



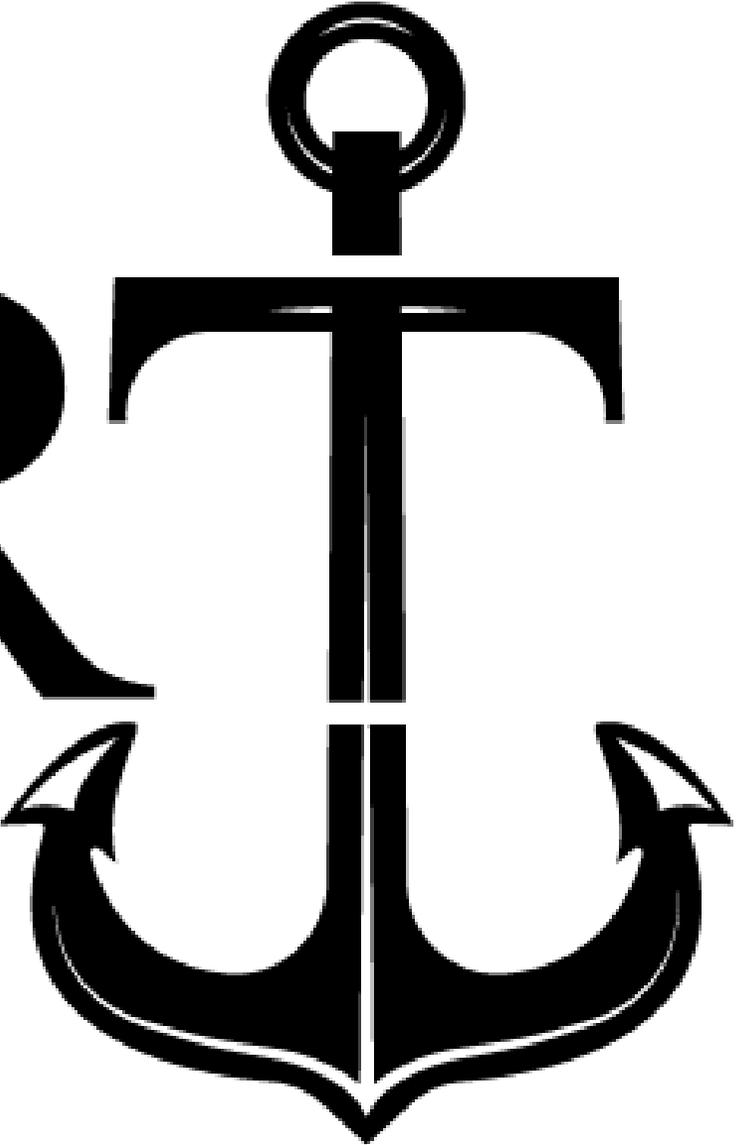
Community Redevelopment Agency

Branding Discussion



November 25, 2024
Jennifer Davis, CRA Director

THE
PORT
Port St. Lucie





Branding Budget - \$300,000



\$ 9,813

Feather Flags (68 total)

\$ 9,192

Electrical Contractor (Digital Sign)

