



Legislation Text

File #: 23-157, Version: 1

Report Prepared by: Karen Baker, Economic Development Associate

SUBJECT: Aviation and Tourism Marketing Information, Airport Logo and Taglines for the Merced Yosemite Regional Airport

REPORT IN BRIEF

Staff to provide a presentation of Vela Marketing Firm's proposed aviation and tourism marketing information, airport logo and taglines for the Merced Yosemite Regional Airport.

RECOMMENDATION

City Council - Adopt a motion approving the aviation and tourism marketing information and airport logo for the Merced Yosemite Regional Airport as recommended by the Merced Regional Airport Authority.

ALTERNATIVES

1. Approve the new logo as recommended by the Regional Airport Authority; or,
2. Refer back to staff and Regional Airport Authority (with direction contained in the motion); or,
3. Continue to a future meeting (date and time to be specified in the motion); or
4. Deny

AUTHORITY

Charter of the City of Merced, Section 200

CITY COUNCIL PRIORITIES

City of Merced adopted Budget Fiscal Year 2022-2023.

DISCUSSION

The City of Merced is improving the marketing and brand identity of the Merced Yosemite Regional Airport, and the services that it provides to the community. Steps taken include the City Council's March 15, 2021 passing of a resolution changing the Airport's name to the Merced Yosemite Regional Airport. Additionally, the City Council authorized funding for airport marketing in the 2021-2022 city budget.

To further this airport marketing effort, on July 23, 2021 a Request for Proposal (RFP) was advertised for Airport Marketing Consulting Services with the following stated goals:

- Increase awareness of the Merced Yosemite Regional Airport throughout the market area
- Achieve increased ridership from the Merced Yosemite Regional Airport.
- Design a brand identity around the new name and logo.

At the Regional Airport Authority meeting of April 19, 2022, the Authority unanimously recommended approval to the City Council for the logo illustrated below and in Attachment 1. Subsequently, staff worked with the consultants on a series of taglines for the targeted audience (Attachments 1 and 2). The Airport Authority and staff are asking the City Council to review and adopt the airport logo and marketing information for tourism and for aviation enthusiasts.



The logo's representation is three-fold, designed to give a nod to the agricultural industry that anchors the region of and surrounding Merced, the connection to Yosemite and its unique, distinguishable shape, and the airport, showcasing a plane cascading into the sky. Through these elements, a balance between the literal and symbolic is formed – creating a meaningful representation of MYRA as a regional airport that connects locals to travel, travelers to local, and community to the beauty and potential that surrounds.

Strong brand messaging is an essential part of brand strategy and positioning. This logo and accompanying information will create consistent brand messaging to generate brand recognition, allowing commercial and professional travelers to know our brand and differentiate our Airport's offering in a competitive market.

This is the first of Vela's deliverables in their Scope of Services. The Council's adoption of this logo and marketing information will allow Vela to move forward with the design development of the Airport's website and social media platforms.

Per the project contract agreement, Vela Agency will provide the following:

Part 1

Includes rebranding and repositioning of the airport and supporting materials; brand messaging; logo guidelines document

- Design new logo
- Develop new brand identity and personality around the airport's new name
- Develop brand messaging, including mission statement, vision statement, 15-second elevator pitch and brand descriptors
- Design updated collateral, including letterhead, business cards, e-mail signatures and envelopes
- Design social brand marks and announcement post copy and visual
- Create logo usage guidelines document

Part 2

- Basic website build (10 pages maximum)
- Copywriting (10 pages maximum)
- Site strategy
- Flight tracking tool integration
- Blog/news setup-standard page build included on basic website build
- Launch
- Website content management training
- ADA compliance

ATTACHMENTS

1. Vela PowerPoint Presentation
2. Tourism and Aviation Introduction: Marketing Information