



# DOWNTOWN BOCA RATON

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## WELCOME!

### MARKETING FORUM

### March 3, 2010

# FORUM PURPOSE

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- Update on City's Downtown Enhancement Initiatives
- Meet Branding and Marketing Consultant
- Meet Other Downtown Businesses & Stakeholders
- Learn How Getting Involved = Success for Everyone

PLEASE MAKE SURE TO SIGN IN—YOU COUNT!

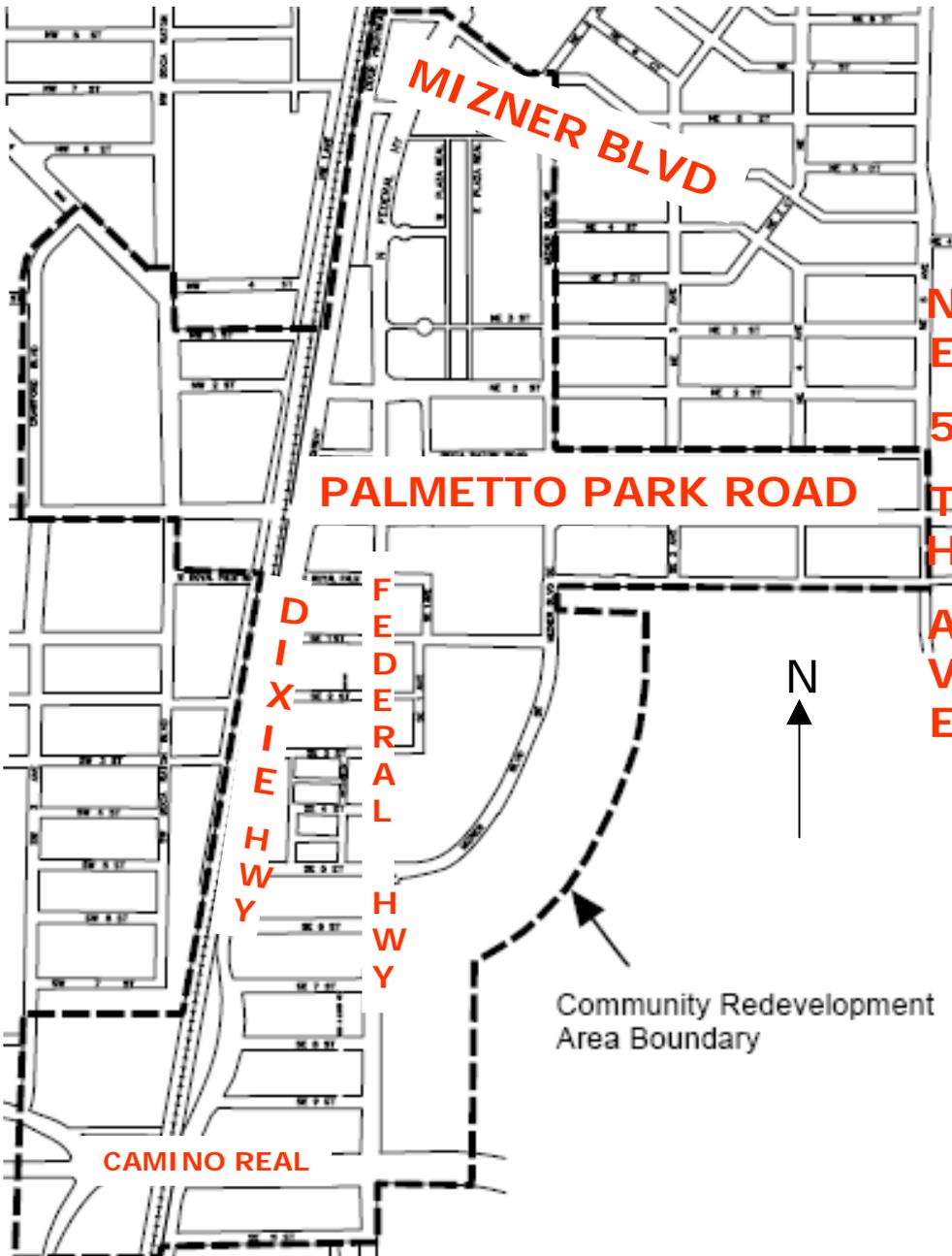
# FORUM AGENDA

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1. Overview of Downtown—City Staff, Ruby Childers
2. Marketing & Branding—Kaye Communications, Bonnie Kaye
3. Q & A

