

TO
SUSTAIN...
GROW...
DOMINATE™



IT'S ALL IN THE STRATEGY™

revisoning experts | brand pros

image makers | news media specialists

alliance builders | community connectors™

full-service graphic design | e-marketing innovators

K·COM®

KAYE COMMUNICATIONS, INC.

Full-Service Integrated Marketing
& Public Relations Counselors

Phone 561-392-5166 | Fax 561-392-5842

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Boca Raton, Florida 33432

www.kcompr.com

IT'S ALL IN THE STRATEGY™

- **Position and brand**
- **Educate target audiences**
- **Increase audience reach and awareness**
- **Inspire pride in Downtown Boca**
- **Increase and maintain “top of the mind” awareness and echo**
- **Generate additional consumer traffic, business interest, and media coverage**
- **Demonstrate vibrancy and relevance**
- **Support City’s economic development initiatives**

IT'S ALL IN THE STRATEGY™

KAYE COMMUNICATIONS, INC. ROLE

- **BRANDING & AD COUNSEL**
- **SPECIAL EVENTS COUNSEL**
- **COMMUNITY RELATIONS**
- **MEDIA RELATIONS**

FOCUSED EFFORTS:

- **CONSISTENCY OF BRAND**
- **ASSETS**
- **RELEVANCY**
- **“IN AND BEYOND” BOCA**
- **POWER OF PARTNERSHIPS**

DESTINATION BRANDING AND AD COUNSEL

CREATING/DEFINING A SENSE OF PLACE: VIA PHOTO SHOOT



IT'S FINSTOWN:
South Florida's Biggest Away Game Party
[Super Sundays In Downtown Boca]

IT'S VARIETY: Cosmopolitan Vibrancy...
With Small Town Charm



IT'S ALFRESCO WITH FRIENDS AND FAMILY:
Villagio Italian Eatery



IT'S GREEN: Sanborn Square Park

IT'S FASHION: Vickie Sobel Couture



IT'S NIGHTLIFE: The Dubliner

IT'S FINE DINING: ZED 451





IT'S CASUAL CAFES: Saquella Cafe

**IT'S NEW:
Racks Eatery + Tavern Debuts**



**IT'S SPECIALTY SHOPPING:
Genius Jones**

**IT'S WORLD-CLASS CULTURE:
Boca Raton Museum of Art**



DESTINATION BRANDING AND AD COUNSEL

CREATING/DEFINING A SENSE OF PLACE VIA BANNER INITIATIVE ON HIGH TRAFFIC STREETS



DESTINATION BRANDING AND AD COUNSEL

CREATING/DEFINING A SENSE OF PLACE VIA BRANDED ADS



Discover

You will find the charm and character of Downtown Boca is all at once eclectic and electric, relevant and vibrant. Now is the time to discover, engage, and indulge in the unlimited array of opportunities for shopping, dining, culture, business, nightlife, entertainment, living, and romancing as well as relaxing, refreshing, and reconnecting.

Come early, stay late...where something for everyone awaits.



**DOWNTOWN
BOCA** *It's Happening!*

Just Blocks Away From The Boca Raton Resort & Club

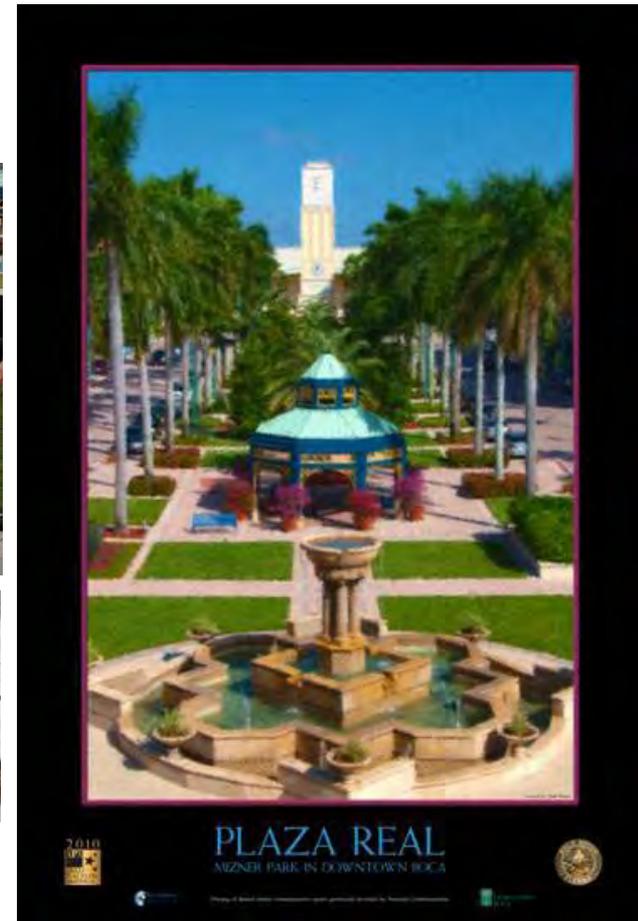
WWW.DOWNTOWNBOCA.ORG



DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA COMMUNITY & MEDIA RELATIONS

APA Designation Of Plaza Real As Top 10 Great Public Spaces In America



DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA EVENTS

Discover
DOWNTOWN BOCA

You will find the charm and character of Downtown Boca is all at once eclectic and electric, relevant and vibrant. Offering a diverse and unlimited array of opportunities for shopping, dining, culture, business, nightlife, recreation, living, staying, and romancing as well as relaxing, refreshing, and reconnecting, it is a favorite of South Florida residents and visitors of all ages, from young professionals and business executives to singles, couples, families, and seniors.

AWAY GAME CENTRAL

WWW.DOWNTOWNBOCA.ORG

RACK BROCHURE

FREE Community Event!

SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY

DATE	TEAM	PARTY TIME*
Sept. 12	Buffalo	12:00 PM
Sept. 19	Minnesota	12:00 PM
Oct. 17	Green Bay	12:00 PM
Oct. 31	Cincinnati	12:00 PM
Nov. 7	Baltimore	12:00 PM
Nov. 28	Oakland	3:00 PM
Dec. 12	N.Y. Jets	3:00 PM
Jan. 2	New England	12:00 PM

Presented by:

For Downtown Boca Super Sundays Updates Visit WWW.DOWNTOWNBOCA.ORG

*Times subject to change

FREE Community Event!

THE CITY OF BOCA RATON & THE MIAMI DOLPHINS

INVITE YOU TO JOIN US AND HUNDREDS OF "FINATICS" TO KICK OFF

SOUTH FLORIDA'S BIGGEST PARTY

AT THE FIRST OFFICIAL DOLPHINS PEP RALLY OF THE 2010 SEASON

To Cheer On Our Home Team And Be Among The First To Hear Details About A New Partnership That Will Benefit Dolphins Fans

THURSDAY, AUGUST 12, 2010
5:30 p.m.

