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SACRAMENTO - SAN JOAQUIN
DELTA CONSERVANCY
A California State Agency

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Delta Branding and Marketing Overview July 23, 2014

RECOMMENDATIONS

The Delta Branding and Marketing Project is a joint project of the Conservancy and the Delta Protection Commission (Commission). The Commission has taken the lead on branding with final logo selection expected by mid-Summer. The next phase—marketing—is being coordinated by the Conservancy thanks to a \$197,500 grant from the federal Economic Development Administration (EDA) and a \$5,000 grant from PG&E.

This staff report (and accompanying presentation at the Board meeting) is designed to provide Board members with a better understanding of the marketing portion of this project: the status, components, and opportunities for community engagement.

Scope of Work, Timeline, and Budget

The Delta Branding and Marketing project will improve the Delta's visibility as a tourist destination and promote the Delta's agricultural and recreational significance, including boating, fishing, hunting, eco-tourism, wine tours, historic tourism, and others. Developing a Delta brand and subsequent marketing plan (using the newly-designed Delta brand) will provide local businesses and governments with a professionally researched and developed tool for promotion. The goal of this project is to create a Delta brand and marketing plan; create, develop or support an infrastructure to manage the Delta's marketing needs long term; and implement the marketing plan. Integral to this effort is establishing a Marketing Team with representatives from Delta interests, including boating, restaurants, agri-tourism, wineries, chambers of commerce and others. The Marketing Team will assist with the development and implementation of the Marketing Plan. Specific project components:

1. Brand Development.

Work collaboratively with Delta stakeholders to develop a Delta brand (tag line, logo, and brand standards handbook) for use by Delta tourism interests. A number of Discovery Meetings, focus groups, and one-on-one meetings were held to inform the logo designs. Additionally—to date—two community surveys have been released and a third is planned. Using SurveyMonkey (an online survey tool), the first survey asked participants to express their preference of four logo options and to provide comments. The second survey asked whether the logo should read "California Delta" or "Sacramento-San Joaquin Delta." The majority of respondents to the "name" survey voted for "Sacramento-San Joaquin Delta." A final logo will be selected using the responses from the third survey and is expected in August.

Funding: \$95,000

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2. Tourism infrastructure development and support.
The Consultant will work with the Conservancy, the business community, and the Commission to identify key stakeholders to interview and discuss the best structure for long-term tourism marketing management. A Delta Marketing Team will be developed to help guide the project. Depending on the structure determined to be best for this effort, the Consultant will work with an existing entity to prepare the organization for long-term Delta tourism promotion or work with the community to create a new organization. Following development of this infrastructure, the Consultant will provide guidance and support for an additional year.
Funding: \$55,000
Timeline: July 2014 – September 2016
3. Marketing plan development and initial implementation.
Develop a 5-year marketing plan for implementation by the consultant in the short-term and the newly created tourism infrastructure in the long-term. These funds may also be used to develop promotional print materials. The Delta Marketing Team will be integral to the development of the marketing plan, serving as a sounding board and resource on past efforts. We anticipate a dozen meetings over the next 18 months and much communication via email to encourage a clear exchange of information, ideas, and decisions.
Funding: \$50,000
Timeline: July 2014 – January 2015
4. Web site development.
As part of the marketing plan, develop a comprehensive Delta-wide and interactive web site that allows visitors to learn about Delta destinations and tourism-related services and businesses to post information. The web site will enhance an existing web site or build a new site based on community preference.
Funding: \$35,000
Timeline: February 2015 – September 2016
5. Media Campaign.
As part of the marketing plan, work with the community to implement a media campaign to increase articles on Delta travel, tourism, and destination publications (print and web-based).
Funding: \$25,000
Timeline: February 2015 – September 2016
6. Delta-wide Tourism App.
As part of the marketing plan, develop a Delta-wide Tourism App for smart phones.
Funding: \$25,000
Timeline: February 2015 – September 2016

BACKGROUND

Through its strategic planning process, the Conservancy heard from residents and businesses about the need for a Delta brand. The Commission's Economic Sustainability Plan (ESP) also noted the need for a Delta brand and marketing strategy: "A significant operational constraint for future growth in recreation demand is that there

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currently exists no Delta brand, overall marketing strategy, or significant-scale focal point area.” State Parks’ *Recreation Proposal for the Sacramento-San Joaquin Delta and Suisun Marsh* also stressed the need for coordinated recreation and tourism efforts, noting that “improving recreation and tourism in the region will also contribute to the area’s economic vitality, supporting jobs, growing businesses, generating tax revenues that finance public services, and improving the quality of life that makes the Delta and Suisun Marsh region an attractive place to live, visit, and do business.”

Observing the success of nearby branding efforts including Napa Valley, Gilroy, and others—and building on the ESP’s and State Parks conclusions —marketing experts will work collaboratively with the Delta community to help the region define a larger Delta tourism vision and related marketing tools.

BUDGET

In addition to the funds noted above, the EDA grant also provides \$12,500 for travel, equipment, and supplies.

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