

Ybor City Development Corporation

"Experiencing Ybor City" Television Commercial 2009 FRA Conference Award Winner- Out of the Box



- Extended community branding campaign
   Reduced costs by leveraging local relationships
   with community partners
  - Local creative businesses
  - Local Cuban-born musician and resident
  - Volunteer talent
  - City of Tampa television
- Negotiated low rates and added value for placement on local cable stations



## Community Impact & Problem Solving

- Positively improves Ybor City's image and perception, especially to local market
- Strong call to action
- Targets a diverse array of visitors
- Visually showcases a variety of offerings
- Better communication and awareness
- Positive community feedback
- Promotes actions of the CRA to further the implementation of the redevelopment plan



## Funding

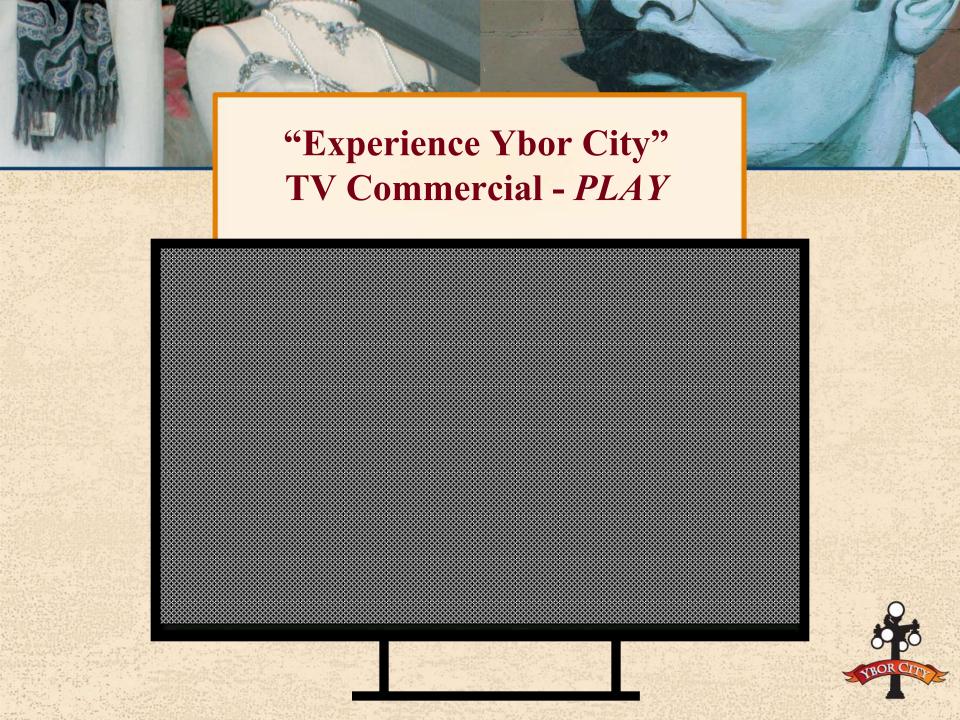
- Ybor City District Marketing Campaign has annual budget amount of \$200,000.
- Average cost of producing a high-quality, 30 second commercial is \$75,0000 to \$100,000
- Experience Ybor City television commercial cost less than \$15,000 (production and editing)

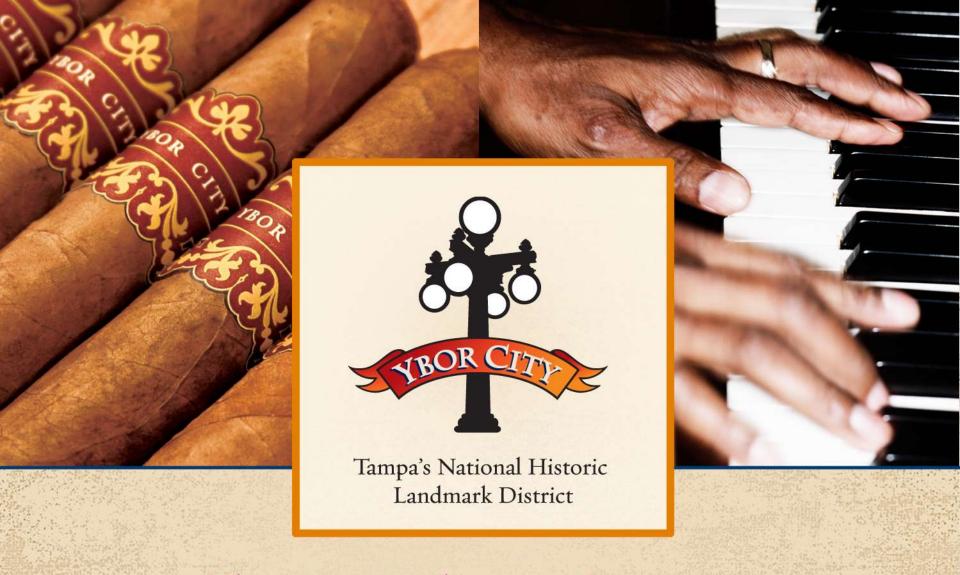


## Applicability to other communities

- A community branding campaign can be applied to any redevelopment community and/or CRA.
- Marketing and branding programs need to be identified in your CRA Plan for TIF funding.
- Marketing your community is essential to promoting redevelopment and attracting private investment.







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**Questions?**