Downtown Boca: Mizner Park Amphitheater
Free Parking

Bring Family, Colleagues And Friends To Celebrate With Dolphins Cheerleaders, Mascot T.D. and Alumni, Meet & Greets, Great Giveaways, Fun Photos, etc.

Presented by:

For Downtown Boca Super Sundays Updates, Visit DOWNTOWNBOCA.ORG

FLYER



DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA EVENTS

AWAY Games Are No Longer Far From HOME
CITY OF BOCA RATON AND MIAMI DOLPHINS INVITE FINS FANS TO



Free Community Events
 Join the fun with Dolphins Alumni, Cheerleaders, T.D., Fins Force, and more. Enjoy the game, entertainment, music, and activities for Finatics of all ages. Plenty of food vendors and restaurants.

SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY

DATE	TEAM	PARTY TIME*
Sept. 12	Buffalo	12:00 PM
Sept. 19	Minnesota	12:00 PM
Oct. 17	Green Bay	12:00 PM
Oct. 31	Cincinnati	12:00 PM
Nov. 7	Baltimore	12:00 PM
Nov. 28	Oakland	3:00 PM
Dec. 12	N.Y. Jets	3:00 PM
Jan. 2	New England	12:00 PM

*For Away Game Party Updates And Chances To Win An "Away Game" Boca Weekend Stay & Play Package VISIT WWW.DOWNTOWNBOCA.ORG

DOLPHINS DIGEST

AWAY Games Are No Longer Far From HOME

JOIN

SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY

AT



THIS SUNDAY, SEPT. 19TH
NOON AT MIZNER PARK
Dolphins vs Vikings

Join the fun with Dolphins Alumni, Cheerleaders, T.D., Fins Force, and more. Enjoy the game, entertainment, music, and activities for Finatics of all ages. Plenty of food vendors, restaurants and pubs.

For more info, visit WWW.DOWNTOWNBOCA.ORG

**SUN-SENTINEL
 SHOWTIME AD**

Join Us For FAU Day In Downtown Boca-Sunday, October 17th

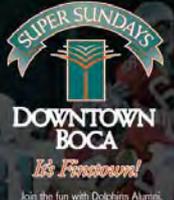
Wear Your Favorite FAU Shirt And Come To Mizner Park With FAU Alumni, Faculty and Students For The Dolphins Away Game Party
Show Your FAU ID For Chances To Win Miami Dolphins Game Tickets And Get Special Downtown Boca Discounts

AWAY Games Are No Longer Far From HOME

JOIN

SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY

AT



Free Community Event
 Sunday, October 17th
 Miami Dolphins vs. Green Bay Packers
 Party Begins 12 Noon
 Mizner Park

Meet Dolphins Alumni Keith Byars, Jim Kick, And Dwight Stephenson
 Pop Rally Features Performance By Dolphins Cheerleaders

*For Away Game Party Updates And Chances To Win An "Away Game" Boca Weekend Stay & Play Package VISIT WWW.DOWNTOWNBOCA.ORG

FLYER



DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA SPECIAL EVENTS & PROMOTIONS



SOUTH FLORIDA'S BIGGEST AWAY PARTY AT DOWNTOWN BOCA

DATE	TEAM	PARTY TIME
Sept. 12	Buffalo	12:00 PM
Sept. 19	Minnesota	12:00 PM
Oct. 17	Green Bay	12:00 PM
Oct. 21	Cincinnati	12:00 PM
Nov. 7	Indianapolis	12:00 PM
Nov. 28	Oakland	3:00 PM
Dec. 12	N.Y. Jets	3:00 PM
Dec. 2	New England	12:00 PM

AWAY GAMES ARE NO LONGER FAR FROM HOME

JOIN SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY AT SUPER SUNDAYS DOWNTOWN BOCA It's Finstown!

SUN. OCT. 17th @ MIZNER PARK
Visit WWW.DOWNTOWNBOCA.ORG

IN-STADIUM

SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY
Meet Dolphins Alumni Keith Byars, Jim Kiick, And Dwight Stephenson
[\(Click Here For Details\)](#)

DOWNTOWN BOCA HOSTS SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY
SUNDAY, OCTOBER 17th [\(Click Here\)](#)

Meet Dolphins Alumni Keith Byars, Jim Kiick, And Dwight Stephenson

www.dolphins.com BANNER ADS



DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA BRANDED ATTIRE



Custom Tee Layout

Full Front Layout: 11" Wide
White
Flash
PMS 1655
White

Full Back Layout: 11" Wide
White
Flash
PMS 299
PMS 1655
White

DATE	TIME	DOORS OPEN
Sept 11	6:00 PM	5:00 PM
Sept 12	6:00 PM	5:00 PM
Oct 17	6:00 PM	5:00 PM
Oct 18	6:00 PM	5:00 PM
Nov 7	6:00 PM	5:00 PM
Nov 20	6:00 PM	5:00 PM
Dec 1	6:00 PM	5:00 PM
Jan 1	6:00 PM	5:00 PM

Please review and proofread for spelling, placement, printing, and PMS colors on this artwork layout. This order will be produced as it appears unless approved by client. Any errors detected after this approval will be the sole responsibility of the customer. An approval email must be received prior to printing an order.

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Customer: <u>VF Imagewear</u>	Client: <u>VF Imagewear</u>
Order: <u>10/10/10</u>	Product Code: <u>10/10/10</u>
Article: <u>10/10/10</u>	Designation: <u>10/10/10</u>
Art Code: <u>10/10/10</u>	Material Code: <u>10/10/10</u>



DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA COMMUNITY SUPPORTERS



“WE SUPPORT” ICON

- Email Signature Postings
- Partner Websites
- Organizations and Businesses
Brochures and Ads
- Letterhead
- Flyers
- Window Clings

DESTINATION BRANDING AND AD COUNSEL

DESTINATION MARKETING VIA SMART PHONE USER APPS



CUSTOMIZED BAR CODE

- Email Signatures
- Ads
- Brochures
- Partner Websites
- Letterhead
- Window Clings

Ads

Window Cling



Discover
DOWNTOWN BOCA

You will find the charm and character of Downtown Boca is all at once eclectic and electric, relevant and vibrant. Offering a diverse and unlimited array of opportunities for shopping, dining, culture, business, nightlife, recreation, living, staying and romancing as well as relaxing, refreshing, and reconnecting, it is a favorite of South Florida residents and visitors of all ages, from young professionals and business executives to singles, couples, families, and seniors.



