



# Marketing Plan FY14/15

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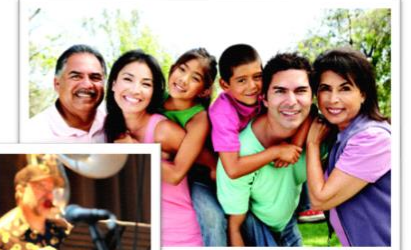
EVALUATION OF INITIATIVES / OBJECTIVES & RESULTS

# Focus Areas of FY14/15

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- Position District- Create Identity & Brand
- Business Attraction, Retention & Communications
- Directional & Wayfinding Signage
- Customer Base / Cross Promotions & Advertising / Events

intergenerational



Health  
conscious



active



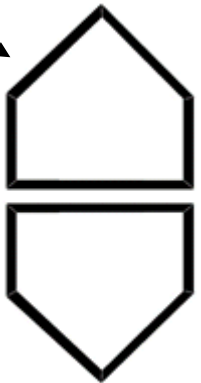
fun



Identity / Branding

# Recap: New Logo & Tagline

The overall logo shape represents two home-base plates from a baseball field put together



The giant 'M' for Margate found on the previous logo

**MARGATE**  
Together We Make It Great

Blueways representing Margate's 14 miles of waterways

The sunrise of warm South Florida signifying new beginnings for Margate

The open gate, symbolizing Margate as the "Gateway to Broward County"

Greenways representing Margate's 18 passive and active parks



# The Results: Light Pole Banners

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# The Results: Branding



## We Need YOUR Input!

TOGETHER we can improve the business climate within Margate



### Join Us... Together We Make It Great

Margate is home to more than 1,700 businesses ranging from small independent one-of-kind businesses and big box retailers, to national and international corporate headquarters.

**Some of Our Major Retailers**

Anna's Linens	HomeGoods	Ross
Best Buy	Marshalls	StarBucks
Five Guys	Publix	Wal-Mart & more...

**Major Employers**

Northwest Medical Center, JM Lexus, AutoNation Ford, Broward County School District, City of Margate and Global Response Corporation



### Defining our future...



**CITY CENTER PROJECT**

The MARGATE CRA owned 26 acre site is envisioned to become a vibrant mixed-use development, creating a focal point for social and economic activity. Over the next five years the CRA will spend over 5 million on infrastructure and public amenities.

Development opportunities are available now!

### Discover why South Florida has to offer.

#### Award Winning Community

- Playful City USA
- Tree City USA
- National Association of Town Watch's "National Night Out" Award Recipient
- One of the top 100 Cities 1 rated Fire Departments in Florida

#### Market Data (within a 10 minute drive zone)

- Population: 161,075
- Household income: \$39,161
- 54.4% owner occupied housing units
- Over \$2 billion in consumer spending
- Over 10,000 vehicle trips per day along State Road 7 and Atlantic Boulevard

#### Public Investment and

- Over \$2 million in beautification improvements on major corridors
- An additional \$400,000 beautification improvements planned in 2015
- CRA committed \$1 million in infrastructure and public improvements
- 15 power and active city parks
- Four signature city sponsored annual events drawing thousands

#### Major Employers

Northwest Medical Center, JM Lexus, AutoNation Ford, Broward County School District, City of Margate and Global Response Corporation

## VISION = OPPORTUNITY



and the time is now...

### Prime Development Opportunity Available

The Margate Community Redevelopment Agency is seeking qualified partners to develop 36 acres of publicly owned land to create a vibrant city center for the city of Margate, FL!

For more info: [www.margatefl.com/citycenterfaq](http://www.margatefl.com/citycenterfaq)  
Or call 954.935.5346

Proposals are due Wednesday, February 11, 2015 at 2pm



### Together We Make It Great




**Margate CRA**  
Community Organization

Timeline About Photos Likes



MARGATE

TOGETHER  
WE  
MAKE IT  
GREAT

## MARGATE

Together We Make It Great



**CONTACT US**

Phone Number: (954) 935-5346  
Fax Number: (954) 935-5311  
Email: [info@margatefl.com](mailto:info@margatefl.com)  
www.margatefl.com

### EXECUTIVE BUSINESS SEMINAR

LEARN FROM THE EXPERTS...

