

RESOLUTION NO. 737

**A RESOLUTION OF THE CITY OF UNIVERSITY PLACE, WASHINGTON,
ESTABLISHING AN ADDITIONAL CITY COUNCIL GOAL AND OUTCOME FOR THE
2013-2014 BIENNIUM**

WHEREAS, in the City Council Goals and Outcomes for the City's 2013 – 2014 biennium, the Council included as a goal directing the Economic Development Commission (EDC) to examine the availability of tourism resources and facilities, including athletic facilities, in University Place and the feasibility and desirability of promoting University Place as a tourist destination; and

WHEREAS, the EDC reviewed the issue and recommended that the City consider retaining a destination tourism consultant to review the feasibility of University Place as a tourist destination; and

WHEREAS, the City Council appreciates the work of the EDC, and the EDC's recommendation remains under consideration; and

WHEREAS, while considering the EDC's recommendation, the City Council identified an additional need and opportunity arising out of the 2015 U.S. Open which will bring many thousands of visitors and press from around the country and around the world to University Place in 2015; and

WHEREAS, the City Council has identified a need to work to establish and refine messaging and materials that can be communicated and provided to visitors and press in our City for the 2015 U.S. Open that convey the unique attributes of University Place; and

WHEREAS, the development of such messaging and materials is often referred to as "branding" and is commonly undertaken by government and private industry; and

WHEREAS, such branding activity is an essential element of the City's preparation for the 2015 U.S. Open, and will be beneficial beyond 2015 in the City's future planning; and

WHEREAS, the City Council now desires to add an additional 2014 City Council Goal and Outcome to establish and refine messaging and materials that can be communicated and provided to visitors and press in our City for the 2015 U.S. Open;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AS FOLLOWS:

1. The following additional 2014 City Council Goal and Outcome are hereby adopted:

Goal

- **Develop branding messaging and materials to be provided to visitors and press coming to University Place for the 2015 U.S. Open.**

Outcome

- **Approve a branding plan, including messaging and materials, to be provided to visitors and press coming to University Place for the 2015 U.S. Open.**

2. Effective Date. This Resolution shall be effective immediately upon adoption by the City Council.

ADOPTED BY THE CITY COUNCIL ON NOVEMBER 4, 2013.


Ken Grassi, Mayor

ATTEST:



Emelita Genetia, City Clerk

APPROVED AS TO FORM:



Steve Victor, City Attorney