

TO
SUSTAIN...
GROW...
DOMINATE™



IT'S ALL IN THE STRATEGY™

revisoning experts | brand pros

image makers | news media specialists

alliance builders | community connectors™

full-service graphic design | e-marketing innovators

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KAYE COMMUNICATIONS, INC.

Full-Service Integrated Marketing
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555 South Federal Highway, Suite 370
Boca Raton, Florida 33432

www.kcompr.com



DOWNTOWN
BOCA

It's Happening!

IT'S ALL IN THE STRATEGY™

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.

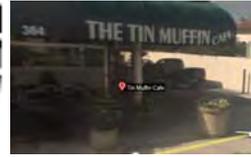
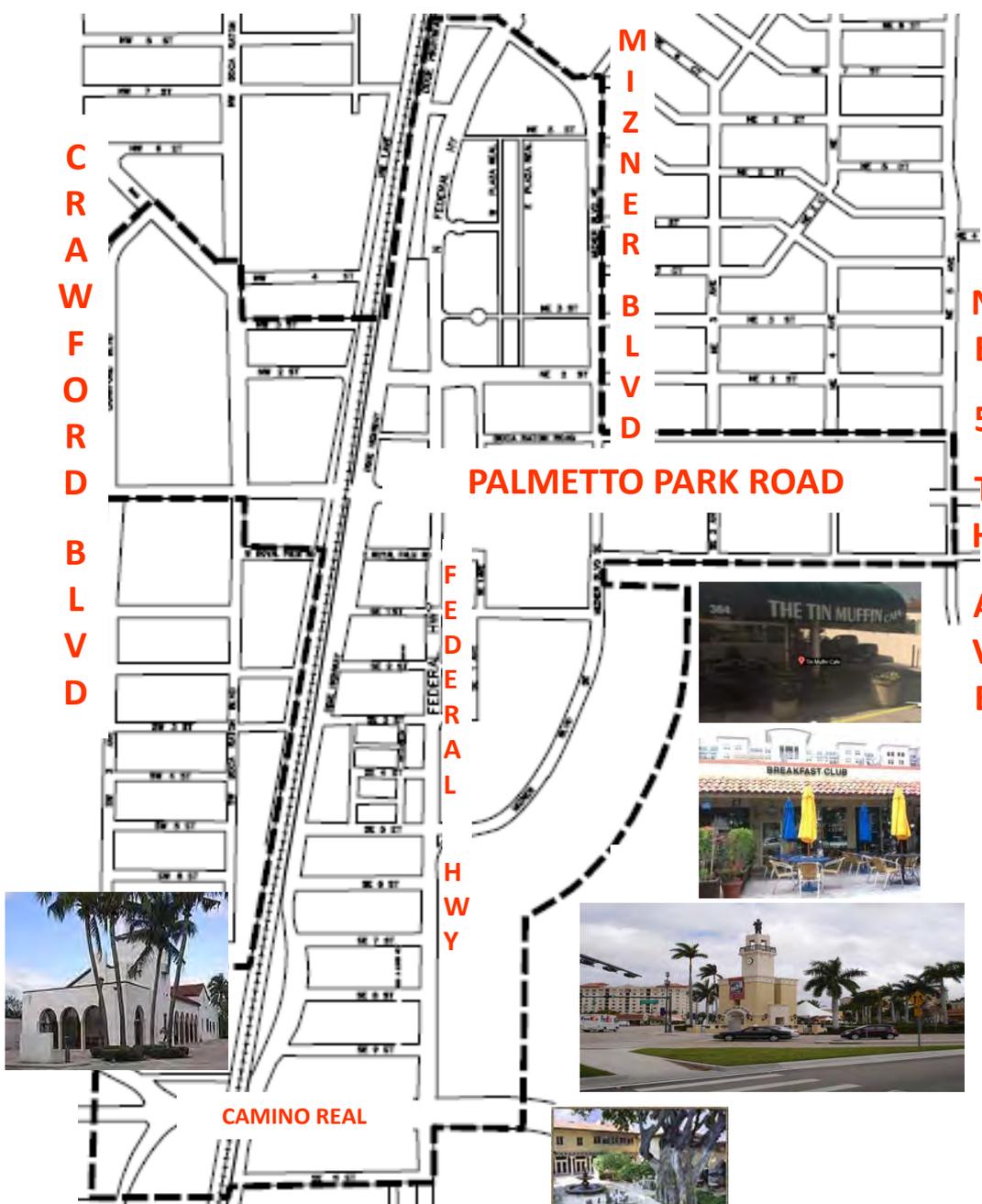
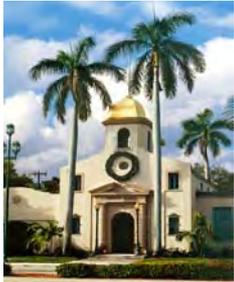


IT'S ALL IN THE STRATEGY™

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

To support City’s economic development initiatives via relevant communications channels and vehicles.



IT'S ALL IN THE STRATEGY™

“NEXT GENERATION” DOWNTOWN

- **Need To Define It**
- **Give it Meaning**
 - Sense of Place
 - A Mind-Set
 - Make It Relevant
- **Convey Vitality**
- **Convey Today While Building For Tomorrow**
 - Making good on a promise
- **Inclusive of all**
 - Generations
 - Economic levels
 - Businesses

DOWNTOWN BOCA BRANDING

COLLECTIVE PERSONALITY-NOT JUST ONE GENRE

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

IT'S ALL IN THE STRATEGY™

KEY TO DOWNTOWN BOCA RATON SUCCESS: THE 9 Cs APPROACH

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

BRANDING & MARKETING PLAN

TACTICS-AN OVERVIEW

This involves demonstration of high visibility effectual change, with the introduction of exciting new:

- weekly programs
- monthly, quarterly and annual signature concert series and special events
- conceived/implemented with an “If it doesn’t attract, it is not in the act” philosophy

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.



DOWNTOWN BOCA

It's Happening!



