

How Branding Helps Smaller Florida Communities Thrive



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What you'll learn today

Insights

on how to decide if branding is the right strategy for your municipality



Information

quantifying the merits and benefits of investing in a branding process



Ideas

for building key stakeholder and elected official support for a branding project



Understanding

the process for gathering community insights/hearing resident voices



Exploration

of your community's distinction and story; honing your story



Learning

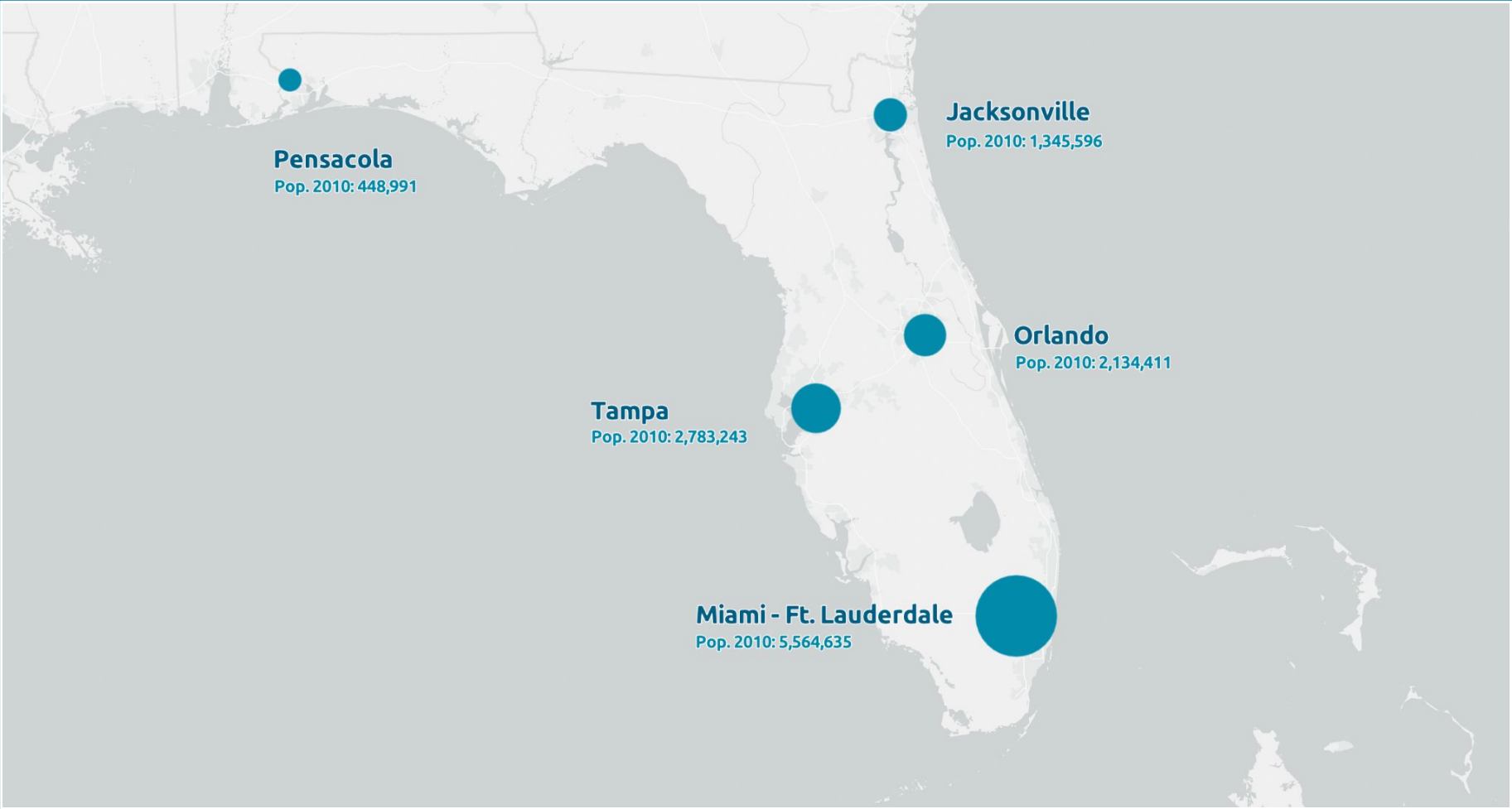
the specific steps to successfully roll out a brand in your city or county



CITY STORIES

FLORIDA IS TRANSFORMING.