- Business Development
- Customer Service
- Social Media/Public Relations
- Team Building
- Management
- Accountability
- Leadership Development
- Visual Merchandising

**MONDAY • AUGUST 3, 2015**  
Two Sessions Available!  
9:00am - 11:00am and 6:00pm - 8:00pm  
Expert Panel Discussion

Sharon McGowan - Redevelopment Management Associates  
Teresa McDaniel - JE Connections Inc. - Lease Center - Conley Design Studio  
Joan Ortega - Action Coach - Team Spire - RealTime Marketing Group

Business Assistance Expo: Resources to Grow your Business!  
11:00am-12:00pm & 1:00pm-5:30pm  
Prize Raffles and Complimentary Refreshments!

AutoNation - Ford 2nd Floor | 5401 W Copans Rd, Margate, FL 33063

RSVP to [sarah@rma.us](mailto:sarah@rma.us) or call 772.708.0230

[www.margatefl.com/cra](http://www.margatefl.com/cra) | Facebook/Margate-CRA

\*Business must be located within the MCRA district



## MARGATE

UNDER THE MOON

New Event Series Highlighting the Importance of Supporting Local Businesses!

### FREE EXPOSURE

<b>AUGUST 8</b>	<b>A Night in Paradise</b>
<b>SEPTEMBER 12</b>	<b>Goodbye Summer</b>
<b>OCTOBER 10</b>	<b>Craft Beer Festival</b>
<b>NOVEMBER 14</b>	<b>Shop Small</b>

- NW CORNER OF MARGATE BLVD & 441 -

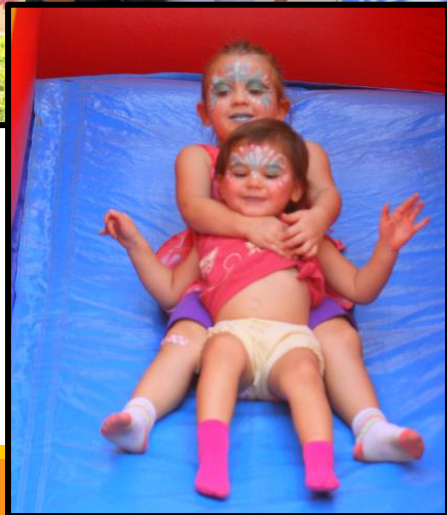
Don't miss this opportunity, space is limited, reserve your spot today! Contact Sarah Blake at [sarah@rma.us](mailto:sarah@rma.us) or 772.708.0230 for more information!

8780 Margate Blvd | Margate, FL 33063  
954.935.5323 | [www.margatefl.com/cra](http://www.margatefl.com/cra)  
Facebook/Margate-CRA





# The Results: Celebrate Margate



# The Results: 1<sup>st</sup> Place 2015 FFEA Award!

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# The Results: CRA Facebook Page

12,889  
Reach via Ads



242  
Total Fans

189  
New Fans

357%  
Increase

## Top Posts

Wed, 7/8 @ 12:00 pm 12 1

Looking for details about the proposals, for the City Center project, being presented on July 14th? You can review them here:



Mon, 7/20 @ 7:29 am 6 0

Since our Facebook page is new, we didn't have the chance congratulate #Margate-Coconut Creek Fire Rescue Department's Advanced Life Support Team on a 3rd place win in Prague! #WayToGo #MotivationMonday



# Business Attraction, Retention & Communications

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# The Results: ICSC Collateral



