



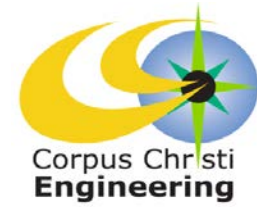
Rebranding Bayshore Park Development and Sherrill Park



City Council Meeting
April 18, 2017



Bayshore Park Project



- Bayshore Park Task Force
 - Working group appointed by PRAC
 - Prepared recommendations for PRAC
 - Plan for activation and operation of park
 - Parks & Recreation primary
 - CVB, Buc Days: Special Events
 - Potential for conservancy
 - Fee schedule
 - Re-branding the Park



REBRANDING OF BAYSHORE PARK

BEST PRACTICES FOR REBRANDING

WHAT WAS CONSIDERED WHILE CHOOSING REBRANDING OPTIONS

- ✓ **CURRENT USE OF THE SPACE**
- ✓ **FUTURE USE OF THE SPACE**
- ✓ **LOCATION OF THE SPACE**
- ✓ **LONGEVITY OF THE NAME**
- ✓ **SOLID & MEANINGFUL BRANDING**
- ✓ **MARKETING OPPORTUNITIES**
- ✓ **AVOID WORDS WITH NEGATIVE CONNOTATION**
- ✓ **SENSITIVITY TO THE COMMUNITY**

WHAT'S IN THE SPACE TODAY?

SHERRILL PARK

MCCAUGHAN PARK

MCGEE BEACH

OLD CITY HALL PARK



WHAT'S NEAR THE SPACE TODAY?

YACHT CLUB

CC MUNICIPAL MARINA

HOTELS

RESTAURANT

CHURCHES

APARMENTS/CONDOS

BANKS/BUSINESSES

DOWNTOWN CC



”
CREATIVITY
TAKES
COURAGE
“

HENRI MATISSE

”

**THE PATH OF LEAST
RESISTANCE
WILL NEVER MAKE YOU
PROUD**

“

TONY ROBBINS

EN POINTE PARK
BAYSHORE FUN PLACE
HORIZON POINT
BAYFRONT PARK
SUNRISE POINT
GENERATIONS PARK
HARBOR POINT
THE PLACE
CENTRAL CITY PARK
BAYFRONT MEMORIAL PARK
361 PLACE
CITY ANCHOR POINT
ADVENTURE POINT
ONPOINT PARK
EMBARK PARK
SOUTH END
BAYFRONT PANORAMA
HEROES URBAN PLACE
PANORAMA PARK

URBAN REEF
PANAROMA PLACE
FREEDOM PARK
SOUTH BANK
INDEPENDENCE PARK
ANCHOR CITY PLACE
HORIZON URBAN BEACH
THE HUB
PUNTA DEL SOL
LIBERTY PARK
BAY LINE PARK
THE GATHERING PLACE
BAYFRONT COMMONS
MAKE MEMORIES PLACE
PUNTA VISTA
CENTER SHORE
INDEPENDENCE PLACE
PAULIE POINT
361 ANCHOR
CITY REEF
SOUTH BAYFRONT PARK
SUNRISE SHORES
EXTREME FUN PLACE
BAYSHORE PLAZA

EN POINTE PARK
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EXTREME FUN PLACE
BAYSHORE PLAZA



Preliminary Art for Logos





Sherrill Park



- Veteran Stakeholder Groups
 - Term “memorial” should be reserved for Sherrill Park only
 - Strengthens identity of Sherrill Park
 - Requested addition of terms “Veterans’ Memorial”

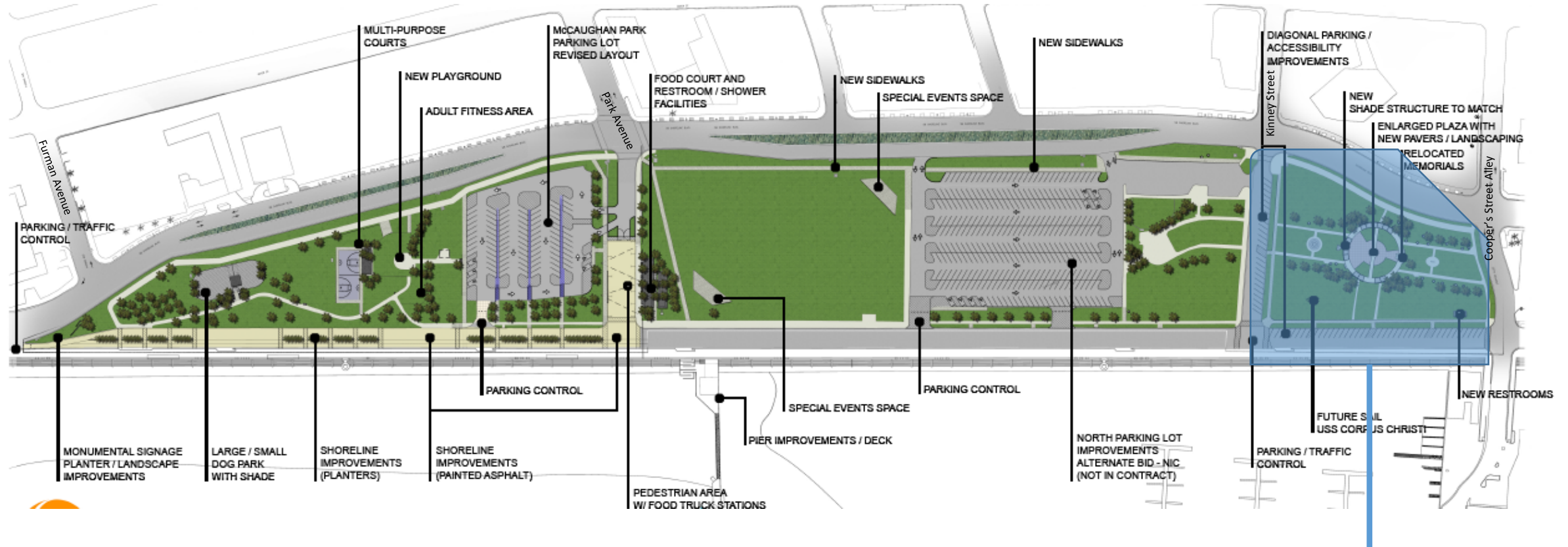


Recommendation



- Name the Bayshore Park Development – The Water’s Edge
 - Parks and amenities within the park will be known as:
 - McCaughan Park at The Water’s Edge
 - McGee Beach at The Water’s Edge, etc.
 - Creates consistency for branding and marketing
 - Allows existing parks to retain identity
- Rename Sherrill Park - Sherrill Veterans’ Memorial Park
- Approved by Parks & Recreation Advisory Committee - March 2017

Name the entire development: The Water's Edge



Sherrill Veterans' Memorial Park