***YOUR CITY OR COUNTY IS
TRANSFORMING.***



Pensacola
Pop. 2010: 448,991

Jacksonville
Pop. 2010: 1,345,596

Orlando
Pop. 2010: 2,134,411

Tampa
Pop. 2010: 2,783,243

Miami - Ft. Lauderdale
Pop. 2010: 5,564,635



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Pop. 2025: 544,949



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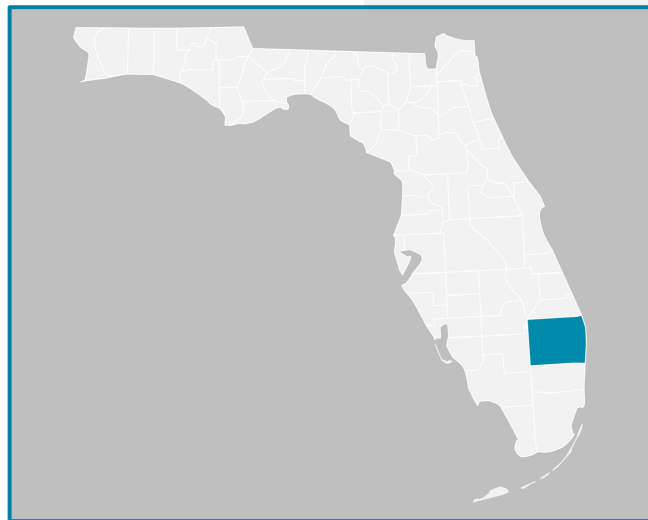
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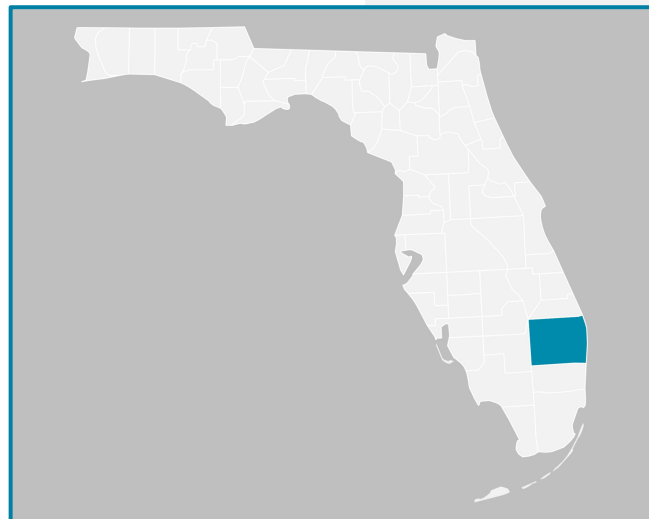
MARTIN

