

VISIT
PLEASANT
HILL

Brand
Strategy





THE STRATEGY

Stake holder thoughts

This is a summary of the feedback from stakeholders including the city Mayor, business owners, local employees, hotel operators, and residents.

Who should Pleasant Hill attract, and who should it avoid as visitors?	What unique features of Pleasant Hill set it apart from nearby destinations? List three.	How should the local community and businesses promote and support Pleasant Hill as a destination?	What local economic developments could drive more tourism and benefit local businesses?	What plan would ensure sustainable tourism growth without straining Pleasant Hill's resources?
<p>Pleasant Hill is a welcoming, safe, and family-friendly town attracting business travelers, families, foodies, and outdoor enthusiasts. Known for its small-town charm, free parking, friendly residents, and diverse dining, it balances growth while staying close to major destinations. The focus is on sustainable tourism that benefits both locals and visitors.</p>	<p>Pleasant Hill is a safe, family-friendly small town near Napa, San Francisco, and Oakland, with great hiking spots and parks like Pleasant Hill Park. Its strong small businesses, year-round events, vibrant music scene, and friendly residents create a welcoming atmosphere. Rebranding should emphasize its recreation programs, small business charm, and sense of community while preserving its authenticity. We do lack any form of year-round attractions to draw people specifically to this city. It also feels like the city has an aging community, with young people leaving.</p>	<p>Visit Pleasant Hill should engage the community by hosting events at local businesses to demonstrate their value. Involving businesses and residents in promoting the city will foster a welcoming atmosphere for visitors. Successful rebranding relies on collaboration and improving relationships. Clean, modern hotels are essential for the city's image, and working closely with residents is vital to maintaining Pleasant Hill's appeal as a place to live, work, and visit. The rebrand should also differentiate itself in colors from the city, Rec 'n Park and the Chamber of Commerce, as this can be sometimes confusing.</p>	<p>Pleasant Hill feels stagnant and dated, with most guests heading to Walnut Creek. While attracting major investors could be challenging, our competitor cities are evolving and feel very dynamic, offering pop-up experiences like ice rinks, escape rooms, art studios, markets, culinary classes, and cultural festivals would refresh the city for both residents and visitors, providing unique attractions and engaging the community.</p>	<p>The city and Visit Pleasant Hill need to educate the community to recognize that tourism growth creates jobs and produces millions of dollars in taxes paid to the city. A sustainable tourism plan must balance visitor influx with resource preservation and residents' quality of life through off-peak travel and eco-friendly practices. The rebranding should enhance the city's image as a welcoming, safe place for all while highlighting its strengths.</p>

Overview

Pleasant Hill formed a Tourism Improvement District (TID) to fund marketing and communications aimed at promoting its location, recreational facilities, and events. The strategy emphasizes positioning Pleasant Hill as a hub from which visitors can explore the East Bay and Northern California. The focus is on increasing overnight stays and promoting the city's accessibility, facilities, and affordability.

