



# Community Redevelopment Agency

Branding Discussion

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November 25, 2024  
Jennifer Davis, CRA Director

# THE PORT

Port St. Lucie





# Branding Budget - \$300,000

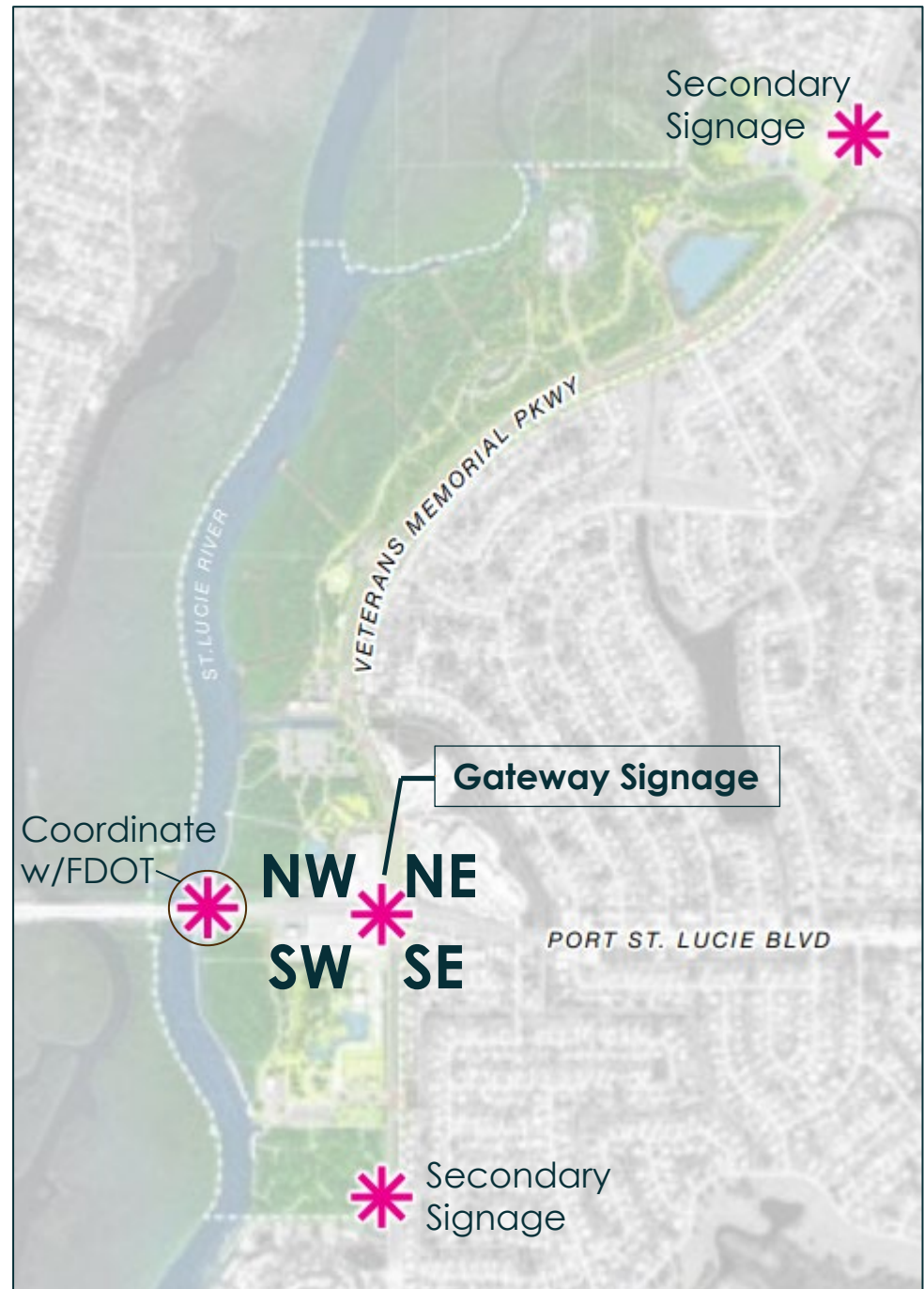
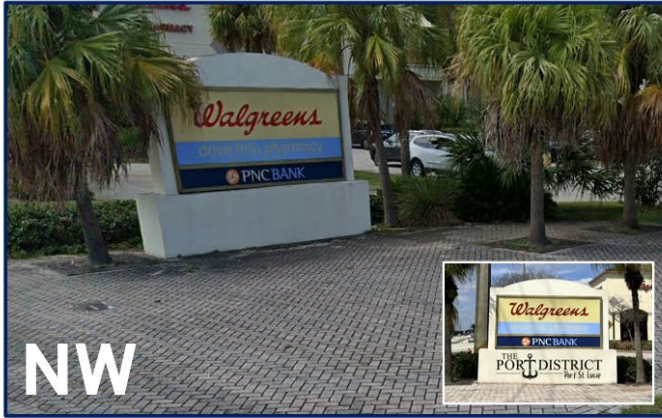


