



NORTH  STAR
+ Lauderhill, FL

January 23, 2025

The Lauderhill Vision 2030 Goal: Be A Thriving Destination

*Revitalize the city's image through rebranding to **improve perception** among residents, businesses, developers, investors, and visitors in Lauderhill.*



**Baltimore
in the news**

Baltimore

Media Bias

The Piling On Effect:

*Our experience is that major metro news outlets tend to focus a **negative spotlight** on neighboring cities at a higher rate than on themselves.*

Google

lauderhill fl



 WSVN

Woman fatally shot at Lauderhill apartment complex; motive under investigation

LAUDERHILL, FLA. (WSVN) - Police are investigating a shooting at an apartment complex in Lauderhill that left a woman dead, triggering a...

6 days ago



 Miami Herald

A 22-year-old woman was found shot dead inside a Broward condominium unit, police say

Lauderhill, Florida police said a predawn shooting call brought police to the Newport Condos at Lauderhill. They found Regina Vidal.

5 days ago



 WPLG Local 10

Police: Man arrested after shooting woman in Lauderhill

LAUDERHILL, Fla. - A 57-year-old man has been arrested after a woman was shot Monday morning in Lauderhill.

Oct 10, 2023



 Sun Sentinel

35-year-old mother identified as Lauderhill shooting victim

Trecia Spencer Carruthers, 35, has been identified as the woman who was killed in a shooting in Lauderhill Tuesday afternoon.

Oct 31, 2023



 NBC 6 South Florida

'She didn't deserve what she got': Mom of young woman shot and killed in Lauderhill seeks justice

The mother of a 22-year-old woman who was shot and killed inside a Lauderhill



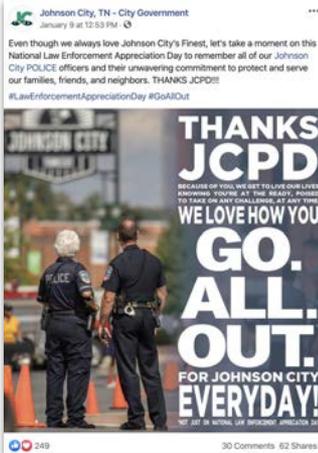
Your **brand** is what they say about you
when you're not around.

***Branding** is what you do about it.*

YES, branding is this:



But this is REAL brand success.



Real brand success

INSIDER

A small town in Illinois is offering people \$5,000 to move there to help plug its labor shortage. Its mayor says the streets are lined with 'help-wanted' signs.

Grace Dean Sep 10, 2021, 10:14 PM

LOCAL NEWS

Financial support available for non-profits, small businesses impacted by COVID-19 pandemic

By Catherine Shubert, Gardens Chapter
Posted: May 25, 2021, 10:41 AM EDT
Updated: May 25, 2021, 10:41 AM EDT

SHARE

LAS VEGAS (KLAS) — If you're the owner of a small business or non-profit that was impacted by the COVID-19 pandemic, you could be eligible for assistance from Clark County.

The second application window for the Technical and Economic Assistance Program, or TEAP, opens on June 1, 2023. Grant amounts can range from \$5,000 to \$100,000 depending on the size of the business and the need. There are also other qualifications.

In addition to the financial award, applicants are assigned a technical advisor for up to 13 months to

Entrepreneur

WOMEN ONLINE COURSES ENROLL NOW

BUSINESS IN FLORIDA IS LOOKING UP. WHY AREN'T YOU?

JAXUSA PARTNERSHIP HEALTH & BIOMEDICAL ADVANTAGES ARE HERE.

SPONSORED CONTENT

World-class health care thrives in Jacksonville

Chicago Tribune

Remote workers seeing appeal in smaller towns

Moving away from cities now possible and a better lifestyle fit

By Andrew Caputo | Chicago Tribune

For many Millennials, the pace of life in quiet, slower-paced small towns is a welcome change from the fast-paced, high-stress life of a city. And as the pandemic has accelerated the trend, many are flocking to smaller towns for a better quality of life. The appeal of remote work is also driving the trend, as many people are able to work from home and enjoy the benefits of a slower-paced life.

LAS VEGAS BUSINESS PRESS

Experts positive on Las Vegas commercial development



LOCAL NEWS

Clark County commissioners approve plans for proposed Innovation District

PHYSICAL DESIGN STRUCTURES



By Rachel Moore

Clark County commissioners voted to accept a proposal to develop Innovation District in the Southwest part of the Las Vegas Valley in a meeting on Tuesday.

LAS VEGAS (KTNV) — Clark County commissioners approved a proposal to develop an Innovation District in the Southwest part of the Las Vegas Valley in a meeting on Tuesday.

The Office of Community and Economic Development employed design experts to draft a proposal for the 8-square-mile area with the purpose of promoting "economic diversity and development."



