

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

KCOM®

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

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.

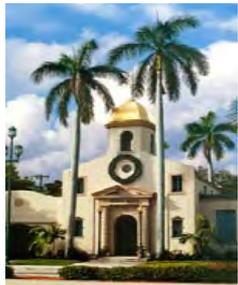
To inspire pride in Downtown Boca that encourages connectivity, engagement, participation, communication, support of community-at-large, and a wider pool of influencers and endorsers.

IT'S ALL IN THE STRATEGY™

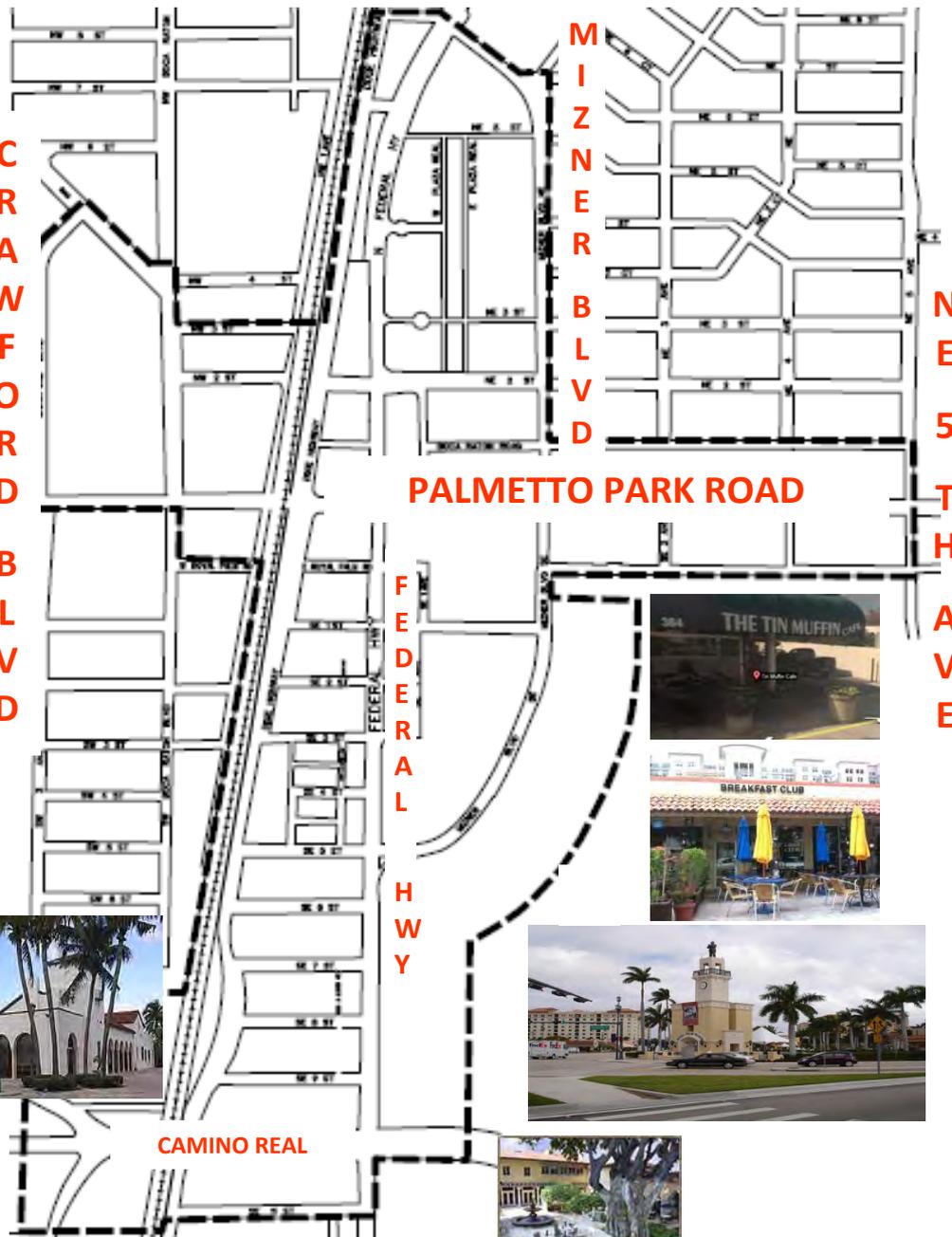
To increase and maintain “top of the mind” awareness and echo of Downtown Boca general news, events, activities, etc. among its targeted audiences, including media.

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.



CRAWFORD BLVD



PALMETTO PARK ROAD

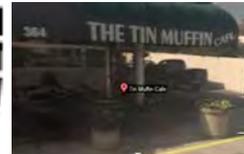
FEDERAL HWY

CAMINO REAL

SE 11TH STREET

MIZNER BLVD

NE 5TH AVE



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



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.