○ West Palm
Beach
○ Greenacres

PALM BEACH

BROWARD

MAIMI-DADE



MARTIN

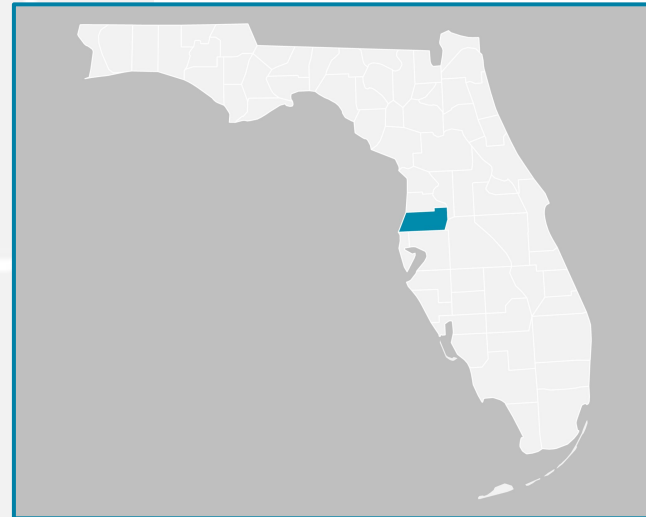
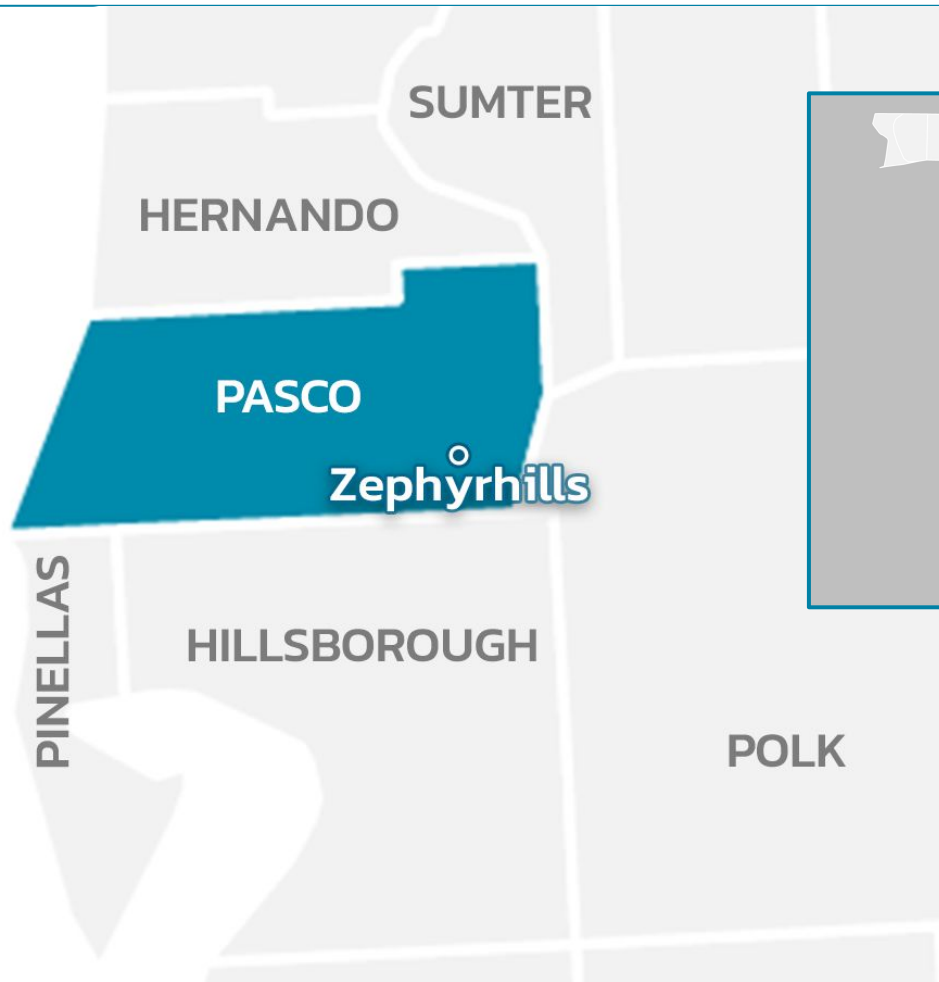
Riviera Beach

○ West Palm
Beach

PALM BEACH

BROWARD

MAIMI-DADE



GREENACRES



Andrea McCue
City Manager





Prior Branding



Greenacres Situation

Seal and array of fonts and publications were **disjointed and outdated**

Community was growing and changing; branding was stagnant

Needed to **connect with people; attract new development** and redevelopment. **100th anniversary!**

Aligning Stakeholders

Educating council members

More involved than we thought; a better process than envisioned

Organized **brainstorming** sessions; great dialogue

Outcomes

Provides a platform for every new initiative and strategic idea

Draws people in and welcomes them, **tells them we are invested in them**

Speaks to **residents, businesses, students and families** and **helps our departments unify** and stay organized with their branding

Greenacres DNA Statement

Target Audience: *For those who dream of a South Florida that is both welcoming and within reach,*

Frame of Reference: *Greenacres, the convenient heart of Palm Beach County, one of Florida's largest and most dynamic regions,*

Point-of-Difference: *has been a natural haven for hardworking families for nearly a century*

Benefit: *so you can build and savor a life defined by connection.*



A PLACE TO GROW

INTO THE LIFE YOU WANT

"We moved here looking for a place to grow our family—what we found was a community that helped us grow in every way."

