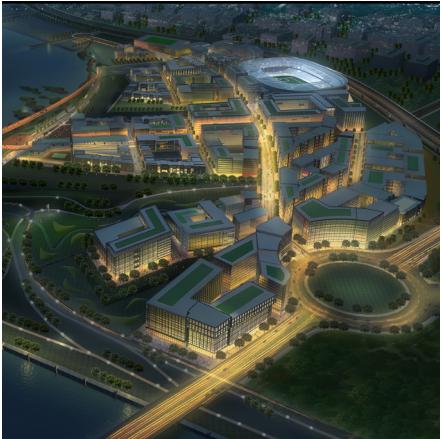
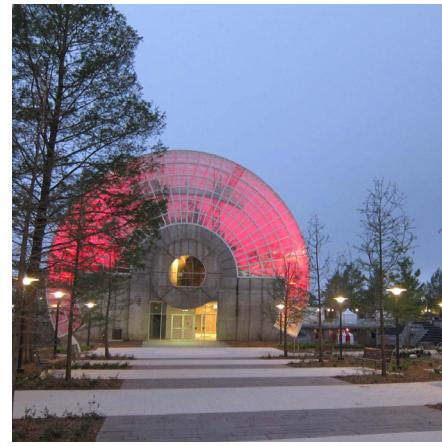
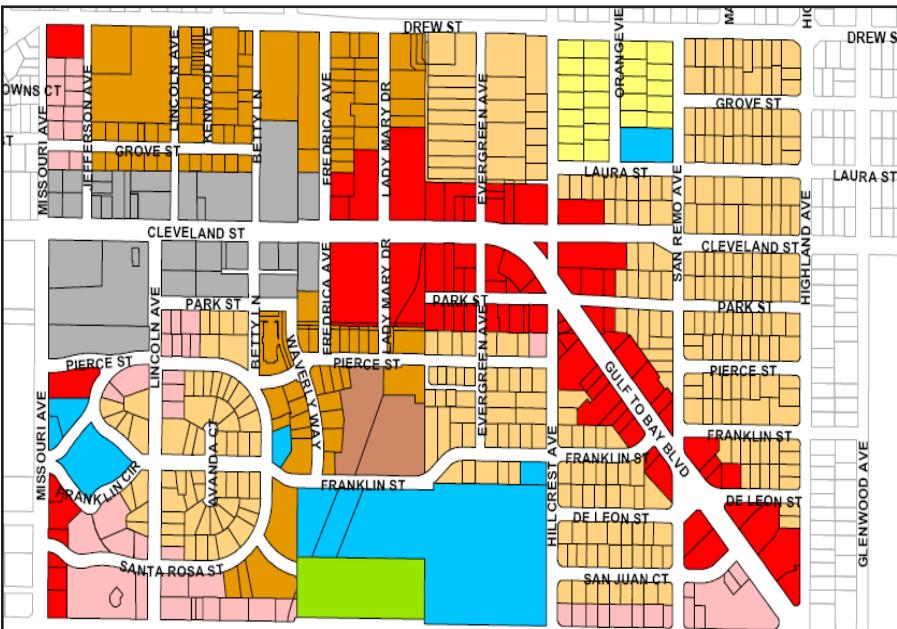


East Gateway

Brand Positioning
September 23, 2011



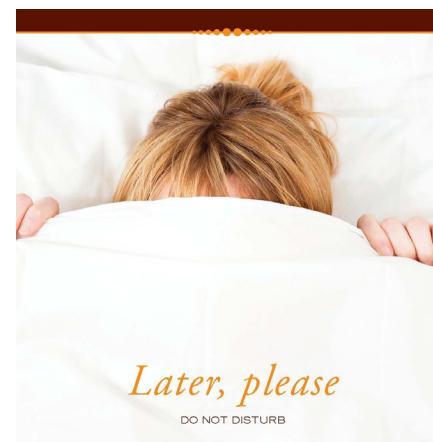
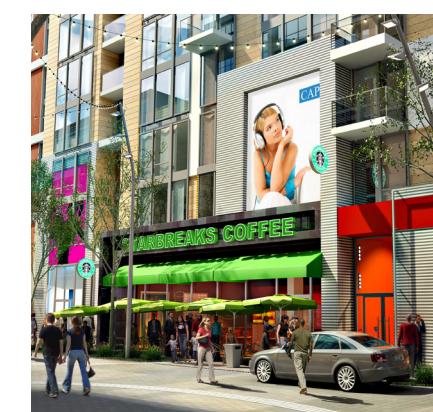
It all starts with a community vision



A multi-disciplinary approach

“It takes more skills than any one discipline can offer to create a place.”

Project for Public Spaces



What makes a great place?

