



AGENDA
COMMUNITY REDEVELOPMENT AGENCY MEETING
VILLAGE HALL COUNCIL CHAMBERS
226 CYPRESS LANE ■ PALM SPRINGS, FL 33461
APRIL 28, 2022
6:30 PM (Immediately following the VC & P&Z Board Joint Session)

COUNCIL

- ☐ Chairperson Bev Smith
- ☐ Vice Chair Doug Gunther
- ☐ Board Member Patti Waller
- ☐ Board Member Joni Brinkman
- ☐ Board Member Marta Padron
- ☐ Vacant (Congress Avenue District)

ADMINISTRATION

- ☐ CRA Director Michael Bornstein
- ☐ CRA Attorney Glen Torcivia
- ☐ Assistant CRA Director Kim Glas-Castro
- ☐ CRA Clerk Kimberly Wynn

Persons who need an accommodation to attend or participate in this meeting should contact the office of the Village Clerk at (561) 584-8200 at least three (3) business days before the event to request such assistance.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT (Three minute limit)

ORDER OF BUSINESS

1. Discussion: Branding and Marketing
Staff: Kimberly Glas-Castro, Assistant Village Manager

ADJOURNMENT

NEXT MEETING

If a person decides to appeal any decision made by the Board concerning any considered matter, they will need a record of the proceeding. For such purposes, they

may need to ensure that a verbatim record of the proceedings is available. The recording includes the testimony and evidence upon which the appeal is to be based.



Village of Palm Springs

Executive Brief

AGENDA DATE: April 28, 2022

DEPARTMENT: Administration

ITEM #1: Discussion: Branding and Marketing

SUMMARY: Kevin Crowder and the BusinessFlare team will present their initial identity branding and economic development messaging recommendations and seek Council/CRA input on the proposed design concepts and marketing communications strategy so that they may be further refined.

FISCAL IMPACT:

The CRA has budgeted for the preparation of identity branding and marketing strategies, including promotional materials.

ATTACHMENTS:

1. BusinessFlare Presentation

Village of Palm Springs

Economic Development Branding Discussion and Workshop



BUSINESS **FLARE**®

RECAP

2021 Community Redevelopment Plan Update and Economic Development Strategic Plan

Key Strategy Areas

- Aesthetics
- Identity
- Placemaking
- Mobility
- Attraction
- Workforce & Training
- Capital Projects & P3
- Regulations



THE “LOOK AND FEEL” OF A PLACE

Business investment and economic development is not only driven by market research and data, it also depends on the connection that people make with a place.

There are three primary things that create a connection between people and place:

1. Aesthetics – how a place looks and feels;
2. Activities – social offerings and opportunities for people to engage with one another; and
3. Openness – how open and welcoming a community is.

AESTHETICS

ACTIVITIES

OPENNESS

The “feeling” one gets about an investment is one of the last decision points someone makes before spending their money on buying a home, opening a business, investing in a new development, a private school, or even the restaurant they are planning on visiting that evening.

SUCCESSFUL IMPLEMENTATION

A community can have the market opportunity, and it can have the right zoning and land use regulations, but if it doesn't have the authentic identity that creates a connection with existing and prospective customers and businesses, it will struggle to realize its potential for economic growth and quality of life.

Successful implementation requires the right balance of:

1. Market and Financial Feasibility;
2. Regulatory Efficiency; and
3. Identity and Brand.

Successful brands and destinations have identified the right balance of all three.

MIAMI BEACH



WHAT IS BRANDING?

“A brand is a singular idea or concept that you own inside the mind of a prospect.”

Al Reis



When people think about great cities, it's often the intangible qualities - vitality, sense of place, and positive experiences - that they remember most.

“Project for Public Spaces”



BRAND IDENTITY 2022 WORKPLAN

Gather Brand Perceptions Input

Elected Official and Stakeholder Conversations

Economic Development Marketing Concepts

Economic Development “Stories” and Targeted Promotional Messages

Logo, Colors and Multimedia Design Standards

Council Workshop

Economic Development Marketing Implementation Plan

Communication Avenues

Events and Promotional Opportunities

Partnerships

Implementation

BUSINESS
FLARE®
DESIGN

WHAT WE HEARD

The importance of retaining and preserving the Village's character.

