

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
REBRANDING WORKSHOP
MONDAY, FEBRUARY 26, 2018 – 11:00 A.M.

A. Call to Order/Roll Call

Chairman James called the meeting to order at 11:01 a.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Director Williams provided a binder with information to the Board, which is attached to and incorporated into these minutes.

B. Formalizing the Rebrand Initiative

Director Williams stated we are missing a brand statement, which she recommends: Dania Beach promises residents, businesses and visitors a true renaissance, building a bridge from our history to our future. We embrace the spirit of reinvention and promote a modern ideal while honoring our unique charm and identity. The Dania Beach experience is one of optimism and revitalization. We will provide an atmosphere where commerce and industry can thrive. We will create a sense of community and promote an enhanced quality of life through culture, entertainment, recreation, and sustainable development. We will transform Dania Beach as a City and a premier destination. Dania Beach will be a source of pride for our stakeholders.

Bob Shapiro, Master Development, felt the two last sentences should be first. It could also be edited to be shorter.

Pat Chukerman, 545 SE 4th Court, commented people have short attention spans, this needs to be succinct.

Richard Aube, 675 SE 2nd Avenue said it looks awesome and asked when it will become official.

Board Member Grace noted she wants to add diversity to the statement.

Director Williams spoke of the draft resolution to officially adopt the new logo and noted it will need to be adopted at the March 27 City Commission meeting.

Discussion ensued regarding fencing requirements for commercial properties under construction.

Larry Baum, 2700 W Cypress Creek Road, Fort Lauderdale, said he is willing to place the logo on development fencing.

Mr. Shapiro noted it has been well received by developers. He would like it to be part of the DCOTA and he will ask Kimco to update the I-95 signage. We need to create a new image for the City and that is what we are doing today.

Director Williams noted she will consult with Community Development to see what we can come up with.

C. Concept Selection: Logo Applications

Director Williams addressed the City Seal and reviewed the three options.

Chairman James noted she is fine with all three.

Board Member Salvino said he was opposed with changing the seal in the beginning, but prefers Option 2 without "City of".

The Board concurred.

Director Williams reviewed the Internal Marketing Collateral.

The Board consensus was:

Emails – Option #2

Business cards – Option #2

Letterhead – Option #1

Envelopes – Option #2

Nicki Satterfield, Director of Finance, verified we can ensure this would work for window envelopes, as well.

Presentation Folder – Option #3

Enclosures – Option #1

Flag Banners – utilize both concepts and alternate them

Bob Shapiro noted they are in the process of creating a marketing council; he wants the council to take responsibility for the banners. He feels each option is fabulous and should be alternated on different streets. We need to have the diversity, and they will raise the funds.

Board Member Brandimarte wants uniformity with the signs.

Mr. Shapiro said his concern is that it would get boring and dated. Changing them for the different seasons will cost money. He added the dynamics of the diversity of signs is something that you will follow, and he loves all the signs.

Chairman James suggested we wait and see how it looks and we will be able to choose.

Board Member Brandimarte said right now she would say no.

Board Member Grace commented Mr. Shapiro's idea to reach out of the box and get funding is terrific, and she likes the idea of a change in signs.

Vice-Chairman Harris asked if we could decide which option would be on which street in order to have a variety, as they are both great.

Director Williams will bring options to the Board.

Board Member Salvino suggested we should budget for electricity on poles so the signs will light up.

Mr. Shapiro noted the first priority is to install on poles with lights, and the others later.

Director Williams will do what Mr. Shapiro suggested.

Mr. Shapiro questioned who will install the lights and banners.

Chairman James said we will figure it out.

Finance Director Satterfield asked for clarification that the funds raised will be a donation to the City. Mr. Shapiro said yes.

Monument signs:

Marc LaFerrier, Director of Community Development, said he met with Cima Georgevich and the architect for the sign last week. The new large sign at US-1 and Griffin will not be LED, and will be less expensive to build and maintain. He noted this design will be easier to permit, and we will need to get an agreement with Broward County since the sign is in DOT right of way. He cannot give a timeline since the agreement is pending.

Board Member Salvino said we need to expedite this since the funds are available.

Community Development Director LaFerrier noted there will be additional fees for the architect because this is not what he designed. The County money can only be used for the Griffin Road sign; the City will need to allocate additional funds for the other three signs.

Community Development Director LaFerrier also noted the smaller monument signs will be backlit.

Board Member Salvino favored “Sea you soon” as opposed to “Thank you for visiting”.

Director Williams noted this is all the work done by Redline and acknowledged Cima Georgevich for working on a voluntary basis.

Mr. Georgevich, Redline Media Group, thanked the Board for this opportunity. They were motivated by the thought to help modernize the representation of the City. Their roots are here and this was support for their own community. He thanked the Board for their patience and support given to the team.

Mr. Shapiro said it is a personal pleasure to thank Mr. Georgevich. This was a pro-bono service to the City worth \$100,000 or more.

Board Member Grace thanked the leadership in Dania Beach; she thanked Mayor James and her colleagues. In the next five years, we will not have to worry about taxes or the millage rate anymore.

Mr. Shapiro recognized Director Williams; it was his suggestion to the Mayor that she be in charge of branding.

Director Williams addressed the Rebranding Implementation Plan and noted staff will need re-training on the new logo and attitude.

She proposes an overhaul of the website; it will require a lot of help from PIO and IT. IT may not have the ability to do it on their own.

Katia Bordy, Public Information Officer, said she is overjoyed with the rebranding. She noted we have one of the best websites; we work with CivicPlus, and we could change the logo. If we were to change it completely, we could do it for a very little cost or nothing through Civic Plus.

Mayor James noted we need to include the Chamber in our coordination efforts to change.

Vice-Chairman Harris questioned whether we could change the tagline for emails today, as well as on Facebook and social media pages.

Public Information Officer Bordy said she has been holding off because it is not official yet.

Director Williams noted she wants the resolution adopted March 27 so we can start the following day.

Mayor James wants it on March 13; she wants everything rolled out at the same time.

Public Information Officer Bordy said she was hoping to do a campaign opener.

Mayor James opposes this. Everything needs to roll out at the same time.

Randie Shane, Chamber of Commerce, noted the logo would also need to be changed for Code Red which is in June, but promotions are coming up soon. They will rebrand the colors of the Chamber to coincide with the City colors.

Mr. Shapiro noted in addition to PIO, he is recommending that the marketing council hire a public relations firm to sing our praises. The City needs to co-brand with them to get it out to the national press that Dania Beach is transforming and modernizing itself.

Mayor James said we could use the money for the grant writer for this. We could re-allocate the funds to a part-time person to promote our brand.

Director Williams suggested we bid for a marketing/PR firm to handle ad buys and event marketing.

