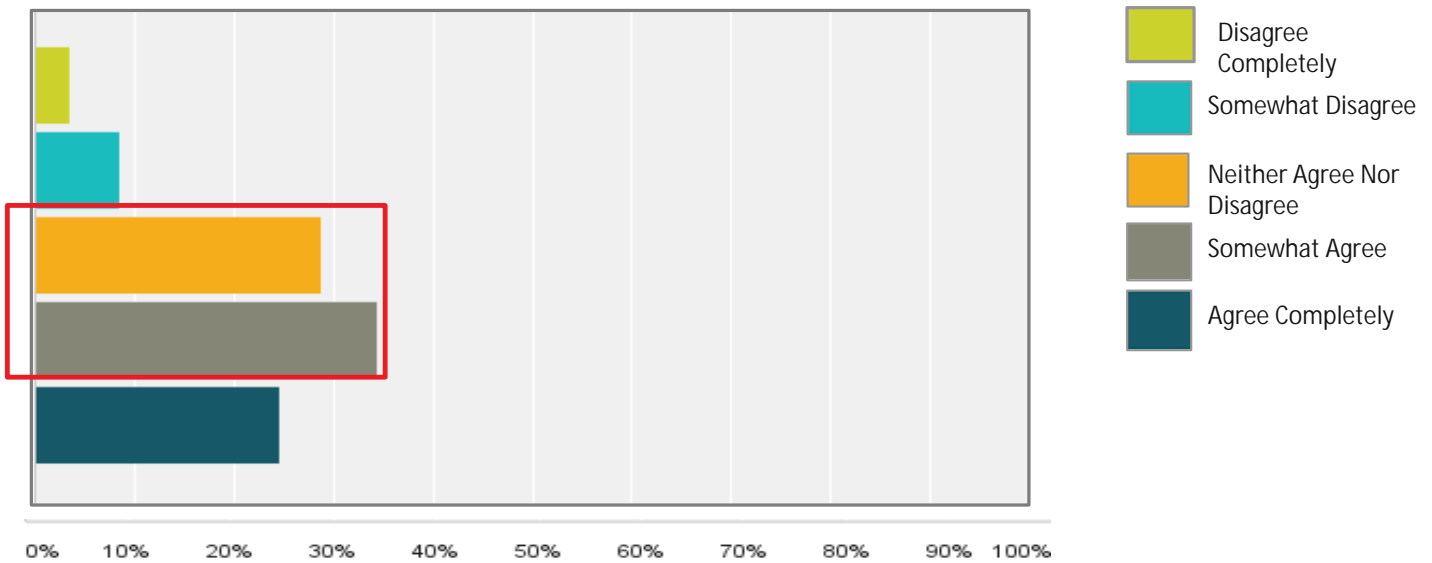
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Adventurous”**

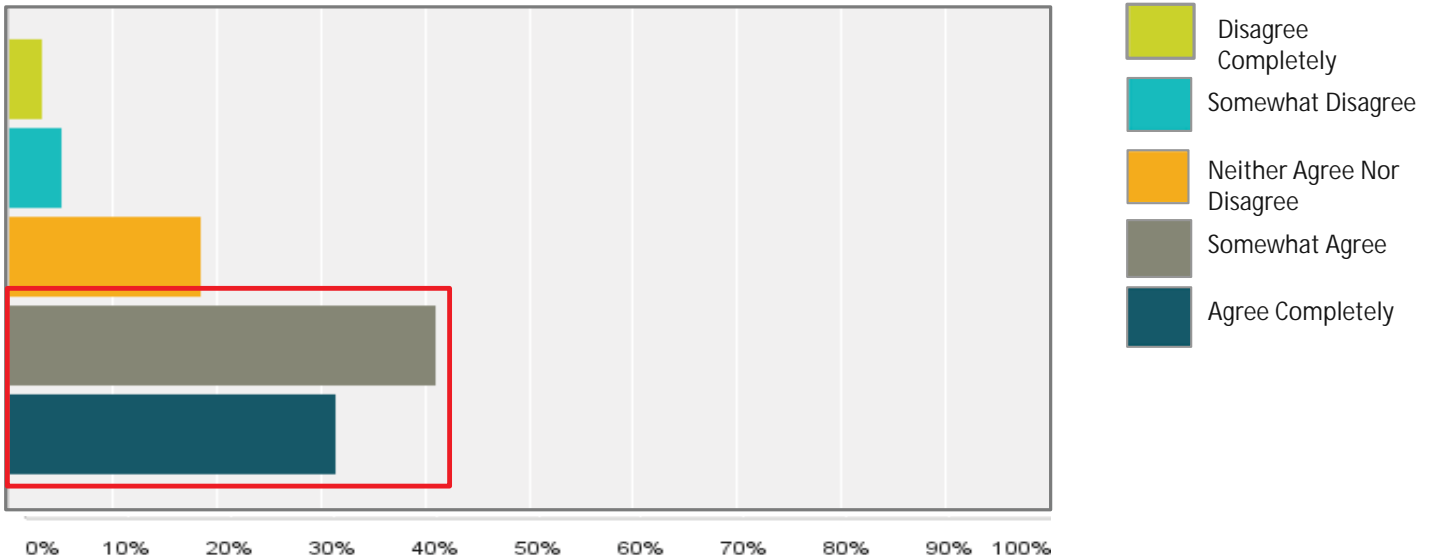
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Eclectic”**