Expanding the Village's identity to the commercial corridors

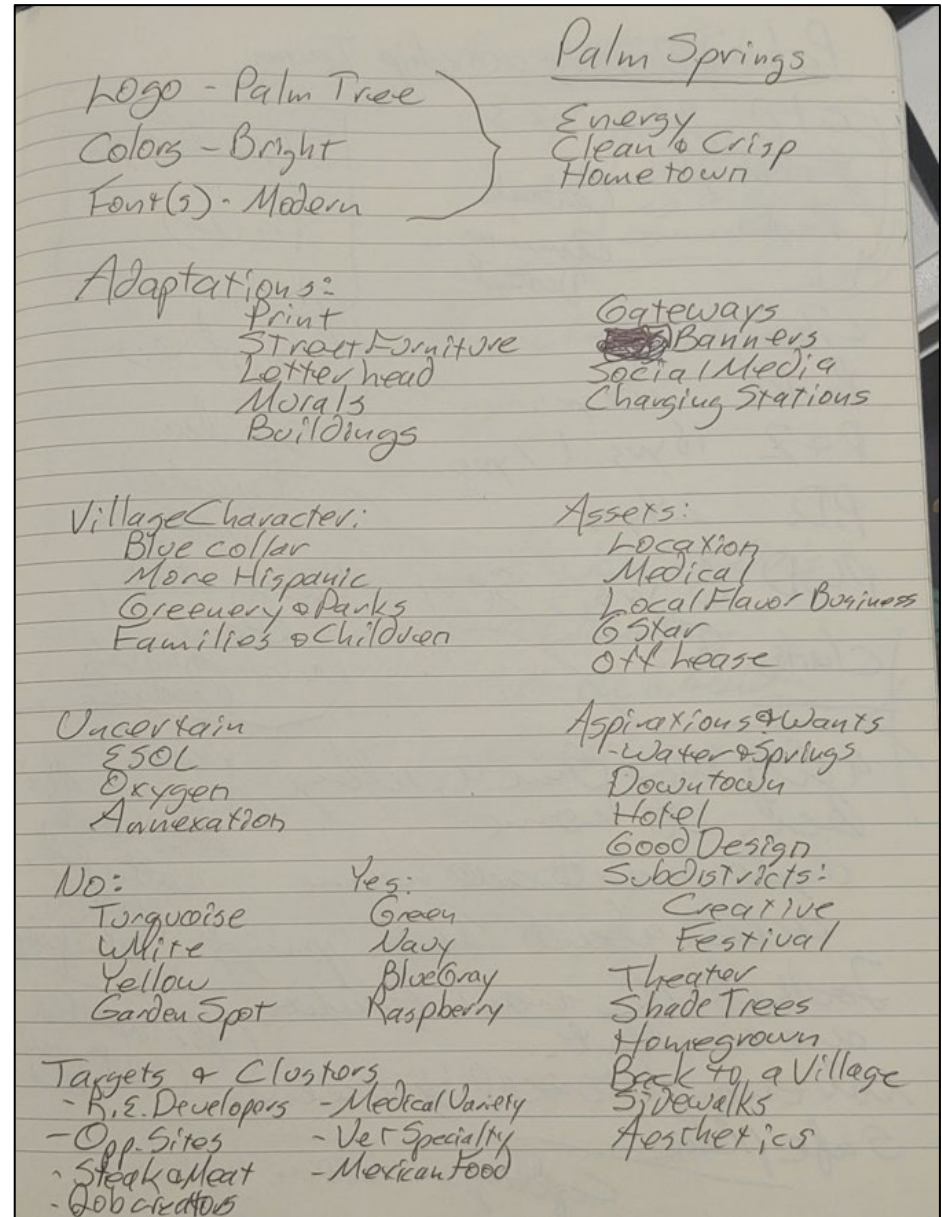
Greenery is important.

The need to define the Village visually.

They want to learn what is already here that they don't know about.

Family friendly.

No more teal.



WHAT IS YOUR BRAND PROMISE?



How do you want visitors, residents, businesses and potential investors to...



THINK & FEEL about **YOU?**