DOWNTOWN
BOCA *It's Happening!*

ACCOMPLISHMENTS

CREATING/DEFINING A SENSE OF PLACE

Banner Program -100 Banners To Line Borders



PLUS Branded Street Signs and Logo Stamping in Promenade Project Area



ACCOMPLISHMENTS

CREATING/DEFINING A SENSE OF PLACE

Banner Program -100 Banners To Line Borders



ACCOMPLISHMENTS

CREATING/DEFINING A SENSE OF PLACE

Downtown District Signage

- I-95/Palmetto Park Exit: Downtown Boca Raton Directional Sign
- AIA/Palmetto Park Intersection: Downtown Boca Raton Directional Sign
- District Entrance and Exit Signs At Key Feeder Intersections-2-Sided City Signs
- Event-related Digital Signage

ACCOMPLISHMENTS

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

The screenshot shows the homepage of the Downtown Boca website. At the top is a green navigation bar with the Downtown Boca logo and the tagline "It's Happening!". The navigation menu includes links for HOME, WHAT'S HERE, WHAT'S HAPPENING, GETTING AROUND, and GET CONNECTED. Below the navigation bar is a large banner image of a busy bar scene at "The Dubliner", with the caption "IT'S NIGHTLIFE: The Dubliner". To the left and right of the banner are architectural renderings of buildings. Below the banner is a grey bar with the text "Welcome To The Official Website For Downtown Boca" and social media icons for Twitter, Facebook, YouTube, Email, and RSS. The main content area features four featured sections: "Event Calendar" (Check out what upcoming events are taking place in Downtown Boca. View), "Official Guide" (View an interactive map of what you can find in Downtown Boca. View), "Downtown Deals" (The latest sales, discounts and savings in Downtown Boca. View), and "Super Sundays" (Learn more about Sundays in Downtown Boca. View). Below these is a "LATEST NEWS FROM DOWNTOWN BOCA" section with a photo of a group of people and the headline "Wyland Living Green Fair Rolls Out the Green Carpet For a Green VIP 'After Party' At Royal Palm Place Saturday, November 6th". To the right of the news section is a "Downtown Promenade" section with the text "For Project Updates Click Here". At the bottom right is the "City of Boca Raton" logo. The browser status bar at the bottom shows "Done", "Internet | Protected Mode: On", and "100%".

ACCOMPLISHMENTS

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



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

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



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





IT'S GREEN: Sanborn Square Park

IT'S FASHION: Vickie Sobel Couture



IT'S NIGHTLIFE: The Dubliner

IT'S FINE DINING: ZED 451





IT'S CASUAL CAFES: Saquella Cafe

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



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

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



ACCOMPLISHMENTS

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



Downtown Diva



Downtown Dan



Downtown Biz



Downtown Fam



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

ACCOMPLISHMENTS

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

-  **Event Calendar**
Check out what upcoming events are taking place in Downtown Boca.
-  **Official Guide**
View an interactive map of what you can find in Downtown Boca.
-  **Downtown Deals**
The latest sales, discounts and savings in Downtown Boca.
-  **Downtown Directory**
Listed here is a sampling of businesses, services, arts and culture, parks and recreation, and an abundance of choices for living, staying, and playing.

ACCOMPLISHMENTS

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



Discover
DOWNTOWN BOCA

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

To help you get around, here is a map of Downtown Boca divided into quarters. Click on the area you wish to discover, and you will get an up-close look at the quarter and what you can find there.



ACCOMPLISHMENTS

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

Click links below to discover more of

DOWNTOWN BOCA
It's Happening!

- Mizner Park Quarter
- Sanborn Square Quarter
- Plaza Real South Quarter
- Palmetto Park East Quarter
- City Hall Quarter
- Camino Real Quarter

What You Can Find Here

- Residential
- Office
- Financial/Banks
- Shopping
- Dining
- Cinema
- Museum
- Outdoor Amphitheater
- Performing Arts/Concerts
- Entertainment
- Nightlife
- Parks & Recreation
- Special Events
- Walkable
- Pet-Friendly

Discover
MIZNER PARK QUARTER

The award-winning Mizner Park is a gardenlike gathering place that offers world-class cultural venues; boutique shopping; fine, casual and alfresco dining options; bars and taverns; business and residential choices; events and entertainment; socializing; people-gazing; and strolling. Key Mizner Park venues and attractions include:

- the award-winning **Boca Raton Museum of Art** with its changing exhibitions of national and international importance, and a wide range of educational programs, lectures, gallery tours, and studio art classes
- the popular **Mizner Park Amphitheater**, home to world-class performing arts, concerts, and lectures; the internationally renowned annual **Festival of the Arts BOCA** presented by the **Schmidt Family Centre for the Arts**, as well as community and nonprofit events and activities
- the new **Mizner Park Cultural Arts Center** at the southern tip of Mizner Park with its state-of-the-art black box theater, and indoor and outdoor event spaces.
- A variety of **restaurants, and taverns and wine bars with live entertainment** offering a range of cuisine from continental (steak and seafood), Italian, Mexican, Irish to ice cream and gelato
- Robb & Stucky Furniture and Design Studio** and **Z Gallerie**
- Jewelry and fashion boutiques** including Tommy Bahama, Van Cleef & Arpels, D. Stern Jewelry, Genius Jones, Janie and Jack children's apparel, etc.
- Mizner Park Cinema** (8 screens)
- Mizner Park Residences**

ACCOMPLISHMENTS

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

Click links below to discover more of

DOWNTOWN BOCA
It's Happening!

- Mizner Park Quarter
- Sanborn Square Quarter
- Plaza Real South Quarter
- Palmetto Park East Quarter
- City Hall Quarter
- Camino Real Quarter

What You Can Find Here

- Dining
- Salons & Spas
- Office
- Special Events
- Shopping
- Art Galleries
- Residential
- Entertainment
- Food Market
- Nightlife
- Personal Services
- Professional Services
- Walkable
- Pet-Friendly

Discover
PLAZA REAL SOUTH QUARTER

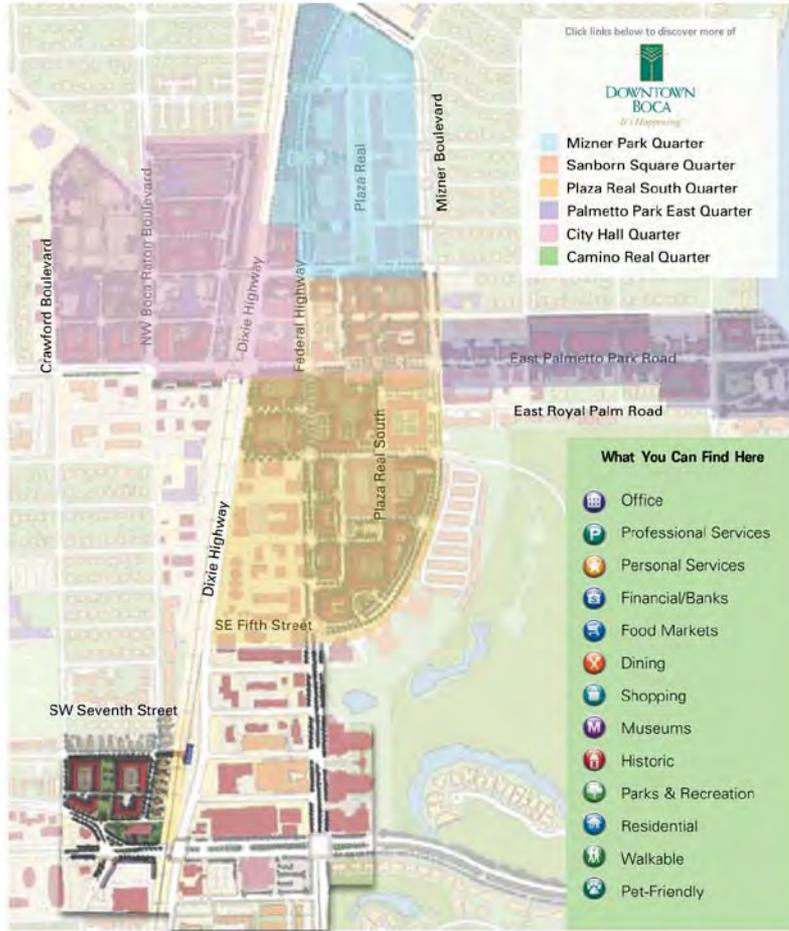
Often referred to as Downtown Boca's lively 'restaurant row' (where guests can choose from pad thai, paella, penne pasta and pommes frites to stone crabs, fresh guacamole prepared tableside, traditional corned beef and cabbage, and gourmet coffees and pastries), this vibrant **Royal Palm Place** village setting is home to a variety of international fine continental, and casual café, bistro and alfresco dining options and taverns and wine bars with live entertainment. Hailed as a significant South Florida "culinary destination", many of the restaurants in this quarter have been recognized repeatedly by a variety of prominent local and national publications, including **Zagat**, consistently earning high marks for food, décor and service.

If food is the backbone of the Royal Palm Place village, then shopping and living is the heart. Set amidst flowering gardens, Mediterranean fountains and tranquil piazzas, this area also is home to fine art galleries and studios by such internationally renowned artists such as **Yaakov Heller** and **Michael Israel**; fashion and jewelry designer studios and boutiques; **gift boutiques and specialty shops**; salons and spas; an award-winning **children's performing arts school** and theater; a world-class tobacconist, and **185 luxury rental residences and lofts.**

Free open-to-the-public special events abound in this area, including street-closing arts, food, and cultural **festivals**; an annual **British Car Show**; a popular Green Market on Saturdays (from October to May); **pet-friendly activities**, and live entertainment at the **Royal Palm Place piazza**, a favorite gathering spot for locals. Serving as the physical center of Downtown Boca, this inviting and lively urban streetscape is frequented from early morning until late evening.

ACCOMPLISHMENTS

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



Click links below to discover more of

DOWNTOWN BOCA
It's Happening!

- Mizner Park Quarter
- Sanborn Square Quarter
- Plaza Real South Quarter
- Palmetto Park East Quarter
- City Hall Quarter
- Camino Real Quarter

Discover
CAMINO REAL QUARTER

This southernmost area of Downtown Boca includes a variety of businesses, restaurants, diverse residential choices, including single-family homes and luxury rental residences, plus the **Boca Express Train Museum** with its 1947 Seaboard Air Line dining and lounge rail cars restored to their original splendor along with the restored 1930 Florida East Coast Depot (all listed on the **National Register of Historic Places**), 1940s Atlantic Coast Line caboose and Baldwin steam engine.

Here you will find a **Publix** supermarket and a **Fresh Market**; pharmacies; banks, large contemporary office buildings mixed with quaint low-rise office buildings with a diverse tenant mix of small businesses and personal and professional service practices and firms, including medical, dental, legal, architectural, and financial. Just a few blocks east of this quarter on Camino Real, you will find “staying” favorites: the iconic **Boca Raton Resort & Club**, the waterfront boutique **Bridge Hotel** and the new oceanside **Boca Beach Club** on AIA.

What You Can Find Here

- Office
- Professional Services
- Personal Services
- Financial/Banks
- Food Markets
- Dining
- Shopping
- Museums
- Historic
- Parks & Recreation
- Residential
- Walkable
- Pet-Friendly

Streets shown: Crawford Boulevard, NW Boca Raton Boulevard, Dixie Highway, Federal Highway, Mizner Boulevard, East Palmetto Park Road, East Royal Palm Road, Plaza Real South, Plaza Real, SE Fifth Street, SW Seventh Street.

ACCOMPLISHMENTS

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



Discover SANBORN SQUARE QUARTER

Comprised of the blocks between NE Second Street and Palmetto Park Road, this quarter is **pedestrian, edgy and organic** – a place for **entertainment, fun, creative experiences, and nightlife** in an environment that preserves historic buildings harmoniously with new contemporary development.

With **Sanborn Square Park** being a favorite spot for weddings, photo shoots, family picnics, refreshing brown bag lunches and revitalizing breaks for those working Downtown, and home to the city's holiday displays, it serves as the heart of the Sanborn Square Quarter that is home to a diversified mix of business, social and living options set amidst a distinctive blend of history and architecture, old and new.

In this quarter you will find a sculpture garden at Sanborn Square Park, **Boca Raton Post Office**, several **intimate eateries**, a **gelato shop**, a popular **consignment stores**, **professional services firms**, **houses of worship**, and **personal services businesses**.

