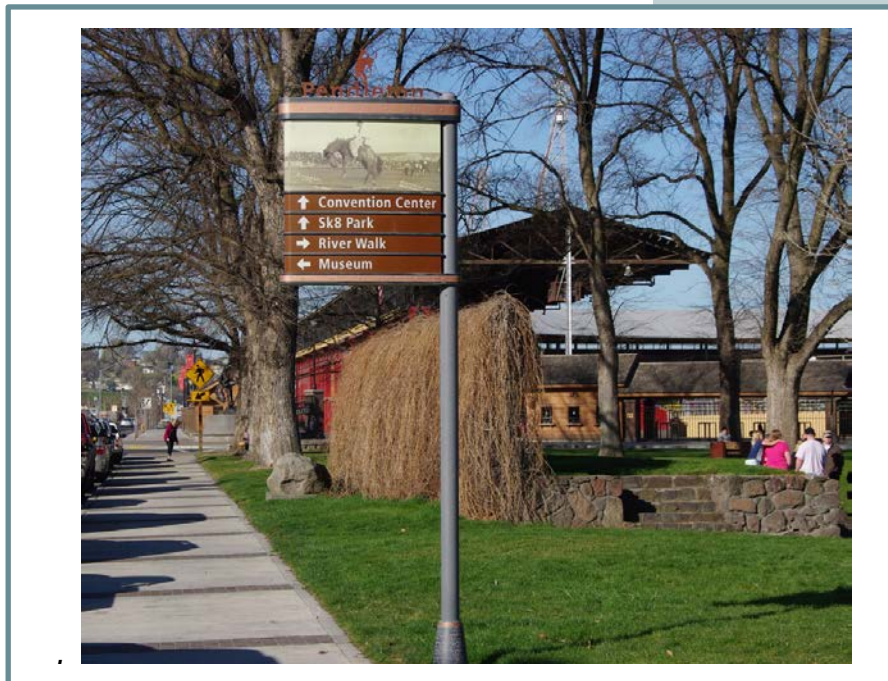


# Pendleton Development Commission Wayfinding Signage 2010



## Background

One of the first recommendations from a tourism promotion consultant, hired by the Pendleton Chamber of Commerce, was that the city install a well-designed directional signage program, one that enhanced the Rodeo City's brand. The Chamber's Tourism Promotion Committee set a goal of designing, producing and installing the new signage prior to the 100<sup>th</sup> anniversary staging of the Pendleton Round-Up.

The process took two years, including multiple presentations to the Pendleton Development Commission, asking for urban renewal funding for the signs. Other sources included Travel Pendleton, the tourism promotion arm of the City, and the Wildhorse Foundation, the charitable giving arm of the Confederated Tribes of the Umatilla Indian Reservation.



## Funding/Leverage

- Total project cost: \$102,000
- Urban renewal funding from the Pendleton Development Commission was \$72,000 for production and installation
- Travel Pendleton: \$5,000 for initial designs
- Pendleton Chamber: \$5,000 for design and production
- Wildhorse Foundation for consultant: \$20,000

## Community Benefits

- Provided jobs through private contractors
- Contributes to the Pendleton brand, known for its rodeo, the Pendleton Round-Up
- Provides attractive directional signage for visitors
- Informational kiosks bring shoppers to downtown businesses
- Provides design format for additional signage