WHAT TO KNOW, WHERE TO GO, AND WHAT TO DO!
Go to gettag.mobi on your smartphone and download the free Tag Reader app. Hold your phone over this coded tag to snap it or visit www.downtownboca.org



**DOWNTOWN
BOCA** *It's Happening!*
WWW.DOWNTOWNBOCA.ORG

Collateral



DESTINATION BRANDING AND AD COUNSEL

CREATING/DEFINING A SENSE OF PLACE: www.downtownboca.org

The screenshot displays the Downtown Boca website. At the top, a green navigation bar contains the logo "DOWNTOWN BOCA *It's Happening!*" and menu items: HOME, WHAT'S HERE, WHAT'S HAPPENING, GETTING AROUND, and GET CONNECTED. Below the navigation bar is a large banner image of a concert at Mizner Park Amphitheater, with the caption "IT'S CONCERTS: Mizner Park Amphitheater". A social media bar includes icons for Twitter, Facebook, YouTube, Email, and RSS. Below this are four main content blocks: "Downtown Boca" with a map icon, "Official Guide" with a map icon and a "View" link, "Downtown Deals" with a tag icon and a "View" link, and "Event Calendar" with a calendar icon and a "View" link. A "LATEST NEWS FROM DOWNTOWN BOCA" section features a news item titled "18TH ANNUAL BRITISH CLASSIC CAR SHOW ROLLS INTO DOWNTOWN BOCA THIS SUNDAY" dated February 14th, 2011, with a "View" link. Another "Event Calendar" block is also present. The browser's status bar at the bottom shows "Done", "Internet | Protected Mode: On", and "100%".



DESTINATION BRANDING AND AD COUNSEL

CREATING/DEFINING A SENSE OF PLACE: www.downtownboca.org



Event Calendar

Check out what upcoming events are taking place in Downtown Boca.



Official Guide

View an interactive map of what you can find in Downtown Boca.



Downtown Deals

The latest sales, discounts and savings in Downtown Boca.



Downtown Directory

Listed here is a sampling of businesses, services, arts and culture, parks and recreation, and an abundance of choices for living, staying, and playing.



Downtown Diva



Downtown Biz



Downtown Dan



Downtown Fam



**DOWNTOWN
BOCA** *It's Happening!*

DESTINATION BRANDING AND AD COUNSEL

CREATING/DEFINING A SENSE OF PLACE: www.downtownboca.org



Discover DOWNTOWN BOCA

Head to the charm and character of Downtown Boca as it grows vibrant and vibrant, vibrant and vibrant. Offering a variety of opportunities for shopping, dining, socializing, nightlife, living, learning, and connecting, as well as a variety of South Florida waterfront and historic sites, Downtown Boca is a vibrant and vibrant community.



Discover MIZNER PARK QUARTER

The ever-evolving Mizner Park is a genuine gemstone that offers world-class culture, vibrant shopping, fine casual and ethnic dining options, bars and taverns, business and residential choices, events and entertainment, including programming, and exciting live music venues and attractions.

- What You Can Find Here**
- Office
 - Professional Services
 - Financial Services
 - Retail
 - Dining
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Entertainment
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Retail
 - Dining
 - Nightlife
 - Family-Friendly



Discover PLAZA REAL SOUTH QUARTER

Often referred to as Downtown Boca's lively "neighborhood" where guests can choose from the finest, some casual and picturesque fine dining, traditional formal bars and taverns, and gourmet coffee shops and bakeries.

- What You Can Find Here**
- Office
 - Professional Services
 - Financial Services
 - Retail
 - Dining
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Entertainment
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Retail
 - Dining
 - Nightlife
 - Family-Friendly



Discover CAMINO REAL QUARTER

This architectural gem of Downtown Boca includes a variety of businesses, restaurants, shops, and services, including single-family homes and luxury rental residences, all in a historic setting.

- What You Can Find Here**
- Office
 - Professional Services
 - Financial Services
 - Retail
 - Dining
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Entertainment
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Retail
 - Dining
 - Nightlife
 - Family-Friendly



Discover SANBORN SQUARE QUARTER

Comparison of the blocks between 1st, 2nd and 3rd Streets in the Sanborn Square Quarter is a place for entertainment, fun, creative experiences, and nightlife in an environment that celebrates historic architecture with contemporary development.

- What You Can Find Here**
- Office
 - Professional Services
 - Financial Services
 - Retail
 - Dining
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Entertainment
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Retail
 - Dining
 - Nightlife
 - Family-Friendly



Discover PALMETTO PARK ROAD QUARTER

Serving as Downtown Boca's central connector to the International Waterway and Boca Raton's vibrant, historic, and scenic waterfront, Palmetto Park Road offers a variety of shopping, dining, living and recreation options in an environment that blends the historic with the contemporary.

- What You Can Find Here**
- Office
 - Professional Services
 - Financial Services
 - Retail
 - Dining
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Entertainment
 - Nightlife
 - Parks & Recreation
 - Personal Services
 - Retail
 - Dining
 - Nightlife
 - Family-Friendly



COMMUNITY RELATIONS

DESTINATION MARKETING VIA PARTNERSHIPS

- **Business Development Board of Palm Beach County**
- **Economic Council of Palm Beach County**
- **Palm Beach County Conventions & Visitors Bureau and Other Tourism Agencies**
- **Boca Raton Chamber of Commerce**
- **Cultural Consortium and Palm Beach Cultural Council**
- **Travel Partners (Hotels)**
- **Realtors (Commercial and Residential)**
- **Media Marketing Programs: Destination Co-ops**

COMMUNITY RELATIONS

DESTINATION MARKETING VIA ENGAGEMENT OF DOWNTOWN BOCA STAKEHOLDERS



**DOWNTOWN
BOCA**
It's Happening!

BOCA RATON COMMUNITY REDEVELOPMENT AGENCY

**INVITES YOU TO
JOIN FELLOW DOWNTOWN BUSINESSES
FOR THE
4TH DOWNTOWN BOCA MARKETING FORUM**

**As Together We Continue to Promote and Grow
A "Next Generation" Downtown Boca**

**WEDNESDAY, FEBRUARY 23, 2011
8:30 A.M. OR 2:30 P.M.**

**At
THE NEW MIZNER PARK CULTURAL ARTS CENTER
201 Plaza Real, Boca Raton : Adjacent to ZED 451**

Light Refreshments Will Be Served Courtesy of



PENN-FLORIDA
Companies



UNCLE JULIO'S
THE MEXICAN FRY

YOU WILL LEARN ABOUT:

- Upcoming Exciting Events Scheduled For Downtown Boca And Hear From The Producers On How Your Business Can Get Involved.
- Ways In Which Your Business Can Increase Visibility And Promotion.
- News Media Initiative And Partnership Outreach For Downtown Boca.
- Updates On The Pedestrian Promenade And Palmetto Park Road Improvements.

