



## REPORT TO CITY COUNCIL

**To:** Honorable Mayor and Members of the City Council

**From:** Jason Simpson, City Manager

**Prepared by:** Gina Gonzalez, Director of Economic Development and Legislative Affairs

**Date:** October 22, 2024

**Subject:** Agreement with Storyland Studios for Digital Storytelling and Tourism Development

### **Recommendation**

Approve and authorize the City Manager to execute an agreement/contract with Storyland Studios in an amount not to exceed \$164,500 for a plan for the 10-acre site next to the campground, digital storytelling, including website development, and visitor guide to fit various mediums such as desktops, tablets, and mobile phones in such final form as approved by the City Attorney.

### **Background**

Storyland 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, Storyland Studios was conceived to help storytellers (from CEOs to George Lucas) tell their stories in three dimensions:

\*Strategic Branding: Design that you walk away with

\*Interactive Media: Design that you interact with

\*Spatial Storytelling: Designs that you walk into

Storyland 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 of clients, including Disney and the successful redevelopment of the 1,100-acre Disneyland Resort District – Downtown Disney, California Adventure, Disneyland, and Launch Pointe in Lake Elsinore.

## **Discussion**

Tourism development is important to the economic development of a city and the diversification of its local economy. Launch Pointe is a key feature in the City's tourism portfolio. Storyland Studios' understanding of the City of Elsinore's needs and vision will carry through to a 'Phase 2' plan to expand the service offering and associated revenue streams at Lake Elsinore in connection with new opportunities for development at Launch Pointe on the 10-acre parcel to the west of the existing campground. By building on the success of the brand creation for Launch Pointe through brand personality, naming, logo, and website design, Storyland Studios will develop a new concept for a Phase 2 Launch Pointe plan that builds on and complements the existing brand and create a site master plan to envision the development, starting to bring the City's ideas to life. The Phase 2 services are estimated to continue for 3 to 4 months and will cost a total cost not to exceed \$70,000.

On a much broader scale and in addition to the Phase 2 plan, Storyland Studios will assist the City's economic development team in designing and developing an engaging tourism website for the City of Lake Elsinore to tell its unique story and engage its target audience to increase, develop, and encourage tourism in the City of Lake Elsinore which was identified within the City's 2040 Plan as a City Council priority and is a part of the City's draft Economic Development strategy.

Storyland Studios will guide the City of Lake Elsinore through a kickoff process to capture the City's personality, brand, and story through the development of the tourism website, marketing materials, and visitors guide. Storyland Studios will define demographics, concerns, requirements, and Digital Storytelling. Storyland Studios technologies will use modern user interface standards and incorporate custom elements to accomplish the City of Lake Elsinore's vision and goals. The overall project is estimated to continue over 12 months. It will cost a total cost not to exceed \$94,500 for website development and buildout, as well as a booklet visitors guide (buildout, design, content, graphics, and storyline) that matches overall branding for Lake Elsinore.

## **Fiscal Impact**

Total compensation for all services will not exceed \$164,500. Funds are available in the City's Fiscal Year 24-25 Annual Operating Budget.

## **Attachments**

Attachment 1 - Agreement  
Exhibit A - Scope of Services  
Development