

AGENDA
DANIA BEACH CITY COMMISSION
BRANDING AND MARKETING WORKSHOP
WEDNESDAY, MAY 24, 2017 - 3:00 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.
-

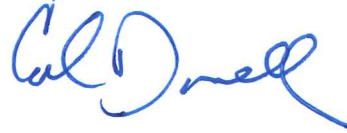
1. CALL TO ORDER/ROLL CALL

2. DISCUSSION ITEMS

- 1. Branding and Marketing

3. ADJOURNMENT

Date: May 19, 2017
To: Robert Baldwin, City Manager
From: Colin Donnelly, Assistant City Manager
Subject: Marketing



Over the past few months, Katia Bordy and I have been meeting with both the Mayor and Vice Mayor to discuss marketing/branding of the City. With the ongoing and increasing development, it is believed by some that the marketing/slogan is out of date. The in-house effort at a new slogan has been met with both limited participation and success. The results are predictable since the Administration has not been involved in marketing efforts to date, nor has it the resources. Marketing has been the purview of the Dania Beach Community Redevelopment Agency (CRA). The CRA Board added an economic development position to focus specifically on marketing and promotions related to business and attractions.

Since the CRA's marketing activities have garnered multiple state-wide awards and lead a 2010 branding initiative which was never fully implemented, city staff met its marketing consultants RMA. I concluded from that meeting that the CRA and RMA have both the resources and expertise to lead a new City marketing campaign. Should you choose to proceed with a brand development strategy, I recommend that it be competitively bid and managed through the CRA.

I have attached some basic information on branding from ICMA.

Community Branding: *Beyond a Logo and a Line*

ICMA - 2011

Don McEachern

North Star Destination Strategies

don@northstarideas.com

615.327.9192



▲ Today:

- ▲ Broadening the definition of Brand
- ▲ New media and it's relationship with place brands
- ▲ Missing tools in the community brand toolkit:
 - ▲ Brand Platform
 - ▲ Brand Narrative
 - ▲ Brand Behavior
- ▲ Questions



Why brand?

NORTH STAR
BUSINESS STRATEGY

A great brand means never having to justify your prices...



50¢



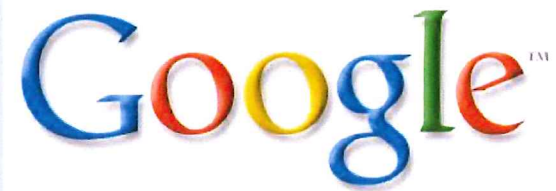
75¢



\$3.00

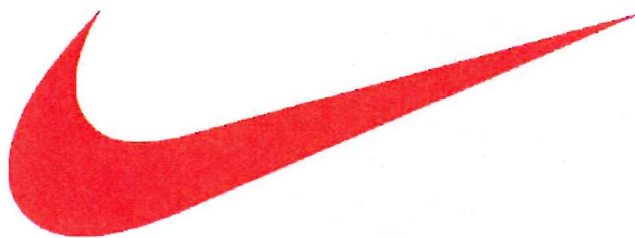
NORTH STAR
BUSINESS STRATEGY

...or explain yourself...

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a small trademark symbol (TM) at the end. It is centered within a white rectangular box.

NORTH STAR
BEST-BUY™ STRATEGIES

...or even write your name.



NORTH STAR
BEST-BUY™ STRATEGIES

A great brand signals who's the best...



Mercedes-Benz

NORTH STAR
REGISTRATION STRATEGY

...gives you a competitive edge...



NORTH STAR
REGISTRATION STRATEGY

...a public face...



accenture

NORTH STAR
NORTH STAR STRATEGY

...and a legacy that endures.



NORTH STAR
NORTH STAR STRATEGY

▶ “Your brand is what they say about you when you’re not around.”

▶ Every community has a reputation.

▶ Would you rather have a bachelor party in Las Vegas or Salt Lake City?

NORTH STAR
ENTERTAINMENT

▶ Would you rather take a beach vacation in Maui or the Jersey Shore?

NORTH STAR
ENTERTAINMENT

- ▶ Would you rather sample wine in Sonoma or Detroit?

- ▶ Every community has a reputation.
- ▶ Not every community understands what their reputation is.
- ▶ Not every community understand what to do about it.

- ▶ 71% of capital investment deals did not involve an initial contact with any development organization until a short list of potential location options for investment had been created.
- ▶ That means that 71% of the time, your community's reputation is what gets you on a shortlist.

- ▶ “Your brand is what they say about you when you’re not around.”

▶ “Branding is what you do about it.”

- ▶ **Brand Image:** Your reputation – what they say about you when you’re not around.
- ▶ **Brand Identity:** The strategy and expression of that strategy. The core concept of the community, clearly and distinctively expressed.

Comparison

IMAGE	IDENTITY
Represents other's view	Represents your desire
Looks back	Looks ahead
Passive	Active
Perception	Promise
Already hardwired in the brain	You want to get hardwired in the brain

- ▶ **Brand Image:** Your reputation – what they say about you when you're not around.
- ▶ **Brand Identity:** The strategy and expression of that strategy. The core concept of the community, clearly and distinctively expressed.
- ▶ **Brand Behavior:** Your 3-dimensional brand. Applied to experiences through policy, actions, initiatives and development.

Comparison

Brand Image	Brand Identity	Brand Behavior
Represents other's view	Represents your desire	The Truth
Looks back	Looks ahead	In the Moment
Passive	Active	Active
Perception	Promise	Proof
Already hardwired in the brain	What you want to get hardwired in the brain	The Synapse Itself

The 4 P's of marketing

- ▶ Product
- ▶ Place
- ▶ Price
- ▶ Promotion

The 4 P's of Place Branding

- ▶ Politics
- ▶ Politics
- ▶ Politics
- ▶ Politics

The 4 P's of Place Branding

- ▶ Passion
- ▶ Passion
- ▶ Passion
- ▶ Passion

Top 10 ways to derail your brand

1. Make your brand just about a logo and tagline
2. Proceed without research
3. Ignore your culture and heritage focusing solely on your aspiration
4. Engage the press for the first time during the unveiling
5. Unveil your identity and ask for public feedback before implementation
6. Apply strict controls for usage by stakeholders
7. Cover all your political bases in your brand platform
8. Limit your brand to just communications without regard to the experience
9. Appoint a large stakeholder group to approve creative development
10. Make a contest of creating your community's slogan