<b>\$ 9,813</b>	<b>Feather Flags (68 total)</b>
<b>\$ 9,192</b>	<b>Electrical Contractor (Digital Sign)</b>
<b><u>\$146,463</u></b>	<b>Digital Sign</b>
<b>\$165,468</b>	<b>Spent to Date</b>
<b><u><u>\$134,532</u></u></b>	<b>Remaining Budget</b>



# 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.

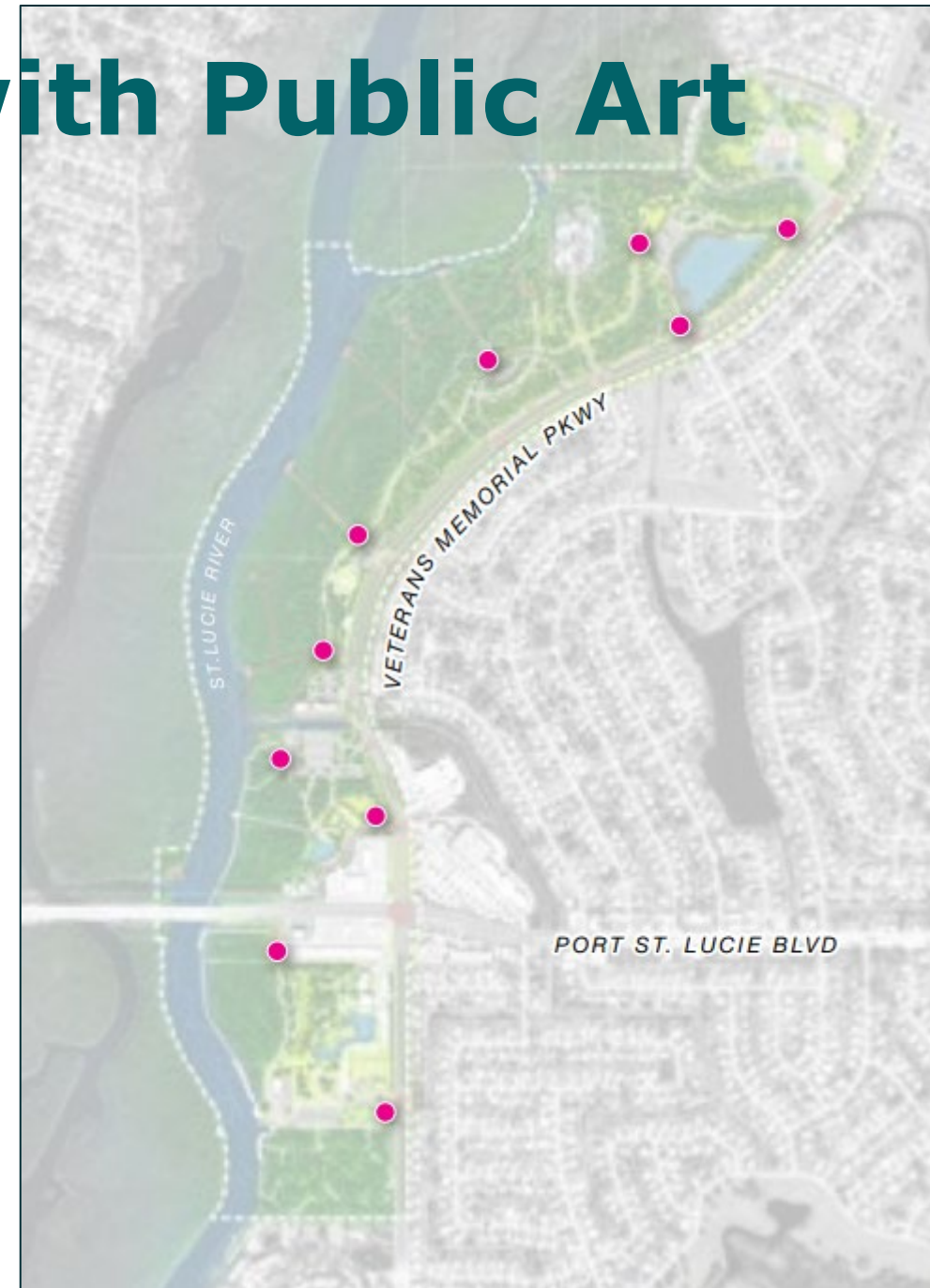
The sculptures will eventually be auctioned off.

