

TO  
SUSTAIN...  
GROW...  
DOMINATE™



IT'S ALL IN THE STRATEGY™

revisioning experts | brand pros

image makers | news media specialists

alliance builders | community connectors™

full-service graphic design | e-marketing innovators

**K·COM**®

KAYE COMMUNICATIONS, INC.

Full-Service Integrated Marketing  
& Public Relations Counselors

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

555 South Federal Highway, Suite 370  
Boca Raton, Florida 33432

[www.kcompr.com](http://www.kcompr.com)

## DESIGN AND IMPLEMENT

local, regional and national broad-based communications programs

- **Large and small businesses**
- **Public sector agencies**
- **Purveyors of consumer products and services**
- **Hospitality (restaurants, hotels, resorts, cruise lines, private membership clubs)**
- **Entertainment and cultural arts venues; special event producers**
- **Healthcare organizations and providers**
- **Financial organizations**
- **Professional services firms**
- **Residential and commercial real estate firms and developers**
- **Entrepreneurial ventures, and trade and consumer associations in a variety of industries**
- **Nonprofit organizations**

# To Sustain...Grow...Dominate...It's All In The Strategy™

**Building Vision**

**Business-to-Business Marketing**

**Media Relations Specialist**

**Business-to-Business Marketing**

**Branding/Consumer Marketing Campaign**

**Award-winning Multi-Audience Special Commemorative 75th Anniversary Boca Raton Resort & Club**

**Staircase PR Support**

**Community-Based Special Event "Spring Halloween" in Aftermath of Hurricane Wilma at Town Center**

**MUVICO THEATERS**

**Entertainment/Hospitality PR**

**MEDICAL ADVISORY SERVICES for ATTORNEYS**

**Logo Branding**

**Website Design**

**Grand Opening Campaign**

**Special Events**

**Healthcare Branding Marketing & PR Expertise**

**Smart Strategies Start @ KCOM**

# KAYE COMMUNICATIONS, INC.

Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative

COMMUNITY-SPECIALIZING IN PUBLIC/PRIVATE PARTNERSHIPS DEVELOPMENT

Client initiatives:



- **Boca Raton Resort & Club**
  - **“Coaching Boca’s Coaches” Leadership Workshop** for five years
  - **75<sup>th</sup> Anniversary Celebration** with 2,000 guests dressed in pink-  
Won Flagler Award for Creativity in PR
- **Allianz Championship (fourth consecutive year)**
- **Town Center at Boca Raton**
  - **Simon Evening of Giving** (raised \$100,000 for 60 charities  
in final year)
  - **“Celebrating 25 Years In the Community”** featuring  
45 nonprofit leaders
  - **“Saving Halloween” Partnership** (following Hurricane Wilma)  
with Boca Raton Resort & Club

# KAYE COMMUNICATIONS, INC.

Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative

## RETAIL DESTINATION:

- Town Center at Boca Raton
- Royal Palm Place (total rebranding package for mixed-use village)

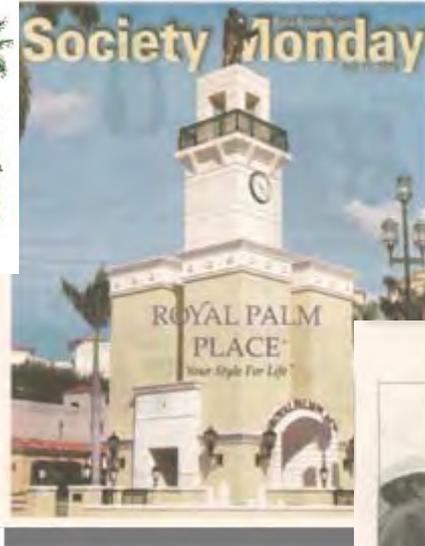


# RE-BRANDING & MEDIA RELATIONS-ROYAL PALM PLACE

**CELEBRATE**  
*Your Style For Life*

LUXURY RESIDENCES  
CLASS 'A' OFFICE SPACE  
RESTAURANTS  
FASHION AND SPAS  
FASHION APPAREL  
JEWELRY  
ART AND DECOR  
SPECIALTY SERVICES  
SPECIAL EVENTS

**ROYAL PALM PLACE**  
*Your Style For Life*



**Local**

**Construction of Scripps to start on Mecca Farms**  
Work begins Thursday; state has approved

**Former Salvadoran generals get legal win**  
Appals court overturns award of \$34.6 million

**Boca forum clarifies stands**

**ROYAL PALM PLACE**  
*Celebrate Your Style For Life*

Luxury Rental Residences • Class 'A' Office Space  
with 3000 sq. ft. Minimum Rental Space • 1000 sq. ft. Office Space

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**BOCA'S PREMIER RENTAL COMMUNITY**

*Live, Work and Play*

**The Residences of Royal Palm Place**  
*Where "being at home" takes on a whole new meaning.*

The Newest Luxury One, Two and Three Bedroom and Two-Car Attached Residences in the Heart of Downtown Boca Raton.