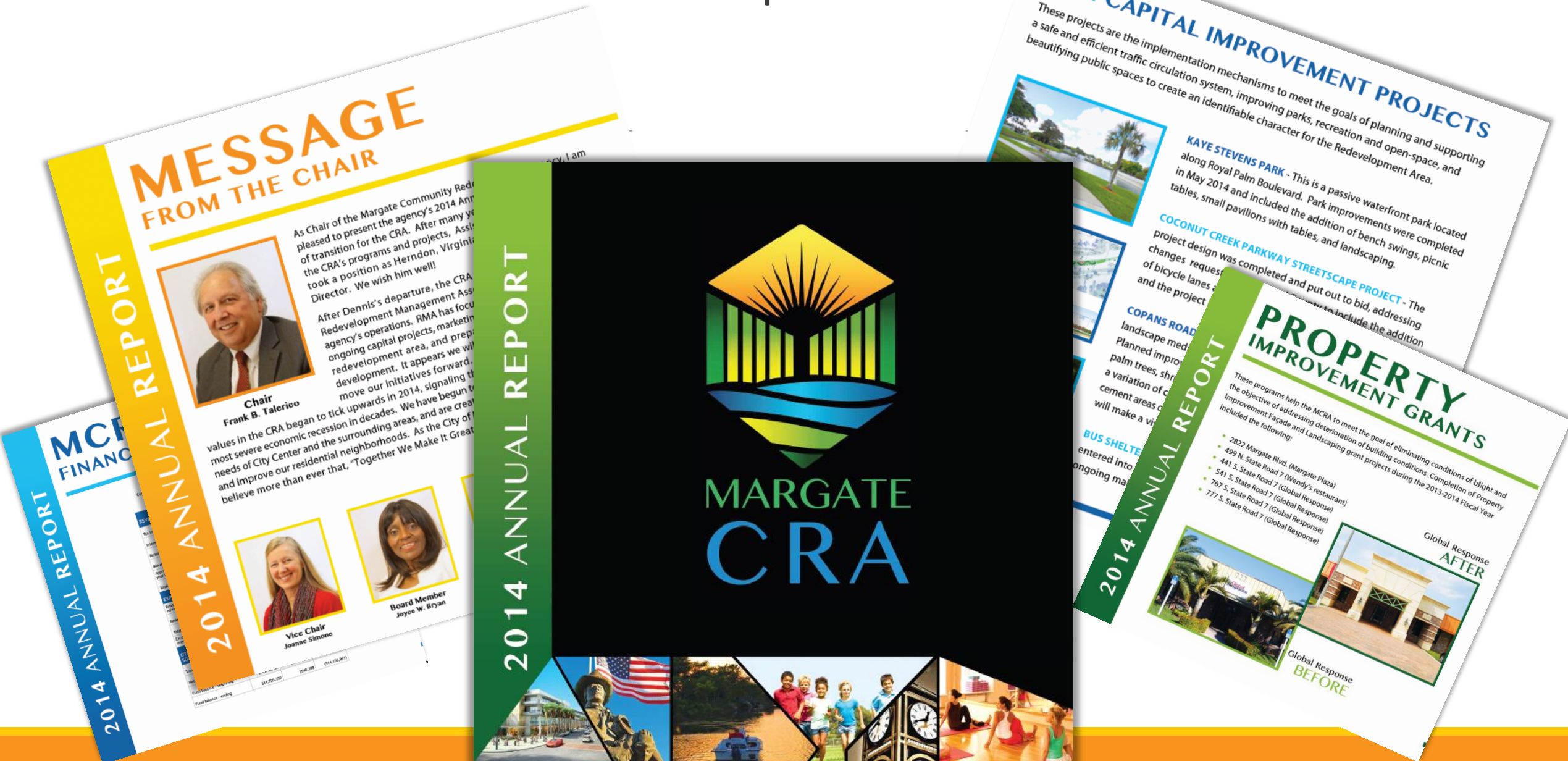


# 2015 ICSC Conference in Orlando

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# The Results: Annual Report





# The Results: Business Survey



## We Need YOUR Input!

TOGETHER we can improve the business climate within Margate



tell us what **you** **Think**

The Margate Community Redevelopment Agency (MCRA) is asking you to partner with us! Complete the following online survey and assist us in understanding your needs as part of the Margate business community.

