

FORWARD

After the Focus Groups

WHAT'S NEXT





STRATEGIC PLATFORM For Communications

Opportunities



KEY: Create a strong economic development focus that supports the *true attributes* of the **City of Palm Bay** and *resonates* with **business** (existing, expanding or inquiring), **the residents** and **visitors**.



- » *Breaking the pattern of old tape recordings, old messages: Messages only really change when you replace them with better messages.*
- » Improved conversations lead to:
- » Engagement
- » Linkages
- » Realistic possibilities, actions



1. Current feedback **from community leaders and stakeholders** suggests that past negative perceptions about the area still have traction with the **need for a cohesive position** and direction to support the City in its economic development efforts.



2. Palm Bay is **looking for an economic development outreach focus** with emphasis on recruitment and retention of business and industry that is **based on realistic opportunities for an achievable future.**



3. Palm Bay is **not looking for a quick fix** but rather **a great future for its citizens**, focusing on **incremental wins within a long-term positioning** grounded by strategic endeavors, and understood by its citizens **and others who can support or influence success.**



Stakeholder research says:

the economic development advantage the

City of Palm Bay has is the **availability,**
abundance and relative affordability
of the land.



HEART: Palm Bay is the largest city in Brevard County and 2th largest city in Central Florida, **while only being 30% built-out**, which offers high potential for growth, innovation and opportunities for businesses, **both domestic and international.**



RELEVANT: Leaders *know* their **land and central proximity** within the state are **economic assets**; but the idea of **how to position and leverage** that in a strategy has not yet been solved.



br+c

LEVERAGE IS THE ISSUE



ALSO RELEVANT: The city has a small town flavor, cultural diversity and a down-to-earth hard working mentality.



Focus Cluster #1:

- » **Open Available Land, Great Value**
- » Climate, Geography, Unique Options
- » Affordable to innovate, areas where open land allows option to invest in infrastructure, new industry or very big dreams





Focus Cluster #2:

Environment



- » Extreme beauty, climate, year-round
- » Outdoor living, recreational abundance and variety
- » Healthy active lives
- » Works for Families, Employers



Focus Cluster #3:

Proximity

- » Location and access, geography
- » Growth, ports, airports
- » Supply chain logic, shipping
- » Growth of trade
- » Quadramodal transportation



Focus Cluster #4:

Cultural Diversity

- » Invites certain kinds of businesses
- » Makes transfer from another culture *or country* easier
- » Helps grow smart global citizens
- » Textures the offerings, textures the fun



Focuses #5-10:

Juggernauts



- » Technology giants
- » Recreation and Tourism giants
- » Trade giants, Cruise & Cargo growth
- » Brazilian presence, fit, momentum
- » Cultural Tourism catalyst potential



Focus #11:

Sustainable Innovation

- » Green technologies growth
- » Ripe for big ideas and innovative companies, new industries
- » Land options, capital investment is in infrastructure vs. the land





Focus #12:

Character, Open, Grounded

- » Solving, diverse, welcoming
- » Education, talent & tech rich
- » Family & citizen focused, with parks, adventures, healthy living





Outdoor Recreation & the promise of a Quality, Healthy Lifestyle – The Triple Threat.

1. **Quality of Life for Business Owners and their Employees**, easier to get them to transfer here, get rooted here. *Advantage Palm Bay.*



Outdoor Recreation & the promise of a Quality, Healthy Lifestyle – The Triple Threat.

2. **Growing Tourism**--Abundant Natural Assets and the Opportunity to Enhance and Attract *Visitors* (and their ***new dollars***) by growing the recreation opportunity, utilizing the land.



Outdoor Recreation & the promise of a Quality, Healthy Lifestyle – The Triple Threat.

3. Enriched Environment for Generational Connectivity and Prosperity—attracts generations of families, generational businesses, returning youth filling talent pipelines, generational success.



POSITIVE Signs

Opportunities & Actions











Nemo Community Garden represents:

Land uses some other cities may not be able to embrace
Communities looking at shared work and reward
Identifying leaders, skills sharing
Trends in teaching next generation, applied values
Self sustainability lessons
Understanding our Earth and its systems
Respecting its inhabitants, all kinds of life

HOW MANY QUIET LESSONS
CAN A COMMUNITY GARDEN TEACH?





The Evans Center Project

Using themes of history and community to evolve, regenerate ... IN THE NEIGHBORHOOD.

Classrooms for youth job training. A satellite health clinic for Driskell Heights and Powell Neighborhoods.

Example of attending to the needs of youth in Palm Bay and of community benefit organizations at their best.



FUTURE HOME OF THE EVANS CENTER, 1361 FLORIDA AVENUE, N.E., PALM BAY, FLORIDA 32905





one
community

“At the heart of every community are our neighborhoods. They are what define us and give us an identity, character, and purpose. When residents are united they are able to identify needs and more effectively petition government for action.”

Organize. Name. Enhance.

<http://www.palmbayflorida.org/growth/programs/one.html>

one@pbfl.org



Castaway Point Park is a visual reference point.

Tangible reality and an opportunity to teach **WHAT'S NEXT**, why it matters, and some pieces that will need to fall into place to get there.





“

Your present circumstances don't determine where you can go; they merely determine where you can start.

--Nido Qubein

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GROWING Your Story

Opportunities & Actions

Palm Bay is in a dynamic cycle: 1. Advantages to Owners and their Employees. 2. Abundant natural riches and outdoor adventure options we can grow. 3. Enriched environment for growing families, nurturing talent, creating a sustainable pipeline, **an achievable future.**

Palm Bay has 1. Cultural Diversity 2. International appeal 3. An Openness to Ideas 4. A Respect for families 5. Innovative people programs that illustrate values and so many other stories yet to be told, **to help create a viable shared future view.**

These are the beginnings of your unique stories.

WHAT'S NEXT: **encapsulate and articulate** this platform **visually, strategically** and with a **working theme** that has the **flexibility** to allow multiple conversations, around our clusters.

How is that unique platform?

We are looking for something a little bit **unexpected**. It has to have depth, edges, implications ... and memory. **People must be able to recall it, repeat it, think about it, believe it.** So first of all, it has to be **TRUE**.

How does that translate to a unique platform?

It cannot be something every city can say.

It has to honor the citizens, respect the city, and be seen as smart. **It has to have incredible**

FLEXIBILITY.

How does that translate to a unique platform?

It must **be simple enough** to marry to a number of positive story threads over time and subject matter, and opportunity. It must **be strong enough** to resonate with differently motivated people, businesses and engagement options.

E + E + E



ENVIRONMENT



ECONOMICS



EMERGING

What words describe you?

Grounded. Approachable. **Not afraid to work or to innovate.** Looking for new shoots, new growth. **Willing to partner,** get your hands in to help solve. **Good stewards for the City.** Good stewards for the future, the people. **Willing to go the distance.**

Down to Earth

Down to Earth

Environment. Economics. Emerging Opportunities.

Just a bit unexpected.

Offer depth, edges, implications about you.

Easy, lyrical: Induces memory, repetition, belief.

Reflect what is authentic, TRUE.

It must reflect & support the strategic platform.

Down to Earth
And Up To Great Things



THE END (The Beginning)

Opportunities & Actions



“

Most worthwhile achievements are the result of many little things done in a single direction.

--Nido Qubein

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