\$146,463

Digital Sign

\$165,468

Spent to Date

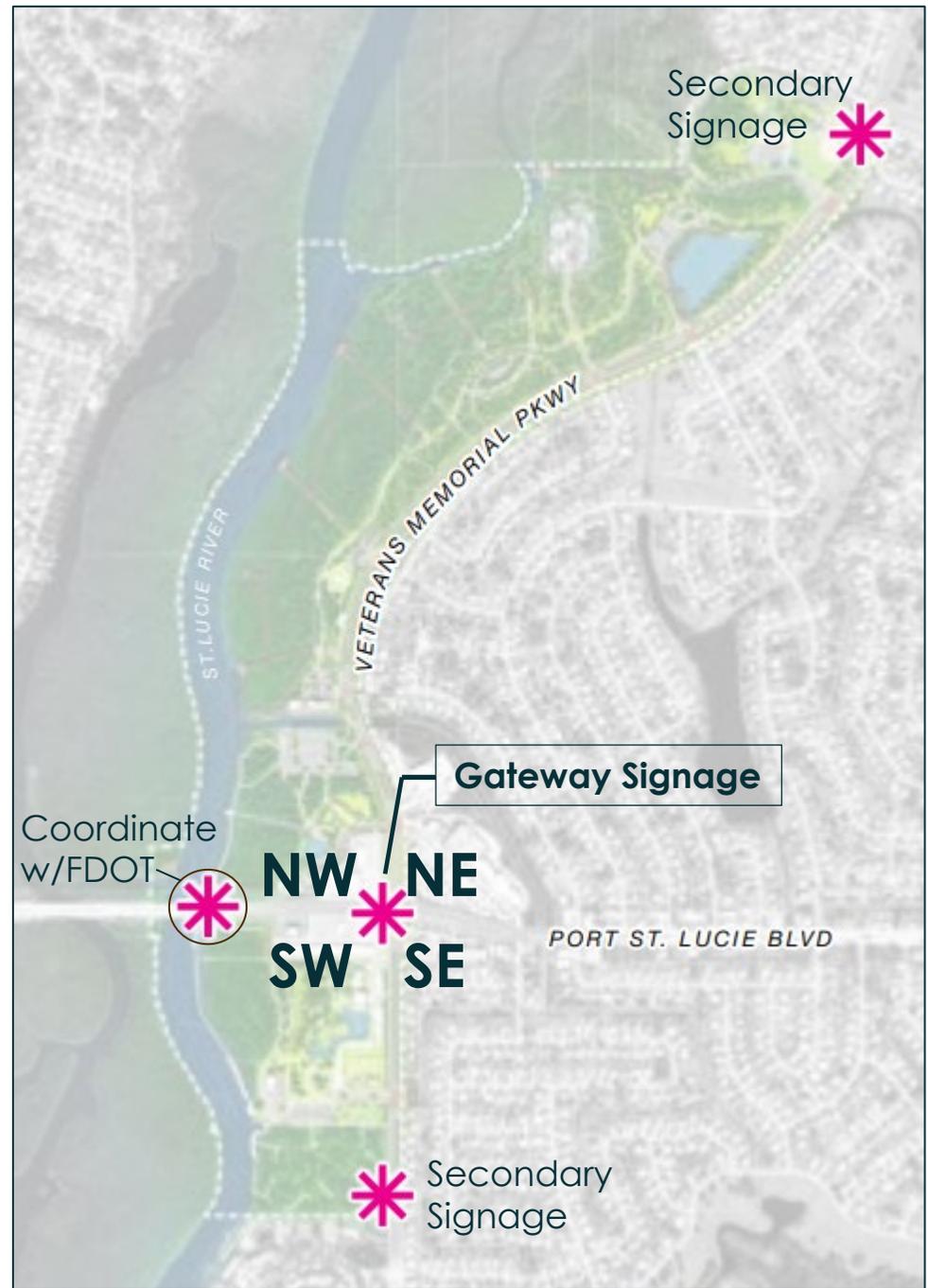
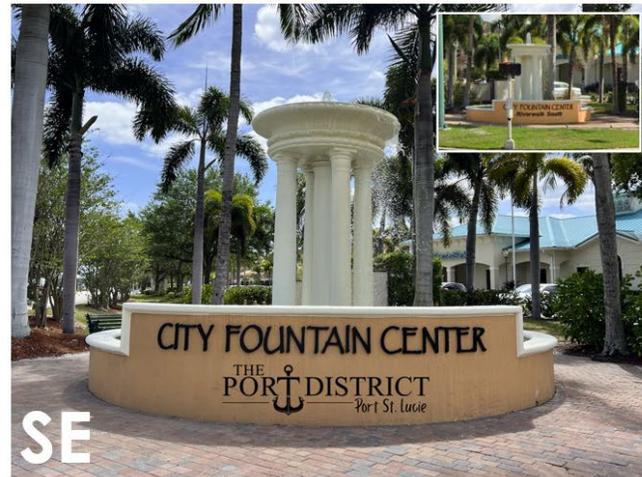
\$134,532

Remaining Budget



Gateway Signage

THE
PORT
Port St. Lucie 





Secondary Signage with Public Art



Twenty anchor sculptures are appearing around the north east of Scotland and the Northern isles as part of a fundraising campaign.

The Aberdeen, Aberdeenshire, Moray, Orkney and Shetland public art trail has been decorated by artists to aid cancer charity Friends of Anchor.

