

COUNCIL DECISION REQUEST

SUBJECT: Town of Payson Brand Image Name Change

MEETING DATE: October 2, 2008

PAYSON GOAL: NEW:

EXISTING: XXXXXXXXXX

ITEM NO.:

TENTATIVE SCHEDULE:

SUBMITTED BY: Cameron Davis
Director – TOP Office of Tourism & Economic Vitality

AMOUNT BUDGETED: \$0.00

SUBMITTAL TO AGENDA
APPROVED BY TOWN MANAGER

EXPENDITURE REQUIRED: \$0.00

CONT. FUNDING REQUIRED:



EXHIBITS (If Applicable, To Be Attached):

POSSIBLE ACTION

- 1) I move for the Mayor and Town Council of the Town of Payson to approve the change of Payson's Brand Image Name to "Arizona's Cool Mountain Town"; OR
- 2) Do nothing.

SUMMARY OF THE BASIS FOR POSSIBLE ACTION:

Staff has often been asked to consider a new Brand Image Name that better identifies our community and the surrounding area. For the past 5 months the OTEV department has been running a survey on the Town's Tourism Website to better understand what is most identifiable when people think of Payson. 953 people have weighed in on this issue and the following are the results from the survey:

Arizona's Cool Mountain Town?	30.7%
Outdoor Recreation (Hiking, Camping, Hunting, Fishing, Mountain Biking)?	26.7%
Gateway to the Mogollon Rim?	14.7%
Home to the World's Oldest Continuous Rodeo?	12.0%
Scenic Mountain Vistas?	6.7%
Ponderosa Pine Forest?	6.7%
Home to Zane Grey History?	3.5%

When looking to brand a community it is important to keep 3 things in mind. First, what are the characteristics of the community? In the case of Payson, it is a small town located in the center of Arizona. It is less than 90 miles from the 5th largest city in the country. Payson averages over 87 degrees year round. Payson offers a close get away alternative that is generally 20 degrees cooler than the Valley. Second, what are the community's attributes? Payson is shadowed by several natural masterpieces. The Mogollon Rim is considered by many as one of the most beautiful landscapes in the Southwest and offers many breathtaking mountain vistas. It is the home to the World's Largest Stand of Ponderosa Pine Forest and offers every type of outdoor recreational activity imaginable. Lastly, what is the

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community's most identifiable attribute? From the survey above it is very clear that it is the "Mountain" and its recreational activities that draw people in and are most identifiable.

With this new Brand Image we will be able to focus in on our community's most identifiable characteristics. Furthermore we will be able to better separate ourselves from other "Tourist" destinations.

Lastly the word "Cool" has several different meanings within this Brand Identity. First, it literally refers to the temperature and that Payson is significantly cooler than its defined target marketing audience of the Valley. It also refers to the fact that Payson offers many "Cool" activities and events for the whole family in a breathtaking mountain setting. Lastly it conveys a message that Payson is a great place to live, work and play.

PROS:

This Brand Image Name is much more concise and direct. It identifies better what our most sellable attributes are and allows us to create brand separation from our competition. In the business of marketing it is all about what your message conveys and if it is memorable. In many situations we will have only seconds to make a lasting impression. Our current Brand Image Name is very long and difficult to remember.

CONS:

Discontinues the use of the current brand of "Mountain Town with a Western Heritage".

PUBLIC INPUT (if any):

BOARD/COMMITTEE/COMMISSION ACTIONS/RECOMMENDATIONS (if any) (give dates and attach minutes):

FUNDING:

Account Number:	Title:	Amount: \$
Account Number:	Title:	Amount: \$
Account Number:	Title:	Amount: \$
Account Number:	Title:	Amount: \$
		Total Cost: \$

CFO: _____ Date: _____