



REQUEST FOR PROPOSALS (RFP)

Professional Services to Design and Construct a Bike
and Skate Park for the
City of Tillamook
Tillamook County, Oregon

October 22, 2014

**Responses Due By:
November 13, 2014
2:00 P.M.**

CONTACT:

Aaron Palter, Committee Chairman
503-812-0001
ajpalter@gmail.com

**City of Tillamook
210 Laurel Avenue
Tillamook, OR 97141**

REQUEST FOR PROPOSALS

The City of Tillamook seeks Proposals from qualified professional design-build teams to provide comprehensive services to design and construct a permanent, concrete bike and skate park upon a designated site in Tillamook, Oregon. Based upon the proposed concept, the design-build team (Contractor) will prepare design documents for public review and City approval, and, following approval, self-perform and/or procure contractors for construction and manage all construction contractors to construct the bike and skate park in compliance with any applicable codes and design criteria set forth in this Request for Proposals (RFP). Interested parties should submit a proposal that includes pertinent experience in designing and constructing bike and/or skate parks as further described in this RFP.

PROJECT SCOPE

The City of Tillamook, Oregon invites proposals from qualified design-build firms to consult with the City and/or Tillamook Bike and Skate Park Committee to design and build a permanent, concrete bike and skate park facility within an approximate 22,000 square foot area of the southeast portion of the Lillian A. Goodspeed Park located on Third Street, in Tillamook, Oregon. The selected Contractor will be required to design and build the bike and skate park in accordance with accepted standards for same; to prepare design documents for review and approval by the City; and, following design approval, to secure and supervise construction personnel during construction of the bike and skate park. City currently has available funds in the amount of \$200,000. It is City's desire to form partnerships with interested organizations in order to achieve the greatest use of both available funds and to identify additional funds (as needed) through fundraising, in-kind donations, etc., towards build out of the project area. The selected Contractor will be asked to provide a phased design with sections of the bike and skate park that would function individually but could be added or subtracted from the overall project depending on price and the ability to secure additional funds as needed. Design should meet the needs of all levels of bikers and skateboarders in the area, but also keep them challenged and interested as their skills progress.

Appointment of a Design-Build Contractor will be determined by the Proposer's experience, services proposed to be provided, and the cost for such services. The City's objective is to select the Contractor best qualified to:

1. Work with the City and/or the Tillamook Bike and Skate Park Committee ("Committee") to develop an innovative design that integrates City's streetscape appearance (See attached Streetscape Design Standards) as well as City's recently adopted "The Dairylands" Brand (See attached) and that provides a mixture of vertical (e.g. ramps, bowls, etc.), street course elements (e.g. stairs, rails, etc.) and urban features which provide for a variety of abilities and styles of cycling and skateboarding.

2. Provide the City and/or Committee with design drawings and other promotional materials in order for the City and/or Committee to implement a fundraising program.
3. Assist the City and/or Committee as needed with fundraising (i.e., direct the City and/or Committee to known fundraising opportunities).
4. Complete the project, following City's approval of final design, by September 15, 2015.

The selected Contractor will be responsible for all design, engineering, permits, demolition, and disposal of the existing site, construction and post-construction site repairs and obtaining any approvals therefor. The site will be delivered to the Contractor "as-is" with no warranty as to the condition or suitability of the existing area for use as a bike and/or skate park. Contractor will be required to maintain integrity of the site and provide continuous, unobstructed access to other areas of the park during construction, unless otherwise agreed to by City. Following completion of the project, Contractor will be required to provide as-built construction drawings to the City.

A. SUBMISSION REQUIREMENTS AND FORMAT

All proposals must be received by the City of Tillamook, at 210 Laurel Avenue, Tillamook, Oregon 97141. No electronically submitted proposals (e.g. fax or scanner) shall be accepted. Proposers mailing proposals should allow normal delivery time to ensure timely receipt. The City of Tillamook reserves the right to accept or reject any or all proposals.

Proposals must include the items listed below.

1. Identify office location, capacity, capability and availability to perform the work, size of the organization, year the firm began doing business, and the availability of personnel to work with the project.
2. Describe your firm's experience designing and constructing permanent, concrete municipal bike and/or skate park facilities.
3. Identify the key staff members who will be assigned to the City for this project. Describe their qualifications and roles, and provide a brief description of the extent of their professional experience and responsibilities working with similar accounts within the last five (5) years.
4. Describe your familiarity with similar municipal projects with respect to cost control, value engineering, quality of work, ability to meet schedules and contract administration. Provide a list of private and municipal clients your firm has worked with during the past five (5) years including a detailed description of work products delivered on similar engagements. This should include the client, contact name and position, and telephone number.
5. Provide information regarding your previous experience in assisting communities with fundraising opportunities in the completion of this type of project.
6. Address each of the evaluation criteria set forth in Section D.

7. Provide any other information that supports the scope of services to be provided in this RFP or considered relevant by your firm.

Mandatory Proposal Requirements

8. Proposals must be signed by a principal member of the proposing company capable of binding the company.
9. Proposers must provide five (5) originals of the proposal clearly marked "Proposal for Tillamook Bike and Skate Park Design-Build Project" and contained in a sealed envelope or box, addressed to Paul Wyntergreen, City Manager, City of Tillamook, 210 Laurel Avenue, Tillamook, Oregon 97141, and must be received by 2:00 p.m. local time, on Thursday, November 13, 2014.

B. BUDGET

City currently has available \$200,000 towards completion of the project, with additional funds being sought through either grants, donations, in-kind labor and/or equipment, etc. The selected Contractor will be asked to provide a phased design with sections of the bike and skate park that would function individually but could be added or subtracted from the overall project depending on price and the ability to secure additional funds as needed.

C. SELECTION PROCESS

The City will assign a committee with the task of selecting the best-qualified Contractor. The committee will use a three-step process:

Step 1: The City's evaluation committee will review, score, and rank all proposals received in accordance with the point values that have been noted next to each proposal requirement. Proposals will be reviewed and, based on the strength of the proposals the City may, at its discretion result in a notice to proposers of selection and award directly from the evaluation of the proposals, based on the highest scoring responsive proposal submitted by a responsible proposer. Or, based on the strength of the proposals the evaluation committee may short-list multiple qualified firms to participate in oral interviews.

Step 2: If the evaluation committee decides to interview proposers, candidates on the short list will be asked to give a brief oral presentation and be interviewed by the committee.

Step 3: The candidates will be ranked based upon the evaluation criteria set forth below. This process should result in a recommendation to the City Council on or about December 1, 2014.

D. EVALUATION CRITERIA

Proposals will be evaluated based on the submission requirements listed above to determine which firm best meets the needs of the City. After meeting the requirements listed above, proposals will be evaluated on the following factors:

1. **Design Proposal** – The proposed design should incorporate the use of City's Streetscape Design Standards as well as its recently adopted "The Dairylands" Brand and provide for an innovative bike and skate park that engages all levels of users. It should take into account the proximity of the nearby children's playground equipment and provide for a graduated skill level with a mixture of vertical (e.g. ramps, bowls, etc.), street course elements (e.g. stairs, rails, etc.), and urban features which accommodate a variety of abilities and styles of cycling and skateboarding. Design should also provide amenities such as benches, landscaping, bike racks, and other items that will enhance the overall experience of the user and the streetscape appearance. The proposed design should identify a phased design with sections of the bike and skate park that would function individually but could be added or subtracted from the overall project depending on price and the ability to secure additional funds as needed. In addition, the design proposal should:
 - Provide schematic documents to adequately show and describe the proposal, including site plans, alignment, elevations, structural concepts, preliminary foundation designs, utilities, and any other information considered required to ensure a complete proposal.
 - Provide visual renderings or artists impressions, indicating alignment, elevations, and plan.
 - Provide photographs of examples that demonstrate proposed concrete smoothness and finish, typical saw cut and reinforcing steel placement, steel edging details including any radius edging adjacent to steel edging, steel coping detail including a radius edging adjacent to steel edging, and concrete (pool) coping detail.
 - Provide the name/credentials of the designer that will endorse the proposed design.
 - Provide information related to any warranties associated with the project's design and construction.

Higher scores will be given to teams with the best design proposal that the Contractor represents can be designed and constructed within the City's budget. (35 Points)

2. **Statement of Understanding and Project Approach** – Demonstrate that the proposer has an understanding of what is required with regard to the project. Provide a description of the proposer's approach to the project and how key issues will be dealt with, including methods to successfully engage community members and park users in the design discussion, and the proposer's quality assurance/quality control.

Higher scores will be given to teams demonstrating an understanding of the City's needs. (25 Points)

3. **Experience** – Describe the proposer's design and construction experience on projects of similar size and scope. Provide information from other completed projects that will demonstrate that the proposer understands this type of project, including the experience designing for a large variety of abilities and uses including skateboarding, rollerblading, roller skating, and BMX bicycling. Describe experience in completing projects of this type in a timely manner and within budget. Include copies of drawings and/or photos from similar projects that have been completed, and demonstrate long-term durability of bike and/or skate park components and materials. Proposer is encouraged to provide examples of facilitating public involvement in the design process.

Higher scores will be given to proposers that demonstrate the greatest experience in designing and constructing projects of a similar scope, and that demonstrate prior projects that have shown long-term durability of components and materials. (30 Points)

4. **Availability** – Indicate current availability and anticipated project timeline.

Higher scores will be given to teams that can complete the project in the timeliest manner. (10 Points)

At the discretion of the selection committee, finalists may be invited to an oral interview.

E. ECONOMY OF PRESENTATION

Statements should be prepared simply and economically, providing a straightforward, concise presentation of the information requested. Fancy bindings, colored displays, promotional materials, etc., are not important. Emphasis should be on completeness and clarity of content.