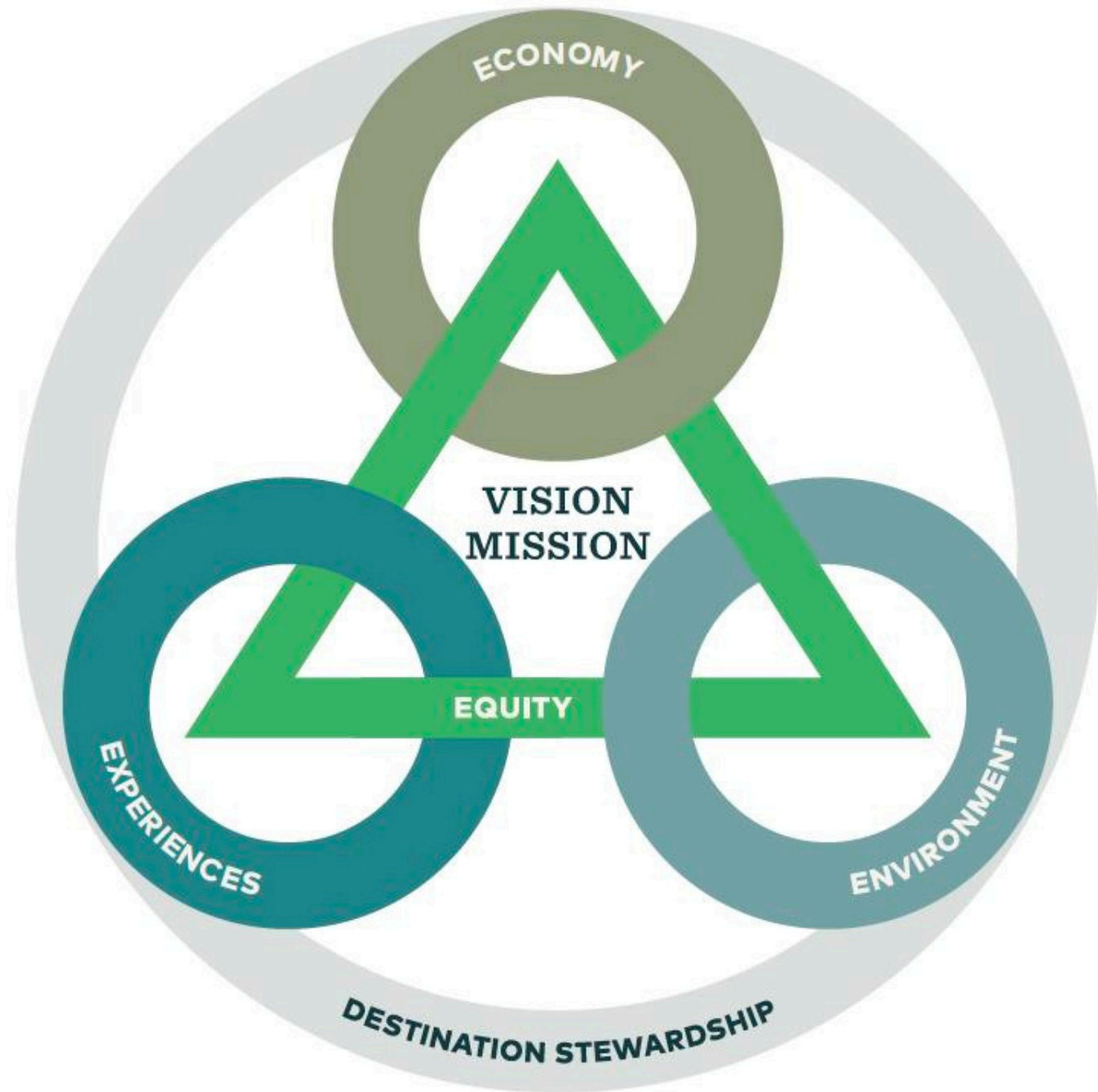


Analysis

The TID aims to increase awareness of Pleasant Hill's offerings through a City Assessment and Strategic Marketing Plan. This plan focuses on practical and creative improvements to enhance the visitor experience and actively impacts the decision-making process of potential visitors.



STAY
FOCUSED



Our Vision & Mission

Mission: Promote Pleasant Hill's location, recreational facilities, and events, to enhance visitor experiences.

Vision: Establish Pleasant Hill as a hub for exploring Northern California, known for its charm, accessibility, affordability, events and facilities

Branding Strategy: Aligning with Regional Strengths



Regional Strengths

NATURAL BEAUTY AND OUTDOOR ACTIVITIES

Key Strength: Highlighting Pleasant Hill's proximity to San Francisco, Mount Diablo, numerous hiking trails, serene parks, Napa, and Sonoma, emphasizes the state's natural beauty.

Branding Focus: Emphasize outdoor adventures, scenic views, and a tranquil environment. This can position Pleasant Hill as a prime destination for nature lovers and adventure seekers, particularly those who want to explore the Bay Area's outdoor offerings.

CREATIVE AND UNIQUE STORYTELLING

Key Strengths: Visit Pleasant Hill can adopt creative storytelling to showcase the town's unique charm and central location

Branding Focus Use engaging narratives and visuals to highlight Pleasant Hill as a gateway to iconic Northern California destinations like San Francisco, Napa Valley and Oakland. Emphasize its small-town feel while representing it as a launchpad for broader adventures, blending both relaxation and exploration.



Regional Strengths

COMMUNITY AND LOCAL ENGAGEMENT

Key Strengths: Engaging local communities, Visit Pleasant Hill can create strong partnerships with businesses and residents to enhance its brand.

Branding Focus: Collaborate with local businesses on events and promotions, encouraging a sense of pride and ownership among residents. This will strengthen the community's role in tourism, ensuring that development efforts benefit both visitors and locals.

Brand Architecture

Master Brand

Visit Pleasant Hill

SUB BRANDS

- **VISIT PLEASANT HILL OUTDOORS**

Focus on Parks, trails and hiking.

- **VISIT PLEASANT HILL EVENTS**

Highlight local festivals, concerts & community gatherings.

- **VISIT PLEASANT HILL CULTURE**

Emphasize arts and local heritage.

- **VISIT PLEASANT HILL FOOD & WINE**

Promote proximity to wine regions & local dining experiences

- **VISIT PLEASANT HILL BUSINESS**

Cater to business travelers with convenient amenities and event spaces

- **VISIT PLEASANT HILL FAMILY**

Focus on family-friendly activities, parks and educational attractions.

Key Brand Elements



Create emotional connections with visitors, making them feel at home in Pleasant Hill while exploring the broader Bay Area



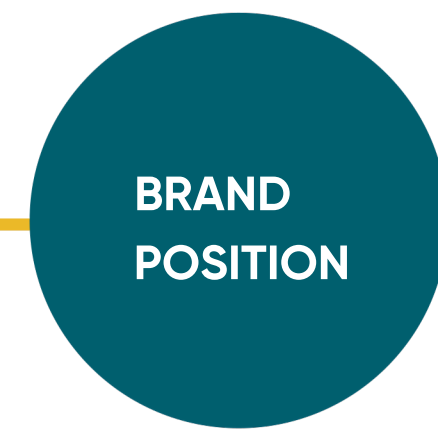
Promote a balance of relaxation, exploration, and community spirit, ensuring both internal and external actions reflect these values.



Friendly, welcoming, adventurous, and diverse, reflecting the town's small-town charm and its proximity to major attractions



Offer visitors a peaceful retreat with access to natural, and urban experiences in the heart of the Bay Area



Establish Pleasant Hill as a central hub for those seeking a mix of nature, culture, and city exploration, all while maintaining the comforts of a welcoming, community-focused town.

Messaging Guideline

Tone of Voice

Casual, inviting, and connected, ensuring visitors feel part of the community.

Brand Line:

“Discover Pleasant Hill – at the heart of it all”

Emphasize its central location and access to the best of Northern California

Brand Mantra

Encourages visitors to experience the blend of nature, community, and culture, making Pleasant Hill a home away from home.

Marketing Channels and Engagement

Marketing Channels



Social Media

Showcase events, outdoor activities, and community stories through engaging content



Website

Central hub with user-friendly navigation, featuring detailed sections for outdoor adventures, local dining, event planning, and family-friendly activities.



Email campaigns

Segmented campaigns targeting families, adventure seekers, and business travelers with personalized itineraries and offers.