# CRA BOUNDARY

CRAWFORD BLVD



- 344 Acres
- Designated as CRA—1980
- DDRI—1988
  - Develop Mizner Park
  - Improve Infrastructure
  - Eliminate Impediments to Redevelopment
- \* Mizner Park Opened—1990 (20YR Anniversary)
- \* The Pink Plaza becomes Royal Palm “PLACE”, an example of redevelopment

SE 11<sup>TH</sup> STREET

# DOWNTOWN ENHANCEMENTS

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## COMPLETED INITIATIVES:

- Downtown Boca Raton Advisory Committee
- Downtown Master Plan Update
- Downtown Interim Design Guidelines
- Special Events: Spring Jazz & Meet Me Downtown for Holidays
- Cultural Banners Program
- Pedestrian Signage Program
- Consultant hired for Downtown Marketing Plan
- Landscaping on Palmetto Park Road



Boca Raton

# PALMETTO LANDSCAPING



# DOWNTOWN ENHANCEMENTS

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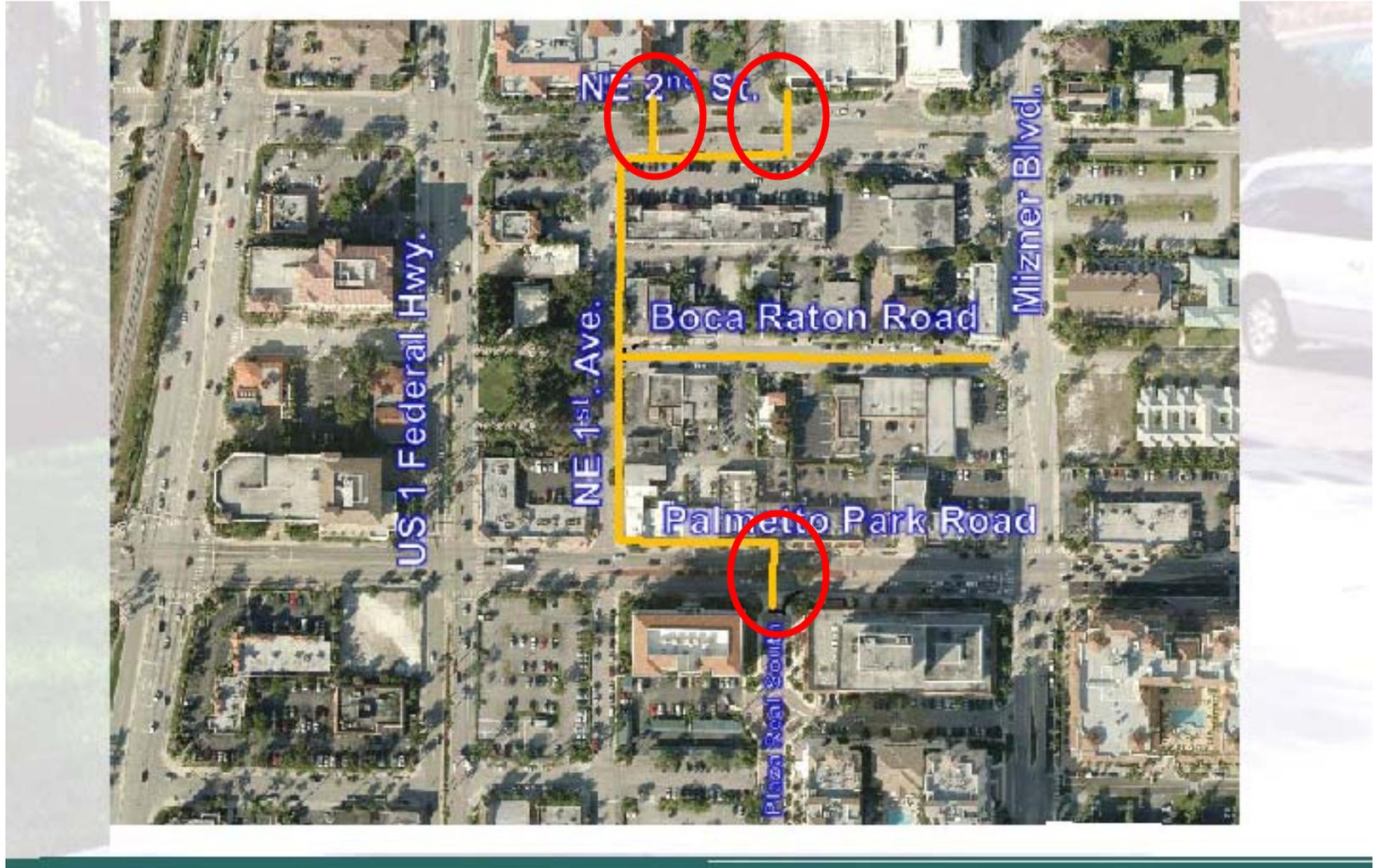