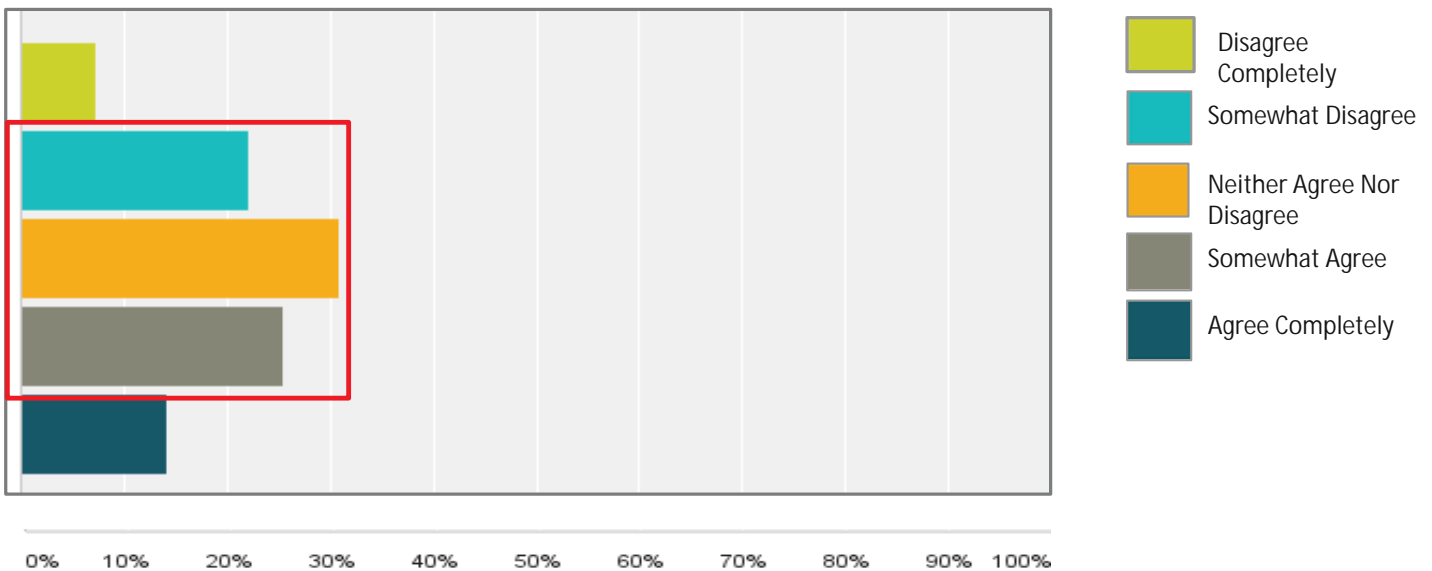
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Relaxing”**

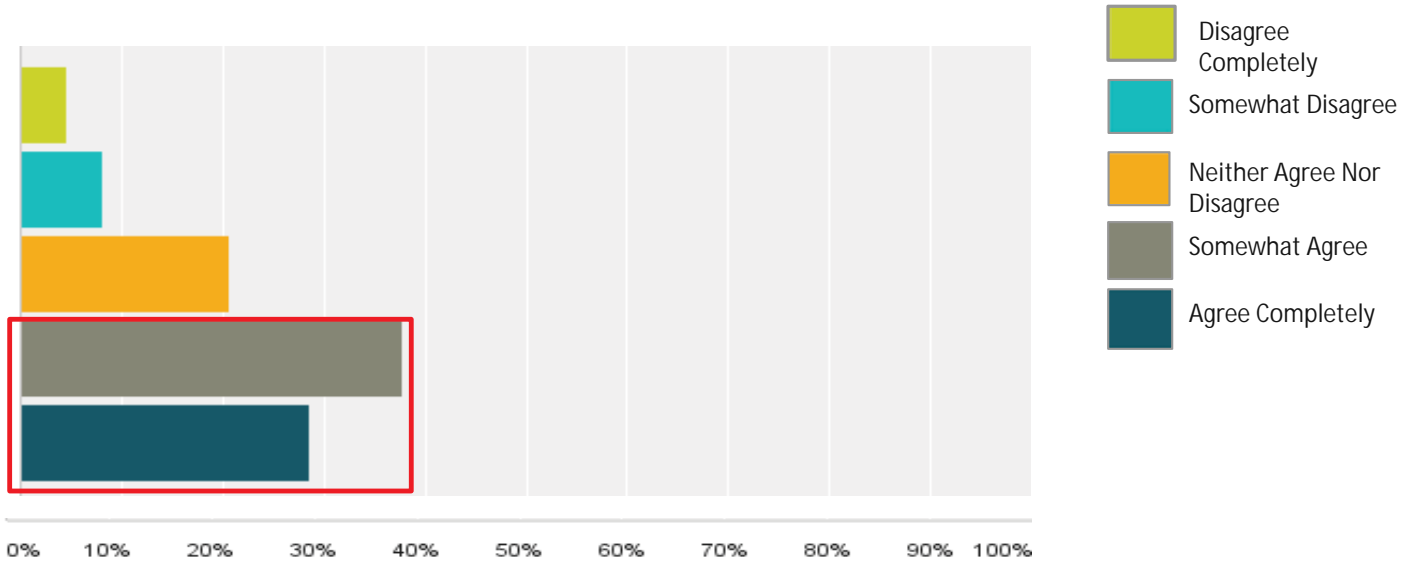
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Inviting”**