▶ PROVEN. MUNICIPAL. BRAND BUILDERS.

We Help Smaller Cities Reach Their Preferred Futures



PROVIDENCE THE CREATIVE CAPITAL



LIFE AT ITS PEAK



EUROCITIES: IMPACT OF PLACE BRANDING

Study of 40 European Cities

- **Increased competitiveness**, resulting in a positive impact on investment, jobs, inhabitants, visitors and events.
- **Higher returns on investment** in real estate, infrastructure and events.
- **Coherent city development**, as the physical, social, economic and cultural aspects combine to deliver the brand promise or DNA.
- **Pride in the city** as the inhabitants, businesses and institutions experience a new sense of purpose and direction.

We Understand Diverse Communities

WE DO MORE SO YOU CAN DO MORE.

From the state-of-the-art research and innovation center to the historic downtown district, Fayetteville is a city of diverse communities. And, thanks to our location, you can do more. From the state-of-the-art research and innovation center to the historic downtown district, Fayetteville is a city of diverse communities. And, thanks to our location, you can do more.

CAN DO RUNS DEEP.

FAYETTEVILLE CUMBERLAND CO. CAN DO CAROLINA

www.fayetteville-nc.gov

SOME OF THE BIGGEST BREAKTHROUGHS IN TECHNOLOGY ARE HAPPENING RIGHT IN OUR BACKYARD.

FROM ENGINEERS TO ELECTRICIANS, SMALL BUSINESS IS BOOMING IN OUR BACKYARD.

DUBLIN CALIFORNIA

DUBLIN CALIFORNIA
THE NEW AMERICAN BACKYARD

The right place at the right time for whatever you want to do.

Fairburn
Situating to Succeed

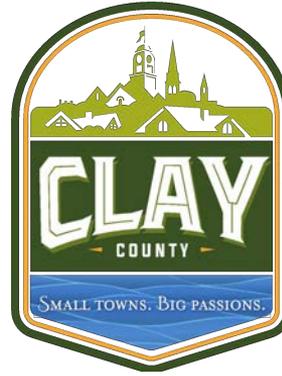
Fairburn GEORGIA
Situating to Succeed

FAYETTEVILLE NC
AMERICA'S CAN DO CITY

We Understand the Branding of Cities Within Major Metros



Florida Based. Florida Passionate.



National Experience Adds Perspective



THE NORTH STAR

APPROACH

A Balanced Approach to Place Branding

Resident engagement & research
to uncover your DNA

Proven process to drive
stakeholder consensus

Unique creative & activation
solutions for Lauderhill



Approach



Stakeholder & Community Engagement

- Engaging your public and your stakeholders



Insight Gathering & Research

- Not just “who” and “what,” “why?” and “how?”
- Brand barometer (Net Promoter Score) pre & post



DNA & Strategy Formation

- Crystalizing what you alone own
- Distinct, authentic & ownable



Brand, Creative & Message Development

- Socializing and consensus building (including electeds)



Brand Action Ideas & Rollout

- Real, 3D Brand action and activation
- Brand Ambassadors
- Step-by-step rollout guidance

Brand Rollout Guidance

Month One

- City Website Page
 - Explain the **why** of the project, the **process**, the depth of community engagement, the brand strategy rationale and some limited visuals. NO LOGO
 - Provide some FAQs.
 - This page can continue to evolve as the brand messaging evolves with more information and/or visuals.
- Develop toolkit to share with departments and partners
 - This can start as logo files, graphic standards and the final creative assets.
 - Can also include pre-approved social media posts that can be easily shared.

Month Two

- Social Media
 - Update cover photos and profile images.
 - Social experience needs to be focused more on the brand story, and not the visual elements. Continue to provide a link to the landing page for details.
 - Social media should NOT be the first place people encounter the new brand. People are so quick to thumbs up or down visual elements on social media. Especially in the context of the why.
- Navigating Negative Feedback
 - Expect some level of negative chatter. You don't have to respond to every comment that interject for you. Don't antagonize negative voices. Stay focused on providing constructive criticism.

Month Three and Beyond

- Apply Brand to Communications, Activities and Infrastructure
 - Meet with each department head and their key staff for brand integration plans.
 - Consider social media monitoring strategy.
 - Listen for questions and comments about the brand. Focus on how to provide a consistent experience across social, web, email and more.
 - Continue brand meetings with customized PowerPoints.
 - Meet with event organizers to plan brand integration.
 - Inventory signage and infrastructure opportunities.
 - Develop priorities in the short term and then a multi-year plan to address all needs.