Cluster of 38 Floors

1000 sq. ft. Office Space  
1500 sq. ft. Office Space  
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**(561) 362-8340**

**ROYAL PALM PLACE**  
*Live, Work and Play*

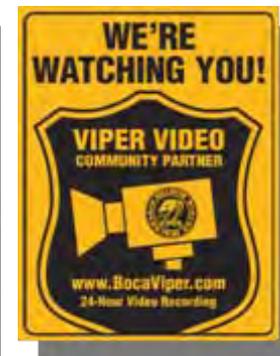
**NOW LEASING!**



**The Residences of**  
**ROYAL PALM PLACE**  
*Live, Work and Play*

**Lifestyle By Design™**  
**LUXURY LEASED RESIDENCES**  
**561-362-8340**  
[www.royalpalmplace.com](http://www.royalpalmplace.com)

# CITY OF BOCA RATON POLICE SERVICES DEPARTMENT'S VIPER PROGRAM INTEGRATED COMMUNITYWIDE INITIATIVE



Campaign Strategy,  
Branding, Media Schedule



Media Coverage



Website Design, Content, SEO, Social Network Strategy



# KAYE COMMUNICATIONS, INC.

Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative

## MULTI-GENERATIONAL :

### • Boca Raton Police Services Department's VIPER Initiative

- Website Design
- Watch Your Bag BOCA Campaign
- Youth Initiative, including VIPERKids website, mascot, posters, bookmarks
- Identity Theft
- Partnership with Lynn University

### • Inaugural Citizens Crime Watch/Youth Crime Watch

### • Hospitality/Tourism

### • Nonprofit Initiatives

### • Healthcare Educational Initiatives

### • Network Programming-HBO, HBO Family, HBO Pictures, HBO Sports, HBO Showcase Documentaries, HBO Comedy, Comedy Channel, Cinemax



# BOCA RATON RESORT & CLUB 75<sup>th</sup> ANNIVERSARY WORLDWIDE CELEBRATION



Award-winning Program

# KAYE COMMUNICATIONS, INC.

**Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative**

## MAJOR EVENTS

- **Miami International Boat Show**
- **New York National Boat Show**
- **South Florida Auto Show**
- **FPL Energy Expo**
- **Miami New World Festival of the Arts: Christo-Pink Islands On Miami Beach**
- **Home Box Office-based in NYC headquarters to support programming-related events and community relations in 14 states in NE Region**

# KAYE COMMUNICATIONS, INC.

**Principals' Diversified Marketing & Public Relations Experience  
That Reflects Downtown Tenant Mix**

## **TOURISM/HOSPITALITY/RELATED ON-SITE RESTAURANT AND RETAIL**

- **Boca Raton Resort & Club** (13+ years; affiliated for 17)
- **Loews Hotels**, including Groundbreaking for Loews South Beach
- **RockResorts, Inc.**-Hawaii, UK, Caribbean-Under Michael Glennie's direction
- **Naples Grande Resort & Club**
- **Grand Oaks Golf Club**
- **Regent International Hotels**
- **Maxim's de Paris** (aka The Peninsula in Manhattan)
- **Radisson Aruba Resort & Casino**
- **Wyndham Hotels & Resorts** (under Trammel Crow ownership)
- **Auberge du Soleil**, Napa Valley, CA
- **San Ysidro Ranch**, Montesito, CA

# KAYE COMMUNICATIONS, INC.

**Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative**

## **DINING:**

- **California Pizza Kitchen** (opened 10 Florida Locations)
- **Ben & Jerry's Scoop Shops** (east and west Boca Raton)
- **Resort Food & Beverage/Hotel Restaurants, including:**
  - **Old Homestead Steak House**  
(\$100 hamburger heard and seen 'round the globe)
  - **Morimoto**
  - **SeaGrille**
  - **27 Ocean Blue**
  - **Lucca and 27 Ocean Blue**
  - **Freshly Prepared Baby Food Menu**
  - **Adrienne, L'Bistro d'Adrienne, The Gotham Lounge**  
(L'Hotel Maxim's) Manhattan
  - **Absinthe**