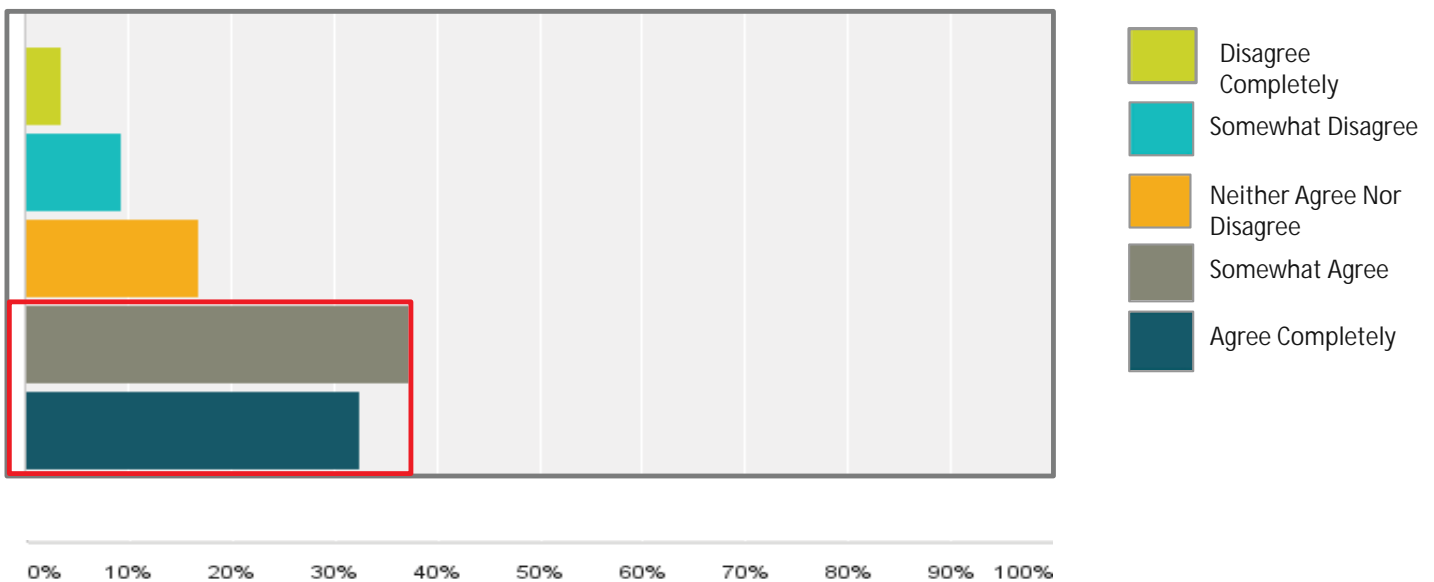
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Unique”**

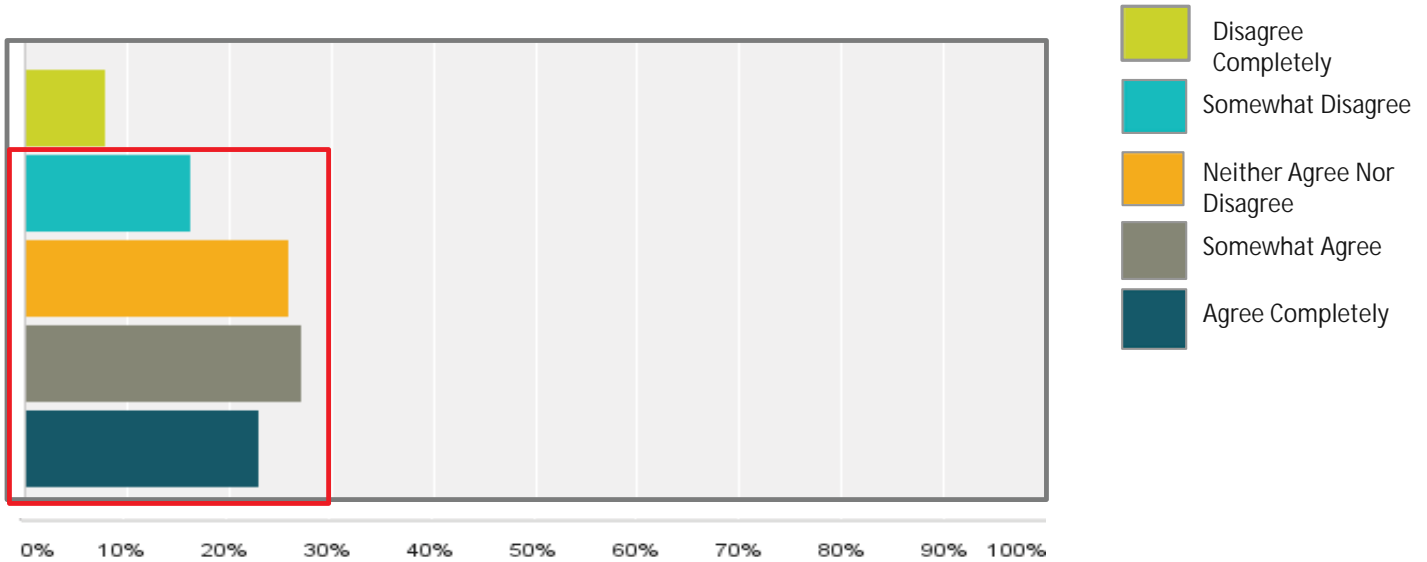
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Charming”**

