



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared by: Jason Simpson, Assistant City Manager

Date: June 27, 2017

Subject: Amendment No. 1 to Agreement for Design Consulting Services with PlainJoe Studios

Recommendation

Approve and authorize the City Manager to execute Amendment No. 1 for \$30,000 for Design Consulting Services for the RV Campground Project (CIP PROJECT #Z40007).

Background

PlainJoe Studios is a multi-disciplinary design firm focused on serving the needs of clients in the development of live play destinations that lift the spirit and tell a story. Launched at the start of the new millennium, PlainJoe Studios was conceived to help storytellers (from CEOs to George Lucas) tell their story in three dimensions:

- Strategic Branding: Design that you walk away with
- Interactive Media: Design that you interact with
- Spatial Storytelling: Design that you walk into

PlainJoe Studios crew of artists, architects, storytellers and strategists have used the transformational power of story to connect with the everyday "Plain Jane" or "average Joe" of targeted audiences. Their Spatial Storytelling studio has provided design, master planning, architecture, interior design, experiential theming, signage design, project management, construction management and technology services to hundreds clients, including Disney and the successful redevelopment of the 1100 acre Disneyland Resort District – Downtown Disney, California Adventure and Disneyland.

Discussion

PlainJoe Studios will guide the City of Lake Elsinore through a Brand Personality Profile discovery process in order to understand the RV Park's unique personality and story. While Phase 1 has largely been completed, this Amendment No. 1 will authorize Phase 2 to commence and development of the spatial storytelling graphics and theming plan to begin. Once discovery is complete, the voice and essence statements will be created and the brand will be visually defined.

The brand standard developed will assist the organization in speaking with a singular voice both verbally and visually to ensure continuity in communication across various platforms.

Fiscal Impact

RV Campground Project (CIP PROJECT #Z40007) is included in the Fiscal Year 17/18 – 2021/22 Capital Improvement Plan (CIP) budget.

Exhibits

- A – Amendment No. 1
- B – Original Agreement