



FOR IMMEDIATE RELEASE

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### **Something Unexpected**

Lincoln City, OR - The Lincoln City Visitor & Convention Bureau is excited to announce its new name, Explore Lincoln City. The DBA (Doing Business As) comes as part of Lincoln City's new branding campaign, which launched this past month.

This past year, the City of Lincoln City identified the need for a brand refresh. To help in this process, city staff enlisted the expertise of advertising agency Borders, Perrin, Norrande (BPN). Over the course of several months of research, planning and feedback sessions, BPN, along with city staff, helped to craft a new brand for the city. With it comes a new brand identity, strategy and guidelines that direct and unify the look, feel and voice of Lincoln City as a destination.

The end result is a brand that inspires guests to choose Lincoln City as the preferred Oregon beach destination. The logo, which was developed after several weeks of feedback sessions, is the cornerstone of the new branding. A playful octopus swimming in the ocean, the logo enforces Lincoln City's brand positioning as "The Unexpected," a destination full of surprises both big and small.

The name Explore Lincoln City aligns with the new brand tone as being confident, independent and proudly Oregonian. The new name comes as a welcome change from the previous name, the Visitor & Convention Bureau, which was viewed as too authoritative and unwelcoming. Additionally, the name brings Lincoln City up to industry standards with other Destination Management Organizations (DMOs) such as Travel Oregon, Visit Bend and Travel Salem.

"Changing our organization's name takes us from sounding governmental and somewhat cold (Lincoln City Visitor and Convention Bureau) to delivering an invitation to get to know all the facets of our wonderful beach town (Explore Lincoln City)," says Ed Dreistadt, Director of Explore Lincoln City. "I'm happy to put a more welcoming and accurate face on a city department whose job it is to invite guests to enjoy everything Lincoln City has to offer."

Explore Lincoln City is the official Destination Management Organization for Lincoln City, Oregon. The mission of Explore Lincoln City is to inspire travel, stimulate economic growth and steward brand identity through destination management, tourism promotion and visitor experience. Funding for Explore Lincoln City comes from a portion of the Transient Room Tax (TRT) collections from Lincoln City lodging establishments.

To request a copy of the Lincoln City brand style guide, please visit [ExploreLincolnCity.com](http://ExploreLincolnCity.com) or call us at 541-996-1274.

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