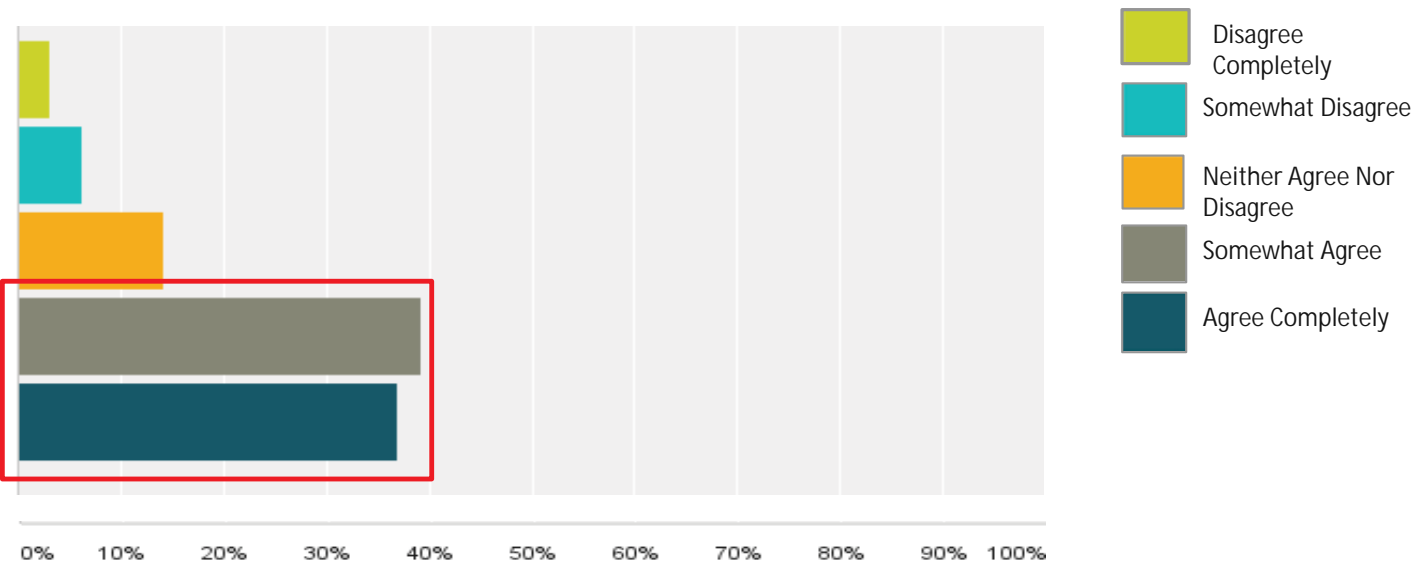
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Spirited”**

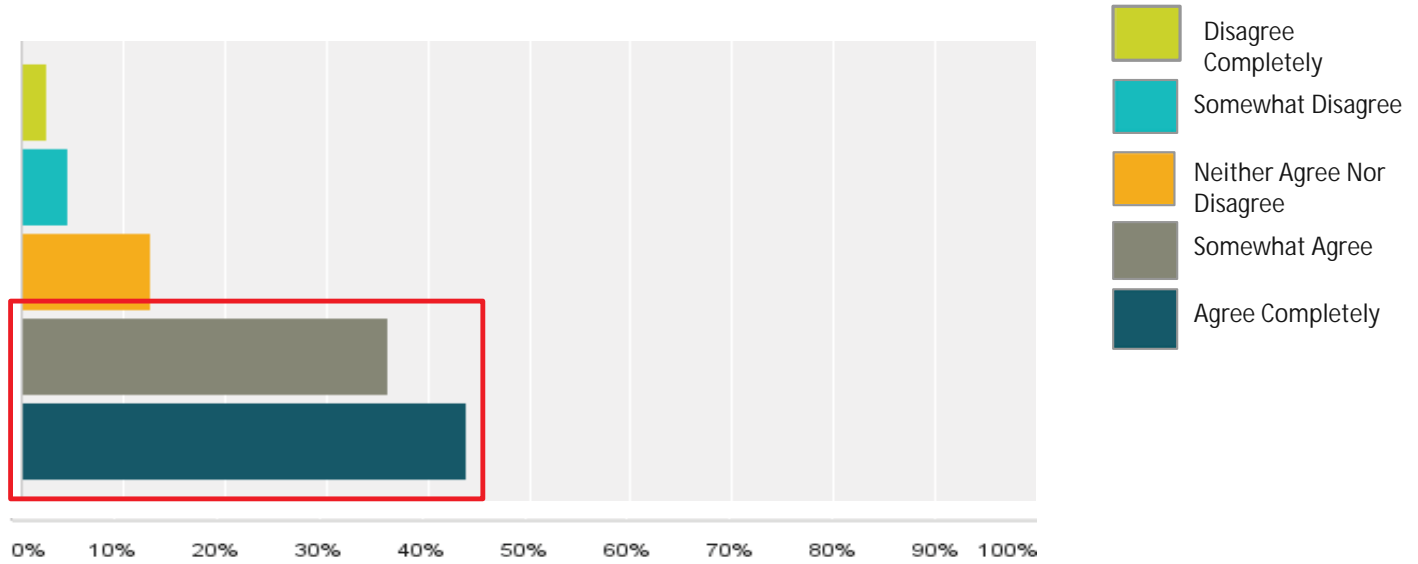
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Lively”**

