

CHRONOLOGY

WEST ATLANTIC BRANDING INITIATIVE



Introduction: The 2015 West Atlantic (Re)Branding Initiative was a community-led effort organized by The West Atlantic Redevelopment Coalition, Inc. (WARC) with the support of a collaboration of partners via WARC's Promotions Committee (now The Set's Branding Committee). Identified as a priority in WARC's 2014 Strategic Plan, the West Atlantic Branding Initiative addressed the need to create a discernable brand for the Northwest, Southwest and West Atlantic Avenue area neighborhood. The effort was supported by Delray Beach's Downtown Development Authority (DDA), the City of Delray Beach's Office of Economic Development (OED), Delray Beach CRA (CRA), Delray Beach Marketing Cooperative (DBMC), Greater Delray Beach Chamber of Commerce and the Spady Cultural Heritage Museum.

The West Atlantic (Re)Branding Initiative was a comprehensive research-based approach to developing a distinctive and compelling identity for the communities surrounding West Atlantic Avenue. The goals of the initiative were to create a marketing brand for the area that will increase awareness of its features and appeal among potential visitors, businesses and residents, and build upon the strong, regional identity associated with the City of Delray Beach, as a whole. The Initiative was funded by a grant to WARC from the DDA and executed by a Delray Beach-based branding firm, CaliBrand Consulting, Inc.

May - August 2015 - PHASE I of the West Atlantic (Re)Branding Initiative

May 2015

WARC entered into a retainer agreement for Phase I-of-III with CaliBrand Consulting to provide a solid foundation of agreement among the leadership and stakeholders, and a plan for PHASE II of the Rebranding Initiative. The CaliBrand team identified three goals for Phase I:

1. To define the goals for the Rebranding Initiative.
2. To develop a plan for The Initiative including a comprehensive review of existing research, a research study design based on obtaining new data and avoiding redundancies, and a full calculation of deliverables and budget.
3. To assist with presentations and applications that will lead to funding resources, specifically, the FY 2015-16 City of Delray Beach Non-Profit Funding Application, and the DDA Grant Application.

Phase I of The Initiative resulted in the following results and plan finalized in the beginning of **August 2015**.

Result: Goal #1 - The goal for the Rebranding Initiative is: To develop a strategic branding platform for Downtown West Atlantic that recognizes and honors the rich history of the community, while providing a body of creative guidelines for the City's development, placemaking and branding partners to utilize in various marketing channels.

Result: Goal #2 – The plan detailed recommendations including research, creative deliverables and public relations, and a summary of the initial research findings.



Result: Goal #3 – The final component of services provided in Phase I was helping to garner public support and applying for resources. The consultant was specifically asked to assist with the preparation of the Application for Funding via the City of Delray Beach.

May 22, 2015

City Application for Non-Profit Funding

While still within the scope of PHASE I, WARC applied to the City's FY 15-16 Non-Profit Funding application process for PHASE II and III funding of The Initiative however, due to the volume of applications and funding amounts requested, the City Commission voted against the recommendation of the Non-Profit Funding Committee which included an award of \$12,500 of the \$25,000 requested, and to continue funding existing nonprofits at the previous year's levels and WARC was not one of the nonprofits funded by the City in the previous year.



June 17, 2015

Delray Meets Delray

The NW SW Neighborhood Alliance, WARC and the City's Neighborhood Services Division partnered to host "Delray Meets Delray", a networking event for the entire City, with the intent of providing the citizens of Delray the opportunity to know who's who in the various City Departments, the City Officials, as well the supporting agencies and organizations that partner with and within the City. During this event of 200+ attendees, CaliBrand delivered a presentation of the project to drive public support for the West Atlantic Branding Initiative with the shared prioritization of "celebrating, not separating one of Downtown Delray Beach's developing districts!"



July 13, 2015

Downtown Development Authority FY 15-16 Grant Funding Request

CaliBrand prepared and delivered for WARC a presentation to the DDA Board requesting in grant funding in the amount of \$15,000 for Phase II of the Branding Initiative. The DDA Board approved the request.