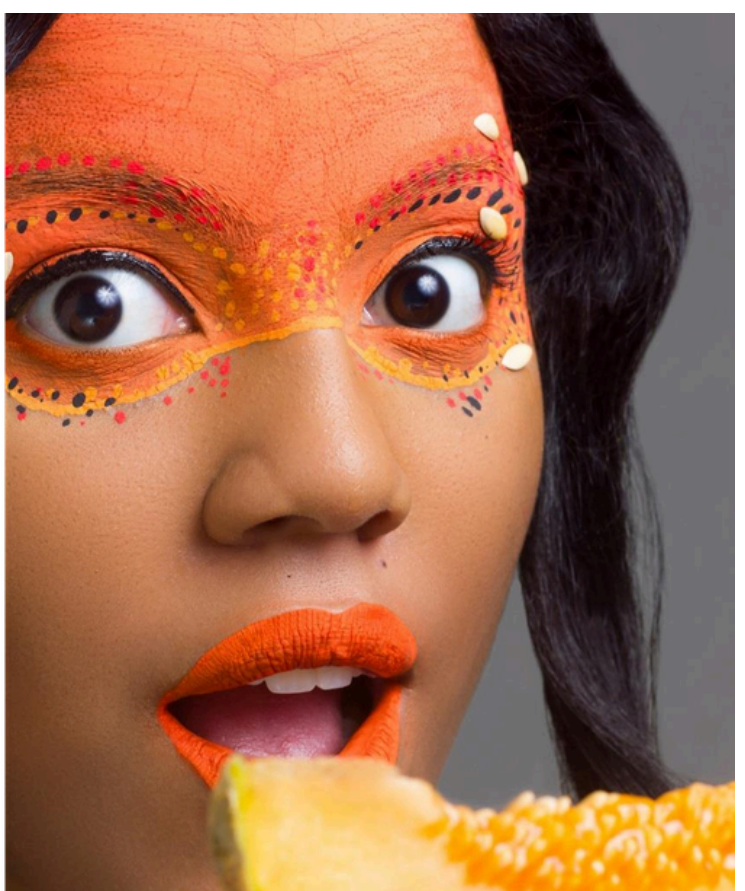
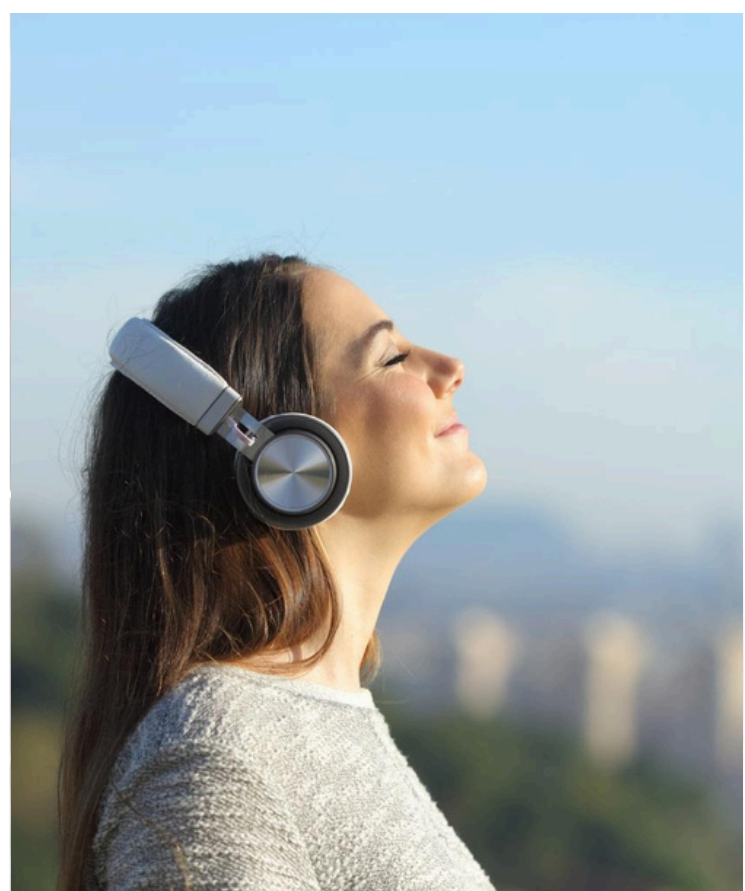
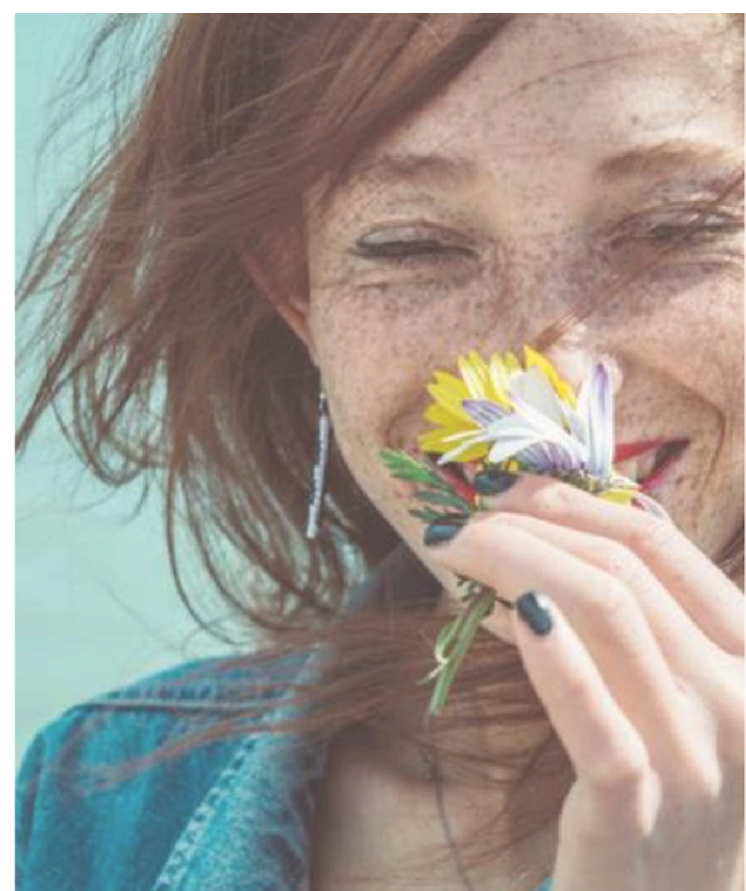
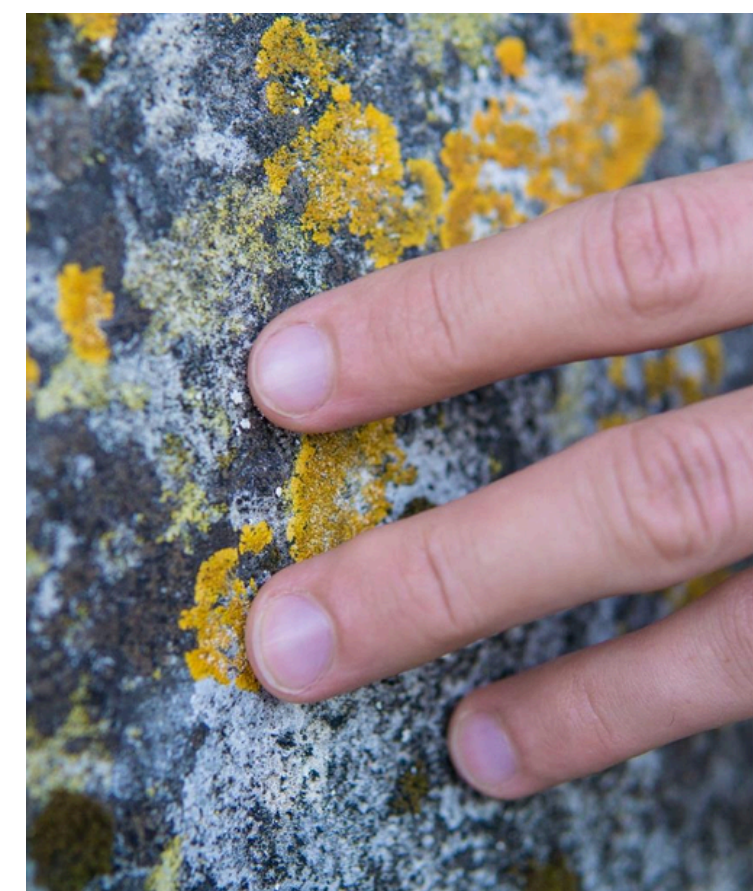
COMMUNITY & PARTNERSHIPS

