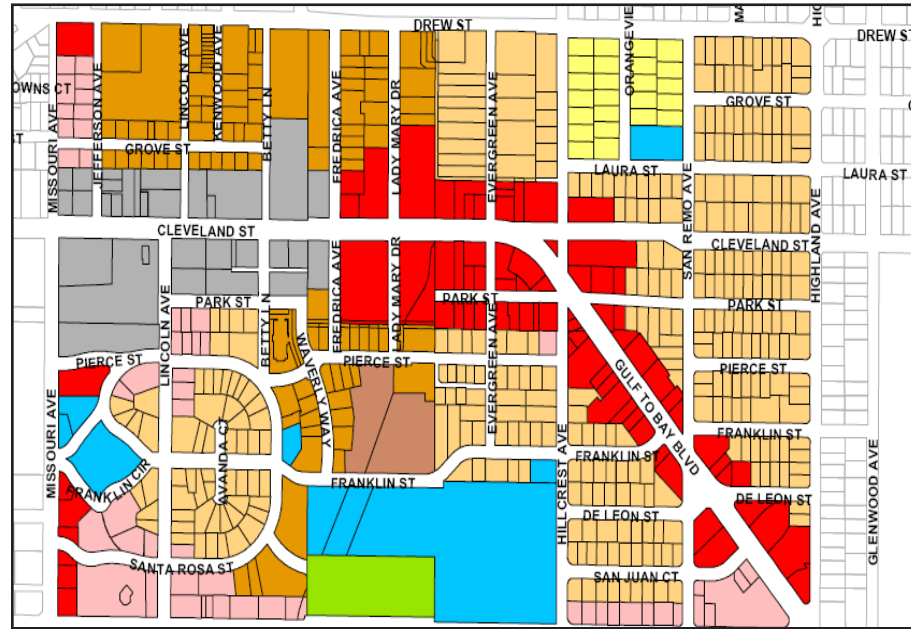


# East Gateway

Brand Positioning  
September 23, 2011



# It all starts with a community vision



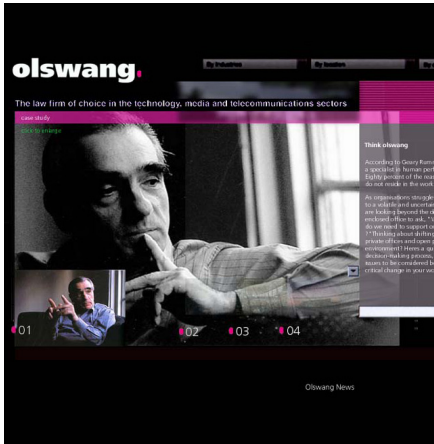
# A multi-disciplinary approach

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

Project for Public Spaces

**Lifestyle**

- Brand Design
- Hospitality
- Mixed-Use & Entertainment
- Retail



## **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...

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**...more than** a building.

**...more than** a logo.

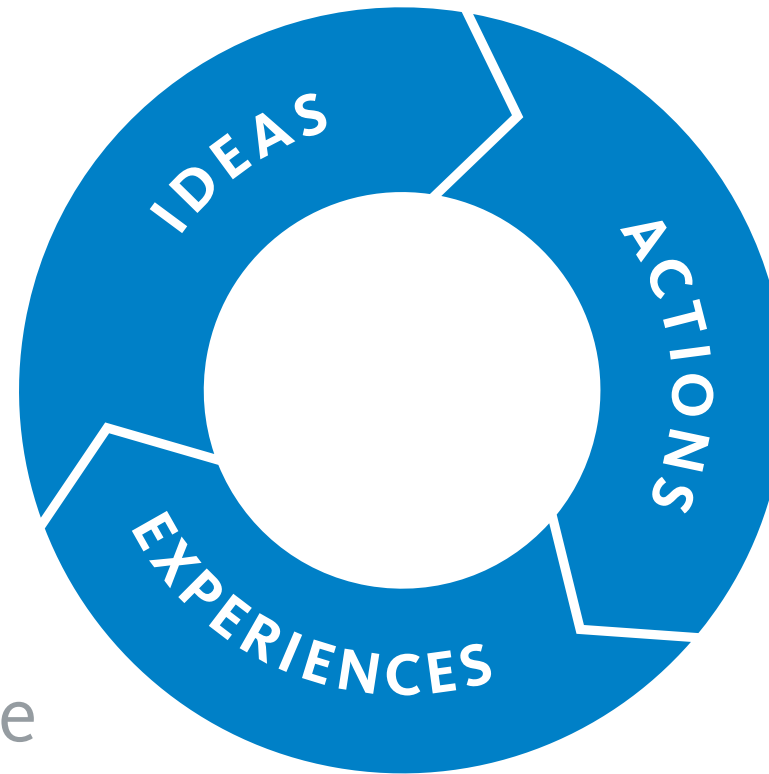
**...more than** an ad campaign.

# What does a brand do?

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Differentiate

Deliver Value



Create Preference

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





How do you create these connections?

Know your audience.



Tell stories.



**Activate the community.**



Create a destination.