Two or more members of the Downtown Boca Raton Advisory Committee, City Council and/or Community Redevelopment Agency may be present at this Forum

Festival of the Arts BOCA

Boca Raton Museum of Art

Boca Bacchanal "Grand Tasting"

Mizner Park Amphitheater & MPCAC

Downtown Boca Film Festival

Royal Palm Place

Mizner Park

Downtown Promenade

HOW TO GET INVOLVED!

COMMUNITY RELATIONS

DESTINATION MARKETING VIA EVENTS, COMMUNITY RELATIONS & MEDIA RELATIONS

Grand Opening of The Downtown Boca Promenade

To Showcase Downtown Boca Assets, New Connectivity & Related Benefits:

- In Early Fall –One Day (Saturday); Two Evenings
- Nonprofit Education & Fundraising Program: Art In Public Places
- Early Morning Kick-off Event
- Daytime Activities (coordinate with cultural organizations, fitness and sports, music, exhibition)
- Evening Activities (music, bands, entertainment, exhibitions, culinary fare)
- Chances To Win



MEDIA RELATIONS

DESTINATION MARKETING VIA MEDIA RELATIONS

Media (print, broadcast, online, social)

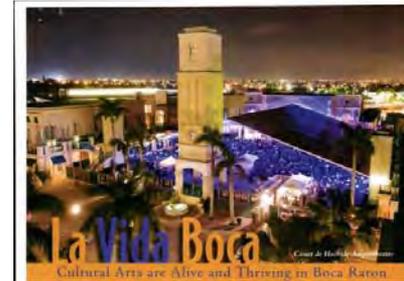
- Diversified media database for variety of beats
- APA Designation Of Plaza Real
As Top 10 Great Public Spaces In America
- Mizner Park-20th Anniversary
- Media Site Tours
(need breakfast, lunch and dinner hosts, events tickets)
- News Kit
- Quarterly Tip Sheet
- Hot Tips Response

MEDIA RELATIONS

DESTINATION MARKETING VIA MEDIA RELATIONS

Media (print, broadcast, online, social)

- Journalist Query Alerts
- Tourism Initiatives
- Business Development Initiative Collaboration
- Online Media Distributions and Postings
- Feature Pitches
- Destination Placements: fashion shoots, dining, etc.
- News Wires
- News Sharing



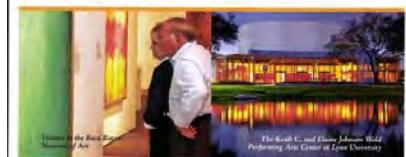
When visiting Boca Raton, you are certain to enjoy some of the most beautiful beaches in South Florida. Also in a few of the Boca area's trendy restaurants or spend some shopping in any of the world renowned boutiques and retail stores. But most people don't know that Boca Raton is also a vibrant cultural center and a hub for the arts. Boca Raton Cultural Arts are Active and Thriving in Boca Raton. A group of local business and cultural organizations came together several years ago to discuss how they might collaborate with one another and create a greater awareness of the quality and diversity of available programming. Boca Raton Cultural Arts group of 11 organizations all of the above. After the Consortium study in 2008, the Consortium represented a city and that an exciting new era. According to the study, Boca Raton is a local economy of \$9 billion, with a population of 60,000. With a clear focus of commitment and

...the challenge for the city and the arts organizations to...
...the challenge for the city and the arts organizations to...
...the challenge for the city and the arts organizations to...



World Theatre - a testament of the spirit of a nation

...the challenge for the city and the arts organizations to...
...the challenge for the city and the arts organizations to...
...the challenge for the city and the arts organizations to...



The South and...
...the challenge for the city and the arts organizations to...



MEDIA RELATIONS

DESTINATION MARKETING VIA MEDIA RELATIONS

Downtown Boca News Bureau

CITY OF BOCA RATON MEDIA CONTACTS:

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Jan A. Kaye: jkaye@kcompr.com, 561-756-3097 (mobile)

MIAMI DOLPHINS MEDIA CONTACTS:

Jason Jenkins 954-452-7170 or George Torres 954-943-6690



**WHEN MIAMI DOLPHINS FACE OFF THE GREEN BAY PACKERS...
DOWNTOWN BOCA BECOMES FINSTOWN AND HOSTS SPECIAL FAU DAY FESTIVITIES
SUNDAY, OCTOBER 17TH AT MIZNER PARK
WITH UNIQUE INTERACTIVE FAN EXPERIENCES AND GAME WATCHING
FOR FINATICS AND FAU OWLS OF ALL AGES**

The Third Fans' South Florida's Biggest Away Game Party Of The Season
Kicks Off At Noon With Pep Rally, Dolphins Alumni, Cheerleaders,
Cheerleading Showcase and Youth Football Clinic, Bounce House, Entertainment, Games And More

BOCA RATON, FL (October 13, 2010) – Finalists and FAU Owls of all ages and their families, friends and colleagues are invited to come out for an exciting day of Dolphins football during the third Fans' South Florida's Biggest Away Game Party beginning at 12 Noon at Mizner Park this Sunday, October 17th. The free festivities and unique fan experiences—which will include a youth cheerleading showcase with instruction and words of inspiration from Dolphins' Cheerleaders, a youth football training clinic coached by Dolphins' Alumni, and special FAU activities—will continue until the final seconds of the Dolphins' game against the Green Bay Packers.

The festivities will also include photo and autograph signing sessions with Dolphins' Alumni Keith Byers, Jim Klick, and Dwight Stephenson and performances and meet-and-greets by Dolphins' Cheerleaders. TD the mascot and Fins Force will also be there to get everyone fired up for the game, while live music, stilt walkers, power skippers and a "live" bronze football player keep the energy going throughout the day.

The pre-game Pep Rally starts at 12 Noon with chances to win one of 15 Dolphins home game Family Four Packs. The youngest fans can play at the Dolphins' Bounce House, while both young and older can test their skills at the Dolphins Football Toss. Come kick off, all can enjoy watching the game in special tented areas set up with cooling fans at participating restaurants, many of which are offering "Away Game" Day special menus and drink discounts and others for faculty and students presenting FAU I.D.s. Dolphins' alumni and cheerleaders will be making the rounds to meet and greet fans throughout the afternoon.