F. CONTACT PERSON

Respondents can contact Aaron Palter, Tillamook Bike and Skate Park Committee Chairperson, for further information regarding this RFP. Contact with other City officials may be grounds for disqualification. If proposers have any questions regarding this RFP or the selection process, questions shall be submitted in writing to Mr. Palter at ajpalter@gmail.com or by U.S. Mail to Tillamook City Hall, 210 Laurel Avenue, Tillamook, Oregon 97141. All responses will be issued by email and posted on the City's website at <http://www.tillamookor.gov>.

G. QUESTIONS

Questions may be sent via email. The firm posing the question will not be identified in the notification/response.

H. SCHEDULE FOR SELECTION PROCESS

RFP Advertised	Week of October 20, 2014
(Non-Mandatory) Pre-Proposal Conference	November 4, 2014
Proposal Close	November 13, 2014
Proposal Evaluation	Week of November 17, 2014
Interviews	Week of November 17, 2014
Recommendation to City Council	December 1, 2014
Contract Awarded	TBA

I. NON-MANDATORY PREPROPOSAL CONFERENCE

A non-mandatory pre-proposal conference will be held on Tuesday, November 4, 2014 at 10:00 a.m. at the Lillian A. Goodspeed Park site, located at the corner of Del Monte Avenue and Third Street, in Tillamook. This will be the prospective proposer's opportunity to tour the project site and ask questions.

J. LATE PROPOSALS NOT CONSIDERED

Proposals must be received by the time specified at the address listed above. Any proposals received after the deadline will not be considered.

K. ADDENDA

In the event that it is necessary to amend, revise, or supplement any part of the RFP, addenda will be provided to all proposers who have notified Mr. Palter by email at ajpalter@gmail.com or by U.S. Mail to 210 Laurel Avenue, Tillamook, OR 97141. Addenda will also be posted on the City website at www.tillamookor.gov. Any addenda so issued are to be considered part of the specifications of the RFP. City is not responsible for any explanation, clarification, interpretation, or approval made or given in any manner except by written addenda issued by City.

L. PROPOSAL OWNERSHIP

All material submitted by the proposers shall be considered property of City, and City shall not be required to return same to any proposer. The material submitted by proposers will be treated in the same manner as City's own records. After proposal opening, all proposals become part of the public record unless exempt under Oregon Public Records Law.

M. EXCEPTIONS TO RFP

If, for any reason, a proposer should find fault with the structure of this RFP or with the evaluation process, concerns may be submitted in writing to: Paul Wyntergreen, City Manager, City of Tillamook, 210 Laurel Avenue, Tillamook, Oregon 97141. The City will make every effort to answer questions and, if warranted, to amend the RFP. Proposers who are unable or unwilling to meet any of the requirements of this RFP should include, as part of their response, written exceptions to those requirements.

N. COMMENTS AND PROTEST PROCEDURES

A prospective proposer may deliver to the City of Tillamook, Attention Paul Wyntergreen, City Manager, a written request for change to any of the specification listed in this RFP. Such request shall be delivered at least five (5) working days prior to the RFP closing date. A written request for change shall include:

- A. A detailed description of the legal and factual grounds for the request;
- B. A description of the resulting prejudice to the prospective proposer; and
- C. A statement of the form of relief requested or any proposal changes to the specifications.

The City will review the specification change request and notify the prospective proposer of the decision in writing prior to the RFP closing date.

O. INCURRING COSTS

The City of Tillamook is not liable for any cost incurred by respondents prior to issuance of a contract.

P. RIGHT TO REJECT ALL PROPOSALS

The City reserves the right to reject any and all proposals, to waive any irregularities, and to accept the proposal deemed in the best interests of City. The City may reject any proposal not in compliance with all prescribed public proposal procedures and requirements, and may reject for good cause any or all bids upon a finding of the City it is in the public interest to do so.

Q. PROFESSIONAL SERVICES CONTRACT

The selected consultant/contractor will be required to sign a professional services contract acceptable to the City including all applicable required clauses for public contracts relating to the services being requested herein.

City of Tillamook
Tillamook Bike and Skate Park - Goodspeed Park (1S 09 30BD 900)

