ADDENDUM
DANIA BEACH CITY COMMISSION
REGULAR MEETING
TUESDAY, FEBRUARY 27, 2018 - 7:00 PM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS ($100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE IN THE CITY CLERK'S OFFICE, OR ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.

1. CONSENT AGENDA

1. ACTUAL ITEM NO. 7.5 RESOLUTION NO. 2018-031

   A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA APPROVING AND ADOPTING THE NEW LOGO DESIGN, SEAL, TAGLINE, BRAND STATEMENT, BRAND STANDARDS AND REBRANDING PLAN FOR THE CITY OF DANIA BEACH AND AUTHORIZING THE CITY MANAGER TO TAKE ALL NECESSARY STEPS TO IMPLEMENT THE BRANDING PHASES; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Date: February 27, 2018

To: Mayor Tamara James
Vice Mayor Bill Harris
Commissioner Chickie Brandimarte
Commissioner Bobbie H. Grace
Commissioner Marco A. Salvino, Sr.

From: Robert Baldwin, City Manager

Subject: Rebranding Initiative Approval

The City of Dania Beach was established and incorporated in 1904 as the City of Dania. On November 3, 1998, the residents, by referendum, voted to change the City's name to the City of Dania Beach and the City Commission adopted Ordinance 13-98 to officially adopt the new name. Residents and visitors of Dania Beach acknowledge and enjoy the City's access to the beach and its convenient location within South Florida both then and now.

The City of Dania Beach is home to over 31,000 year-round residents and a seasonal home away from home for many Northern retirees. More young families, professionals and business are attracted and relocating to the City of Dania Beach due to, among others, its convenient location and lifestyle opportunities. With close proximity to major commercial centers, Port Everglades and the Ft. Lauderdale/Hollywood International Airport, Dania Beach is a unique destination.

Dania Beach has evolved through the years to become a more vibrant and inclusive community with many new developments. Therefore, the City Commission recognized the need to update the City's logo and brand to reflect the changing needs and desires of the community and to attract future tourists, businesses and developers.

The marketing and rebranding effort began in 2017. The City Commission utilized the volunteer services of Redline Media Group to evaluate the City's brand including the current City logo and image and to make recommendations for updates. Redline Media Group conducted several focus groups of community stakeholders to discuss the current image and logo and new branding and logo concepts.

Focus group participants expressed ideas regarding the direction of the City. Feedback from the focus group meetings was largely positive. Many participants pointed to a City rich in history, traditions, creativity, and opportunities for businesses and development. A consistent theme was that Dania Beach should work toward enhancing its image as a tourist destination that is family-oriented, culturally diverse, and modern.

At the November 14, 2017 City Commission meeting, Redline Media Group presented the City with new logo and slogan designs which reflected the comments and concerns raised by the focus group participants. The City Commission, by consensus, then selected and approved a new logo and slogan during the meeting. At the January 9, 2018 Dania Beach Community Redevelopment Agency (CRA) Board meeting, the CRA Board directed staff to assume responsibility for the rebranding initiative.

On February 26, 2018, the CRA Board conducted a workshop to discuss the rebranding concepts, implementation plan, and budget where they reviewed the new logo and tagline, proposed seal, marketing collateral, brand statement, and brand standards. The City Commission discussed and agreed that if needed, funding for the rebranding initiative be allocated from the City's unrestricted reserves, not to exceed five hundred thousand dollars, in order to promptly facilitate the process. The City Commission also discussed that the budget will be fine-tuned as the procurement process proceeds.

Recommendation

Staff is recommending City Commission approval of the attached resolution adopting the new logo, seal, tagline, brand statement, brand standards and rebranding plan and further authorize the City Manager, City Attorney and the CRA Executive Director to make revisions to the plan as deemed to be in the City's best interests.

RESOLUTION NO. 2018-031

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA APPROVING AND ADOPTING THE NEW LOGO DESIGN, SEAL, TAGLINE, BRAND STATEMENT, BRAND STANDARDS AND REBRANDING PLAN FOR THE CITY OF DANIA BEACH AND AUTHORIZING THE CITY MANAGER TO TAKE ALL NECESSARY STEPS TO IMPLEMENT THE BRANDING PHASES; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the 2010 U.S. Census found that the demographics in the City of Dania Beach have changed over the past fifteen (15) to twenty (20) years; and

WHEREAS, the City utilized the volunteer services of Redline Media Group to evaluate the current City logo and image and to make recommendations for any updating; and

WHEREAS, Redline Media Group conducted several focus groups of community stakeholders to discuss the current image and logo and new branding and logo concepts; and