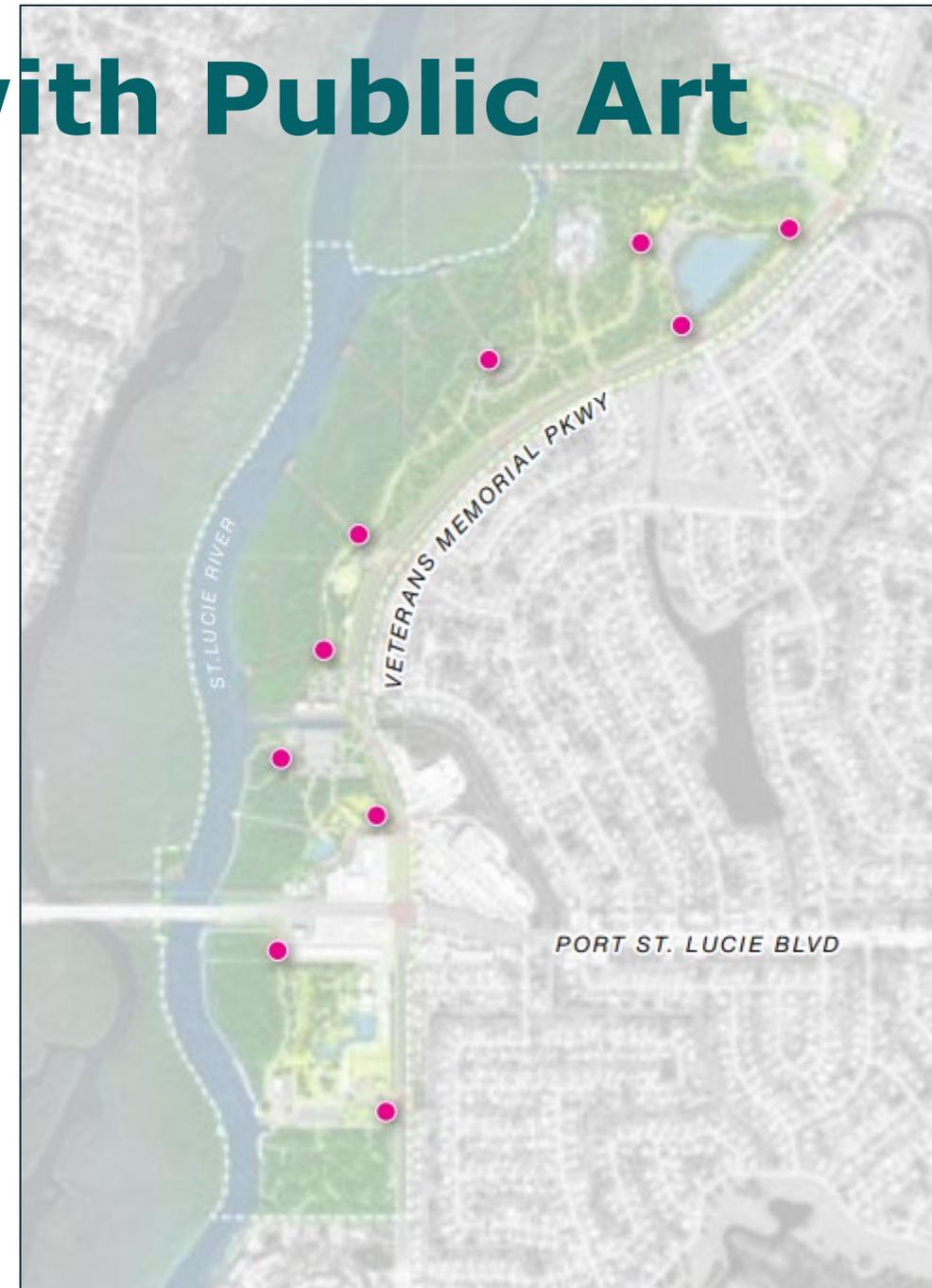
The sculptures will eventually be auctioned off.