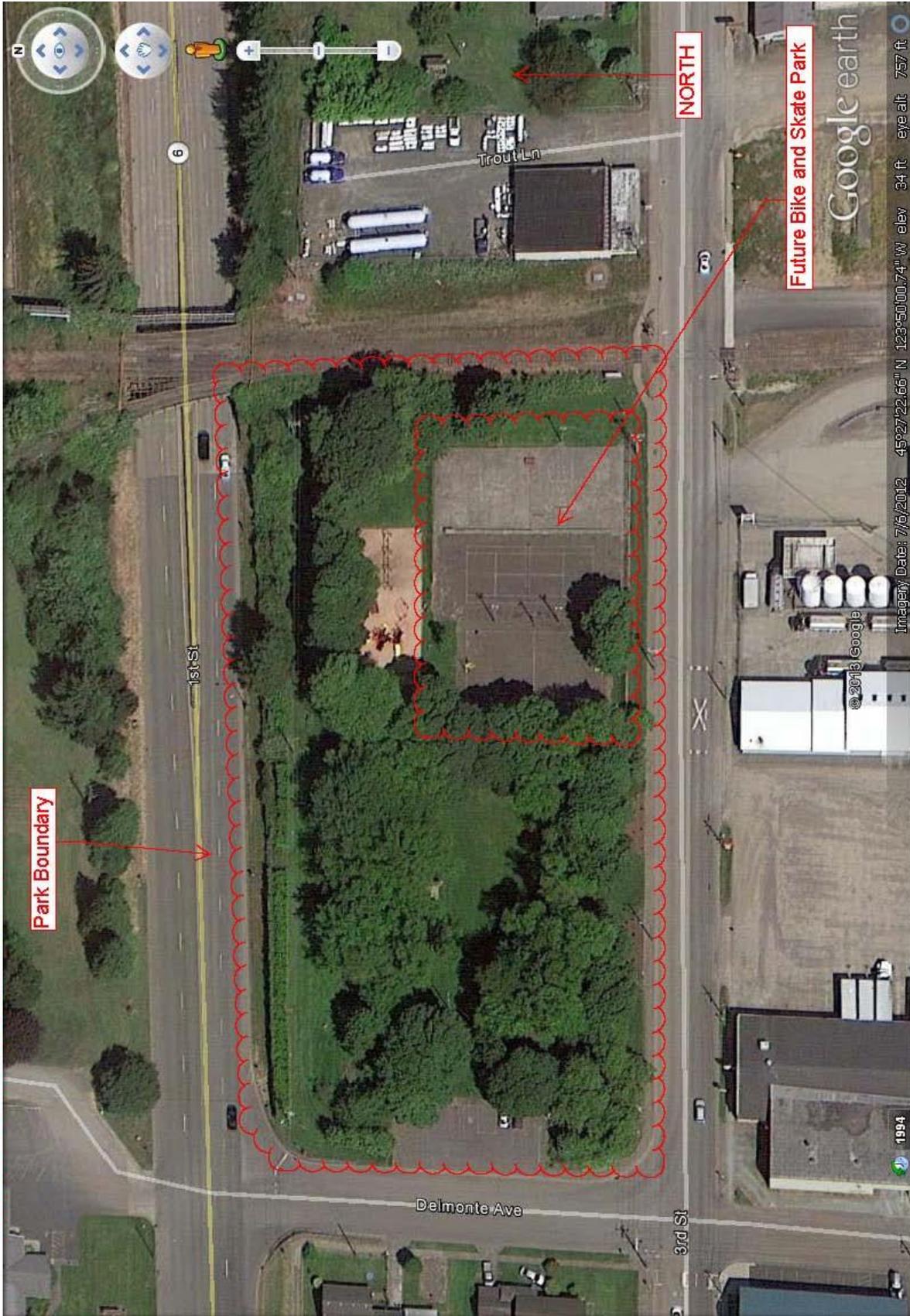


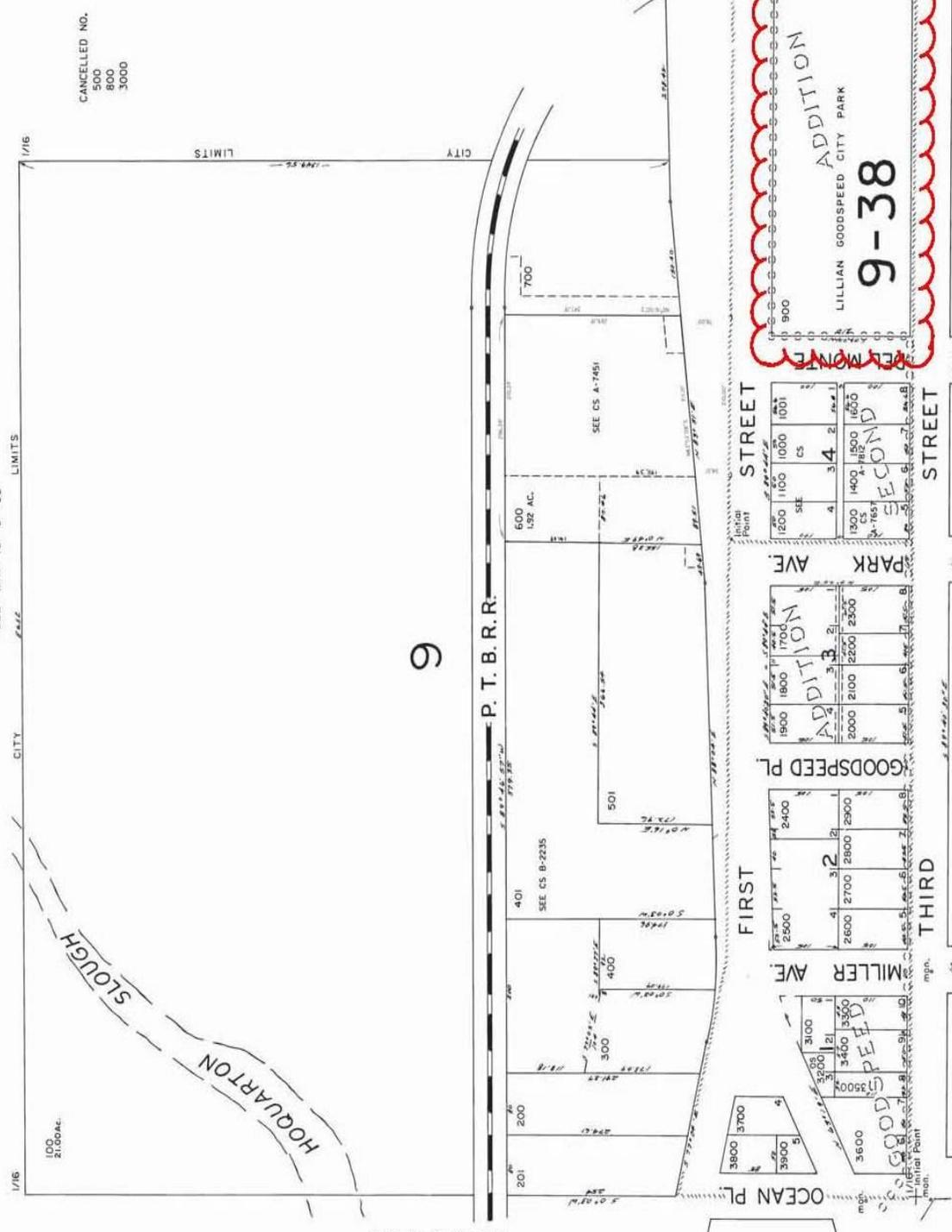
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IS 9 30BD
TILLAMOOK

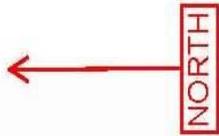
SE1/4 NW1/4 SEC.30 T.1S. R.9W.W.M.
TILLAMOOK COUNTY

THIS MAP WAS PREPARED FOR
ASSESSMENT PURPOSE ONLY

1" = 100'



CANCELLED NO.
500
800
3000



SEE MAP IS 9 30

SEE MAP IS 9 30BC

IS 9 30BD
TILLAMOOK
REVISED 10/08/07. WS

SEE MAP IS 9 30CA

RESOLUTION NO. 1625

**A RESOLUTION ADOPTING THE TOWN CENTER STREETSCAPE DESIGN FOR
THE CITY OF TILLAMOOK**

WHEREAS, the Tillamook Urban Renewal Agency Streetscapes Committee, the Tillamook Urban Renewal Agency Board of Directors, and the City Beautification Committee have recommended the attached Town Center Streetscape Design to the City Council; and

WHEREAS, the Town Center Streetscapes Design will be used to set the theme for future community development in the downtown area in order to enhance the economy of the city; and

NOW THEREFORE, the City Council of the City of Tillamook hereby adopts the Town Center Streetscapes Design as attached in Exhibit A with the following implementation directives:

1. That the Planning Commission use this design as a basis for code revision; and
2. That the design be used as the guide for further design development for both the Tillamook Urban Renewal Agency 2nd Street Pilot project and other downtown projects such as ODOT's Hwy 101/US 6 project.

ADOPTED by the Tillamook City Council this 4th day of February, 2013.



Suzanne Weber, Mayor

ATTEST:



Abigail Donowho, City Recorder

TOWN CENTER STREETScape DESIGN

2nd Street Pilot Program

Second St between Laurel Ave & Stillwell Ave is recommended as the Town Center Streetscape Design Pilot Program. This program will develop designs and characteristics for use on multiple east/west streets. The resulting designs should also be used by ODOT in their design work for the north/south US 101 couplet which commences winter 2013 and for the reconstruction of Highways 101 & 6 in 2015-2016.

The Second St Pilot Program would be divided into three phases:

Phase I: *Design & approval of streetscape concepts and typicals*

Phase II: *Design development & lower cost initial projects*

Phase III: *Higher cost projects*

In Phase I architectural/street characteristics are developed considering Tillamook's historical qualities and present needs. Phase II contains the easy-to-do, inexpensive, 'low-hanging fruit' and Phase III the more expensive, capital projects.



Tillamook Town Center Plan
image credit: OTAK

PHASE I – STREET CONCEPTS AND TYPICALS

CONCEPT STATEMENT:

The Tillamook Town Center Streetscape Standards are inspired by the look and feel of Tillamook in the 1930s and 1940s, but introduce contemporary street infrastructure improvements. Consequently, the town center experience will evoke Tillamook in its heyday while remaining relevant to contemporary needs. The city is often identified by its connection to the dairy industry, therefore the plan seeks to also actualize the local legacy of creativity and forestry. The goal of this effort is to achieve a lively and inviting environment, which authentically reflects the welcoming character of the city.



Historic Tillamook

GENERAL DESCRIPTION:

The streetscape standards preserve existing historical elements and specify a number of character-building features: historically inspired furnishings, soft "pops" of color, use of local wood, and richly textured materials that patina well. The standards also improve wayfinding, reduce visual clutter, and promote street safety.

TYPICALS:

SIDEWALK ZONES

The Tillamook Town Center Plan establishes sidewalk zones: *Building Front Zone*, *Through Zone* and *Furnishing Zone*. The Pilot Program specifies the boundaries for these zones and which features shall be located in each zone:

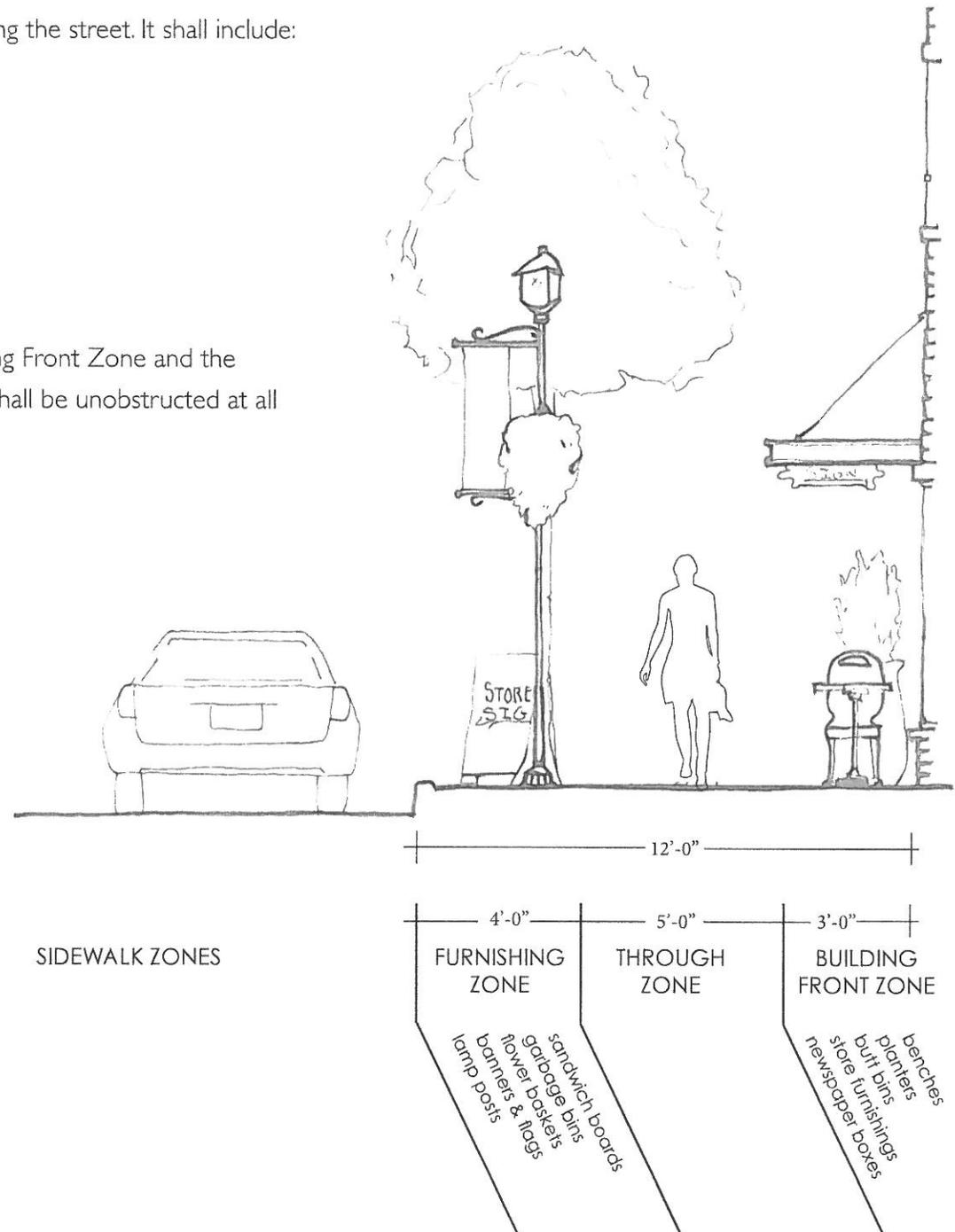
Building Front Zone is defined as a 3' strip of sidewalk directly in front the building facade. It shall include:

- Newspaper boxes
- Groupings of standard planters, benches
- Business owned furnishing
- Butt bins

Furnishing Zone is defined as a 4' strip of sidewalk abutting the street. It shall include:

- Garbage bins
- Sandwich boards
- Season/event banners
- Hanging flower baskets
- Street Lamps
- Street and traffic signs

Through Zone is defined as a 5' strip between the Building Front Zone and the Furnishing Zone. It is solely for pedestrian passage and shall be unobstructed at all times.