Stamp

[www.surveymonkey.com/s/MargateBusinessSurvey](http://www.surveymonkey.com/s/MargateBusinessSurvey)

The information collected will be utilized to create and implement programs and incentives to retain current businesses and attract new ones.

Help us help you...

We value your input and hope you take the time to participate!

Questions? Contact the  
MCRA at 954.935.5323





# The Results: Co-Op Ad

**SunSentinel**

**FPG**  
FORUM PUBLISHING GROUP

**MARGATE CRA**  
Committed to promoting and supporting locally-owned businesses because...  
**Together, We Make it Great!**  
To participate in this cooperative advertising opportunity contact the CRA at [www.margatecra.com](http://www.margatecra.com) or call 954.935.5323

**G3 AMERICA MARTIAL ARTS**  
• After School  
• Martial Arts Programs  
• Summer Camp  
1308 Unit C/D  
North State Rd 7 Margate 33063  
(954) 971-5233  
[www.g3americamartialarts.com](http://www.g3americamartialarts.com)  
**SPECIAL TRIAL OFFER**  
1 Month + Uniform  
\$49.00

**breakfast & lunch**  
**LATIN CAFE**  
MONDAY-FRIDAY: 7:30AM-4PM  
SATURDAY: 7AM - 2PM  
SUNDAY: CLOSED  
1709 N. State Rd 7 (441) Margate 33063  
(954) 532-9217  
[www.latincafe4u.com](http://www.latincafe4u.com)  
Bring in this ad for 10% off any purchase of \$10 or more

**Barrett Hapkido Martial Arts**  
Empowering Children and Adults with Confidence, Discipline & Self Control  
1799 N. State Rd 7 #8  
(954) 917-0488  
[www.barrethapkido.com](http://www.barrethapkido.com)  
Like us on Facebook  
Bring in this ad for

**The Senior Social Club**  
**Adult Day Center**  
COMPASSION • CARE • COMMUNITY  
Enjoy a FREE TRIAL DAY (Limited time offer)  
2912 N. State Rd 7 Margate 33063  
(954) 366-1212  
[www.theseniorsocial.com](http://www.theseniorsocial.com)  
[www.facebook.com/Seniorsocialclub](http://www.facebook.com/Seniorsocialclub)  
Come in for a tour today!  
Monday-Friday from 8am - 6pm

**PCMS**  
People's Choice Medical Supplies  
"Service, Supplies & Smiles"  
We have supplies for everyone from pediatric thru geriatric age groups.  
**FREE MAINTENANCE CHECK**  
\*Free maintenance check on all walkers, canes and crutches. This includes brake adjustments and proper height sizing for these items w/coupon  
2520 N. State Rd 7 Margate 33063  
(754) 307-5001  
Mon-Fri 9:00am - 5:30pm  
Sat 10:00am - 3:00pm  
Expires 8.27.15

**STAGE DOOR THEATRE**  
Stage Door Theatre celebrates its 22nd season! We are the longest-running, most popular non-profit professional theatre in South Florida!  
Present this ad and RECEIVE \$4 OFF the hit musicals "Sisters of Swing: The Story of the Andrews Sisters" and "WaistWatchers The Musical!"  
\*SUBJECT TO AVAILABILITY AT DISCRETION OF THE BOX OFFICE  
8036 W. Sample Rd. Margate 33065  
(954) 344-7765  
M-Th & Su 10am - 5:30pm  
Fri-Sat 10am - 10pm  
[www.stagedoortheatre.com](http://www.stagedoortheatre.com)  
Expires 8.27.15

**Pete's Barber Shop**  
"WE ARE OLD SCHOOL BUT NOT OLD FASHION!"  
Pete's is a Traditional Men's Barber Shop, we offer all types of haircuts from Gentlemen Cuts, Fades to Flat-tops, we also offer an Old School Hot Lather Shave.  
5833 Margate Blvd, Margate 33063  
(954) 972-4546  
Mon-Fri 7am - 6pm  
Sat 7am - 5pm  
Expires 8.27.15