D. Brand Roll-Out

Director Williams noted we can change signs over time, they are big ticket items. We need to strategize how we will pay for it. It is up to the Board to decide how gradual or immediate they want to be.

Board Member Grace suggested we be cautious and optimistic. All items should be itemized for the upcoming budget. They could be added to the upcoming CRA budget.

Mayor James asked how much money is in reserves.

Finance Director Satterfield said the unrestricted reserve balance is around \$17-18 Million; money has been set aside for the stormwater project. There is about \$3million allocated.

Mayor James recommended doing everything at once; we have \$17 million and it is a one-time cost.

Commissioner Salvino agreed; we should do the project in full.

Vice-Chairman Harris agreed; it won't be that much. If we do not use it we can put it back.

Board Member Grace asked when the resolution will be ready. She kind of wants to agree with her colleagues to expedite this and take money from reserves.

Board Member Salvino questioned if we would go through a bid process to find out what this will cost.

Director Williams noted the estimated cost is \$161,738.40, excluding monument signs, roadway signs, facility/park signs, tri-rail signs, and City buses.

Mr. Shapiro said Mr. Georgevich has a production facility and would likely be the low bidder. We should ask him, as he designed it. It is important to say to everyone that we are transforming Dania Beach. Wall Street and banks need to know.

City Attorney Ansbro noted Mr. Georgevich can bid as long as it is open to everyone.

Board Member Brandimarte commented if something is over \$25,000, it goes out to bid; no one has preference. She will not agree to touch reserves because we should wait to see if we will be required to pay for armed guards at the schools.

Mayor James said she wants a resolution tomorrow night via an addendum.

Director Williams noted there will be no dollar figure in the resolution because we are going to bid or get quotes for these items.

Mr. Shapiro hopes to get \$65,000 from the marketing council.

Finance Director Satterfield noted some of these items are operating items and already budgeted. The bigger items will go before the Commission for funding.

Mayor James addressed the shirt vendor, and said Commissioners should not pay for their shirts.

Finance Director Satterfield noted we need to look at the uniform policy and make a determination.

Pat Chukerman commented promotional vendors in the City should be allowed to bid on this.

Mayor James said she wants thoughts; she wants an EOC building, she wants to bring BSO back to City Hall, and wants to house everyone here at City Hall.

Board Member Brandimarte felt big ticket items should be on a referendum ballot.

Director Williams suggested doing a charrette with an architect for a vision of what we would like City Hall to look like, rather than asking a developer what they can do.

Board Member Salvino felt this would be another workshop to discuss City Hall, and he thinks we need a new building.

Board Member Brandimarte said we will have two new Board members after the next election; we should wait to discuss it with them.

Vice-Mayor Harris asked if we will get a date certain for the rollout if the resolution is done tomorrow night.

Mayor James said the website will be the hold up.

Public Information Officer Bordy noted swapping the seal will likely be only a couple of days.

Director Williams stated the website will need to be redesigned to mesh with the new logo.

Public Information Officer Bordy responded it would take at least seven months to completely redesign the website. Just changing the logo is easy, but a new design of the website by CivicPlus will take a long time.

Mayor James said they do not have to change every page. She wants to go out to bid because she knows other companies that can do it quicker.

Public Information Officer Bordy noted city websites are different and are not built the same way as a private website.

Mr. Shapiro thanked everyone, and suggested a bi-weekly update at every CRA meeting, based on Director Williams' input. We should set a future date to make sure everything is done.

E. Prioritization & Timeline

F. Budget

G. Procurement

H. Adjournment

Chairman James adjourned the meeting at 12:54 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY



LOUISE STILSON, CMC
CRA SECRETARY

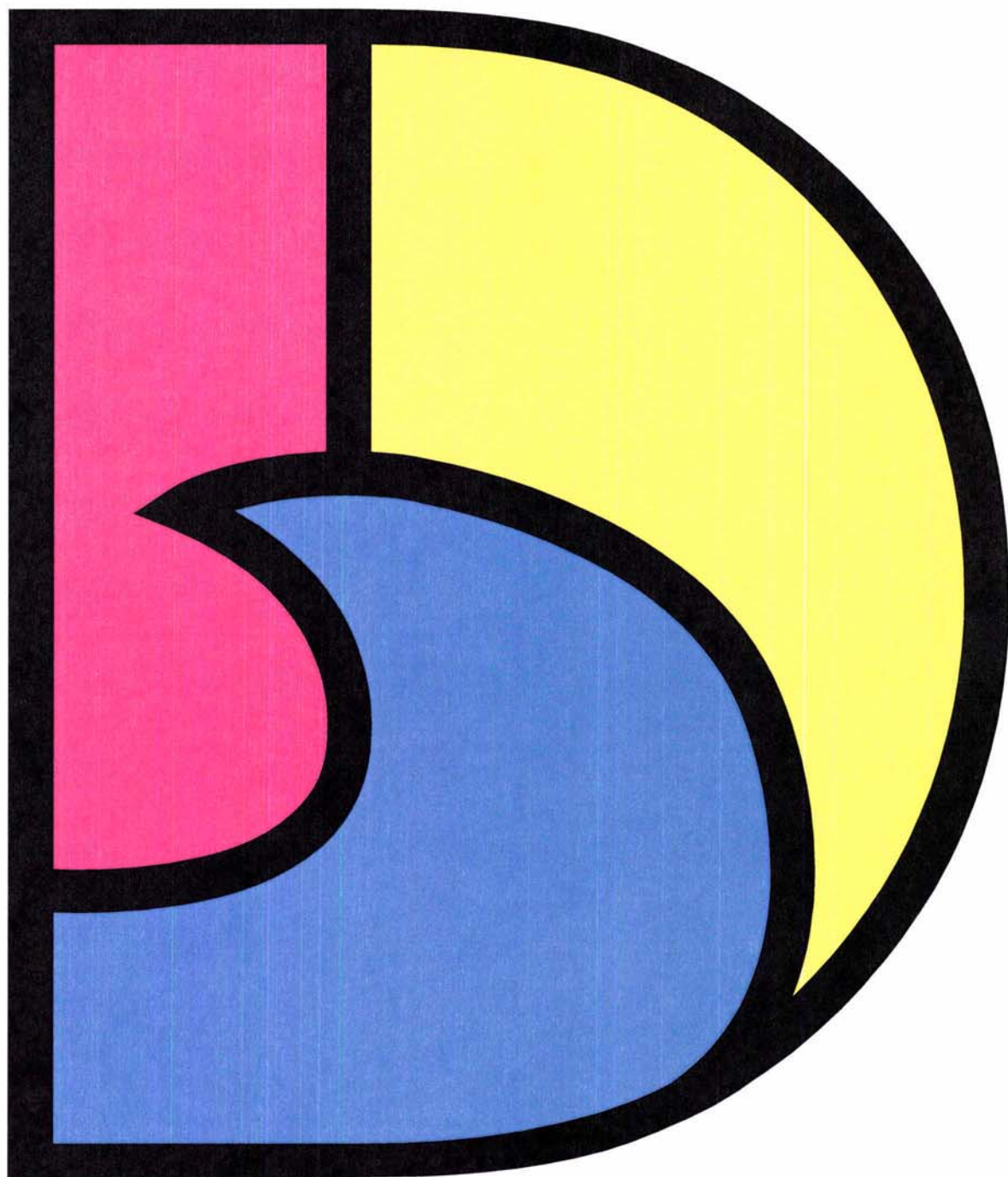


TAMARA JAMES
CHAIRMAN – CRA



Approved: March 13, 2018

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



DANIA BEACH
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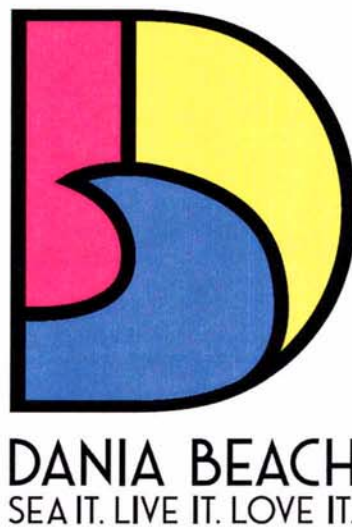
City Seal and functional Logo



City Logo – Approved 11-22-2011



New Logo – Approved 11-14-2017



Vision, Mission, Tagline and Brand Statement

What is a Vision Statement?

A vision statement offers an aspirational description and declaration of what an organization would like to achieve or accomplish in the future. It is intended to give direction and serve as a guide for choosing current and future courses of action.

Current Vision Statement:

Established in History, Preparing for Tomorrow

What is a Mission Statement?

A mission statement is a description of an organization's core purpose, values and focus. Mission statements say who you are by identifying the scope of operations including the primary customers and the types of products or services provided. This statement should describe the goals of the organization and the philosophies behind them.

Current Mission Statement:

Dania Beach is committed to providing a unique small-town quality of living for all of its residents and guests. We do so by maintaining beautiful neighborhoods and vibrant commercial centers throughout the City while being fiscally responsible and having a diverse population and business community.

What is a Tagline or Slogan?

Taglines act as a verbal logo. They should be just as recognizable and memorable.

New Tagline:

SEA IT. LIVE IT. LOVE IT.

What is a Brand Statement?

As the key to retaining existing customers and attracting new ones, a brand statement tells the world about your organization and has the potential to engender long-term loyalty. A brand statement should differentiate your company by communicating how it uniquely solves a problem your audience faces. Think of this as a promise about the quality of the goods or services that your organization offers.

Proposed Brand Statement:

Dania Beach promises residents, businesses and visitors a true renaissance, building a bridge from our history to our future. We embrace the spirit of reinvention and promote a modern ideal while honoring our unique charm and identity. The Dania Beach experience is one of optimism and revitalization. We will provide an atmosphere where commerce and industry can thrive. We will create a sense of community and promote an enhanced quality of life through culture, entertainment, recreation, and sustainable development. We will transform Dania Beach as a City and a premier destination. Dania Beach will be a source of pride for our stakeholders.

DRAFT

RESOLUTION NO. 2018-xxx

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, who also act as the City Commission, requested that the CRA handle 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 have reviewed the proposed new logo, seal, tagline, brand statement, brand standards and rebranding plan and believe the adoption of the same would reflect positively on the residents of the City of Dania Beach.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF DANIA BEACH, FLORIDA, that:

Section 1. The foregoing recitals are incorporated in this Resolution and are approved.

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.

Section 3. This resolution shall take effect immediately upon its passage adoption.

PASSED AND ADOPTED on March 27, 2018.

ATTEST:

LOUISE STILSON, CMC
CITY CLERK

TAMARA JAMES
MAYOR

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CITY ATTORNEY

Sec. 8-7. - Fencing requirements for commercial properties under construction.

Where commercial properties under construction are required to provide security fencing pursuant to the City Code or the Florida Building Code, the following requirements shall be met, in addition to all requirements of the Florida Building Code:

- (1) All construction site fencing shall be maintained in a satisfactory manner by the permittee or landowner during the entire period of the construction to ensure adequate performance, to prevent nuisance conditions, and to maintain the public health, safety and welfare; and
- (2) Gates shall be secured and locked with a lock substantial enough to ensure closure and security when workers are not on the job site; and
- (3) When the construction site has required construction fencing which is adjacent to public right-of-way, the fence adjacent to said right-of-way shall have a visual/dust barrier of canvas or mesh fence covering. Such screening shall include:
 - a. Project renderings which shall cover up to the entire length of the fence along the right-of-way, except as provided below, but shall not extend above the required fence;
 - b. The canvas or mesh fence panel covering shall provide identification of the name and intended use of the project, names of the project team member companies such as the architect, planner or manager, lending institution, and owner or agent, the telephone number for the owner or agent, and the name and emergency contact phone number of the general contractor;
 - c. No part of the fence covering may contain advertising or sales information;
 - d. Screen graphics can be permitted and installed after a permit application for site construction has been submitted, but must be installed no later than issuance of the permit for site construction;
 - e. All screening shall be maintained in good condition and taut throughout the allotted permit time. The screening must be kept secure from any wind action, free of rips and tears.
- (4) All wind screening and fence covering materials shall be removed upon the issuance of a hurricane warning applicable to the city. Screening materials shall be reinstalled not more than ten (10) days after the hurricane threat has ended.
- (5) The fence and required coverings shall be installed no later than at the time of issuance of a building permit and shall be removed when a certificate of occupancy is received.

(Ord. No. 2017-027, § 2, 9-12-17)

