



DOWNTOWN BOCA

It's Happening!

STRATEGIC BRANDING & MARKETING PLAN

Developed For The Boca Raton CRA

By



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Full-Service Integrated Marketing
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May 17, 2010

EXECUTIVE SUMMARY

OBJECTIVES

Objectives include:

- 1) positioning and branding Downtown Boca as a vibrant, growing urban hub that offers a variety of distinctive features, advantages and benefits to businesses and visitors alike;
- 2) educating target audiences on the ever-evolving “next generation” Downtown Boca that appeals to all generations and price points;
- 3) increasing audience reach and awareness of the “next generation” Downtown Boca;
- 4) inspiring pride in Downtown Boca that encourages connectivity, engagement, participation, communication, support of community-at-large, and a wider pool of influencers and endorsers;
- 5) increasing and maintaining “top of the mind” awareness and echo of Downtown Boca general news, events, activities, etc. among its targeted audiences, including media;
- 6) generating additional consumer traffic, business interest, and media coverage as well as demonstrate vibrancy and relevance of the “next generation” Downtown, and
- 7) supporting the City’s economic development initiatives via relevant communications channels and vehicles.

THE DUE DILIGENCE-GOALS AND PROCESS

In order to effectively develop and propose a sound strategic branding and marketing plan for Downtown Boca Raton, we embarked on an extensive due diligence initiative that involved more than 100 hours of interaction with various leaders and influencers in a variety of audience genres. We did so to achieve the following:

- 1) identification of all significant stakeholder audience genres to ensure branding and messaging supports or works in concert with their missions and visions for Downtown Boca
- 2) initiation of positive, forward-focused two-way connectivity and relationship-building between Downtown Boca stakeholders and City
- 3) collection of unbiased current impressions on the Downtown and gleam stakeholder insight i.e.: their “wish list” items that reflect a variety of audiences, from business and retail/dining to family, residential, and culture
- 4) identification of opportunities and relationships to broaden reach to increase and improve retail mix, leasing (residential and commercial), patronage, event attendance and sponsorship, cultural arts venue visits and rentals, first-time and repeat visitor audiences, interest from promoters, tourist visits, etc.

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- 5) identification of target audiences and related aspects of attraction
- 6) identification of distinctive features, advantages and benefits of working, living, playing and visiting in Downtown Boca;
- 7) identification of notable visual elements that would assist in building a reflective visual branding initiative;
- 8) examination of various perspectives and perceptions (as well as misperceptions) re: the 20-year historical development of the CRA district
- 9) assessment of the strengths and weaknesses of the current Downtown Boca as well as obstacles and yet untapped opportunities
- 10) familiarization of Downtown Boca District physical boundaries and its diverse components
- 11) assessment of the economic impact Downtown Boca has on the economic development of the entire City
- 12) assessment of the economic impact of the entire City on the economic development of Downtown Boca
- 13) assessment of the successes and challenges of past Downtown promotional initiatives to determine which components would be viable in plans for the “Next Generation” Downtown Boca;
- 14) review of the current special events calendar to assess strengths and weaknesses and identify untapped opportunities that most reflect the interests and needs of current stakeholders and participants of a “next generation” Downtown Boca while laying a solid foundation for future engagement and “Downtown Boca generations”
- 15) research of strategic marketing and branding approaches developed for other Downtown Districts in and outside of Florida to ensure the promotion of a distinctive Downtown Boca “character” with the goal of establishing a strong competitive edge for the Downtown Boca district
- 16) assessment of the strengths and weaknesses of the current media communications process, channels and relationship engagement in order to enhance and increase frequency of communications exchange with print, broadcast, and online media, and launch social media efforts

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THE DUE DILIGENCE PROCESS: WHAT WAS LEARNED

As discussed in the comprehensive branding and marketing plan, we learned:

- 1) There is an enthusiastic and committed group of diversified “stakeholder” ambassadors that want the same thing: A VIBRANT DOWNTOWN.
- 2) There is a need for “Consistency” in Branding and Planning.
- 3) There is a need to relieve the feeling of aloneness-need sense of “Downtown community”.
- 4) The economy presents opportunities: Downtown businesses need assistance to identify and pursue.
- 5) Enhanced marketing skills and initiatives are needed (i.e. cooperative partnerships, destination marketing, start with education and marketing 101 training, commitment to ambassadorship for downtown).
- 6) While there were comparisons to Delray, many feel Downtown Boca is different in character, with distinctive features, advantages, and benefits to serve as foundation for successful Downtown initiative.
- 7) Most are Interested in securing more diverse makeup of tenant mix; restrictions in mixed-use developments are impeding business.
- 8) Requests were made to improve price points for families and seniors.
- 9) There is a need to slow down traffic on Palmetto Park Road.
- 10) Clarity and understanding are needed re: “the spine” and its progress.
- 11) There is a need for an enhanced transportation program which right now is predominantly dependent on personal car traffic.
- 12) Downtown Boca is currently losing potential visits to Tri-Rail riders leaving the area without adequate shuttle connection or knowledge of connection to Downtown Boca.
- 13) There is interest in a free City-coordinated trolley/tram program to run throughout Downtown Boca.
- 14) A suggestion was made for expanding Downtown Boca CRA Boundaries, but not viable as CRA boundaries are solely limited to areas that need improvements/revitalization to enhance the designated districts for economic development.
- 15) Numerous businesses and visitors are frustrated with perceived inadequate parking availability in the Downtown Boca area.
- 16) Interest was voiced for exploring the possibility of increasing hours of operation for restaurants and bars in Downtown Boca.
- 17) There is a need to “get the word out” about Downtown Boca—earlier and consistently via a well-targeted selection of effective communications outlets/vehicles.
- 18) There was a need for research and categorization compilation of an email/address database of Downtown Boca businesses and expansion of stakeholder list; City has and continues to compile.

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THE DUE DILIGENCE PROCESS: WHAT WAS LEARNED

- 19) There is a need for business profiles to be completed by each Downtown business; City is in process of facilitating.
- 20) There needs to be better education of Downtown Boca among tourism recommenders.
- 21) There is a need to expand media relationships, enhance communication with targeted media genres, improve news distribution process, and allow ample lead time notification.
- 22) The media community wants to be an engaged integral partner in the Downtown Boca initiative.
- 23) City government is listening, committed, and thinking boldly with priority attention and an assigned Downtown team and designating financial resources to support a strategic plan.
- 24) There is a need for development of tools to kick-start opportunity for the formation of an effective Downtown Boca Marketing Association.
- 25) There is much concern and disappointment with Mizner Park Amphitheater management and programming, including:
 - significant public interest in seeing a fresh, new and better mix of concert genres offered than has been for the past years that are more relevant to meeting audience market interests
 - sparse concert activity at Mizner Park Amphitheater as a result of LIVE NATION presented by CFA management is frustrating and negatively impacting business to merchant and sustained interest by general public
 - need for varying price points for paid concerts, events, etc.
 - need for development of a merchants association strategy and program in which they can engage those sitting outside the Amphitheater during live concerts
 - according to an experienced event producer who had an in-depth tour, Mizner Park Amphitheater physical facility has deteriorated to a “D status” and in need of substantial infusion of capital to address sub-par equipment level/condition and facility disrepair
 - rental costs to the City significantly raise the City’s expenses when providing free public events
 - many voiced that Festival of the Arts BOCA has been receiving a disproportionate share of nonprofit funding from the City without accountability
 - there is now strong competition in Boca Raton with recently opened new state-of-the-art indoor cultural programming venues
 - been recommended that a separate concert management firm with a proven track record assess current operations and venue condition, formulate an effective self-funding, revenue-generating plan and then direct and oversee Amphitheater operations

EXECUTIVE SUMMARY

STRATEGY

Such a Downtown Boca branding and marketing effort, must begin by first:

- 1) defining it;
- 2) giving it meaning (by defining and creating a “sense of place” and a mind-set, making it relevant to targeted audiences, and conveying vitality and vibrancy);
- 3) conveying today while building for tomorrow (making good on a promise);
- 4) being inclusive of all (generations, economic levels, businesses, diversity of lifestyle interests).

The key to Downtown Boca’s branding and marketing success will be determined by an effective implementation of what we call the **9 Cs Approach**: Commitment, Communications, Connectivity, Camaraderie, Collaboration, Creativity, Clarity, Consistency, and Commencement.

To support strides in vibrancy and strength of sense-of-place, it is important to validate the enhancements by identifying the key assets of Downtown Boca and pursuing relevant awards and measurements to report recognitions (such as pursuing listings, rankings or awards that touts these attributes via third-party recognition for Beautification, Landscaping, Most Walkable, GREEN, “Best of” Categories, Dining, Culture, Parks & Recreation, Family Friendly, Pet Friendly and Safest.

Downtown Boca cannot achieve economic success solely relying on the residents and workforce living or working in Boca Raton. The most immediate “frequent” target audiences will be physically located (for living or working) within a one-hour drive time radius of the Downtown Boca plus those visiting South Florida for tourism and/or as a business destination (from Miami and Hollywood/Ft. Lauderdale to Weston, Parkland, Delray, West Palm Beach as well as tourism, business, film/television, Realtor®, relocation, chamber/business organization/economic development communities.

Moving forward, the approach to special events should be focused on opportunities that “increase visits” to Downtown Boca with the pursuit not just to fill a calendar, but rather fill Downtown Boca. There needs to be range of programming and tenant mix offering something for everyone because children influence parents and grandparents and spouses, friends and business colleagues influence one another, with social media in the hands of all of these, and enough lead time to promote and educate visitors on what they can find Downtown.

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TACTICS

To support the outlined strategy and effectively reach and engage target audiences in order to fulfill plan objectives, a well-defined comprehensive group of complementary and synergistic tactics should be considered and executed as outlined in the comprehensive plan. Based on the essentials needed to build a strong “relevant” marketing foundation working within budget parameters, some components should be addressed immediately with priority attention/production, while others can be phased in or spread out to be developed and implemented over the following two fiscal years.

Foremost is focusing on defining and creating a “sense of place” and choosing elements that best support communications, engagement, collaboration, and economic development and conveys “next generation” innovative “beyond the box” thinking, leadership, advocacy, vibrancy, commitment, pride, and a strong sense of business community.

This involves demonstration of high visibility effectual change, with the introduction of exciting new weekly activities, and monthly, quarterly and annual signature concert series and special events all conceived and implemented with the “If it doesn’t attract, it is not in the act” philosophy serving as the decision-making litmus test. Enhanced communications channel usage will support a viral awareness of activity, utilizing media relations, sponsorships and strategic partnerships, community relations, public/private partnerships, ad/commercial spots, a dedicated Downtown Boca website, Facebook, Twitter, and other social media.

It also involves yet untapped partnerships or enhancing working relationships in the economic development, tourism, film, cultural, residential and commercial real estate, educational, entertainment, nonprofit, and neighborhood (HOA) communities in South Florida and beyond. To introduce Downtown Boca to these communities, tactics include video production with footage to be edited and used for both consumer and business audiences, a photo library to be used in a variety of promotional vehicles, a trade show booth, branding/image/education ads, PowerPoint presentation template that can be revised for targeted markets, brochures (rack cards and comprehensive), official Downtown Boca Guide to be inserted in magazines and distributed at events and road shows, etc. To assist in generating funding for the underwriting of several elements while at the same time building mutually beneficial working relationships, we have built into our tactical plan a variety of sponsorship opportunities set at a varying dollar and in-kind levels.

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To assist Downtown Boca businesses in boosting their brand awareness and generate sales, we also recommend inviting area media to offer specially timed “Downtown Deals” and special section opportunities for businesses in the district. There should be a more proactive consistent approach to media relations, with frequent on-going update dialog and interview coordination as commonplace to share the “news” and interesting stories behind the stories for coverage.

Having ample lead time for scheduled events will be a critical factor in building effective promotion, communications, sponsorship pursuit, talent procurement, etc. for maximum return on investment (ROI).

SENSE OF PLACE

If visitors don't know where they are, that they have entered a special place, or what they can expect to access when they are there, an important element of branding is lost...there first must be a defined “sense of place” before identity and mind-set can be imparted and flourish. Without a “sense of place”, Downtown Boca is merely a “drive through” on Federal Highway, just eye candy for drivers needing to go north and south to get somewhere else that has been successfully defined with a “sense of place”.

With a “sense of place”:

- 1) an enviable “sense of community” and community pride can be established, cultivated, and promoted among those who live, work, and play in Downtown Boca;
- 2) residents and visitors can then easily describe distinctive lifestyle features, advantages and benefits available in Downtown Boca with friends, family and colleagues;
- 3) businesses interested in relocating can best understand the area's assets that fulfill specific business and lifestyle interests;
- 4) drivers will notice they are in a special place...to encourage with the goal of capturing their interest in taking time to stop in and explore; and
- 5) media can better understand and effectively report on the geographical makeup of the area as well as the individual components, businesses and residential communities that comprise Downtown Boca.

First step to creating a “sense of place” is to define it and educate stakeholders on it. The comprehensive plan includes recommendations to accomplish this from well placed “location-promoting” signage designed and placed at key interstate exits and intersections at district entrances and exits; decorative branded monument signs that can be incorporated into Federal Highway enhancements; a Downtown Boca banner program with key messaging; Downtown logos embedded in sidewalks and on street name signage; to the commission of a fountain/sculpture in shape of logo, a branded “On Your Feet” walking tour, and branded Downtown Doggie WW stations.

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First step to creating a “sense of place” is to define it and educate stakeholders on it. The comprehensive plan includes recommendations to accomplish this from well placed “location-promoting” signage designed and placed at key interstate exits and intersections at district entrances and exits; decorative branded monument signs that can be incorporated into Federal Highway enhancements; a Downtown banner program with key messaging; Downtown Boca logos embedded in sidewalks and on street name signage; to the commission of a fountain/sculpture in shape of logo, a branded “On Your Feet” walking tour, and branded Downtown Boca Doggie WW stations.

To further create a Downtown Boca “sense of place”, it is recommended that the City consider renaming the section of Federal Highway that runs through the Downtown district (much like Miracle Mile in Coral Gables separates Coral Way) since as “Federal Highway” it does not sound pedestrian-friendly, sounds more like commercial, offices, hi-car traffic area, and gives impression that there is a major metropolis there, it is more village-like. The goal is to give it a name that works with Boulevard, so that eventually it would be referred, as a defining cache, to “The Boulevard” or “The B” (i.e. The Organic Market on The Boulevard and SE Mizner, Rosenberg Diamonds on The Boulevard, One City Centre—Where Palmetto Park Meets The Boulevard). In addition, it is recommended that Old Town Hall become the official Downtown Boca Welcome Center, serving as a downtown hub (located equidistant and walkable to most Downtown Boca offerings) for information, branded giftware, event tickets, etc.

In addition to physically creating a “sense of place”, several communications vehicles must be developed to assist in the education and branding process for defining it. For Downtown Boca, the plan recommends development of

- 1) a comprehensive website: Destination: Downtown BOCA
- 2) Downtown Boca district map (color-keyed)
- 3) Downtown Boca brochures (three format options)
- 4) an official Downtown Boca guide
- 5) Downtown Boca business cross-promotions,
- 6) branded Downtown Boca event flyer template
- 7) Branded Downtown Boca news bureau templates
- 8) promotion of branded Downtown Boca “best photo” op locations
- 9) special magazine sections and reprints
- 10) (eventually) a Downtown Boca annual magazine.

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DOWNTOWN STATE-OF-MIND

As Billy Joel adeptly sang about a New York “State of Mind”, it is by defining and understanding physical boundaries and components via “sense of place” development that lays the foundation for a distinctive “state of mind” or mindset that will propel the messaging, and promotion of a vibrant Downtown Boca. Activity, forward-thinking and connectivity cultivate a positive mindset necessary to heighten and drive pride, interest In engagement, participation, sense of belonging as part of a bigger whole, a sense of ownership/stakeholder responsibility, and preservation & enhancement.

POSITIONING/BRANDING

Development of a distinctive Downtown Boca logo further defines the Downtown brand which must reflect the distinctive collective make-up and personality of the district: Retail/Shopping, Dining, Nightlife, Culture, Business, Family, Parks & Recreation, Residential, and History. As you will find in the comprehensive plan, the logo fits the personality (sophisticated, upscale, embracing, balance: business/family); fits its vision/goals (Dressed W hat It Wants To Become: vibrant, attracting, successful, community, GREEN); works well with all building colors; complements current citywide signage, and is applicable to future construction for grand entrance monuments.

Working in concert with a meaningful tagline of “It’s Happening” was developed that can easily be customized to address the interests of different audiences, lending further meaning to the Downtown logo mark. The flexibility positively effectuates the communications results desired; the approach provides consistency while at the same time allows for a natural adaptation for multiple “audience” applications to garner interest, engagement, and participation/patronage, capture attention and encourage connectivity. Thus, in addition to speaking to the general consumer/visitor, the approach also speaks to various special interest groups, including current and prospective tenants for boosting opportunities for increased potential for economic development.