David & Libby Duncan



This is a place where roots run deep and futures feel wide open. Whether you're starting a family or simply starting fresh, we invite you to grow with us.

    greenacresfl.gov



A PLACE TO GROW

THE BUSINESS YOU ALWAYS DREAMED OF.

"We brought our tools, our passion, and a dream — Greenacres gave us the space to grow into it."

Marlen & Trey Daniels
Greenacres Cycle Works



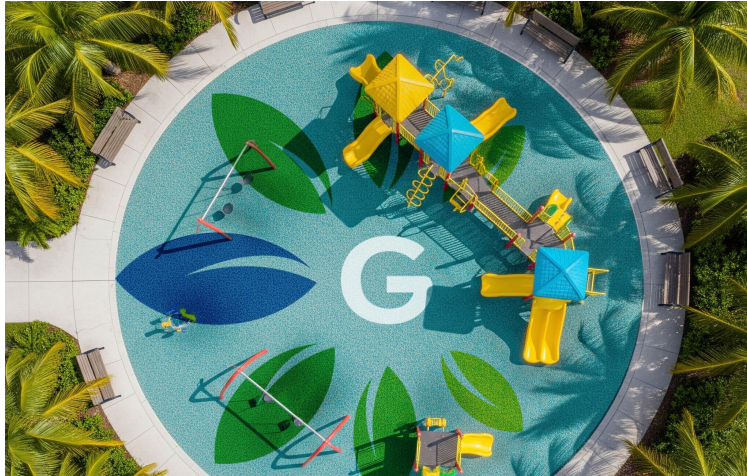
In Greenacres, there's room for more than just business — there's room for dreams. With a supportive community and space to thrive, this is the kind of place where ideas take root and grow into something lasting.

    greenacresfl.gov









GREENACRES
youth
PROGRAMS







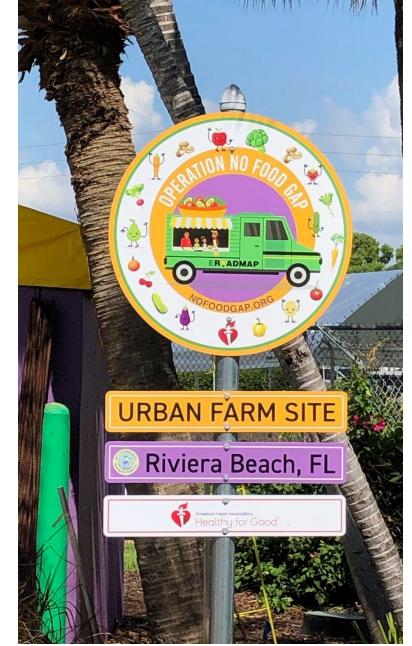
RIVIERA BEACH



Jonathan Evans
Former City Manager









Prior Branding



Riviera Beach Situation

Significant assets of the community were **muted** by outdated perceptions

Past stigma tied to economic and social challenges

Reimagine Riviera Beach initiative demonstrated forward progress; branding was needed to share the vibrancy and unique culture of the city

Aligning Stakeholders

Wide-ranging community engagement

Worked hard to **overcome historical distrust**; there was some **reluctance to engage in civic processes**

Process revealed a **critical truth: people care deeply** about Riviera Beach.
The task was to channel this into a shared vision

Outcomes

We are now **accurately and authentically sharing our vibrancy**

Brand has repositioned us and **turned the page to a positive future**

Strong messaging and **highlighting of economic development assets**,
from our major corporations to our deep-water port and **tourism**

Most of all, **our people feel proud and excited** about our trajectory

Riviera Beach DNA Statement

Target Audience: *For Floridians wanting the Caribbean to come to them,*

Frame of Reference: *Riviera Beach, home to historic neighborhoods, Phil Foster Park, Singer Island, Peanut Island and the Port of Palm Beach,*

Point-of-Difference: *is where Palm Beach County's widest beaches and working waterfront coexist,*

Benefit: *and a new energy invigorates both leisure and enterprise.*



SEE WHAT'S BENEATH THE SURFACE

I see a better
future for *my family*.

aliquam feugiat maecenas decet
eget ymo bene lobortis, orci sagater
imperdiet validus quidne nam ium,
broto posuere quibus utrum sus
cipere interdum adsum, eu portt
tor adipiscing caecus nullam auctor
honcus fusce, pecus acsi feugiat
empus semper lectus jus.