## FUTURE INITIATIVES:

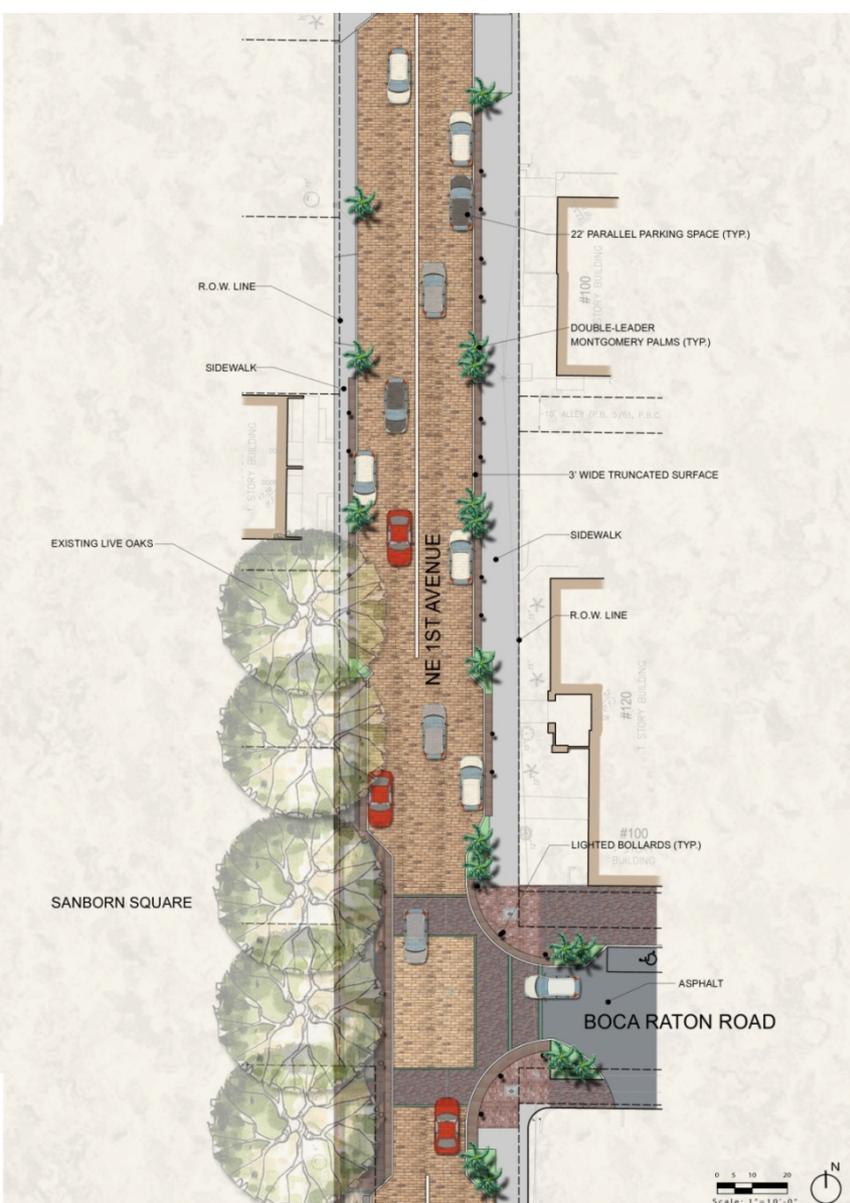
- Downtown Website
- Downtown Logo and Taglines
- Palmetto Park Road improvements
- Downtown Library
- Pedestrian Promenade