OPTION 1

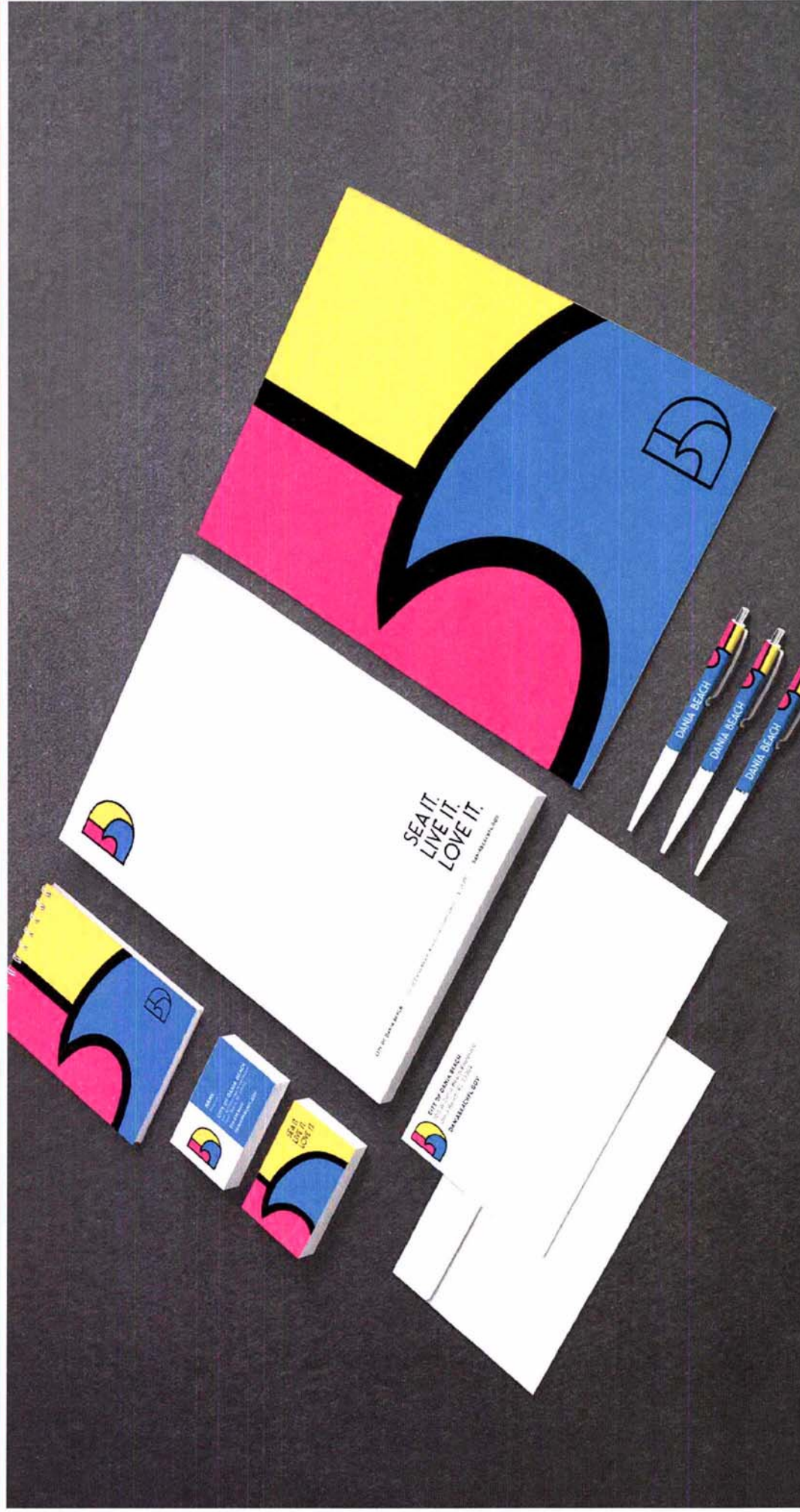


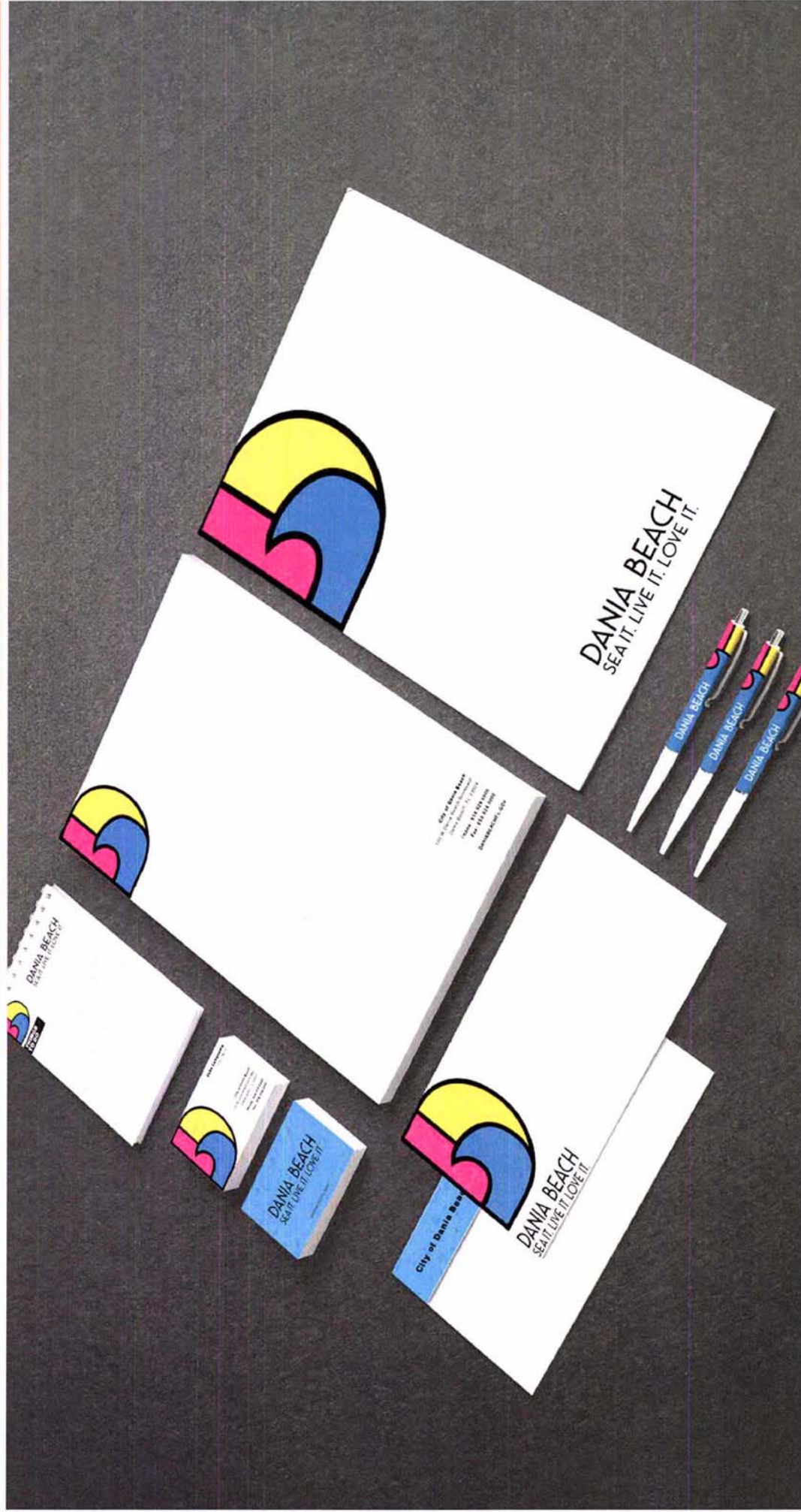
OPTION 2



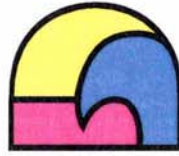
OPTION 3







E-MAIL SIGNATURE



DANIA BEACH
SEAT. LIVE IT. LOVE IT.