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

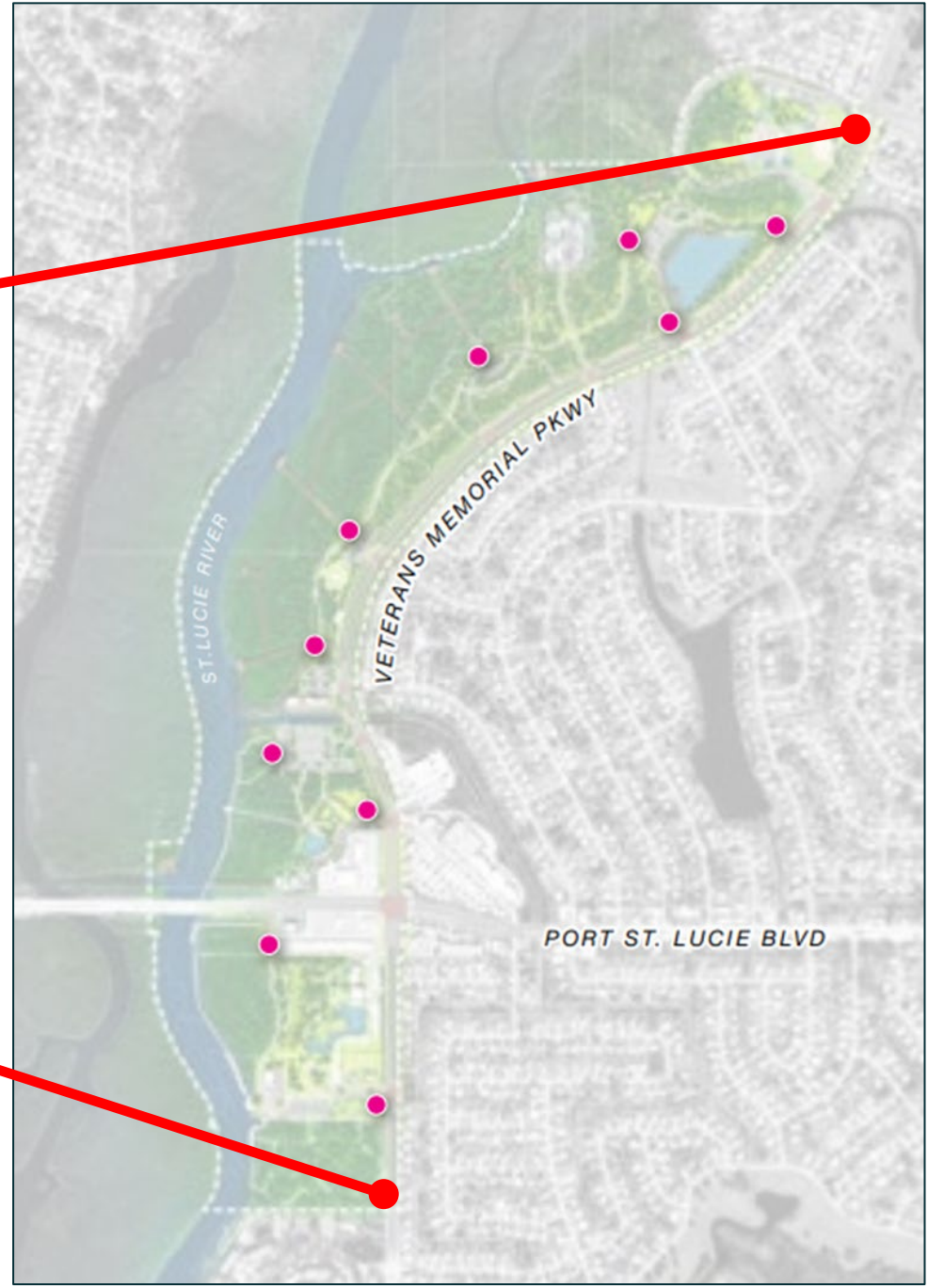
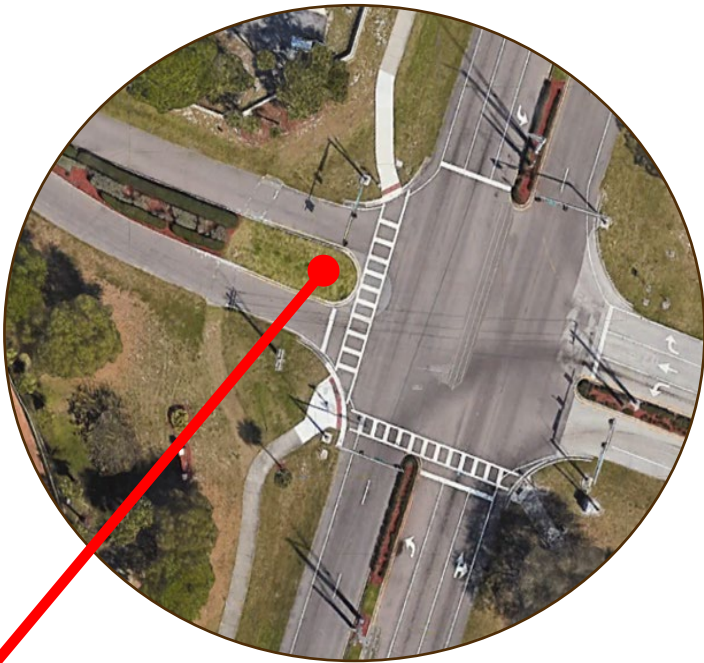
The University of Aberdeen is attempting to raise £4.5m in five years.