Youth-oriented activities to follow the Pep Rally this week will include:

- A Cheerleading Showcase and Clinic for youth aspiring to become Dolphins Cheerleaders one day. Participating tween and teen cheerleading squads will perform and then receive helpful coaching tips by veteran Dolphins' Cheerleaders in three areas: choreography, appearance, and personality. They will also learn some great moves, tips and routines during the cheerleading clinics held following squad performances that will begin at 2 p.m.
- A junior football clinic, coached by Dolphins' Alumni featuring offensive and defensive drills including hurdles, knock-away dummies, ladders and hula-hoop jugs just like the Dolphins players. (more)



American Planning Association
Advancing the Community Equation

For Publication or Use after 12:01 a.m. Wednesday, Oct. 13, 2010

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Julia Trevelyan, Planning Director, Tel. 561-393-7789, jtrevelyan@apa.org
Denny Johnson, APA, Tel. 202-349-1006, djohnson@planning.org

American Planning Association Designates Plaza Real In Downtown Boca Raton One of Top 10 Great Public Spaces For 2010 *No Details Spared for Highly Successful Space*

Washington, DC – The American Planning Association (APA) today announced the designation of Plaza Real in Boca Raton as one of 10 Great Public Spaces for 2010 under the organization's Great Places in America program. APA Great Places exemplify exceptional character and highlight the role planners and planning play in creating communities of lasting value. Also designated in Florida as one of APA's Great Places for 2010 is Riverside Avondale in Jacksonville.

APA singled out Plaza Real in downtown Boca Raton (www.downtownboca.com) as an iconic example of the public and private sectors partnering to successfully redevelop a former shopping mall into an area with its own identity and some of the best. The Plaza is easily accessible and links adjoining commercial, residential, cultural and entertainment uses.

"We're honored to be recognized by the APA as a Great Public Space," said Maryanne Susan Whelchel, "Plaza Real is one of the jewels of Boca Raton and an enduring example of how the public and the private sectors can partner to create and sustain remarkable places."

Mizner Park and Plaza Real are just part of what make downtown Boca Raton a wonderful place to live, work and play," added Council Member Constant J. Scott, Chair of the Boca Raton Redevelopment Authority. "This goes to show that with creativity, persistence, and effective partnerships (retail, shopping, malls) can be transformed into vibrant places for everyone to enjoy."

"It's quite an honor to be recognized for something you've so committed to," said Michael McNaughton, executive vice president for Central Growth Properties, owner of Mizner Park. "We are fully committed to providing our shoppers with a total experience. This goes beyond providing a stellar retail lineup. It includes providing aesthetically pleasing spaces that encourage our visitors to linger and enjoy time with their friends and family."



DOWNTOWN BOCA - It's Happening!

Installation of New Downtown Boca Branded Banner Program Begins Today



BOCA RATON, FL (January 18, 2011) – Serving as a major component of the strategic destination branding and marketing plan developed for and approved by the City of Boca Raton's CRA to create a "sense of place" for its "next generation Downtown" initiative, the installation of a branded Downtown Boca banner program begins today.

Featuring a vibrantly colored parade of 52 street banners with messaging that showcases the assets and attributes of the multi-faceted Downtown community, the branded initiative – done in Fern Green, Ocean Blue, Logo Red, Mineral Blue, Citrus, Orange, Burgundy, Concordia, Tuscan, Turquoise, Pacific Blue, All-Star White – will run along the perimeter of the Downtown CRA. It will begin at Camino Real and move north to include pole locations on Federal Highway, Davis Highway, Falmetta Park Road, Northeast Boca Raton Boulevard, and Southeast Mizner Boulevard.



DOWNTOWN
BOCA *It's Happening!*

MEDIA RELATIONS

CREATING/DEFINING A SENSE OF PLACE VIA BANNER INITIATIVE



South Florida For continuous updates and more local news, go online to SunSentinel.com

Absentee ballots must be requested

By Jennifer Rosevear
THE PALM BEACH POST

Palm Beach County voters who would rather cast their ballots without visiting the polls may be in for a surprise this spring — their paper ballot may not arrive in the mail.

A change to state law requires voters to make a new request for absentee ballots, even those who signed up for the ballots last year.

That means voters who expect to vote by absentee in the March 6 municipal election won't get to do so unless they request a ballot from the Supervisor of Elections Office.

The new law is raising concern that even fewer voters will cast a ballot in the spring municipal race — where turnout is typically low.

It will lower turnout, if the exact dates and the cities do not help us get the word out," Supervisor of Elections Susan Bucher said.

As of Wednesday, only 300 county voters had requested an absentee ballot. The number is in stark contrast to the 62,000 voters who cast absentee ballots by curbside last year's general election, Bucher said.

There are 60,000 registered voters in Palm Beach County.

"It is difficult for us to get the word out for the municipal, but we are trying," Bucher said.

The elections office has met with city clerks across the county and plans to discuss the issue with municipal candidates in the coming weeks.

The change was part of new absentee rules designed for military and overseas voters, Bucher said.

Under the previous rules, a voter who requested an absentee ballot in any election would automatically receive them for elections held during the next two general election cycles.

Last year, however, state lawmakers changed the rule, allowing voters to receive absentee ballots for only one general election cycle.

West Palm Beach City Commissioner and mayoral candidate Jai Maize said her campaign would launch an educational program to notify voters about the law change.

Maize said many of the voters in her commission district, which includes the western part of the city, vote by absentee ballot.

"I do think it is going to be an issue," she said.

West Palm Beach City Commissioner Mally Douglas, who is also a candidate for mayor, said she is also

Boosting Boca

James Palermo, a contractor with the city of Boca Raton, installs one of 100 banners promoting downtown Boca Raton along Federal Highway. From shopping and dining to nightlife and recreation, the street signs aim to draw attention to all that the downtown area offers.

Inspectors shut down two restaurants in county

Critical violations of state sanitation and safety laws observed by inspectors at two Palm Beach County restaurants last week prompted the Florida Department of Business & Professional Regulation to close them temporarily.

A state spokeswoman says it is not the number of critical violations that will cause a restaurant to be inspected.

Boosting Boca
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The Boca Raton Tribune

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Colorful banners attract attention to assets of downtown Boca Raton

Rising 3.00 out of 5. (1) [4]

BOCA RATON — They're colorful. They're inspirational. And they're leaving their mark: 100 poles in downtown Boca Raton.

They are branded downtown Boca banners, a major component of the strategic destination branding and marketing plan developed for and approved by the city of Boca's Bureau of Community Redevelopment Agency to create a "sense of place" for its "next generation downtown" initiative.

The banners have gone up during the past few weeks.

