

STAFF REPORT TO THE CITY COUNCIL

DATE: Regular Meeting of April 13, 2021

TO: Honorable Mayor and Members of the City Council

SUBMITTED BY: Kwame P. Reed, Economic Development Director *KPR*

APPROVED BY: Ron Bernal, City Manager

SUBJECT: Downtown Revitalization - Dining District Branding and Marketing Campaign

RECOMMENDED ACTION

It is recommended that the City Council adopt a resolution approving the following actions:

1. Naming of the new dining district;
2. Selecting the new branding design; and
3. Authorizing the City Manager to execute an agreement for a marketing campaign with Evviva Brands not to exceed \$40,000.

FISCAL IMPACT

The Economic Development Fiscal Year 20/21 budget contains funding for City-wide marketing efforts. The proposed expenditures associated with creating the Dining District marketing campaign by Evviva Brands will not exceed \$40,000. The total estimated cost to implement the Dining District campaign is \$75,000 for Fiscal Year 20/21.

DISCUSSION

Dining District Naming Effort

The Waterfront Revitalization Committee held a series of meetings throughout 2020 to address ways to market the Rivertown/Downtown areas. With the recent increase of private investment and new restaurants, the Committee concluded that establishing a dining district theme would help to elevate consumer awareness and promote the geographic area. The geographical area is described as 5th Street to the River and E Street to Marina.

The Committee formalized a recommendation that was presented to the City Council on October 27, 2020. At that time, several actions were proposed for the downtown including naming the dining district.

Staff is seeking direction and would like Council to consider selecting one of the following naming concepts for the dining district:

- Rivertown Dining District – Builds on historic and existing name of the downtown area, that includes previous banners and existing directional signage
- Waterfront Dining District – Creates a brand around the waterfront which is a new concept
- Downtown Dining District – Creates a brand around the concept of the area known as Downtown Antioch

Branding Effort

The new marketing campaign for the dining district would include a new branding element. Building from the effort of the “opportunity lives here” brand, staff proposes to create a sub-brand that is both unique and a derivative of the existing brand. Staff recommends the new dining district brand be displayed throughout the area to create a strong identity for the district. This could include but not be limited to:

- Banners
- Unique window decals
- Branded takeout containers
- Print, digital, radio ads

Staff will work with the existing team of contractors to ensure the brand identity of the new dining district is visible and known throughout the City and region. Staff is seeking direction from City Council on the new brand that will be used in the proposed marketing campaign.

Dining District Marketing Campaign

The third phase of the City’s marketing efforts were designed to focus inward. The goal was to design a campaign that focused Antioch residents to Antioch. Due to the COVID-19 pandemic, much of the planned marketing was delayed but as the ongoing effects of the pandemic are diminishing, the introduction of the dining district marketing campaign is aligning well with the City’s new shop local campaign. This campaign is highlighted with the slogan of “Think big for our community by shopping small” and the new business directory site www.ShopAntiochNow.com.

The dining district campaign will be a subset of the existing “Opportunity Lives Here” structure and will include but not limited to the following:

- Dining District Microsite: Develop a district microsite including the district story, restaurant features, openings and hours, promotional videos, etc.
- Streaming Radio Ads: During the initial Opportunity Lives Here campaign the best performing ads were streaming ads. We will develop ads targeting potential diners within a short drive of Antioch.
- Light Pole Banners: Develop six unique light pole banners with a unique call to action and using the new mark, the Antioch master mark, and dining district footage.
- District Dining Map: Develop a city map highlighting Antioch dining establishments with a focus on dining district restaurants.
- Dining Card Design: Develop district dining card suitable for a restaurant stamp on the other side. Details of card copy content to be determined in collaboration with Antioch.
- Branded Take-Out Containers: Develop art for branded take-out boxes showcasing the district.
- Suite of Promotional Ads (digital and print): Develop a suite of digital ads in the various sizes.

The proposed campaign will be created by Evviva Brands and implemented by staff. Staff would like to have as many of the elements mentioned above in process by the end of Spring 2021 to match well with the opening of new restaurants in the Rivertown area. Due to ongoing design work with Evviva Brands, any future services will exceed \$50,000 and requires City Council approval per the City's purchasing ordinance. The total amount of contracts with Evviva Brands, including the proposed services associated with the dining district campaign, is \$65,000. Staff request City Council authorize the City Manager to execute an agreement with Evviva Brands for an amount not to exceed \$40,000, for services associated with the creation of a dining district marketing campaign.