INFRASTRUCTURE

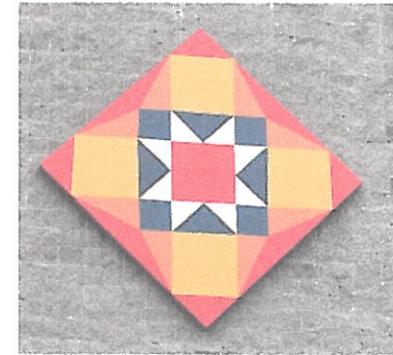
- Preservation of existing stamped curbing with old street names on street corners
- Retain existing curb extension across Main Ave at 2nd St (without integrated plantings); construct extensions in other key locations for ease and safety of pedestrian crossing; consider turning radii and lane widths for trucks
- Burnt red colored and stamped asphalt crosswalks across 2nd street
- Paint fire hydrant barrels chrome yellow with caps to be color coded as required by National Fire Protection Association (NFPA)
- Standard sidewalk design: 2' strip of concrete pavers parallel to curb edge for ease of underground utility access; standardized concrete surface treatment including a scoring pattern compatible with the pavern design
- Underground water for hanging flower baskets and electric for lamp posts and seasonal lights
- Retain the two concrete poles aligned across from each other at the northeast and northwest sides of 2nd St and Main Ave, outfit the poles to support cross highway banners
- Relocate the remaining four poles on 2nd St: locate two poles on either south side of 2nd St and Pacific Ave; the remaining two poles shall be relocated to mark another city gateway
- All traffic control and guidance structures painted black to coordinate with other streetscape furnshings

PUBLIC ART PROGRAM

- Public art program including
 - o Street sculptures
 - Flush, no-trip attachment system in sidewalks for public sculpture installation
 - o A mural program that encourages content inspired by local history and quilting traditions
 - o A window painting program, targetting vacant storefronts



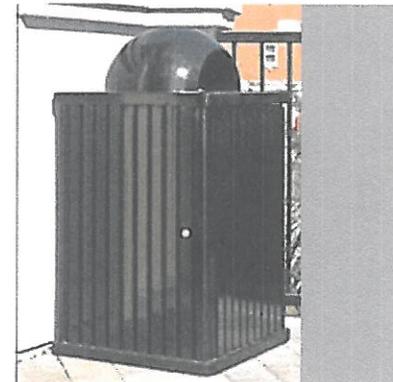
Example street sculptures, Beijing, China



Mural content may compliment the Tillamook County Quilt Trail



Example no-trip Base Portland, OR



Existing garbage bins

FURNISHINGS AND SIGNAGE

- Low maintenance, durable street screens to continue the street wall and shield pedestrians from parking lots
- Low maintenance, durable dumpster screens for dumpsters abutting sidewalks
- Standard black powder-coated garbage bins: Timberform 2834- AT Ash/Dome Top (or comparable); 10 bins have already been purchased and installed in the city by TURA
- Standards for business-owned furnishings in the Building Front Zone (to be developed by TURA)
- Standardized sign poles in 4" black powder coated steel with flush no trip bases (for ease of replacement) and base covers with a minimum 4" height
- Locate and group signage so visual clutter is minimized and clarity to travelers is maximized
- Standardized traffic and street signs inspired by the historic street signs
- Accepted tree program compliant with Town Center Plan: specify trees on the north side of the street and shrubs or no plantings on the south side of the street; tree canopy at a minimum of 10'; 2'- 6" to 3'-0" tree trunk set back from street;
- Bike racks installed along the Tillamook Bike Routes
- Required covers for meters located along the street wall; to comply with PUD standards
- Standard Street Lamp
 - o Post: minimum of 5" diameter, fluted with black finish
 - o Base Cover: minimum of 18" high, fluted with black finish
 - o Arms for season/event banners and hanging flower baskets
 - o Luminaire: black finish
 - Acorn style with lid and finial
 - o Integrate electrical outlets for seasonal lights and underground water line for flower baskets
- Blade signs, projecting & marquee signs and sandwich boards
 - o Subject to city-approved standards approved by the Beautification Committee
 - o Encourage use of locally/regionally-made wood signs or aesthetically comparable material



Example Luminaire: Acorn style with Lid and finial



Planter Shape: Round



Planter Shape: Half-Round

o Incentivized through a program where UR offers to pay for such signs
(similar to existing blade sign program)

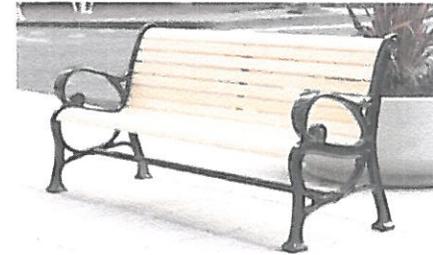
- Standard butt bins in key locations
- Overhang standards specifying that all new or replacement awnings/overhangs must be marquee style
- Restrictions on obstructing or covering mezzanine windows
- Develop banner design(s) and standards approved by the Beautification Committee; allow seasonal and event banners through an approval process
- Investigate options for a horizontal banner(s) and/or sign(s) across Main Ave and Pacific Ave; explore ODOT acceptance of an overhanging sign similar to the historic "Netarts, Oceanside Beaches" sign

Standard pairings of the following may be privately sponsored. This sponsorship can be commemorated with a standard plaque mounted on the bench, and/or planter (if feasible)

- Concrete round or half-round planters with integral color; minimum 20" in height, color options selected by the Beautification Committee
- 5' -6' exterior wood benches with black cast iron or aluminum sides