Audience adaptations take the consistency of “It’s” in “*It’s Happening*” and applies as follows:

It’s Business, It’s Shopping, It’s Parks & Recreation, It’s Historic, It’s Culture, It’s Dining, It’s Nightlife, It’s Living, It’s Family, and It’s Community.

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BRANDED APPLICATIONS

These would include branded banner programs to promotional retail items, everything from t-shirts, sports caps, mugs, shopping bags, beach towels and totes, posters, travel mugs, etc.

In addition, a vibrant DESTINATION: DOWNTOWN Website with page headers reflecting experience, not categories (i.e. What's Here, Shopping, Dining & Wine-ing , Living, Staying, Entertainment, Arts & Culture, Spas & Fitness, Parks & Recreation, Business, and Real Estate). Reflecting vitality, diversity, action, business of Downtown, the website will serve as the Downtown News Hub: with an on-going Search Engine Optimization (SEO) initiative; map; directory (alphabetical and by category); hot news; something for everyone: special blogs/pages re: men's interests (sports, men's fashion, great date tips, men's nights); women's interests (fashion, beauty, ladies' nights); children and family interests; Downtown Boca family; Downtown Boca society; and Downtown Boca biz; a favorite photos page, events calendar, weather updates, visitor contests, listing of best downtown photo locales, a news room, downtown alerts, and a home page-as-computer screen option. Strong and continual input and info sharing by Downtown Boca businesses is imperative to keep this site relevant and ensure growth in visitors. Next Steps in Phase II would be Facebook (fan page), Twitter, and YouTube.

For education for and engagement with the business community, the comprehensive plan includes creation of a "Downtowners" Networking Program; creation of a Downtown Boca gift card; partnership with Palm Beach County Business Development Board and the Greater Boca Raton Chamber of Commerce; display booth for trade shows, economic development-focused ads, and PowerPoint presentations that can be customized per audience interest and presentation objectives (i. e. General Community Education, Economic Development, Realtors, Tourism, Culture, Families, and HOAs); and creation of corporate and Tri-Rail "STAY & PLAY" "incentive" programs for employees and commuters.

For the education and engagement with the tourism community, the comprehensive plan outlines recommendations, including partnership with Palm Beach County Convention & Visitors Bureau, and development, launch and maintenance of concierge/hotel sales engagement program.

For the education and engagement with the arts and entertainment community, the comprehensive plan outlines recommendations, including partnership with the Boca Raton Cultural Consortium, Palm Beach County Cultural Council, the Palm Beach County Film Commission, and other arts organizations.

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For the education and engagements with the neighborhood communities, the plan outlines opportunities for increasing a loyal repeat following of visitors to Downtown Boca, with outreach activities as the Downtowners networking groups Sponsoring PAL and Boca Hoops teams, development of Special Neighborhood Days (i.e. Golden Triangle Thursday, Woodfield Wednesday, Old Floresta Friday, etc.); HOA Presentations to update on Downtown Boca news; and Invitations to key neighborhood leaders to participate in supporting Downtown via involvement in Downtowners groups, volunteering for public events, providing guidance on Downtown committees, etc.

Designed to achieve the CRA's key objectives to: attract increased visitors/patrons/businesses to Downtown Boca and stimulate vibrancy and economic growth, the plan recommends and outlines a promotional co-operative strategy regarding City sponsorship funding of nonprofit events. The aim of this strategy is to support already well funded and organized event productions with a demonstrated following, audience appeal and positive economic impact for Downtown Boca businesses that need additional marketing support, not rescue a wavering event effort. The goal is to "teach" the nonprofit event producers/beneficiaries "how to fish", not simply supply the fish.

SPECIAL EVENTS

Consistency in planning and communications is key to successful participation, talent procurement, and sponsorship pursuit of special events that maximizes event opportunities while maximizing budget allocations. Scheduling with enough advance lead time, will provide the greatest opportunity for audience notification and engagement. Based on the plan objectives, the following are proposed consistently branded signature Downtown Boca events.

- **Proposed New Themed Weekly Events:**
 - *MORE On Mondays*
 - *Tri-Rail Tuesdays*
 - *Brown Bag Wednesdays at Sanborn Square*
 - *Together Thursdays (Special 2-for-1 couple incentives)*
 - *Friday Night Live*
 - *Downtowner Walkers Clubs (several during the week and weekend)*
- **Proposed New Monthly Events**
 - "Take Paws" Saturdays (first Saturday of each month)
 - Super Sundays (first Sunday of each month)
 - Downtowners (Networking) Events
 - Downtown Marketing Forum (for Downtown businesses)

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- **Proposed Quarterly Events**
 - Community “Super Shredding” Events
 - Cause-Related Community Walk/Runs
- **Proposed New Series**
 - Movies ‘N Music
 - Boca Family Concert Series
 - Movies On The Lawn
 - Homegrown “Art In Public Places” Exhibition
 - Downtown DineAround
- **Proposed New Annual Signature Events**
 - New Year’s/January Weekend Trademarked Event
 - Valentine’s Midnight Romance Run/Walk (down Palmetto and Promenade)
 - Family & Culture Weekend
 - International Food Affair
 - “Boca Walks, Stocks & Rocks” For Community
 - Downtown Halloween Spooktacular (Haunted House, Parades, Scary-oke)
 - Wyland South Florida Living Green Fair
 - Post-Boat Parade Downtown Block Party
 - Black Friday Incentive Day
 - Winter Ice Skating Rink
 - Living La Vida BOCA
 - Earth Day
 - Arbor Day (enhanced program than currently done)
- **Establishment of Boca’s Downtown as SportsTown**

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INCREASE REACH & FREQUENCY

To increase reach and frequency, the following are recommended for pursuit to support “sense of place” education and event missions, including;

- 1) establishment of a Downtown BluFi Phone Ap zone that will deliver FREE content to increase brand awareness and promotional offers from Downtown merchants and other businesses to visitors for increased foot traffic.
- 2) enhanced media relationship-building;
- 3) promotional campaigns;
- 4) innovative media buys & partnerships;
- 5) development of special ad package programs for Downtown businesses with matching “sponsorship” programs;
- 6) sponsorships and sponsor programs,
- 7) city sponsorships to support media-related marketing,
- 8) expanding echo of scheduled events re: website, Facebook Fans, etc. ; and
- 9) traditional and non-traditional ad campaigns.

DESTINATION DOWNTOWN BOCA NEWS BUREAU

To support the above recommended efforts, on-going news updates must be developed and distributed to media: (local, regional, national; print, broadcast and online; and social media) to reporters in a variety of genres as well as expansion into influencer communities supported by optimization of news releases, newswire distribution of major news, YouTube postings of appropriate footage, and news conferences as needed. All communications-related applications, channels , and related efforts/activities must be implemented in compliance with the City’s communications plan policy, and should a communications plan policy not be in place, it should be established.

IMPLEMENTATION

To implement the above recommendations, the following entities need to be in place:

- 1) **a Downtown Business Liaison** (Ruby Childers) for information gathering and communication to various City departments, communications coordinators (i.e. website updates, event promotion, etc.);
- 2) **more defined responsibilities and leadership roles for the Downtown Advisory Committee** to best maximize effective support of the CRA goals and objectives for Downtown Boca;

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- 3) a **DESTINATION DOWNTOWN BOCA Steering Committee** formed to represent a cross-section of Downtown businesses that could eventually develop into leadership for a Downtown Boca marketing association. This committee should be a volunteer group, not to be connected at all with City committees in place and should not include any members of the Downtown Advisory Committee in order to prevent any conflicts of interest or restricted Sunshine laws for meetings. Businesses to be represented include banks, arts consortium, retailers, restaurants, professional services, web developers, etc.;
- 4) **“Downtowners” Networking Group Chair** appointed to outline program, identify and recruit Group Captains, and coordinate communications with each group and hosting venues for networking events; and
- 5) a **News Bureau** entity to regularly distribute news and develop news in the Downtown Boca to facilitate media coverage. All communications-related applications, channels, and related efforts/activities must be implemented in compliance with the City’s communications plan policy, and should a communications plan policy not be in place, it should be established.

OBJECTIVES

- **To position and brand Downtown Boca Raton** as a vibrant, growing urban hub that offers a variety of distinctive features, advantages and benefits to businesses and visitors alike.
- **To educate target audiences on the ever-evolving “next generation” Downtown Boca** that appeals to all generations and price points.
- **To Increase audience reach and awareness** of the “next generation” Downtown Boca.
- **To inspire pride in Downtown Boca** that encourages connectivity, engagement, participation, communication, support of community-at-large, and a wider pool of influencers and endorsers.
- **To increase and maintain “top of the mind” awareness and echo of Downtown Boca** general news, events, activities, etc. among its targeted audiences, including media.
- **To generate additional consumer traffic, business interest, and media coverage as well as demonstrate vibrancy and relevance of the “next generation” Downtown Boca.**
- **To support City’s economic development initiatives** via relevant communications channels and vehicles.

DUE DILIGENCE

WHAT WE DID

In order to effectively develop and propose a sound strategic branding and marketing plan for Downtown Boca, we began with an extensive due diligence initiative. This initiative involved interaction with various leaders and influencers in a variety of audience genres.

We embarked on the due diligence period to achieve the following:

- **Identification of all significant stakeholder audience genres** to insure branding and messaging supports or works in concert with their missions and visions for Downtown Boca.
- **Initiation of positive, forward-focused two-way connectivity and relationship-building** between Downtown stakeholders and City.
- **Collection of unbiased current impressions** on the Downtown and glean stakeholder insight i.e.: their “wish list” items that reflect a variety of audiences, from business and retail/dining to family, residential, and culture.
- **Identification of opportunities and relationships to broaden reach** to increase and improve retail mix, leasing (residential and commercial), patronage, event attendance and sponsorship, cultural arts venue visits and rentals, first-time and repeat visitor audiences, interest from promoters, tourist visits, etc.

DUE DILIGENCE

WHAT WE DID

- **Identification of target audiences and related aspects of attraction.**
- **Identification of distinctive features, advantages and benefits** of working, living, playing and visiting in the Downtown.
- **Identification of notable visual elements** that would assist in building a reflective visual branding initiative.
- **Examination of various perspectives and perceptions (as well as misperceptions)** re: the 20-year historical development of the CRA district.
- **Assessment of the strengths and weaknesses** of the current Downtown District **as well as obstacles and yet untapped opportunities.**
- **Familiarization of District physical boundaries and its diverse components.**
- **Assessment of the impact Downtown Boca has** on the economic development of the entire City.
- **Assessment of the impact of the entire City** on the economic development of Downtown Boca.

DUE DILIGENCE

WHAT WE DID

- **Assessment of the successes and challenges of past Downtown Boca promotional initiatives** to determine which components would be viable in plans for the “Next Generation” Downtown.
- **Review of the current special events calendar** to assess strengths and weaknesses and identify untapped opportunities that most reflect the interests and needs of current stakeholders and participants of a “next generation” Downtown Boca while laying a solid foundation for future engagement and “Downtown generations”.
- **Research of strategic marketing and branding approaches developed and review of special events along with allocated budgets for other Downtown districts** in and outside of Florida to insure the promotion of a distinctive Downtown Boca “character” with the goal of establishing a strong competitive edge for the district.
- **Assessment of the strengths and weaknesses of the current media communications** process, channels and engagement in order to enhance and increase frequency of communications exchange with print, broadcast, and online media, and launch social media efforts.

DUE DILIGENCE

WHAT WE DID

- **Met with City departments re: CRA projects in progress** and proposed timelines
- **Reviewed events currently planned for Downtown** and compilation of comprehensive calendar
- **Reviewed categorized compilation of email/address database** of Downtown businesses
- **Reviewed current City media relationships and news distribution process**
- **Researched other successful marketing and branding initiatives and related budgets implemented for other Downtown Districts.**
- **Met individually with CRA Members and attended CRA Meetings** (listed on next several pages)
- **Met with Downtown Advisory Committee** (listed on next several pages)
- **Met with Stakeholders in the Downtown** (listed on next several pages)

DUE DILIGENCE

WHAT WE DID:

Spent more than 85 hours meeting with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations, etc.:

- 12/16 Downtown Advisory Committee (DAC)
- 1/06 GGP/Mizner Park: Beth Hendricks
- 1/08 Internal: Leif Ahnell, George Brown, Ruby Childers
- 1/18 Derek Vander Ploeg
- 1/20 Downtown Advisory Committee (DAC)
- 1/22 Chamber of Commerce: Troy McLellan
- 1/22 CRA: Mike Mullaugh
- 1/25 DT Website: Conference Call – Sandra Stevens
- 1/25 Vice Chair, DAC: Glenn Gromann
- 1/26 Center for the Arts: Wendy Larsen, Chrissy Biagiotti
- 1/27 Chair, DAC: Michele Bellisari
- 1/28 Royal Palm Place: Batmasians and Jackie Wyatt

DUE DILIGENCE

WHAT WE DID

Spent more than 85 hours meeting with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations, etc.:

- 1/29 Boca Raton Museum of Art: George Bolge,
Bruce Heard, Ruby Childers, Amy Price
- 2/01 Downtown Spine Property Owners
- 2/02 CRA: Anthony Majhess
- 2/02 CRA: Susan Haynie
- 2/02 CRA: Susan Whelchel
- 2/04 Emily Lilly, Mickey Gomez, Ruby Childers
- 2/04 Bob George, Ruby Childers
- 2/08 George Brown, Ruby Childers
- 2/08 CRA Workshop Update Presentation
- 2/08 CRA Chair: Constance Scott
- 2/10 CRA: Anthony Majhess
- 2/10 GGP/Mizner Park- Jacob Sappenfield
- 2/22 Andrea O'Rouke,
Golden Triangle Neighborhood Association
- 2/23 Mark Gensheimer, Penn-Florida Companies
- 3/01 Mary Czar, Boca Raton Historical Society

DUE DILIGENCE

WHAT WE DID:

Spent more than 85 hours meeting with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations, etc.:

- 3/03 Downtown Marketing Forum (two sessions)
- 3/03 Downtown Advisory Committee (DAC)
- 3/15 GPP-Beth Hendricks, Jacob Sappenfield, Andrea Knibbs,
George Brown, Leif Ahnell, Ruby Childers, Amy Price
- 3/15 CRA-Anthony Majhess
- 3/16 Site Visit/Walk Through/Analysis w/Event Producer
- 3/17 CRA-Constance Scott
- 3/18 CRA-Susan Whelchel
- 3/18 CRA-Mike Mallaugh
- 3/16 Wyland Living Green Fair Committee
- 3/22 CRA Workshop-Presentation: Logo and Tagline, Recommendations
- 3/25 Wyland Living Green Fair/George Bolge, Bruce Herman, Nicole Gaspari,
David Etzler
- 3/25 Leif Ahnell, George Brown, Ruby Childers

DUE DILIGENCE

WHAT WE DID

Spent more than 85 hours meeting with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations, etc.:

- 4/01 Leif Ahnell, two producers re: event concepts
- 4/02 Site Visit to Mizner Park Amphitheater with concert/event producer
- 4/06 Mickey Gomez, Emily Lilly, Ruby Childers, Amy Price
- 4/07 Leif Ahnell, George Brown, Mike Woika, Ruby Childers
- 4/07 Downtown Advisory Committee (DAC)
- 4/08 Boca Raton Cultural Consortium
- 4/09 Wyland Living Green Fair Committee
- 4/12 CRA Workshop Presentation-Website Concept
- 4/14 Downtown Marketing Forum (two sessions)
- 4/23 Wyland Living Green Fair Committee Meeting
- 4/23 Ruby Childers
- 4/24 Constance Scott
- 4/26 Susan Whelchel (conference call)
- 4/27 Anthony Majhess
- 4/27 Susan Haynie

DUE DILIGENCE

WHAT WE DID:

Spent more than 85 hours meeting with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations, etc.:

Media:

- Sun-Sentinel
- Boca Raton Magazine
- Boca Raton Observer
- Boca Raton Tribune
- Boca Raton Forum
- Florida Trend
- Comcast
- bocaraton.com
- LivingFL.com
- WPBF-TV

DUE DILIGENCE

WHAT WE DID

Spent more than 85 hours meeting with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations, etc.:

Other Stakeholders/Potential Alliance Partners (on-going):

- Large Corporations
- Small Business Owners
- Realtors
- Residents
- Restaurant Owners
- Hotels
- Event Producers
- Nonprofits
- Sports Organizations

DUE DILIGENCE

WHAT WE LEARNED

- **There is an enthusiastic and committed group of diversified “stakeholder” ambassadors** that want the same thing:
A VIBRANT DOWNTOWN BOCA
- **Need for “Consistency” in Branding and Planning**
- **Need to relieve the feeling of aloneness-**
need sense of “Downtown Boca community”
- **Economy presents opportunities; Downtown businesses need assistance to identify and pursue**
 - enhanced marketing skills and initiatives
 - cooperative partnerships
 - destination marketing
 - start with education and marketing 101 training
 - commitment to ambassadorship for downtown
- **Comparisons to Delray;** many feel Boca is different in character, with distinctive features, advantages, and benefits to serve as foundation for successful Downtown initiative.