# KAYE COMMUNICATIONS, INC.

**Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative**

## **CULTURE/ENTERTAINMENT/FAMILY:**

- **HBO Film Premieres, Sports Show Promotion, Comedy, etc.**
- **Comic Relief**
- **Comedy Cleans Up Central Park**
- **Art of Babar at Prominent Museums in NE**
- **Miami Museum of Art (including grand opening for inaugural exhibition)**
- **International Museum of Cartoon Art**
- **Centre for the Arts Community Partner**
- **Festival of the Arts BOCA (A Founding Member)**
- **Palm Beach International Film Festival**
- **Gallery Center**
- **Blue Gallery, Delray Beach**
- **Muvico Theaters, from Boca Raton, CityPlace, to Memphis**

# KAYE COMMUNICATIONS, INC.

**Principals' Diversified Marketing & Public Relations Experience  
To Benefit Downtown Boca Initiative**

## **COMMUNITY:**

### **HBO:**

- **Program Screenings: Variety of Timely, Socially Relevant Topics**
- **Comic Relief®**
- **Comedy Cleans Up Central Park!**
- **Annual Family Day, Albany, NY hosted by Governor's Wife**
- **Special Olympics Fundraisers with HBO Sports Celebrities**
- **Mentor-a-thon, City of Cincinnati**

# KAYE COMMUNICATIONS, INC.

## PROMOTIONAL ALLIANCES HAVE INCLUDED:

Home Box Office (HBO)  
Greater Boca Raton Chamber of Commerce-  
Board Member; Trustee Member  
Boca Raton Community Hospital  
Allianz (Golf) Championship, a PGA Tour Event  
Boca Raton Resort & Club  
Boca Raton Marriott  
Town Center at Boca Raton  
Shops at Boca Center  
Royal Palm Place  
Boca Raton Community Hospital  
Muvico Theaters  
Home Box Office  
General Motors  
Cadillac/HUMMER/Saab  
JM Lexus  
Cavallino Magazine/Ferrari  
Woodfield Country Club  
SportsChannel  
Sony Theatres  
Chase Manhattan Private Bank, Boca Raton  
Citibank, Boca Raton  
Centre for the Arts-Mizner Park  
Jewish Federation of South Palm Beach County  
NBC Today  
American Express  
Neiman Marcus In-Circle  
City of Boca Raton-Police Services Department (VIPER)  
Saks Fifth Avenue  
Continental Airlines  
Bloomingdale's  
Shelton Motor Cars  
Cartier  
Bvlgari  
March of Dimes  
American Heart Association  
Cystic Fibrosis Foundation  
Make-A-Wish  
Florence Fuller Child Development Centers  
Palm Beach International Film Festival  
Southeast Toyota  
Television Food Network  
Boy Scouts of America  
Rotary International  
Absinthe at Boca Center  
Capital Grill  
Uncle Tai's  
Big City Grille  
Morton's Steak House  
Old Homestead Steak House  
Lamar Advertising  
Various magazines, broadcast outlets, newspapers ,  
electronic web-based, etc.

# MEDIA RELATIONS TRACK RECORD-NEWSPAPERS



News Syndicates

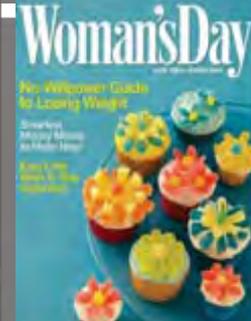
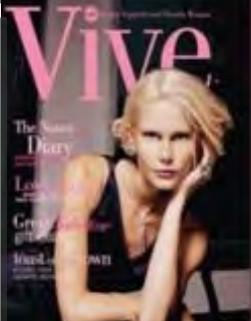
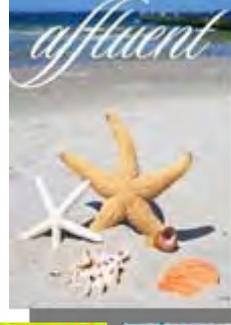
Associated Press

KAYE COMMUNICATIONS, INC.