Boasting a vibrantly colored facade of 62 street banners with messaging that showcases the assets and attributes of the multi-faceted downtown community, the branded initiative — come in Earth Green, Ocean Blue, Lagoon Mineral Blue, Gold, Orange, Emphatically Orange, Turquoise, Pacific Blue and All Starbrick — runs along the perimeter of the Downtown Community Redevelopment Area.

It begins at Carter's Circle and moves north to include pole locations on Federal Highway, Dixie Highway, Palmetto Park Road, Northeast Boca Fates Boulevard and Downtown Manor Boulevard.

Designed to encourage area residents and visitors to "come early, stay late," where identifying key lifestyle assets, "the newly colored banners, positioned in a collection of scenic views from Red Reef Park, Downtown Boca's iconic city skyline,

THE TIMES OF BOCA RATON

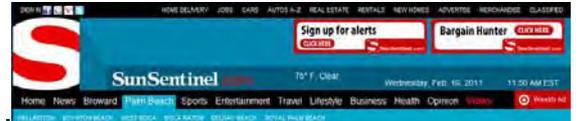
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Parking meters on hold; banners go up downtown

Marco Shatzman mshatzman@tribune.com
12:52 p.m. EST, February 15, 2011

E-mail Print Green Share Text Size Like Sign Up to see what your friends like.

Topics: Road Transportation, Transportation, Intra-coastal Waterway. See more topics >

Parking meter reprieve

If you've been dreading parking meters on your favorite curb by the beach or in Mizner Park, there's been a reprieve. They won't start showing up until at least April.

The city and its vendor are looking into more solar-powered meters and technology that can use smart phones if people set up an account, according to Assistant City Manager Mike Woika. Having more solar-powered meters installed will cost the city another \$25,000, and the money is there for that expenditure, he said.

There was also a jurisdiction problem. The three-block stretch east of the Intra-coastal Waterway bridge on East Palmetto Park Road belongs to the county, Woika said. Now the city will take over that stretch, and the county has agreed to relinquish ownership. No money will change hands, he said. Spanish River Boulevard is a state road and the city has had to deal with that, too, he added.

Watch this now! Undercover drug sting caught on camera in Dania Beach

Meter installation was supposed to start back in October, after the city voted last spring to change its parking laws to allow for paid parking spaces, and the resulting tickets and fines for violations.

Some 387 paid spaces are planned, including some along curbs in Mizner Park to solve the problem of long-term parkers tying up spaces. The garages will still be free.

Another 93 metered spaces will go in the parking lot across from Red Reef Park, except for golfers; 32 east of the Intra-coastal Waterway on Spanish River Boulevard, 77 on East Palmetto Park Road, and 20 in the parking lot on Second Street and Federal Highway. Parkers will feed a meter that is centrally located, there won't be a meter at every spot.

Banners up downtown

Some 92 colorful banners declaring Boca a happening place have gone up downtown. They're most visible on Federal Highway, where they ring Mizner Park, and on the east side Royal Palm Place.

The actual logo is Downtown Boca with the tagline: It's Happening! Alternating banners pair the phrase with themed taglines, It's Business!, It's Families!, It's Shopping!, It's Community, It's Dining!, It's Historic!, It's Living!, It's Nightlife, and It's Parks & Recreation! A grouping of banners reading It's Happening! At Mizner Park; and It's Happening! At Royal Palm Place are posted at those locations.

The banners begin at Camino Real and include pole locations on Federal Highway, Dixie Highway, Palmetto Park Road, Northeast Boca Raton Boulevard and Southeast Mizner Boulevard.

They're part of the city's downtown marketing plan that includes special events and a website to help create a sense of place, and bring shoppers and diners to the shops and restaurants.

Check it out: 'American Greed' will feature Scott Rothstein next week



SPECIAL EVENTS COUNSEL

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09/10/10 Tony Sparano O&A | Feel Good About The Team We're
11:38am
09/10/10 Downtown Boca Becomes
09:34am Finstown With South Florida's
09/09/10 Rookie DE Odrick Looking To
02:30pm Make Immediate Impact
09/08/10 Dolphins Sign Cory Procter:
11:25am Release Jake Grove
09/07/10 Dolphin Deyert Outside
09:34am Linebackers On The Spot

Events all events
08/12/10 Dolphins at Bills
01:00pm Location: Ralph Wilson Stadium
09/19/10 Dolphins at Vikings
01:00pm Location: MetLife Stadium
09/20/10 Dolphins vs Jets
08:20pm Location: MetLife Stadium
10/04/10 Dolphins vs Patriots
08:30pm Location: Sun Life Stadium
10/17/10 Dolphins at Packers
01:00pm Location: Lambeau Field

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News
Downtown Boca Becomes Finstown With South Florida's Biggest Away Game Party This Sunday!

06:38 Fri 09-10-10 [SHARE](#) [F](#) [E](#) [S](#) [RSS](#)

Dolphins away games are no longer far away from home as Downtown Boca Becomes Finstown, host to South Florida's Biggest Away Game Party, this Sunday when the Dolphins battle the Bills.

The FREE Community Event To Feature Unique Fan Experiences, including: A Downtown Boca Dolphins Junior Training Camp Coached By Dolphins and USF Alum Ryan Russell, Pre-Game Pep Rally And Chances To Win Home Game Family 1 our Packs, Dolphins Jersey, autographed Football And Helmet Plus More!

WHAT: South Florida's Biggest Away Game Party Hosted By and In Downtown Boca For Dolphins Season Opener To Draw Finatics From Miami to Jensen Beach as fans of all ages and their families, friends and colleagues are invited to cheer on their South Florida home team during the first Dolphins game of the 2010 season against the Buffalo Bills.

Serving as the official kick-off of Downtown Boca's new Super Sundays programming that will include a variety of family-friendly events throughout this year, the Dolphins and Downtown Boca are teaming up to host free and open-to-the-public festivities.

