



CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.ci.kirkland.wa.us

MEMORANDUM

To: David Ramsay
From: Ellen Miller-Wolfe, Economic Development Manager
Date: February 23, 2010
Subject: New Tourism Branding Recommendation

RECOMMENDATION:

The Lodging Tax Advisory Committee (LTAC) met on February 9, 2010 and recommended that the City Council adopt a new logo and strapline for the Tourism Program.

BACKGROUND DISCUSSION:

Based upon the recommendation of the LTAC, the City contracted with the branding firm of NorthStar Destination Strategies, Nashville, Tenn. in February, 2009 to update the logo and strapline, and also to recommend a color palette as well as applications and strategies for disseminating the new Kirkland brand. During the first phase of the project, NorthStar met with stakeholders that included Council, the Lodging Tax Advisory Committee (LTAC), pertinent Boards and Commissions, hoteliers, retailers and others involved in the Kirkland's tourism offering. NorthStar also studied the relationship of Kirkland to its neighboring communities - specifically what distinguishes Kirkland from these other locales. NorthStar identified the demographic of the average Kirkland visitor and the reasons given for their trip – some of this data coming from leads (people seeking more information about Kirkland) that the Tourism Program receives monthly from Sunset Magazine.

The LTAC appointed an advisory committee comprised of then Chair, Tom Hodgson, Rebecca Devere (local artist), and City staff representing facets of Kirkland tourism including Jenny Schroeder, Ellen Miller-Wolfe, and Dimitri Ancira. The advisory committee continued to work with NorthStar to hone the eventual product, and in December, 2009, a community meeting was held where NorthStar presented its final report to the City Council and any interested parties. As noted above, the LTAC met in February, 2010 and recommended approval of the logo and strapline.

The logo, depicting a sailboat with the word Kirkland and the strapline, "Water.Colors.Everything.", is based on NorthStar's finding that not unsurprisingly, the main draw for Kirkland is the waterfront, and additionally, Kirkland is known as a getaway with a unique 'art vibe.' Please find attachments of the logo, strapline and some possible applications. The logo and strapline will be utilized on the rebuilt exploreKirkland website as well as in all print collateral materials and advertisements.



KIRKLAND

WATER. COLORS. EVERYTHING.

Possible Application 3

CONCEPT #1

E-NEWSLETTER

Jennifer Williams

From: Explore Kirkland [explorekirkland@service.govdelivery.com]
Sent: Wednesday, October 21, 2009 12:55 PM
To: jennifer@northstarideas.com
Subject: November Kirkland Events Guide

SHOPPING PLAYS WOODLANDS THE BOULEVARD FUN NOVEMBER CALENDAR HOLIDAYS EXCITEMENT FAMILY TURKEY SUNSETS ART HERITAGE PARK OUTDOOR SCULPTURE



A BOUNTIFUL HARVEST SEASON

KDA ANNUAL DOWNTOWN TREE LIGHTING ▶

On November 28, bring the family to Marina Park along Kirkland Avenue and welcome in the holiday season. The event runs from 4:00-8:00 p.m., tree lighting at 6:00 p.m. Enjoy treats from many local restaurants, shop for presents at downtown merchants, and visit with Santa Claus! Activities include a gingerbread house display at Merrill Gardens, local choirs and bands, kids' crafts stations, KPC activities, and more. Bring a donation to support Hopelink's Toy and Gift Drive. Details: www.kirklanddowntown.org.

CELEBRATE "SAMHAIN" AT WILDE ROVER

Mark the end of the harvest season and beginning of the "dark" winter season at Wilde Rover's Samhain celebration, November 1- 7 in downtown Kirkland. The first of its kind event in the Northwest. Festivities include special menu items, Irish music and dancers, Irish history memorabilia, and prizes. Events on November 1 include a scavenger hunt and kids' face painting. Details and full schedule: www.wilderover.com.

19TH ANNUAL INVITATIONAL SMALL WORKS SHOW AT HOWARD MANDVILLE

Howard Mandville, in downtown Kirkland along Park Lane, presents this Small Works Show November 5-30. Paintings by more than 100 regional and nationally renowned artists. Reception and sale is November 14 from 5:50 p.m.-8:30 p.m. Intent to purchase names taken during preview period, November 5-14. Details and show hours: www.howard-mandville.com.

KIRKLAND ARTS CENTER 2009 HOLIDAY ARTS SALE

This annual sale, featuring fine arts and crafts made by KAC instructors, members, and students, begins on November 27. A once-a-year opportunity to find that perfect gift or something unique for yourself! Items include ceramics, glass, decorative sculpture, painting, and prints. This year's sale takes place at Kirkland Parkplace, 336 Park Place in downtown Kirkland. Details: www.kirklandartscenter.org.

ARGOSY CHRISTMAS SHIP FESTIVAL ▶

Beginning November 28, enjoy the annual ships on parade. The official Christmas Ship, The Spirit of Seattle, leads decorated parade boats and private vessels that forming the largest holiday flotilla in the world. Each night, the flotilla cruises to different waterfront locations and features choir performances. For full details, schedule and marina departures, bonfire locations, or tickets: www.argosycruises.com.

STAY, PLAY & EXPLORE

RECONNECT AND RENEW AT THE WOODMARK HOTEL

Includes overnight accommodations, guaranteed room upgrade and an exclusive welcome amenity: an original colored glass baby, hand-blown glass candle holder to take home as a reminder to find time to reconnect with one another. A value at \$199. Valid through December 30, 2009. For details and additional Woodmark Packages: www.thewoodmark.com.

THINK THE HEATHMAN HOTEL FOR HOLIDAY PARTIES ▶

Get a 4-diamond experience for your holiday party this season. Contact the Heathman Hotel's sales team at 425.284.5800 or sales@heathmankirkland.com and inquire about dates and special menus for this festive time of year. For more information on the Heathman Hotel, including packages: www.heathmankirkland.com.

SPIRIT TO PRESERVE THE RAINFOREST

Book a meeting at the Courtyard by Marriott in Kirkland to be held during select dates until December 31, 2011. Marriott makes a contribution equal to 5% of the total cost of the group's guest rooms on behalf of the Amazonas Sustainable Foundation, helping protect and preserve the Juma Reserve in Brazil's Amazon Rainforest. Details: www.marriott.com/SEATC.



Lorem ipsum mea et summo fuisse contentiones, per at mutat nihil persequeris. Quod mollis legimus eu nam, eius noster alterum no sed, vocent habemus interestet ex mei



Est option placerat petentium ne, qui ex quem posse nostrud. Te pri meliore corpora, quo ad quidam ceteros, id kasd vivendo assentior mei. His vitae scriptorem ne, ut fero blandit nominati his



Suas hinc natum qui. Has augue minim referentur ex, pri at laudem delenit deseruisse. Usu velit