DOWNTOWN BOCA

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# MEDIA RELATIONS TRACK RECORD-MAGAZINES



# MEDIA RELATIONS TRACK RECORD-BROADCAST

**SOUTH FLORIDA  
BUSINESS REPORT**



# MEDIA RELATIONS TRACK RECORD-ONLINE



YAHOO! NEWS



Google News

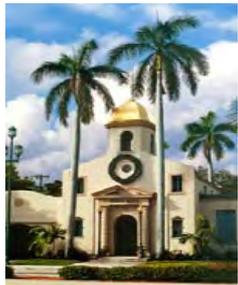


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AOL

IT'S ALL IN THE STRATEGY™



# IT'S ALL IN THE STRATEGY™

- **Due Diligence**

SWOT approach to identify opportunities and optimize components that are essential to successful implementation of a strategic marketing plan.

- **Key To Downtown Boca Raton Success: The 9 Cs Approach**

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

# IT'S ALL IN THE STRATEGY™

**Met 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

# IT'S ALL IN THE STRATEGY™

**Met with stakeholders to discuss wish lists, perceived opportunities and obstacles, recommendations:**

- 1/29 Boca Museum of Art: George Bolge, Bruce Herman
- 2/01 Derek Vander Ploeg, Alberto Aletto, Chuck Schwaderer
- 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 meeting update
- 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

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**Met 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
- Comcast
- Bocaraton.com
- LivingFlorida.com

## **Other Stakeholders (in progress):**

- Large Corporations
- Small Business Owners
- Realtors
- Residents
- Restaurant Owners
- Hotels

**85 Hours of Interface**

# IT'S ALL IN THE STRATEGY™

## DUE DILIGENCE: WHAT WE HAVE LEARNED THUS FAR

- **Need for “Consistency” in Branding and Planning**
- **Need to relieve the feeling of aloneness**-need sense of “downtown community”
- **Economy presents opportunities; need assistance to identify and pursue**
  - need 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.

# IT'S ALL IN THE STRATEGY™

## DUE DILIGENCE: WHAT WE HAVE LEARNED THUS FAR

- Interested in securing more diverse makeup of tenant mix
- Restrictions in mixed-use developments are impeding business
- Insufficient transportation system-car only, Tri Rail riders leave at day's end
- Improve price points for families and seniors
- Need to slow down traffic on Palmetto
- Need clarity and understanding re: "the spine" and its progress

# IT'S ALL IN THE STRATEGY™

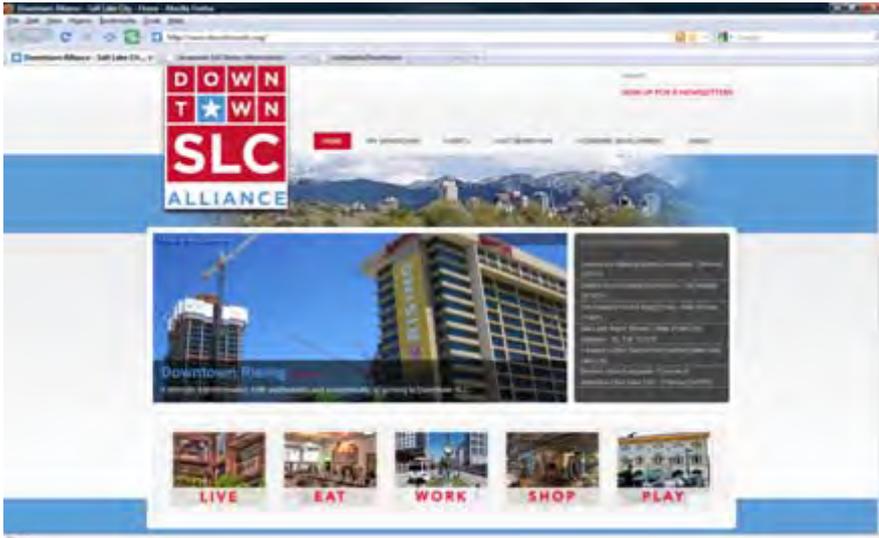
## DUE DILIGENCE: WHAT WE HAVE LEARNED THUS FAR

- **Getting the word out—earlier, consistently via effective communications outlets/vehicles on what to do and see Downtown**
- **We have an enthusiastic and committed group of diversified “stakeholder” ambassadors that want the same thing:  
A Vibrant Downtown**
- **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**