MIAMI Dolphins on Facebook
276,296 people like Miami Dolphins

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Presented by **MIAMI Dolphins** at&t **BRING THE FINS TO YOUR PHONE** **DOLPHINS AT VIKINGS** **02:04:06:07** 9.19.10

SCHEDULE ROSTER DEPTH CHART STATISTICS **ESPAÑOL / ENGLISH** AFC Sites NFL Sites NFC Sites

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NEWS
Top Stories
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All News
Transactions Log
Events
Media Guide

Recent News all news
09/16/10 Homecoming Of Sports F... CB
05:35pm 'Sapp Against Vikings,' O
09/16/10 Downtown Boca Once Again
01:58pm Becomes Finstown This Su
09/16/10 Catching up with a 'Killer B
11:00am
09/15/10 Rookie DE Odrick Suffers Minor
05:49pm 'Setback: Other Note
09/15/10 Dolphins Make Roster Moves
10:57am

Events all events
09/19/10 Dolphins at Vikings
01:00pm Location: MetLife Stadium
09/20/10 Dolphins vs Jets
08:20pm Location: Sun Life Stadium
10/04/10 Dolphins vs Patriots
08:30pm Location: Sun Life Stadium
10/17/10 Dolphins at Packers
01:00pm Location: Lambeau Field
10/24/10 Dolphins vs Steelers
01:00pm Location: Sun Life Stadium

News
Downtown Boca Once Again Becomes Finstown This Sunday, September 19th At Mizner Park

01:58 Thu 09-16-10 [SHARE](#) [F](#) [E](#) [S](#) [RSS](#)

Following a victorious first Fins' South Florida's Biggest Away Game Party at Mizner Park last week during the Dolphins' season opener, Finatics of all ages and their families, friends and colleagues are once again invited to come out to enjoy the free festivities and unique fan experiences during the team's second Away Game Party this Sunday, September 19th. The fun begins at 12 Noon at the "50 yard line" at Mizner Park (at the Grand Center Fountain area) until the final seconds of the Dolphins' game against the Minnesota Vikings.

MIAMI Dolphins on Facebook
296,372 people like Miami Dolphins

<http://www.miamidolphins.com/>



MEDIA RELATIONS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

SunSentinel.com 82° F, Rain Wednesday, Sep 15, 2010 1:45 PM EDT

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Dolphins' first away game watch party draws dedicated fans to city's downtown

By Marci Shalzman mshalzman@tribune.com
11:18 a.m. EDT, September 15, 2010

Richard Cuencas brought his wife and children all the way fromventura for the first Miami Dolphins' away game watch party and the Fins' season opener in Mizner Park Sept. 12. They don't usually come to Boca Raton.

"I thought it would be a fun way to spend a Sunday, and my wife gets to shop," he said, sitting under a tent and as he followed the game against the Buffalo Bills on a large screen TV.

Jim DeFazio of Deerfield Beach had his daughter Emily in tow, all decked out in Dolphins' children's clothes. "She's been to 90

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BOCA RATON HOSTS MASSIVE DOLPHINS AWAY-GAME PARTY
By Lola Thelin

Football fanatics, take note. It's time to experience the biggest away-game party South Florida has ever seen. So in the spirit of being a dedicated fan, head to Boca Raton. As the Miami Dolphins head to Buffalo, New York, for their first game of the season on September 12, the city of Boca Raton will host the first of many away-game fiestas.

Teaming up with the Dolphins to be the official home of the Dolphins' away-game party, Downtown Boca at Mizner Park is the spot to demonstrate good old-fashioned team spirit. Starting at noon on Sunday, Grand Center Fountain, which is renamed "50-Yard Line" for the

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EVENT CALENDAR
SEPTEMBER 2010

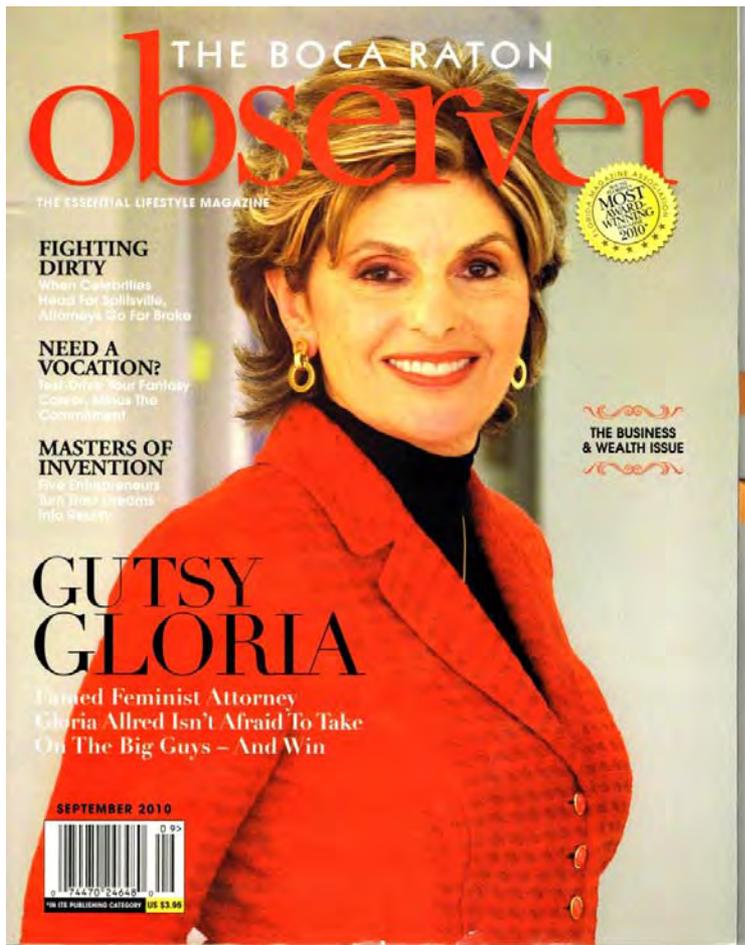
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

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DOWNTOWN BOCA
It's Happening!

MEDIA RELATIONS

DESTINATION MARKETING: VIA SPECIAL EVENTS : Dolphins Away Game Coverage



09.10 » from the publisher



Linda L. Behmoiras
linda@bocaratonobserver.com

GETTING DOWN TO BUSINESS

Welcome to our annual Business & Wealth issue, packed with great stories that range from useful and informative to headline-grabbing and downright juicy!

And when it comes to headlines, it seems you can't turn on the news these days without seeing our cover subject, Gloria Allred. The feisty attorney has made a name for herself representing celebrity mistresses whose motives some might find questionable, but this feminist says everyone deserves representation and that there are two sides to every story. There's much more to Allred than meets the eye. Find out in *Gutsy Gloria* (page 50).

Attorneys such as Allred are becoming celebrities in their own right for representing famous folks whose divorce battles play out on the national stage. They fight hard, they play for keeps and believe us – if you're splitting with a spouse, they're who you want to call. Meet them in *Fighting Dirty* (page 54).

Also in this issue, we introduce a company that lets you try out new careers before taking the plunge (*Need A Vacation?*, page 60); the best franchises to check out now (*Opportunities Knock*, page 74) and some enterprising South Florida inventors who took a chance and made their dreams come true (*Masters of Invention*, page 66).