Downtown Boca Branding

TAGLINE IS:

- Simple and clear, easily repeatable
- Accurately convey 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



DOWNTOWN BOCA

It's Happening!



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



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





IT'S ALL IN THE STRATEGY™

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

Downtown District Map/Brochures (rack card and comprehensive versions)

Logo Stamping Into Street Corners

Banner Program (Federal Highway and Palmetto—From “Walkway To Waterway”)

Website & Video: Destination: Downtown BOCA

Downtown Business Cross Promotion-Marketing: viral promotion

Branded Downtown Event Flyer And News Bureau Template

IT'S ALL IN THE STRATEGY™

- **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)**
- **Establishment of a Downtown Welcome Center & Logo Shop**

IT'S ALL IN THE STRATEGY™

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

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

Thus:

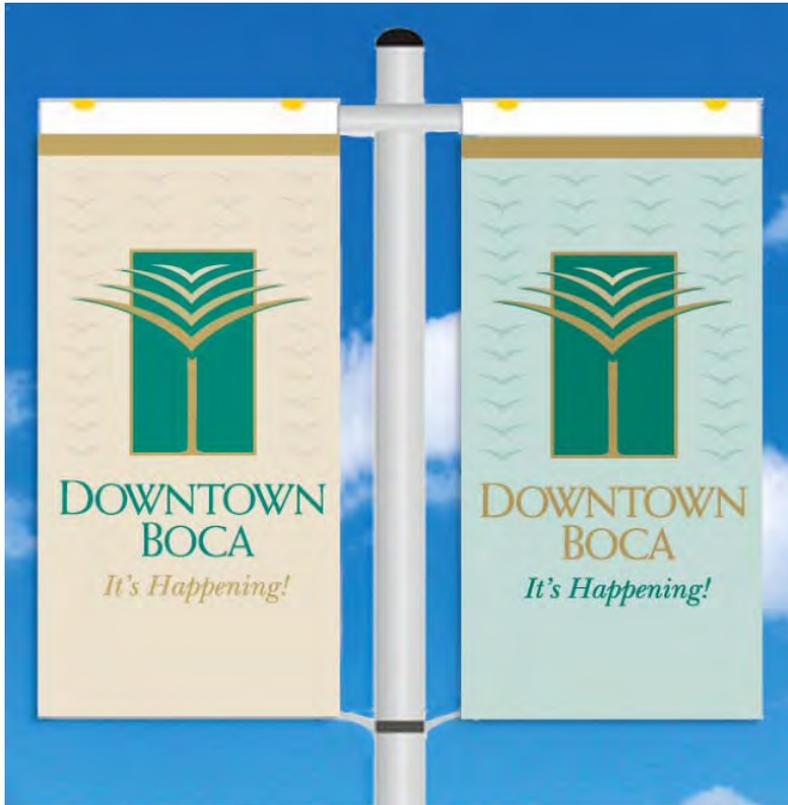
- The Organic Market on The Boulevard and SE Mizner
- Rosenberg Diamonds on The Boulevard
- 1 City Centre—Where Palmetto Park Meets Venetian Boulevard

IT'S ALL IN THE STRATEGY™

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

- **Downtown hub** for info, branded giftware, tickets for Downtown events
- **Ample Parking**
- **Great Central Location To Encourage “Walking Downtown”**
- **Part Of The New History** Being Made With Downtown Revitalization
- **Gift shop proceeds to BRHS to fund Saturday and Sunday hours**

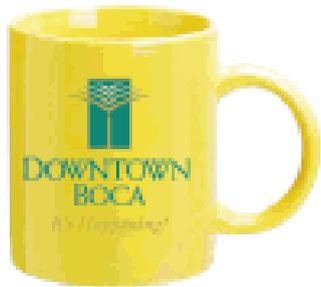














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[Continue Reading](#)

Downtown Life & Biz
The Insiders' Views

DOWNTOWN DIVA

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DOWNTOWN DAN

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Downtown Seen
Photo & Video Collection



Upcoming Events

Month	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						



[+ Get Connected](#)
Receive Downtown Boca Updates

24 Hour Weather
Boca Raton, FL



Search...