Riviera Beach
see what's beneath the surface

rivierabch.com

WHEN I TOOK A CLOSER LOOK I FOUND

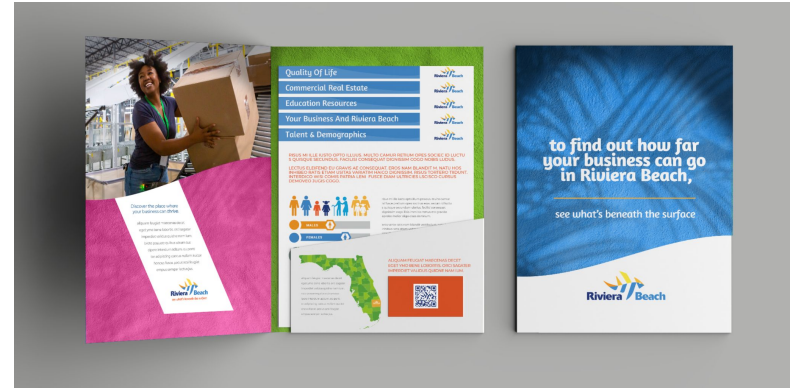
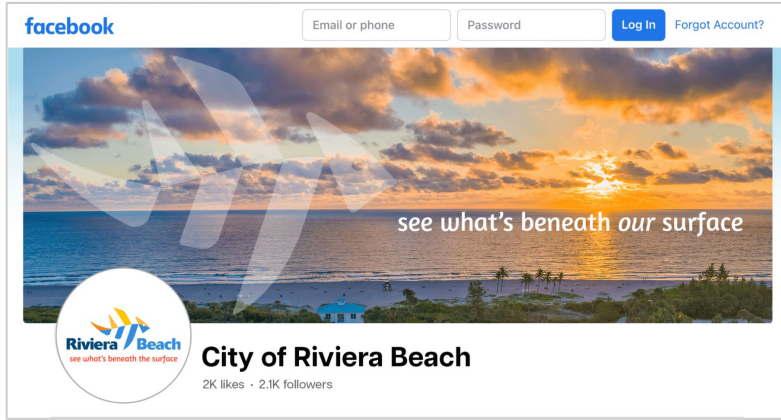
- OPPORTUNITY
- WELCOMING PEOPLE
- EASY, COASTAL LIVING
- ENTHUSIASTIC CUSTOMERS
- CARIBBEAN FLAIR
- A FOUNDATION FOR GROWTH
- BEAUTIFUL BEACHES
- RICH HISTORY
- A STEADY FLOW OF VISITORS
- MULTICULTURAL COMMUNITY
- RELAXED ATMOSPHERE
- LIVELY WATERFRONTS
- SUPPORTIVE BUSINESS ENVIRONMENT
- A DIVERSE ECONOMY
- READY ACCESS
- SOLID CONNECTIONS
- A BRIDGE TO MY FUTURE

Riviera Beach
see what's beneath the surface

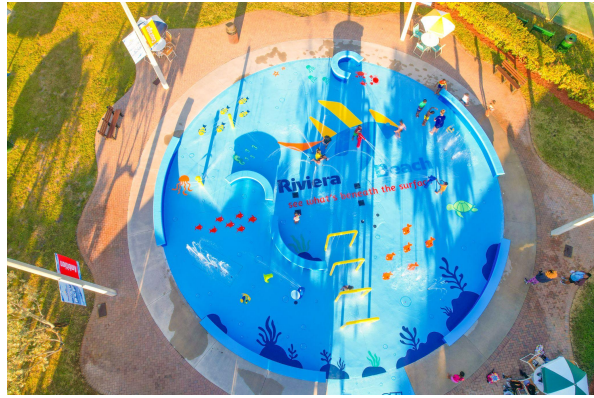
rivierabch.com











ZEPHYRHILLS



William "Billy" Poe
City Manager







Constant confusion...