July 20, 2015

WARC's then Chair Joycelyn Patrick issued an announcement on the progress of The Initiative including recognition of the DDA Board & Staff for their support and collaboration in funding the project in their FY 2015/16 budget and a special webinar by CaliBrand for those that wanted to learn more about the foundational aspects of the branding initiative, the marketing analysis and scope, the team members overseeing the next phases of the initiative, and the marketing goals for the vibrant evolution of Delray Beach's downtown.

July 28, 2015

Educational Webinar

CaliBrand presenting at the Downtown Development Authority's Board meeting and developing an educational webinar for interested parties to learn more about the Initiative. The webinar took place thereafter.

| Project Scope | | |
|---|-------------------|----------------------------|
| Research / Insights / Action | | |
| - Mixed Method | | |
| - Actionable Conclusions | | |
| Creative Development | | |
| Design | Copy: | Web |
| - Logo | - Brand Guidebook | - Parallax site |
| - Brochure | - Copy package | - Minor edits to WARC site |
| - Email marketing template | | |
| - Physical branding elements | | |
| - Ad design | | |
| Communication | | |
| Public Relations | | |
| - Initial Campaign | | |
| - 3 month campaign | | |
| Maintenance | | |
| - 3 months to include | | |
| - Designated hours for creative, project management and web updates | | |

October 2015 - January 2016 - PHASE II of the West Atlantic (Re)Branding Initiative

October 10, 2015

WARC entered into a service agreement with CaliBrand Consulting to continue with Phase II of the initiative.

November 10, 2015

The West Atlantic (Re)Branding Initiative was officially released to the public. Phase II was meant to help to understand:

- What brand promise presents the most potential for the area to draw new users?
- What programs would be most successful in the area?
- How to work with City partner agencies to promote the area?
- What is the story to tell about the area? What stories will draw new users to the area?
- How the community can be positioned as a product that equips the economic development partners with data and imagery to attract new businesses?

November 7, 2015

An online survey was launched to measure awareness and perception of the West Atlantic area among South Florida consumers. Using the media influence of the City's marketing partners, the survey was made available to as many consumers in South Florida as possible. The consultant did not limit the survey to Delray Beach residents, or South Florida residents as previous studies have shown that patrons of Downtown Delray Beach come from all over the South Florida region and the survey launched during a seasonal peak of part-time residents and visitors.



January 2016

CaliBrand provided a report on Phase II of the initiative indicated that the research and analysis portion of the West Atlantic Branding Initiative concluded. The quantitative survey closed with more than 1,440 respondents from every corner of the South Florida region. In addition to the primary data that was obtained during the research, the consultant also leveraged secondary research data from over 30 academic and professional publications and journals pertaining to relevant topics, including but not limited to: urban planning, community redevelopment, adaptive reuse and generational consumer trends. This resulted in the development of three potential brand platforms that represented the West Atlantic area... past, present and future.

January 30, 2016

CaliBrand presented those options along with their insights and interpretations, to the WARC Board and the Branding Initiative's Collaborative Partners including the DDA, Spady Museum, DBMC, Chamber, CRA and OED. The name "The Set" was selected from eight options, across the three platforms, as suggested by CaliBrand Consulting, finding it to be best suited to unify the West Atlantic Neighborhood with other areas of the city while honoring its distinction from the eastern portion of downtown and beachside neighbors in a positive way. The Set is reminiscent of many elements and themes found throughout the area, such as Delray's original pioneers (the West Settlers), the sun setting in the west, and tennis sets played at the Delray Beach. The following events took place to confirm that internal and external stakeholders were supportive of the status of the project including the brand name selected (The Set), provide a forum for feedback and consensus, and outline the next steps/phases of launching, marketing and strategically implementing the brand platform.



February-March 2016

February 20, 2016

The NW/SW Neighborhood Alliance Block Captains met to give feedback on The Set brand name and explore three logos created for the brand for a final selection, which was ultimately the interlocking "S". The alliance also finalized the brand tagline "Where You Can". These selections were confirmed by the WARC Board support on **March 6, 2016**



March 9, 2016 – The Set's new brand platform was unveiled to a room of approximately 50 collaborative City partners, including City Commissioners, the management team from the City Manager's Office, and board and staff representing the Community Redevelopment Agency (CRA), Downtown Development Authority (DDA), Spady Museum, Delray Beach Marketing Cooperative (DBMC), the Delray Beach Chamber of Commerce.





On **March 11, 2016**, based on the consensus of the collaborative, the brand platform was officially announced via press release.

Link to presentation March 9, 2016: https://cityofdelraybeach-my.sharepoint.com/:f/g/personal/jadusinghr_mydelraybeach_com/Ek9L21E5d5BMpJs3kqNnNZwBZNdjR55XuK4aliYBCOM-1g?e=ECS3Hc

April -December 2016

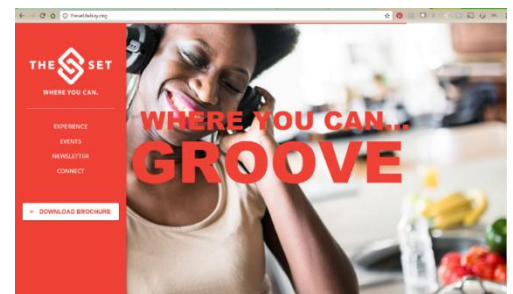
April 1, 2016

The final Brand Report and Brand Guidelines were delivered by CaliBrand Consulting, approved by the WARC Board on **May 5, 2016**, and shared in a **May 11th letter** of gratitude from then Chair Joycelyn Patrick to the collaborative brand partners (City, CRA, DDA, Spady Museum, DBMC, and Chamber). The report outlined the following insights for realizing the brand: Core Target Audience, The Triad, The Art of Storytelling, Embrace The Tribe, Leverage Your Greatest Asset, And To Be Real, The Experience Has To Match The Promise.

Link to report April 1, 2016 & May 11, 2016 Letter: https://cityofdelraybeach-my.sharepoint.com/:f/g/personal/jadusinghr_mydelraybeach_com/Ek9L21E5d5BMpJs3kqNnNZwBZNdjR55XuK4aliYBCOM-1g?e=ECS3Hc

July 14, 2016

The CRA Board supported the Executive Director's utilization of funds from the FY 15/16 Budget for Economic Development Marketing to be utilized via its existing partnership agreement with the DBMC for The Set's brand assets including a landing webpage, 8-panel rack brochure, email templates and social media marketing which were completed in August 2016.



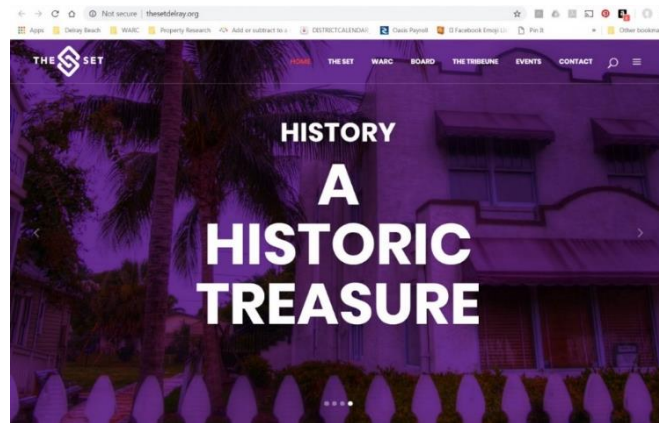
November 1, 2016

The DDA committed to their continued support of the brand work by purchasing newly branded flagpole banners (like Pineapple Grove) along the West Atlantic Avenue and Historic 5th Avenue corridor that were celebrated with an installation ceremony with the community and Branding Initiative partners and contributing to the brand assets.



November 2017

WARC updated The Set's landing page, developing it into a full website.



Link to Supporting Documents:

https://cityofdelraybeach-my.sharepoint.com/:f:/g/personal/jadusinghr_mydelraybeach_com/Ek9L21E5d5BMpJs3kqNnNZwBZNdjR55XuK4aliYBCOM-1g?e=ECS3Hc

Link to The Set Website:

<https://thesetdelray.org/>