How it's worked for others

Osceola County, FL







STRATEGIC DNA STATEMENT

Target Audience: *For enterprising individuals building a strong foundation today,*

Frame of Reference: *Osceola County, the vacation home capital of the world,*

Point-of-Difference: *drives Central Florida forward*

Benefit: *to the leading edge of new ideas and vibrant cultures.*



OSCEOLA
COUNTY *be first
to what's next.*

Cómo imaginabas la Florida en

PRIMER LUGAR

Da un paso adelante y sé el primero a lo viene.

Aquí puedes elegir la vida que deseas. El encanto de la vieja Florida, la belleza natural y el entusiasmo por un futuro mejor están a tu alcance. Ya sea que se trate de una vida en el campo o en un vecindario moderno y prospero para tu familia en crecimiento, puedes tenerlo aquí. Encuentra tu futuro en el Condado Osceola.

 OSCEOLA COUNTY

osceola.org  



What innovation looks like in the

FIRST PLACE

step up and be first to **what's next.**

Osceola County was built on a spirit of determination and innovation. From the early ranching days to the groundbreaking newCity, **driving Florida forward is what we do.** Whatever is next for your business, our diverse talent, business-friendly leadership, and rooms to grow can fuel your future.

osceola.org





- My Property
- Services
- Doing Business
- Community
- Government



- Icon: Document with checkmark
- Icon: Document with list
- Icon: Recycle symbol
- Icon: House
- Icon: Calendar
- Icon: Pie chart
- Icon: Video camera
- Parks



Community Aesthetics







WAYFINDING SYSTEM DESIGN PACKAGE



Primary Post & Panel Gateway



Parking Post & Panel Identification sign



Vehicular Trailblazer Sign



Pedestrian Map Sign



Site Identification Sign



Parking Stand Alone

SIGNAGE & WAYFINDING MASTER PLAN

Standard Entrance Signage Breakaway Base

Historic Downtown Signage

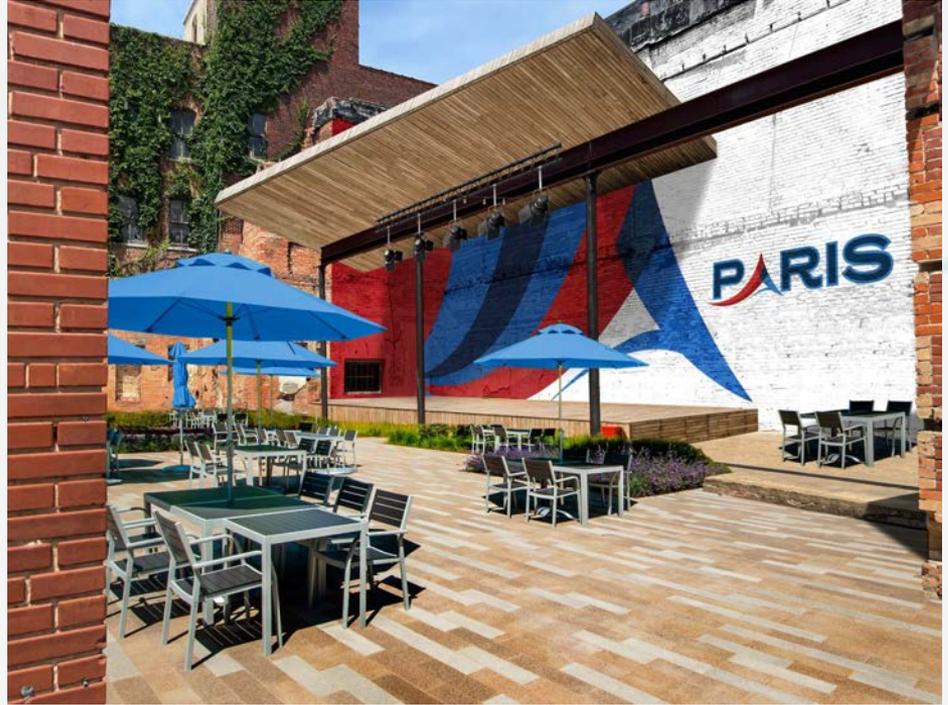
Education Corridor Signage

Large Entrance Monument Signage

Large Entrance Monument Signage

Standard Entrance Signage Breakaway Base





▶ PROVEN. MUNICIPAL. BRAND BUILDERS.

Why North Star

We hear and understand your objectives

Inspired by your "Lauderhill Vision 2030"

▶ *Award-winning creative expression*

Smaller city branding is what we do

As Floridians, we are invested in your success



INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION



The background is a complex collage of various images, all rendered in shades of blue. It includes logos for 'GAL', 'LODI', and 'WELCOME TO brookings SOUTH DAKOTA'. There are also images of buildings, a crane, a person with arms raised, a bicycle, and various geometric shapes like triangles and circles. The entire collage is enclosed within a thin white rectangular border.

Thank you, Lauderdale!