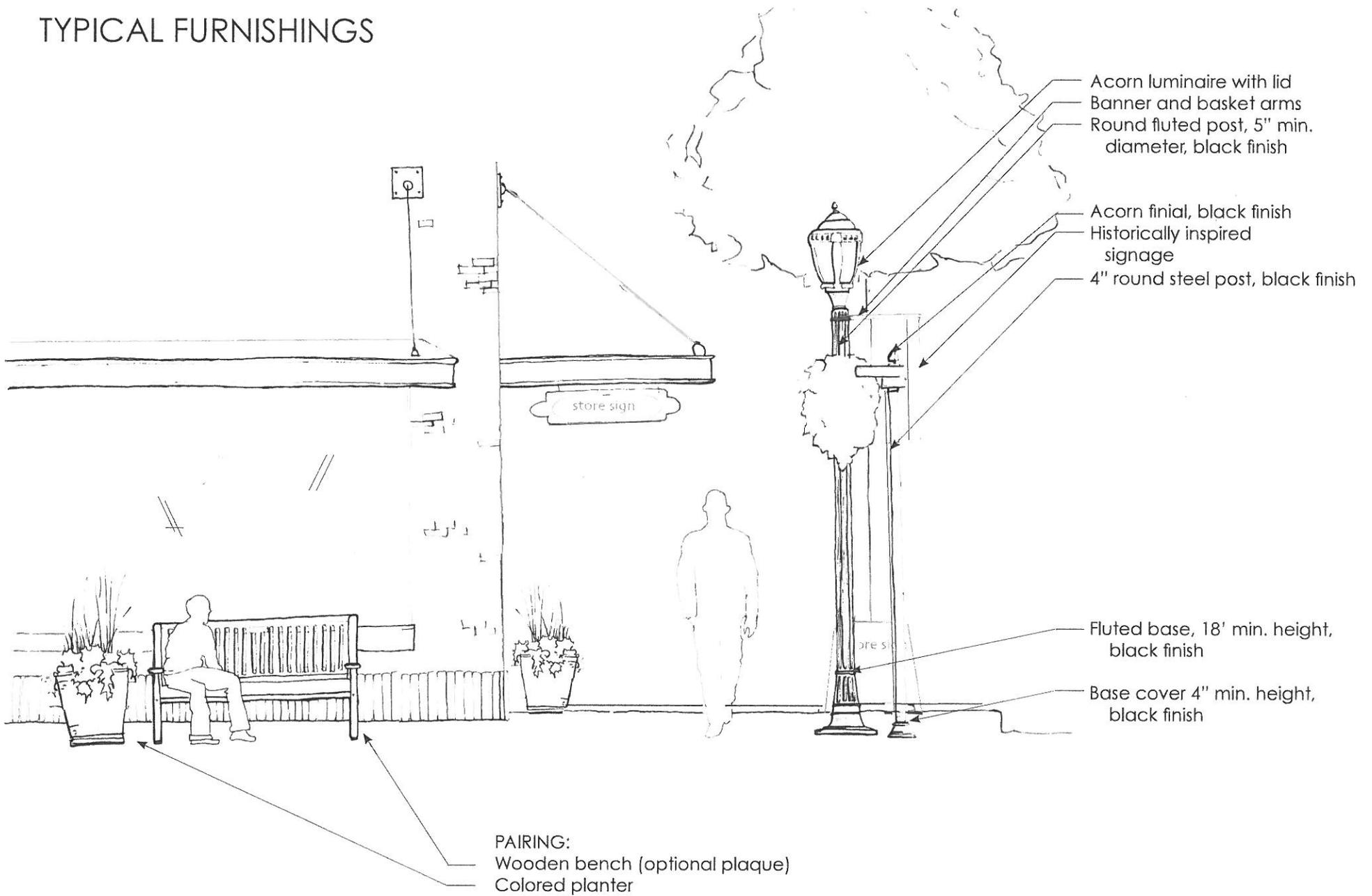


Example Horizontal Marquee Awning: Orenco Station, Oregon

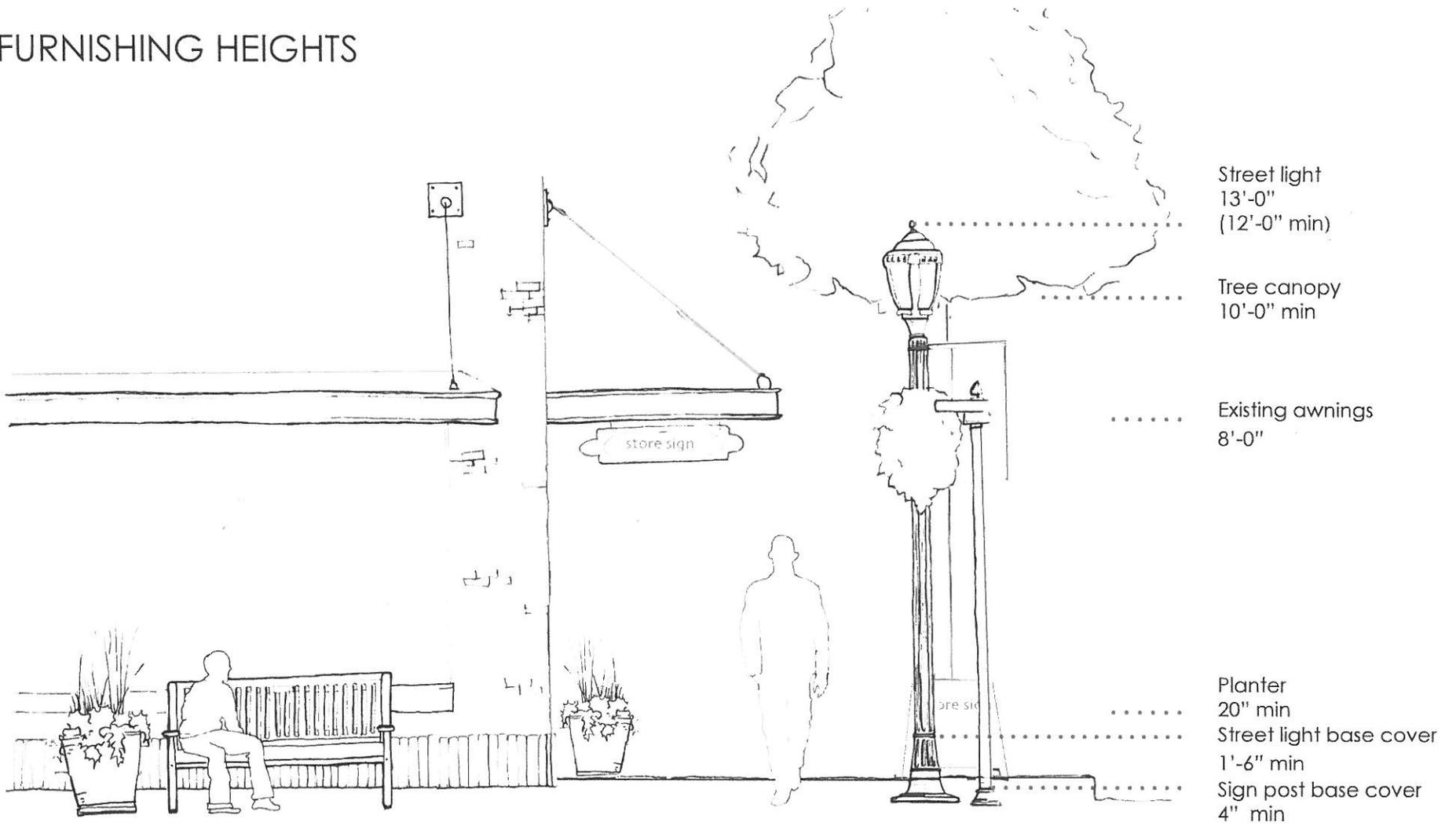


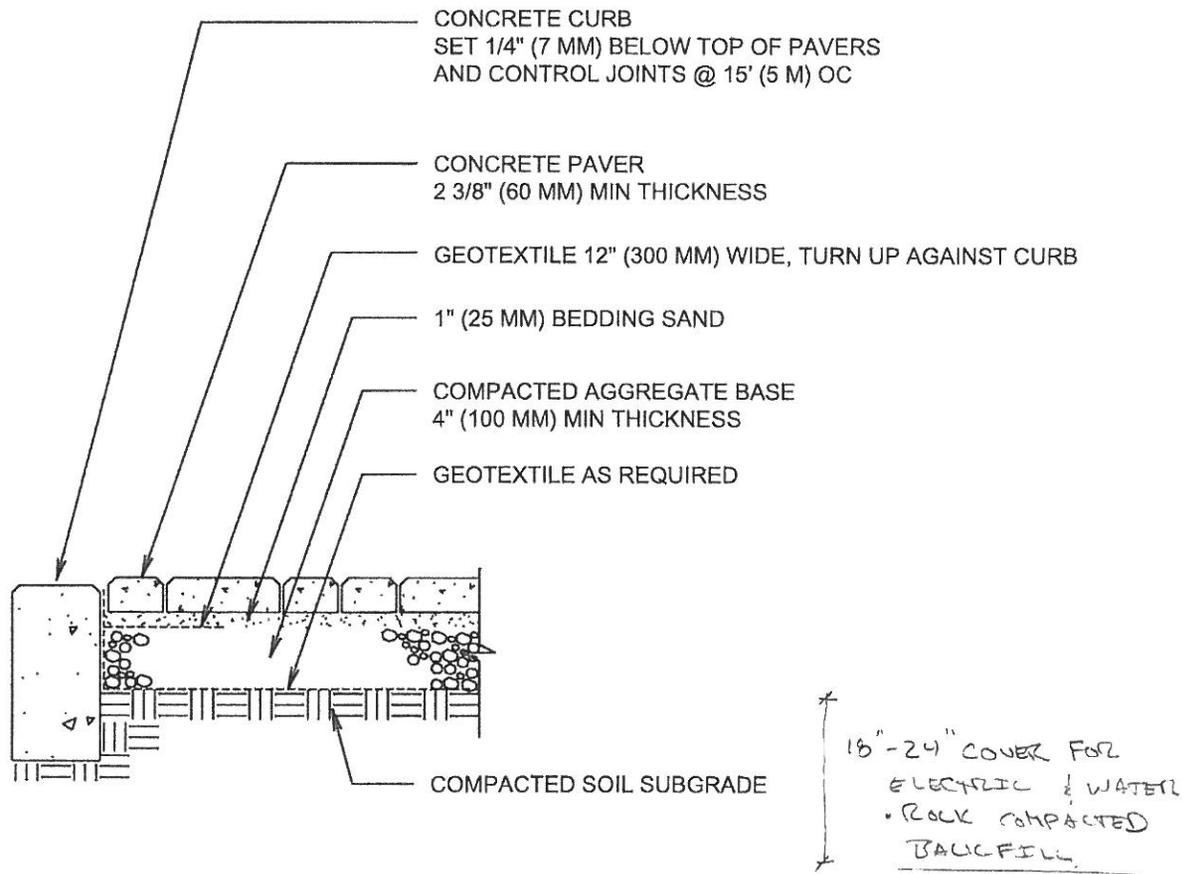
Example Bench: Exterior wood bench with cast aluminum sides

TYPICAL FURNISHINGS



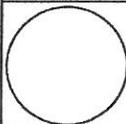
FURNISHING HEIGHTS





NOTE:

1. THICKNESS OF BASE WILL VARY WITH SUBGRADE CONDITIONS AND CLIMATE.
COLDER CLIMATES MAY REQUIRE THICKER BASES.
2. CONSULT ICPI TECH SPEC 2 FOR GUIDELINES ON SPECIFICATIONS
FOR BASE MATERIALS, SUBGRADE SOIL AND BASE COMPACTION.



PATIO / SIDEWALK / PLAZA
ON COMPACTED AGGREGATE BASE

DRAWING NO.

ICPI-16

SCALE

F.S.

The Dairylands

Tillamook, OR



About this brand book

In 2014, the City of Tillamook launched a multi-year initiative to revitalize its downtown area. As a tourist destination, Tillamook needs a way to position and differentiate itself from the many other towns that visitors can choose to visit along the Oregon Coast. This book helps convey the identity and differentiating qualities Tillamook can own to ensure it always stands out from the crowd.

In it, you'll find a story that encapsulates everything from the town's history to a look into the people who visit, and a central positioning strategy for the City of Tillamook that separates it from other coastal towns. A positioning strategy is the framework against which all ideas, concepts, and plans are evaluated. It's the north star, if you will, that keeps everyone moving towards a unified vision for how Tillamook will communicate its marketing efforts. It serves as a communication tool for those who visit and an anthem for the members of the community to rally behind.

The brand book also includes a brand identity for the town. The brand identity provides recommendations for visual communications, including logos, colors, icons, taglines, slogans, as well as several possible applications to be executed throughout. These applications are to be used as guidelines for business owners and key stakeholders when deciding on visual cues and messaging throughout the town.

These brand guidelines work as a tool to support further development and ensure all communications of the town are coming from a singular voice and a uniform look and feel.

Tillamook,

our pastoral land on the Oregon coast, is home to some of the best the West has to offer. We have peacefully winding estuary rivers perfect for kayaking. Quilts of all colors and shapes adorn our barns and buildings. In labors of love, entrepreneurs craft wondrous products from our natural abundance while we gather fresh, delicious seafood from the nearby Pacific Ocean.

