



MARIPOSA COUNTY

Administration/Community Development · 966-3222



RESOLUTION - ACTION REQUESTED 2019-608

MEETING: October 15, 2019
TO: The Board of Supervisors
FROM: Dallin Kimble, County Administrative Officer
RE: Approve the Proposed County Place Brand and the Revised County Emblem

RECOMMENDATION AND JUSTIFICATION:

Approve the Proposed County Place Brand and the Revised County Emblem.

Place branding plays an integral and indispensable role in the competitiveness of the local and national economy and acts as a catalyst for economic development. More than fifty percent (50%) of the jurisdictions in California have place brands, in addition to official seals, and many have started the process to adopt such a brand.

Recognizing the increasingly vital role of branding and marketing in a competitive marketplace, Mariposa County's Economic Vitality Strategy (EVS) identifies the development of a place brand as an action item to achieve economic diversification and further develop our tourism-based economy. With board direction and approval of funding, staff has pursued this action as one of many steps toward greater economic vitality.

Through a bidding process, staff selected yogg, LLC to help with the development of a place brand for Mariposa County. The Board of Supervisors appointed thirteen (13) stakeholders to the Place Brand Advisory Committee (PBAC) to help direct the work and provide local perspective. The contractor and PBAC include individuals with significant experience either developing or managing effective branding and marketing.

After eleven (11) months of research, surveying, designing, evaluating, redesigning and testing, the new place brand was revealed to the Board. The branding package included a logo, a badge, a series of logo bugs, four (4) taglines and appointed fonts and color schemes. At the Board's request, staff organized a road show to debut the place brand in seven community meetings across the county. Staff also unveiled the proposed brand at Yosemite Facelift, a cleanup event in Yosemite National Park that attracts more than 1,000 volunteers from all of the world. Feedback was collected at each outreach effort.

Staff appreciates the professional process that was used to procure and develop the place brand. The County surely benefited from the input of local experts as well as the contractor. Feedback from the community has been largely positive and County

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departments are anxious for permission to begin using the place branding artwork. Accordingly, staff is now recommending approval of the branding package that has been developed.

In the process of creating the place brand, it was discovered that the artwork the County has used for official business since the late 1970s in a logo rather than a seal. The official seal was adopted in 1884 and remains in use as the official seal. With help from yogg and the PBAC, staff also worked on updating the 1970s logo for continued use as a logo or emblem. Staff recommends that all previous versions of this logo be disallowed and that the updated version be formally adopted.

Moving forward, staff would be responsible for distributing the place brand style guide, implementing procedures for the use of county artwork and maintaining consistency with county graphic design material.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

July 2018: Funds for the place branding project were approved in the Fiscal Year 2019 budget. Staff conducted a bidding process and selected yogg, LLC to assist with development of a place brand for Mariposa County.

August 2018: yogg, LLC presented the branding process to the Board.

September 2018: yogg, LLC conducted a comprehensive survey of 750 people to better understand interest, understanding and appeal of Mariposa County in the marketplace. yogg, LLC visited Mariposa County and attended the county fair.

October 2018 - January 2019: The Board established the Place Branding Advisory Committee and appointed interested and qualified members.

June 2019: yogg, LLC presented the proposed place brand and updated logo. The Board expressed general approval and requested a community roadshow.

August - September 2019: Staff showcased the proposed branding package at roadshows in Lushmeadows, Ponderosa Basin, Coulterville, Midpines, Mariposa, Fish Camp and Catheys Valley.

September 25-26 2019: Staff displayed the proposed branding artwork at the Yosemite Facelift event.

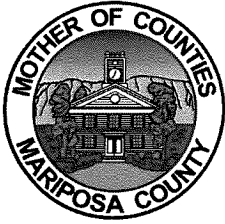
ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: Do not approve the proposed place brand or updated logo/emblem. Staff will maintain status quo use of the existing seal and 1970s logo.

FINANCIAL IMPACT:

Funds for this project were included in the FY19 budget.

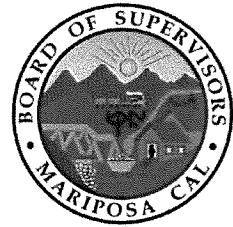
ATTACHMENTS:

Mariposa Road Show_1 (PDF)



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Mariposa Road Show_2 (PDF)

Mariposa Road Show_3 (PDF)

Mariposa Road Show_4 (PDF)

Mariposa Road Show_5 (PDF)

Mariposa Road Show_6 (PDF)

Mariposa Road Show_7 (PDF)

Mariposa Road Show_8 (PDF)

Mariposa Road Show_9 (PDF)

Mariposa Road Show_10 (PDF)

Mariposa Road Show_11 (PDF)

PUBLIC INPUT - Cathi Boze Email of 8-9-19 regarding Branding (PDF)

PUBLIC INPUT - Eileen Collins Email of 8-9-19 regarding Branding (PDF)

PUBLIC INPUT from Cathi Boze on Proposed Branding, 10-08-2019 (DOCX)

RESULT: ADOPTED [UNANIMOUS]

MOVER: Kevin Cann, District IV Supervisor

SECONDER: Marshall Long, District III Supervisor

AYES: Marshall Long, Kevin Cann, Miles Menetrey

EXCUSED: Rosemarie Smallcombe, Merlin Jones