**Winfield Christian Academy**  
\$50 off registration if enrolled and paid by August 14th  
2474 N. State Rd 7 Margate 33063  
(954) 970-3756  
email: [wcristianaoffice@yahoo.com](mailto:wcristianaoffice@yahoo.com)  
[www.winfieldchristian.com](http://www.winfieldchristian.com)  
[facebook.com/WCA1995](http://facebook.com/WCA1995)  
Expires 8.27.15

**Eyes on Atlantic**  
Bring us your prescription or we can schedule an Eye Exam with an Independent Doctor of Optometry  
**50% off**  
All Guess frames w/purchase of lenses  
7272 West Atlantic Blvd. Margate 33063  
(954) 532-7925  
Expires 8.27.15

**Ballet Fline**  
CLASSES INCLUDE:  
Classical Ballet  
Pointe  
Contemporary  
Hip-Hop  
Tap & Jazz  
Modern Dance  
Aero  
Pilates  
Floor Barre  
5869 Margate Blvd. Margate 33063  
(954) 970-5147  
[www.balletfline.com](http://www.balletfline.com)  
[facebook.com/BalletFlineDanceStudio](http://facebook.com/BalletFlineDanceStudio)  
Expires 7.31.15

**Fantasy Station**  
Childcare from 1 to 4 years old  
Free VPK for 4 & 5 years old  
Camps  
Scholarships available all year round  
Breakfast, Lunch and Snack Included  
6400 W. Atlantic Blvd. Margate 33063  
(954) 349-4158  
[info@fantystationacademy.com](http://info@fantystationacademy.com)  
Open Monday through Friday  
from 8:30am to 7:00pm  
Expires 7.31.15

**MARGATE UNDER THE MOON**  
COMING SOON!

**MARGATE CRA**  
Committed to promoting and supporting locally-owned businesses because...  
**Together We Make it Great!**  
To participate in this cooperative advertising opportunity contact the CRA at [www.margatecra.com](http://www.margatecra.com) or email [cra@margatecra.com](mailto:cra@margatecra.com)

**SAVE THE DATES**  
August 8  
September 12  
October 10  
November 14  
from 9pm to 10pm

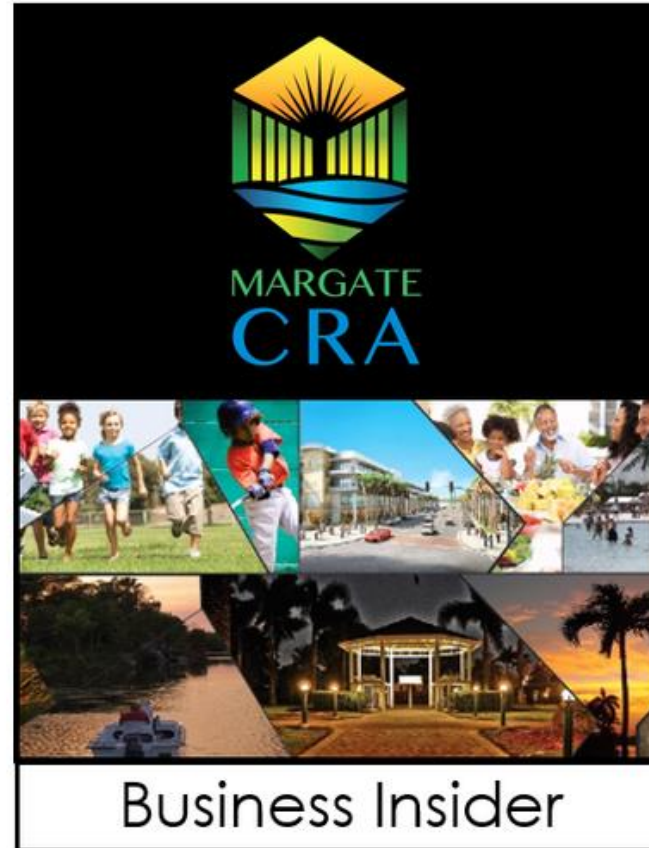
# The Results: Monthly Business Newsletter

## Business Resources

- To help small businesses grow, VerticalResponse has a FREE email plan allowing you to send up to 4,000 emails free each month. Get the details [HERE](#).
- Win a \$5,000 customized marketing package for your business! [Click here to apply!](#)
- Get Noticed, In a Good Way. [Click here](#) to find out more from FedEx Small Business Experts.
- Learn, manage and apply for small business credit through Wells Fargo, [here](#).

