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**CITY OF BOCA RATON SELECTS KAYE COMMUNICATIONS, INC.**  
**TO DEVELOP AND LAUNCH BRANDING AND MARKETING INITIATIVE**  
**FOR DOWNTOWN BOCA RATON**

**Currently In Its Due Diligence Phase, Firm Presented Initial Overview To  
City's Community Redevelopment Agency  
And Is Preparing For Upcoming Boca Raton CRA-Hosted Downtown Marketing Forum  
To Update Downtown Businesses and Stakeholders**

**BOCA RATON, FL (February 18, 2010)** - The City of Boca Raton has selected Kaye Communications, Inc., a full-service integrated public relations and marketing firm, to develop a strategic plan for the branding and marketing of Downtown Boca Raton. Headquartered in Downtown Boca Raton, the firm ([www.kcompr.com](http://www.kcompr.com)) and its principals have extensive experience in developing and implementing strategies for local, regional, and national branding, marketing, public relations and communications programs for retail, entertainment, cultural, restaurant, tourism-related, sports, commercial and residential real estate, financial services, government, and nonprofit clients that parallel in nature, composition and business objectives to those of the Downtown stakeholders.

Kaye Communications, Inc. developed and launched the branding and multi-generational communitywide crime prevention VIPER VANTAGE and Watch Your Bag BOCA! initiative for the Boca Raton Police Services Department's VIPER program, and has represented several of Boca Raton's prominent assets on local, regional and national levels. These include the Boca Raton Resort & Club, Allianz Championship, Town Center at Boca Raton, Royal Palm Place and its re-branding program for the revitalization and launch of its mixed-use village, the visionary Muvico Palace 20, Centre for the Arts at Mizner Park, International Museum of Cartoon Art, Kaufman Lynn General Contractors, etc. Most recently, the firm developed the concept and strategy for the "Business Is Good!<sup>™</sup>" education and communications campaign for the Greater Boca Raton Chamber of Commerce.

Contracted by the City on December 22, 2009 for the Downtown initiative, Kaye Communications, Inc. is currently in its due diligence phase for strategic planning. Kaye Communications principals Bonnie S. Kaye and Jon A. Kaye--who serve as the firm's lead account directors on the program--have met with a diverse cross-section of Downtown stakeholders that have included Boca Raton CRA members, the city's Downtown Advisory Committee and its chair and vice chair, the City's Parks & Recreation and other departments, management from Royal Palm Place and Mizner Park, downtown real estate owners, Boca Raton Museum of Art, Centre for the Arts and the new Mizner Park Cultural Arts Center, president and chief executive officer of the Greater Boca Raton Chamber of Commerce, individual business owners and Boca-focused media. Additional meetings are set with the presidents of the Golden Triangle Neighborhood Association, the Boca Raton Historical Society, a myriad of additional downtown businesses and residents, additional commercial property owners, media, etc.

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## City Of Boca Raton Selects Kaye Communications, Inc./2/2/2/2

Invitations will soon be going out to more than 650 downtown businesses to attend a Downtown Marketing Forum hosted and scheduled by the City on Wednesday, March 3, 2010 at the new Mizner Park Cultural Arts Center. Attendees will be updated on CRA current enhancement efforts and approved plans for completion in 2010, and the branding and marketing initiative under development by Kaye Communications, Inc. with Downtown businesses getting the opportunity to meet and exchange with each other as an important component for a successful downtown initiative.

In the initial overview recently presented to the CRA, Kaye Communications, Inc. President and Chief Strategist Bonnie S. Kaye, noted that "stakeholder feedback has been extremely positive about the City's commitment to the branding and marketing initiative, and while everyone may have different wish lists, perspectives or recommendations, all were in agreement that they want to cultivate and ignite a 'vibrant' downtown."

"Downtown Boca Raton is filled with a wide-ranging successful collection of retail shops, restaurants, entertainment, cultural, services, and other businesses, yet there has never been a singular collective downtown initiative or area voice to communicate those assets as a whole on a regular basis," noted City of Boca Raton City Manager Leif Ahnell. "The upcoming Downtown Marketing Forum is being held to accelerate the 'next generation' downtown poised for smart growth and prosperity."

Ahnell noted that priority components of the branding, marketing, and communications program for Downtown will include a distinguishing logo, positioning taglines (one for general public, one for messaging to potential tenants), a dedicated Downtown Boca Raton website, a robust calendar of events, and a collaborative effort with property owner, merchant, Realtor®, community and media stakeholders. To keep the more than 650 Downtown businesses and surrounding residential communities informed of news and opportunities, the city will be communicating via frequent E-Updates and other communications channels.

The program will be designed to "educate" South Florida, regional and national audiences on the distinctive features, advantages, and benefits of Downtown Boca Raton to "attract" a wide range of shoppers, diners, cultural enthusiasts, tourists, residents, with varying interests, including families and seniors, etc. to the area. Active on-going communication with news media, from local to national print, broadcast and online outlets, will be a key component of the "education" efforts.

"With the City's recent purchase of the waterfront [Wildflower] property, our newly approved enhancement plans for the Downtown Promenade area, the completion of the soon-to-open multi-purpose Mizner Park Cultural Arts Center, Royal Palm Place's and Mizner Park's demonstrated commitment to active private/public teamwork, and the selection of Kaye Communications, Inc. means we are moving toward the type of strategic collaborative Downtown effort that is essential for optimal success," added Ahnell. "It is not about focusing on one component at a time, but a total synergistic strategy that will drive the initiative. In fact, the due diligence 'stakeholder' outreach and dialog with Kaye Communications, to date totaling more than 70 hours, demonstrates such connectivity is already underway."

Bonnie Kaye noted that the keys to the success of Downtown Boca Raton will necessitate what the firm calls the expert precision of a "9 Cs" Approach: Commitment, Communications, Connectivity, Camaraderie, Collaboration, Creativity, Clarity, Consistency, and Commencement. "To view the full Kaye Communications, Inc.'s presentation to the CRA, visit [www.kcompr.com/pressroom/city-BR-CRApresentation2.8.10.pdf](http://www.kcompr.com/pressroom/city-BR-CRApresentation2.8.10.pdf). To keep current on Downtown news, follow [twitter.com/kcompr](http://twitter.com/kcompr).

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