# IT'S ALL IN THE STRATEGY™

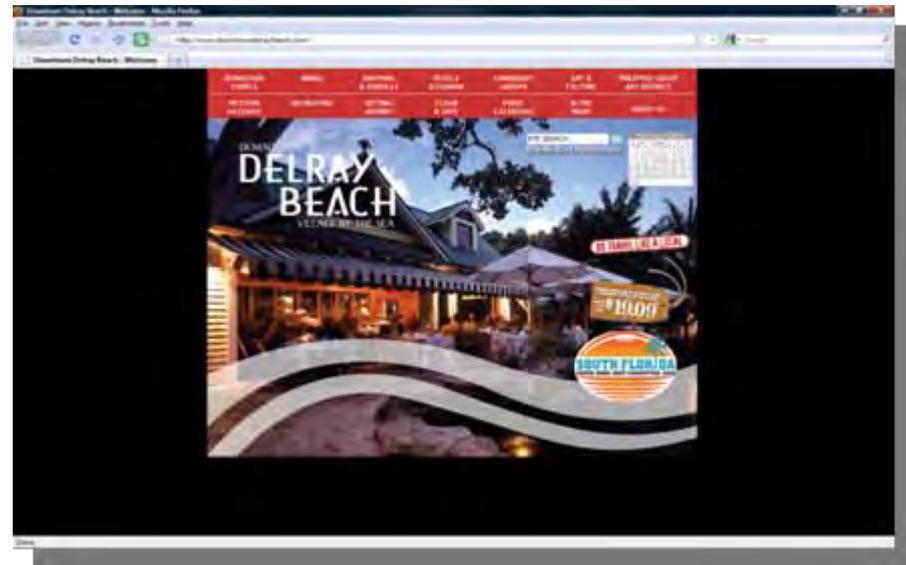
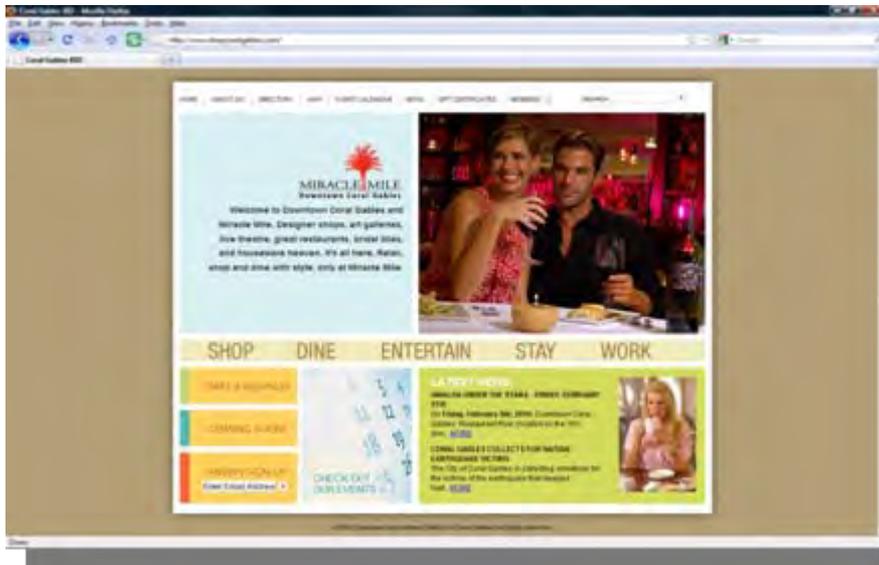
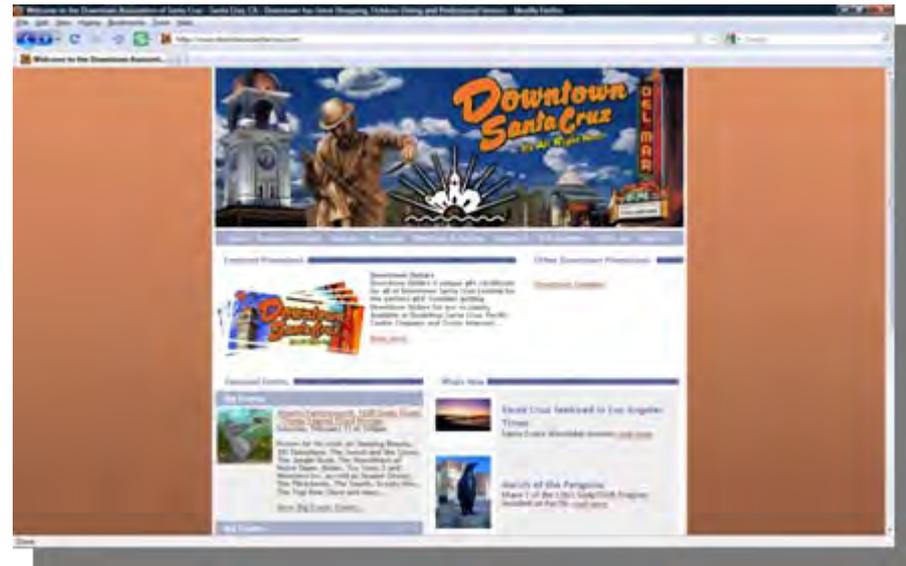
## **DUE DILIGENCE: IN PROGRESS**