ACCOMPLISHMENTS

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



Discover PALMETTO PARK ROAD EAST QUARTER

Serving as Downtown Boca's central connector to the Intracoastal Waterway and Boca Raton's public boat ramp at Silver Palm Park on Lake Boca and pristine beaches, Palmetto Park Road East offers residents and visitors alike **great business, shopping, dining, living and recreation options in an ambiance that blends the historic with the contemporary.**

A beautification project is currently underway featuring a welcoming landscaped streetscape of majestic palms and seasonal foliage and narrowed streets with widened sidewalks and crosswalks that connect various parts of Downtown for strolling and exploring by foot, bicycle or car. Designer and jewelry boutiques, gift shops, day spas and salons, fine dining and casual cafes to financial institutions, state-of-the-art contemporary office buildings and luxury condo communities line this **"walkway to waterway" promenade that is lively day and night.** This area includes the prestigious One City Centre, the soon-to-open Comerica Bank building, the planned Palmetto Park City Centre office and condo project, and Silver Palm Park.

ACCOMPLISHMENTS

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

Google Analytics: August 9-October 25

- 8,965 Visits
- 7,131 Absolute Unique Visitors
- 20,598 Page Views
- 2.30 Pages/Visit
- 51.18% Bounce Rate
- 00:01:59 Avg. Time on Site
- 78.22% % New Visits

Referring Sites

4,119.00 (45.95%)

Direct Traffic

3,595.00 (40.10%)

Search Engines

1,251.00 (13.95%)

ACCOMPLISHMENTS

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

Website: www.downtownboca.org

How To Increase:

- Refer customers to it
- Suggest friends like on Facebook
- Complete profile
- Submit your news

ACCOMPLISHMENTS

CREATING/DEFINING A SENSE OF PLACE: Dolphins Partnership



ACCOMPLISHMENTS

CREATING/DEFINING A SENSE OF PLACE: Dolphins Partnership



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ACCOMPLISHMENTS

CREATING/DEFINING A SENSE OF PLACE: Dolphins Partnership



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

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

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

**AWAY Games Are
No Longer Far From HOME**

JOIN

**SOUTH FLORIDA'S
BIGGEST AWAY GAME PARTY**

AT

SUPER SUNDAYS

**DOWNTOWN
BOCA**

It's Finestown!

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

Free Community Event

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

Meet Dolphins Alumni Keith Byars, Jim Klick,
And Dwight Stephenson
Pep Rally Features Performance by Dolphins Cheerleaders

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



Flyer

**AWAY Games Are
No Longer Far From HOME**

JOIN

**SOUTH FLORIDA'S
BIGGEST AWAY GAME PARTY**

AT

SUPER SUNDAYS

**DOWNTOWN
BOCA**

It's Finestown!

**THIS SUNDAY, SEPT. 19TH
NOON AT MIZNER PARK**

Dolphins vs Vikings

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

For more Info, visit WWW.DOWNTOWNBOCA.ORG



Sun-Sentinel Showtime Ad



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

AWAY GAMES ARE NO LONGER FAR FROM HOME



JOIN **SOUTH FLORIDA'S** BIGGEST AWAY GAME PARTY

AT

SUPER SUNDAYS



DOWNTOWN BOCA

It's Finstown!

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

In-Stadium



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

Jumbotron Feature

AWAY GAMES ARE NO LONGER FAR FROM HOME

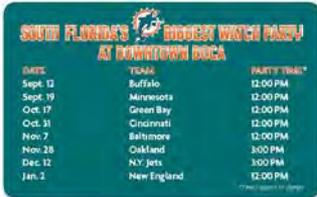
JOIN **SOUTH FLORIDA'S**  **BIGGEST AWAY GAME PARTY** AT  **DOWNTOWN BOCA**
It's Finstown!



For Away Game Party Updates Visit WWW.DOWNTOWNBOCA.ORG

ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership



PLUS Flyers, Rack Cards, Posters, Mizner Park Signage, Eblasts, News Releases, Calendar Postings, Website Postings, Partnership Outreach, etc.



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

Rack Brochure

Flyer



Discover
DOWNTOWN BOCA

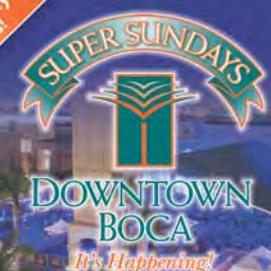
You will find the charm and character of Downtown Boca is all at once eclectic and electric, relevant and vibrant. Offering a diverse and unlimited array of opportunities for shopping, dining, culture, business, nightlife, recreation, living, staying, and romancing as well as relaxing, refreshing, and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



AWAY GAME CENTRAL

WWW.DOWNTOWNBOCA.ORG

FREE Community Event!



SOUTH FLORIDA'S BIGGEST AWAY GAME PARTY

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

Presented by:  

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

*Times subject to change

FREE Community Event!



THE CITY OF BOCA RATON & THE MIAMI DOLPHINS

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

SOUTH FLORIDA'S BIGGEST PARTY

AT THE FIRST OFFICIAL DOLPHINS PEP RALLY OF THE 2010 SEASON

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

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

Downtown Boca: Mizner Park Amphitheater
Free Parking

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

Presented by:  

For Downtown Boca Super Sundays Updates, Visit DOWNTOWNBOCA.ORG



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

The screenshot displays the Miami Dolphins website interface. At the top, there are promotional banners for Reebok, a contest to win NFL season tickets, and BillPay. Below these is a navigation bar with the Dolphins logo, AT&T, and a schedule for a game against the Buffalo Bills on 01:22:09:00 on 9.12.10. A secondary navigation bar includes links for Schedule, Roster, Depth Chart, Stats, and various content categories like News, Team, Tickets, etc. The main content area features a news article titled "Downtown Boca Becomes Finstown With South Florida's Biggest Away Game Party This Sunday!". The article includes a photo of fans at a game and text describing the event as a free community event. To the left of the article is a sidebar with a "NEWS" section, a Twitter "Follow Us" button, and a Facebook social plugin showing 278,296 likes. To the right is a "Recent News" and "Events" section. The browser's address bar at the bottom shows "Internet | Protected Mode: On".