July 2015: This month is loaded with great marketing opportunities for your business, so don't be left out!

[View this email in your browser](#)



Participate in  
NEW Upcoming  
Event Series!

RSVP to Our  
FREE Educational  
Business Seminar!

Don't miss out on this opportunity for your business!  
Click below to RSVP and reserve your spot today.

Advertising  
Opportunity for  
Your Business!





# The Results: Executive Business Seminar



## EXECUTIVE BUSINESS SEMINAR

*LEARN FROM THE EXPERTS...*

- Business Development
- Social Media/Public Relations
- Management
- Leadership Development
- Customer Service
- Team Building
- Accountability
- Visual Merchandising

**FREE!!**

**MONDAY • AUGUST 3, 2015**

**Two Sessions Available!**

**9:00am - 11:00am and 6:00pm - 8:00pm**  
**Expert Panel Discussion**

*Sharon McCormick - Redevelopment Management Associates*

*Teana McDonald - 3E Connections Inc. Leesa Conley - Conley Design Studio*

*Juan Ortega - Action Coach Terra Spero - RealTime Marketing Group*

**Business Assistance Expo: Resources to Grow your Business!**

**11:00am-12:00pm & 1:00pm-5:30pm**

**Prize Raffles and Complimentary Refreshments!!**

**AutoNation Ford 2nd Floor | 5401 W Copans Rd, Margate, FL 33063**

RSVP to [sarah@rma.us.com](mailto:sarah@rma.us.com) or call 772.708.0230

[www.margatefl.com/cra](http://www.margatefl.com/cra) | [facebook/Margate-CRA](https://facebook.com/Margate-CRA)

**\*Business must be located within the MCRA district**





# The Results: Margate Marketplace



# Customer Base, Advertising & Events



# The Results: CRA Presence at Sounds at Sundown



**Join Us!**

Sounds at Sundown

**Sounds at Sundown**  
**May 2nd, 2015**  
**5:30 – 8:30 PM**

Enjoy live music and food trucks!



(Click above to see more info about the band!)

Featuring Groove Therapy: A Rock, Funk & Blues Band!

Located at the NW corner of Margate Blvd. and State Road 441

For more information, contact (954) 972-6458 or [click here](#).

**Be sure to stop by the MCRA tent to register to win awesome prizes!**



**REGISTER TO**  
**WIN!!**

Fill out a survey and register to win Food Truck Gift Certificates for your next Sounds at Sundown Visit!



# The Results: Weekly Newsletter

## Meet the New MCRA Executive Director: Diane Colonna



Diane Colonna has more than thirty years experience in planning and redevelopment. As the Executive Director of the Delray Beach CRA, her leadership helped transform the city from an area of crime and blight into one of the country's most emulated models of successful redevelopment. In her new role with RMA as Margate's CRA Executive Director, Colonna will focus on creating a dynamic new future for Margate.

For Colonna the main goal of the Margate CRA is to create a vibrant city center with shops, restaurants, entertainment options and employment opportunities.

"We're also looking to revitalize some of the older residential neighborhoods, as well as providing incentives to improve existing commercial areas and create new businesses," she states. "We have a lot to accomplish in a fairly short time frame -- it's an exciting time to be here!"

## Did you know?

\*The Margate Community Redevelopment Agency (MCRA) was created in 1996 by the Margate City Commission to address deteriorating conditions along the city's main commercial corridors (State Road 7 and Atlantic Blvd.) and adjacent neighborhoods.

\*The MCRA operates within a defined district that is approximately 1,372 acres in size (almost 1/4 of the City's land area).