Prior Branding



Zephyrhills Situation

City was **growing quickly** and historic image was not the new reality

Only understood for **skydiving, bottled water and snowbirds**

Needed to project **forward momentum, visual enhancements and infrastructure investments**, while also preserving our “small-town feel”

Aligning Stakeholders

Immersive process of surveys, focus groups and community engagement

Taught our community **this is about more than a logo!**

Managed skepticism and involved City Council the entire way; strong creative committee of key staff and a Council member

Outcomes

Clear, consistent messaging across all departments

Strong pride and engagement from residents; a more positive, unified image

We're better positioned for growth opportunities, economic development, tourism and events

Zephyrhills DNA Statement

Target Audience: *For those seeking new energy with the peace and ease of a charming, authentic Florida,*

Frame of Reference: *Zephyrhills, amidst the rolling countryside of Pasco County just north of Tampa,*

Point-of-Difference: *embraces an invigorating legacy of well-being that endures,*

Benefit: *where opportunity springs eternal.*



Zephyrhills
jump right in



HERE, THE DISTANCE BETWEEN
NEW NEIGHBOR AND OLD FRIEND
IS AN EASY STRETCH OF THE LEGS.

OR A TENNIS MATCH, TANDEM JUMP, OR
ANY OTHER ACTIVITY YOU COULD THINK OF.

Lorem conseradipiscing elit, sed dmmy nibh ent ut laoreet dolim ad
ex ea commodo consequat. Duis au velputae molestie consequat.

ci.zephyrhills.fl.us    


Zephyrhills
jump right in



looking for a place
where you can soar?

jump right in

Set your sites high in Zephyrhills where a more balanced life
and opportunities spring eternal. Lorem conseradipiscing elit,
dmmydolim adex ea commodo consequat. Duis au velputae
moles cm consera dipisc onsequat.


Zephyrhills
FLORIDA

ci.zephyrhills.fl.us

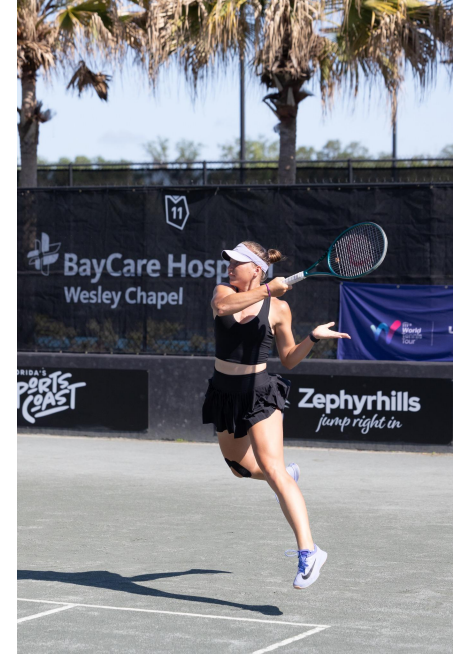














COMMON THREAD

Every Community Has Distinct Goals and Needs

In each case, the brand served different objectives but the process was similarly structured.

Community engagement | Strategy alignment | Building consensus.

STRATEGIES

Deciding & Budgeting

How did each city determine branding was a strategic priority and secure funding?

Building Alignment/Support

Strategies to gain the support of key stakeholders and electeds

Community Engagement

Importance of and how to include residents in the process

Branding

How branding impacts the perceived value of municipal services, resident pride, and economic development goals

INTERACTIVE POLL



INTERACTIVE POLLING EXERCISE: **Question 1**

One word to describe your city.

INTERACTIVE POLLING EXERCISE: **Question 2**

Best thing about your city.

INTERACTIVE POLLING EXERCISE: **Question 3**

What makes your city unique?

CHECKLIST FOR YOUR CITY

Checklist: Practical Steps for Successful Community Branding

- ❑ Define the Strategic “Why”
- ❑ Budget for Process, Not Just Logos
- ❑ Engage and Educate Leadership Early
- ❑ Audit Your Current Narrative
- ❑ Hear From and Educate Your Residents
- ❑ Link Branding to Desired Strategic Outcomes
- ❑ Plan Your Rollout: Recruit Ambassadors and Tell Your Story First

Q&A

THANK YOU!

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