CHAMPS Reebok **FIND OUT WHY VINCE WEARS #1** ENJOY THE FREEDOM. Get free access to Online Banking with BillPay—anytime, anywhere. [Learn More >](#)

Presented By: **at&t** CELEBRATE 45 YEARS OF DOLPHINS HISTORY OVER 4 HOURS ON 2 DISCS DOWN IT ON DVD 9.07 **Dolphins at Bills 01:22:09:00 9.12.10**

SCHEDULE ROSTER DEPTH CHART STATS ESPAÑOL / ENGLISH AFC Sites NFL Sites NFC Sites

NEWS TEAM TICKETS GAME CENTER FINATICS VIDEO CHEERLEADERS COMMUNITY STADIUM YOUTH STORE

NEWS
Top Stories
In My Opinion
All News
Transactions Log
Events
Media Guide

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

06:38 Fri 09-10-10 [SHARE](#) [f](#) [t](#) [v](#) [RSS](#)

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

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

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

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

Recent News all news

- 09/10/10 11:38am Tony Sparano Q&A: I Feel Good About The Team We're
- 09/10/10 06:38am Downtown Boca Becomes Finstown With South Florida's
- 09/09/10 Rookie DE Odrick Looking To Make Immediate Impact;
- 09/09/10 Dolphins Sign Cory Procter; Release Jake Grove
- 09/09/10 Dolphin Digest: Outside Linebackers On The Spot

26 Events all events

- 09/12/10 Dolphins at Bills Location: Ralph Wilson Stadium
- 09/19/10 Dolphins at Vikings Location: Mall of America Field
- 09/26/10 Dolphins vs Jets Location: Sun Life Stadium
- 10/04/10 Dolphins vs Patriots Location: Sun Life Stadium
- 10/17/10 Dolphins at Packers Location: Lambeau Field

Popular Articles

1. Tony Sparano Q&A: I Feel Good About
2. Downtown Boca Becomes Finstown With
3. Rookie DE Odrick Looking To Make
4. Dolphins Sign Cory Procter; Release
5. Dolphin Digest: Outside Linebackers
6. Henna Primer For First Opening Day

Done

Internet | Protected Mode: On 100%



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

ENTER FOR A CHANCE TO WIN A TRIP TO SUPER BOWL XLV AND A 2011 SIERRA DENALI.

ENJOY THE FREEDOM. Get free access to Online Banking with BillPay—anytime, anywhere.

MIAMI Dolphins Presented By: **at&t** BRING THE FINS TO YOUR PHONE

Dolphins at Vikings
02:04:06:07
9.19.10

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

NEWS TEAM TICKETS GAME CENTER FINATICS VIDEO CHEERLEADERS COMMUNITY STADIUM YOUTH STORE

NEWS
Top Stories
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Media Guide

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

01:58 Thu 09-16-10

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

Recent News all news

- 09/16/10 05:35pm Homecoming Of Sorts For CB Sapp Against Vikings; O
- 09/16/10 01:58pm Downtown Boca Once Again Becomes Finstown This Su
- 09/16/10 11:00am Catching up with a 'Killer B'
- 09/15/10 05:49pm Rookie DE Ochoa Suffers Minor Setback; Other Note
- 09/15/10 10:57am Dolphins Make Roster Moves

Events all events

- 09/19/10 01:00pm Dolphins at Vikings Location: Mall of America Field
- 09/20/10 08:20pm Dolphins vs JED Location: Sun Life Stadium
- 10/04/10 08:30pm Dolphins vs Patriots Location: Sun Life Stadium
- 10/17/10 01:00pm Dolphins at Packers Location: Lambeau Field
- 10/24/10 01:00pm Dolphins vs Steelers Location: Sun Life Stadium

290,372 people like Miami Dolphins on Facebook

http://www.miamidolphins.com/ Internet | Protected Mode: On 100%



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership DOLPHINS DIGEST

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

SUPER SUNDAYS

**DOWNTOWN
BOCA**
It's Finstown!

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

**SOUTH FLORIDA'S
BIGGEST AWAY GAME PARTY**

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

*Times subject to change

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



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership

www.dolphins.com banner ads

THIS SUNDAY, OCT 17th
DOWNTOWN BOCA HOSTS

**SOUTH  FLORIDA'S
BIGGEST AWAY GAME PARTY**

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

(Click Here For Details)

**DOWNTOWN BOCA
HOSTS**
SUNDAY, OCTOBER 17th
(Click Here)

**SOUTH  FLORIDA'S
BIGGEST AWAY GAME PARTY**

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

ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

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

ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

- **Facebook** posting @ 265,000 x 4 events=**1,060,000**
- **Twitter** posting @ 29,000 x 4 events=**116,000**
- **Jumbotron** feature Downtown Boca Oct. 17th Event at home game-**75,000**
- **Stadium Vision** featured-**75,000**
- **Dolphins “finsider”** radio ads for Sept. 9th Away Game Kick-Off
- **Dolphins Official Stations Promotion** x 5-Sept. 9th Away Game Kick-Off

ACCOMPLISHMENTS

SIGNIFICANT MEDIA COVERAGE GENERATED: Dolphins Partnership

News delivered via media alerts, calendar announcements, news releases to deliver pre-, on-site and post coverage:

- **Print**
- **Radio**
- **Television**
- **Online**

Additional Exposure and Promotion

- **Flyers**-Parks & Recreation, Chamber Breakfasts, FAU, Boca Raton Resort & Club
- **Rack Brochures**-Concierges, Restaurants
- **Website and Facebook** postings by partners, individuals, etc.
- **Ads** in Sun-Sentinel, Boca Observer

ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

The screenshot shows the SunSentinel.com website interface. At the top, there is a navigation bar with links for HOME DELIVERY, JOBS, CARS, AUTOS A-Z, REAL ESTATE, RENTALS, NEW HOMES, ADVERTISE, MERCHANDISE, and MOBILE SITE. The SunSentinel logo is on the left, and the current date and time (Wednesday, Sep. 15, 2010, 1:45 PM EDT) are on the right. Below the navigation bar, there are tabs for Home, News, Broward, Palm Beach, Sports, Entertainment, Travel, Lifestyle, Business, Health, and Opinion. A search bar is also present.

The main content area features a large advertisement for AIG Bank with a 3.750% rate and a 3.971% APR. Below this, the article title "Dolphins' first away game watch party draws dedicated fans to city's downtown" is displayed. The article is by Marci Shatzman, dated 11:18 a.m. EDT, September 15, 2010. The article text describes how Richard Cuenca brought his family to the game and how Jim DeFabia's daughter was decked out in Dolphins' clothes. Social media sharing options for Facebook, Twitter, and Digg are visible.