\*The MCRA has undertaken several beautification activities within the district such as landscaping along the commercial corridors, park improvements, and the Margate Blvd. Streetscape Project which included new street lighting, landscaping, an entrance feature, a clock tower, banners, a roundabout and pedestrian friendly walkways.



## Weekly Bulletin



Share



Tweet



Forward

City Center  
Project

UPDATE



Your Weekend  
Starts Here...

MCRA  
Business  
Spotlight

Grand Opening!

Welcome to Margate AutoBuy!

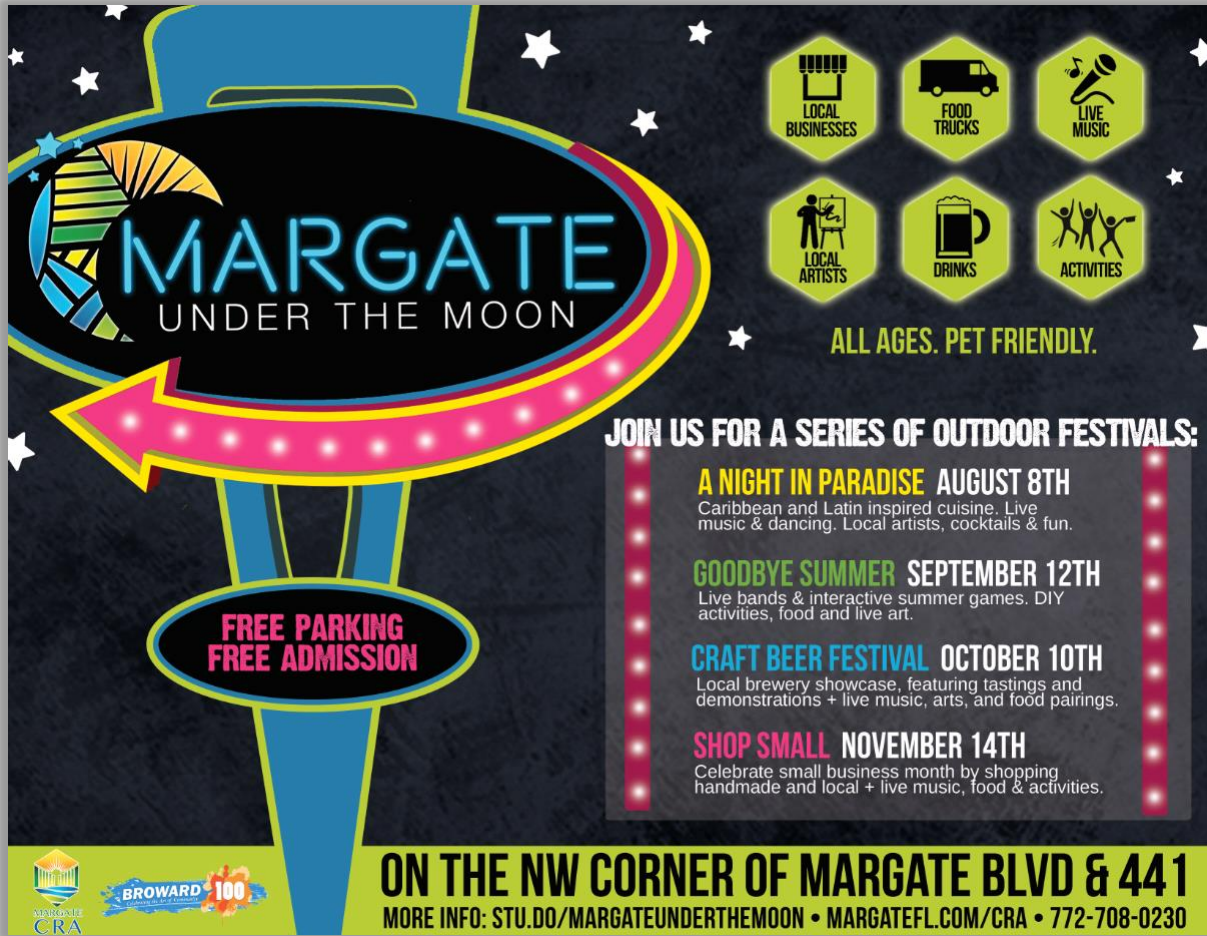
Autobuy celebrated their Grand Opening in Margate on April 9th.