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

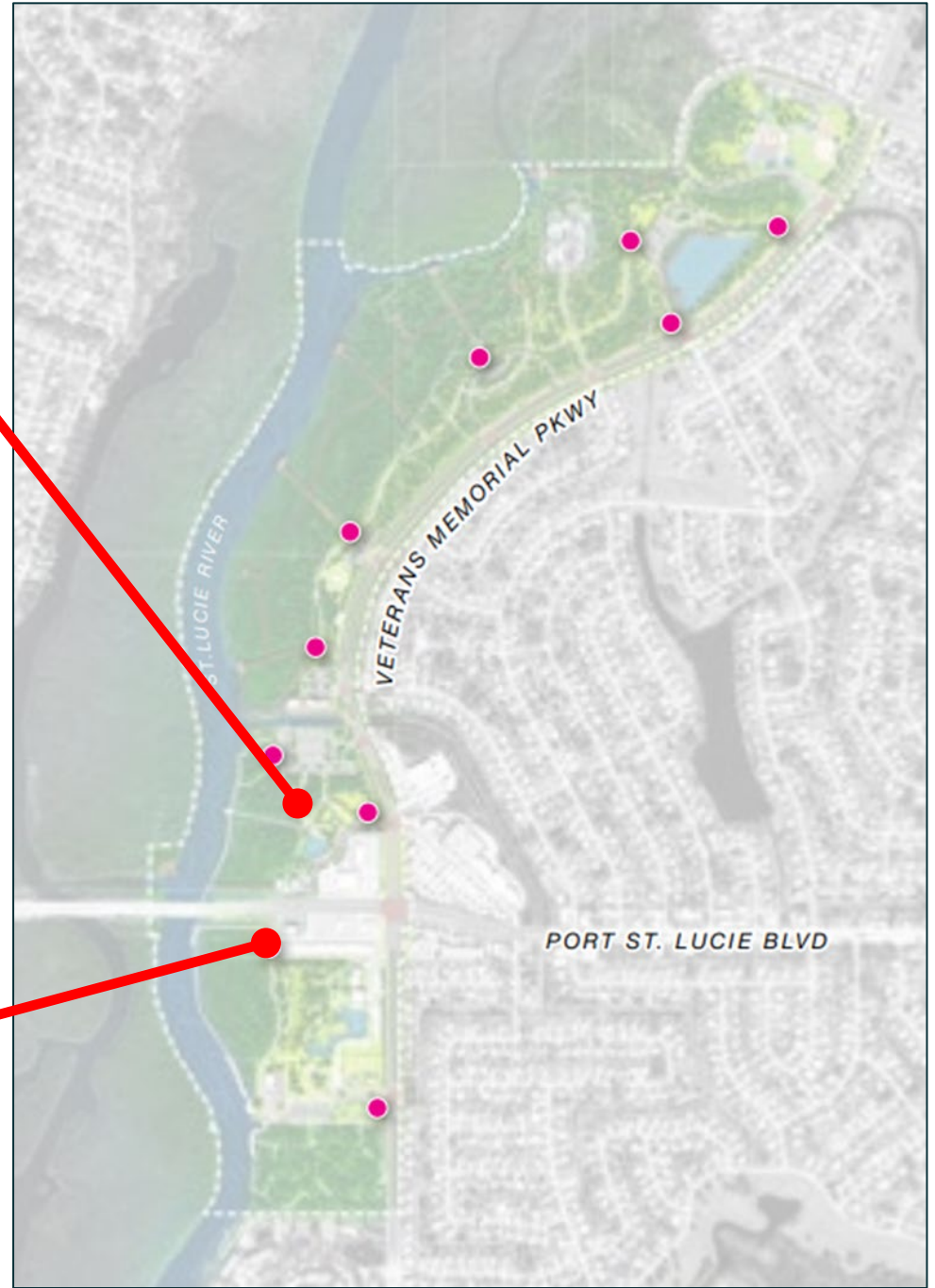
The "20for20 anchor voyage" marks 20 years since the charity began its work.