WHEREAS, the feedback from the focus group was largely positive and that the City should work toward enhancing its image as a destination; and

WHEREAS, at the November 14, 2017 City Commission meeting, Redline Media Group presented the City with new logo and slogan designs which reflected the comments and concerns raised by the focus group participants; and

WHEREAS, the City Commission approved a new logo and slogan at the November 14, 2017 City Commission meeting; and

WHEREAS, at the January 9, 2018 CRA Board meeting, the CRA Board, which also acts as the City Commission, requested that the CRA assume responsibility for the rebranding initiative; and

WHEREAS, on February 26, 2018, the CRA Board conducted a workshop to discuss the rebranding concepts, implementation plan, and budget; and

WHEREAS, the City Commission has reviewed the proposed new logo, seal, tagline, brand statement, brand standards and rebranding plan and believes its adoption will reflect positively on the City of Dania Beach and its residents;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct, and they are made a part of and incorporated into this Resolution by this reference.

Section 2. The City Commission approves and adopts the new logo design, seal, tagline, brand statement, brand standards and rebranding plan and further authorizes the City Manager to execute any necessary documents to implement the newly adopted branding plan. A copy of such plan is attached and incorporated by this reference; the City Manager, the City Attorney and the CRA Executive Director are authorized to make revisions to the plan as are deemed to be in the City's best interests.

Section 3. All resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 4. That this Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED on February 27, 2018.

ATTEST:

LOUISE STILSON, CMC CITY CLERK	TAMARA JAMES MAYOR

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CITY ATTORNEY

Rebranding Implementation Plan

Phase One: Branding the City's Foundation
The City's employees and staff are its most valuable resource. Staff members from all departments are the public's first point of contact and, therefore, are highly responsible for creating an outstanding first impression to the public. Phase one of this brand strategy is expected to last over the course of 12 months.

Employee Brand Training **–** to ensure employees understand the City's mission, promise, and attributes of its new brand.

Customer Service Training **–** the City's approach to its customer service must be reflected in the brand. This includes, but is not limited to using professional phone and voicemail greetings across departments and instituting informational recorded voice messages for phone calls that are placed on hold that will also direct callers to the City's online services for quicker assistance and update them on City-wide events and programs.

New Employee Orientation **–** new employee orientation will introduce City of Dania Beach new hires to the City's brand attributes and values. This includes but is not limited to the Citywide philosophy of customer service, the City's mission, promise and attributes of its brand.

Updating Internal and External Communication Tools **–** the City's new logo design and tagline will be applied to the City's letterhead, envelopes, business cards, newsletters, flyers, and other communication tools. Employees will be required to adopt the City's new logo, tagline, font styles, and color schemes to all e-mail account signatures. Staff intends to update all communication tools with the City's new branding image as new purchases become necessary. A citywide standard operation procedure will be developed to provide staff with accurate assistance on when and how to best use the City's logo and tagline.

Technology **–** rebranding the City will occur primarily through the City's website. This will require a complete redesign of the City's website to increase customer convenience and accessibility. The City's redesigned website should not only provide information but reflect the City's new brand identity. Residents, visitors, business members, and tourists should be able to know at first glance what Dania Beach is all about.

Social media will also be used from the City's website to help Dania Beach communicate with the public and vice versa. Although social media is a wonderful tool, staff intends to implement standard operation procedures directing and providing employees with clear direction on the type of information, pictures, and updates that should be relayed to the public. Social media will also be a chief tool in the City's external branding launch.

Staff also aims for Dania Beach Channel 78 to showcase the City's new brand by improving the Dania Beach viewer experience. Staff will seek ways to provide quality programming, effective bulletins that are up-to-date with City events and programs, and a universal look which includes applying the City's logo and color scheme to all postings.

Updating City Uniforms and Property – the City's new logo design and tagline will be applied to new uniform and vehicle purchases as they become necessary. The same process will be used for replacements of small signs and banners.

Branding Our Foundation Events – to reinforce and encourage fun involvement and implementation of the City's new branding image, City employees and staff will play a fundamental role in the gradual process of rebranding the City. Accordingly, employee branding events will be scheduled.

Phase Two: Champion the Brand
Phase Two of this brand strategy will begin while some functions under Phase One are still being instituted. However, Phase Two is the City's opportunity to "Champion the Brand." This phase will be a slower process, spanning over approximately 1 to 2 years to full realization. This is the commencement of the City's brand awareness campaign.