Engage local businesses through co-branded events and promotions.

Collaborate on community based tourism initiatives, creating opportunities for local pride and involvement in welcoming visitors.

Brand Attributes

When rebranding Visit Pleasant Hill using the 5 senses, we're essentially creating an immersive, multi-sensory experience that reflects the character of the city. Here's a breakdown of the brand attributes under each sense, aligned with what Pleasant Hill has to offer.





Sight

Visual Identity & Scenery

Vibrant Green Spaces: The lush parks and open spaces like Heather Farm and Pleasant Hill Park provide vivid green landscapes.

Scenic Views of Mount Diablo: The towering silhouette of Mount Diablo in the distance, especially at sunset, creates a breathtaking backdrop.

Architectural Charm: The blend of modern buildings and historic sites, like the downtown area and the Pleasant Hill Library, showcases a community that's forward-looking but embraces its roots.

Vivid Seasonal Colors: The changing colors of the trees and the blooming flowers in spring and fall offer a scenic tapestry throughout the year.

Bright, Family-Friendly Venues: The welcoming, colorful playgrounds, picnic areas, and event spaces around town evoke a sense of community togetherness, and joy.



Chatter of Farmers' Markets: The lively conversations at the Diablo Valley Farmers' Market fill the air with the sound of community, interaction, and local commerce.

Soothing Nature Sounds: The gentle rustle of leaves and birds singing at the Briones Regional Park or the serene sounds of walking trails along the Contra Costa Canal create a peaceful environment.

Live Music and Local Events: The rhythmic beats from local bands performing at outdoor events and festivals, especially at the annual summer Concerts by the lake, add vibrancy to the atmosphere.

Family Laughter: The sound of children laughing at places like Pleasant Hill Park or Waterworld reflects the city's family-centric appeal.

Evening Serenity: As night falls, the quiet hum of suburban life and the occasional distant train create a peaceful and relaxed ambiance.

