



DOWNTOWN SPOKANE BRAND REFRESH OVERVIEW

Downtown Spokane Partnership (DSP) is seeking a firm to create and launch a new style identity for our organization that ties in closely with the downtown business district, relates to community building and exemplifies the work of our downtown management agency.

BACKGROUND OF ORGANIZATION

The DSP is a private, nonprofit 501(c)(6), membership organization that serves as Spokane's central city advocate and service provider, dedicated to enhancing the quality and vitality of Downtown Spokane as the basis for a healthy region.

DSP serves as the downtown management agency responsible for promoting safety, cleanliness, culture and sustainability of the Downtown Spokane Business Improvement District (BID), a self-assessed financing mechanism providing supplemental services and improvements that enhance existing municipal services to more than 850 business owners and 350 property parcels inside the 80-block BID area. The core mission is community vitality – bring more people to the district to work, live, shop, and play by supporting and amplifying downtown business owners, employees, property owners, residents, local and out-of-town visitors.

The BID is funded by a special property tax (assessment) paid by commercial and residential property owners, and business proprietors within the district.

The legal name of the DSP is the Downtown Spokane Development Association, and over the past 30 years the organization has been known as Downtown Spokane Partnership, Downtown Spokane Business Improvement District, and most commonly as Downtown Spokane.

Prior to 2020, the downtown area was experiencing record investment and growth over a ten-year period, totaling over \$1 billion in investments, including the redevelopment of the 100-acre Riverfront Park, upgrades to River Park Square, and construction of The Grand Hotel, Podium sports facility and convention center improvements. Later this year, a new outdoor stadium will be the new home for Spokane Public School District football games and in 2024, USL and professional women's soccer.

Specifically, DSP is responsible for:

- Managing the operations of the Downtown BID including:
 - Security and hospitality Ambassador program
 - Street-level beautification and maintenance program through the downtown Clean Team
 - Support for business recruitment and retention, including investment activity reporting

- Facilitation and support of events and outdoor spaces – including promoting events and activities that happen downtown but are not managed by DSP
- Marketing the downtown community, as well as the people and places that make up our downtown neighborhood
- Advocating for the needs of the downtown business district and its residents
- Developing and managing relationships with downtown partners, including potential investors and elected officials
- Planning for downtown development, including capital projects

The purpose of this refresh is to establish differentiation between the function of the DSP and the BID, to build greater awareness of the work of the BID by ratepayers, and establish an affinity brand for Spokane to advocate for and support downtown as a whole.

PROPOSED DELIVERABLES

- Logo revision
 - Identify and build on existing logo strengths
 - Identify uses of the logo and establish best design practices for those uses
 - Allow for distinction between the Downtown Spokane Partnership and Business Improvement District (e.g. destination brand for downtown)
- Color palette design for both the Downtown Spokane Partnership and Business Improvement District
- Font selection
- Design textures and elements
- Style Guide for future implementation
 - Include sample application: Signage, website, uniforms, print ads, communication and collateral

TIMELINE AND BUDGET

- March 17 – Agency Selected
- March 31 – “Stakeholder” input complete
- April 14 – Draft designs presented
- April 28 – Designs finalized
- May 9 – Refresh unveiled

Total budget not to exceed \$10,000

Questions and requested files can be sent to Elisabeth Hooker, lizh@downtownspokane.org.