DUE DILIGENCE

WHAT WE LEARNED

- Interested in securing more diverse makeup of tenant mix
- Restrictions in mixed-use developments are impeding business
- Improve price points for families and seniors
- Need to slow down traffic on Palmetto Park Road
- Ongoing need for clarity and understanding re: “the spine” and its progress
- **Need for an enhanced transportation which right now is predominantly dependent on personal car traffic**
 - Currently losing potential visits to Tri-Rail riders leaving the area without adequate shuttle connection or knowledge of connection to Downtown
 - Interest in a free City-coordinated trolley/tram program
- **Royal Palm Place was applauded by many stakeholders** for doing a great job in rebranding and revitalizing its mixed-use village, invigorating the area with continuous investment in and marketing of its special events and activities, and becoming a partner with the Florida Panthers.
- **Mizner Park management expressed enthusiastic desire** to support City, CRA, Downtown Boca in general, as well as specifically the Palmetto Park merchants; collaborate in events, parking, etc.

DUE DILIGENCE

WHAT WE LEARNED

- **Regarding Mizner Park Amphitheater, the cornerstone anchor of Downtown Boca :**
 - **Significant public interest in seeing a fresh, new and better mix of concert genres offered than has been for the past years** that are more relevant to meeting audience market interests
 - **Sparse concert activity at Mizner Park Amphitheater presented by CFA management is frustrating and negatively impacting** business to merchant and sustained interest by general public.
 - **Need for varying price points** for paid concerts, events, etc.
 - **Merchants need strategy and program in which they can engage those sitting outside the Amphitheater during live concerts.** Majority think that there should be a ticket fee for listening or big screen viewing options as a way to “bring the concert out” into the public area and turn the park area into a celebratory concert party experience that could attract to and grow business for the Mizner Park tenants.
 - **Via walk-through by experienced concert producer, the Mizner Park Amphitheater physical facility has deteriorated to a D status and in need of substantial infusion of capital to address sub par equipment level/condition and facility disrepair.** Damage and disrepair caused during Hurricane Wilma has not yet been resolved nor has an insurance claim been filed. In addition, concert move ins-move outs have caused serious damage to floors, dressing rooms, back stage facilities and loading docks, seating, etc. There is not air-conditioning in the rest rooms, dock lighting is in disrepair, there are no security cameras, and the non-gated property is not monitored in any way which put both the CFA and the City at great risk for liability.

DUE DILIGENCE

WHAT WE LEARNED

- **Regarding Mizner Park Amphitheater, the cornerstone anchor of Downtown Boca (continued):**
 - **The rental costs to the City significantly raise the City's expenses** when providing free public events. In addition to the expense of a rental fee for the venue, it requires contracting with a separate outside lighting and sound company because the AV equipment is not operating at sufficient levels.
 - **Many believe that the Festival of the Arts BOCA has been receiving a disproportionate share of nonprofit funding** from the City without accountability.
 - **There is now strong competition in Boca Raton re: cultural programming** with additional state-of-the-art performing arts venues at Lynn University, Florida Atlantic University (including a movie theater), etc. Mizner Amphitheater is now one of a few, not the sole center for performances.

DUE DILIGENCE

WHAT WE LEARNED

- **It has been recommended that a separate concert management firm with a proven track record assess current operations and venue condition, formulate an effective self-funding, revenue-generating plan and then direct and oversee Amphitheater operations to include:**
 - on-going maintenance
 - event booking and support
 - venue sponsorship and promotion to entertainment and corporate industries
 - website development and management
 - ticket sales and pre-paid parking
 - set-up and breakdown operations, etc.

DUE DILIGENCE

WHAT WE LEARNED

- **Request for expanding Downtown CRA Boundaries is not viable**-Boca Raton-based Land Use Attorney Charlie Siemon voiced (at the April Downtown Marketing Forum) that the CRA should be expanded to include the beach (which would include vertical condo neighborhoods and estates), more retail, the Wildflower property, and three hotel locations on Camino Real and AIA (Boca Raton Resort & Club, Boca Beach Club, and The Boca Raton Bridge Hotel).

Kaye Communications, Inc. researched the viability of this with CRA members and City staff and was informed that CRA boundaries are limited to areas that need improvements/revitalization to enhance the designated districts for economic development. The beaches, hotels, new beach club and condos are all in thriving areas of the City and thus do not qualify for CRA consideration for expanded borders.

- **Businesses and visitors are frustrated with perceived inadequate parking availability in the Downtown**
 - Interest voiced for City to explore and coordinate the possibility of paid valet parking locations throughout Downtown
 - More signage needs to be developed and posted to direct visitors to key parking locations.
- **Interest voiced for exploring the possibility of increasing hours of operation for restaurants and bars Downtown as to offer Downtown businesses a competitive edge.**

DUE DILIGENCE

WHAT WE LEARNED

- There is a need to greatly enhance awareness within the **community about the world-class level of the Boca Raton Art Museum (“Their” City Museum) and secure their engagement in the programs and echo** to other residents and business colleagues as well as those they know who are visiting the area. Leadership is very much interested in collaborating with the City and CRA in special events, Art In Public Places, educational programs, etc. that serve to position the Museum, City and Downtown Boca locally, nationally and internationally.
- **Important to “get the word out” —earlier and consistently via a well-targeted selection of effective communications outlets/vehicles** on what to do and see Downtown Boca.
- There is a need for **continuous review of events currently planned for Downtown** and compilation of a comprehensive calendar that builds in room for inclusion of unanticipated opportunities that may arise.
- There was a need for **research and categorization compilation of an email/address database** of Downtown businesses and expansion of stakeholder list; Cit began facilitation of process and is expanding on an on-going basis.
- There was a need for **business profiles to be completed by each Downtown Boca business**; City is in process of facilitating.

DUE DILIGENCE

WHAT WE LEARNED

- **Boca Raton Cultural Consortium members are very interested in becoming an active part of upcoming Downtown Boca's plans.**
- **A stakeholder reported she overheard the concierge at the front desk at Boca-based resort telling guests that Downtown restaurants close early and that if they want to stay past 9 p.m., they should go to Delray/Atlantic Avenue.**
- **There is a need to expand media relationships, enhance communication with targeted media genres, improve news distribution process, and allow ample lead time notification re: planned events and programs (i.e. special events, entertainment, programs, etc.) and other non-breaking news items.**
- **We have a media community that wants to be an engaged integral partner in the Downtown Boca initiative.**
- **We have a city government that is:**
 - **listening, committed, and thinking boldly with priority attention and an assigned Downtown team.**
 - **designating financial resources to support a strategic plan.**
 - **developing tools to kick-start opportunity for the formation of an effective Downtown Marketing Association.**

STRATEGY

DEVELOPING A “NEXT GENERATION” DOWNTOWN BOCA

Such an effort, must begin by first:

- **Defining it**
- **Giving It Meaning**
 - “Sense of Place”
 - A Mind-Set
 - Making it Relevant To Targeted Audiences
- **Conveying Vitality and Vibrancy**
- **Conveying Today While Building For Tomorrow**
 - Making good on a promise
- **Being Inclusive of All**
 - generations
 - economic levels
 - businesses
 - diversity of lifestyle interests

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

- Commitment
- Communications
- Connectivity
- Camaraderie
- Collaboration
- Creativity
- Clarity
- Consistency
- Commencement

STRATEGY

KEY TO

DOWNTOWN BOCA SUCCESS:

THE 9 Cs APPROACH

COMMITMENT

Without a commitment from CRA, City Departments, and Stakeholders in Downtown Economic Development, maximum potential cannot be realized nor can initiative movement reach and attract increased visitors/patron/businesses to meet plan objectives.

While commitment must be supported by the other 8 Cs, the foundation of a solid strategic marketing and branding plan will rest on this very important component. All stakeholders must be committed to being:

- active proponents and ambassadors
- open to and engaged in new concepts
- communicators of important information and progress to their personal and business relationships, and
- inclusive

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

COMMUNICATIONS

All stakeholders and audiences need to be kept informed of news and activities in Downtown Boca through a variety of communications channels. Some are formal, such as through website postings and news releases, while others are not as formal, such as word-of-mouth or viral social media threads.

A sound strategic destination marketing and branding program for Downtown Boca, will need to include regular news updates and interchange through:

--Monthly opportunity for stakeholders to meet in a group setting to be updated on news , network, and collaborate (another of the 9Cs)

--CRA, Downtown Advisory Committee, and City Council Meetings and through member sharing with constituencies

--Emails (with intended sharing/viral pass along)

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

COMMUNICATIONS

--Mail (newsletters, destination magazines)

--Website postings

--Blogs & Tweets

--Social media

--News coverage (print, broadcast, online)

--Ad Insertions

STRATEGY

KEY TO

DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

COMMUNICATIONS

Stakeholder and audiences communications initiatives need to connect with:

- Local Stakeholders
- Current Tenants
- Those Living and Working Outside of Boca Raton
- Economic Development Organizations, including Chambers of Commerce
- Government Officials
- Tourism Officials
- Realtors (Commercial and Residential-Leasing/Purchasing Agents/Brokers)
- Various Commercial Industries (corporate, retail, financial, internet, professional services,
- Relocation Firms
- Arts Councils
- Hotels and Resorts (Concierges) in South Florida
- Developers
- Prospective Business Tenants
- Event Planners
- Nonprofit Organizations
- Media (Consumer and Trade)

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

CONNECTIVITY

Without connectivity we cannot develop a consistent echoing “mindset” that is essential to marketing and branding the “Next Generation” Downtown Boca Raton, nor maximize the “sense of place” understanding, or multi-audience communication and promotion of the District’s distinctive collective features, advantages or benefits that make up its competitive edge.

In addition, connectivity will have an exponential impact on the economic success of those in the District in that it should yield business opportunities that would not be afforded if each acted on their own. Such possibilities could include, but not be limited to developing:

- Patron-generating cross-promotions and events
- Referral opportunities
- Effective joint advertising programs made affordable
by sharing of expenses
- Website linking to increase visitors

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

CAMARADERIE

Once connected, the commonality of mission and objectives must be supported by camaraderie to result in a heightened contagious spirit and unity by Downtown Boca businesses, residents and other stakeholders that will help each transcend high and low economic cycles.

Through the solidarity resulting from camaraderie, both businesses and residents can effect major changes as well as enhance the other 8 of the 9Cs. The tactics recommended in this comprehensive marketing plan provide opportunities in which to develop such camaraderie and grow its potential on a variety of levels, and its benefits that positively affect several outreach and communications channels.

Once united with shared objectives, collaboration (the next C) can be achieved.

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

COLLABORATION

Without connectivity there is no collaboration, another 9C component. If one has not made the attempt to know their business neighbors or been actively interested in Downtown Boca news, then this marketing and branding initiative will afford them the rationale, opportunity, and motivation to engage with others invested in a vibrant Downtown.

Activities and programs would be developed to create a social, business networking environment that encourages and fosters mutual interest in and support of neighboring businesses by their colleagues. Until now, there has only been minimal attempts to unite these businesses for a common good, and if attempted proved to have little interest to engage by those it would benefit most.

We are recommending a series of workshops be presented to assist in growing a ground swell of collaboration with useful education topics that assist in sharing tips and practices on how to collaborate to triumph in this economic climate.

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

CREATIVITY

Attracting different audiences requires different communications approaches. Once healthy fiscal budgets of cities and CRAs fueled by a wealth of business and residential taxes, are now severely compressed by economic downturns affecting businesses and residents. Families, singles and seniors are becoming more discriminative in making hard choices on where their monies will go. Some industries and business specialties have been more impacted than others.

As a result, creativity is required in every component of planning, from creativity in concept, selection of activity, and communication approaches to budget and implementation. It means thinking creatively while maximizing xxx afforded by several of the 9Cs, prioritizing components in phased-in programming, and then making good but sometimes tough choices to abandon old traditions that have waned in interest, or not getting distracted by what seems to be momentary short-term fixes instead of focusing on a greater long-term return on investment.

It means being relevant, developing or pursuing never-done-before approaches, engaging yet untapped audiences and alliances, allowing for “next generation” thinking, diverse programming, “knowing thy audiences” well to meet and exceed their interests, always keeping them intrigued (a little surprise here and there), and consistently sharing the news via creative attention-getting, contagious actions.

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

CLARITY

It is clarity that unlocks the meaning of a brand and its marketing initiative components, and makes distinctive messaging understood, and easily and accurately repeated.

Keeping the messaging simple and clear will be the hallmark on the “Next Generation” Downtown Boca program; keeping stakeholder communications direct and understandable will deliver the clarity required.

Prior to this branding and marketing initiative development, there has been a plethora of missions, visions, and objectives for Downtown Boca, often all underway at once by different entities. Some loudly presented while others were privately shared or implied without a single clear messaging or direction.

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

CONSISTENCY

When presenting opportunities to generate people-traffic and patronage, encourage frequent visits, increase interest in tenant leasing, improve tenant mix, and build loyalty/affinity to Downtown Boca, it has been proven that audiences respond well to a clear and expected “time and look” structure that assists them to plan and engage.

Not only is it imperative to share information on a consistent basis, it must be distributed in a consistency of look so that it is clear that it is a Downtown Boca notification, activity, special events, promotion, or opportunity for engagement. Featuring the use of the new logo and tagline and development of consistent formatting of news announcements, ad design, website design, eblast layouts, banner programs, letterhead, invitations, window clings, etc. will let the audience know it is Downtown Boca-related.

STRATEGY

KEY TO DOWNTOWN BOCA SUCCESS: THE 9 CS APPROACH

CONSISTENCY

In addition, there needs to be consistency of schedule and notification on a variety of components such as:

- **Marketing Forum Meetings**-Held on same day each month
(i.e. first or third Wednesday of the month)
- Downtown Advisory Committee meetings**
(i.e. second and fourth Wednesdays of the month)
- **CRA Workshops** (i.e. second and fourth Mondays)
- **Themed series of events**-Held on the same day of the week
of each month (i.e. first Sunday of each month)
- **Signature special events**-held on same weekend dates each year
(i.e. third weekend in April)
- **Special holiday promotions** (i.e. Black Friday)
- **Tri-Rail Tuesdays**
- **Brown Bag Wednesdays** at Sanborn Park
- Quarterly (Documents) Shredding** Stations With Police Department
- **Seasonal Happenings** (i.e. a Green Market held between specific
months, Spring Fling)

STRATEGY

KEY TO

DOWNTOWN BOCA SUCCESS: THE 9 Cs APPROACH

COMMENCEMENT

With all of the first 8Cs effectively in place, the commencement of a marketing and branding program can effectively create and maintain the distinctive mind-set, sense-of-place, visual and “experiential” environment, activity, and engagement required to meet the initiative’s mission.

Great care must be taken to focus on each element achieving at least one (or ideally more than one) of the outlined objectives. While the plan is designed to be flexible to accommodate and benefit from an unanticipated activity or opportunity that may arise, it is imperative that these opportunities are well vetted before adding them to the initiative program so that they do not become a distraction from the approved course of commencement.

STRATEGY

RECOGNITION INITIATIVE FOR KEY DOWNTOWN BOCA ASSETS

To support strides in vibrancy and strength of sense-of-place, it is important to validate the enhancements. This can be achieved by noting the key assets of Downtown Boca and then identifying (with consultants engaged in revitalization of Downtown) and pursuing key awards and measurements to report recognitions.

For example, pursuing listings, rankings or awards that touts these attributes. This would include such third-party recognition for:

- Beautification
- Landscaping
- Most Walkable
- GREEN
- “Best of” Categories
- Dining
- Culture
- Parks & Recreation
- Family Friendly
- Pet Friendly
- Safest

Example: What makes a neighborhood walkable?

- **A center:** Walkable neighborhoods have a center, whether it's a main street or a public space.
- **People:** Enough people for businesses to flourish and for public transit to run frequently.
- **Mixed income, mixed use:** Affordable housing located near businesses.
- **Parks and public space:** Plenty of public places to gather and play.
- **Pedestrian design:** Buildings are close to the street, parking lots are relegated to the back.
- **Schools and workplaces:** Close enough that most residents can walk from their homes.
- **Complete streets:** Streets designed for bicyclists, pedestrians, and transit.

STRATEGY

SPECIAL EVENTS

Defining Direction: **ATTRACTION**

**If It
Does Not
ATTRACT
It's
Not In
The Act**

STRATEGY

WILL NOT BE JUST *FILLING A CALENDAR*, BUT RATHER TARGETED TO *FILLING DOWNTOWN*

**There Needs To Be Range of Programming And Tenant Mix Offering
Something For Everyone:**

- children influence parents and grandparents
- spouses influence one another
- more business networking opportunities held downtown
- friends influence friends
- social media in the hands of all of these

STRATEGY

MUST REACH “BEYOND BOCA”

Downtown Boca cannot achieve economic success solely relying on the residents and workforce living or working in Boca Raton. The most immediate “frequent” target audiences will be physically located (for living or working) within a one-hour drive time radius of the Downtown plus those visiting South Florida for tourism and/or as a business destination.