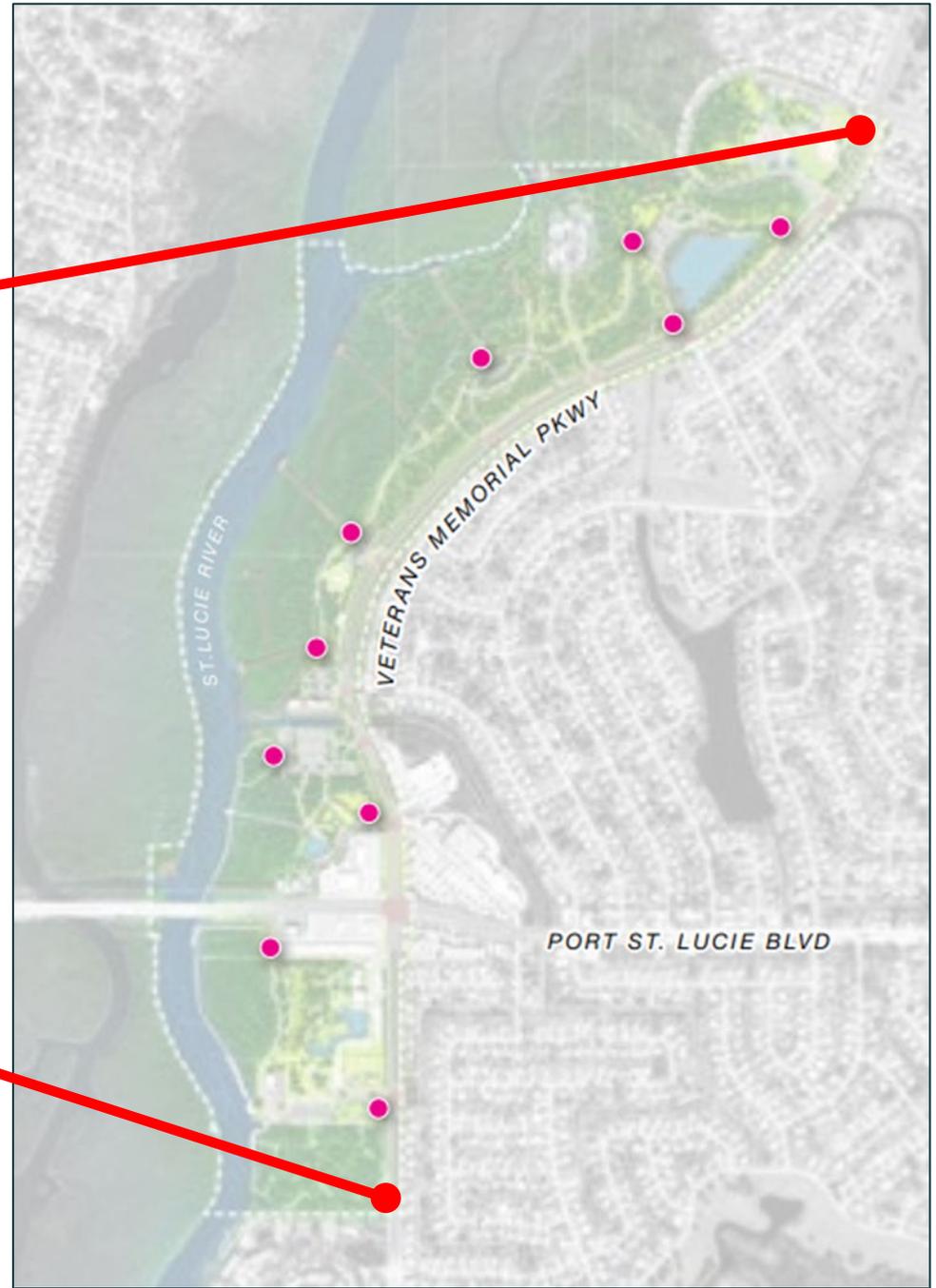
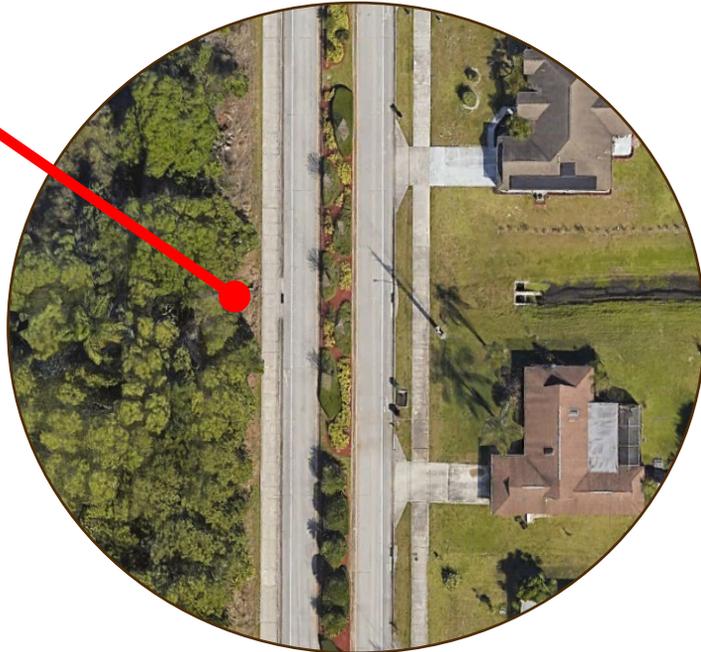
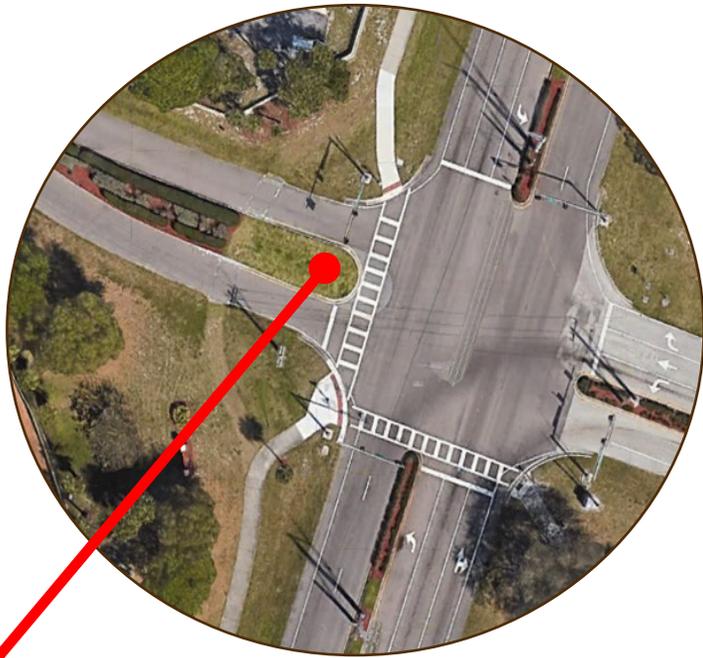
The money will go towards a project to establish a world-class oncology research unit in Aberdeen.

