2016 Annual Report

 for the Margate Community Redevelopment Agency

Category – Annual Report

Entry Form – Attached

**100 Word Description of the Entry**

The Margate CRA 2016 Annual Report is an eye-catching publication that tells the story of the agency’s activities while reinforcing the City’s branding efforts of the previous year. The report is an 8.5” by 11” booklet formatted with faceted shapes throughout each page that reflects Margate’s brand identity. Each page reflects the same careful attention to detail and multi-dimensional thinking that the MCRA puts into all of its projects and promotional pieces.

**Innovation**

The Margate CRA Annual Report is in an 8.5” x 11” format with a striking cover and glossy colorful pages that tell the story of the numerous projects and programs being implemented by the agency. In addition to being a comprehensive report on the MCRA’s activities throughout the preceding year, this piece is also intended to be used as a tool to attract new businesses and residents to Margate through information about the agency's capital improvement projects, grant programs, and financial capacity.

**Community Impact**

The Annual Report tells the story of how the Margate community is being impacted through CRA programs, projects and events. Before and after pictures, photos of community gatherings at events, illustrations of business promotions, and financial charts and graphs illustrate the positive changes that are occurring within the redevelopment area.

**Funding**

The Margate CRA Annual Report is budgeted every year as it includes design and printing fees. The MCRA paid $466.00 for 100 printed copies of the 2016 Annual Report.

**Problem Solving**

The Annual Report helps to illustrate and summarize the variety of approaches being taken to address problems within the CRA district. The report highlights business promotional activities such as cooperative advertising and workshops, community events that bring people together, major property assemblage to create a downtown center, and infrastructure projects that beautify the district and send a message that Margate is investing in its future. The booklet itself helps to address the problem of a lack of understanding of what the MCRA is all about, by providing a comprehensive summary of the agency’s history, funding sources and activities.

**Applicability to Other Communities**

The Margate CRA Annual Report illustrates the importance of conveying a message in a way that captures the audience’s attention and reinforces the community’s imagery and brand.

**Other Things to Tell the Judges**

When designing the Margate Annual Report, it was imperative to keep the distinctive imagery of the previous years’ branding campaign in mind, bringing it together in a sleek, all-encompassing booklet form. Incorporating the logo in an interesting way was important to catch the eye from the very beginning. After flipping through the booklet, the imagery and white/colored copy pop off of the black background, accented by the Margate brand colors, which were treated with bold, angular facets that are also inspired by the logo’s shape. The faceted shapes throughout each page are intended to reflect the same careful attention to detail and multi-dimensional thinking that we put into all of our marketing efforts throughout the year.

**PowerPoint**

Electronic copy attached.

**Documents**

Electronic copy attached.

**Required Information**

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