We also have something else. Something very special to the region. We have cows. Lots and lots of cows.

26,000 cows spread throughout hundreds of dairy farms, and cared for by more than 100 different families in the region.

We have so many cows that there are 5 for every person living in the city.



The History

In the mid-1800's, Tillamook was settled by Swiss and German dairy farmers. These pioneers were already master farmers in their homelands, and brought a rich heritage and wealth of experience with them. When they arrived in Tillamook, the first thing they noticed was that it rains an awful lot here, and that with rain comes nutritious grass, which is great for raising livestock.

So the transplanted farmers decided to dairy. In 1909, farmers discovered the strength of cooperation by creating the Tillamook County Creamery Association. They knew if they all worked together they could create something really great. And they did. They made some pretty amazing cheese. And butter. And ice cream.

It was dairy heaven, and a very successful business in the area. Everyone played their part in the dairy life. The bankers ensured that every man with manure on his boots qualified for a loan to pay for his farm. The fishermen provided the meals for the farmers and their families. The lumberjacks cut down the trees needed to create the ships to transport dairy through the waterways. There was support from every corner of the town to grow the industry that was putting Tillamook on the map. And that support lives on today, as every community member lends a hand to daily life in Oregon's dairylands.



The Dairylands

Just west of Portland, OR, there's a place on the coast where open pastures outnumber open roads. Where rustic weathered barns tuck into the landscape and towering spruce and fir canopy windblown grasses and saltwater bays.

Through misty sun breaks, kayakers celebrate each day's adventure over hoppy ales at nearby taverns. And the quilt-adorned buildings are quaintly reflected in the windows of local shops.

Linger longer in a place where for over 160 years bovines have been queen and cheese is still king.

A place in Oregon's heartland and the Pacific Northwest's heart.

Welcome to the Dairylands.
Welcome to Tillamook, Oregon.

The Dairylands

Tillamook, OR





Positioning

Tillamook grew as a city centered on dairy life, and a century later, this Dairyland continues to thrive. So let's own that. Let's share the local pride with all who visit. It's our unique stories that both tourists and locals alike can celebrate.

Promise

Experience The Dairylands, Oregon's home of the dairy life.

Audience

Today the Tillamook name lives on as strong as ever. Over one million traveling families and road trippers come to the city each year to visit the Tillamook Creamery. From dairy enthusiasts to outdoor adventurers to quilters, visitors are excited to get to know Tillamook, and the people and cows that call these Dairylands home.

Audience Profiles

The diverse group of people who make the choice to visit Tillamook every year can be easily identified by their shared set of values, beliefs, perceptions, and reasons for making the voyage to Oregon's dairy heartland.

Dairy Loyalists

Eager adventurers seeking out the Tillamook Cheese Factory, free samples of cheese, a self-guided tour of the facility, fun facts about the dairy industry and a sneak peak at all the beloved cows.

Road-Trippers

Making the trek down Highway 101 always searching for interesting places to visit, things to see, and the opportunity to stretch their legs.

Families

Spending their vacations on the Oregon coast or taking a day-trip from the Portland area, these are families looking for experiences to share together, experience-based education and entertainment activities for themselves and their children.

Outdoor Enthusiasts

Tourists visiting the Oregon coast to explore local hikes, viewpoints, estuaries, kayaking, fishing, and all the other amenities the Dairylands has to offer.





Messaging

There are many ways to describe the Dairylands. In order to ensure a consistent message and give visitors an idea of what to expect in Tillamook, here are some easy-to-remember phrases to use when talking about the Dairylands.

1. A community built by warm rains, rich soil and good people.
2. Where the dairy family extends beyond the farmer.
3. Tillamook, the pastoral land on the Oregon coast, is home to some of the best the West has to offer.
4. Tillamook is dairy heaven, where everyone in the community has their part in the dairy life.
5. Tillamook is the city that people built around the dairy life, and a century later, the dairyland continues to thrive.



Values

Tillamook is rooted in and guided by a strong set of values, which define the culture and the people of the Dairylands. These values play a part in all aspects of daily life in Tillamook.

Tradition: honoring and preserving the timelessness of dairy farms and family-owned businesses for multiple generations and counting. A commitment to honoring the pioneers of the 19th century and building upon the way things have been done for over a hundred years.

Family & Community: from dairy farmers to local business owners to city officials, it is the camaraderie and support among neighbors that play an unmistakable role in the Dairylands' success.

Pioneering Spirit: a mindset established early on by Swiss and German pioneers that is carried forward through innovation and versatility, and the community's determination for development and progress.

Dedication: sharing the art and expertise of dairying with tourists and community members alike; and enhancing the livability of the community.

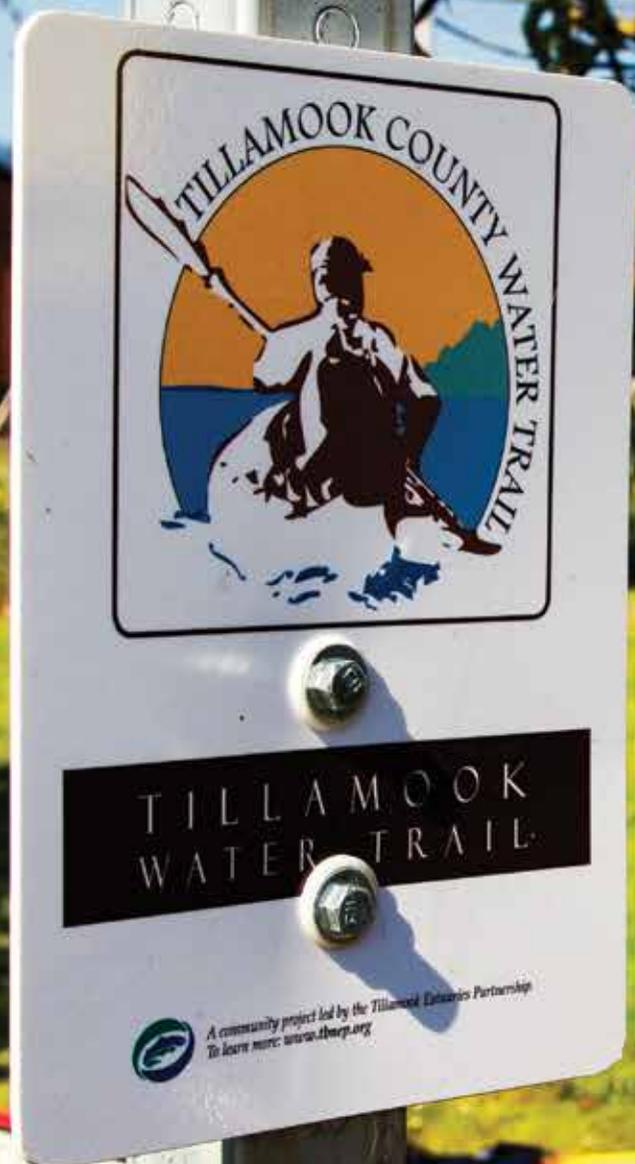
Quality: a commitment from local business owners to continue producing quality products and fueling the reputation and economy of the city; a commitment from the local people and government help create a city that provides a superior quality of life for its citizens and visitors.

Stewardship: honoring the commitment, made by the town's earliest settlers, to responsibly cultivate and respect the land, knowing that in return the land will take care of its people.

Personality

Values come to life through the people who embody them every day. Through this embodiment, Tillamook takes on a very distinct personality.

Tillamook is a city of warm, family-oriented, dedicated, and generous kind of folk. It's a town that offers a sense of familiarity. A town that cares just as much about the land and the animals as it does the people. A town with generations of stories to tell and traditions to carry on. A town with something to teach. An opportunity to learn more and get hands-on. A town of relaxation and everyday moments to enjoy the fruits of its land and the labor of its people.



Key Attractions

While there are countless ways to enjoy the Dairylands, there are select activities that help attract the largest number of visitors and inspire those visitors to linger longer.

Quilt Trail

A trail that takes participants along a journey of quilts telling the story of Tillamook's past and present.

Kayaking

Our waterways are nationally recognized. They wind through the countryside, providing visitors the opportunity to paddle through the Dairylands for a truly unique adventure.

Downtown

Quaint shops line the streets where there is bound to be something that catches the eye. Shoppers can come explore the unforgettable downtown area of a historical city.

Tillamook Cheese Factory

The factory that put Tillamook on the map! The Tillamook Cheese Factory brings nearly one million visitors a year to the city in hopes of getting their fingers on some squeaky cheese and their taste buds hoppin' on some delicious ice cream.

Farms Seen from the Road

To be found just off the edge of the highways that intersect in Tillamook are countless acres of farms, spotted with big beautiful cows, all surrounded by majestic mountains. A beautiful countryside of amazing sights.



Usage Guidelines

Consistency is a key component to any brand. The branding for the City of Tillamook is no different. On the next few pages you will see the guides for how you use your new identity. They will inform best practices for the branding of the City of Tillamook and The Dairylands.

Logo

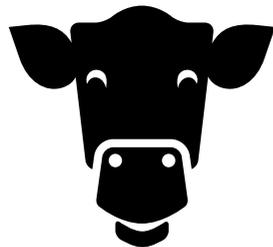
City of Tillamook

This is the logo for the City of Tillamook. This logo should be used for any city business.

Primary Logo



Secondary Logos



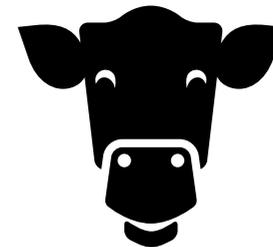
The Dairylands

This is the logo for The Dairylands. This logo should be used for any external or consumer communications.