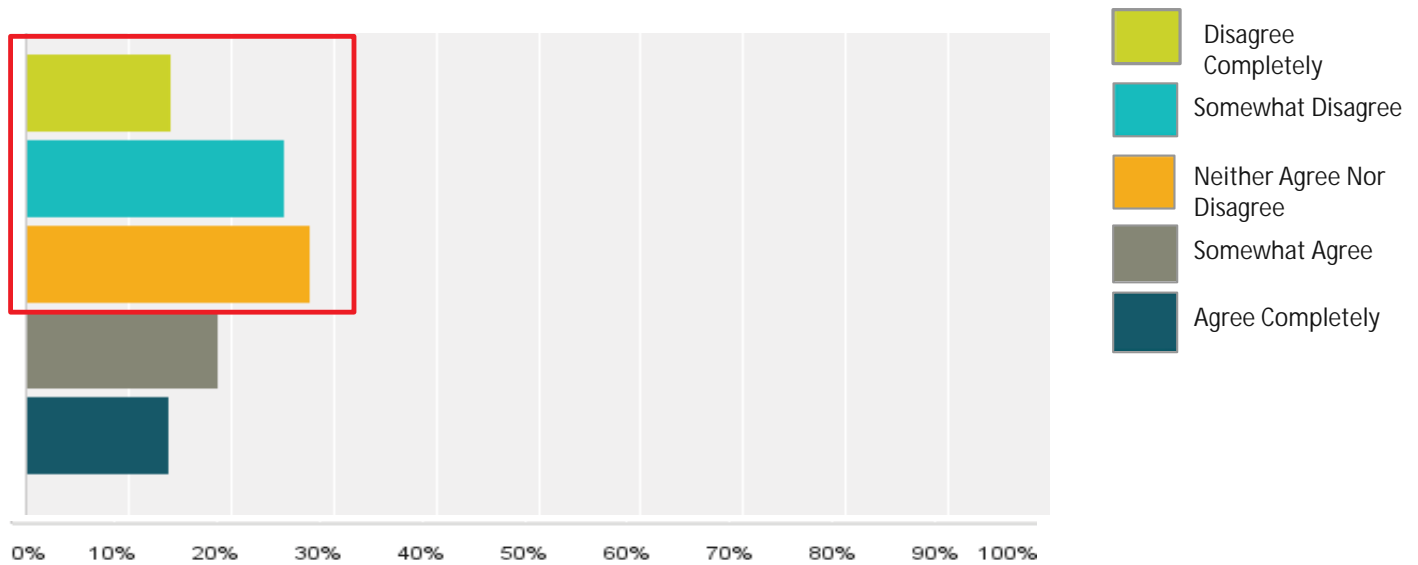
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Scenic”**

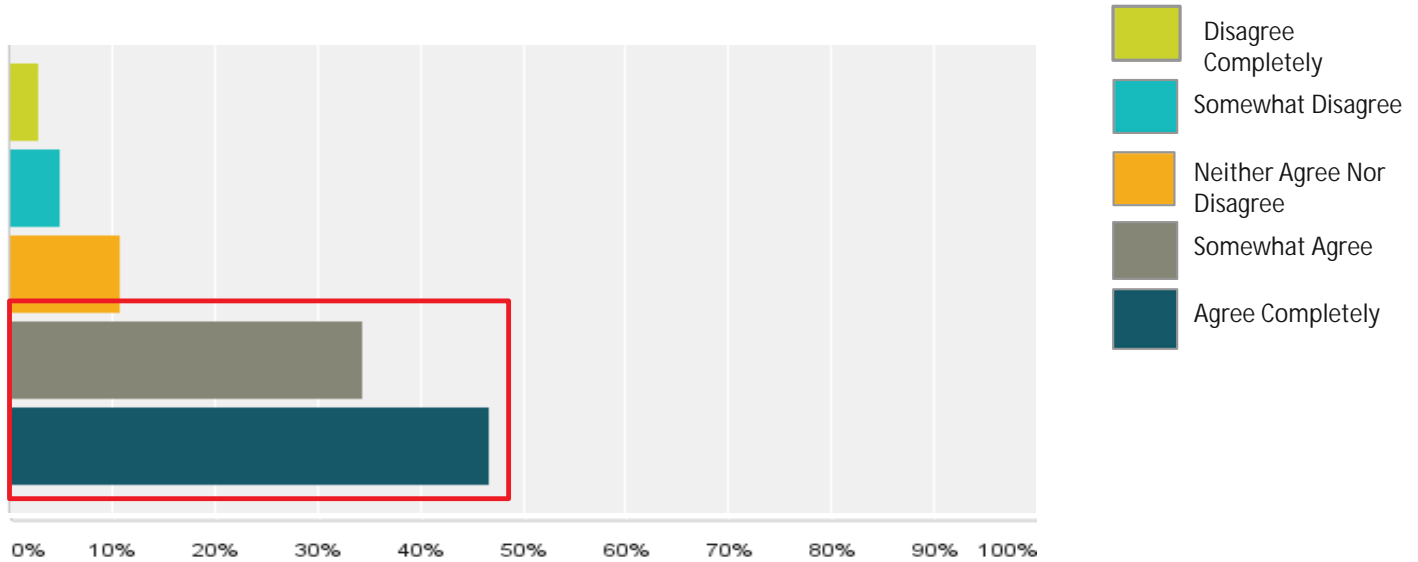
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“Artsy”**