Targeted Locales and Referrals would most likely come from:

- West Boca
- Boynton Beach
- Delray Beach
- West Palm Beach
- Wellington
- Deerfield Beach
- Parkland
- Weston
- Ft. Lauderdale
- Coconut Creek
- Hollywood
- Aventura
- Miami & The Beaches
- Tourism Alliances
- Film & Television Industry
- Realtor Communities
- Relocation Companies
- Business Organizations

TACTICS

To support the outlined strategy and effectively reach and engage target audiences in order to fulfill of plan objectives, a well-defined comprehensive group of complementary and synergistic tactics should be considered and executed as outlined on the following pages.

Based on the essentials needed to build a strong “relevant” marketing foundation working within budget parameters, some components should be addressed immediately with priority attention/production, while others can be phased in or spread out to be developed and implemented over the following two fiscal years.

Most important is focusing on defining and creating a “sense of place” and choosing elements that best support communications, engagement, collaboration, and economic development and conveys “next generation” innovative “beyond the box” thinking, leadership, advocacy, vibrancy, commitment, pride, and a strong sense of business community.

It involves demonstration of effectual change, with the introduction of exciting new weekly activities, and monthly, quarterly and annual signature concert series and special events all conceived and implemented with the “If it doesn’t attract, it is not in the act” philosophy serving as the decision-making litmus test. Enhanced communications channel usage will support a viral awareness of activity, utilizing media relations, sponsorships and strategic partnerships, community relations, public/private partnerships, ad/commercial spots, a dedicated Downtown website, Facebook, Twitter, and other social media.

TACTICS

It also involves yet untapped partnerships or enhancing working relationships in the economic development, tourism, film, cultural, residential and commercial real estate, educational, entertainment, nonprofit, and neighborhood (HOA) communities in South Florida and beyond. To introduce Downtown Boca to these communities, tactics include video production with footage to be edited and used for both consumer and business audiences, a photo library to be used in a variety of promotional vehicles, a trade show booth, branding/image/education ads, PowerPoint presentation template that can be revised for targeted markets, brochures (rack cards and comprehensive), official Downtown Guide to be inserted in magazines and distributed at events and road shows, etc.

To assist in generating funding for the underwriting of several elements while at the same time building mutually beneficial working relationships, we have built into our tactical plan a variety of sponsorship opportunities set at a varying dollar and in-kind levels. To assist Downtown businesses in boosting their brand awareness and generate sales, we also recommend inviting area media to offer specially timed “Downtown Deals” and special section opportunities for businesses in the district.

There should be a more proactive consistent approach to media relations, with a frequent on-going update dialog and interview coordination as commonplace to share the “news” and interesting stories behind the stories for coverage.

Having ample lead time for scheduled events will be a critical factor in building effective promotion, communications, sponsorship pursuit, talent procurement, etc. for maximum ROI.

TACTICS

DEFINING “SENSE OF PLACE”

If visitors don't know where they are, that they have entered a special place, or what they can expect to access when they are there, an important element of branding is lost...there first must be a defined “sense of place” before identity and mind-set can be imparted and flourish.

Without a “sense of place”, Downtown Boca is merely a “drive through” on Federal Highway, just eye candy for drivers needing to go north and south to get somewhere else that has been successfully defined with a “sense of place.”

With a “sense of place”:

- An enviable “sense of community” and community pride can be established, cultivated, and promoted among those who live, work, and play in the Downtown
- Residents and visitors can then easily describe distinctive lifestyle features, advantages and benefits available in the Downtown with friends, family and colleagues
- Businesses interested in relocating can best understand the area's assets that fulfill specific business and lifestyle interests
- Drivers will notice they are in a special place...to encourage with the goal of capturing their interest in taking time to stop in and explore
- Media can better understand and effectively report on the geographical makeup of the area as well as the individual components, businesses and residential communities that comprise Downtown

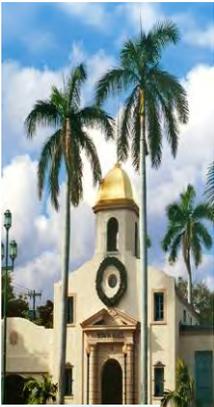
TACTICS

DEFINING “SENSE OF PLACE”

First step to creating a “sense of place” is to define it and educate stakeholders on it. Below is the Downtown map defined by as noted.



SAMPLING OF WHAT DOWNTOWN BOCA INCLUDES



TACTICS

DEFINING “SENSE OF PLACE”

RECOMMEND DISTRICT SIGNAGE

DEFINING THE BORDERS OF DOWNTOWN

We are recommending that a variety of well placed “location” promoting signage be designed and placed at key interstate exits and intersections at district entrances and exits. These should include:

Downtown District Highway EXIT Signage at:

- **I-95/Palmetto Park Exit Reading:** Downtown Boca Raton w/arrow
- **AIA/Palmetto Park Intersection Reading:**
Downtown Boca Raton w/arrow

District 2-Sided Entrance /Exit Signs At Key Feeder Intersections, Including:

- Camino Real and Dixie Highway (S/N)
- Camino Real and Federal Highway (S/N)
- Dixie Highway and NE Mizner Boulevard (N/S)
- Federal Highway and NE Mizner Boulevard (N/S))
- Palmetto Park Road and Boca Raton Boulevard (W/E)
- Westside base of Palmetto Park Road Bridge (W/E)

Decorative Branded Monument Signs Be Incorporated If Budget and Intersection Footprint Allows. If not possible at this time, this would be ideal to consider should Federal Highway be restructured to include monument construction within traffic circles.

TACTICS

CREATING “SENSE OF PLACE”

Other recommended ways in which to create a “sense of place” include:

- **Banner Program**
 - Federal Highway North/South—Multi-genre/Multi-color
 - Federal Highway and Palmetto—“From Walkway To Waterway”

- **Logo emblem printed on all Downtown District Street Name Signage**

- **Logo Stamping Into Street Corners**
(Custom program for business owners)

- **Commission Sculpture or Fountain In Logo Design and Set In High-Visibility Location**

- **Branded “On Your Feet” Walking Tour** With Designated Points of Interest

- **Branded Downtown Doggie WW (Water and Waste) Stations**

TACTICS

CREATING “SENSE OF PLACE”

RENAMING FEDERAL HIGHWAY FROM CAMINO REAL TO BOCA RATON MUSEUM OF ART

- Federal Highway does not sound pedestrian-friendly
- Sounds more like commercial, offices, hi-traffic area
- Gives impression that there is a major metropolis there, it is more village-like

INITIALLY RECOMMENDED: VENETIAN BOULEVARD That Later Can Be Referred To As “The Boulevard”

The word “Boulevard” is the critical aspect of the renaming; Venetian is just one name that can be considered. As a suggestion, we chose to present the concept with the word “Venetian” as it is based on historic city planning by Addison Mizner, but more options can be researched for consideration.

Thus, the ultimate application would become:

- The Organic Market on The Boulevard and SE Mizner
- Rosenberg Diamonds on The Boulevard
- One City Centre—Where Palmetto Park Meets The Boulevard

TACTICS

CREATING “SENSE OF PLACE”

ADDITION OF MORE PEDESTRIAN FRIENDLY SERVICES

To support an aggressive destination marketing plan targeted to increasing visits and patronage, it is imperative the City find solutions to provide more pedestrian friendly services that include ample and convenient parking and intra-District shuttle service (a trolley or tram) to various attractions within Downtown Boca.

Recommendations presented included:

- **Signage is needed to direct traffic to parking venues** (currently non-existing and visitors may not be aware of Mizner Park garages that often do not have top floors utilized.
- Exploration and initiation of after-hours , weekend, and special events valet parking** at office building contracted and managed by a reputable valet service.
- **Operation of complimentary trolley service** (initially from Thursday night through Sunday) that can be underwritten by single or multiple sponsorships or a grant, should be put into service to support the valet locations and general movement throughout the District...that would include such attractions as the Children’s Museum, Train Depot, Library, Boca Raton Museum of Art, and Mizner Park Cultural Arts Center at Mizner Park, entertainment and events at Royal Palm Place, etc.
- Coordination of special parking arrangements will be needed to accommodate concerts** and special events as these significantly increase parking volume within a finite period of time.

TACTICS

CREATING “SENSE OF PLACE”

DESIGNATING BOCA RATON HISTORICAL SOCIETY OLD TOWN HALL AS DOWNTOWN WELCOME CENTER

There are so many advantages and benefits to utilizing Old Town Hall for a centralized Welcome Center. These include, but are not limited to:

- **Serving as a downtown hub** for info, branded giftware, tickets for Downtown events
- **Having Ample Parking**
- **Offering Great Central Location That Encourages “Walking Downtown”**
- **Being A Part Of The New History** Being Made With Downtown Revitalization
- **Being “On The New Boulevard”** Blending New History With Founding History
- **Funding from the gift shop proceeds to underwrite staffing for Saturday and Sunday hours and phone line** for critical accessibility and public information.

TACTICS

CREATING “SENSE OF PLACE”

In addition to physically creating a “sense of place”, several communications vehicles must be developed to assist in the education and branding process for defining a “sense of place.” For Downtown Boca, we are recommending the development of a:

- **Website:** Destination: Downtown BOCA

- **Downtown District Map** (color-keyed)

- **Downtown Brochures**
 - Two-sided Rack Card format
 - 8-panel fold-out
 - Genre-driven series (not required as yet)

- **Official Downtown Guide**
 - Mini-mag-style booklet
 - Editorial
 - Photos
 - Listing of Attractions
 - Advertising
 - Can stand alone or as tip-in in magazines, in-room hotel publications

TACTICS

CREATING “SENSE OF PLACE”

- **Downtown Business Cross-Promotion-** to encourage shared marketing via viral promotion
- **Branded Downtown Event Flyer Template**
- **News Bureau Templates**
- **Branded Best Photo Op Locations** Designations with Signage
- **Special Magazine Section Reprints-**to promote seasonal messaging and used as brochures.
- **Downtown Boca Annual Magazine-**While not a priority at this time, an annual Downtown Magazine published in December to announce the next calendar year’s events for Downtown, along with editorial, photos, a map, and advertising by Downtown businesses, is an effective “positioning” and promoter of “sense of place” education and engagement. Other areas that produce this type of publication, including Las Olas Riverfront, and Worth Avenue which is featured at hotels, physician offices, chambers of commerce, area businesses, etc.

TACTICS

ESTABLISHING A *DOWNTOWN BOCA* “STATE OF MIND”

As Billy Joel adeptly sang about a New York “State of Mind”, it is by defining and understanding physical boundaries and components via “sense of place” development that lays the foundation for a distinctive “state of mind” or mindset that will propel the messaging, and promotion of a vibrant Downtown Boca.

Activity, forward-thinking and connectivity cultivate a positive mindset necessary to heighten and drive:

- Pride
- Interest In Engagement
- Participation
- Sense of Belonging As Part Of A Bigger Whole
- A Sense of Ownership/Stakeholder Responsibility
- Preservation & Enhancement

TACTICS

POSITIONING/BRANDING

LOGO/TAGLINE DEVELOPMENT

Development of a distinctive Downtown Boca logo further defines the Downtown brand. Working in concert with a tagline that can be targeted to address the interests of different audiences, will give additional meaning to the Downtown logo.

Based on the distinctive make-up of Downtown Boca, the logo needs to reflect the district's collective personality, not just genre:

- **Retail/Shopping**
- **Dining**
- **Nightlife**
- **Culture**
- **Business**
- **Family**
- **Parks & Recreation**
- **Residential**
- **History**
- **Community**

TACTICS POSITIONING/BRANDING

DEVELOPMENT OF A DOWNTOWN BOCA LOGO

To be effective, a Downtown Boca logo must:

- **Fit Personality of City**
 - Sophisticated, Upscale, Embracing, Balance: Business/Family
- **Fit Its Vision/Goals “Dress What You Want To Be”**
 - Vibrant, Attracting, Successful, Community, GREEN
- **Work Well With All Building Colors**
- **Complement Current Citywide Signage, including Street Signs**
- **Be Applicable To Use On Grand Entrance Monuments**

TACTICS POSITIONING/BRANDING

DEVELOPMENT OF A DOWNTOWN BOCA LOGO

Logo design needed to fit various applications:

- **Color and Black & White**
- **Entry Statements and Other City Signage**
- **Vertical and Horizontal Usages:**
 - Banners
 - Ads
 - Brochures
 - Website
 - Posters
 - Window Clings
 - Tent Cards
- **Premiums**
 - Wear-ables, Mugs, Tote Bags, Beach Towels

**TACTICS
POSITIONING/BRANDING**

**DOWNTOWN BOCA RATON LOGO
THE ICON**



**TACTICS
POSITIONING/BRANDING**

**DOWNTOWN BOCA LOGO
NOW GIVEN MEANING WITH LOGO TYPE**



**DOWNTOWN
BOCA**

TACTICS

POSITIONING/BRANDING

TAGLINE DEVELOPMENT

In developing a meaningful tagline, we recognized it needed to:

- Be simple and clear, easily repeatable
- Accurately communicate a current positive reality
while setting the positioning for what we want to become
- Convey forward movement/activity mindset
- Invigorate for “vibrant” mission
- Inspire viral connectivity and communication
- Be a collective mantra that can be used and
promoted by the various Downtown genres
- Be the springboard from which to promote
economic development for a variety of business missions

**TACTICS
POSITIONING/BRANDING**

**DOWNTOWN BOCA LOGO
GIVEN ADDITIONAL MEANING WITH TAGLINE**



**DOWNTOWN
BOCA**

It's Happening!

**TACTICS
POSITIONING/BRANDING**

DOWNTOWN BOCA RATON LOGO

**VARIOUS APPLICATIONS:
VERTICAL & HORIZONTAL/COLOR & BW**



**DOWNTOWN
BOCA**

It's Happening!



**DOWNTOWN
BOCA**

It's Happening!



It's Happening!

**DOWNTOWN
BOCA**



It's Happening!

**DOWNTOWN
BOCA**

TACTICS POSITIONING/BRANDING

DEVELOPMENT OF THE TAGLINE MUST BE ADAPTABLE TO SPEAK TO VARIETY OF TARGET AUDIENCES

To successfully effectuate the communications results desired by the tagline, we developed an approach to it that provides consistency while at the same time allows for a natural adaptation for multiple “audience” applications to:

- garner interest, engagement
- participation/patronage
- capture attention and
- encourage connectivity

Thus, in addition to speaking to the general consumer/visitor, the approach also speaks to various special interest groups, including current and prospective tenants for boosting opportunities for increased potential for economic development.

TACTICS

POSITIONING/BRANDING

DEVELOPMENT OF THE TAGLINE MUST BE ADAPTABLE TO SPEAK TO VARIETY OF TARGET AUDIENCES

Audience adaptations take the consistency of “It’s” in “*It’s Happening*” and applies as follows:

- **It’s** Business
- **It’s** Shopping
- **It’s** Parks & Recreation
- **It’s** Historic
- **It’s** Culture
- **It’s** Dining
- **It’s** Nightlife
- **It’s** Living
- **It’s** Family
- **It’s** Community

TACTICS

BRANDED APPLICATIONS

COLOR CODED AND TEXT REVISED
TO ADDRESS VARIOUS AUDIENCES



DOWNTOWN
BOCA

It's Happening!



DOWNTOWN
BOCA

It's Business



DOWNTOWN
BOCA

It's Shopping



DOWNTOWN
BOCA

It's Parks & Recreation



DOWNTOWN
BOCA

It's Historic



DOWNTOWN
BOCA

It's Culture

TACTICS

BRANDED APPLICATIONS

COLOR CODED AND TEXT REVISED
TO ADDRESS VARIOUS AUDIENCES



DOWNTOWN
BOCA

It's Dining



DOWNTOWN
BOCA

It's Nightlife



DOWNTOWN
BOCA

It's Living



DOWNTOWN
BOCA

It's Families



DOWNTOWN
BOCA

It's Community

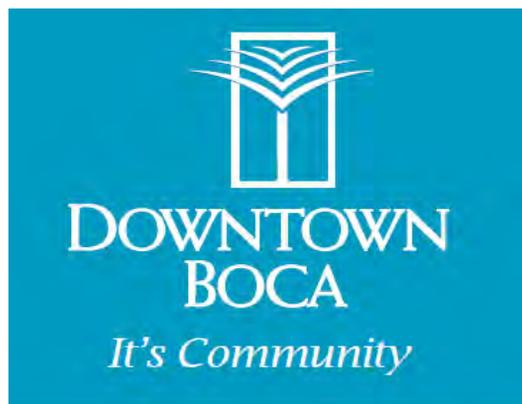
TACTICS

BRANDED APPLICATIONS



TACTICS

BRANDED APPLICATIONS



TACTICS

POSITIONING/BRANDING

Through the process, we explored and presented other logo variations for CRA consideration, but CRA returned each time to the recommended version.



