



City of **DELRAY BEACH**

Economic Development Execution
& Marketing Infrastructure



SCOPE OF SERVICES

1. TARGET INDUSTRY ALIGNMENT & STRATEGIC INTEGRATION WITH BUSINESS FLARE

Strategy Informs Marketing

Purpose:

Leverage Business Flare's independent market analysis to define which industries and business types are best suited for Delray Beach, and translate those findings into clear, actionable marketing and positioning strategies.

Services Include:

- Coordination with Business Flare to:
 - ◆ Review and interpret their industry targeting report
 - ◆ Understand recommended business categories, tenant profiles, and economic priorities
- Translation of Business Flare findings into:
 - ◆ Clear "target business" positioning frameworks
 - ◆ Practical guidance for city staff, brokers, and partners
- Development of alignment criteria that ensure:
 - ◆ Consistency between recruitment efforts and Business Flare recommendations
 - ◆ Focus on businesses that match Delray's physical constraints and long-term vision
- Creation of internal guidance tools to help:
 - ◆ Evaluate inbound opportunities
 - ◆ Maintain strategic discipline in recruitment efforts

Marketing Integration:

Business Flare defines the targets. **GRIP.D** ensures those targets are consistently positioned, communicated, and pursued through all marketing and outreach efforts.

2. MARKET OPPORTUNITY TRANSLATION & DEMAND POSITIONING

Turning Insights into Market-Facing Demand

Purpose:

Convert Business Flare's analytical findings into compelling, decision-maker-ready positioning that attracts the right businesses to Delray Beach.

Services Include:

- Interpretation of Business Flare's recommendations to identify:
 - ◆ Priority business categories
 - ◆ Ideal tenant and company profiles
 - ◆ Key decision drivers for those targets
- Development of tailored positioning for each priority segment, including:
 - ◆ Why Delray is a fit for those specific businesses
 - ◆ How Delray competes against nearby markets
 - ◆ What operational and lifestyle advantages matter most
- Creation of segment-specific messaging frameworks designed for:
 - ◆ Executives
 - ◆ Founders
 - ◆ Site selectors
 - ◆ Brokers and intermediaries
- Alignment of messaging with real-world constraints such as:
 - ◆ Available inventory
 - ◆ Zoning realities
 - ◆ Speed of permitting and process

Marketing Integration:

Business Flare identifies the opportunity. **GRIP.D** transforms that opportunity into targeted messaging, creative assets, and outreach strategies that generate real interest and qualified engagement.

3. “WHY DELRAY” ECONOMIC DEVELOPMENT NARRATIVE & MESSAGING

Positioning Before Promotion

Purpose:

Replace fragmented or generic messaging with a single, consistent economic development narrative built for corporate decision-making.

Services Include:

- Development of a decision-maker-focused “Why Delray” narrative emphasizing:
 - ◆ Speed and certainty
 - ◆ Fit with executive lifestyles
 - ◆ Expedited permitting and business navigation
 - ◆ Quality of life as an operational advantage
- Clear articulation of incentive eligibility without overemphasis or overselling
- Messaging designed specifically for:
 - ◆ C-suite executives
 - ◆ Managing partners
 - ◆ Site selectors
 - ◆ Brokers and intermediaries

Marketing Integration:

This narrative becomes the core content for all creative assets, digital materials, and outreach.

4. ECONOMIC DEVELOPMENT MARKETING & CREATIVE ASSETS

Visible, Controlled, and Purposeful Marketing

Purpose:

Translate strategy and messaging into tangible materials that support real-world conversations and decisions..

Services Include:

- Industry-specific messaging frameworks tailored to target sectors
- Role-specific creative assets for:
 - ◆ Executives
 - ◆ Investors
 - ◆ Founders
- Development of:
 - ◆ Executive-level pitch decks
 - ◆ One-pagers and briefs
 - ◆ Broker-ready presentation materials
- Visual and written assets that communicate:
 - ◆ Operational advantages
 - ◆ Readiness
 - ◆ Speed and certainty

What This Is Not:

- No consumer branding
- No tourism promotion
- No mass-market advertising

Marketing Integration:

Creative assets are built to support live outreach, site visits, and deal conversations.

5. PRECISION DISTRIBUTION & OUTREACH STRATEGY

Marketing Without Waste**Purpose:**

Enable proactive economic development marketing without wasted spend or unfocused exposure..

Services Include:

- Identification of:
 - ◆ Where target decision-makers actually consume information

- ◆ Appropriate channels for professional, high-signal outreach
- Development of controlled distribution strategies aligned with:
 - ◆ Available inventory
 - ◆ Target industries
 - ◆ County and state economic development efforts
- Guardrails to ensure:
 - ◆ No broad, unfocused campaigns
 - ◆ No outreach that benefits neighboring cities

Marketing Integration:

Distribution is tightly coupled to readiness and inventory to prevent wasted leads.

6. CONVERSION PATH & MARKETING SUPPORT

Turning Interest Into Outcomes

Purpose:

Ensure that marketing and outreach translate into site evaluations and decisions.

Services Include:

- Design of a clear conversion pathway from:
 - ◆ Initial interest → inquiry → site evaluation → decision
- Development of marketing content aligned to each conversion stage
- Support materials that reinforce:
 - ◆ Expedited permitting
 - ◆ Business navigation
 - ◆ Predictability of process
- Alignment protocols between:
 - ◆ City staff
 - ◆ Brokers
 - ◆ County partners

Marketing Integration:

Marketing content is measured by conversion support, not impressions.

7. SELECTIVE INNOVATION & ADAPTIVE METHODOLOGIES

Responsible, Not Experimental

Purpose:

Address challenges unique to built-out cities where traditional economic development playbooks fall short.

Services Include:

- Application of proven economic development best practices
- Selective use of unconventional methodologies where appropriate, including:
 - ◆ Executive-focused positioning strategies
 - ◆ Nontraditional decision-maker touchpoints
 - ◆ Precision visibility tactics
- Clear performance criteria for any nontraditional efforts

Marketing Integration:

Innovation is applied only where it improves conversion and efficiency.

8. MEASUREMENT, REPORTING, & COMMISSION FEEDBACK LOOP

Transparency and Accountability

Purpose:

Ensure all execution and marketing efforts remain accountable, adaptable, and commission-directed.

Services Include:

- Definition of performance indicators tied to:
 - ◆ Readiness
 - ◆ Conversion
 - ◆ Efficiency

- Regular reporting focused on:
 - ◆ What is working
 - ◆ What is not
 - ◆ What should be adjusted or stopped
- Structured feedback mechanisms for Commission input and refinement

Marketing Integration:

Marketing effectiveness is evaluated based on outcomes, not activity.