On the right side of the article, there is a large advertisement for Air America IR Conditioning, featuring prices for 3-ton, 2-ton, and 4-ton units. The ad includes a "Time to buy or sell a home?" banner at the bottom.

At the bottom of the page, there is a "DOWNTOWN BOCA It's Happening!" logo.



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

The screenshot shows the Boca Raton LivingGreenFair.com website. At the top, there is a navigation bar with the Boca logo and a green banner for the "NOVEMBER 5-7, 2010 BOCA RATON Mizner Park LivingGreenFair.com". Below the navigation bar are links for Dining Guide, Calendar, People Pix, Blogs, Deals, Best of, Archives, Video, and About Us. A search bar and a "GO" button are also present.

The main content area features a red header for "ARTS and EVENTS ENTERTAINMENT". The featured article is titled "Sunday Kick Off Downtown!" by Marie Speed. The article text reads: "This Sunday marks the debut of Finstown at the Count deHoernle Amphitheater at Mizner Park—with the Miami-Buffalo away game on several TVs, and lots going on at an event billed as South Florida's Biggest Party! More details: At Boca's new Super Sunday, the Dolphins and Downtown Boca are teaming up to host free and open-to-the-public festivities, including meet-and-greets, autographs and photos with Dolphins alumni including Manny Fernandez, performances by Dolphins Cheerleaders, and plenty of music, entertainment, games, giveaways and game watching. The youngest fans can play at the Dolphins Bounce House and register to participate in the Downtown Boca Dolphins Gatorade Jr. Training Camp with Dolphin Alum Twan Russell, while both young and older can test their skills at the Dolphins Football Toss. Throughout the day, attendees will be entertained by still walkers and power skippers, plus get the chance to be photographed with a "live" bronze football player statue and view the game on TV screens in and about activity areas. Alumni, cheerleaders, and Fins Force will be sharing the Fins spirit as they make the rounds visiting shops and participating restaurants. The fun starts this Sunday, Sept. 12th Beginning at 12 Noon in Downtown Boca at Mizner Park's "50 yard line" (at Grand Center Fountain) with activity areas throughout Mizner Park." The article is dated Friday, September 10th, 2010 @ 5:26 pm and categorized under Arts & Events, Our Town, and Uncategorized.

On the left side, there is a "Get the RSS Feed" section, a "Newsletter" sign-up form, and a "MOST RECENT ALL BLOGS" section listing "Sunday Kick Off Downtown!". Below that is a "FEATURED VIDEO" section with a "SUBSCRIBE NOW!" banner offering a 45% discount.

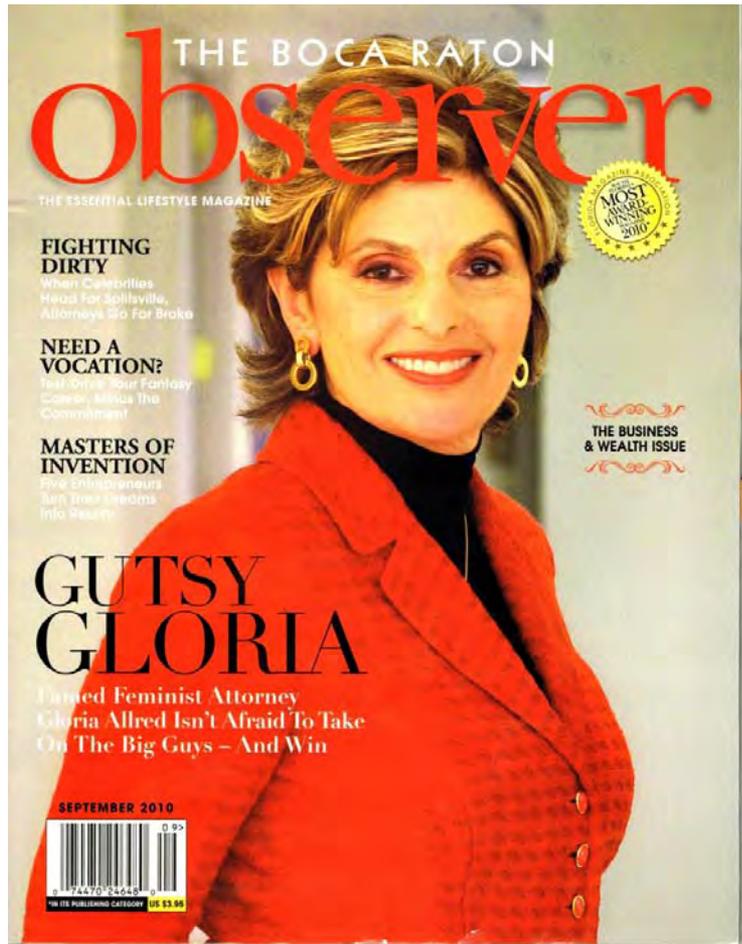
On the right side, there are social media links for Facebook, Twitter, and Email. Below that is a "CURRENT ISSUE" section for a magazine, and a "BOCA BLOGROLL" section listing various categories like Florida Table, Our Town, Hot Deals, Arts & Events, Life, and Shop Talk. At the bottom right, there is a "MAUI" advertisement for a wellness center.

At the bottom of the page, there is a footer with the text "Internet | Protected Mode: On" and a zoom level of "100%".



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered



09.10 » from the publisher



Linda L. Behmoiras
linda@bocaratonobserver.com

GETTING DOWN TO BUSINESS

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

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

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

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

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

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

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

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

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

Linda



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

The screenshot displays the Palm Beach Illustrated website interface. At the top, the logo for 'PALM BEACH ILLUSTRATED' is visible on the left, and a 'LANG REALTY' advertisement banner is on the right. The navigation bar includes links for HOME, ADVERTISE, ABOUT US, REACH US, CHARITY REGISTER, ENEWSLETTERS, Online Store, My Account, Login, Site-Wide Search, and GO. Below this, a secondary navigation bar lists categories like RESTAURANTS, SHOPPING, GOING OUT GUIDE, PARTIES, TRAVEL, HEALTH & BEAUTY, HOMES & DESIGN, WEDDINGS, VIDEO, and MAGAZINE.