TACTICS

BRANDING APPLICATIONS FOR “SENSE OF PLACE”

RECOMMENDED SIGNAGE TO BE FEATURED AT KEY LOCATIONS/INTERSECTIONS MARKING THE BORDERS OF DOWNTOWN

Recommending that two-sided entrance /exit directional signage be placed at key feeder intersections:

- Camino Real and Dixie Highway (S/N)
- Camino Real and Federal Highway (S/N)
- Dixie Highway and NE Mizner Boulevard (N/S)
- Federal Highway and NE Mizner Boulevard (N/S))
- Palmetto Park Road and Boca Raton Boulevard (W/E)
- Westside base of Palmetto Park Road Bridge (W/E)



TACTICS

BRANDING APPLICATIONS FOR “SENSE OF PLACE”

A Suggested Banner Program For Key Thoroughfares Bordering and Inside The District

Various background wallpaper designs can be incorporated into the banner designs to message birds, waves, etc. When running down Palmetto Park Road, the tagline would change to read (from west) “From Walkway to Waterway” and the reverse “From Waterway To Walkway” when approaching from the East.



TACTICS

BRANDING APPLICATIONS FOR “SENSE OF PLACE”

Based on the intended objective (special event, education, special interest marketing), we also recommend a second banner option utilizing the vibrant color coded target audience messaging. These can be posted as a sequenced series of color/messages or focus on one clear theme (i.e. family, culture, GREEN) as well as be intermingled with the approved Cultural Consortium banner program.



TACTICS

POSITIONING/BRANDING



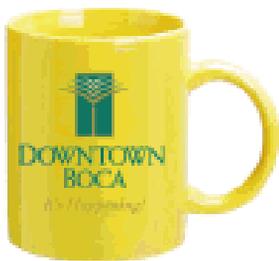
TACTICS

POSITIONING/BRANDING



TACTICS

POSITIONING/BRANDING



TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN Website

- **Downtown News Hub: Reflecting vitality, diversity, action, business**
- **On-going Search Engine Optimization (SEO) initiative**
- **Map**
- **Directory** (Alphabetical and By Category)
- **Hot News**
 - Event Announcements
 - Discounts
 - New Stores/Businesses
- **Something for Everyone: Special Blogs/Pages re:**
 - Men's Interests (Sports, Men's Fashion, Great Date Tips, Men's Nights)
 - Women's Interests (Fashion, Beauty, Ladies' Nights)
 - Children and Family Interests
 - Downtown Society Reporter
 - Arts & Culture Reporter
 - Dining
 - Business News
 - Business Opportunities/Networking

TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN Website (Continued)

- Favorite Photos
- Events Calendar
- Weather
- Visitor Contests
- Best Downtown Photo Locales
- Press Room
- Downtown Alerts
- Home Page Option

As Strong As Info Provided By Downtown Tenants

- Tenant Commitment-Profile Sheets
- Use For General Downtown Media Pursuit

Phase Two

- Facebook (fan page)
- Twitter
- YouTube

PAGE TITLES MEANT TO ENGAGE



Get Connected
Receive Downtown Boca Updates

24 Hour Weather
Boca Raton, FL



Search...



- [Home](#)
- [What's Here](#)
- [What's Happening](#)
- [Downtown Deals](#)
- [Events Calendar](#)
- [Getting Around](#)
- [Get Connected](#)
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[Continue Reading ...](#)

Hogmanay

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[Older Entries »](#)

Downtown Life & Biz

The Insiders' Views

DOWNTOWN DIVA

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DOWNTOWN DAN

Tincidunt varius sequi, integer magna ac, donec curabitur.



DOWNTOWN EAM

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DOWNTOWN BIZ

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Downtown Seen

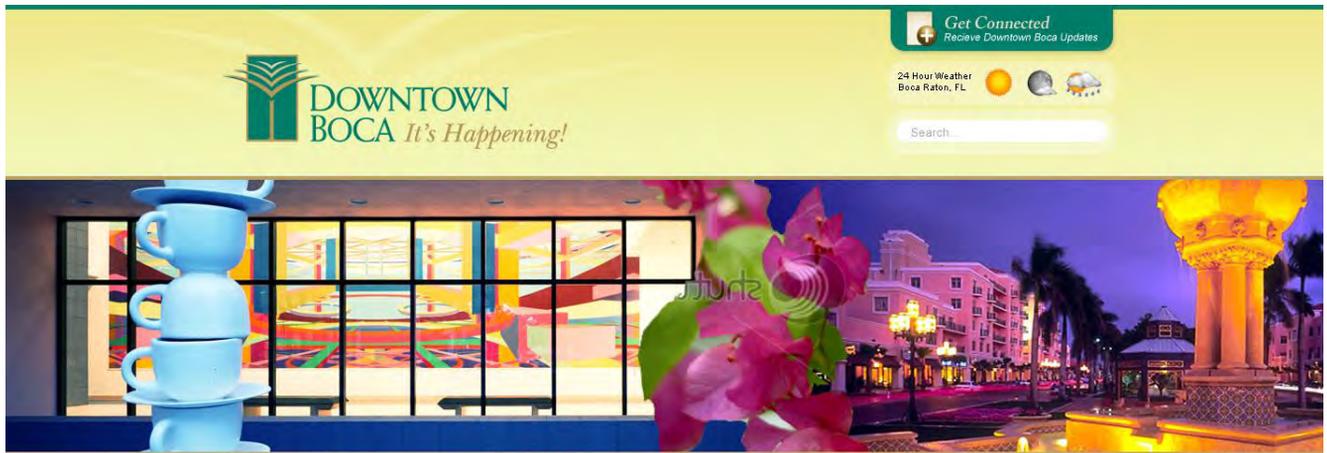
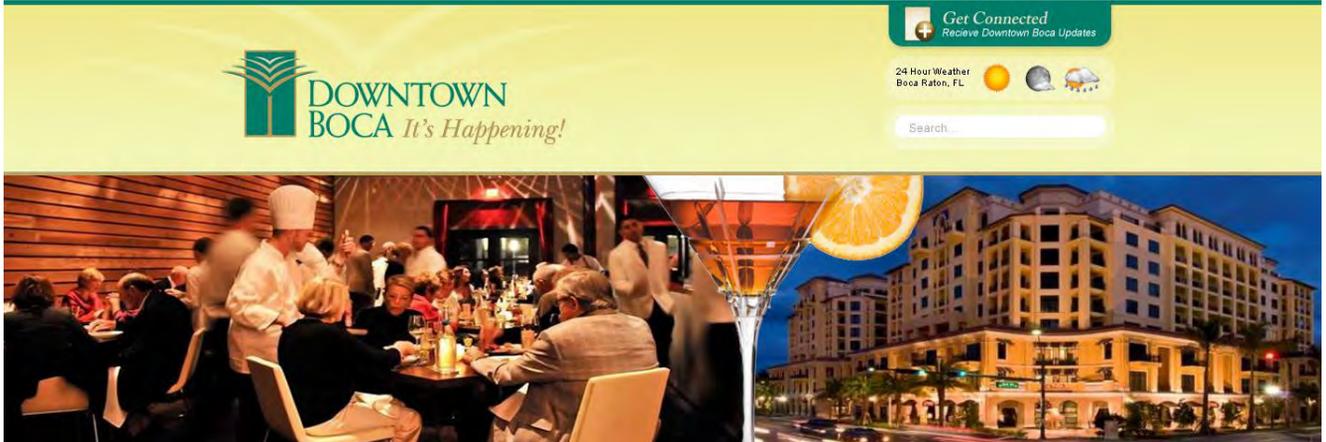
Photo & Video Collection



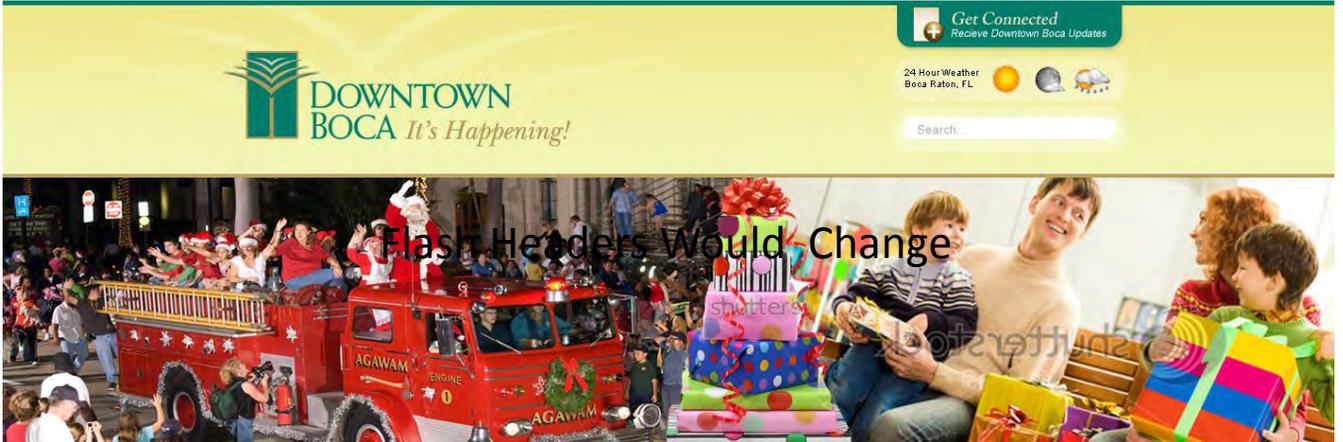
Upcoming Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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					

FLASH HEADERS WOULD CHANGE



FLASH HEADERS WOULD CHANGE





- Shopping
- Dining/Wine-ing
- Living
- Staying
- Entertainment
- Arts & Culture
- Salons, Spas & Fitness
- Parks & Recreation
- Business
- Real Estate

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[Continue Reading ...](#)

Hogmanay

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Downtown Life & Biz
The Insiders' Views

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Downtown Seen
Photo & Video Collection



Upcoming Events

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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	31				

TACTICS

POSITIONING/BRANDING

WEBSITE HOME PAGE

DROP DOWN MENU--WHAT'S HERE

All About Experience—Not Categories

- Shopping
- Dining & Wine-ing
- Living
- Staying
- Entertainment
- Arts & Culture
- Spas & Fitness
- Parks & Recreation
- Business
- Real Estate



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Downtown Life & Biz
The Insiders' Views

DOWNTOWN DIVA

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DOWNTOWN DAN

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DOWNTOWN BIZ

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Downtown Seen
Photo & Video Collection



Upcoming Events

Number	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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

TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN BOCA

OFFICIAL DOWNTOWN GUIDE

Development of a customized Downtown Boca Guide in booklet format would further educate visitors, and prospective individuals and businesses considering relocation on all the distinctive features, advantages and benefits available in Downtown Boca.

Content would include:

- Editorial overview of assets
- Color-coded map with district section close-ups
- Photos
- Advertising

Recommend that this publication be done by a published company with a proven track record in custom publishing, relationships with local businesses, a library of vibrant photos and visuals, and award-winning editorial expertise that will take the project as turnkey to be funded by a combination of advertising and small percentage of City dollars.

While publisher would develop all editorial and graphic design, the CRA would have final authority over editorial, visual selection, etc.

TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN BOCA

OFFICIAL DOWNTOWN GUIDE

Distribution Should Include:

- Downtown Welcome Center
- Downtown businesses, including banks, retailers, cultural and entertainment venues
- Area Hotels (Front Desk, Concierge or In-Room)
- Condo Hospitality Desks
- Palm Beach County Visitor & Convention Bureau
- Chamber of Commerce
- Palm Beach Economic Development Board
- Industry Trade Shows (i.e. commercial real estate, travel/tourism)
- Tipped into lifestyle magazines, chamber directory, country clubs, etc.

Recommend posting in electronic version on Downtown Boca website

TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN BOCA

BROCHURE

- **General Comprehensive**
 - Two formats:
 - » Two-sided rack card
 - » 6- or 8-panel comprehensive accordion format
 - Could be sponsored/underwritten (i.e. bank, commercial or residential real estate firm, property owner, etc.)
 - To feature map, plus features, advantages and benefits
- **Distribution Should Include:**
 - Downtown Welcome Center
 - Turnpike Rest Stops From West Palm to Ft. Lauderdale
 - Downtown Businesses (i.e. banks)
 - Area Hotels
 - Palm Beach County Visitor & Convention Bureau
 - Chamber of Commerce
 - Palm Beach Economic Development Board
 - Industry Trade Shows (i.e. commercial real estate, travel/tourism)

Recommend posting in electronic version on Downtown Boca website

TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN BOCA

SPECIAL INTEREST BROCHURES

While not a priority, special interest-target brochures can eventually be developed and produced as the need arises. Types of genres that would be most marketable would be as follows:

- Downtown Boca for Business
- Downtown Boca for Families
- Downtown Boca for Fashion
- Downtown Boca for Dining & Nightlife
- Downtown Boca for Culture & Entertainment
- Downtown Boca for Romance

Distribution to include, but not limited to:

- Welcome Center
- Realtors
- Schools
- Cultural Arts Venues
- Retail Stores
- Restaurants
- Hotels
- Chambers

TACTICS

POSITIONING/BRANDING

DESTINATION: DOWNTOWN BOCA

PHOTOGRAPHY & VIDEO

To remain competitive and reflect a vibrant image of Downtown Boca, it is imperative that a high quality HD color-intensified still photography and video footage be shot for use in editing targeted videos, commercials, video news releases, etc. with scripting targeted to different audiences and different missions.

Photography and video would be utilized for:

- **Consumer Marketing**
 - Website
 - YouTube
 - Facebook
 - Residential Real Estate
 - Tourism Road Shows
 - Special Interests
 - Tenant and Partner Websites
 - Channel 20

- **Economic Development**
 - Commercial Real Estate
 - Tourism (Palm Beach is not in our name)
 - Trade Shows
 - Film Commission
 - Portfolios To Promote Locale For Media, Fashion, Film & Photo Shoots

TACTICS

BUSINESS COMMUNITY

MONTHLY MARKETING FORUMS FOR DOWNTOWN BUSINESSES/STAKEHOLDERS

As per the initial two marketing forums presented for Downtown businesses/stakeholders in March and April, we recommend continuing the interactive opportunities each month on a designated day (i.e. first or second Wednesday of the month) to:

- Present updates on City enhancements
- Present updates on marketing efforts
- Garner feedback on particular issues currently under consideration by the CRA
- Garner recommendations on yet new opportunities, and concerns about new issues affecting the Downtown business community
- Provide a forum for networking and collaboration among Downtown businesses/stakeholders
- Present updates on new businesses/services in the area

To offset expenses, we recommend that each Monthly Marketing Forum can be sponsored by a Downtown business for \$300. Sponsors have opportunity to distribute background information on their business and have 3-5 minutes to welcome everyone to the meeting and share a few points about their business.



BOCA RATON

BOCA RATON COMMUNITY REDEVELOPMENT AGENCY

INVITES YOU TO
JOIN FELLOW DOWNTOWN BUSINESSES
FOR A

SPECIAL MARKETING FORUM

As Together We Promote
A "Next Generation" Downtown Boca Raton
At

THE NEW MIZNER PARK CULTURAL ARTS CENTRE
201 Plaza Real, Boca Raton | Adjacent To ZED 451
(Formerly Known As The International Museum of Cartoon Art)

Wednesday, March 3, 2010

8:30 a.m. OR 2:30 p.m.

Light Refreshments Will Be Served

YOU WILL:

- **GET** an update on the City's Downtown Enhancement Initiatives
- **MEET** Kaye Communications, Inc., the branding and marketing firm to lead the downtown marketing and communications initiative.
- **MEET** other Downtown stakeholders
- **LEARN** how getting involved means success for everyone

RSVP NOW

To Amy Price, City of Boca Raton
aprice@myboca.us | (561) 393-7789

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



**DOWNTOWN
BOCA**

It's Happening!

BOCA RATON COMMUNITY REDEVELOPMENT AGENCY

INVITES YOU TO
JOIN FELLOW DOWNTOWN BUSINESSES
FOR THE

2ND MARKETING FORUM

As Together We Promote And Grow
A "Next Generation" Downtown Boca Raton
At

THE NEW MIZNER PARK CULTURAL ARTS CENTRE
201 Plaza Real, Boca Raton | Adjacent To ZED 451
(Formerly Known As The International Museum of Cartoon Art)

Wednesday, April 14, 2010

8:30 a.m. OR 2:30 p.m.

Light Refreshments Will Be Served

YOU WILL:

- **LEARN** more about how you can participate and benefit from the new DOWNTOWN BOCA Destination Marketing Initiative
- **HEAR** about progress on the Downtown Promenade and Palmetto Park Road enhancement project
- **LEARN** how getting involved means success for everyone
- **NETWORK** with other Downtown stakeholders
- **BRING** your business cards!!!

RSVP NOW

To Amy Price, City of Boca Raton
aprice@myboca.us | (561) 393-7789

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



COMMUNITY REDEVELOPMENT AGENCY (CRA)

FACT SHEET

DID YOU KNOW THAT...

