RESOLUTION - ACTION REQUESTED 2020-97

MEETING: February 25, 2020

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Approve the Proposed County Place Branding Style Guide

RECOMMENDATION AND JUSTIFICATION:
Approve the Proposed County Place Branding Style Guide.

On October 15, 2019, the Board of Supervisors approved a new place brand and updated county emblem. A professional style guide has been created to provide a standardized appearance for the place branding artwork.

There is growing evidence that place branding plays an integral and indispensable role in the competitiveness of local, state and national economies. As a location is better able to consistently express its identity through branding, that branding becomes a catalyst for economic development. This is why more than fifty percent (50%) of the cities and counties in California now have place brands in addition to official seals and many of the remaining jurisdictions have started the process to develop 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 deliverables included a professional graphics style guide. 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 included 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
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attrains more than 1,000 volunteers from all of the world. Feedback was collected at each outreach effort.

In October 2019, the new place brand was approved and adopted by the Board. The style guide was not complete at the time of the vote, so the Board requested staff to schedule an agenda item to approve Mariposa County’s professional graphics style guide. This item is a response to that direction and represents the conclusion of the place brand approval process.

The place brand style guide was developed alongside the brand and in cooperation with stakeholders that have been involved from the beginning. The guide is now complete and staff is recommending approval. If approved, staff will 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 moving forward.

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.

October 15 2019: The Board of Supervisors approved the proposed county place brand.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: Do not approve the proposed place branding style guide. Staff will use the new place brand at their discretion.

FINANCIAL IMPACT:
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Funds for this project were included in the FY19 budget.

ATTACHMENTS:
Mariposa County Style Guide_2020_205 (PDF)

RESULT: ADOPTED [UNANIMOUS]
MOVER: Merlin Jones, District II Supervisor
SECONDER: Rosemarie Smallcombe, District I Supervisor
AYES: Smallcombe, Jones, Long, Cann, Menetrey