1. Pride of Place
2. Stewardship of the Land
3. Catalyst for Change
4. Connectivity
5. Authentic Experience
6. Innovative & Memorable Design
7. Brand Identity

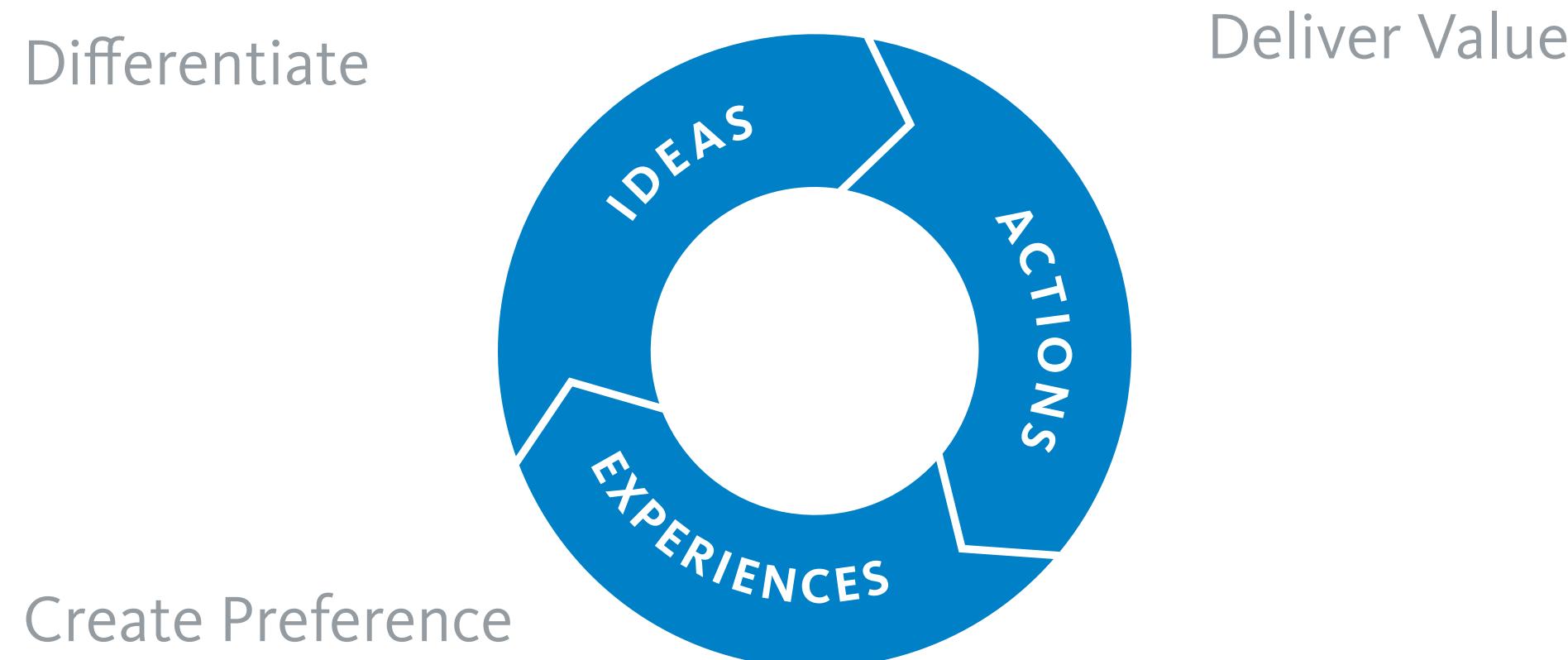
A great brand is...

...more than a building.

...more than a logo.

...more than an ad campaign.

What does a brand do?



Brand connection

The best brands use environments, words, images, products, and services holistically to **create emotional connections** with their audience.



How do you create these connections?

A wide-angle photograph of a massive outdoor crowd, likely at a festival or concert. The people are densely packed, filling the frame from foreground to background. They are dressed in casual summer attire, with many wearing hats and sunglasses. The scene is set against a backdrop of lush green trees and a clear blue sky. The lighting suggests it's either late afternoon or early evening, with warm sunlight filtering through the leaves.

Know your audience.

A photograph of a group of people, mostly young adults, gathered around a table in what appears to be a library or study area. They are looking towards the camera with smiles. In the foreground, a person's hands are visible holding a smartphone, which is displaying a video call. Several laptops are open on the table. The background shows bookshelves and other people in the distance.

Tell stories.

An aerial photograph of a community event taking place on a grassy field. Several tables are set up, covered with various items like fruits, vegetables, and supplies. Colorful umbrellas provide shade for the tables. In the background, there are more people and some buildings.

Activate the community.

Create a destination.



What we know about the East Gateway

Population from Hidalgo, MX

Located near beaches

Business presence (*UMA, Achieva, Crum, Lou's National Tattoos, Greek Town Grill, El Chicanito*)

Good bones (*parks, St. Cecilia's*)

Green spaces

Events (*Blast Friday, Dolphin Tale, jazz*)