- **Kaye Communications** (an Integrated Marketing & PR firm) was hired by the City at the end of December 2009 to develop a Marketing Plan and strategic initiatives for branding and promoting a vibrant Downtown.
- **Palmetto Park Road** landscaping enhancements were recently completed by the City for \$166,500 to improve the appearance of the East-West gateway in Downtown.
- **Banner Program** was approved by the CRA to promote the Downtown as a cultural destination.
- **Pedestrian Signage Program** was approved by the CRA to allow additional signage to encourage economic development and stimulate business activity in the Downtown.
- **Downtown Website** is currently being developed to promote Downtown business and activities.
- **Pedestrian Promenade** was approved by the CRA to establish a north-south connector in the Downtown and create a more pedestrian-friendly environment.
- **Wildflower Property** (located on East Palmetto Park Road across from Silver Palm Park) was purchased by the City for \$7.5 million to provide Intracoastal Waterway access adjacent to the Downtown.
- **Transportation Design for Livable Communities (TDLC)** enhanced streetscape design standards for Federal Highway are being sought through TDLC program designation to include landscape buffering for pedestrians and to encourage a more walkable Downtown.
- **The Black Box Theater** at the new Mizner Park Cultural Arts Centre opening soon was completed as a result of a Palm Beach County grant for \$1.55 million obtained and administered by the City of Boca Raton.

221 W Palmetto Park Road
Boca Raton, FL 33442



Phone: 561-367-7070
Fax: 561-393-7784

Q:\Admin\Source\DownTown\Marketing\FactSheet--2010-0203

Continued on the Reverse Side →



COMMUNITY REDEVELOPMENT AGENCY (CRA)

FACT SHEET (Continued)

DID YOU KNOW THAT...

- **Mizner Park Project** consisted of the acquisition of approximately 30 acres of land, to construct the mixed-use "urban village" that incorporates public park facilities, mixed-use development and cultural facilities. All was accomplished through a public-private partnership including the City of Boca Raton, the Community Redevelopment Agency, a developer of the mixed-use facilities, and cultural users. Of the original \$56,625,000 in financing, \$38,550,000 was used for land acquisition, \$3,450,000 for construction of public infrastructure and park improvements and \$14,625,000 for capitalized interest and costs of debt issuance. For more information, view "The Mizner Park Project" on the City's website: <http://www.ci.boca-raton.fl.us/dev/pdf/CRA/MiznerParkHandout.pdf>
- **Old Town Hall** is the beautiful gold-domed building at 71 Federal Highway, just a block north of Palmetto Park Road across from Sanborn Square is the original Town Hall that was built in 1927 to house the City's police and fire departments as well as its library. In the 1980s, it was restored and became home to the Boca Raton Historical Society as the City government offices, the police and fire departments and the library moved into their current locations.
- **Downtown Quarters** were established in the Downtown Master Plan Update adopted in August 2007; the designation establishes each area with its own character and types of uses. These quarters are:
 - **Mizner Park**—a park-like space serving retail, offices, shops, and cultural uses.
 - **Sanborn Square**—a diverse mix of uses and building types adjacent to Sanborn Square.
 - **Plaza Real South**—a busy office and retail quarter with tall buildings.
 - **City Hall**—includes City Hall, the Downtown Library, and Boca Raton Historical Society.
 - **Palmetto Park East**—a future walkway to the Intracoastal Waterway.
 - **Camino Real**—anchor to Downtown with beautifully landscaped corridor east of Federal Highway.

For more information, view the Downtown Master Plan Update on the City's website: <http://www.ci.boca-raton.fl.us/dev/pdf/CRA/wnMasterPlanUpdate091708.pdf>

TACTICS

BUSINESS COMMUNITY

DOWNTOWN BOCA BUSINESS PROFILES

To maximize exposure and opportunity for business generation, we developed a Downtown Business Profile Form that should be completed by each business, nonprofit and stakeholder operating business within the Downtown district.

Information gathered will be used for communications, media relations, website, directory, business referrals and economic development purposes.

Downtown Business Profile Form that we developed is featured on following pages.



DOWNTOWN BOCA RATON BUSINESS PROFILE

Please complete in full and return via fax to (561)393-7784 or scan and email to aprice@myboca.us

NAME OF BUSINESS: _____
 DATE ESTABLISHED: _____
 STREET ADDRESS: _____
 BUSINESS WEBSITE ADDRESS: _____
 PHONE NUMBER: _____
 AFTER-HOURS PHONE NUMBER: _____
 CONTACT PERSON: _____
 CONTACT PERSON'S CELL PHONE: _____ EMAIL ADDRESS: _____
 HOURS OF OPERATION: _____
 ARE YOU A 501 (C)3 NONPROFIT ORGANIZATION? _____
 WEEKEND OR EVENING HOURS? _____
 ARE YOU PET-FRIENDLY? (Describe how) _____

ARE YOU ____ AN INDEPENDENT SINGLE LOCATION OR ____ PART OF A MULTIPLE LOCATION ORGANIZATION.
 TYPE OF BUSINESS: Please check the categories below (may be more than one) that best describe your business

Professional

- | | |
|--|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Medical/Dental/Chiropractic
(including Optical, Dentis, Physical Therapy, Chiropractic, etc.) |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Veterinarian |
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Web Design/Internet Marketing |
| <input type="checkbox"/> Interior Design | <input type="checkbox"/> _____ Other |
| <input type="checkbox"/> Law | |

Personal Services

- | | |
|--|--|
| <input type="checkbox"/> Dry Cleaning | <input type="checkbox"/> Salons |
| <input type="checkbox"/> Fitness/Gym | • Specialties: _____ |
| <input type="checkbox"/> Massage Therapy | <input type="checkbox"/> Seamstress/Tailor |
| <input type="checkbox"/> Personal Training | <input type="checkbox"/> Shoe Repair |
| <input type="checkbox"/> Pet-related:
_____ Groomer | <input type="checkbox"/> Spa |
| _____ Supplies/Accessories | <input type="checkbox"/> Travel Agency |

Educational

- Bookstore
- Library
- Specialist (Tutoring, College Prep)

Memberships - Are you a member of

- | | |
|---|--|
| <input type="checkbox"/> Greater Boca Raton Chamber of Commerce | <input type="checkbox"/> Nonprofit Organizations |
| <input type="checkbox"/> Leads or Networking Groups | <input type="checkbox"/> Professional Association(s) |
| | <input type="checkbox"/> Service Clubs |

Advertising

- Do you advertise? _____yes _____no
- If so, where:
- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Banners | <input type="checkbox"/> Online |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Radio |
| <input type="checkbox"/> E-blasts | <input type="checkbox"/> Special Sales Events |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Television |
| <input type="checkbox"/> Newspaper | |
- If so, what delivers the best results:
- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Banners | <input type="checkbox"/> Online |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Radio |
| <input type="checkbox"/> E-blasts | <input type="checkbox"/> Special Sales Events |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Television |
| <input type="checkbox"/> Newspaper | |

Financial

- | | |
|-------------------------------|--|
| <input type="checkbox"/> Bank | <input type="checkbox"/> Financial Advisory Services |
|-------------------------------|--|

Real Estate

- | | |
|--|--|
| <input type="checkbox"/> Broker | <input type="checkbox"/> Management Company |
| <input type="checkbox"/> Commercial Leasing | <input type="checkbox"/> Owner/Developer |
| <input type="checkbox"/> Construction/General Contractor | <input type="checkbox"/> Realtor |
| | <input type="checkbox"/> Residential Leasing |
| | <input type="checkbox"/> Price Range |

Dining

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Customer Demos | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Hours of Operation | |

Type and Cuisine: _____

Are you a member of a reservation service? If so, which one(s)? _____

Price Range: ___\$ ___\$\$ ___\$\$\$ ___\$\$\$\$

Entertainment/Culture

- | | |
|--|--|
| <input type="checkbox"/> Children's Programming | <input type="checkbox"/> Nightclub |
| <input type="checkbox"/> Cinema | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Fine & Visual Arts/Museum | |

Retail

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Consignment Shop | <input type="checkbox"/> Giftware |
| <input type="checkbox"/> Food Market | <input type="checkbox"/> Jeweler |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Thrift Shop |
| <input type="checkbox"/> Clothing
_____Children's _____Adult Men's _____Adult Women's _____Combination Men's/Women's | |
| <input type="checkbox"/> Shoes
_____Children's _____Adult Men's _____Adult Women's _____Combination Men's/Women's | |

WHAT IS YOUR VISION FOR THE FUTURE OF DOWNTOWN BOCA?

DO YOU USE ANY SOCIAL MEDIA TO PROMOTE YOUR BUSINESS?

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> None |
| <input type="checkbox"/> Other (please specify) _____ | |

WOULD YOU BE INTERESTED IN LEARNING NEW TECHNIQUES TO PROMOTE YOUR BUSINESS? IF SO, WHAT IS YOUR INTEREST?

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Branding | <input type="checkbox"/> None |
| <input type="checkbox"/> Other (please specify) _____ | |

WOULD YOU BE INTERESTED IN PARTICIPATING IN "DOWNTOWN" NETWORKING EVENTS?

Yes _____ No _____

WOULD YOU BE WILLING TO PROMOTE DOWNTOWN EVENTS AND THE NEW DOWNTOWN WEBSITE THROUGH YOUR EMAIL DATABASE?

Yes _____ No _____

SUGGESTIONS:

To complete the business profile online, visit the City's website at: <http://www.ci.boca-raton.fl.us/dev/pz/CRA.shtm>

TACTICS

BUSINESS COMMUNITY

ESTABLISHMENT OF A DOWNTOWN BOCA “RESTAURANT, RETAILER & ENTERTAINMENT” COMMITTEE

It is recommended that this volunteer leadership group be established to include representatives from each business genre to :

- **Serve as Official Downtown Boca Ambassadors To And Captains for their particular business genre.** Examples include:
 - Commercial Real Estate Ownerships
(i.e. Royal Palm Place, Mizner Park, Investments Limited)
 - Restaurants
 - Retailers
 - Culture & Entertainment Entities
 - Realtors
 - Financial Institutions
 - Professional/Business Services

- **Implement informal and database research for CRA** as needed for news reporting, web postings, marketing initiatives, etc.

- **Share information with their genre colleagues** re: special event and other participatory opportunities, Downtown Boca news, etc.

- **Communicate/gather information, gift certificates, special offers, etc.** from their genre colleagues to support Downtown Boca special events, promotions, website postings, etc.

TACTICS

BUSINESS COMMUNITY

CREATION OF A “DOWNTOWNERS” NETWORKING PROGRAM

Initiate four groups of 30 in first year

- **Identify program chair**
- **Identify Downtown hosts and outline commitment**
- **Set a consistent meeting calendar** (i.e. first Monday in month for one, first Tuesday in month for another) and post on DESTINATION DOWNTOWN Website
- **Determine engagement parameters:**
 - Networking to be held only in Downtown Boca; participants can come from other locations, but networking must occur only at Downtown Boca venues.
 - Identification of Downtown Hosts and their commitments
 - Only non-competing businesses and organizations

TACTICS BUSINESS COMMUNITY

Creation Of A DOWNTOWN BOCA GIFT CARD

Recommending that this be explored with a Downtown Boca-based bank to encourage on-going “top of the mind” awareness, education and increased patronage of the Downtown retailers, restaurants, and cultural arts/entertainment venues.

This card can be sold by Downtown Boca businesses, at the Welcome Center, Publix, and the participating bank that agrees to promote the card via their own paid advertising.

TACTICS BUSINESS COMMUNITY

PARTNERSHIP WITH PALM BEACH COUNTY BUSINESS DEVELOPMENT BOARD

Would require :

- Membership and committee participation in the organization
- Committee participation on a Palm Beach County Economic Development Board committee should be well placed focused on increasing economic development opportunities.
- Assignment of City representatives to be determined
 - CRA Chair
 - City Staff Member
 - Communications Representative

TACTICS

BUSINESS COMMUNITY

PARTNERSHIP WITH

BOCA RATON CHAMBER OF COMMERCE

Would involve :

- Identification of programs/presentation series, such as Back-To-Basics workshops that can be adapted to coach Downtown businesses
- Assistance in guiding Downtown businesses to develop a merchants association.
- Identification of collaborative partnerships with Downtown businesses, special events, networking venues for Chamber programs, website connectivity, etc.
- Involvement of members on Downtown (Volunteer) Steering Committee

TACTICS BUSINESS COMMUNITY

DISPLAY BOOTH FOR TRADE SHOWS

For display at:

- Industry trade shows (multi-genre with flexible panel layout)
- Chamber events
- Realtor meetings
- Convention & Visitors Bureau road shows

TACTICS BUSINESS COMMUNITY

ECONOMIC DEVELOPMENT-FOCUSED AD

Just as the ad Kaye Communications, Inc. developed and placed in Florida Trend's Palm Beach County Profile, an economic development ad needs to be developed for insertion in the following types of publications:

- business magazines
- trade show programs
- chamber annual directories
- Playbills for City-sponsored events

BOCA MEANS BUSINESS

We have it all!

BOTTOM LINE: Numbers Speak

Class A Office Space (Square Feet)	1.5 million
Office Space (Total Square Feet)	1.9 million
Industrial Space (Square Feet)	8.74 million
FAU Research & Development Park Space (Square Feet)	780,000
Patrol Space (Square Feet)	5.5 million
National & Regional Headquarters	295
Boca Raton (Executive) Airport	3,000
Monthly Arrivals/Departures	3,000
Hotel / Guest Rooms	22 / 2,388
Restaurants	340
Bank/Savings & Loans	69
Average Daily Visitors	250,000
Residents	80,000
Median age	42.1
Bicycle Trails and Lanes (Miles)	74
Parks, Trails, and Recreation Facilities (Acres)	1,589+
Parcs	31
Coastfront Beach (Miles)	2.5
Tree City USA (Years Designated)	28
Performing Arts/Concert Venues	10
Audience Seating Range	200-5,000
Museums	6
Golf Courses	6
Tennis Centers	7
Community Centers	31
Award-Winning Boca Raton Community Hospital	3
Number of beds/physicians	400 / 700
Major Universities/Colleges	3
Number of University Students	72,000
Public Schools (K-12)	11
Accredited Private Schools (K-12)	10
Number of Nonprofit Organizations	68+

Boca Raton

A City Like No Other In Florida

Boca Raton, located in the heart of Southeast Florida, is proud to be home to over 200 regional and national headquarters, including Office Depot, NCI Holdings, The GEO Group, Tyco, Bluegreen Corporation, Campus Management, Promise Healthcare, Biostat Pharmaceuticals Corporation, TMS Health, and Applied Card Systems. Major employers have chosen Boca Raton, with its unique blend of distinctive urban and suburban lifestyles, making Boca Raton the premier place to live, work, and play.

Some notable Boca Raton offerings:

- Wide variety of Class A office space for businesses of all sizes
- A-rated schools
- Competitive economic development incentives
- Shuttle service for workforce connection to commuter trains
- Executive airport
- Two international airports within 20 minutes
- Two international seaports within 20 minutes
- World class healthcare with the Boca Raton Community Hospital and the Lynn Cancer Center
- One of the largest office parks in Florida, The Arvida Park of Commerce
- Highly educated workforce
- Top level colleges including Florida Atlantic University, Lynn University, and Palm Beach State College
- High quality infrastructure
- Premier shopping and dining

- including Town Center at Boca Raton, Mizner Park, Royal Palm Plaza and the Shops at Boca Center
- Research and Development Park for innovative and startup businesses
- A leader in environmental sustainability, with award-winning programs including bicycle mobility, landscaping, reclaimed water, recycling and environmentally sensitive land preservation
- A wide range of hotel accommodations, including the iconic Boca Raton Resort & Club
- A variety of housing options from \$100,000 to \$15,000,000
- Over 500 unsurpassed outstanding recreational and athletics programs for the whole family families
- Miles of pristine public beaches and waterways with direct ocean access
- A thriving cultural arts epicenter, with annual signature events that draw national and international attention
- Low tax rates

TO EXPLORE BOCA RATON, contact us at 561-393-7700, or visit us at www.ci.boca-raton.fl.us

TACTICS BUSINESS COMMUNITY

POWERPOINT PRESENTATIONS PER AUDIENCE INTEREST

Development of a template presentation should be produced with the built-in capability to be customized to target the interests for the following audiences/missions by a variety of City representatives:

- General Community Education Re: Downtown
- Economic Development
- Tourism
- Culture
- Families
- HOAs

TACTICS

BUSINESS COMMUNITY

CREATION OF A CORPORATE “STAY & PLAY” PROGRAM

Would require the:

- **Identification of Boca Raton-based large and mid-size employers**
- **Development of a Corporate “Stay & Play” program** that includes special “company” camaraderie night activities supported by Downtown incentives. Can include a wrist band program for employees for a special dine-around night paid for by their employer, or night of special discounts (perfect for holiday shopping).

Or perhaps companies can use the program to be a cross-promotion or thank you to valued customers and clients in various industries (i.e. Real Estate, Car Dealerships, Referral Capture, etc.)

TACTICS

TOURISM COMMUNITY

PARTNERSHIP WITH PALM BEACH COUNTY CONVENTION & VISITORS BUREAU

Would pursue the following opportunities:

- **Presentation to the board of directors**
- **Downtown Boca Special Event hosted For Board Members** (perhaps at the new Mizner Park Cultural Arts Center) or held as a pre-reception to a special event.
- **Presence on Convention & Visitors Bureau website re: events**
- **Inclusion as a partner in hosting media familiarization (fam) trips with visits to Downtown Boca.**
- **Inclusion on trade missions and media**
- **Pursue the opportunity for merchant networking events to be hosted by area hotels** to encourage relationship-making and referrals.