Check out O'Malley's Sports Bar from 3pm to 8pm for  
Happy Hour! No Cover!  
Drink Specials ALL Night!  
Open til 4am.



Click above for more information

# The Results: Margate Under the Moon



**MARGATE**  
UNDER THE MOON

LOCAL BUSINESSES FOOD TRUCKS LIVE MUSIC  
LOCAL ARTISTS DRINKS ACTIVITIES



ALL AGES. PET FRIENDLY.

**JOIN US FOR A SERIES OF OUTDOOR FESTIVALS:**

- A NIGHT IN PARADISE AUGUST 8TH**  
Caribbean and Latin inspired cuisine. Live music & dancing. Local artists, cocktails & fun.
- GOODBYE SUMMER SEPTEMBER 12TH**  
Live bands & interactive summer games. DIY activities, food and live art.
- CRAFT BEER FESTIVAL OCTOBER 10TH**  
Local brewery showcase, featuring tastings and demonstrations + live music, arts, and food pairings.
- SHOP SMALL NOVEMBER 14TH**  
Celebrate small business month by shopping handmade and local + live music, food & activities.

**FREE PARKING  
FREE ADMISSION**

**ON THE NW CORNER OF MARGATE BLVD & 441**  
MORE INFO: [STU.DO/MARGATEUNDERTHEMOON](https://stu.do/margateunderthemoon) • [MARGATEFL.COM/CRA](https://margatefl.com/cra) • 772-708-0230





So...What's Next?

# Identity/Branding

\$61,000

Strategy	Budget
Attend all image committee meetings to manage the brand and ensure that it is being used consistently across all channels	Mktg. Staff
Develop a database of “life-style photos” for collateral and promotional materials	\$1,000.00
Create two new scrim banners consistent with brand and image of Margate to be utilized to market the area at conventions and tradeshow	\$1,000.00
Alternative street-pole banners utilizing the “life-style photos”	\$5,000
Maintain social media campaign (Facebook, Instagram, YouTube, Google, Twitter)	\$24,000
Create a branded CRA website	\$20,000
Create a promotional video that markets the redevelopment area to residents outside of Margate and creates “buzz” about the upcoming City Center Project	\$10,000



# Business Retention/Attraction & Communications

\$25,000

Strategy	Budget
Update branded collateral	\$5,000.00
Identify trade publications based on the brand that targets publications for appropriate business types	\$10,000.00
Marketing incentive programs	\$2,000.00
Continue to gather survey responses from businesses	Mktg. Staff
Host quarterly merchant and property owner meetings	\$3,000.00
Cross-promotional campaigns with businesses	Mktg. Staff
Continue monthly business e-newsletter	Mktg. Staff
Develop merchant assistance or educational program(s) based on needs identified through surveys	\$5,000.00

# Customer Base, Advertising & Events \$60,000

Strategy	Budget
Build on existing resident email database	Mktg. Staff
Continue weekly e-newsletter	Mktg. Staff
Two direct mail campaigns	\$5,000.00
Attend the monthly Sounds at Sundown events and represent the MCRA by manning a booth to collect resident emails, host a register-to-win contest promoting local businesses, conduct surveys and provide information on City Center Project and other projects and plans	\$25,000.00
Evaluate the Margate Under the Moon event series. If successful, continue for the months of August – November 2016 and increase local business participation	\$30,000.00



# Directional & Wayfinding Signs

TBD

Strategy	Budget
Review existing sign location and current sign code with Planning and Zoning	City/CRA Staff
Identify current locations that are available and conducive to the installation of signs to support awareness of the brand	City/CRA Staff
Design and install wayfinding signage	TBD
Issue an RFP for wayfinding design and routing master plan services *	City/CRA Staff

\* A draft RFP is scheduled to be issued during the first quarter of FY2015/16.



Thank You!