# PEDESTRIAN PROMENADE



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## Proposed Features:

- “Curbless” Street
- “Flexible” Spaces
- Brick paver street/sidewalks
- Parking maintained
- Raised intersection
- Bollard lighting
- Pedestrian Lighting
- Narrow lanes, wider walkways
- Sanborn Square expansion

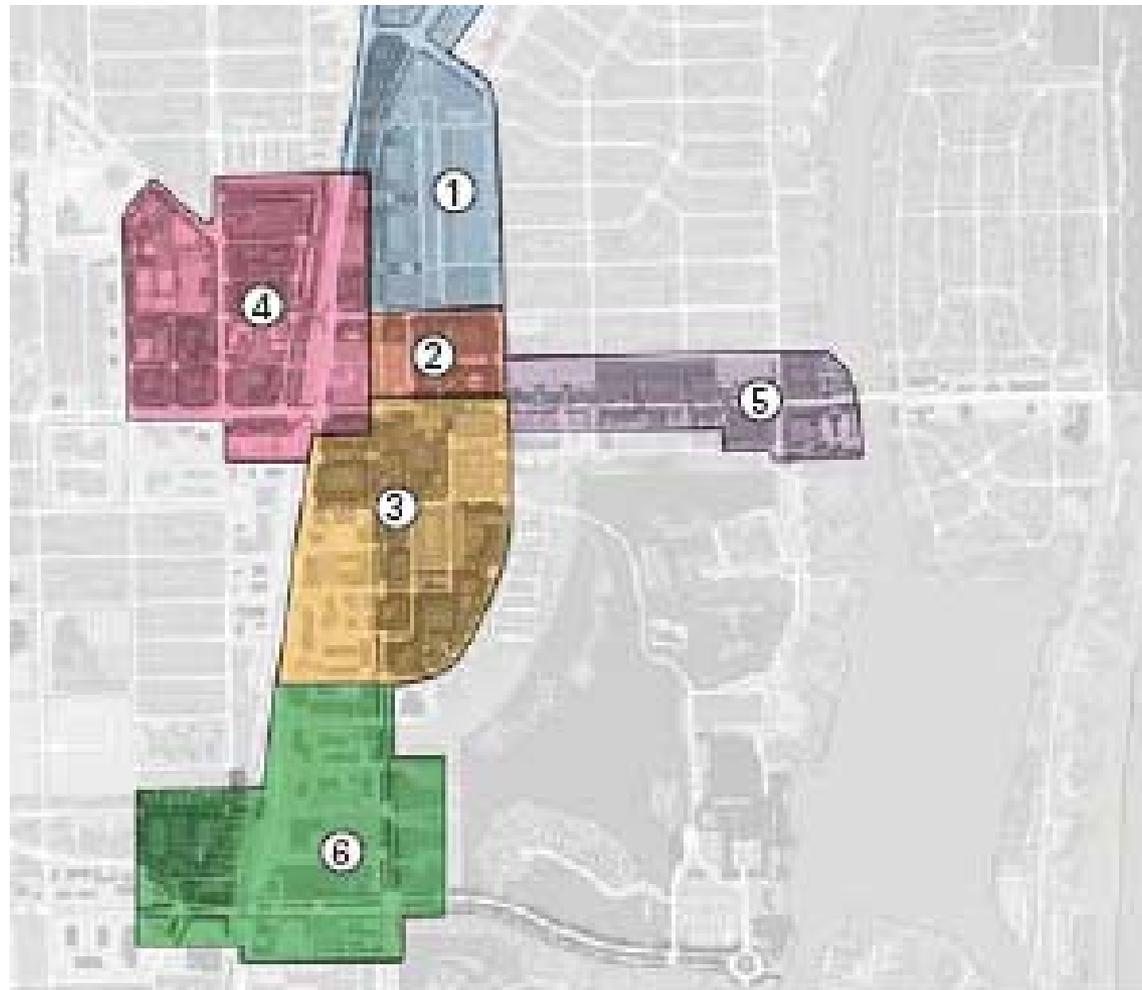
NE 1<sup>st</sup>. Avenue

# “CURBLESS” SAMPLE: Rosemary Ave. – West Palm Beach





# DOWNTOWN QUARTERS



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## **1. MIZNER PARK:**

Park-like space serving retail, offices, shops, and cultural uses

## **2. SANBORN SQUARE:**

Diverse mix of uses and building types adjacent to Sanborn Square

## **3. PLAZA REAL SOUTH:**

Busy office and retail area with tall buildings, including Royal Palm Place

## **4. CITY HALL:**

City Hall, New Downtown Library, Police Department and office uses related to a future transit station

## **5. PALMETTO PARK EAST:**

Future walkway to the Intracoastal waterway (Wildflower)

## **6. CAMINO REAL:**

Anchor to Downtown with beautifully landscaped corridor east of Federal Highway

# DOWNTOWN MARKETING

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## CRA/CITY ACTION:

- Business/Property Owner Survey—May 2008
  - Low Participation
  - Lack of Interest
- Survey Results to CRA—January 2009
- Marketing Forums—April 2009
  - To Encourage Participation
    - Low Participation