NAME

Position

O: (406)395-4215 | C: (406)395-4215 | Email@[daniabeach.gov](mailto:email@daniabeach.gov)

CITY OF DANIA BEACH | 100 W Dania Beach Boulevard, Dania Beach, FL 33004 | DANIABEACHFL.GOV

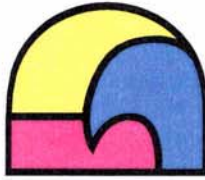
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CONCEPT 1



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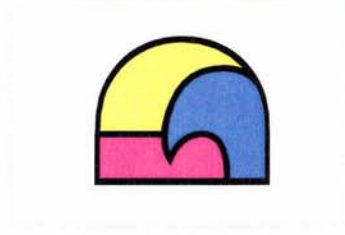
John Longname
City Official | City of Dania Beach
johnl@daniabeachfl.gov

100 W. Dania Beach Boulevard | Dania Beach, FL 33004
Phone (954) 924-8800 | Fax (954) 924-0000

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BUSINESS CARDS
3.5" X 2"

Front

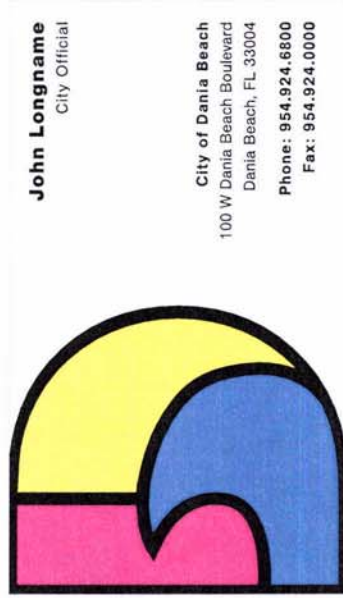


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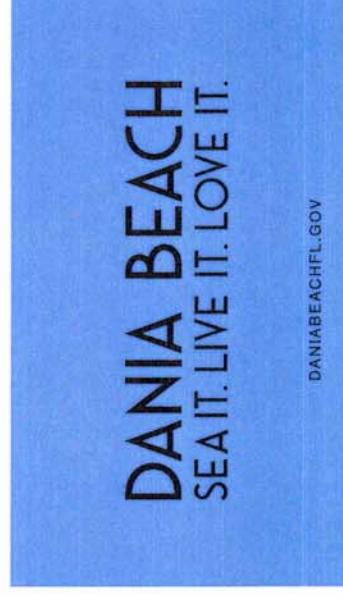


BUSINESS CARDS
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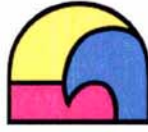
Front



Back



LETTERHEAD
8.5" X 11"



SEA IT. LIVE IT. LOVE IT.



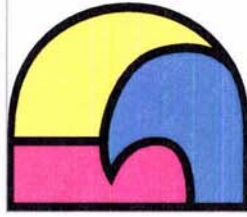
CITY OF DANIA BEACH
100 W Dania Beach Boulevard
Dania Beach, FL 33004
DANIABEACHFL.GOV

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CONCEPT 1



LETTERHEAD
8.5" X 11"



City of Dania Beach
100 W Dania Beach Boulevard
Dania Beach, FL 33004

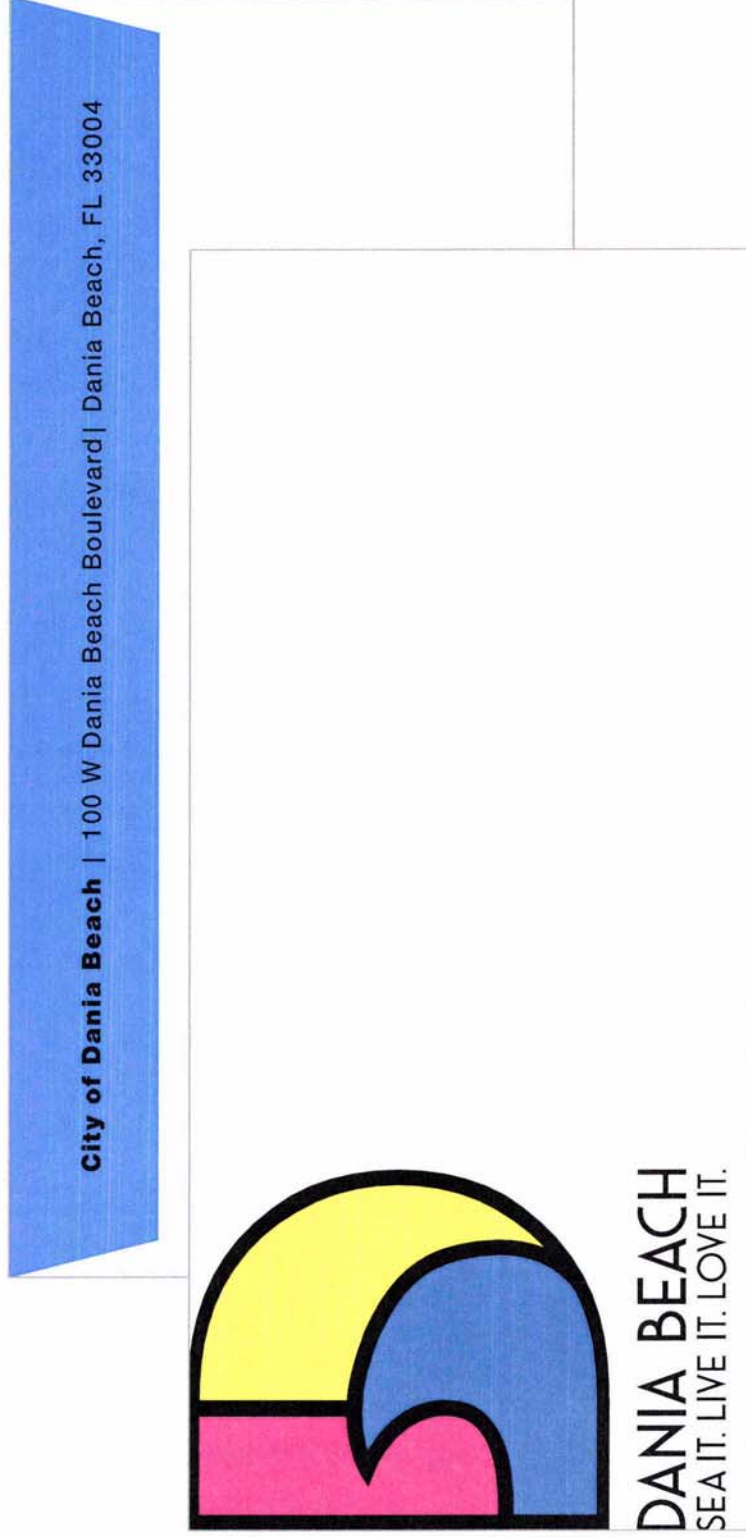
Phone: 954.924.6800
Fax: 954.924.0000
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ENVELOPE