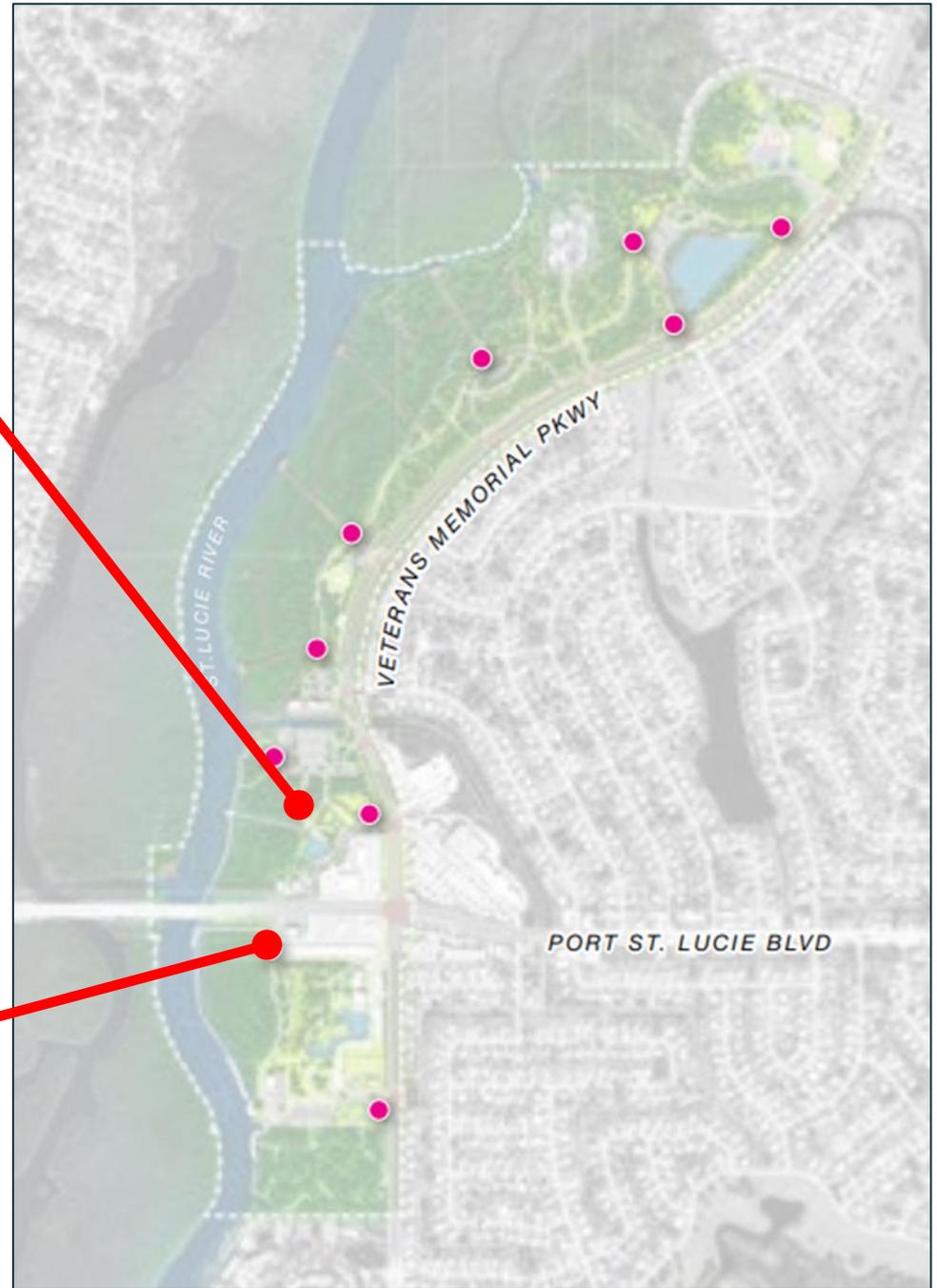
The University of Aberdeen is attempting to raise £4.5m in five years.