Sound

Acoustic Experience of the City



Touch

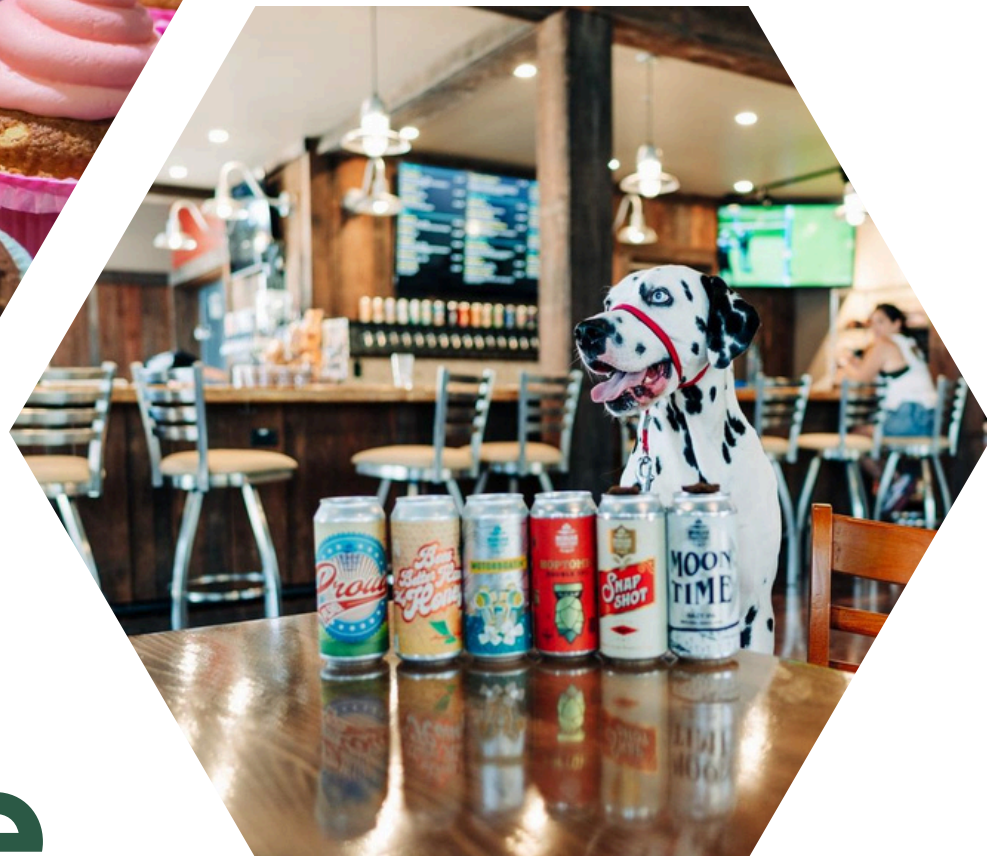
Tactile Connection to Pleasant Hill

Warm Sunlight and Cool Breezes: Pleasant Hill's Mediterranean climate offers the warmth of the sun on your skin during the day and cool, refreshing breezes in the evening.

Soft Grass and Cool Water: Walking barefoot in the soft grass at the local parks or feeling the cool splash of water at the Pleasant Hill Aquatic Center creates a sensory connection to nature and recreation.

Hands-on Experiences at Local Events: Engaging with local craft vendors at markets or participating in outdoor yoga at the parks allows visitors to physically interact with the community's culture.

Textural Contrast: From the smooth pavement of downtown streets to the rugged trails of nearby hiking spots, the physical variety in Pleasant Hill adds to its diverse experiences.



Taste

Culinary Identity of Pleasant Hill

Farm-to-Table Freshness: The crisp, fresh flavors of local produce at restaurants and farmers' markets represent the region's commitment to quality and sustainability.

Global Flavors: The diverse range of restaurants offers a culinary journey, from Mediterranean dishes to Asian fusion, providing a taste of Pleasant Hill's multicultural community.

Handcrafted Local Wines and Brews: Nearby wineries and breweries bring forward the bold flavors of Contra Costa wines and locally brewed beers, adding a distinct flavor to the region's offerings.

Comfort Foods with a Twist: Cozy cafes and family-run restaurants provide a taste of home, whether it's an innovative take on classic American cuisine or global comfort foods.

Sweet, Local Treats: Dessert spots and bakeries bring indulgence to the table, whether it's fresh pastries, ice cream, or organic treats.



Smell

Aromatic Essence of the City

Fresh, Earthy Nature: The scent of freshly cut grass, blooming flowers, and eucalyptus trees in parks like Briones or Heather Farm creates a natural, earthy aroma throughout the city.

Culinary Aromas: The inviting smells from local restaurants, whether it's wood-fired pizza or freshly baked bread, fill the air, particularly in the vibrant downtown area.