And now, I'm thrilled to share some exciting news of our own. *The Boca Raton Observer*, at just under 7 years old, was South Florida's most award-winning publication in its printing category at the Florida Magazine Association's 2010 Charlie Awards. What began as a hobby in my home office has become quite the contraband, winning six awards in the categories of Best Fea-

ture (two), Best Feature Headline, Best Theme Issue, Best Cover and Best Printing. We may not be this town's "only" or "first," magazine, but – with readers voting us their favorite and peers presenting us with accolades – we are one of the best. And, equally important, we do things ethically and with honor.

With a small core staff, I couldn't be prouder of my team and hope they realize how fortunate I feel to be surrounded by such creative, talented and hardworking individuals. This truly is a labor of love, and each day I feel very fortunate to continue to bring our magazine to the community.

Speaking of labors of love, I'm looking forward to some fabulous and successful philanthropic events in the coming months. *The Boca Raton Observer* will be the exclusive magazine sponsor of many wonderful events this season, including the Fifth Annual March of Dimes Signature Chefs & Wine Extravaganza on September 24th, Florida Panthers Foundation's Fourth Annual Face-Off Luncheon on October 4th and Boca Raton Regional Hospital Foundation's Seventh Annual Go Pink Luncheon on October 28th.

By the way, the Miami Dolphins will play their first away game on September 12th – we hope you'll join us at Super Sundays, Downtown Boca Raton's new community event, where locals can gather to watch away games on giant screens and enjoy football-related activities and camaraderie. Go Fins and go Downtown Boca!

Linda



MEDIA RELATIONS

DESTINATION MARKETING VIA SPECIAL EVENTS & YOU TUBE

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South Florida's Biggest Away Game Party | Downtown Boca
kayecommunications



0:01 / 2:17

kayecommunications August 17, 2010
The Miami Dolphins and the City of Boca Raton have teamed up in a ground-brea... **561** views

All Comments (0) [see all](#)

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Suggestions

-  **2010 NFL Miami Dolphins Team Betting Preview**
by SBRdotTV
47 views
-  **Miami Dolphins cheerleaders 2010 1st Official P...**
by Aiddy714
469 views
-  **"Mass Fans" - DIRECTV 2010 NFL SUNDAY TICKET Co...**
by directv
37,116 views
-  **POD Productions Manny Fernandez Promo**
by nwmcclemens
1,639 views
-  **Miami Dolphins Fight Song by T-Pain**
by NappyBoyOnline
375,527 views
-  **Beastie Boys -- "Pass The Mic"**
by sinkdog
39,779 views
-  **Splish**
by 10pinbowling
771 views
-  **Dolphin Fan Fest (Bahamas) - Party Cruise #2**
by cpiket
1,467 views
-  **Cheerleaders at Titans vs Seahawks**
by GregoryLehrer
51 views
- 

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SPECIAL EVENTS COUNSEL

DESTINATION MARKETING VIA SPECIAL EVENTS



SPECIAL EVENTS COUNSEL

DESTINATION MARKETING VIA SPECIAL EVENTS & CROSS-PROMOTION CAMPAIGN

- www.dolphins.com home page posting of news release @ 738,863 unique visitors each month= 2,955,452 x 2 months= **5,910,904+ unique visitors**
- www.dolphins.com banner ad -all pages, from pep rally to October 17th= **5,910,904+ potential viewers**
- Facebook posting @ 265,000 x 4 events=**1,060,000**
- Dolphin Digest full page ad distributed to 53,000 ticketholders x 3 issues- August, September, October= 159,000 x 2.5 per household=**397,500+ impressions**
- Jumbotron feature Downtown Boca Oct. 17th Event at home game-**75,000**
- Stadium Vision featured-**75,000**
- Eblasts to ticket holders 178,500 x 4 events=**714,000+ impressions**



REACHING AUDIENCES IN AND BEYOND BOCA

DESTINATION MARKETING VIA SPECIAL EVENTS BY OUTSIDE PROMOTERS

- **First Annual Boca Raton Food & Wine Festival-October 10th**
Camino Real
- **Wyland Living Green Fair-November 6-7, 2010**
Mizner Park and Royal Palm Place
 - **Total Media Impressions: 269 million**
 - **E-Newsletter Distribution: 33,890 hits**
 - **Release Wire: Wyland on Orange Carpet**
 - **Disney Concert Echo**
- **Concerts at the Mizner Park Amphitheater**
Mizner Park
- **Jazz Series**
Royal Palm Place



SPECIAL EVENTS COUNSEL

DESTINATION MARKETING VIA EVENTS HOSTED BY OUTSIDE ENTITIES

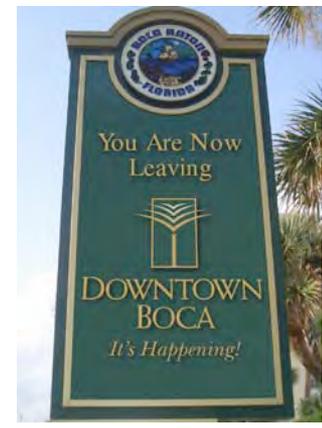
- **Producer Featured Concerts at the Mizner Park Amphitheater**
- **City Concerts & Events: Youth Arts Concerts, Cinema in the Park**
- **Arts Festivals & Exhibitions: Boca Raton Art Museum, Royal Palm Place**
- **Festival of the Arts BOCA**
- **Downtown Boca Film Festival**
- **Boca Bacchanal “Grand Tastings” Event**
- **Jazz Series-Royal Palm Place**
- **Promenade “Showcase” Celebration Event**
- **Media Produced Events (WRMF No Snow Ball)**



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- PowerPoint Presentation Template
- “Promotions” Inventory
- More Downtown Stakeholder Participation



Downtown Boca

NEWS BUREAU



How You Can Help:

- Provide gift certificates or event tickets
- Host breakfast, lunch, dinner or cocktails for qualified media
- Provide tours as needed
- Provide brochures, fact sheets, etc. for media kit inclusion
- Provide hotel package rate programs, perhaps in co-op with events, cultural programming, holiday
- Fill out fact sheet forms; tell us what makes you special
- Send regular updates on programs; need narrative and image with three-week lead time
- Provide info Downtown Deals, need three-week lead time and note expiration date
- Provide venue rental info and tours
- Send Downtown Boca News Bureau hot news tips about your business



Downtown Boca



PROMENADE CELEBRATION

How You Can Help:

- Sign up to chair or be on a planning committee
- Volunteer at event and encourage employees to join you
- Become an event sponsor
- Host an area of activity
- Become a vendor
- Display event posters/flyers
- Distribute marketing materials at your store, office or branch
- Share the news and opportunities with customers, friends and colleagues (email, website, Facebook, Twitter)

Become a year 'round Downtown Ambassador





DOWNTOWN
BOCA

It's Happening!