ATTACHMENTS

- A. Resolution
- B. Exhibit A – Design Concepts

RESOLUTION NO. 2021/XXX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ANTIOCH NAMING THE NEW DINING DISTRICT, SELECTING THE BRANDING DESIGN, AND AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONSULTANT SERVICES AGREEMENT WITH EVVIVA BRANDS, LLC FOR THE DINING DISTRICT'S MARKETING CAMPAIGN NOT TO EXCEED \$40,000

WHEREAS, the Waterfront Revitalization Committee recommended City Council create a dining district in the downtown area historically known as Rivertown at the October 27, 2020 Council meeting;

WHEREAS, the geographical boundaries of the dining district are defined as 5th Street to the River and E Street to Marina;

WHEREAS, the City Council directed staff to return to Council with naming concepts and marketing concepts for the dining district;

WHEREAS, the City Council is considering naming the new dining district either Rivertown Dining District, Waterfront Dining District, Downtown Dining District, or other;

WHEREAS, the City Council has directed staff to develop a marketing campaign to promote the new district that includes but not limited to digital, print, and radio ads, light pole banners, window decals, and branded takeout containers; and

WHEREAS, the City is considering entering into an agreement with Evviva Brands for the dining district's marketing campaign for an amount not to exceed \$40,000.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Antioch hereby:

1. Names the dining district in Rivertown, the [Rivertown Dining District, Waterfront Dining District, Downtown Dining District, Other],
2. Directs staff to create a marketing campaign utilizing \$75,000 in funds identified in the Economic Development Departments Fiscal Year 2020-21 budget, and
3. Authorizes the City Manager to enter into Consultant Service Agreements with Evviva Brands, for the dining district's marketing campaign for an amount not to exceed \$40,000 in a form approved by the City Attorney.

* * * * *

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Antioch at a regular meeting thereof, held on the 13th day of April, 2021 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

**ELIZABETH HOUSEHOLDER,
CITY CLERK OF THE CITY OF ANTIOCH**

EVVIVATM

Exhibit A

03.15.2021

City of Antioch Sub Brand

Option 1

R ≈ **V E R T O W N**

D I N I N G D I S T R I C T

R ~ V E R T O W N

D I N I N G D I S T R I C T

R ~ V E R T O W N

D I N I N G D I S T R I C T

Option 2



RIVERTOWN

DINING DISTRICT



RIVERTOWN

DINING DISTRICT



RIVERTOWN

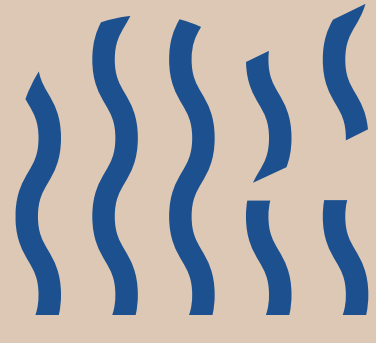
DINING DISTRICT

Option 3

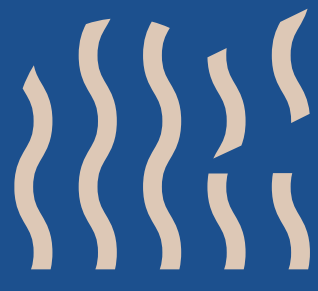




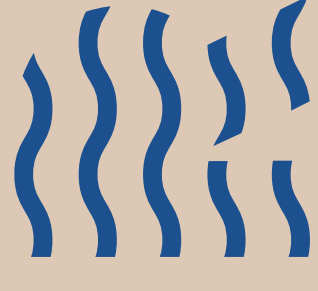
Option 4



RIVERTOWN DINING DIST.

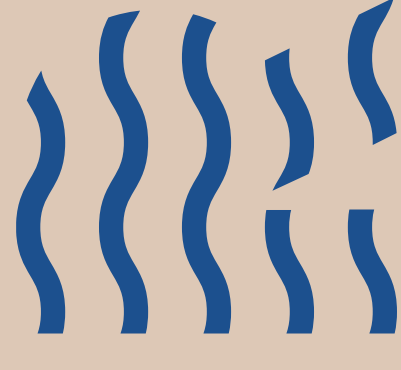


**RIVERTOWN
DINING
DIST.**

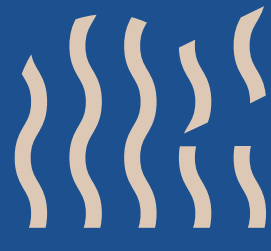


**RIVERTOWN
DINING
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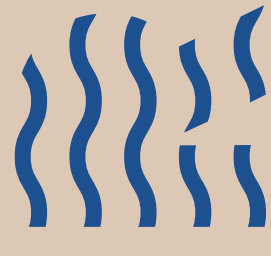
RIVERTOWN DINING DIST.



**RIVERTOWN
DINING DIST.**



**RIVERTOWN
DINING DIST.**



evviva™

Thank you.