Primary Logo



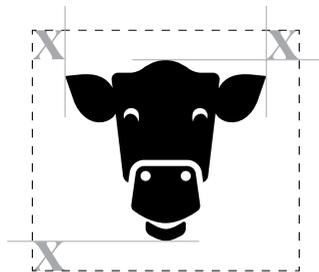
Secondary Logos



Logo Usage Guidelines

The next few pages show some correct and incorrect ways to use the logos. These apply to both City of Tillamook and The Dairylands logos.

Correct clear space around logo:



Correct logo usage:

Tillamook Orange



Black



Reversed/White



Reversed/White over a dark color or photo



Incorrect logo usage:

Do not combine different colors in the same logo

~~City of Tillamook
The Dairylands~~ 

Do not change the color of the logo

~~City of Tillamook
The Dairylands~~ 

~~City of Tillamook
The Dairylands~~ 

Do not apply a gradient to the logo

~~City of Tillamook
The Dairylands~~ 

Do not place logo on an angle

~~City of Tillamook
The Dairylands~~ 

Do not change the position of the cow

~~ City of Tillamook
The Dairylands~~

Do not use a drop shadow

~~City of Tillamook
The Dairylands~~ 

Do not change the size of the cow

~~City of Tillamook
The Dairylands~~ 

Do not manipulate the logo

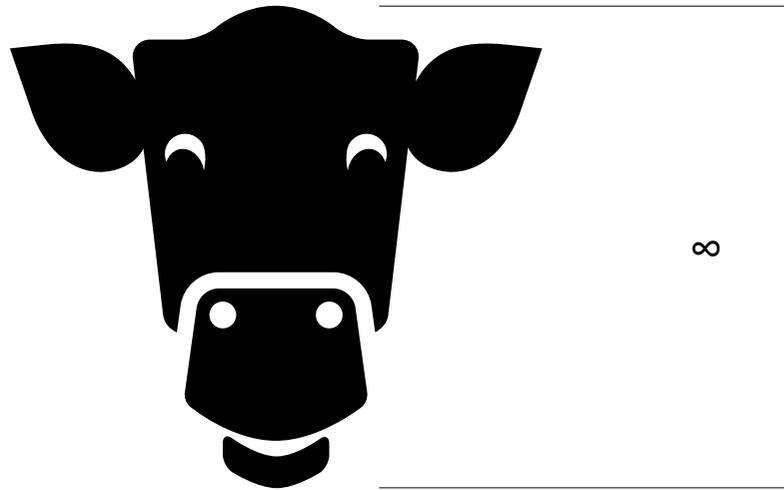
~~City of Tillamook
The Dairylands~~ 

Do not use a reversed logo over light colors or photos

~~City of Tillamook
The Dairylands~~ 

Logo size:

In order to protect readability of the logo when printed, these size guidelines should be followed. A special logo with larger eyes on the cow has been created for when the logo needs to be printed smaller than .625 inches high. The logo should not be printed smaller than .375 inches high.



If the height of cow portion of the logo is between .625 and .375 inches, the "small" logo should be used.



.375 inches is the minimum logo height allowed.



Partner co-branding

The branding for the City of Tillamook and The Dairylands will sometimes need to work with other logos and icons. On this page you will find examples of how to incorporate the branding for the City of Tillamook and The Dairylands with partner logos. It is important that the brands are viewed as equal in size.



Typography

The typography for the City of Tillamook and The Dairylands is very special. The main typeface is reminiscent of typefaces you will find in the dairy lands of Switzerland and Germany. The secondary type face is a classic sans serif font that is easy to use in any application.

Primary Typeface: Domaine Display

Domaine Display – Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Domaine Display – Medium

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Domaine Display – Bold

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Secondary Typeface: Century Gothic

Century Gothic – Regular

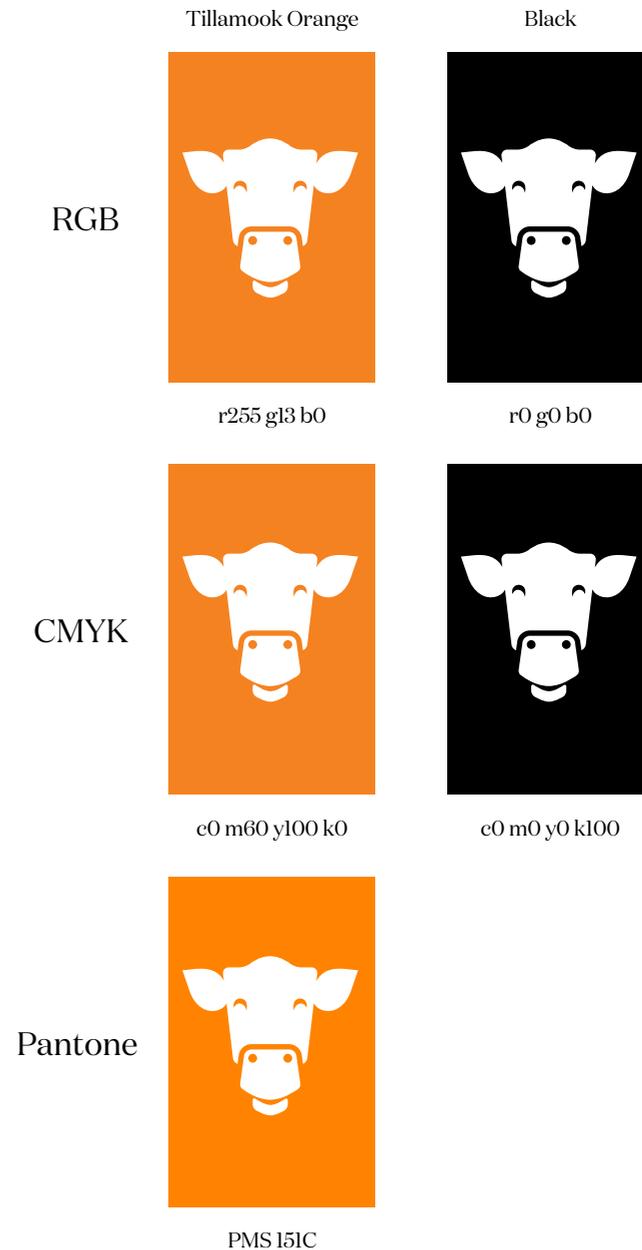
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Century Gothic – Bold

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Brand Colors

The brand colors for Tillamook are also very iconic. The orange color is from the Tillamook Creamery that is known around the world. More importantly orange is a strong contrast to the green landscape and blue skies that the City of Tillamook is known for.



Photography Guidelines

Tillamook has beautiful vistas, a picturesque downtown, cows, and of course the people that make up the Dairylands. The photography for the Dairylands should capture the beauty of Tillamook. The landscape photography should be wide and show the great vistas of Tillamook — early mornings or sunsets have the best light. The images of people, cows, craftsmen's and craftwomen's hands should be close up to show off who they are and what they do.

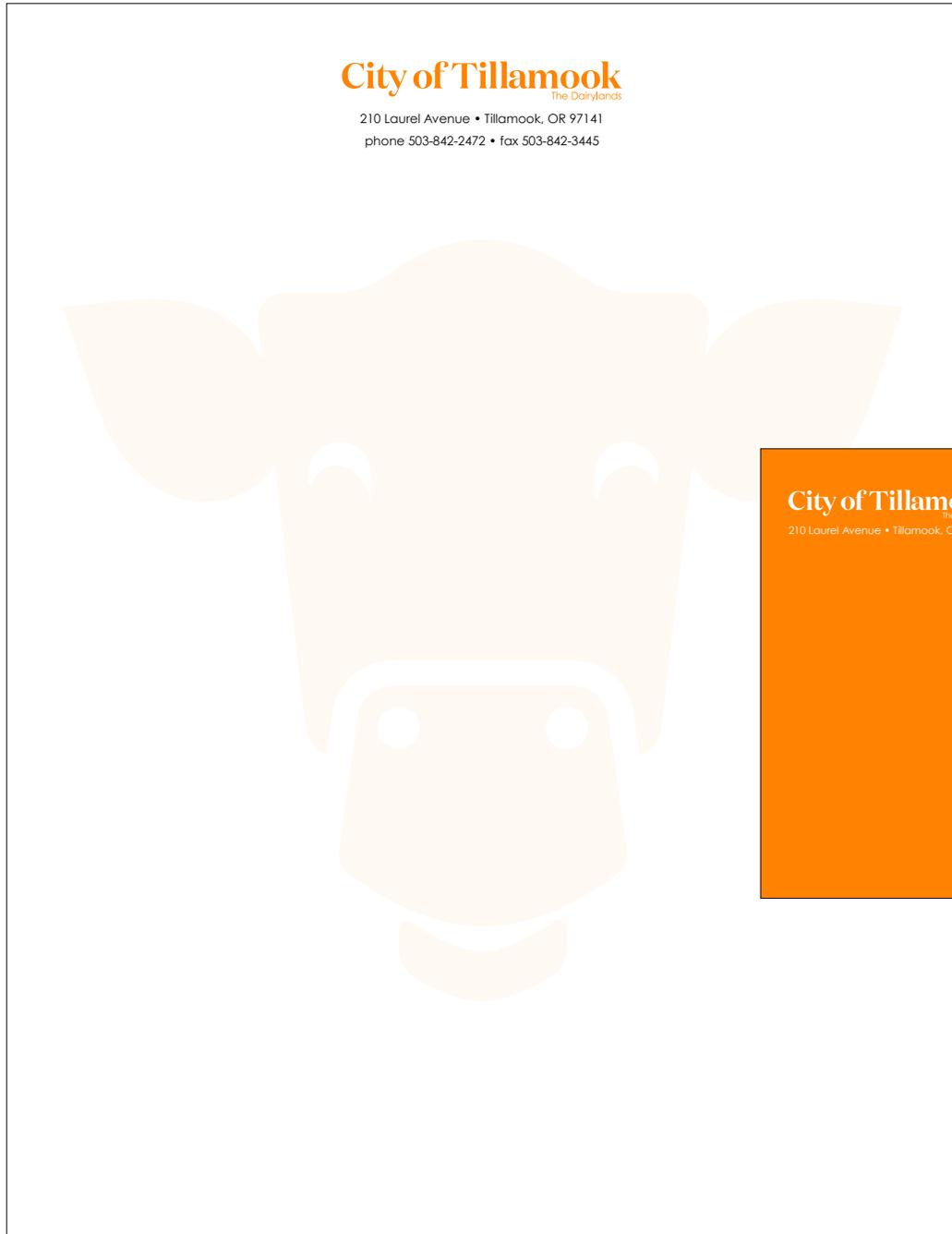
The colors in the retouching should be honest to the landscape with saturated green grass and blue skies. Each image should have an honesty to it. Don't be afraid to mix in some black and white photography to build up the romance of the Dairylands.