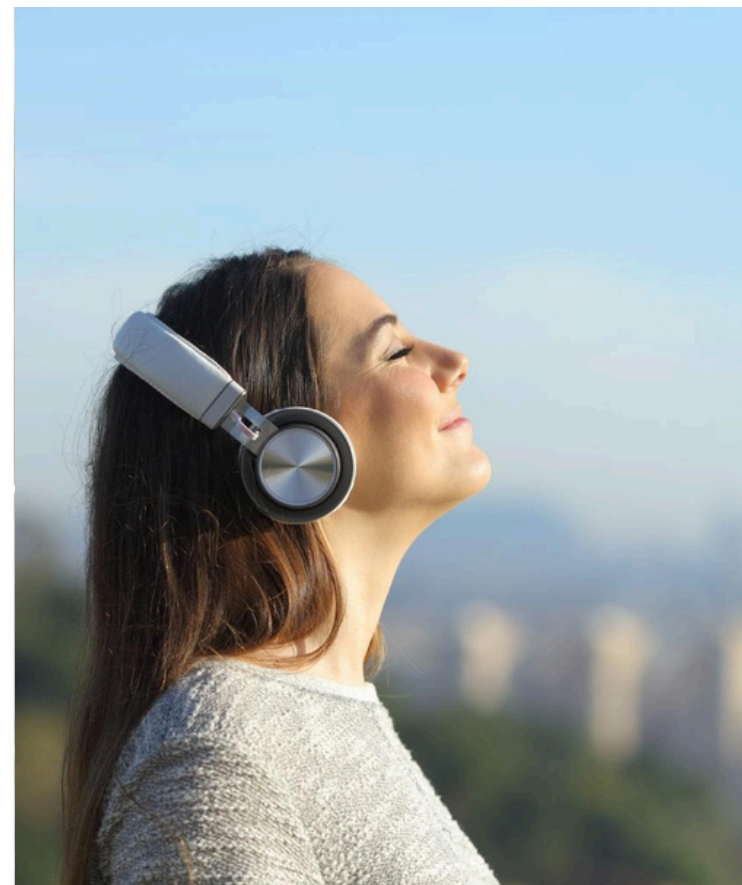
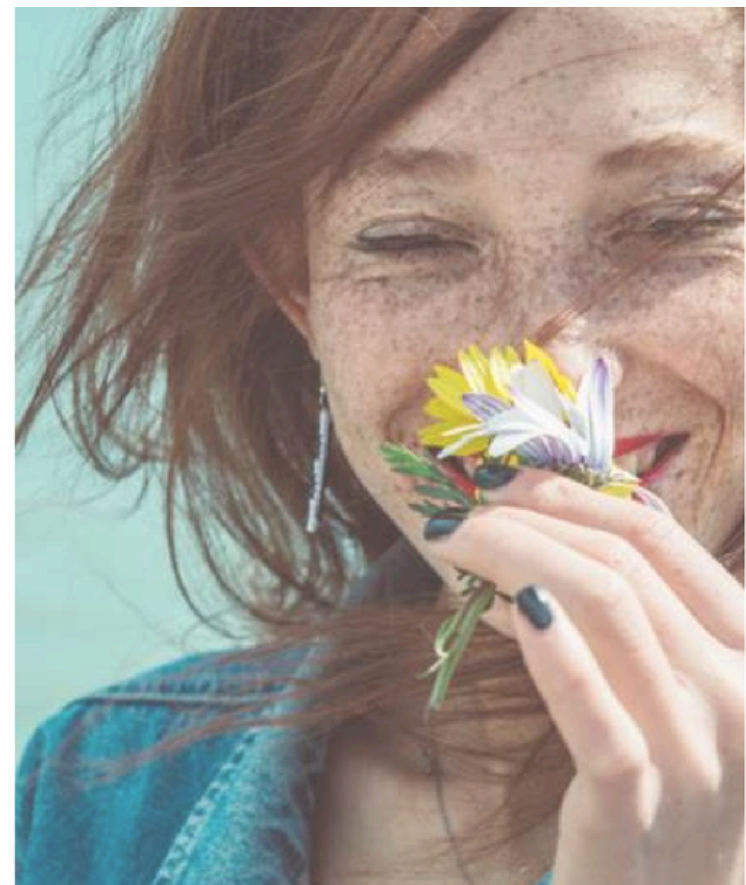
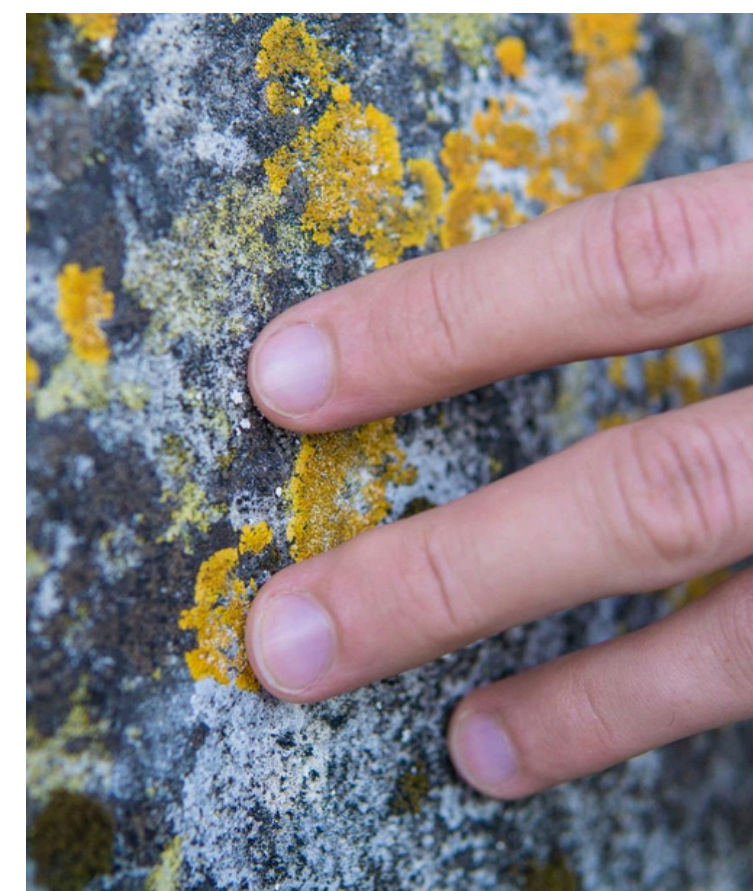
Fragrant Blooms: In spring and summer, the sweet floral fragrances from gardens like Ruth Bancroft Garden & Nursery offer a sensory highlight for nature lovers.

Outdoor Grilling at Family Events: The smoky, enticing smell of barbecue during family picnics and community events at Pleasant Hill Park and other open spaces enhances the atmosphere of relaxation and community.

Seasonal Changes: From the fresh scent of rain-soaked earth in winter to the dry, warm breezes carrying the scent of sunbaked leaves in summer, the air of Pleasant Hill changes with the seasons, creating a dynamic olfactory experience.

Integrating the 5 Senses into the Brand

By focusing on these sensory experiences, Visit Pleasant Hill can be positioned as a brand that provides an inviting, multi-dimensional experience. The lush sights, soothing sounds, refreshing touches, delicious tastes, and rich smells combine to create an identity that appeals to both visitors and locals, offering not just a destination, but a full sensory experience that reflects Pleasant Hill's beauty, warmth, and diversity.



Brand Messaging

Primary Messaging

The Full Sensory Experience: Welcome to Pleasant Hill

"Experience Pleasant Hill with all your senses."

Message: "In Pleasant Hill, you don't just visit—you feel. Whether it's the vibrant sights, soothing sounds, refreshing touches, delicious tastes, or inviting scents, your senses are fully immersed in everything Pleasant Hill has to offer. Come explore a city where adventure, relaxation, and community meet in perfect harmony."

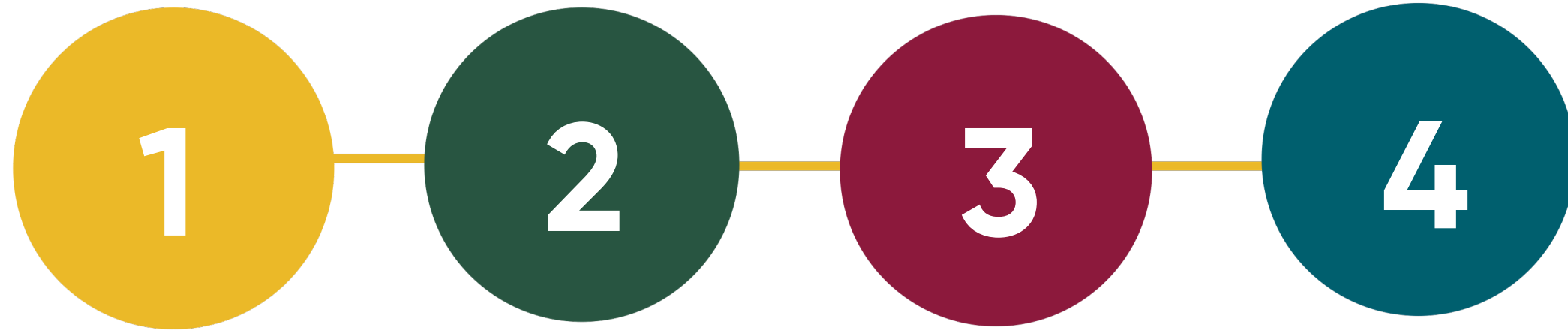
Secondary Message

"Welcome to the Bay Area's #1 Non-Attraction."