# What we know about the East Gateway

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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

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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

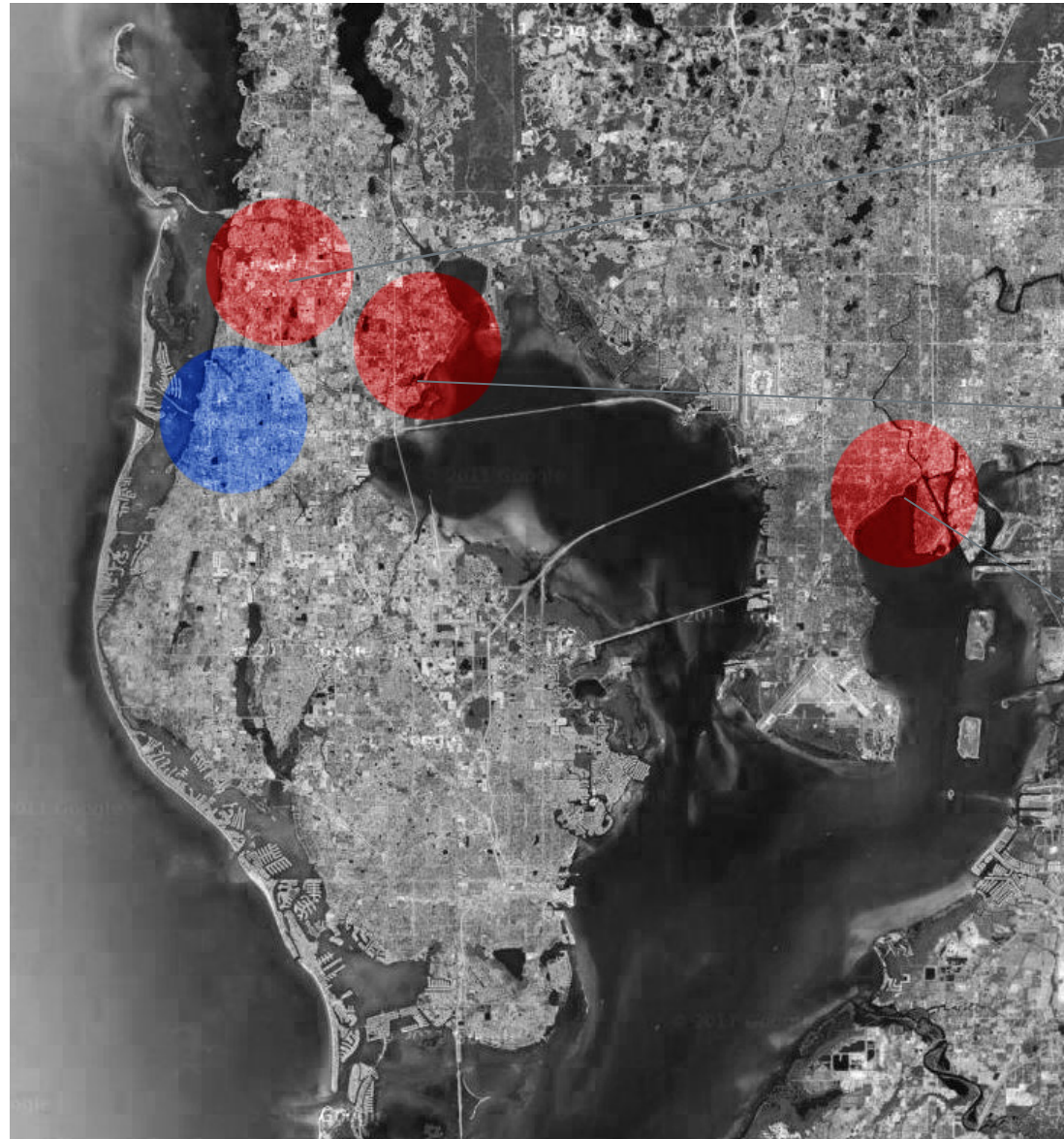


# The power of the East Gateway story

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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

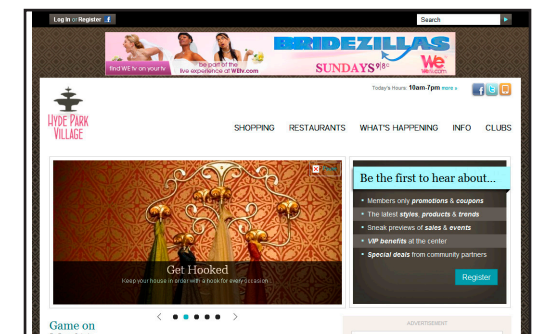
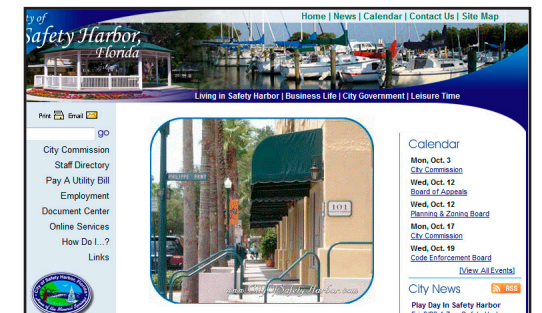
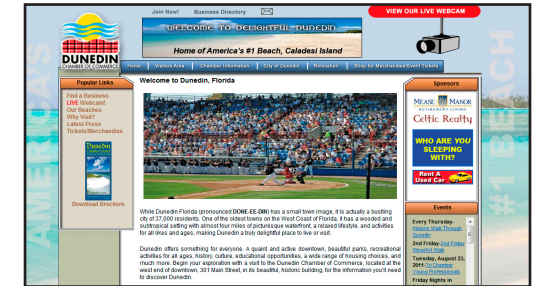
Healthy, walkable city,  
small, community feeling,  
relaxed lifestyle

## 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?

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## 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



