



Meeting Date 07/12/2011

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Other Appointment Item

Prepared By: Janet Sederquist, OCVB

Agenda Item No. Q-1

Reviewed By: City Manager *[Signature]* City Attorney *[Signature]* Finance *[Signature]* Other (Specify) _____

DATE: June 28, 2011

TO: City Council

FROM: Grace Magistrale Hoffman, Deputy City Manager
City Manager's Office

SUBJECT: Oxnard Brand, Development and Marketing Action Plan & Addendum/Implementation Plan

RECOMMENDATION

That City Council:

1. Approve the brand for Oxnard to be "A Destination That Creatively Celebrates International Culture";
2. Support the Brand Leadership Committee (BLC); and
3. Adopt the proposed new City logo and a phased implementation of its use.

DISCUSSION

The Brand Plan

In 2005 the OCVB, partnering with the Oxnard Community Development, EDCO, Channel Islands Harbor Department, Oxnard Chamber of Commerce, Bohannon Management, High Tide & Green Grass and the Oxnard Downtown Management District (ODMD) embarked on an effort to find an identity for Oxnard that would set us apart from other Southern California Coastal cities. DDI, a well-known destination brand firm from Seattle, Washington, began the process with an assessment from a first-time visitor's eye. Mr. Brooks, the DDI representative, presented his findings in September 2005.

The next steps in the process were to conduct a detailed and varied public process that included interviews with key members of the community, neighborhood forums, an open house, and a survey. This public process took over a year and the majority of DDI's efforts. Out of this public process came several clear messages about how Oxnard's residents feel about their City:

- Oxnard residents are proud of the city's cultural diversity and history.

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- Oxnard is a family-oriented community and building, sustaining and enhancing relationships is a very important part of living here.
- Oxnard has many wonderful attractions such as Downtown, Channel Islands Harbor, Ormond Beach, wineries, beautiful beaches, and many more, but lacking is a unifying theme that distinguishes us from other destinations.

From the information received from the residents and visitors in the year-long public process, and from resources DDI has, including test groups, etc., a brand was developed and a Brand Plan created that includes 49 recommendations.

The Brand: Oxnard is a destination that creatively celebrates international cultural.

The brand depends on four “brand pillars” or basic principals expressed by the community:

1. Cultural Diversity
2. Family and Relationships
3. Respect for the Land
4. Interactive Experiences that Express These Three

The Brand Promise that we will develop, with the assistance of the Brand Leadership Committee (BLC) and partners is:

Oxnard is the preferred public gathering place in the region –

- It inspires through international cultural;
- It respects the natural environment and embraces the mild climate;
- It builds, sustains, and enhances personal relationships; and
- It celebrates these values with events, activities and institutions.

One of the lessons learned through the brand process is that a brand is not a tag line or a logo. It is the experience that people have when they are here. It is a long-term goal. Developing the brand will take many years and will be achieved in small increments. The brand will not be a City Council-driven project. It will be sustained by committed community members and business people who champion the brand and the brand pillars.

However, because many of the recommendations in the Brand Plan will depend on infrastructure requiring City support and approval, the OCVB and its partners are asking for City approval. Some of these projects may include:

- International Public Market
- A ban on chain link fencing in Downtown
- Construction of an additional parking structure to support additional Downtown development
- A new logo

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Implementation Plan

An addendum to the Brand Plan was created that functions as an implementation plan for the Brand recommendations. The implementation plan lays out actions, timelines and costs for each of the Brand recommendations and will be the working document for the community and the Brand Development Committee when reviewing each component of the plan.

The success of the brand does not depend on all or any one of the recommendations in the Brand Plan, but will be achieved by making sure that every action toward the Brand is consistent with the Brand Pillars and the Brand Promise. This will be the job of the Brand Leadership Committee (BLC).

The Logo

An important part of the Brand is to create a new logo, which can be incorporated into all aspects of identifying the community, including wayfinding signs, identification, etc. The intent was to develop a logo that is clean, simple, and easily identifiable with Oxnard, but expresses something of the community character. A number of options were considered, surveys of the OCVB Board, the Brand Development Committee and community members was conducted and the result was the recommendation before the City Council tonight. The logo is important at this point in the process, because once it is approved, a style guide will be developed that will determine how the logo is used on letterhead, City vehicles, signage, merchandise, wayfinding, etc.

FINANCIAL IMPACT

The financial impact is unknown at this time. The brand will be implemented over time and City costs will depend on the infrastructure involved. Each project requiring City approval or funding will be reviewed individually.

Costs involved with implementing the new logo will occur as letterhead, business cards, signage, etc. are replaced. Initially, Council may want to refit the Council Chambers with the new logo.

MKM

Attachment: #1 - Addendum/Implementation Plan

Note: The Brand Development & Marketing Plan and Addendum/Implementation Plan has been provided to the City Council. Copies are available for review at the Help Desk in the Library after 6:00 p.m. on the Thursday prior to the Council meeting and at the City Clerk's Office after 8:00 a.m. on Monday, July 11, 2011.