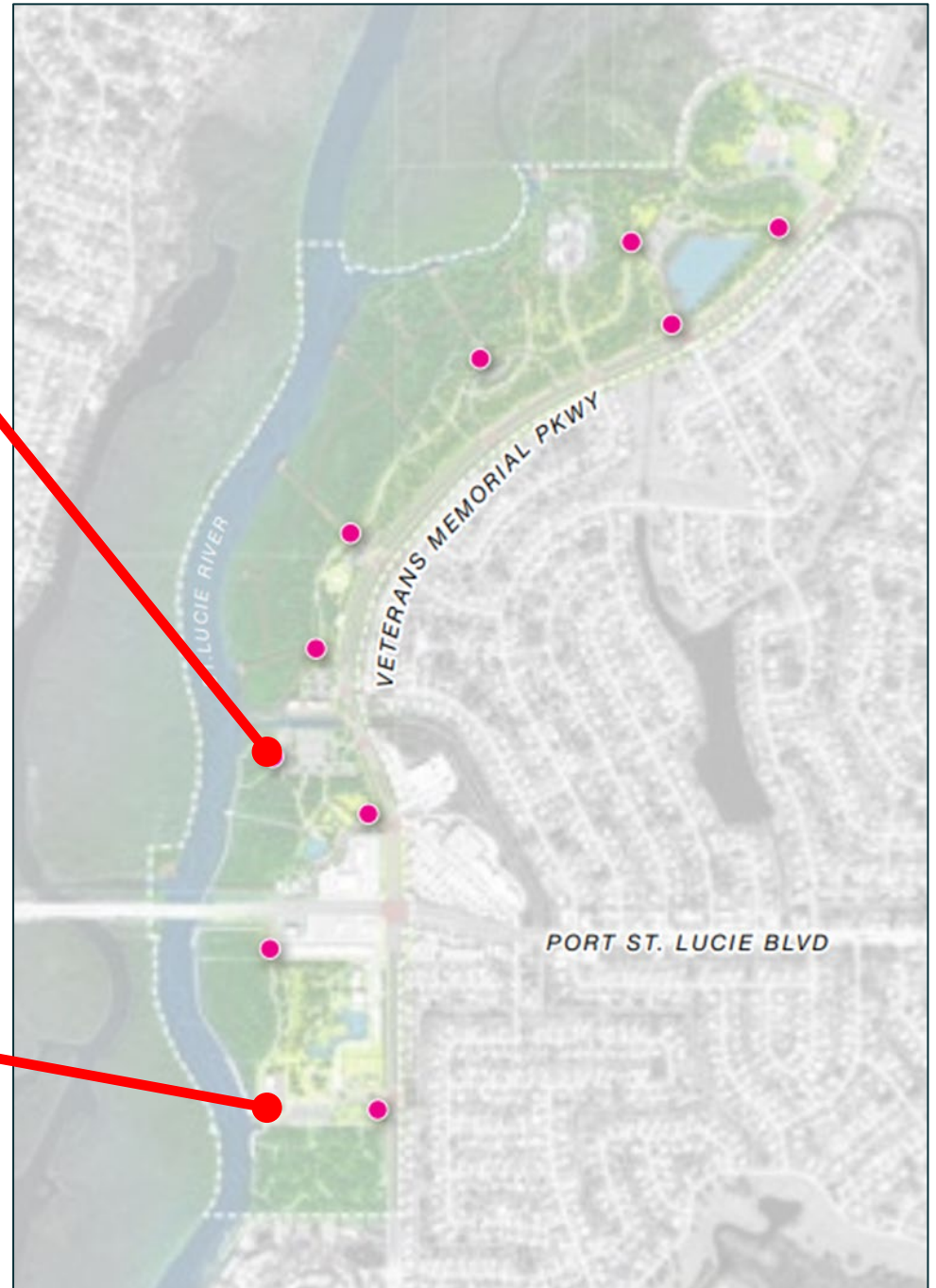












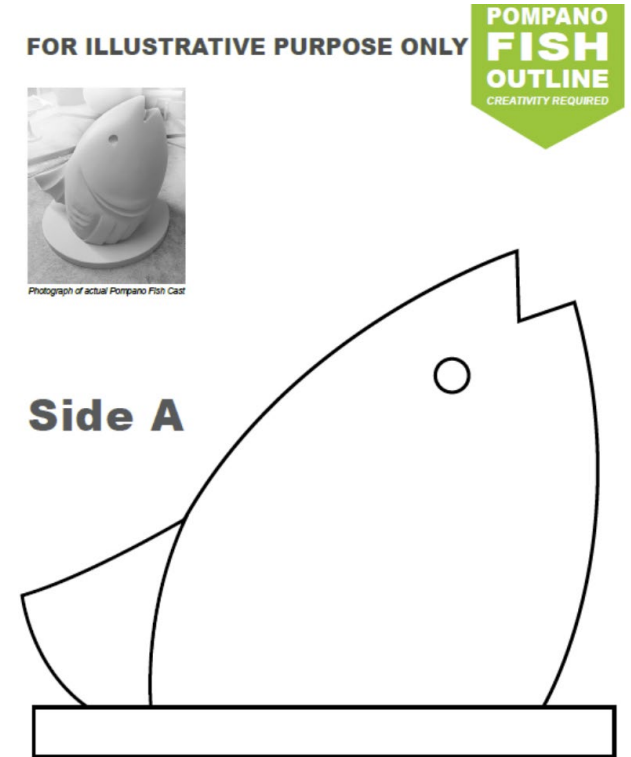