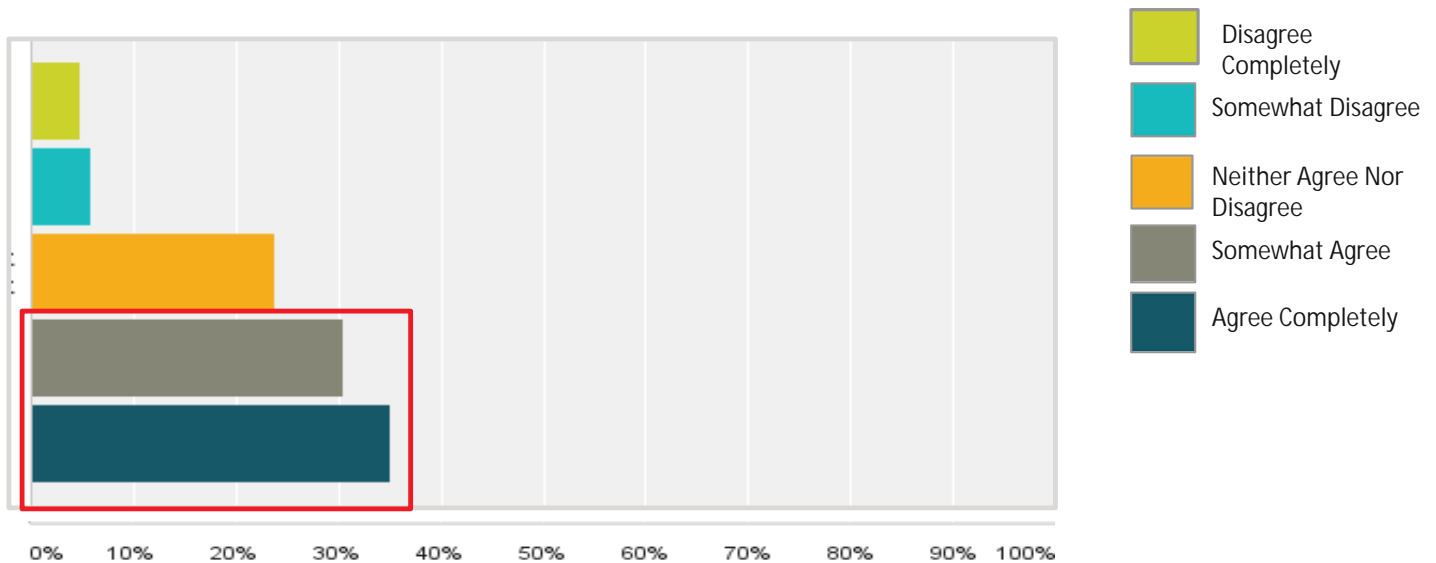
Answered: 660 Skipped: 9



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Q1: To what degree do you think logo shown above communicates... **“A Place I'd like to Visit”**

Answered: 660 Skipped: 9



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Q2: Does this Paso Robles logo stand out in a positive way against the other tourism logos shown?

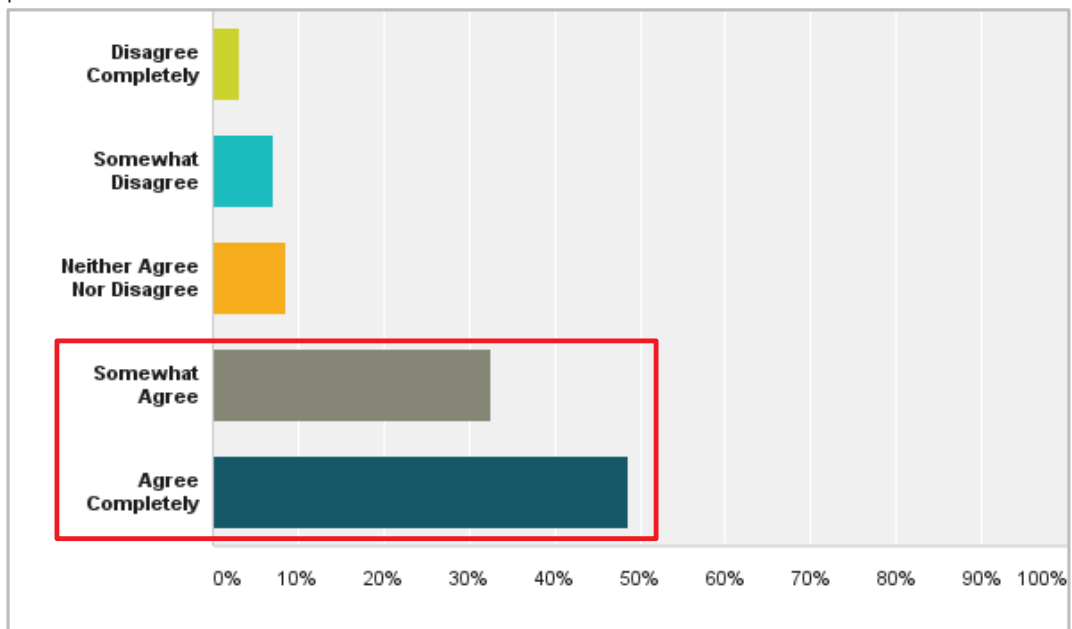
Answered: 657 Skipped: 12



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Q2: Does this Paso Robles logo stand out in a positive way against the other tourism logos shown?

