

RESOLUTION NO. 1486

A RESOLUTION RECOMMENDING ADOPTION OF A PROPOSAL BETWEEN THE CITY OF CENTRAL POINT AND THE CENTRAL POINT CHAMBER OF COMMERCE/VISITOR INFORMATION CENTER FOR COMMUNITY OUTREACH AND ENGAGEMENT SERVICES.

RECITALS:

- A. The City of Central Point retains the authority to reduce costs and produce public benefit through the use privatized contract services.
- B. The City of Central Point and the Central Point Chamber of Commerce/Visitors Information Center deem it to be to their mutual advantage and to be in the best interest of their respective constituencies/membership to enter into this agreement for the purpose of the Chamber of Commerce to provide community outreach and engagement services.

The City of Central Point resolves:

Section 1. The attached proposal would allow the Central Point Chamber of Commerce/Visitors Information Center to provide community outreach and engagement services to the City of Central Point.


Section 3. Upon approval of this resolution the City Manager is authorized to execute the attached proposal with the Central Point Chamber of Commerce/Visitors Information Center.


Section 2. Upon approval of this resolution, the City Manager is authorized to expend funds not to exceed \$12,000 (as appropriated in the 2015-2017 budget) for the purposes of community outreach and engagement.

The City Manager of Central Point is authorized to sign the attached proposal on behalf of the City of Central Point.

26th Passed by the Council and signed by me in authentication of its passage this day of January, 2017.


Mayor Hank Williams

ATTEST:

City Recorder



Central Point Visitors Information Center

A CLOSER LOOK AT CONNECTING AND EXPLORING OUR CITY



Overview- what we will cover

- ▶ Mission – an organization's purpose answers the question "What **service** do we provide?"
- ▶ Vision – provides strategic direction and describes what the board wants to achieve in the future.
- ▶ Game Plan
- ▶ Timeline
- ▶ Budget

Mission

What we do...

- ▶ The CHAMBER's purpose for operating the VIC is to provide local citizens and visitors with information about Central Point area visitor facilities, recreational opportunities, services offered by the CITY and other relevant governmental entities, and services provided by private nonprofits and other nongovernmental organizations and charities in the Central Point area. – Chamber Agreement Oct. 2016

Vision

What we would like to achieve...

- ▶ Be the *first place* people turn to for community events and activities.
- ▶ Provide trusted and accurate information to the public in real-time.
- ▶ Facilitate the development and implementation of a comprehensive and cohesive overview of our City and surrounding areas and their offerings.

What we *have*.

- ▶ We have that "small town feel"; as we showcase the local residents participating in our community we offer the traveling public a glimpse into that **feeling** of being in our city.
- ▶ We have all of the makings for incredible experiences; Munch-n-Movies, Saturday Market, The Artisan Corridor, Cheese Festival, Jackson County Fair, DARE Cruise, Country Crossings Music Festival, Wild Rogue Pro Rodeo, Freedom Festival, Harvest Festival, Decorate Downtown, Christmas Light Parade, etc.

What we *need*: Branding

- ▶ The community will need to be involved with an effort to **unify and strengthen our message** to the public and ourselves.
- ▶ A process like this will take time, resources, extensive community engagement and commitment- along with stakeholder buy-in.

How we will do it: Community Engagement

- ▶ Gathering data and widespread feedback to understand our brand personality with the employment of Paradux Media Group. This will inform the essence of our brand.
- ▶ Rapid Consensus Stakeholder Meeting. Paradux will conduct 30 minute calls with 15 stakeholders to identify a specific strategic position and facilitate two hour session with stakeholder to reach consensus rapidly.

How it will be communicated:

- ▶ Paradux will design a Central Point Visitors Center logo that embodies the very essence of our community.
- ▶ Brand Positions – Tagline & Manifesto Creation. This two hour project kickoff strategy meeting will be followed up with two versions of Manifesto and Tagline consideration, one hour meeting and final version delivery to VIC.

What it is going to cost: Brand Development

- ▶ Paradux Media Group
 - ▶ Brandprinting Brand Personality Scale \$497
 - ▶ Brandprinting Brand Personality Large Scale Survey \$997
 - ▶ Rapid Consensus Stakeholders Meeting \$1,497
 - ▶ Logo Design \$1,497
 - ▶ Brand Positioning – Tagline & Manifesto Creation \$1,497
- ▶ **Brand Development Cost Total: \$5,985**

What it is going to cost... Brand Communication

- ▶ Brochure Design – Paradux \$1,800
- ▶ Brochure Printing – TBD
- ▶ Bi Coastal Media Group, $\$325(5) = \$1,625$.
- ▶ **Brand Communication Cost Total: \$3,425.00**
+ printing

What we need: Community Connectivity

- ▶ Public markets can become the heart and soul of a community, its common ground, a place where people easily interact, alive with social and economic activity.
- ▶ To continue to be successful the Central Point Saturday Market needs to offer (through the Chamber) assistance to it's emerging vendors as they cannot afford the cost of the insurance required to operate in City parks.

Saturday Market Stats

- ▶ 2015 – one Market Day
 - ▶ Chamber Parking lot, 10-2pm
 - ▶ 15 vendors
 - ▶ 150 patrons
- ▶ 2016 – six Market Days May-October
 - ▶ Pfaff Park, 10-2pm
 - ▶ 25 vendors
 - ▶ 450 patrons

Community Connectivity cost:

- ▶ Insurance Policy to cover vendors liability insurance premium.
 - ▶ Ashland Insurance \$986.85
- ▶ Feature in local Flavor Guide showcasing all markets in the Rogue Valley.
 - ▶ Advertisement \$500
- ▶ **Community Connectivity Total Cost: \$1,485.85**

Timeline of events- Why we need the money now

- ▶ Feb 1 – Contract with Paradux process will take 60/90 days to arrive at logo and tagline manifesto creation.
- ▶ March – Start radio advertisement for Saturday Market vendors
- ▶ March – Cheese Festival
- ▶ May – Market opens and new visitors guides should be available to distribute at market.
- ▶ May/June – Radio ads for Freedom Festival participants

Conclusion: Thank you for your consideration

- ▶ We are in a fascinating time where community is more important than ever. Studies validate the assertion we've all known in our hearts that to feel heard and connected is imperative to a healthy community. These projects embody connectivity and the commitment to the investment in our small town feel while bringing visitors in to the fold of our experience.

Total Project Cost

- ▶ Brand Development: \$5,985
- ▶ Brand Communication: \$3,425.00
- ▶ Community Connectivity Cost: \$1,485.85
- ▶ **Total Project Cost: \$10,899.85 + printing**