



MEETING AGENDA
SESSION OF THE COMMISSION WORKSHOP (DOWNTOWN
KISSIMMEE CRA REBRANDING AND CODE ENFORCEMENT)
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
TUESDAY, MAY 20, 2025 AT 3:00 PM

- 1. MEETING CALLED TO ORDER**
- 2. WORKSHOP BUSINESS**
 - 2.A Downtown Kissimmee CRA Brand Strategy Presentation
 - 2.B 2025 Policy Agenda Review - Code Enforcement Division Operations
- 3. GENERAL DISCUSSION**
- 4. ADJOURNMENT**

In accordance with Florida Statutes 286.105: Any person wishing to appeal any decision made by the Commission Workshop (Downtown Kissimmee CRA Rebranding and Code Enforcement) with respect to any matter considered at such meeting or hearing will need to ensure that verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

In accordance with Florida State 286.26, persons needing assistance to participate in any of these proceedings should contact the Office of the City Clerk, 101 Church Street, Kissimmee, Florida, (407) 518-2309.

ITEM 2.A

Downtown Kissimmee CRA Brand Strategy Presentation

Request

CRA Board to provide feed back on Downtown Kissimmee brand logo and tagline.

Explanation

The Downtown Kissimmee Community Redevelopment Agency (DKCRA) initiated a brand strategy project which aims to establish the Downtown Kissimmee area as a vibrant and distinctive destination within Central Florida. To achieve this goal, the DKCRA awarded RFP 2024-001 to Redevelopment Management Associates (RMA), who have led the efforts in crafting a comprehensive brand strategy. The project has been divided into three key phases:

- 1. Research and Development**
- 2. Brand Strategy Development**
- 3. Marketing Campaign and Evaluation Plan**

DKCRA staff will present a summary of findings gathered during the Research and Development phase, provide an overview of the Brand Implementation and Evaluation Plan, and present varying brand logo options for discussion. The brand logo is the visual representation of the overall brand for Downtown Kissimmee. The logo will be used on DKCRA documents and correspondence, on collateral and marketing materials, and on signage throughout Downtown Kissimmee. Additionally, a slogan has been developed to be used in conjunction with the brand logo. The goal of this workshop is to gather feedback and either select a final logo and slogan or provide guidance for revisions.

This initiative directly supports Goal 13 of the DKCRA Master Plan, which calls for cultivating a unique brand for the district. By advancing this project, the CRA is laying the foundation for growing Downtown Kissimmee's visibility and appeal, both locally and across Central Florida.

Recommendation

Provide feedback on desired logo for Downtown Kissimmee.

REQUESTED CITY COMMISSION ACTION:

Commission Direction

Department: Economic Development

Presenter:

Attachment(s):

1. DKCRA Brand Implementation and Evaluation Plan- Final
2. DKCRA Stakeholder & Brand Development Report- Final
3. CRA Board Workshop- May 2025 v2
4. DKCRA Brand Implementation Plan Matrix
5. