


INFORMATIONAL MEMORANDUM

Tukwila Metropolitan Park District

TO: Tukwila Pool MPD Board

FROM: Rick Still, Parks and Recreation Director 

DATE: March 13, 2013

SUBJECT: Marketing Update: Logo, Tagline, Grand Re-Opening

ISSUE

This memo is to update the Board about marketing efforts related to the Tukwila Pool logo, tagline, and Grand Re-Opening celebration.

FINANCIAL IMPACT

No financial impact.

BACKGROUND

The Tukwila Pool Marketing Committee (made of TPAC and Staff members) has been developing a marketing plan that is inclusive of a logo and tagline for the Metropolitan Park District. The Committee has also been planning the Grand Re-Opening of the Tukwila Pool.

DISCUSSION

Logo and Tagline: The current logo of the Tukwila Pool represents the Pool very well and evokes words like water, fun, and excitement, and provides name recognition as well.

To date, there is not a tagline for the pool. TPAC tasked the Marketing Committee with developing and presenting tagline suggestions. Taglines are common tools utilized to extend an organization's mission, promise and brand. Additionally, taglines communicate core values to employees, patrons and the outside world. The Marketing Committee received input from TPAC, the Board, STP, citizens and conducted internal brainstorming sessions. At the March 6, 2013 TPAC Meeting the following taglines were presented:

- Splash-tastic
- Community Wellness Fun
- Welcoming Water Wellness

Other taglines that the Marketing Committee considered included:

- SPLASHTASTSIC
- Safety, Fun & Fitness
- Swim For Life
- Fountain of Youth
- Splash On In
- Splash with Friends & Family

- Swim for All
- We've Got Swim
- Swim Now & Forever
- The Neighborhood Pool for All
- The Community Pool for All
- The Pool for/of Tukwila and Beyond
- South King County's Neighborhood/Community pool
- Good Clean Fun
- Access for Everyone
- Family-fun, Conveniently-located, There-for-you!

TPAC member Vanessa Zaputil submitted an alternate option that the Sustain the Tukwila Pool (STP) developed: "Tukwila Pool: We're All In". After discussion, TPAC made a motion to support the STP proposed tagline. See Attachment A for TPAC's formal tagline recommendation. Attachment B is a sample of how the logo and tagline would look for future use.

Staff suggests that the current logo continue to be utilized as the brand for the Pool and that the proposed tagline "We're All In" only be utilized as an internal slogan at this time to promote teamwork and cohesiveness amongst the Board, TPAC, Staff and citizens. This would allow time for the adoption of mission and vision statements for the pool which should have a major influence on the development of a tagline. Creation of a marketing tagline can be revisited after adoption of the mission and vision statements to ensure it accurately represents the core values of the pool.

Grand Re-Opening: The re-opening celebration of the Tukwila Pool is scheduled for Saturday, April 20, 2013. A formal ribbon cutting will be held at 10:00am, followed by tours, aquatic demonstrations, and refreshments to celebrate the official opening. Beginning at 1:00pm April Pool's Day festivities will begin with water safety information, demonstrations and fun activities in the water. Posters, flyers, and post-card style invitations will be distributed throughout the last week of March. Attachment C is a sample flyer that will be used to market the Re-Grand Opening.

RECOMMENDATION

Staff recommends the tagline being proposed by TPAC be placed on hold until the Board adopts mission and vision statements for the Tukwila Pool.

ATTACHMENTS

- A. TPAC Recommendation
- B. Logo and Tagline Sample
- C. Re-Grand Opening Flyer

INFORMATIONAL MEMORANDUM

Tukwila Metropolitan Park District

TO: Tukwila Pool MPD Board President

FROM: Bryan Nelson, Tukwila Pool Advisory Committee Chairman

DATE: March 12, 2013

SUBJECT: **Proposed Tukwila MPD Pool Logo and Tagline**

ISSUE

The Tukwila Pool Advisory Committee is offering formal recommendation to the MPD Board relating to the logo and tagline for the Tukwila MPD Pool

FINANCIAL IMPACT

N/A

BACKGROUND

In preparation for the Grand Re-Opening of the Tukwila MPD Pool, the TPAC Marketing Committee, comprised of TPAC and Pool/City staff members, have worked on a proposed logo and tagline for the MPD. Input was gathered from Commissioners, STP, and the broader community, brought to TPAC, and the following logo/tagline is being proposed.

DISCUSSION

Logo: The Attached Logo (Attachment B), utilizing a splash, was developed several months ago and has gained adoption/usage since. TPAC likes the design and feel of the logo and is proposing it become the permanent logo of the MPD.

Tagline: TPAC is recommending the following tagline, along with our reasoning:

“Tukwila Pool, We’re All In”

- 1) We recommend this be included with the logo since Tukwila Pool is already in the logo, so “We’re All In” would be placed below the Tukwila MPD Pool portion.
- 2) “we’re all in” has multiple meanings that capture the heart of the MPD/Tukwila Pool:
 - a) we’re = community of pool users/supporters (including teams)
 - b) all in = investment/commitment to the success of the pool
 - c) all in = in the pool
 - d) “we’re all in” is a strong, stand alone statement (though Tukwila Pool portion could be included if tagline is separated from the logo)
 - e) note: concern was raised over possible connection of “all-in” with gambling, but consensus was the plural “we’re” trumped that association (vs. individual “I’m all in” which is a gambling term).

INFORMATIONAL MEMO

MPD – TPAC Proposed Tukwila MPD Pool Logo and Tagline March 12, 2012

Page 2

The Following were other taglines that were considered but not chosen. TPAC recommends that the Marketing Committee consider ways to potentially leverage these for future marketing efforts:

- 1) Splash-tastic
- 2) Community Wellness Fun
- 3) Welcoming Water Wellness

ATTACHMENTS

B. Sample Logo and Tagline

Tukwila MPD Pool with Tagline



TUKWILA

Metropolitan Park District

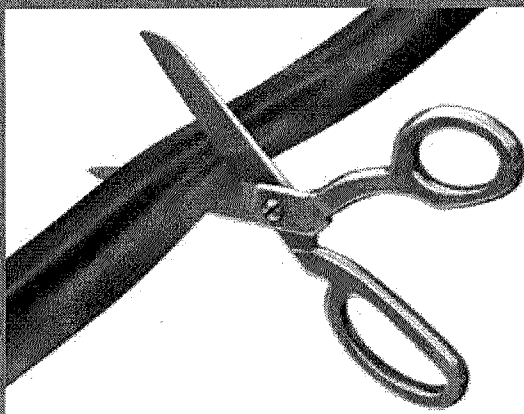
POOL

WE'RE ALL IN

TUKWILA POOL: WE'RE ALL IN



TUKWILA
Metropolitan Park District
POOL



**SATURDAY
APRIL 20**

10 AM
RIBBON CUTTING,
TOURS AND H2O
DEMONSTRATIONS

1-5 PM
APRIL POOL'S DAY
WATER SAFETY
ACTIVITIES &
OPEN SWIMS

TUKWILA POOL

GRAND RE-OPENING

RIBBON CUTTING & APRIL POOL'S DAY



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