Pleasant Hill provides affordable lodging and easy access to the region's major attractions.



Key Branding Objectives



1
Build a strong brand identity for "Visit Pleasant Hill" and increase awareness.

2
Ensure consistency and quality across all messaging platforms.

3
Launch a social media presence and gain regional and national recognition.

4
Highlight Pleasant Hill's diverse offerings to attract varied audiences



KPI's

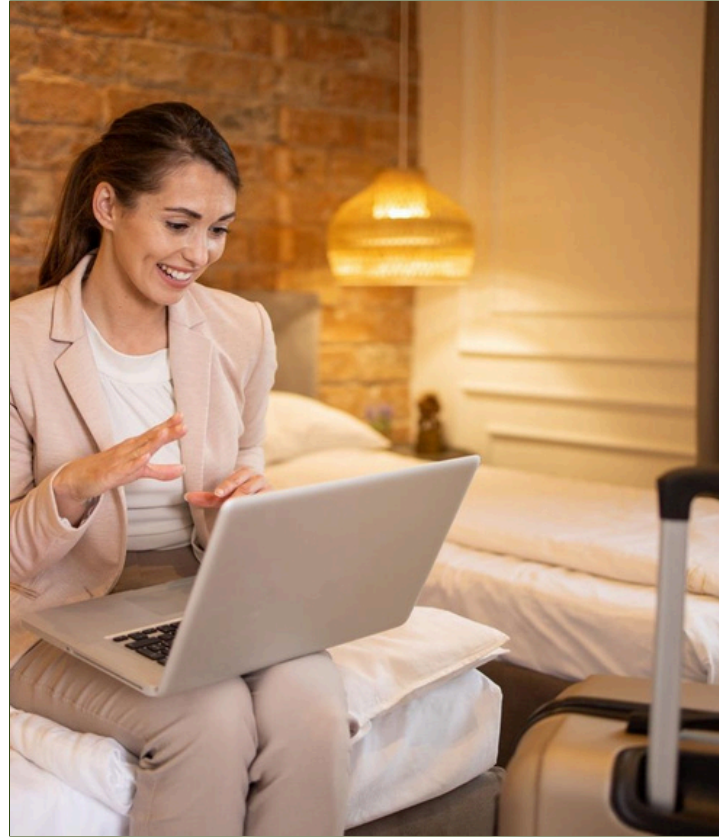
- 1 Build a strong rebrand for Visit Pleasant Hill and raise awareness.
- 2 Launch a destination marketing website and track visitor analytics.
- 3 Increase hotel occupancy rates related to TID initiatives.
- 4 Rebrand social media channels for Visit Pleasant Hill (LinkedIn, Instagram, Facebook).
- 5 Gain positive media mentions in national and regional publications.
- 6 Rebrand all marketing collateral.
- 7 Gain regional and national recognition.
- 8 Showcase in national sales shows.

Strategic Components

Key strategic components involve brand building, developing tourism, expanding events, and fostering local awareness. The goal is to make Pleasant Hill a prime hub for exploration, focusing on expanding sports and special events, promoting local offerings, and enhancing accessibility.



Target Visitor Personas



BUSINESS TRAVELERS

Primarily in town on business – Meetings and Events, Health Professional, Transients.



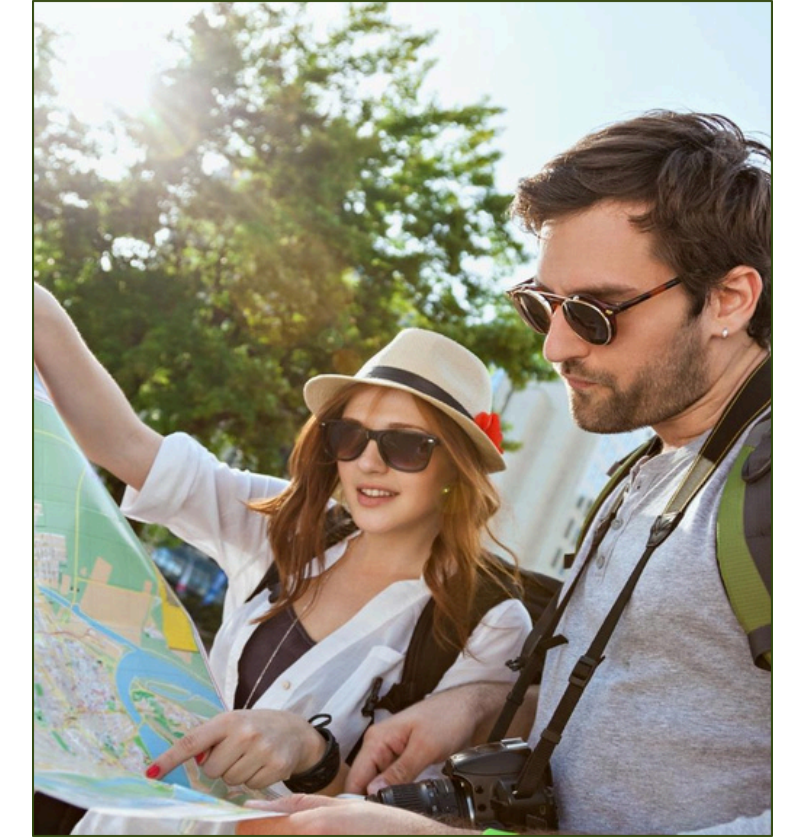
EXTENDED FAMILIES

Visiting family or friends.



