

**RESOLUTION NO. 755**

**A RESOLUTION OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, EXPRESSING INTENT TO EXPEND FUNDS IN PREPARATION FOR CAPITALIZING ON THE IMPACT OF THE 2015 U.S. OPEN TO BE HELD AT CHAMBERS BAY GOLF COURSE**

WHEREAS, Chambers Bay Golf Course in University Place will be hosting the U.S. Open in 2015;  
and

WHEREAS, this international event will bring attention and focus to University Place; and

WHEREAS, the City Council has appropriated \$50,000 to be spent in 2014 on activities designed to capitalize on the impacts of this significant event; and

WHEREAS, the City Council has directed staff to coordinate and implement a plan that will result in the following outcomes:

- Expand UP's visibility in regional and national markets
- Highlight Chambers Bay as a "must see" destination as part of South Puget Sound tourism itinerary
- Create a long-lasting positive image for the City of University Place as a friendly and welcoming community
- Strengthen a positive identity for the City of University Place as a "host city"
- Increase tourist dollars; and

WHEREAS, the following strategies and associated 2014 activities have been identified as an appropriate way to achieve the desired outcomes:

**Branding/Welcome as Host City**

Contract with Rusty George Creative \$15,000  
U.S. Open City Signage Conceptual Development and Signage Design

Study and understand the regulatory role of the City, \$26,000  
including the potential for new or amended ordinances

Contract with Copywriter to write publish ready stories \$3,000  
Stories will be placed on an on-line press kit located on the City's webpage

Develop and print a University Place Food and Services guide \$4,000  
Guide will be included in packet given to 2015 U.S. Open volunteers and workers

**Regional Partnership Strategies**

Marketing at the February 2014 Go West Summit \$2,000;

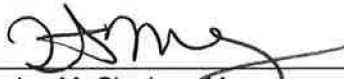
**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AS FOLLOWS:**

Section 1. Approval of Work Plan. The identified work plan and strategies are approved for staff implementation.

Section 2. Activity Expenditures. The activity expenditures identified are approved by City Council to be made from the appropriated 2015 U.S. Open account.

Section 3. Effective Date. This Resolution shall take effect immediately upon its adoption.

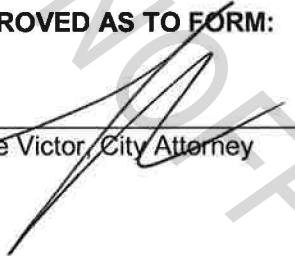
ADOPTED BY THE CITY COUNCIL ON APRIL 14, 2014.

  
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Denise McCluskey, Mayor

**ATTEST:**

  
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Emelita Genetia, City Clerk

**APPROVED AS TO FORM:**

  
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Steve Victor, City Attorney