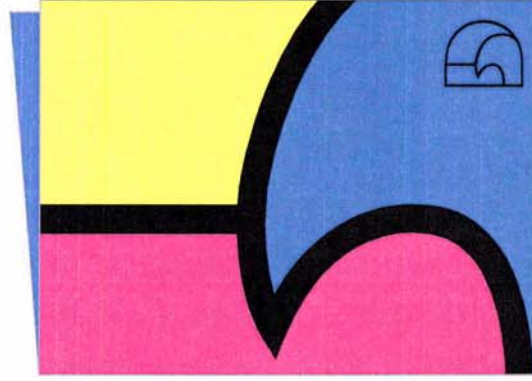
CITY OF DANIA BEACH
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ENVELOPE



PRESENTATION FOLDER
9" X 12"

Front



Back

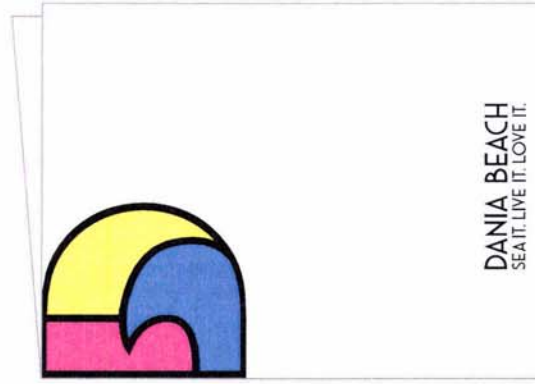


Inside



PRESENTATION FOLDER
9" X 12"

Front



Back

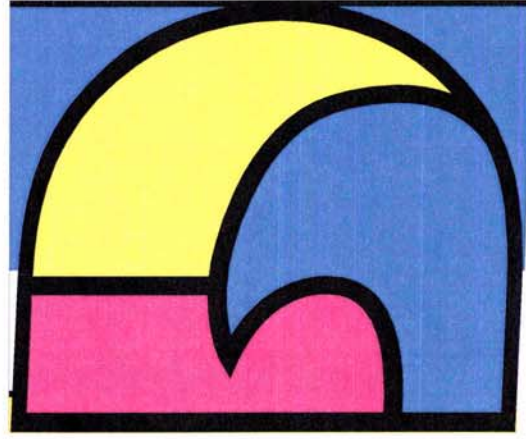


Inside

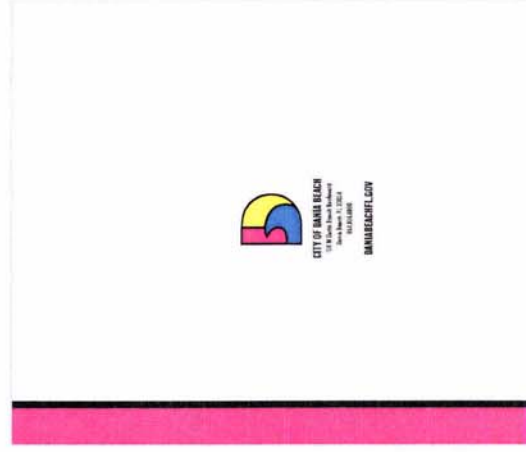


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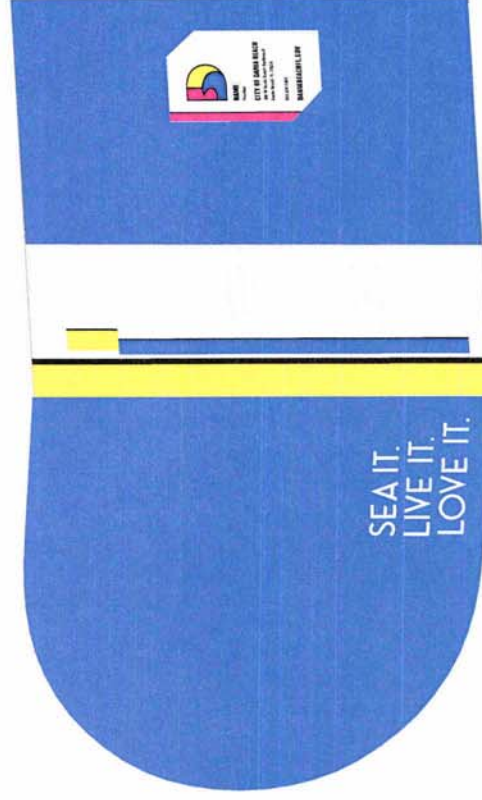
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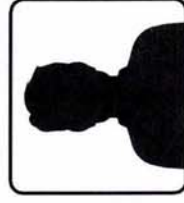


back



inside





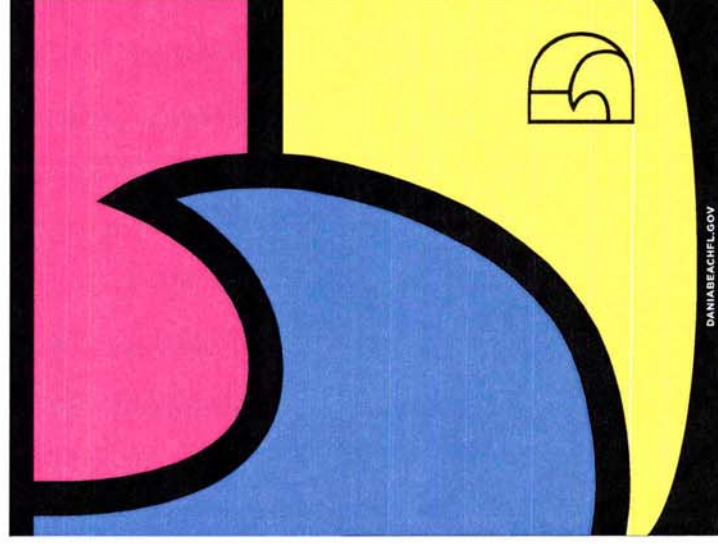
John Smith
title



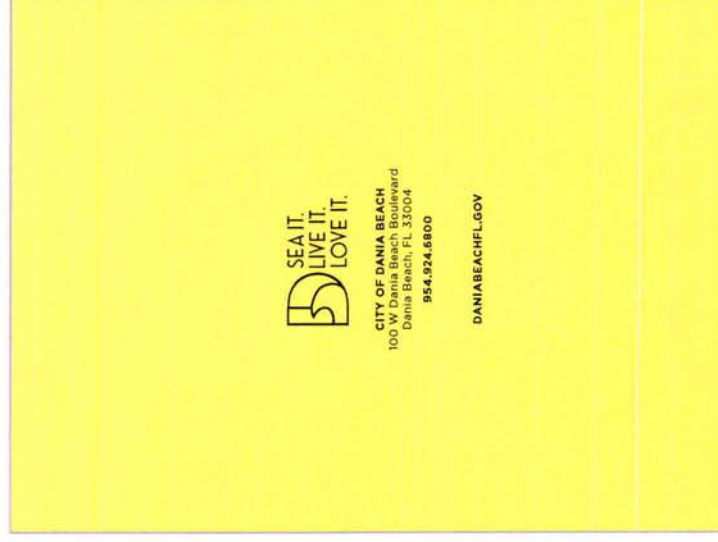
DANIA BEACH
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ENCLOSURE
9.5" X 12.5"

