

RESOLUTION 1876

A RESOLUTION OF THE CITY OF NORTH BEND, WASHINGTON, ADOPTING THE NORTH BEND BRAND IMPLEMENTATION GUIDELINES

WHEREAS, on June 16, 2009 the City of North Bend (“City”) adopted the North Bend Brand and tagline via Resolution No. 1372; and

WHEREAS, the City recognized that to successfully utilize the Brand and realize its economic benefit, an implementation plan needed to be established and embraced by both staff and Council; and

WHEREAS, the Economic Development Commission (“EDC”) began work on the North Bend Brand Implementation Guidelines (the “Guidelines”) in September of 2016 and met monthly through October 2018; and

WHEREAS, the EDC provided a recommendation for an amended Brand statement as well as the North Bend Brand Implementation Guidelines; and

WHEREAS, the EDC presented the amended Brand statement and the Guidelines to City Council on February 28, 2017, January 16 and October 23 of 2018; and

WHEREAS, the North Bend City Council discussed the amended Brand and Guidelines at their Council Retreats on January 23, 2018 and January 15, 2019; and

WHEREAS, a public hearing was held on the North Bend Brand Implementation Guidelines on March 19, 2019; and

WHEREAS, the Brand statement and Guidelines should guide future City decisions to ensure the City is not negatively impacting the adopted Brand;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF NORTH BEND, WASHINGTON, DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. The North Bend Brand Implementation as attached hereto as Exhibit A is hereby adopted on behalf of the City of North Bend.

Section 2. The brand statement and other references within the Comprehensive Plan shall be amended consistent with the Brand Implementation Guidelines in such future ordinance in which all of the 2019 Comprehensive Plan amendments will be adopted collectively.

**PASSED BY THE CITY COUNCIL OF THE CITY OF NORTH BEND,
WASHINGTON, AT A REGULAR MEETING THEREOF, THIS 19TH DAY OF
MARCH, 2019.**

CITY OF NORTH BEND:

APPROVED AS TO FORM:

Kenneth G. Hearing, Mayor

Eileen M. Keiffer, City Attorney

ATTEST/AUTHENTICATED:

Effective: March 19, 2019

Posted: March 20, 2019

Susie Oppedal, City Clerk