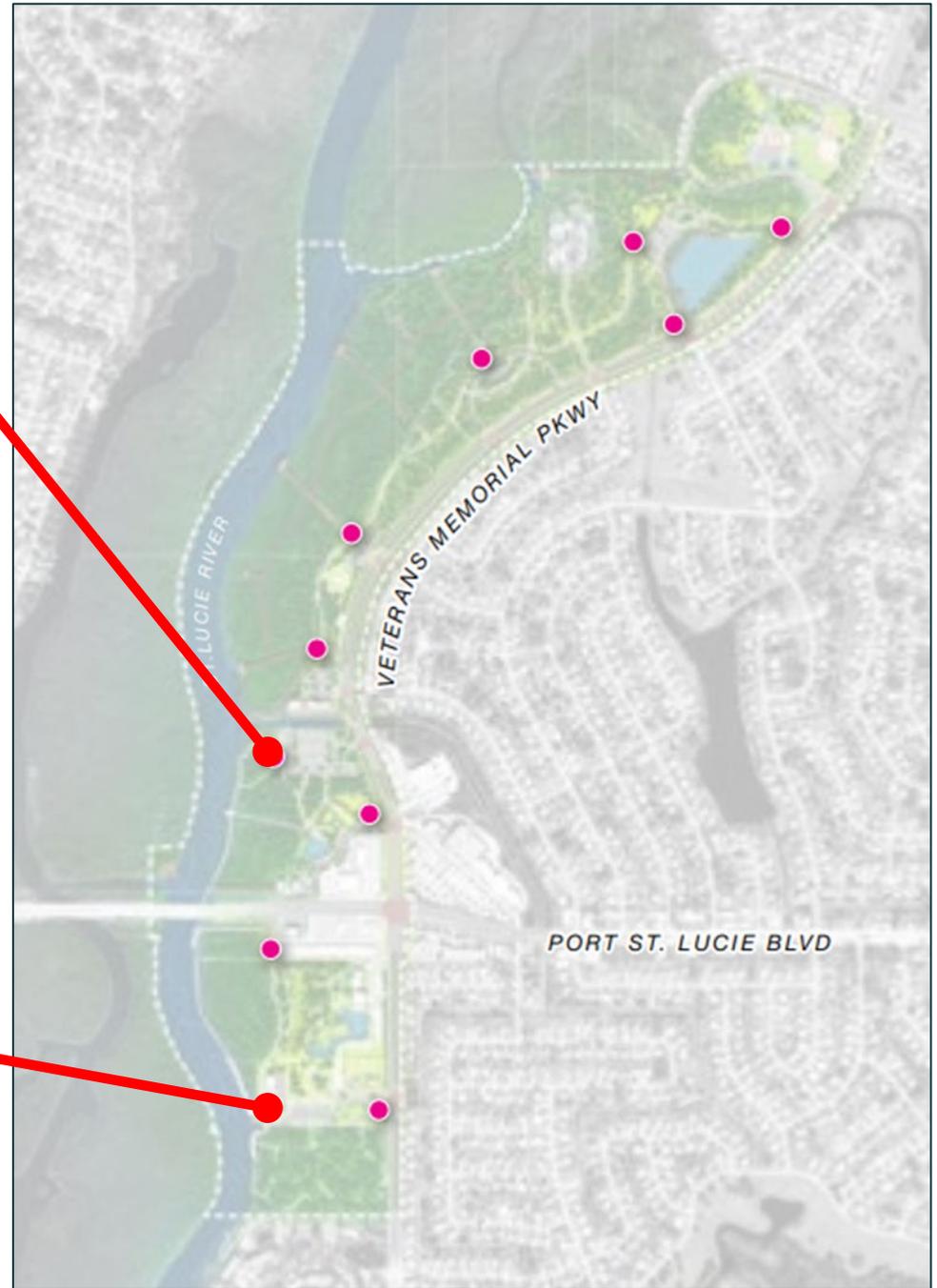
The Friends of Anchor (Aberdeen and North Centre for Haematology, Oncology and Radiotherapy) charity has pledged £1m.