Front



Back

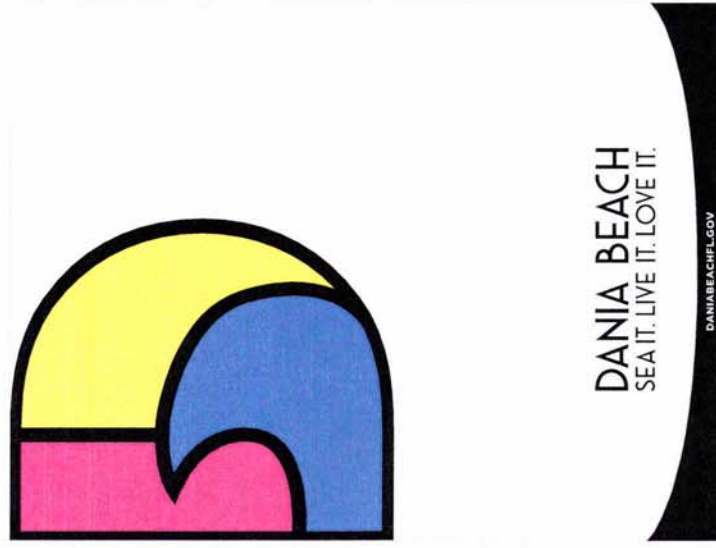


Open



ENCLOSURE
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Front



Back

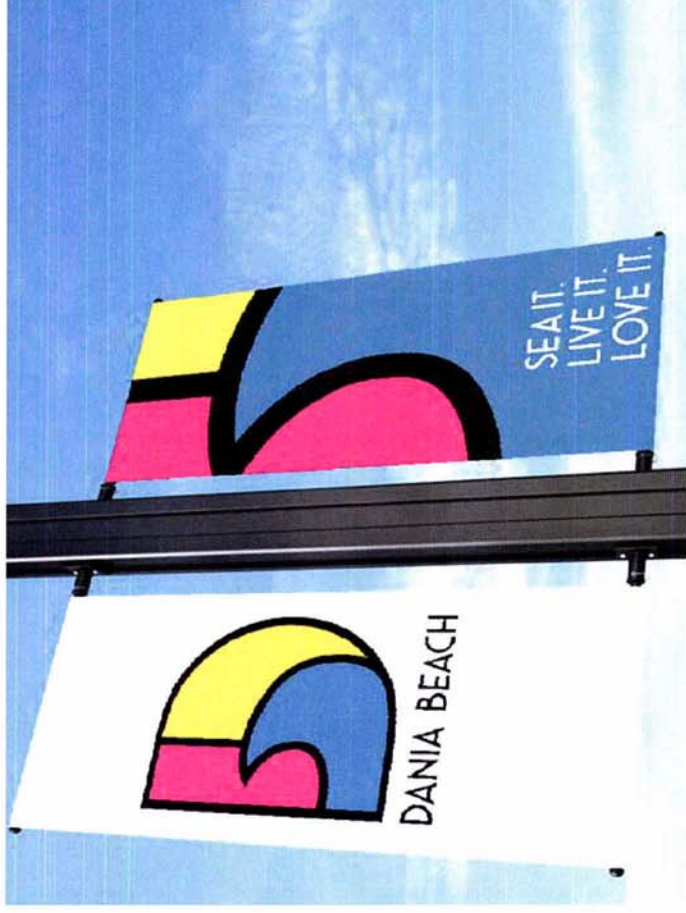


Open

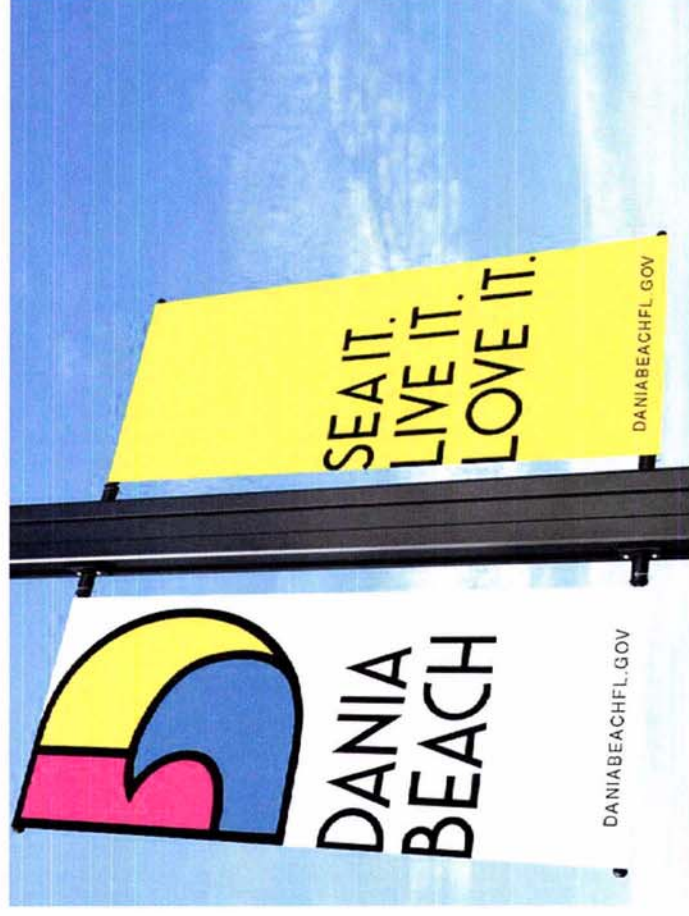


ROADWAY SIGNAGE

FLAG BANNERS



FLAG BANNERS



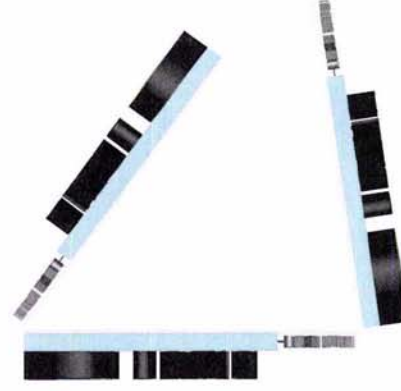
FRONT VIEW



QUARTER VIEW



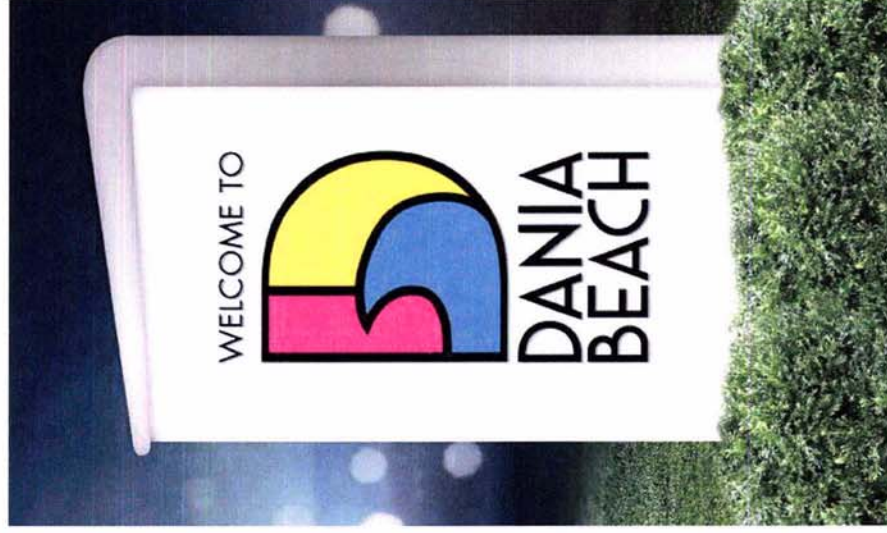
TOP VIEW



LARGE MONUMENT SIGN



ENTRY VIEW



EXIT VIEW



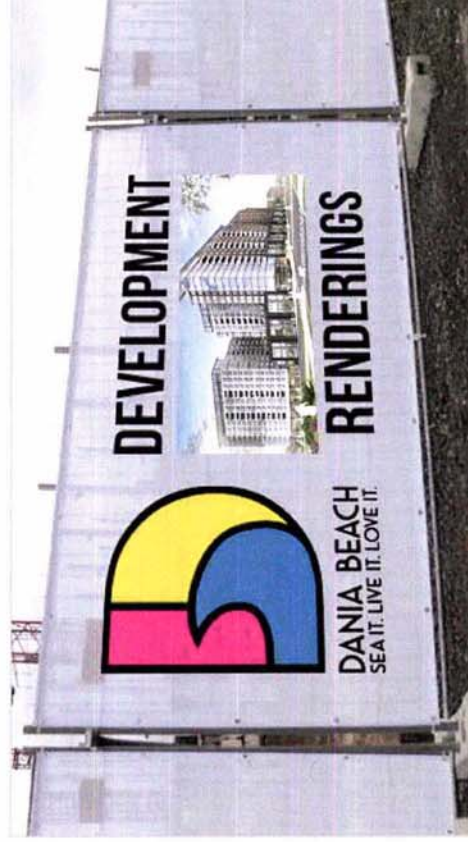
MONUMENT SIGNAGE

FACILITY, BUILDING AND ASSET SIGNAGE





OPTION A



OPTION B





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's Street Banner Program, display advertising through various public venues and on the City's minibus system will also be used, as well as television and radio commercials. 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 - Citywide wayfinding signs will bear the City's new logo and tagline. The City of Dania Beach is located between the cities of Hollywood and Fort Lauderdale. 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 new events such as:

- "Founder 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, staff will be proposing budget items to the City Commission for the appropriate fiscal years.



DANIA BEACH
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Initial Rebranding Cost Estimates

Item #	Description	Quantity	Price	Extension
1	Email Signature Template	1	\$ -	\$ -
2	PowerPoint Template	1	\$ -	\$ -
3	Business Cards (1000)	6	\$ 37.50	\$ 225.00
4	Letterhead (1000)	2	\$ 214.00	\$ 428.00
5	Envelopes (1000)	2	\$ 292.50	\$ 585.00
6	Notepads (800)	1	\$ 1,539.20	\$ 1,539.20
7	Pens (1000)	1	\$ 897.00	\$ 897.00
8	Website redesign	1	\$ 15,000.00	\$ 15,000.00
