

10/27/10



DOWNTOWN
BOCA

It's Happening!

Downtown Marketing Forum

Downtown Boca

THANKS TO OUR SPONSOR...

Light Refreshments Courtesy of:



Downtown Boca

ENHANCEMENTS UPDATE

Progress-to-Date:

- Downtown Logo and Tagline*
- Downtown Marketing/Branding Plan*
- Downtown Website*
- Cultural Banners
- Pedestrian Promenade*
- Palmetto Park Road Improvement*
- Downtown Library

Downtown Boca

ENHANCEMENTS UPDATE

Progress-to-Date:

- ✓• Downtown Logo and Tagline **COMPLETED (Adopted March 2010)**
- ✓• Downtown Marketing/Branding Plan **COMPLETED (May 2010)**
- ✓• Downtown Website **COMPLETED (Live in August 2010)** WWW.DOWNTOWNBOCA.ORG
- Cultural Banners **IN PROGRESS (Installation in November 2010)**
- Pedestrian Promenade **IN PROGRESS (Started September 2010)**
- Palmetto Park Road improvements **IN PROGRESS (Started September 2010)**
- Downtown Library **IN PROGRESS (Site Selection September 2010)**



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ENHANCEMENTS UPDATE

Progress-to-Date:

- Cultural Banners IN PROGRESS (Installation in November 2010)

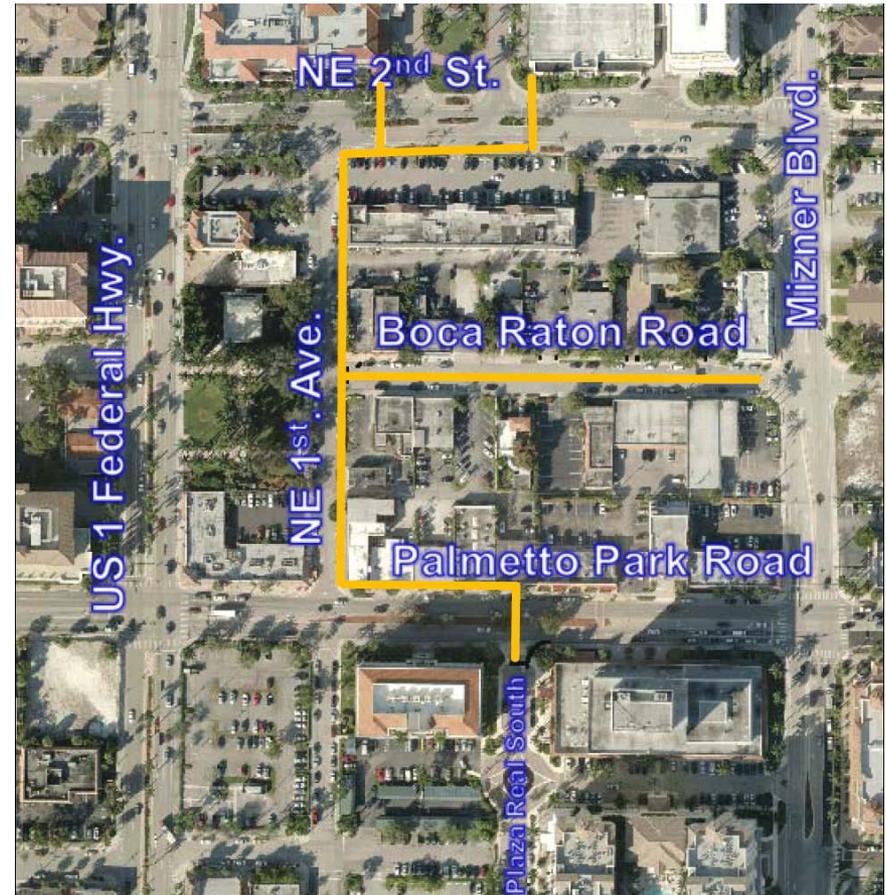


Downtown Boca

ENHANCEMENTS UPDATE

Progress-to-Date:

- Pedestrian Promenade **IN PROGRESS**





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ENHANCEMENTS UPDATE

Progress-to-Date:

- Palmetto Park Road Improvement **IN PROGRESS** (Started September 2010)

Burkhardt Construction Update



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ENHANCEMENTS UPDATE

Progress-to-Date:

- Downtown Library **IN PROGRESS** (Site Selection September 2010)



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ENHANCEMENTS UPDATE

National Planning Award

- Plaza Real
 - Recognized as One of Top Ten “Great Public Places”
 - Ceremony on November 18th, 9:00 am
 - Near Center Fountain in Mizner Park



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OTHER INVESTMENTS

Branding Opportunity

- **Lighted Street Signs**
 - **Retrofit of Illuminated Street Signs**
 - Convert Fluorescent based to LED
 - **Funded by EECBG Grant (Energy Efficiency & Conservation Block Grant)**



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OTHER INVESTMENTS

Cultural Facility Opportunity

- **Count de Hoernle Amphitheater @ Mizner Park**
 - City Assumed Ownership—October 2010
 - Responsible for Maintenance and Management



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OTHER INVESTMENTS

EVENTS & PROGRAMMING

- **Super Sundays**
 - Dolphins Away Game Parties @ Mizner Park
 - Community Participation
 - Support from Businesses
 - Cheese Course, Dubliner, Villagio, Max's Grille,
 - Orange Leaf, Ruby Tuesday, Uncle Julio's, Zed 451



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OTHER INVESTMENTS

EVENTS & PROGRAMMING (Con't)

- **Community & Public Relations**
 - Kaye Communications, Inc.
- **Partnerships**
 - Wyland Living Green Fair-Nov. 5-7
 - Free Community Event