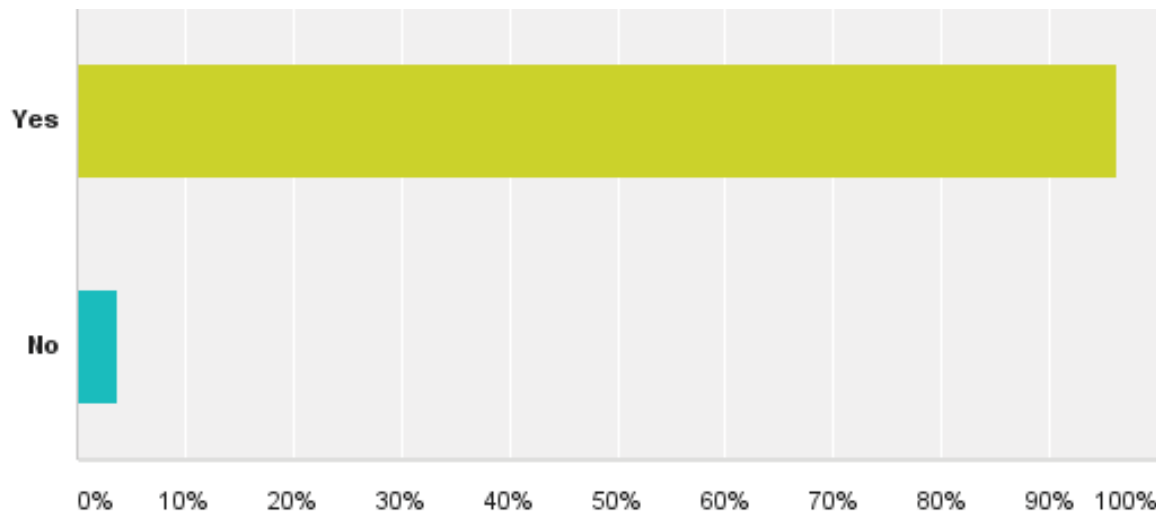
Answered: 657 Skipped: 12



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Q3: Is this version of the logo **easy to read**?

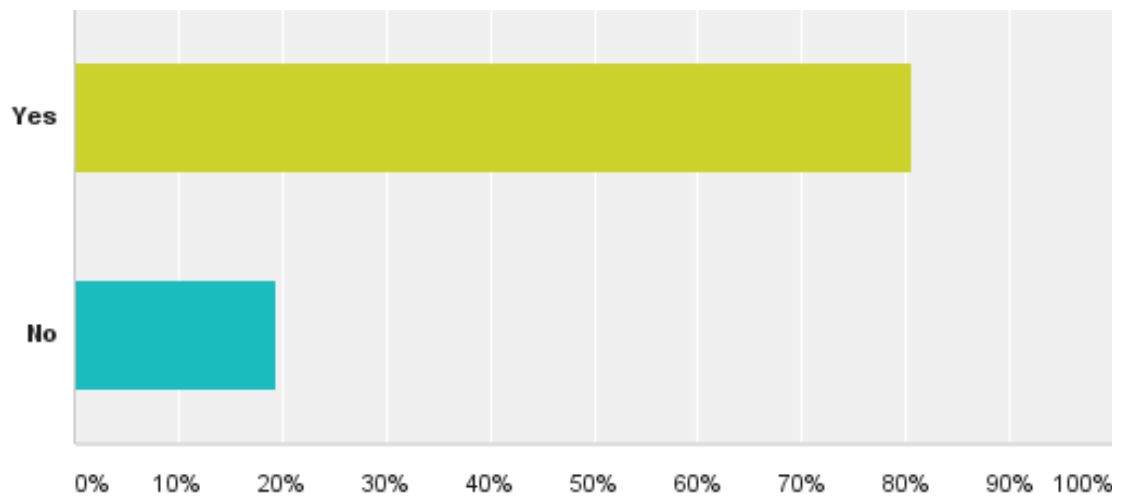
Answered: 652 Skipped: 17



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Q4: Is this version of the logo **memorable**?

Answered: 649 Skipped: 20



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Q5: Do you have any additional comments you would like to share?



Answered: 344 Skipped: 329

"I love the logo to me it stands for the green the rolling green hills, the yellow for the sunshine, the blue for the sky and nearby ocean and plum color for all the wineries and vineyards. Such a beautiful area!"

"The script is eye-catching and the colors make the logo POP."

"This logo is like Paso...INVITING, FUN, ENERGETIC."

"Very nice job on the logo. I like it! It brings Paso into the modern era."

"The color of your logo is what reminds me of our recent visit! Green and yellow grape leaves with blue skies and red wine!!! LOVE IT!!!

"One of the very best logos I have seen in the last 50+ years."

"I think a change in logo is great – yes I like this modern and "hip" new look for Paso!"

"I really like the color scheme and the artistic feel of the logo. The colors offer a great representation of the area – I think it stands out nicely against the logos of other areas nearby."

"I think from looking at this logo that Paso Robles, CA would be an adventurous and exciting place to visit."

"I get a lot of communication from CVB/tourism bureaus because of my job, and this logo really is one of my favorites. It is memorable and inviting."

"The logo is creative, elegant and vibrant. The use of the four color palette conveys the array of local attractions that Paso Robles has to offer; green for the beautiful ever-changing landscape from grazing meadows to eucalyptus groves to ripening vineyards; golden yellow for all those sunny and languid days that the Central Coast is famous for; blue for the clea skies and the ocean within arm's reach andtthe serenity of living in a small town with a big hears; and of course...burgundy for all that wine that flowers through Paso like the finest silk. Need I say more?! I would return again and again, simply to enjoy the vibrant palette of Paso Robles."

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Q5: Do you have any additional comments you would like to share?



Answered: 344 Skipped: 329

"The colors and the extra large PASO do catch one's eye, but besides giving the impression of an artsy location to visit, to me Paso Robles is an easy paced, farming, home town USA that exudes big spaces (and garlic) and little stress. A place where I wish I could live. Also great cycling. Maybe put trees, garlic, wine grapes, open spaces and possibly a hint of the ocean in the background. Maybe a couple of cows making a toast with a couple wine glasses...just some ideas off the top of my head."

"To me this fails to explain any of the benefits of visiting the city. Something showing the hills and the vines, the topography and the history would be far more inviting, if I didn't know the city already."

"As a logo designer, I think it's a bit busy, the font could be simplified. I like the colors as it makes it stand out BUT says nothing about the wine or scenery."