9	T-Shirt	1000	\$ 6.00	\$ 6,000.00
10	Promotional Items (Various)	10000	\$ 1.20	\$ 12,000.00
11	Embroidered Shirt*	300	\$ 24.00	\$ 7,200.00
12	Visor*	30	\$ 9.00	\$ 270.00
13	Hat*	40	\$ 14.00	\$ 560.00
14	Vehicle Decals (Set of 2)**	65	\$ 36.00	\$ 2,340.00
15	Vehicle Decals (Set of 2)	65	\$ 16.00	\$ 1,040.00
16	ID Badges (500)	1	\$ 25.00	\$ 25.00
	Sub Total			\$ 48,109.20
17	Flag/Pole Banner (Set of 2)	300	\$ 218.40	\$ 65,520.00
	Total			\$ 161,738.40

Bags, mugs, cups, etc.

Monument/Roadway Signs To Be Determined

Facility/Park Signage To Be Determined

Tri-Rail Sign To Be Determined

City Buses To Be Determined

*Based on City Vendor: G & S Custom Screening and Embroidery

**Based on City Vendor: The Sign Studio



Inventory Sample

Location	Item	Quantity
City Hall	Exterior Sign (South)	1
	Exterior Sign (North)	1
	Lamp Sign (Nautilus)	1
	Metal Parking Sign	6
	Wood Parking Sign	5
	Chambers Seal	1
	Room/Office Signs	21
	Comm. Dev. Signs	2
	Atrium Signs	2
	NW Conf. Room Sign	1
Fire Department	Exterior Sign	1
	Wood Parking Sign	1
	Front Desk Sign	1
Public Services	Fleet (Vehicles/Equip.)	65
	Water Treatment Plant	1
Parks & Rec./Chamber	Exterior Signs	1
	Parking Sign	2



Suggested Bid/Quote Packages

Package 1: Internal Collateral - Letterhead, Envelopes, Folders, Notepads, Business Cards

Package 2: Website

Package 3: Exterior Facility Signs

Package 4: Painted Sign (Water Treatment)

Package 5: Interior Facility Signage

Package 6: Parking Signage

Package 7: Monument/Roadway Signs

Package 8: Flag/Banner Signs

Package 9: Marketing/PR Firm to handle Ad Buys, Event Marketing

Package 10: Promotional Items - Bags, mugs, pens, etc.

Departmental Purchases

Shirts, Hats