

CITY OF GRAND JUNCTION, COLORADO

RESOLUTION NO. 36-21

A RESOLUTION ADOPTING A DESTINATION BRAND AND UNIQUE IDENTIFICATION FOR GRAND JUNCTION, COLORADO

RECITALS:

Visit Grand Junction, as the destination marketing arm of the City, engaged in a formal RFP process in October 2019 to solicit proposals from firms with the experience, resources, and expertise to facilitate the creation of a destination brand for Grand Junction and the Grand Junction area.

Visit Grand Junction selected *Destination Think*, an internationally renowned destination branding agency and foremost authority on destination management, to facilitate the Grand Junction project. Destination Think's proprietary process, *Place DNA™*, comprehensively uncovered the unique identity of Grand Junction, which assisted it in developing a customized brand strategy and marks which are all adopted by and with this Resolution. Together those are referred to herein as the Grand Junction Brand.

The Grand Junction Brand, together with the use and implementation thereof by Visit Grand Junction and the City, will be beneficial to the City for several reasons. Those reasons include a means to bring the community's identity into focus, identify, define and describe what is unique to Grand Junction and to provide opportunities for the community to be involved in celebrating the unique Grand Junction Brand. The Brand will serve as a means to promote marketing efforts of partner organizations to create a cohesive, consistent message and voice for the area. Thus, the destination brand serves as a foundation for partners to work from, to assist in their own marketing initiatives.

Development of the Grand Junction Brand was with and as a result of significant public outreach and participation. The input was incorporated into the creative development, including the font, creative badges, and visual identity symbol (logo) all of which will bring the Grand Junction Brand to life. The Brand framework was designed to allow it to develop and evolve over time, as the destination matures.

The Visit Grand Junction Board endorses adoption of the Brand and is confident that it will allow for continued refinement of the destination management strategies that it and the City will utilize to encourage visitation to the community. With City Council's support and adoption of a destination brand, next steps will include sharing the Grand Junction DNA, the Brand and strategy with the community. Visit GJ will also implement and activate the Brand in ways that will surprise and delight residents, create momentum and generate excitement for the Brand.

The Grand Junction Brand will be and become the official brand strategy and brand marks of the City effective immediately and, remain in effect unless and until otherwise amended by adoption of a subsequent resolution or ordinance.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION, COLORADO that the destination brand and unique identification for Grand Junction generally known as *Where Life Leads*, together with the related brand marks, font, visual identify symbol(s) and all related brand strategy(ies) and implementation thereof shall be and become the official brand of the City of Grand Junction, Colorado.

ADOPTED AND APPROVED THIS 21st day of April 2021.



C.E. "Duke" Wortmann
President of the City Council

ATTEST:



Wanda Winkelmann
City Clerk