## SAMPLE Call to Artists

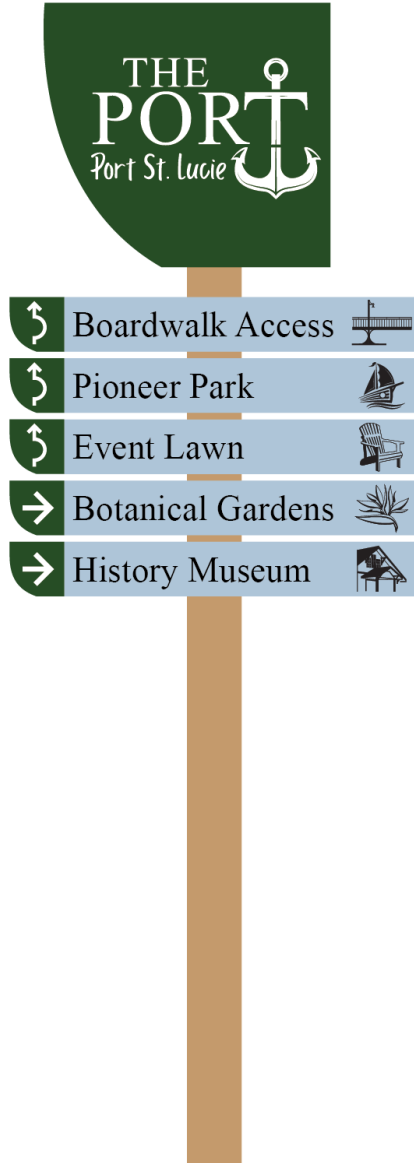
<https://www.pompanobeacharts.org/public-art>

