

**AGENDA**  
**ST. JOHNS COUNTY**  
**INDUSTRIAL DEVELOPMENT AUTHORITY**

**May 10, 2021**  
**3 p.m.**

**Executive Board Conference Room**  
**County Commission Office of the Administration Building**  
**500 San Sebastian View, St. Augustine, FL 32084**

**\*\*Regular Meeting\*\***

Roll Call

Public Comment

Each person addressing the Board shall state their name and address for the public record and limit comments to three (3) minutes. Public comment will also be provided for each item containing a proposition (other than ministerial acts) before the Board.

Additions and/or Deletions to Agenda

Treasurer's Report

- Review and Approve Financials

New Business

- St. Johns County Branding and Marketing Discussion and Request

Reports

- IDA Members

Next Meeting

Adjournment

### Economic Development Branding Scope of Work

St. Johns County will develop a Countywide economic development brand, as well as corresponding sub-brands, to improve regional and national recognition of St. Johns County among target audiences. A strong and consistent brand will allow St. Johns County to effectively compete for economic development opportunities with top tier markets across the country.

The County will secure the services of a consultant to assist with brand development as appropriate and the effort will include opportunity for collaboration with County partners and stakeholders.

To develop the brand and complete an initial brand roll out, the Industrial Development Authority will provide the County with \$250,000 in funding. The funds will be expended as detailed below. Any unutilized IDA funds provided for the individual brand development activities listed below may be applied to the brand promotion effort with IDA approval.

TASK	DESCRIPTION	COST
Market Research and Strategic Planning	Stakeholder meetings and review of recent market research, development of a local/regional SWOT analysis, creation of a plan to leverage identified strengths and further develop the opportunities, including St. Johns County's key economic development target industries	up to \$30,000
Brand Standard Development	Development of a primary logo and supporting sub-logos as well as a style guide that outlines the color schemes, fonts and other components to be utilized in all County economic development materials	up to \$20,000
Content Development	Creation of photography, video and copy writing, which will be utilized in the promotional materials for economic development	up to \$40,000
Website Development	Purchase of a url and development of a website using the new brand standards and content	up to \$55,000
Collateral Material Development	Electronic and tangible promotional items, which will use the new brand standards and content	up to \$25,000
Trademark of Logos	Fees and costs associated with trademarking logos	up to \$5,000
Brand Promotion	Digital and print promotions supporting the initial roll out of the new economic development brand	at least \$75,000
<b>Total Project Cost</b>		<b>\$250,000</b>

**Phased Economic Development Branding Scope of Work**

St. Johns County will develop a Countywide economic development brand, as well as corresponding sub-brands, to improve regional and national recognition of St. Johns County among target audiences. A strong and consistent brand will allow St. Johns County to effectively compete for economic development opportunities with top tier markets across the country.

The County will secure the services of a consultant to assist with brand development as appropriate and the effort will include opportunity for collaboration with County partners and stakeholders.

To develop the brand and complete an initial brand roll out, the Industrial Development Authority (IDA) will provide the County with up to \$250,000 in funding. The project will be divided into three phases. IDA will approve funding for each subsequent phase as the prior phase is satisfactorily completed. The funds will be expended as detailed below. Any unspent funds in phase 1 or phase 2 may be applied to the phase 3 brand promotion effort with IDA approval.

PHASE 1 TASKS	DESCRIPTIONS	COSTS
Market Research and Strategic Planning	Stakeholder meetings and review of recent market research, development of a local/regional SWOT analysis, creation of a plan to leverage identified strengths and further develop the opportunities, including St. Johns County's key economic development target industries	up to \$30,000
Brand Standard Development	Development of a primary logo and supporting sub-logos as well as a style guide that outlines the color schemes, fonts and other components to be utilized in all County economic development materials	up to \$20,000
PHASE 2 TASKS	DESCRIPTIONS	COSTS
Content Development	Creation of photography, video and copy writing, which will be utilized in the promotional materials for economic development	up to \$40,000
Website Development	Purchase of a url and development of a website using the new brand standards and content	up to \$55,000
Collateral Material Development	Electronic and tangible promotional items, which will use the new brand standards and content	up to \$25,000
Trademark of Logos	Fees and costs associated with trademarking logos	up to \$5,000
PHASE 3 TASKS	DESCRIPTIONS	COSTS
Brand Promotion	Digital and print promotions supporting the initial roll out of the new economic development brand	at least \$75,000
<b>Total Project Cost</b>		<b>\$250,000</b>