SPORT/EVENTS TRAVELERS

Attend sporting events that require overnight stays



TOURISTS

Leisure visitors seeking memorable experiences.

BRAND LAUNCH TOOLKIT



The TID will invest in fundamental brand assets, such as a cohesive brand identity, a new on-brand website, and high-quality photo and video assets. This toolkit includes:

Brand Identity

Cohesive logo, messaging, and visual elements

Website

Create a new and engaging, user-friendly website showcasing Pleasant Hill's offerings.

Photo & Video Assets

High-quality visuals that represent the city's charm and offerings.

Marketing Materials

Digital ads, print templates, banners, and merchandise (e.g., water bottles, t-shirts).

Essentials

Cohesive brand identity, messaging, and assets (logos, photos, and videos).

Digital & Print Ads

Develop ad templates, web banners, and social media content.

Collateral

Produce walking maps, visitor guides, and event calendars.

Merchandise

Branded items like water bottles, t-shirts, and coffee mugs for events and giveaways

MARKETING STRATEGY





Traditional Marketing
Marketing Collateral
Marketing Campaigns

Content Marketing

Paid Media

SEO/SEM/AEO

Email Marketing

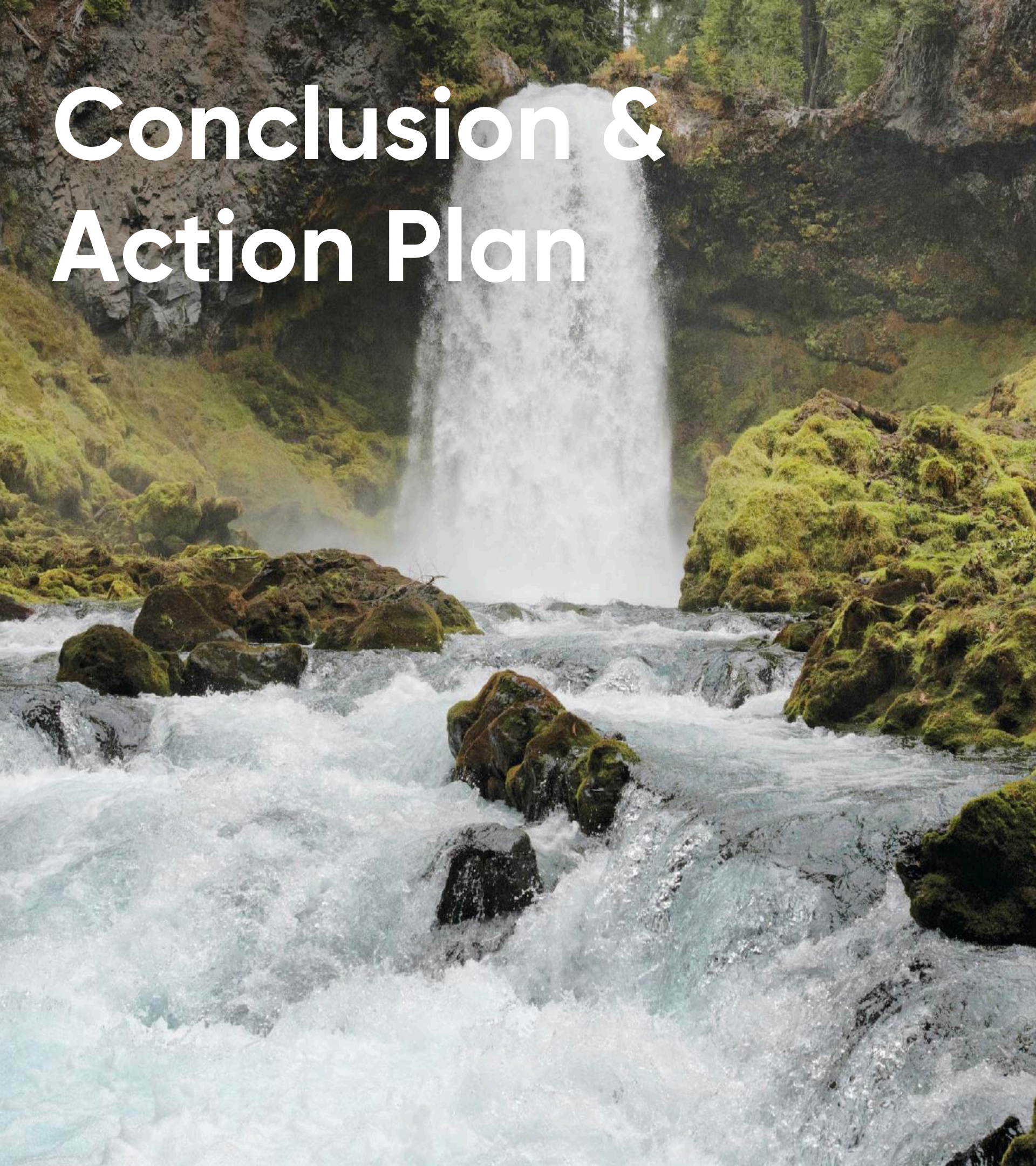
Social Media

Public Relations (PR)

Events

Place Making

Local Awareness & Engagement

A large waterfall cascading over mossy rocks into a turbulent stream. The water is white and frothy as it hits the rocks, creating a misty spray. The surrounding landscape is lush with green moss and vegetation.

Conclusion & Action Plan

Over the next few years, the Tourism Improvement District (TID) will develop a structured plan for growing Pleasant Hill's brand, enhancing visitor experiences, expanding events, and fostering local partnerships.

This includes:

- Brand identity development
- Expanded marketing efforts
- Event planning and promotion
- Infrastructure improvements to support tourism growth
- Conclusion & Action Plan



FIRE FINCH

Marketing & Design Studio