The main content area features a search bar and a 'SEARCH LISTINGS' section. A prominent advertisement for 'COMING SOON H & M VINEYARD VINES SALVATORE FERRAGAMO BASLER' is displayed in the center, with a link to 'THE GARDENS MALL'. To the right, another 'LANG REALTY' advertisement is shown.

The left sidebar contains a 'BROWSE LISTINGS' section with a dropdown menu for 'ART & CULTURE' and a list of categories including AUTOMOTIVE, BUILDERS & DEVELOPERS, GOLF COURSES, HOME RESOURCES, HOTELS, MEDICAL, PROFESSIONAL SERVICES, REAL ESTATE, RECREATION, RESTAURANTS, SHOPS & BOUTIQUES, and SPA / SALON.

The main article, titled 'BOCA RATON HOSTS MASSIVE DOLPHINS AWAY-GAME PARTY' by Lola Thelin, discusses the Miami Dolphins' first away-game of the season on September 12. It mentions that the city of Boca Raton will host the event, which will be the first of many away-game fiestas. The article includes a photo of a dolphin sculpture and a video player.

Below the article, there is a 'Related Content' section with links to 'Van Gogh Self Portrait at the Norton', 'The Golf Hero', and 'The Crusader'. To the right, a 'facebook' widget shows the 'Palm Beach Illustrated on Facebook' page with 1,327 likes. Below that is an 'EVENT CALENDAR' for 'SEPTEMBER 2010' with a grid showing dates from 29 to 2.

At the bottom of the page, there is a footer with the text 'Internet | Protected Mode: On' and a zoom level of 100%.



ACCOMPLISHMENTS

DESTINATION MARKETING: Dolphins Partnership Media Campaign Delivered

You **Tube** [Browse](#) [Upload](#) [Create Account](#) [Sign In](#)

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



0:01 / 2:17

kayecomunications August 17, 2010 **561** views

The Miami Dolphins and the City of Boca Raton have teamed up in a ground-brea...

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

Rescued to this video...

Suggestions

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

Done Internet | Protected Mode: On



ACCOMPLISHMENTS

DESTINATION MARKETING/MEDIA COVERAGE:

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

In company with:

- Bryant Park, Manhattan
- Rittenhouse Square, Philadelphia

ACCOMPLISHMENTS

DESTINATION MARKETING/MEDIA COVERAGE:

Grand Opening of The Downtown Promenade

Big Community Celebration:

- Possible Run/Walk
- Daytime Activities
- Evening Activities
- Great Opportunity for Family-Friendly Daytime Event

ACCOMPLISHMENTS

DESTINATION MARKETING VIA EVENTS: Reaching Audiences Beyond Boca

- **First Annual Boca Raton Food & Wine Festival**-October 10th
Camino Real
- **Wyland Living Green Fair**-November 6-7, 2010
Mizner Park and Royal Palm Place
 - Free and open to the public
 - Disney Teen Star Meet-and-Greet and Fashion Show
 - Disney Benefit Concert-\$12
- **Concerts at the Mizner Park Amphitheater**
Mizner Park
- **Jazz Series**
Royal Palm Place



ACCOMPLISHMENTS

DESTINATION MARKETING VIA EVENTS: Reaching Audiences Beyond Boca

- **Art Exhibitions, Festivals, and Gallery Events**

Boca Raton Museum of Art and Throughout Downtown Boca
Royal Palm Place, Mizner Park, etc.

- **Festival of the Arts: Boca Raton**

Mizner Park Amphitheater and Mizner Park Cultural Arts Center

- **Benefit Walks and Runs**

Various Locations

- **Film Events**

Mizner Park Cultural Arts Center and Various Locations
Throughout Downtown

- **Social and Cultural Events**

Throughout Downtown Boca (regularly check www.downtownboca.org)



ACCOMPLISHMENTS

DESTINATION MARKETING VIA EVENTS: Reaching Audiences Beyond Boca

- **City Events: 20, including:**
 - **Annual Holiday Tree Lighting**
 - **Annual Holiday Parade**
 - **Cinema in the Park**
- **National Television Hosted Events**
- **Talk of the Town Radio-Royal Palm Place**

ADDITIONAL POSITIONING OPPORTUNITIES

CREATING/DEFINING A SENSE OF PLACE

- **Commission Sculpture and/or Fountain with Logo**
- **Branded “On Your Feet” Walking Tour** With Designated Points of Interest
- **Branded Best Photo Op Locations** Designations with Signage
- **Branded Downtown Doggie WW Stations** (Water and Waste)

ADDITIONAL POSITIONING OPPORTUNITIES

EVENTS

Grand Opening of Palmetto Park Road-Full Day Celebration

Post Boat Parade Block Party

Midnight Romance Run: Valentine's Day

Prom Promenade

NOTHING CHANGED JUST HOW TO FUND IT

IT'S ALL IN THE STRATEGY™

- **Sponsorship Program**
- **Partnerships**
- **Cross-Marketing**
- **Creating Event Concepts and Marketing Them**
- **Marketing Components**

Branded Products



IT'S ALL IN THE STRATEGY™

VIDEO

Consumer Marketing

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

Business Development

Commercial Real Estate

Tourism (Palm Beach is not in our name)

Film Commission

Locale For Media Photo Shoots

IT'S ALL IN THE STRATEGY™

OTHER OPPORTUNITIES

- **Photo Library** to be used in a variety of promotional vehicles
- **Trade Show Booth**
- **Branding/Image/Education Ads**
- **PowerPoint Presentation Template** that can be revised for targeted markets
- **Brochures**
- **An Official Downtown Boca Guide**

IT'S ALL IN THE STRATEGY™

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

Opportunities

- Super Sundays (*Sports, Families, Pets, etc.*)
- Quarterly Walks/Runs
- Green Market (*Farmers Market*)
- “Take A Paws” Events
- Brown Bag Tuesdays or Thursdays
- Friday Night Live From Downtown

IT'S ALL IN THE STRATEGY™

EXPANSION OF COMMUNICATIONS REACH

Media

Editorial-Print, Broadcast, Online

- Local
- Regional
- National
- Targeted Genres
- City Station 20

Promotional Partnerships-Print, Broadcast, Online, Transit, Outdoor

Well placed relationships

Leverage sponsorships

Tourism sites

Banner Programs

Social Media

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, NCCI Holdings, The GEO Group, Tyco, Bluegreen Corporation, Campus Depot, Promise Healthcare, Biotest 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, McIver Park, Royal Palm Place and the Shops at Boca Raton
- 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