- **Education re: CRA projects in progress** and proposed timelines
- **Review of events currently planned for Downtown** and compilation of comprehensive calendar
- **Research and categorized compilation of email/address database of Downtown businesses**
- **Review of media relationships and news distribution process**
- **Research re: other successful Downtown marketing initiatives**









# IT'S ALL IN THE STRATEGY™

## COMMUNICATIONS IS KEY

- Local Stakeholders
- Current Tenants
- Those Living and Working Outside of Boca Raton
- Tourism Officials
- Commercial Trade
- Relocation Firms
- Business Development Organizations
- Chambers of Commerce
- Arts Councils
- Hotels and Resorts (Concierges) in South Florida
- Developers
- Prospective Business Tenants
- Event Planners
- Nonprofit Organizations
- Media (Consumer and Trade)

# IT'S ALL IN THE STRATEGY™

## DOWNTOWN MARKETING FORUM FOR A “NEXT GENERATION” DOWNTOWN

- **City researched and compiled database** of more than 650 Downtown tenants for regular on-going communications (two dates and times)
- **Invitation to Downtown Forum** at new Mizner Park Cultural Arts Centre
  - Emailed
  - Mailed
  - Reminder
- **Presentation:**
  - Overview of Downtown Accomplishments To Date
  - Introduction of Kaye Communications, Inc. and its role (including complimentary Marketing 101 Workshops)
  - Marketing Concepts
  - Profile sheets
  - Q&A

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## Downtown Website

**Downtown News Hub: Reflecting vitality, diversity, action, business**

- On-going SEO initiative
- Map
- Directory (Alphabetical and By Category)
- Hot News
  - Events
  - 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
  - Biz Brief
  - Business Opportunities/Networking

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## **Downtown Website (Continued)**

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

## **Only As Good As Info Provided**

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

## **Phase Two**

- Facebook (fan page)
- Twitter
- YouTube

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## BRANDING

- **Development of a Downtown Boca Raton Logo**
- **Development of Taglines For Two Different Audiences**
  - **Consumer**
  - **Business Development (Current and Prospective Tenants)**

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## DOWNTOWN MAP & POSSIBLE BROCHURE SERIES

- Downtown for Families
- Downtown for Romance
- Downtown for Fashion
- Downtown for Dining
- Downtown for Culture

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## 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™

## Defining Direction: **ATTRACTION**

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

# IT'S ALL IN THE STRATEGY™

**Not just filling a calendar, but targeted to filling Downtown**

## **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

## **Consistent in Planning & Communication**

- 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™

## SPECIAL EVENTS

- **Annual Signature Events**
- **Turn-key Produced Exhibitions And Interactive Experiences**
  - Smithsonian
  - Car Shows
  - NFL Experience
- **Quarterly Events-Various Demographics and Sponsorship Partners**
  - Nonprofits
  - Singles/Couples
  - Family
  - Pet Lovers
  - Sports
  - Cultural
  - Schools
- **Staging for Schools and Nonprofits**
- **Public/Private Partnerships For On-going Entertainment**
- **Increased Consistent Activity On Traditionally Low Traffic Evenings**

# IT'S ALL IN THE STRATEGY

## INCREASED REACH & FREQUENCY:

- Promotions
- Sponsorships & Sponsor Programs
- City Sponsorships To Incentivize
- Expanding Echo of Scheduled Events Re: Website, Facebook Fans, etc.
- Enhanced Media Relationship-Building
- Innovative Media Buys & Partnerships

# IT'S ALL IN THE STRATEGY™

## EXPANSION OF COMMUNICATIONS OUTLETS

### 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

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## EXPANSION OF COMMUNICATIONS OUTLETS

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

# Downtown Audiences & Outlets

- Tourism
- Consumer
- Retail
- Dining
- Cultural
- Family
- Singles
- Nightlife
- Real Estate & Commercial

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## Defining Direction: **ATTRACTION**

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

TO  
SUSTAIN...  
GROW...  
DOMINATE™



IT'S ALL IN THE STRATEGY™

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

555 South Federal Highway, Suite 370  
Boca Raton, Florida 33432

[www.kcompr.com](http://www.kcompr.com)