To "Champion the Brand, the City will need its own Brand Champions including: Dania Beach Elected Officials, City Employees, Dania Beach Community Redevelopment Agency, Dania Beach Chamber of Commerce, Dania Beach Neighborhood Schools, Business Leaders, Civic Leaders, Community Representatives, and the City's Residents.

Elected Officials – Members of the City Commission represent the public, and as such they will be instrumental in championing Dania Beach's new brand, both locally and nationally. Partnering with organizations with similar brand values and goals will lead to cross-promotion opportunities that will spread awareness of Dania Beach's new image. Staff believes these mutually beneficial partnerships will apprise industries such as arts and entertainment, hospitality and tourism, education, engineering and development and both sales and services of the new Dania Beach brand.

Advertising – Phase Two will consist of various grassroots events to get all Dania Beach Brand Champions engaged. Staff recommends an initial advertising campaign consisting of various marketing techniques, such as web banner advertisements on high traffic websites, and popular mobile applications which will direct the public to the City's website. Together with the Dania Beach Chamber of Commerce and other marketing groups, the City will display advertising through various public and private venues. Advertising may also be communicated on the City's

minibus system, as well as television and radio commercials, if possible. Based on the high traffic on Federal Highway and other major corridors, the City is poised for recognition by installing state-of-the-art monument signs.

Signage – With the City of Dania Beach located between the cities of Hollywood and Fort Lauderdale, there is a need to display signage. Citywide wayfinding signs will bear the City's new logo and tagline. The City's long-term goal will be to make City entrances and exit ways more prominent. Staff will explore using distinct signage that will make Dania Beach stand-out amongst its neighboring cities. Additionally, the City's infrastructure such as park facilities, City Hall and other facilities will incorporate the new Dania Beach logo design.

Media – the City's public relations efforts will be focused on opportunities that will target prime media outlets and spread brand awareness both locally and nationally. This includes pitching Dania Beach events and keeping the media up-to-date on the City's overall progress. Staff will also use the City's newsletter, *What's Happenings in Dania Beach,* which reaches many residents and business owners to inform them on the new Dania Beach brand. Prime media outlets will be invited to attend the unveiling of the new monument sign in Dania Beach.

Eye-catching media kits will be produced for the press with the new logo and tagline, as well as brief snapshots highlighting City Departments, City Commissioners, and Community Partnerships.

Events and Activities – Strategic events and activities will be used to effectively engage Dania Beach Brand Champions from all aspects of the City. These events will be coordinated to create buzz around the new Dania Beach brand. Potential events and activities will include existing annual events and possible new events such as:

- "Founders Day" – The Dania Beach community will embrace the history of the City and look forward to moving ahead positively.

- "We Are Dania Beach" Art & Essay Contests – Dania Beach schools will be invited to participate in this activity. Students will compete by expressing their Dania Beach pride in the form of artwork and creative writing. Winners will be showcased in the Dania Beach City Hall and receive prizes.

- "Cultural Festivals" – Dania Beach prides itself in its diversity of its residents. This provides an opportunity for the Dania Beach community to come together and celebrate its unity while learning about other cultures.

- "Dania Beach Arts and Seafood Celebration" – this event will attract residents and visitors of all ages to Dania Beach.

- "A Greener Dania Beach" – residents and businesses will be invited to the City's Greenfest to promote environmentally conscious ways to live at home by showcasing easier ways to reduce, reuse, and recycle products.

- "A Healthier Dania Beach" – Dania Beach hosts various health fairs throughout the year at its community centers. Staff would like to coordinate its own 5K/10K Walk or Ride for Fitness event for its residents.

Phase Three: Keeping Brand Legacy
The City will need to protect the investments of its strategic branding efforts. This will require staff to ensure the logo design and tagline are properly copywritten and trademarked, maximize the leverage of the City's brand through events, activities, and partnerships that cross promote Dania Beach, continually seek to meet the needs of Dania Beach's changing demographics and economic factors. The longevity of the Dania Beach brand will be supported by dedicated Brand Champions, especially the Dania Beach elected officials, and employees for years to come.

Analysis
If approved, the logo design, tagline, branding plan and campaign will be launched in phases. There will be progressive changes to the City's logo on communications tools, City equipment, vehicles, and signage which will follow the general City equipment replacement schedules on an as needed basis. The initial goal of the City's Branding Plan will be to implement the approved new logo gradually, beginning with changes that will incur little to no cost to the City.

As phasing progresses and the procurement process allows for budget projections and adjustment, staff will be proposing budget items to the City Commission for the appropriate fiscal years. As the budget allows, multiple phases may be implemented simultaneously.