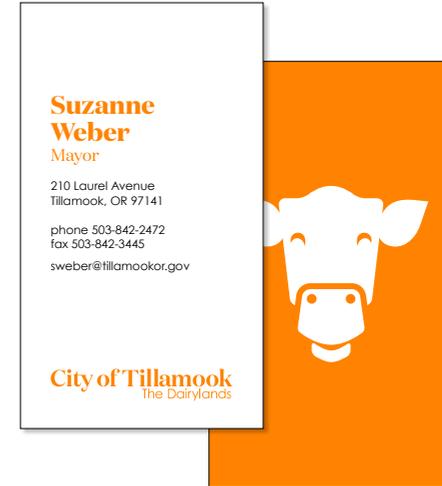
Letterhead

City of Tillamook

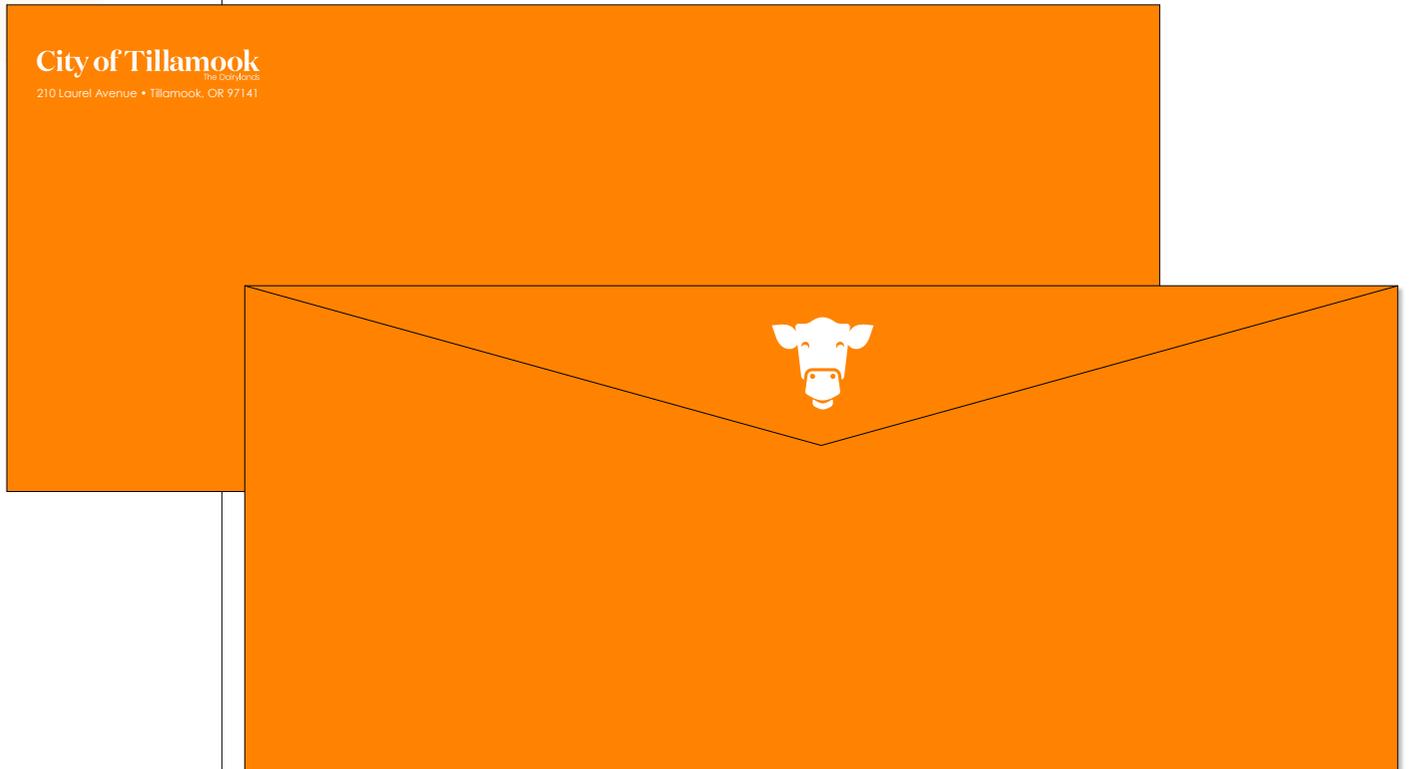
Letterhead



Business Card



Envelope



Appendix



Channel Strategy

A brand strategy and identity are more than just a logo. They have substance, weight. They are a mindset. And they come to life in several different ways.

Our channel strategy addresses how we ensure the right people see the right message at the right time. It is based on campaign goals where each recommended channel ties back to a specific objective.

Our goal: Build community pride and get people to linger longer.

Our objective: Get 1 out of every 10 people who visit the creamery to linger longer in the City of Tillamook.



Community-driven media

Objective: Get local and surrounding communities excited about going downtown (e.g. go downtown and sign up for tours) and experiencing Dairy Life.

Channels:

- Pacific NW bloggers - solicit blog and social posts about Tillamook downtown happenings
- School Newsletters - targeting local parents
- Travel review sites - encourage all local merchants/restaurant owners in Tillamook to create profiles on top travel review sites for Oregon residents including: Yelp (reaches 298K Oregon unique users; 141 site index for Oregon residents) and Trip Advisor (reaches 160K Oregon unique users; 128 site index for Oregon residents)
- Tillamook website
- Tillamook Creamery Social Channels (post about upcoming events)

Creative thought-starters:

- Stories about local business owners/start-ups
- Promote upcoming festivals/events
- Top things to do in Tillamook
- Updates on new city development
- Life of a Dairy Cow
- Fun facts about Dairy Tech



In-town promotion

Objective: Create deep pride & sense of community

Channels:

- Street signs
- Point of sale within local businesses
- Local business owners promoting local events and festivals (e.g. 'Run-a-Mook' marathon)
- Tillamook Creamery
- Bridges and thoroughfares

Creative thought-starters:

- Brochure (showcase at POS)
- Wayfinding (street sign design)
- Brand book (for local business owners)
- Icons (consider wallscapes painted by local artists depicting Dairy Life)
- Brand chamber building to reflect the brand identity
- Painting the Wilson River bridge, Highway 6 bridge by Goodspeed Park, and Trask Bridge orange
- Paint the hydrants orange
- Placement of Cow crossing signs and the fun facts signs scattered about
- Commissioning quilt murals that carry out the brand theme, briefing local artists to create public art pieces, hiring local florists to create consistent floral arrangements on the streets, and designing rotating art exhibits based on the theme.



Business to business

Objective: Attract entrepreneurs and make them want to start a business in Tillamook

Channels:

- Career fairs - hosted by local business owners for prospective entrepreneurs in Tillamook
- LinkedIn Company Page for Tillamook Chamber of Commerce (link to from Tillamook website and ask members of the chamber of commerce to add their current position to their profile)
- Small Business Guide page on Chamber of Commerce site

Creative thought-starters:

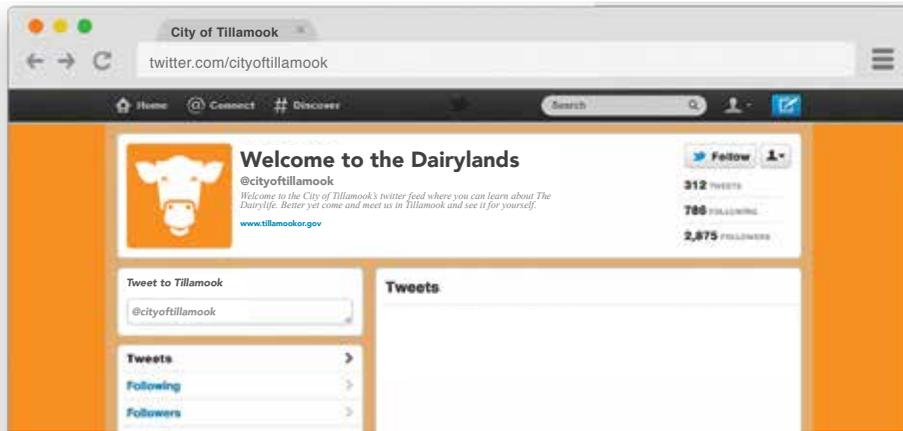
- Provide tips on how to start a business in Tillamook
- Speak to benefits and incentives of being a small business owner in Tillamook - core value propositions of the City of Tillamook brand manifesto



Logo applications



Logo applications



Logo applications

