

TAB 8



City of Palmetto Agenda Item

Meeting Date

3/7/11

Presenter: Jeff Burton

Department: CRA

Title:
4th of July

BACKGROUND:

The staff proposes that a free concert be performed at the landing of the Green Bridge Fishing Pier just prior to the fireworks.

Proposed timeline:

- 5:00-5:30 CRA information video on two screens at Riverside
- 5:30-6:45 Opening act (working on Henry Lawrence)
- 6:45-7:00 Change bands/CRA Video
- 7:00-8:45/9:00 Main Act (Looking at Eddie Money)
- 9:00-9:15 CRA videos
- 9:15-11:00 Fireworks
- 11:00-CRA video

Before and after the event, videos produced in-house by the Agency shall be broadcast to the audience disseminating information about the CRA and its production.

CRA Videos may include:

- Community Policing programs
- Residential programs
- Commercial programs
- Marketing for Palmetto Image
- Sherriff message
- County Commission message
- Fire District Message
- State and Federal Representatives

Funds are budgeted. Staff has not negotiated to this point and no artist is yet guaranteed.

PROCEDURE:

Contract with potential artist:

- Eddie Money
- Three Dog Night
- .38 special
- Greg Allman
- Foreigner

Design and build Riverside platform:

- After CCNA, contract design with approved architect
- Build reusable paltform at riverside

Organize services for performance:

- Police
- Fires Safety
- Sheriff
- Parks

FUNDING:

Funds have been budgeted for this project.

Budgeted \$50,000. **Budget Page** 91 **Available** \$50,000. **Expenditure** \$0.00

Amount: No(s): Amount: Amount:

Additional Budgetary Information:

Funding Source(s): Sufficient Funds Available: Yes No Budget Amendment Required: Yes No Source:

City Attorney Reviewed: Yes No N/A Advisory Board Recommendation: For Against N/A Consistent With: Yes No N/A

Potential Motion/ Direction Requested:

Staff Contact:

Attachments:

IMAGE

The *Agency/ City* image needs to be vibrant and successful. There is an image that the *Agency/ City* project to its residents and the outside community, whether it defines it or not. There lies the problem. The *Agency* may legally promote to entice private investment, enhance and market its image, promote public safety and commerce (employment and business creation), encourage public health and welfare, and reduce government spending while building its tax base. The *Act* clearly prescribes planned engagement of image building and marketing.

GOAL:

The *Agency* creates an image of "Palmetto" that promotes a safe, vibrant, quant, developing and redeveloping community.

POLICIES:

- POLICY 1) Palmetto's image problem is chronic and has been identifiable for decades and was noted in the 1993 Community Redevelopment Action Plan.
- a. "Downtown Palmetto and the CRA district has an image problem; it is perceived as a declining area."⁹⁰
 - b. Overcoming "past Images" of Palmetto has been a problem...⁹¹
- POLICY 2) Palmetto's image deters desired outside private investment and encourages undesirable uses. "If Palmetto's negative image persists, it could be expected that the current level of Downtown use and patronage will deteriorate. Private sector reinvestment will also deteriorate."⁹²
- POLICY 3) Palmetto's negative image includes the lack of consistent land uses, architectural designs and property maintenance.
- a. The City commercial/retail districts lack a visual theme which is uniform, or creative in the form of signage, lighting...⁹³
- POLICY 4) Achieving the designs that implement the vision of the character vision of which the property is located, thereby promoting an identity for Palmetto.⁹⁴
- POLICY 5) Palmetto's image has a direct relationship to public safety.
- a. "Palmetto's image is viewed as unsafe. An image of safety needs to be created to attract people and business."⁹⁵
 - b. "Palmetto police have been beleaguered with seven unsolved homicides over the past decade."⁹⁶

⁹⁰ 1993 Community Redevelopment Action Plan 46

⁹¹ 1993 Community Redevelopment Action Plan 51

⁹² 1993 Community Redevelopment Action Plan 47

⁹³ 1993 Community Redevelopment Action Plan 54

⁹⁴ Palmetto Downtown Design Guidelines 3

⁹⁵ 1993 Community Redevelopment Action Plan 53

⁹⁶ *Bradenton Herald* July 31, 2010

OBJECTIVE 6) A positive **IMAGE** will increase the taxable values of Palmetto real property and its economic and social welfare while reducing the costs of public safety and other city compliance services. **ACCOUNTABILITY**

TASKS:

Legal:

TASK 1) CRA Advisory Board should determine that the management of the Image of Palmetto is a recommended power necessary to *Agency Goals*.

TASK 2) Based on the Agency Advisory Board recommendation, the *Agency Board* should determine and vote that the management of the Image of Palmetto is a power necessary to the *Agency's Goal*.

Planning:

TASK 1) Develop a *Image Plan (IP)* approved by the *Agency Board of Commissioners* by January 1st, 2012 that includes:

1. A *Systematic* format.
2. Aligned with *Agency* mandates. (Florida Statute 163, Part III, City ordinances and the 2030 Comprehensive Plan)
3. Five year line item budget of estimated expenses.
4. Aligned with *Agency Districts* (See Table 2).
5. Aligned with *Agency* sponsorships and promotions.
6. Aligned with *Agency* programs and services.
7. Inclusive of *Agency* internet presence.
8. Five year estimated performance benchmarks, preferably based on specific quantifiable and qualitative data.
9. A data collection and analysis methodology.
10. A reporting schedule.

Approval:

TASK 4) The IP will be considered an *Agency* policy document requiring a recommendation by the CRA Advisory Board.

TASK 5) The IP will be approved by the *Agency Board of Commissioners*.