TACTICS

TOURISM COMMUNITY

DEVELOPMENT, LAUNCH AND MAINTENANCE OF CONCIERGE/HOTEL SALES ENGAGEMENT PROGRAM

Would include:

- Launch Reception and Tour Event
- Quarterly Soirees
- Contests
- First Come, First Served Special Event Ticket Program
- Special Downtown Discounts For Hotel Guests and Employees
- Replenishment of Brochures, Flyers
- Eblast Update Distribution

TACTICS

ARTS & ENTERTAINMENT COMMUNITY

PARTNERSHIP WITH CULTURAL CONSORTIUM & OTHER ARTS ORGANIZATIONS

To encourage use of Downtown Boca as a location for Boca Raton Cultural Arts Consortium events, promotions, etc. such as:

- Culture & Cocktails
- Friday Night Live Performances
- City-hosted Concerts
- Consortium and Organization Meetings and Arts Community Events, such as association conferences, destination exchange programs (i.e. Naples Opera Visits Boca, etc.)
- Collaborative Efforts With Boca Raton Museum of Art (i.e. for leadership in Art In Public Places-type initiatives and competitions, inclusion in Downtown Boca economic and tourism tours, participation in community special events with opportunities for inclusion of fine arts components, etc.)
- Collaborative Efforts With All Consortium Members In Special Events And Programs (including a recommended Downtown Boca Annual Family & Culture Weekend, and other open-to-the-public opportunities in which they can showcase their cultural genres)

TACTICS

ARTS & ENTERTAINMENT COMMUNITY

PARTNERSHIP WITH PALM BEACH COUNTY FILM COMMISSION

To promote choosing and recommending Downtown Boca as:

- A film location
- A premier film presentation event venue for movie premieres
- A film festival location for screenings, receptions, etc.
- To host film industry events such as film commission-hosted seminars, dinners, scouting familiarization trip stops on tour, etc.

TACTICS

NONPROFIT COMMUNITY

CREATION OF A “DOWNTOWN SOCIETY” PROGRAM

- **Development of a Downtown Society kit or brochure re: Hosting Nonprofit Events in Downtown Boca**
 - Narrative on range of venues and types of fundraisers that can be held DOWNTOWN
 - Chart outlining venue size, location, special features and seating ranges, contact person, etc.
 - Distribution to all nonprofits in tri-county area
- **Development and presentation of a DOWNTOWN SOCIETY Preview Showcase Event: “How To Host Events Downtown”**
 - Invite Tri-county nonprofits to attend
 - Presentation on advantages and benefits hosting Downtown events
 - Mini-trade show with display tables and tastings by venues and entertainment providers
- **Post all DOWNTOWN SOCIETY Events on DESTINATION DOWNTOWN Website**
 - Special calendar with links to nonprofit event program information, nonprofit mission and reservations
- **Feature post-event photos from DOWNTOWN SOCIETY events on DESTINATION DOWNTOWN Website**
 - Special section designated as Downtown Society Snapshots

TACTICS

DOWNTOWN CITY SPONSORSHIP PROGRAM

Designed to achieve the CRA's key objectives to:

- attract increased visitors/patrons/businesses to Downtown Boca
- and stimulate vibrancy and economic growth

we have developed and recommend a promotional co-operative strategy regarding City sponsorship funding of nonprofit events.

The aim of this strategy is to support already well funded and organized event productions with a demonstrated following, audience appeal and positive economic impact for Downtown businesses that need additional marketing support, not rescue a wavering event effort.

The goal is to “teach” the nonprofit event producers/beneficiaries “how to fish”, not simply supply the fish.

Strategy outline:

- **City sponsorship monies should be solely earmarked to underwrite promotional plan expenses** that increase event attendance and activity Downtown.
- **NO City monies should be given for and spent on non-audience-generating expenses** such as operations, venue and equipment rentals, catering, security, audio-visual services, giveaways, etc.
- **City exploration should be initiated for the development of a coordinated collaboration of print, broadcast and online media to engage in a Downtown Boca cooperative ad program that supports/makes available the following:**
 - Nonprofit buys one ad or commercial spot at nonprofit rate
 - City matches the nonprofit ad or commercial spot purchase
 - Publication/Broadcast partner provides one ad

TACTICS

NEIGHBORHOODS

Engaging Boca's Neighborhoods is key to building a loyal repeat audience. Recommend outreach activities include:

- **Downtowners Groups** Sponsoring PAL and Boca Hoops teams
- **Special Neighborhood Days**
(i.e. Golden Triangle Neighborhood Day Downtown, Woodfield Day Downtown, Old Floresta Day Downtown, such as Golden Triangle Thursday, Woodfield Wednesday, Old Floresta Friday, etc.)
- **HOA Presentations** to update on Downtown news and encourage neighborhood engagement
- **Invite Key Leaders To Participate In Supporting Downtown** via involvement in Downtowners groups, volunteering for public events, providing guidance on Downtown committees, etc.

TACTICS

SPECIAL EVENTS

NOT JUST *FILLING A CALENDAR,* BUT RATHER TARGETED TO *FILLING DOWNTOWN*

Consistency in planning and communications is key to successful participation, talent procurement, and sponsorship pursuit of special events that maximizes event opportunities while maximizing budget allocations. Scheduling with enough advance lead time, will provide the greatest opportunity for audience notification and engagement.

- **Proposed New Themed Weekly Events:**

- *MORE On Mondays*
- *Tri-Rail Tuesdays*
- *Brown Bag Wednesdays at Sanborn Square*
- *Together Thursdays (Special 2-for-1 couple incentives)*
- *Friday Night Live*
- *Downtowner Walkers Clubs*
(several during the week and weekend)

- **Proposed New Monthly Events**

- “Take Paws” Saturdays (first Saturday of each month)
- Super Sundays (first Sunday of each month)
- Downtowners (Networking) Events
- Downtown Marketing Forum (for Downtown businesses)

TACTICS

SPECIAL EVENTS

**NOT JUST *FILLING A CALENDAR*,
BUT RATHER TARGETED TO *FILLING DOWNTOWN***

- **Proposed New Quarterly Events**
 - Sponsored Shredder Parties-hosted By VIPER (to prevent Identity Theft) and additional sponsors such as banks, accounting firms, document shredding companies, Green Living organizations, etc.
 - Scheduled Cause-related Community Walks/Runs/Organized In Coordination with Road Runners
- **Current Signature Annual Events Recommended To Continue**
 - Green Market/ To Be Renamed “Farmer’s Market”
 - Martin Luther King and Veterans Day Commemorations
 - Spring Fling
 - 9/11 Commemoration
 - Holiday Parade
 - Holiday Tree Lighting
- **Proposed New Annual Signature Series**
 - Movies ‘N Music (six concerts)
 - Boca’s Family Concert Series (six concerts)
 - Movies On The Lawn (supporting concert themes)
 - Home Grown “Art In Public Places” Exhibitions
 - Downtown DineAround (Summertime)

TACTICS

SPECIAL EVENTS

**NOT JUST *FILLING A CALENDAR*,
BUT RATHER TARGETED TO *FILLING DOWNTOWN***

- **Proposed New Annual Signature Events**
 - New Year’s Weekend Trademarked Event
 - Valentine’s Midnight Romance Run/Walk (down Palmetto and Promenade)
 - Family & Culture Weekend
 - Food Themed-International Food Affair
 - “Boca Walks, Stocks & Rocks” For Community
 - Downtown Halloween Spooktacular (Haunted House, Parades, Scary-oke)
 - Wyland South Florida Living Green Fair
 - Post-Boat Parade Downtown Block Party
 - Black Friday Incentive Day
 - Winter Ice Skating Rink
 - Living La Vida BOCA
 - Earth Day
 - Arbor Day (enhanced program than currently done)

TACTICS

SPECIAL EVENT PARTNERSHIPS

Establish

BOCA's DOWNTOWN AS SPORTSTOWN

The Official Palm Beach County "Away Game"
Headquarters & "Home Game" Hub

– **Football Promotion**

- Summer kick-off
- Email to their database
- Welcome Signage at Sun Life Stadium
- Designation Usage as Official Palm Beach County "Away Game" Headquarters & "Home Game" Hub
- Pre-Season Meet & Greet With Players
- Participating restaurants and entertainment venues to provide special year 'round discounts to ticket holders (part of team affinity program)

TACTICS

SPECIAL EVENT PARTNERSHIPS

Establish

BOCA's DOWNTOWN AS SPORTSTOWN

The Official Palm Beach County "Away Game"
Headquarters & "Home Game" Hub

Away Game Activities

- Downtown as Road Rally Stop
- Tailgate Party at Mizner Park Amphitheater with Big Screen Simulcast of Game With Network Sponsor
 - Passing and Kick Competition
 - Entertainment & Contest Giveaways
 - Cheerleading by local schools
 - Music by area school marching bands
 - Sports radio remotes
 - Former players serving as hosts

Home Game Activities

- Dolphin Express pick up and drop off
- Special menus for pre and post express pick up
- Cheerleading send off by local schools
- Contests for the best dressed Dol-Fans
 - By Age
 - Photos posted on Downtown Website

TACTICS

SPECIAL EVENTS

Current Signature Annual Events Recommended To Continue

Green Market-Held at Royal Palm Place, this popular seasonal weekly event is a favorite that draws audiences to Downtown Boca Raton. While it is not a City-sponsored program, it is a great audience feeder. Based on the mix of vendors and exhibitors, we believe that re-naming it “Farmers’ Market” may be more fitting, and will add a fresh “news” spin to the promotion.

Spring Fling-Always a favorite family event, Spring Fling should remain as part of the signature events held Downtown. With more pre-promotion via new website, editorial coverage, and social media, this will continue to grow its reach to benefit area retailers and restaurants.

9/11 Memorial Event-As this event grows in attention each year, it serves as an excellent signature event hosted by the City and Downtown. This year increased branding of Downtown Boca as the host venue should be a priority, not just the Amphitheater location, i.e. **Downtown Boca Hosts Annual Palm Beach County 9/11 Memorial Salute at Mizner Park Amphitheatre.**

Annual Holiday Tree Lighting-This tradition favorite must continue as it launches the holiday season. Again, with the support of the new Downtown website and social media supporting news release distribution with appropriate lead time announcement will help grow the reach and attendance for this annual event.

Annual Holiday Parade-This tradition favorite must continue, with more Downtown branding added to the pre-promotion elements and featured within the event program itself...perhaps it is Downtown Boca—It’s Holidays! The opening banner should feature the Downtown logo, branded giveaways should be thrown out to the crowd, and intermingling of multi-themed message banners within the parade should be part of the 2010 event theme.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Series

Movies 'N Music- Kaye Communications, Inc. identified a local concert producer with cross-over relationships between Hollywood film industry and music industry that will produce an annual signature Movies 'N Music concert band series that combines stars of both industries on the Mizner Park Amphitheater stage with significant Downtown branding and “sense of place” marketing as Downtown Boca will first host the concert appearances prior to their going on the road. Production company has exclusive contract with major film/sound studio to incentivize talent to come and stay in Palm Beach County before and after concert for music video production. Great opportunity for Downtown Boca branding and positioning for cutting-edge events and planning, sponsorships, media coverage, word-of-mouth promotion within the film and music industries, YouTube and social media echo.

Boca's Family Concert Series – Per the same concert producer identified by Kaye Communications, Inc. above, we are proposing the producer to present a Family Concert Series featuring talent from Disney and Universal Studios, as well as a family-spin on traditional orchestra/symphony performances to garner interest in the next generation culture lovers, advocates, and patrons. Great opportunity for Downtown branding and positioning for cutting-edge events and planning, sponsorships, media coverage, word-of-mouth promotion within the film and music industries, YouTube and social media echo, Downtown business generation, etc..

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Series

Movies On The Lawn- Presented as free and open-to-the-public events, the movie selections would support the pre-promotion efforts for the concerts noted above that blend Movies and Music concert personalities...or could be hosted the night before the concerts, turning the weekend into a “themed” opportunity for Downtown Boca. Great opportunity for sponsorships, media coverage, community engagement, Downtown business generation, etc.

Home Grown “Art In Public Places” Exhibition- In the tradition of the Cow Parade in Manhattan and Panda Displays in Washington DC, we recommend creating community designed sculpture art to be displayed in Downtown with a live auction at completion to raise funds for participating nonprofits. The initiative would involve selection of a consistent sculpture form (a palm tree or turtles) to be produced in and then offering to nonprofits who would partner with a sponsor/business that pays an entry fee (with 80% going to the nonprofit with 20% to cover the sculpture form) and local artist to paint.

The sculptures would be displayed throughout Downtown...and be judged and awarded recognition in a variety of categories, including creativity in name, creativity in design, effective messaging, best overall, etc. Following judging, the awards would be announced and sculptures be auctioned during a free, open-to-the-public event at the Mizner Park Amphitheater.

Great opportunity for Downtown branding and positioning for cutting-edge events and planning, sponsorships, media coverage, nonprofit advocacy and relationship-building, YouTube and social media echo.

Downtown DineAround- To be held during Summertime to boost business, a cooperative effort of dining venues should developed a one-price or tiered Prix Fixe menu program...branded on a separate menu card named “Downtown DineAround”. Menus should change each month of June, July and August to remain fresh to frequent diners.

TACTICS

SPECIAL EVENTS

Proposed New Themed Weekly Events

“MORE On Mondays”-Working with retailers and restaurant venues, a special program can be designed to offer “more value” opportunities to drive business on a typically slow day. These can include special menus, free desserts, all-you-can-eat, special gifts with purchase, bounce back certificates, etc.

Tri-Rail Tuesdays-In order to capture those who commute to work via Tri-Rail, we recommend a partnership between the City, employers and Tri-Rail shuttle service to add stops to the end-of-day routes to include stops at Mizner Park and Royal Palm Place and extend schedule to 11 p.m. for return trips to Tri-Rail service.

Brown Bag Wednesdays at Sanborn Square-An idea conceived by Parks & Recreation director for encouraging visits to Sanborn Square with live entertainment. To underwrite expenses, each Wednesday can be sponsored by local restaurants, banks, real estate companies, entertainment venues, etc. Great for Cultural Consortium-promoting activities.

Together Thursdays -Conceived to encourage patronage and socializing with special value 2-for-1 offers from various dining and entertainment venues or discounts from retailers.

Friday Night Live- We recommend re-establishing this Boca favorite in which each Friday night features live music at Mizner Park and Royal Palm Place. Local talent can audition for opportunities to showcase their music and comedy. Once a month a sponsor can underwrite a radio remote to further promote Friday Night Live; ideal for Mizner Park (GGP) and RPP to underwrite.

Downtowner Walkers Clubs-Guided by a pre-mapped walking tour developed to include the new Promenade, Palmetto Park Road, Mizner Park and Royal Palm Place, several walker groups can be joined, one for everyday of the week if there is interest. Another great sponsorship opportunity for t-shirt branding, water bottle distribution, etc.

TACTICS

SPECIAL EVENTS

Proposed New Themed Monthly Events

“Take Paws” Saturdays- Held consistently on the first Saturday of each month in RPP and Mizner Park with bridge from Promenade to Palmetto Park Road, this monthly happening is conceived to draw families, singles, couples with dogs to pet-friendly Downtown Boca. Activities can include contests, pet-related exhibitor tents, a doggie walking tour, water and waste stations, doggie bags, live music, etc. These provide excellent sponsorship opportunities for components, individual Saturdays or the annual series plus monthly vendor tent rentals.

Super Sundays-Held consistently on the first Sunday of each month in RPP and Mizner Park, this should generate increased visitor/patron interest in frequently “checking out” what’s happening on Sundays in Downtown. Events would be sports related (i.e. Downtown SportsTown tailgate parties, university alumni reunions, family concerts, healthcare fairs, etc.) These provide excellent sponsorship opportunities for components, individual Sundays or the annual program plus monthly vendor tent rentals.

“Downtowners” (Networking)Events- Conceived to encourage outreach and patronage in the Downtown area, this program can draw those from beyond Boca for a highly popular business development opportunity. Led by a Downtowner’s Program Chairperson, four groups of 30 should be developed and organized in the first year with a captain designated to develop program and communication for each group. Groups are free to decide on their membership make-up with only one requirement...that ALL networking events happen in Downtown Boca.

TACTICS

SPECIAL EVENTS

Proposed New Themed Quarterly Events

Community “Super Shredder” Events-Providing the community and businesses with a valuable identity theft protection opportunity, this event would provide them the ability for bulk shredding of their confidential documents (from bank statements, tax returns, etc.), this would also encourage responsible recycling. It can be hosted by the VIPER program with additional sponsorship opportunities available for banks, accounting firms, document shredding companies, Green Living organizations, etc. plus exhibitor tent fees. If need be, a reasonable donation can be requested of those utilizing the service that can benefit a different nonprofit each quarter.