"It's cute by simple, childlike. Doesn't reflect what Paso has to offer. Looks like it could be a logo for a children's museum."

"I think you could do better. I'd have a picture of a beautiful vineyard in the background. Your area is known for its wonderful wines."

"Paso Robles is classic, older, conservative...yet warm and inviting. This logo simply fails to capture the spirit and essence of this amazing and unforgettable town."

"Looks childish. Paso is more of an adult community than a children's community"

"It is easy to read and memorable but does not convey any of the things Paso excels at...wine, for instance. If I didn't know anything about Paso Robles, this logo would not clue me in."

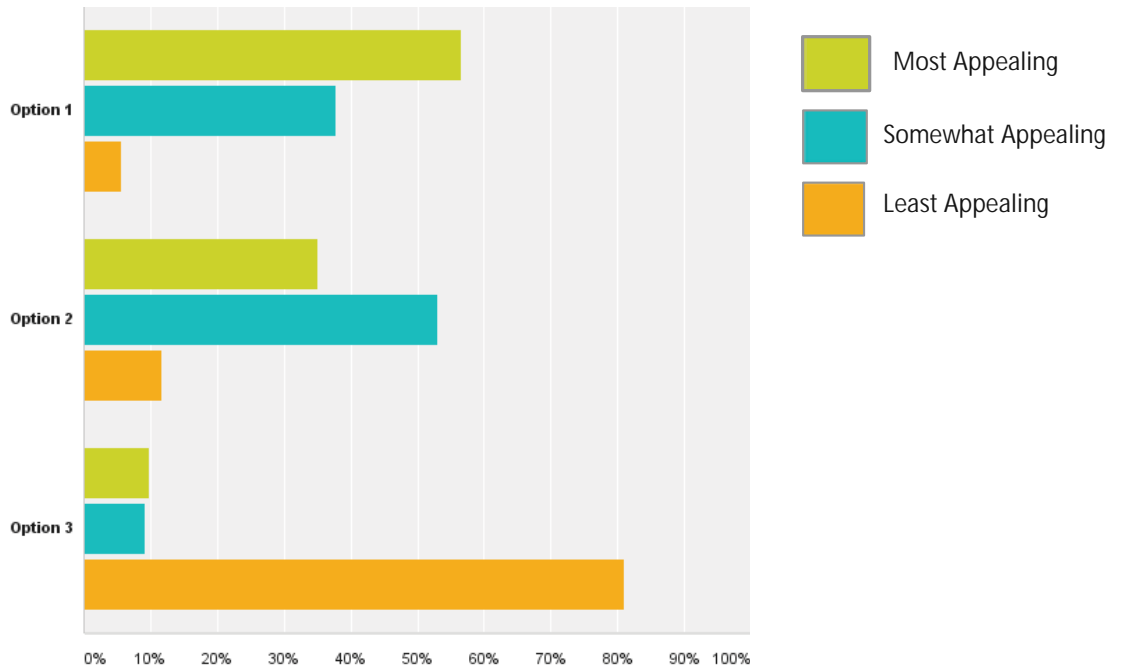
"I think the logo is too loud and all over the place. It doesn't portray serenity or peace to me."

"This logo does not represent wine country and oak trees. It's modern

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Q6: Which of the 3 logos below do you find Most Appealing, Somewhat Appealing and Least Appealing?

Answered: 653 Skipped: 16



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Q17: If you have previously visited Paso Robles, please list 3-5 words that you would use to describe this destination

Answered: 538 Skipped: 136



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Facebook Survey: "What Does Paso Mean to You?"

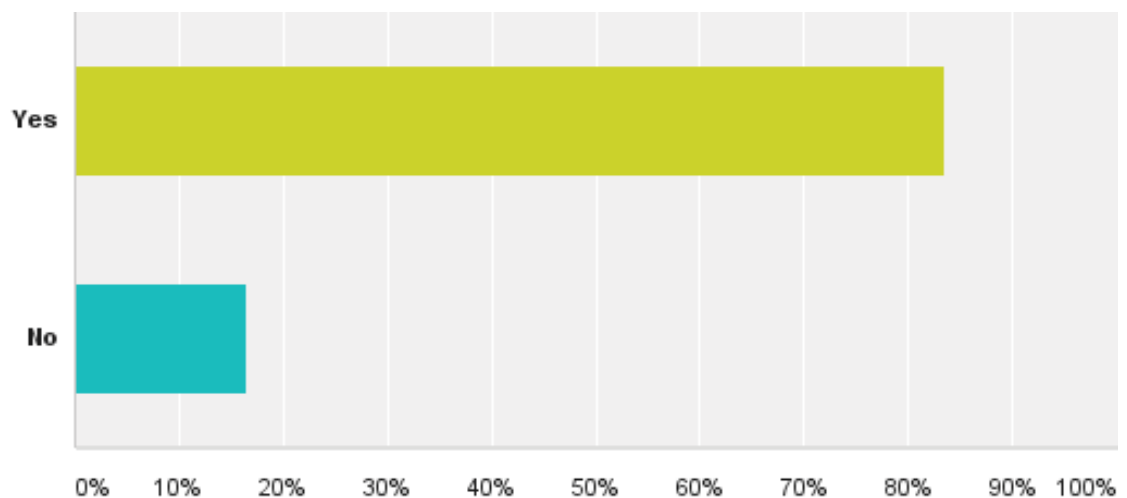
Answered: 187



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Q18: Are you interested in receiving a monthly email about deals, events, giveaways and more in Paso Robles, CA?

Answered: 638 Skipped: 31



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