The "20for20 anchor voyage" marks 20 years since the charity began its work.









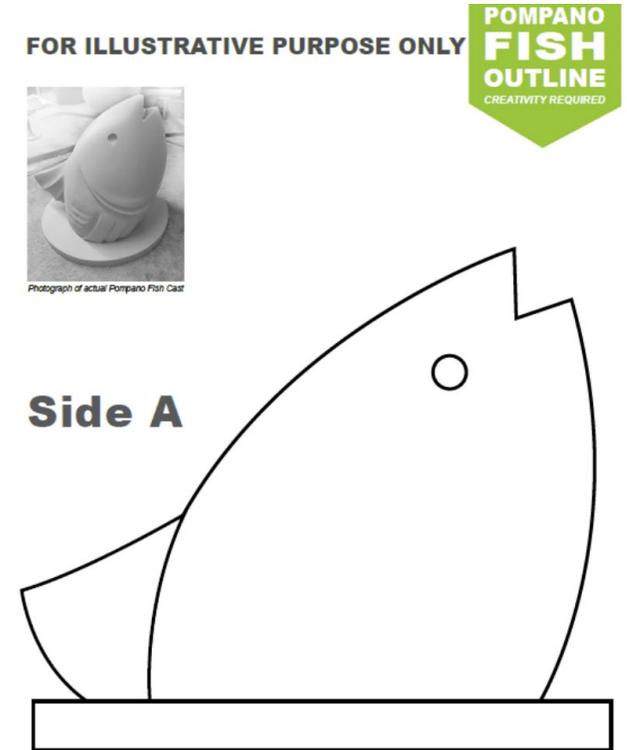


SAMPLE Call to Artists

<https://www.pompanobeacharts.org/public-art>

- Theme
- Anchor Mold
- Template for Design Submissions
- Project Location(s)
- Artist Pick-up & Deliver
- City Manages Installation
- Prohibited Content
- Open to Local Artist (we define area)
- Artist Provide up to 3 Examples of Previous Work