Scheduled Cause-related Community Walks/Runs-By announcing dates available Downtown for organized fundraising or mission awareness walk/runs organized and operated by nonprofits or companies to benefit a nonprofit, there should be opportunity for a minimum of four annual events such as this. There should be criteria guidelines outlined, including fees, with an agreement developed and signed so that all parties understand expectations, and in order for there to be enough time for pre-event promotion by the nonprofit, we would not offer available dates until October 2010.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Events

New Year/January Weekend Trademarked Event-Held during New Year's weekend or in the early part of January, a traditionally quiet time for retailers (after holiday sales and returns), hotels (most guests leave on or before New Year's day) and residents, this three-day event would kick-off the new year with a celebratory panoramic visual, audio and experiential feast for the senses featuring a unique one-in-a-lifetime adventure that unites nature, art, and entertainment creating living artwork out of nature.

Designed to be an annual event in the Downtown, the first year's extravaganza is timed to introduce, showcase and celebrate the new Promenade and enhancements along Palmetto Park Road. The trademarked turnkey event by an established award-winning producer, will turn all of Downtown Boca into a sight, sound, taste and interactive playground for attendees of all ages with activities happening day and night, with show times scheduled for various locations throughout the day as done at theme parks.

Following such an event to be held in July in North Carolina atop a mountain, the Downtown Boca event will be publicized nationally as its next step to maximize sponsorship and media coverage interest. Designed to attract families, singles, couples, across generational lines for several days, the experiential event that combines art with live entertainment to bring a new concept of Performance art into play, will feature fireworks, concerts, music, dance, artist performances and exhibitions, art in public places, live performance art, children's play, culinary arts, science/environmental showcases, etc.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Events

New Year/January Weekend Trademarked Event (Continued)

By day a section of Downtown would be transformed into a silvery world as a plethora of silver and metallic color shapes, spheres and tubes intertwine their way through the trees with the sun's glittering effect reflecting off these shapes to create a dazzling effect for guests to immerse themselves in. Entertainers in similarly themed costumes become one with the landscape as we create a living artwork out of nature. As the sun goes down this mystical area transforms amid the visual effects of lasers and colored lights into an experience that leaves you breathless.

This event provides great opportunity for Downtown Boca branding and "sense of place" messaging, sponsorships, including a title sponsor, but approval must be granted as soon as possible for sufficient lead time for sponsor pursuit and procurement, entertainment bookings, and promotional activities.

Proposal details provided to City Manager; awaiting CRA approval.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Events

Valentine's Midnight Romance Run/Walk-To be held with streets closed to host run/walk at midnight down Palmetto Park Road and the Promenade with connection from Mizner Park to Royal Palm Place. This annual event should bring a younger demographic to Downtown to celebrate romance or for those seeking to find it. By calling it Romance run, it does not limit participants to couples, but opens it to be a gigantic magnet for all romantics. There can be pre-run activities at restaurants, bars and amphitheater, with after-run festivities as well. This event can be sponsored by one or several local businesses and national brands that are seeking the same demographic audience, including dating services, retail/clothing, food and wine outlets, etc. Recommend a high visibility MC/Grand Marshal for event. Excellent opportunity for Downtown Boca branding, sponsorships, media coverage, and social media echo.

Family & Culture Weekend(s)- Targeting the important multi-generational "family" audience, Recommend that the Downtown play host to the talents of the Boca Raton Cultural Consortium once or twice a year. We envision Mizner Park, the Promenade (with Sanborn Square), Palmetto Park Road and Royal Palm to play stage to a variety of art celebrations through a two-day event. Through a collaborative committee representing the Cultural Consortium, City, and Downtown property owners, this can be more defined and promoted with City support in promotion and supporting services such as permitting, security, water, power, etc. as needed. We recommend that the Promenade and Palmetto Park Road be closed to traffic, with food and arts vendors available. Excellent opportunity for Downtown Boca branding, sponsorships, media coverage, and cultural advocacy, awareness and relationship-building.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Events

Downtown Boca's "International Food Affair"-Developed and produced to showcase the international diversity of the culinary assets of Downtown Boca, we recommend that an annual "international" culinary event be developed and produced in Downtown Boca. Held to benefit one, two, or three nonprofits, the event can be coordinated with Boca Bacchanal programming, feature a unique themed "table décor" contest component, an event poster competition, celebrity cook-off, etc. This event presents great opportunity for Downtown Boca branding, sponsorships, nonprofit engagement, media coverage ops, etc.

"Boca Walks, Stocks & Rocks" For Community-Held throughout Downtown Boca, this one-day event is designed to promote Boca Raton's community assets and support their efforts. This event would showcase all Boca-based nonprofits while giving them the opportunity to raise funds, collect supply, and secure in-kind services while building public/private partnerships. Developed and managed by a consortium of nonprofits, the City, and business leaders, this event would start with an early morning cause-related "community walk" through Downtown and feature an post-walk nonprofit expo of exhibits, entertainment from schools and cultural arts organizations; and designated locations for supply drop offs of canned food, school supplies, emergency supplies, etc. for donation to various nonprofits. The day would close with a 5 p.m. free community "rock" concert at the Amphitheater. Excellent opportunity for Downtown Boca branding, sponsorships, media coverage, and nonprofit advocacy, awareness and relationship-building.

Downtown Halloween Spooktacular-Complete with a professionally built and staffed Haunted House (set-up and operating for three weeks prior to Halloween weekend) and two parades (one for families at 4 p.m. and another at 9 p.m. for adults) on October 31st followed by Scary-oke, costume fashion shows and contests, all produced by a professional award-winning event producer with a track record in such events for theme parks, retail centers, corporate programs, etc. Excellent opportunity for Downtown Boca branding, sponsorships, media coverage, and nonprofit fundraising.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Events

Wyland South Florida Living Green Fair-This turnkey event has been presented to the City by its producers and is awaiting contract approval. Featuring internationally renowned marine life artist Wyland as the host of the three-day event will make its expo's new home in Downtown Boca Raton, with plans for it to be presented annually during the month of November. Following a full-day symposium at Florida Atlantic University, it will launch with VIP reception to celebrate the 10th Anniversary of the Boca Raton Museum of Art. The fair, which will close down Federal Highway for exhibitors outside Mizner Park, will feature a variety of exhibitors on green living, culinary demonstrations, art mural displays developed by local art students, City displays re: its GREEN mission, music by school children, etc. and a possible tie-in with the Green Market and Saturday late afternoon event at Royal Palm Place. Great opportunity for Downtown Boca branding, media coverage, social media echo, business generation.

Black Friday Incentive Day-Much like the "big mall" early morning push for retail the day after Thanksgiving, a similar incentive program needs to be coordinated by Downtown merchants. Offering can be promoted via Downtown website, editorial and broadcast coverage, etc. There is much competition for capturing shoppers on this day, so offers must be out-of-the-ordinary and promotion of Black Friday beginning four to six months out with media, and then in-Downtown area with tent cards, posters, etc. two months out. Great opportunity for Downtown Boca branding, business generation, media coverage, and social media echo.

Post-Boat Parade Downtown Block Party- Acting as host to a tremendous block party held following the annual City of Boca Raton Boat Parade, downtown retailers and dining/bar venues can "float out" some great late night specials and entertainment; and vendors can rent space for Promenade area. Great opportunity for Downtown Boca branding, sponsorships, media coverage, social media echo, business generation.

TACTICS

SPECIAL EVENTS

Proposed New Signature Annual Events

Winter Ice Skating Rink—Perfect to usher in the Winter holiday season, we recommend that a vendor provided by Mickey Gomez of Parks & Recreation be invited to evaluate various Downtown locales for the annual presentation of a Downtown Boca “Ice” Skating Rink with real ice, not a simulated version. There are several approaches, from leasing the rink with skate rental services to the City purchasing the rink and equipment for annual usage but decision will need to be made from a combined budget and operations perspective that makes the annual availability as cost-effective as possible while taking into consideration equipment maintenance, set-up, breakdown and storage. Costs can be off-set with sponsorships and “group” rink rentals for off-hours corporate events, nonprofits fundraisers, school programs, etc. Great opportunity for Downtown Boca branding, sponsorships, media coverage, and social media echo.

Living La Vida BOCA—We recommend inviting a Latin-based cultural organization, to bring a major two-day Latin-style festival, with entertainment, food, crafts, etc. to Downtown Boca developed in association with the Boca Raton Cultural Consortium. Great opportunity for Downtown Boca branding, sponsorships, media coverage, and social media echo.

Earth Day- While not a priority focus as yet, we recommend a future consideration of Earth Day celebration in coordination with Palm Beach County that involves the greater community working to break a world record, donation of trees, concert benefiting a nonprofit, etc. This year Broward County declared the commemoration to expand to be Earth Month offering a host of events; Boca can take lead next year in Palm Beach County. Great opportunity for Downtown Boca branding, sponsorships, media coverage, and social media echo.

Arbor Day- While not a priority focus as yet, we recommend a future consideration of Arbor Day celebration that involves the greater community working to break a world record, donation of trees, concert benefiting a nonprofit, etc. Great opportunity for Downtown Boca branding, sponsorships, media coverage, and social media echo.

TACTICS COMMUNICATIONS

DOWNTOWN BOCA AUDIENCES

- **Consumer**
- **Retail**
- **Dining**
- **Cultural**
- **Family**
- **Singles**
- **Nightlife**
- **Travel**
- **Real Estate & Commercial**
- **Nonprofits**

TACTICS

COMMUNICATIONS

To increase reach and frequency, the following are recommended for pursuit to support “sense of place” education and event missions:

- **Establishment of a BluFi Phone Ap zone** that will deliver FREE content to increase brand awareness and promotional offers from Downtown merchants and other businesses to visitors for increased foot traffic. BluFi is a proprietary permission-based proximity marketing technology, no SPAM mobile Marketing/advertising solution that gives the consumers a wide variety of content (best deals, discounts, rich media, games, etc) at zero cost (videos, wallpapers, themes and games, news, astrology, tips, trailers, event invites, and coupons and discounts.
- **Enhanced Media Relationship-Building**
- **Promotional Campaigns**
- **Innovative Media Buys & Partnerships**
 - Development of special ad package programs for Downtown Businesses
 - Matching “sponsorship” programs
- **Sponsorships & Sponsor Programs**
- **City Sponsorships To Support Media-related Marketing**
- **Expanding Echo of Scheduled Events** Re: Website, Facebook Fans, etc.

TACTICS

COMMUNICATIONS

Establishment And Maintenance Of DESTINATION DOWNTOWN BOCA News Bureau

- **On-going news updates developed and distributed to media**
 - Local, Regional, National
 - Print, Broadcast and Online
 - Social Media
- **Reporter Genres to include:**
 - General consumer
 - Industry trades
 - Dining
 - Retail/Shopping
 - Business
 - Financial
 - Entertainment
 - Tourism
 - Website Editors
- **Optimization of news releases**
- **Newswire distribution of major news**
- **YouTube postings of appropriate footage**
- **News conferences as needed**

TACTICS COMMUNICATIONS

EXPANDED COMMUNICATIONS OF INFLUENCER OUTLETS

- **Tourism**
 - Concierges
 - Hotel Sales Teams
- **Commercial Real Estate**
- **Retail Industry**
- **Tenant databases**
- **Corporations (CEOs)**
- **Corporate Relocation Partners**
- **Residential Realtors**

TACTICS COMMUNICATIONS

BILLBOARD PRESENCE

Due to the innovative approaches to electronic billboard programs, we recommend that Downtown Boca have an extended presence at strategic locations. By reserving space on an electronic, not fixed image board, Downtown will have the ability to feature new and fresh information on a regular basis, from concert and performances at the Amphitheater and City special events, to the marketing programs developed and presented in this strategic plan.

This would be a smart investment based upon:

- the extremely low cost per impression/traffic counts on I-95
- the primary target audiences being employed or residing within the one-hour radius
- reaching yet untapped audiences (including tourists and business travelers) while reinforcing “top of the mind” buzz among frequent Downtown visitors

TACTICS

COMMUNICATIONS

MEDIA PARTNERSHIPS/AD PRESENCE

Based on the communications objectives and targeted audiences we recommend partnerships be established with the following.

- **Boca Raton magazine** (branding/sponsorship)
- **Boca Raton Observer** (branding/sponsorship)
- **Palm Beach Illustrated** (branding/sponsorship)
- **BocaRaton.com** (branding/event driven/sponsorship)
- **SouthFlorida.com** (branding/sponsorship)
- **SouthFloridaLiving.com** (branding/sponsorship)
- **Palm Beach Post** (event driven-TGIF)
- **Sun-Sentinel** (event driven-Showtime)
- **City & Shore** (branding/sponsorship)
- **Television & Radio** (live remotes/sponsorships)
- **Transit Ads** (Bus tails)
- **Billboard Ads**
- **Mobile Ads** (Truck billboards)

TACTICS COMMUNICATIONS

MEDIA PARTNERSHIPS/AD PRESENCE

- TV Websites (branding and event-driven)
- Radio Buys (event driven)
 - General Rock/Easy Listening
 - SUNNY 104
 - WRMF
 - Sports
 - Event Driven
 - News
 - TBD
- Radio Contests (event driven)
 - Stay & Play Packages
 - Restaurants
 - Entertainment

TACTICS IMPLEMENTATION

To implement the above recommendations, the following entities need to be in place:

- **Downtown Business Liaison (Ruby Childers)** for information gathering and communication to various City departments, communications coordinators (i.e. website updates, event promotion, etc.)
- **Downtown Advisory Committee Responsibilities and Leadership Roles** need to be better defined so that members can be active participants in the process to in ways that would best maximize effective support the CRA goals and objectives for Downtown Boca.
- **DESTINATION DOWNTOWN Steering Committee of Downtown businesses to be formed** to represent a cross-section of Downtown businesses that could eventually become the Downtown marketing association leadership along with City-wide business and community leaders with interest in supporting the Downtown marketing and economic development initiatives to build and maintain a vibrant Downtown. This committee should be a volunteer group not to be connected at all with City committees in place and should not include any members of the Downtown Advisory Committee in order to prevent any conflicts of interest or restricted Sunshine laws for meetings. Businesses to be represented include banks, arts consortium, retailers, restaurants, professional services, web developers, etc.
- **“Downtowners” Networking Group Chair appointed** to outline program, identify and recruit Group Captains, and coordinate communications with each group and hosting venues for networking events.

TACTICS IMPLEMENTATION

To implement the above recommendations, the following entities need to be in place:

- **Mizner Park Amphitheater facility enhancements** need to be addressed and new plan developed for **revenue-generating special events/concert “bookings” marketing, sponsorship opportunities, etc.**
- **Sponsorship Rep or Firm contracted** to develop presentation and then pursue sponsorship of year ‘round programs and events, to be compensated on a commission basis. CRA can have several sponsorship reps or firms in place to maximize reach and opportunity.
- **Online Boca Logo Store be contracted for construction and management with fulfillment services with single vendor** is key for ease of management and purchasing of branded logo items. This serves as a revenue-generating program.
- **A Downtown Deals/Rewards/Prizes Inventory built** from Downtown businesses to be given away during live remotes, campaigns, etc.
- **A Cooperative of Downtown businesses/cultural entities to coordinate initiatives.**

TACTICS IMPLEMENTATION

To implement the above recommendations, the following entities need to be in place (continued):

- **News Bureau to regularly distribute news and develop news in the Downtown. Bureau to facilitate media communications:**
 - **Research and development** of multi-beat local, regional and national news media list and updates
 - **Arrangement of one-on-one interviews** with CRA and City staff as appropriate per news interest
 - **Development and distribution of news announcements re:**
 - Special city-supported events, series, and promotions
 - New business openings
 - Feature story pitches (business, retail, dining, etc.)
 - Holiday shopping and gift-giving
 - New services, feature offered Downtown
 - City-facilitated enhancements
 - **Development and distribution of media alerts**
 - **Creation of news** via coordination with business and property owners

BUDGET

The following pages outline cost estimates for expenses for the proposed comprehensive marketing plan elements organized in two budgets; one for the priority elements that should be completed by year end 2009-2010 and a full year budget for subsequent programming for fiscal year 2010-2011.

You will note that:

- all elements are outlined individually with a total noted at the bottom of the budget sheets.** These elements are recommendations and can, based on annual CRA budget parameters, be moved to subsequent years as needed for implementation on a priority basis.
- several elements are needed initially** (i.e. website, brochures, video, photography, banners, road signage, etc.) **as they will have a significant impact on the success of the other elements** as the plan rolls out.
- there are two key columns, one entitled expenses and another sponsorship potential.** When reviewing plan and considering which elements should be included to work within budget parameters, careful attention should be given to those elements that can generate potential sponsorship dollars. When sponsorship dollars meet or exceed expenses of the particular element the overage in sponsorship dollars can also be used to fund important opportunities that need seed money such as additional concerts, events, programs, etc.
- yellow highlighted elements indicate elements that can be moved to the next fiscal year** due to fiscal constraints.
- green highlighted elements indicate those elements that require City cost research.**