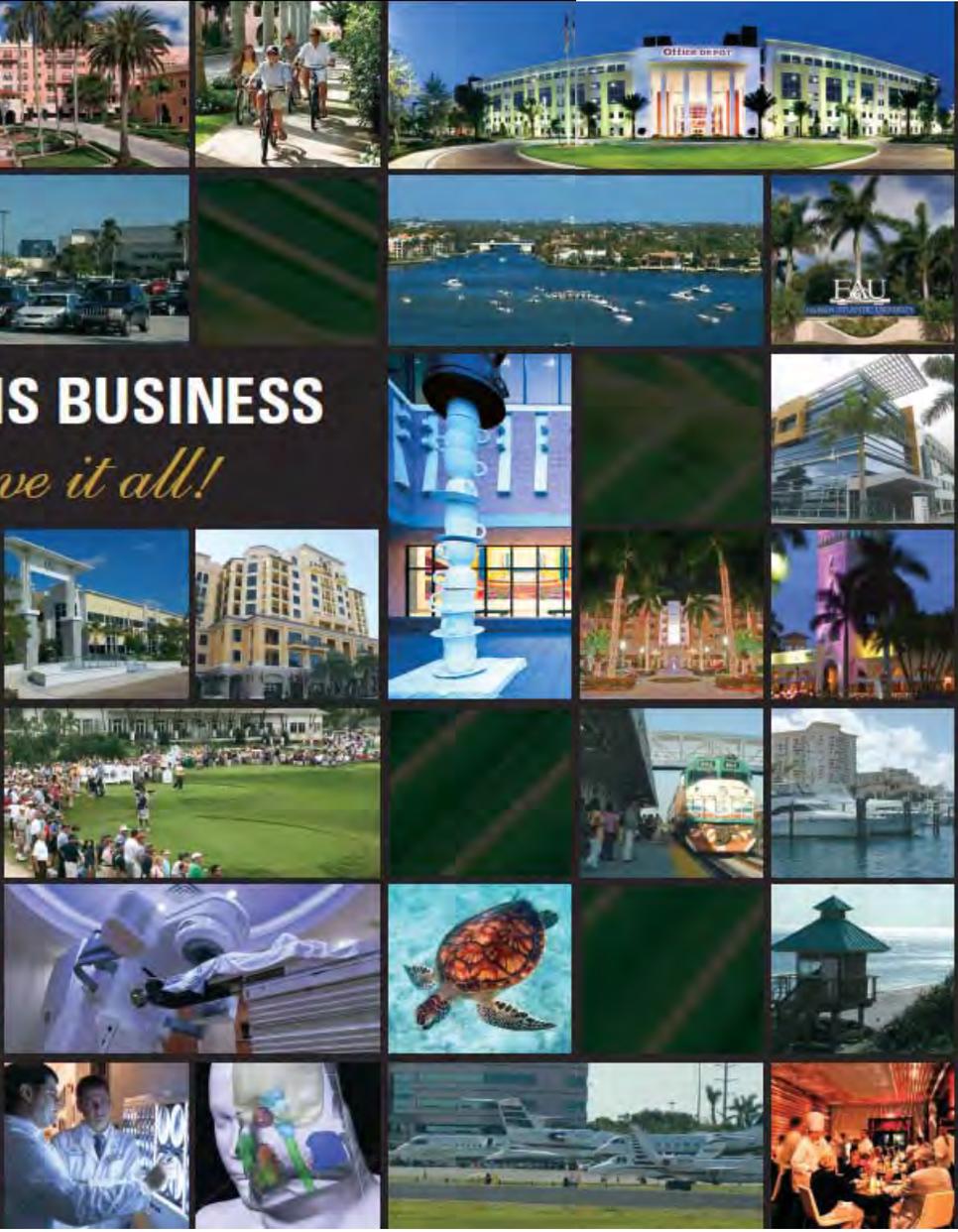
TO EXPLORE BOCA RATON, contact us at 561-383-7703, or visit us at www.ci.boca-raton.fl.us

BOCA MEANS BUSINESS

We have it all!

BOTTOM LINE: Numbers Speak

Class A Office Space (Square Feet)	5.5 million
Office Space (Total Square Feet)	12+ million
Industrial Space (Square Feet)	8.7+ million
FAU Research & Development Park Space (Square Feet)	290,000
Retail Space (Square Feet)	5.5+ million
National & Regional Headquarters	206
Boca Raton (Executive) Airport:	
Monthly Arrivals/Departures	3,000
Hotel / Guest Rooms	22 / 2,988
Restaurants	340
Banks/Savings & Loans	89
Average Daily Visitors	350,000
Residents	86,000
Median age	42.1
Bicycle Trails and Lanes (Miles)	74
Parks, Trails, and Recreation Facilities (Acres)	1,500+
Parks	31
Oceanfront 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	3
Award-Winning Boca Raton Community Hospital	
Number of beds/physicians	400 / 700
Major Universities/Colleges	3
Number of University Students	32,000
Public Schools (K-12)	11
Accredited Private Schools (K-12)	10
Number of Nonprofit Organizations	60+



IT'S ALL IN THE STRATEGY™

EXPANSION OF COMMUNICATIONS OUTLETS

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

THE NEXT STEPS

GET ENGAGED

- **Fill out profile sheets**
- **Need gift certificates**
- **Committee by genre**
 - **restaurants**
 - **retail**
 - **business**
 - **salons, personal services, fitness**
- **Send news, deals, events to editor@downtownboca.org**
 - News release form
 - Calendar details, include a description
 - Make it easy
 - Must be news
 - Need advance notice-three weeks before event/special
 - Allow for inputting time-48 hours minimum

THE NEXT STEPS

GET ENGAGED

- Visit and send friends, family and colleagues to www.downtownboca.org
- Have them friend Downtown Boca on Facebook
- Register to follow Downtown Boca on Twitter
- Get them to engage with you

TO
SUSTAIN...
GROW...
DOMINATE™



IT'S ALL IN THE STRATEGY™

revisoning experts | brand pros

image makers | news media specialists

alliance builders | community connectors™

full-service graphic design | e-marketing innovators

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