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Receive Downtown Boca Updates

24 Hour Weather
Boca Raton, FL



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24 Hour Weather
Boca Raton, FL



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24 Hour Weather
Boca Raton, FL



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24 Hour Weather
Boca Raton, FL



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Receive Downtown Boca Updates

24 Hour Weather
Boca Raton, FL



IT'S ALL IN THE STRATEGY™

DROP DOWN MENU--WHAT'S HERE

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



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

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Hogmanay

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[Order Entries](#)

Downtown Seen
Photo & Video Collection



Upcoming Events

Month	Day	Event	Month	Day	Event
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



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Downtown Seen
Photo & Video Collection



Upcoming Events

Month	Day	Event	Time	Location
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

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™

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™

AUDIENCE BUILDERS

- Enhancing current special events schedule
- Introduction of three to five signature destination events-2010-2011
- Introduction of Signature Concert Series
- Destination Downtown: Networking Group Schedule-"The Downtowners"
- Destination Downtown Steering Committee
- Society Downtown:
 - Position Downtown for Fundraisers, Dine-a-rounds, Cause-related Marketing, Run/Walks, etc.
 - Downtown Showcase

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 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 Management, Promise Healthcare, Biotech 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 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

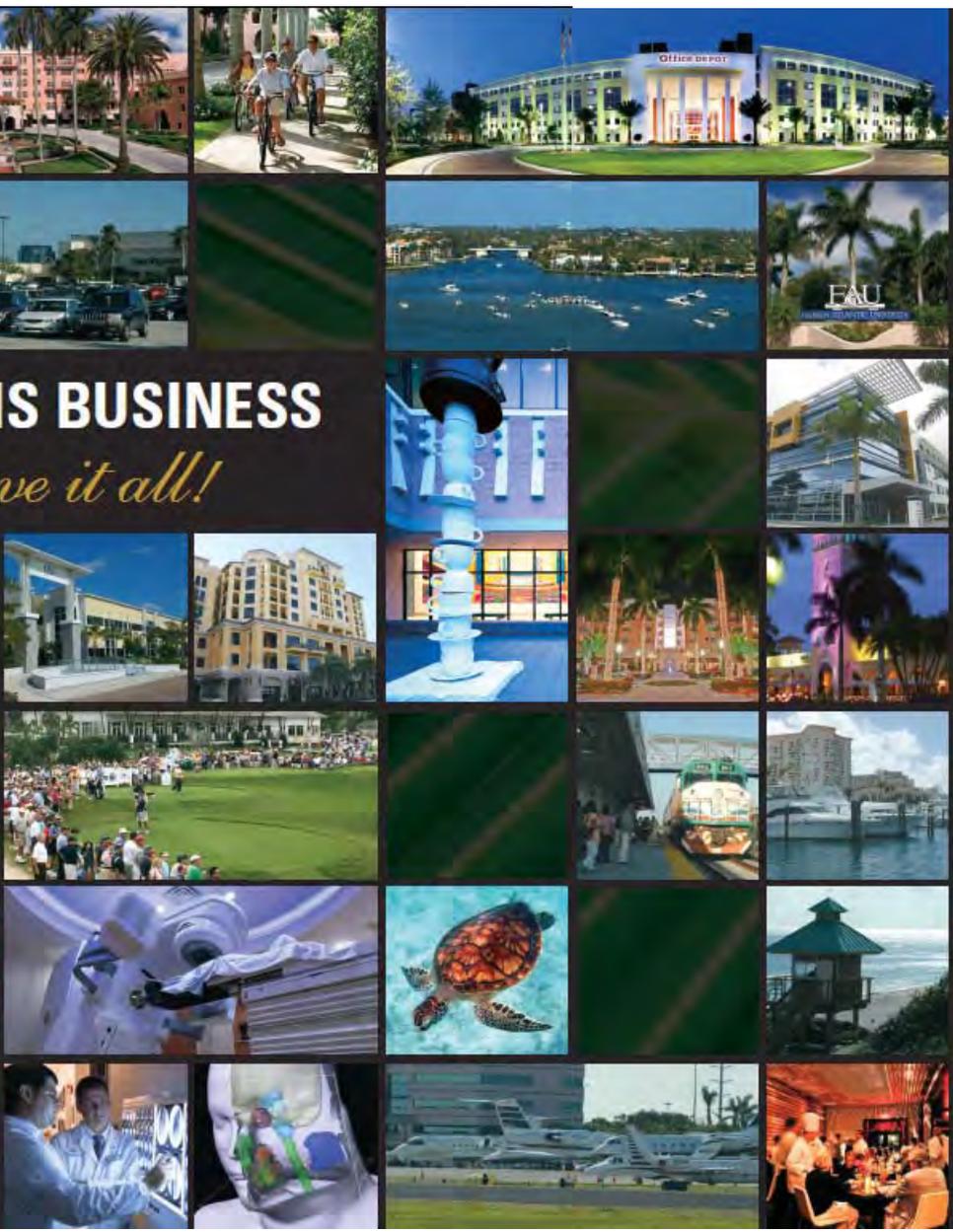
TO EXPLORE BOCA RATON, contact us at 561-383-7703, or visit us at www.ci.boca-raton.fl.us

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)	280,000
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	88
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**

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