

unexpected  
untamed

ESTACADA

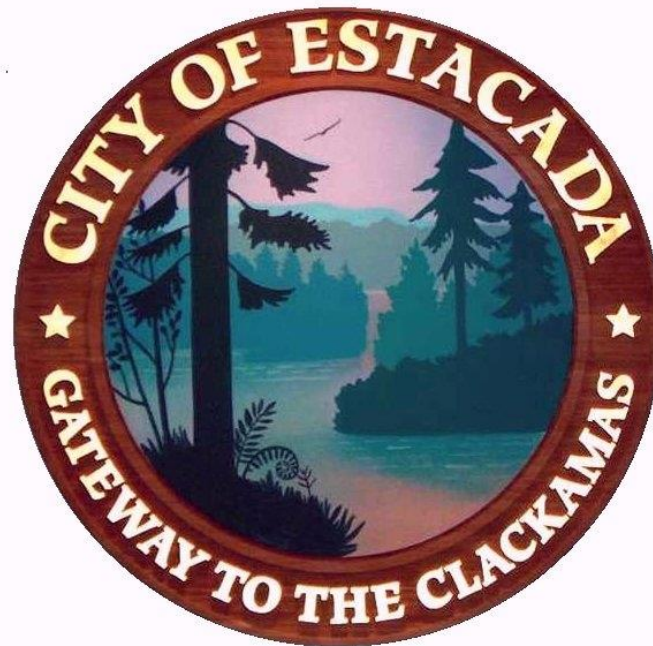


unforgettable

# Extatada?

- Es – tuh – cay – duh
- Pop. 3250
- Founded 1905, during era of dam construction on Clackamas River
- Logging/Lumber Heritage
- Bright future





The Detail Doctor



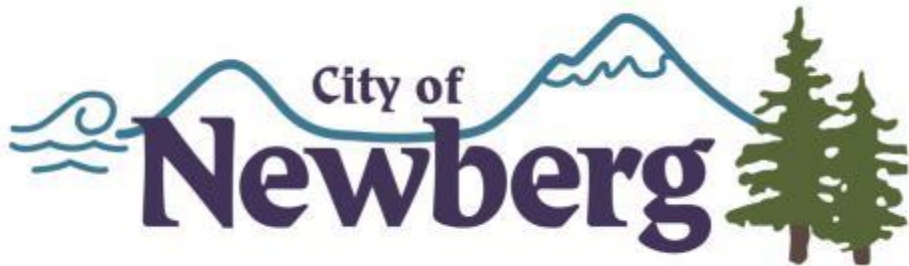
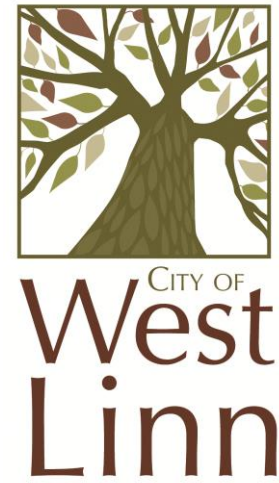
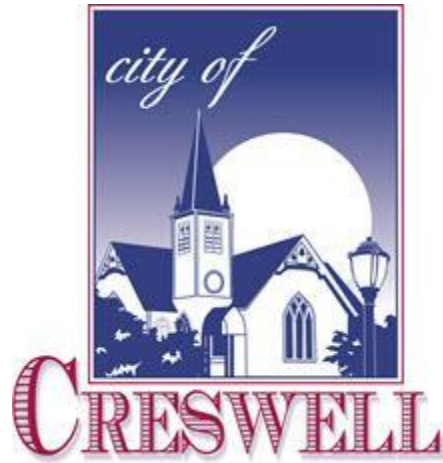
**PRECISION WELL  
& PUMP SYSTEMS, INC**






**Instituto de Estudos Orientais.**





# Timeline



- Council Goal Setting - January 2015
  - Community “Summit” – February
  - Branding Committee Formed – March
- 

# Branding Committee



- Downtown/Main Street
  - City Council & Staff
  - Forest Service
  - School District
  - Local Business Owners
  - Chamber of Commerce
  - Arts Community
- 



# Timeline



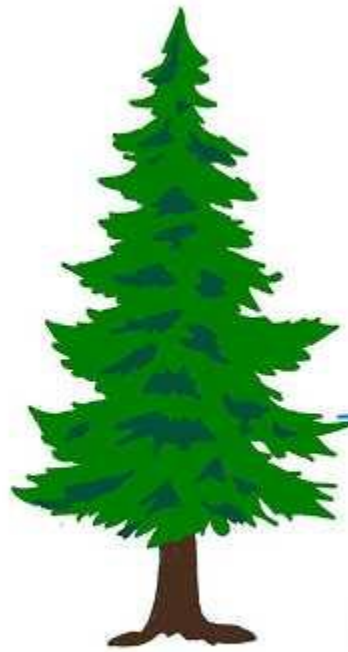
- Council Goal Setting - January 2015
  - Community “Summit” – February
  - Branding Committee Formed – March
  - RFP Issued – April
  - Hired Consultant – Late April
  - Survey residents and visitors – Summer
  - 3 concepts presented & refined – October-Dec
  - Logo/Brand/Messaging Selected – December
  - Implementation/Embrace – 2016 +
- 

# Reception



- Mostly positive
- Some negative
  - The logo makes it seem like we’re the “un” city
  - Many also feel the word “Estacada” is crossed out by the river.
  - “There was just a select group of people on the community. There wasn’t enough community input.”
  - City councilor \_\_\_\_\_ initially joined the branding committee, but left because he disagreed with its direction.

“New Estacada logo draws mixed reviews”, Estacada News, March 3, 2016




ESTACADA



LET THE ADVENTURE BEGIN

# Implementation



- Styleguide
  - Brand implementation Grant
  - Messaging
  - New City Website
  - Tourism-focused videos & photography
    - Used for social media campaign
    - Will appear on Comcast this summer
  - Promotional Brochure (digital & print)
- 

# Messaging Sample



Escape to Estacada. Go from the roar of traffic to the rhythm of the river. Grab two fat tires or one big paddle. Cycle, paddle, float, ramble or climb. Immerse yourself in trees, sky, and water; summer's greens and winter's whites. Or wander through town to discover our history in murals, explore galleries and stop for a local craft beer. Events and festivals, celebrations, concerts and shows await. It's an untamed, choose-your-own-adventure place with acres and acres of forest and miles and miles of river right here. A bit quirky, definitely different, and certainly unforgettable.

# Budget



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Source

Amount

City of Estacada

\$13,800

Estacada Community Foundation

\$1,000

Ford Family Foundation

\$5,000

TOTAL

\$19,800

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[VIDEOS](#)

[WEBSITE](#)























LONGBOTTLER  
Coffee & Tea

THE SON JAR  
Caramel Sauce



THE SPIRALS GALLERY

THE SPIRAL  
ART  
GALLERY

CAFE  
STREET








CITY OF  
ESTACADA  
*unexpected / untamed / unforgettable*

ESTACADA  
SCHOOL DISTRICT  
*inspire ~ engage ~ achieve*

ESTACADA  
CHAMBER OF COMMERCE  
*Together we are strong.*

# Takeaways (especially for small cities)



- Strategic Doing > Strategic Planning
  - Find partners and share costs
  - Representative Democracy
  - Haters gonna hate
  - Comprehensive Approach
    - A logo is only one piece
  - Be “that guy” – follow and enforce the styleguide
  - Resist the temptation to go DIY...  
Hire a professional
- 



*Junior Jazz Dance Classes*