Community engagement

Begin to develop the story

Population from Hidalgo, MX

Located near beaches

Business presence

Good bones

Green spaces

Events

Community engagement

Authentic experience

Healthy environment

Opportunity and stability

Community fabric

Connect with nature

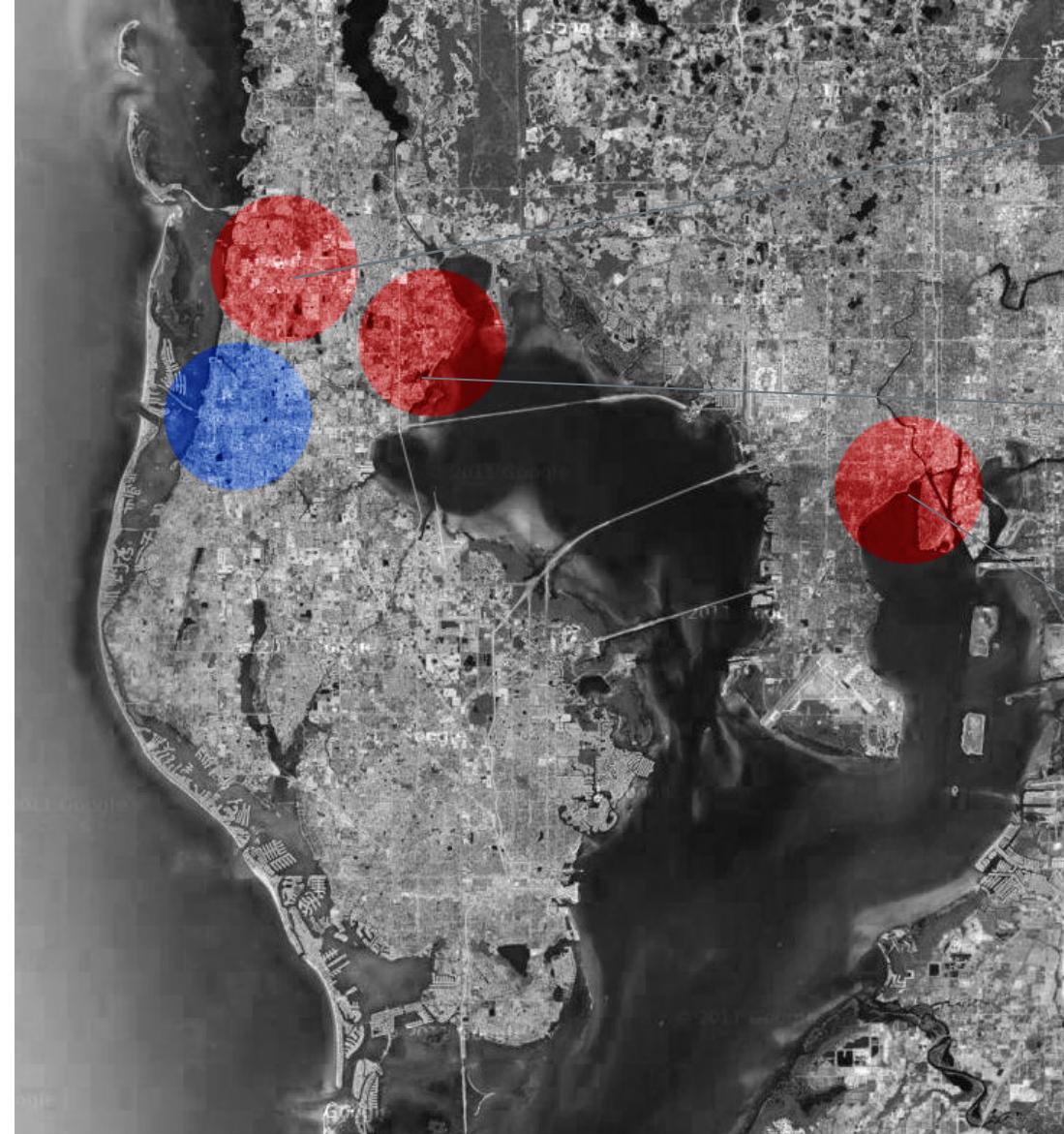
Presence of activity and energy

Signifies change

The power of the East Gateway story

1. Energize the community
2. Create a greater sense of pride
3. Attract businesses
4. Attract people
5. Become a destination
6. Distinction and differentiation
7. Gives you an identity
8. Change negative perceptions
9. Delivers a consistent message about East Gateway
10. Sets the course for the future

What others are doing



Dunedin

Healthy, walkable city,
small, community feeling,
relaxed lifestyle



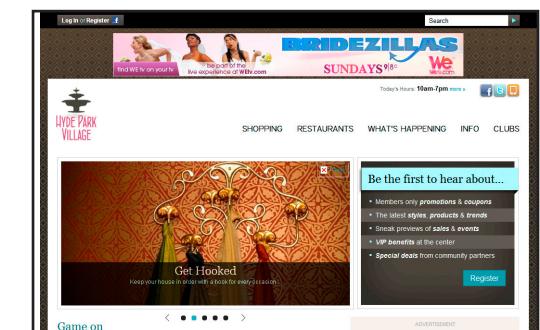
Safety Harbor

Home, family, community,
environmentally sensitive lands,
business district, vision



Hyde Park Village

Pride (badge of honor), historic,
retail (hip, trends, fashion),
event driven for local families,
exclusivity and prestige



What is the East Gateway story? What is East Gateway known for?

Gensler

TODAY

Crime, not safe
City officials don't care
Lacks retail
Lacks direction
Drive around to avoid
Desperate need of change
Lacks opportunity for businesses
and residents

TOMORROW