  - Feedback received to Hire Someone to Market Downtown



Boca Raton

# KAYE COMMUNICATIONS, INC.

**FULL-SERVICE INTEGRATED MARKETING & PUBLIC RELATIONS COUNSELORS**

- Out-of-the-box Strategists
- Business Re-Visioning Experts
- Brand Pros
- Image Makers
- News Media Specialists
- Alliance Builders
- Community Connectuers™
- Full Service Graphic Design
- E-Marketing Innovators



**DOWNTOWN BOCA**

# KAYE COMMUNICATIONS, INC.



## 13 YEARS REPRESENTING/SUPPORTING SOME OF BOCA'S ICONIC ENTITIES:

- **Boca Raton Resort & Club**
- **Town Center at Boca Raton**
- **Royal Palm Place**
- **Muvico Theaters**
- **Allianz Championship, A PGA Tour Event**
- **Greater Boca Raton Chamber of Commerce-Business is Good!" Initiative**
- **City of Boca Raton Police Services Department VIPER Initiative**
- **Centre for the Arts**
- **International Museum of Cartoon Art**-several exhibitions, including:
  - *Funny Business at Wall Street Journal Re: Editorial Cartoons*
  - *Tarzan*
  - *60<sup>th</sup> Anniversary of Peanuts: Charles Schulz*
- **Promise Healthcare, Inc.**
- **Boca Raton-based Headquarters** of national and regional financial, healthcare, hospitality, retail, and nonprofit organizations
- **Boca Raton Stakeholder Initiatives**

# KAYE COMMUNICATIONS, INC.



**LIKE ALL DOWNTOWN BUSINESSES**

**Kaye Communications, Inc. Too**

**Has A Vested Interest**

**The Success Of Downtown Boca Raton**