- 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





**\$ 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**

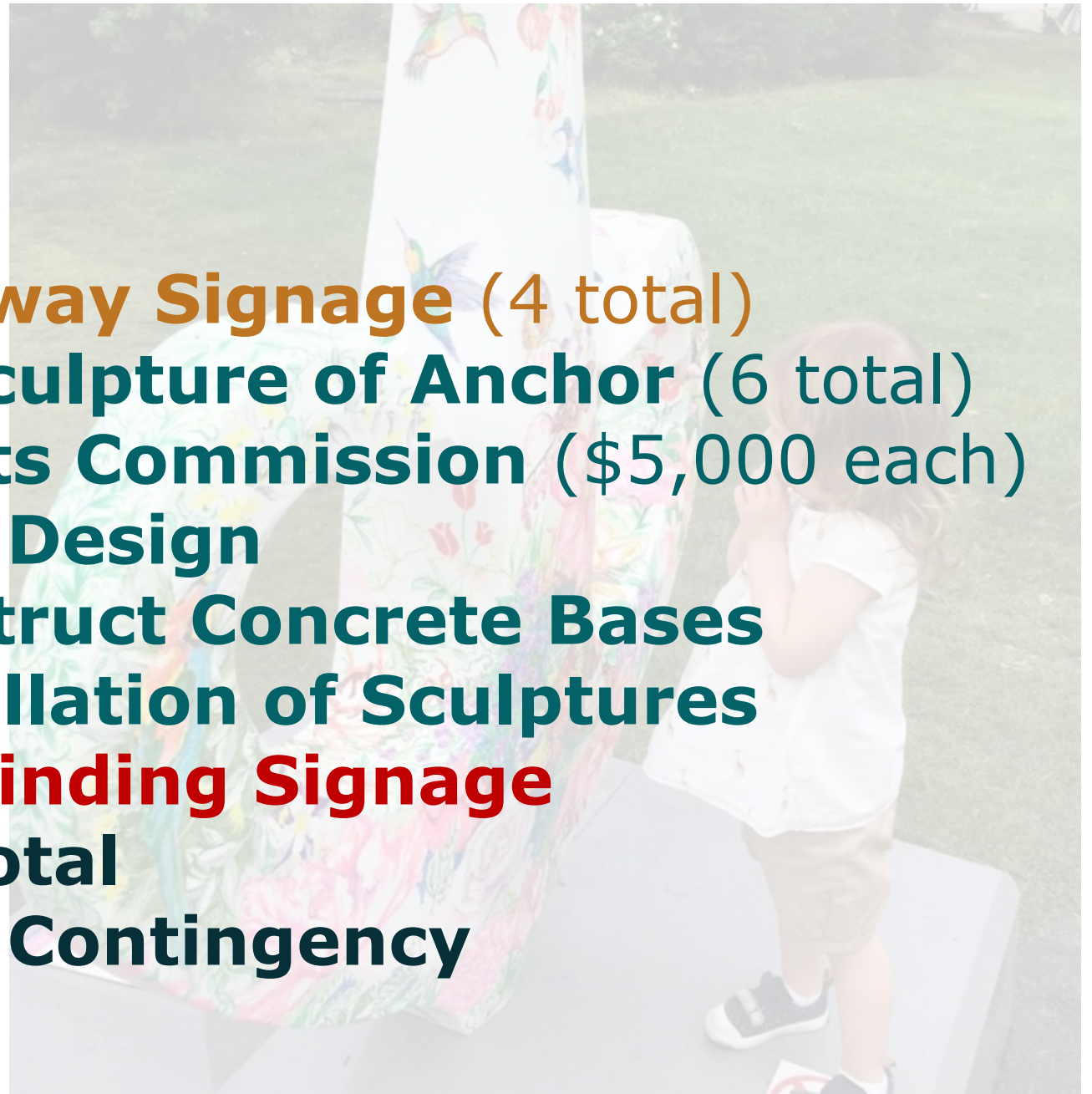
**Installation of Sculptures**

**Wayfinding Signage**

**Subtotal**

**20% Contingency**

**Total**





# Branding Budget - \$300,000



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



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CITY OF PORT ST. LUCIE











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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

