



City Council

Olympia Lacey & Tumwater Visitor and Convention Bureau (OLTVCB) Branding Roll- out

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Title

Olympia Lacey & Tumwater Visitor and Convention Bureau (OLTVCB) Branding Roll-out

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the information. Briefing only; no formal action requested.

Report

Issue:

Whether to receive an update from Olympia Lacey and Tumwater Visitor and Convention Bureau Executive Director.

Staff Contact:

Renée Sunde, Economic Development Director, Community Planning & Development Department,
360.753.8591

Presenter(s):

Renée Sunde, Economic Development Director
Shauna Steward, VCB Executive Director

Background and Analysis:

Destination Marketing Association International has identified a destination's brand as the single most important success factor for an area. The Olympia Lacey and Tumwater Visitor and Convention Bureau (OLTVCB) has been working for over a year on a destination branding and identity process set to roll out in May 2017. The purpose of the process was to figure out what Thurston County should be known for and how to best market the region to visitors.

The OLTVCB is now equipped with a strong brand platform and key messages, along with a new logo and tagline, to better market the region and invite visitors to choose Thurston County over competing destinations. Increased visitors to the area will result in economic impact by way of visitor

spending, tax revenues and jobs.

As part of the brand roll-out, the OLTVCB is looking to engage Olympia City Council around a social media initiative designed to inspire and engage visitors and locals alike.

Neighborhood/Community Interests (if known):

None known.

Options:

Debrief and Status Update Only

Financial Impact:

No Financial Impact reported

Attachments:

None