- Potential to reserve one anchor for student artwork





Wayfinding Signage

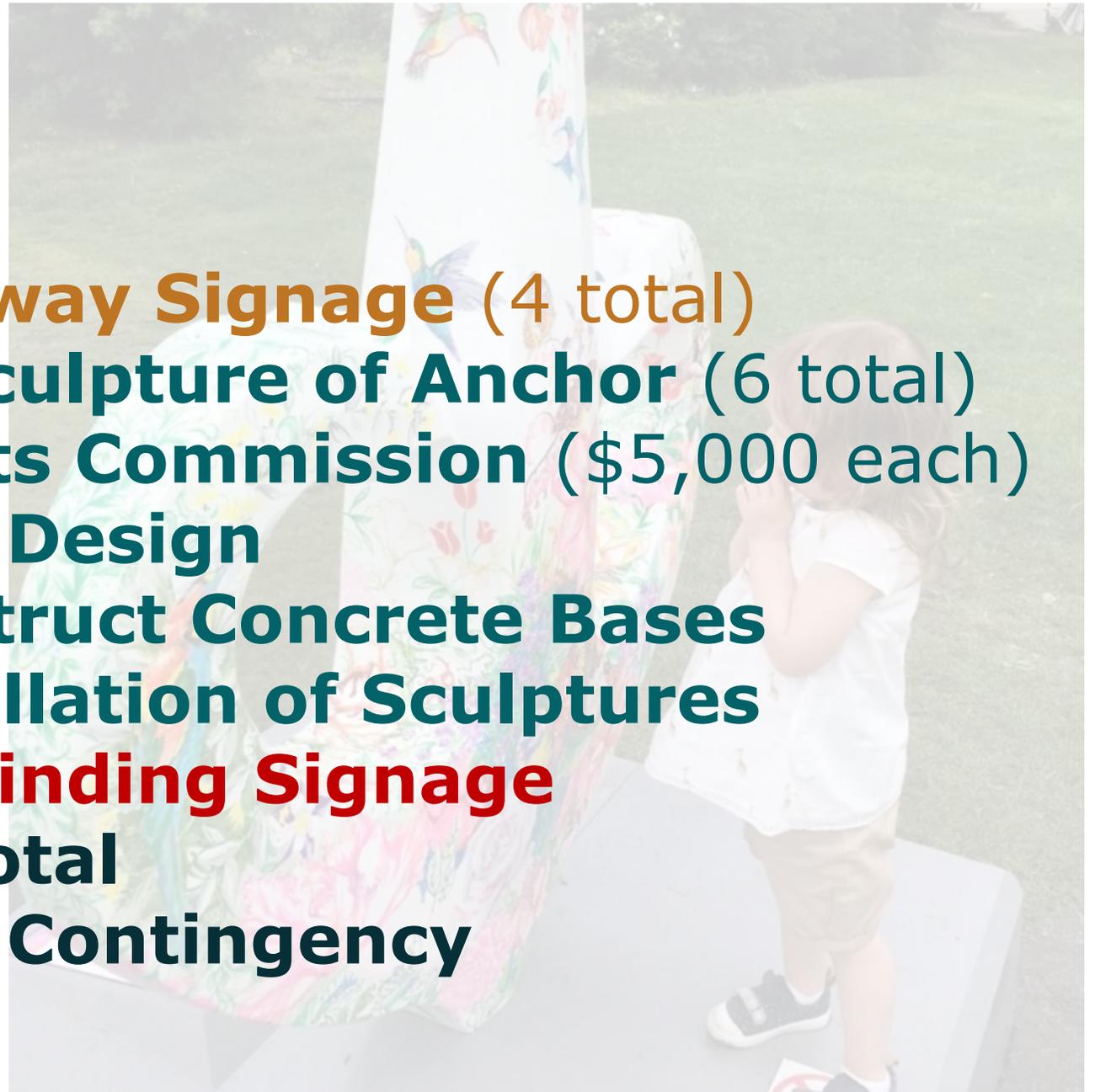


- ↻ Boardwalk Access
- ↻ Pioneer Park
- ↻ Event Lawn
- Botanical Gardens
- History Museum



\$ 18,000
\$ 20,000
\$ 30,000
\$ 2,500
\$ 10,000
\$ 1,500
\$ 1,400
\$ 83,400
\$ 16,600
\$100,000

Gateway Signage (4 total)
3D Sculpture of Anchor (6 total)
Artists Commission (\$5,000 each)
Base Design
Construct Concrete Bases
Installation of Sculptures
Wayfinding Signage
Subtotal
20% Contingency
Total





Branding Budget - \$300,000



\$ 9,813	Feather Flags (68 total)
\$ 9,192	Electrical Contractor (Digital Sign)
<u>\$146,463</u>	Digital Sign
\$165,468	Spent to Date
<u>\$100,000</u>	Proposed
\$265,468	Total (\$34,532 remaining)

walton
& one





CITY OF PORT ST. LUCIE







walton
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Proposed Budget

\$15,000 – Signage

\$15,000 - Painting

\$ 2,000 – Decals (16)

\$32,000 – Subtotal

\$ 6,400 - 20% Contingency

\$38,400 - TOTAL

Thank You

Questions/Comments

Community Redevelopment Agency

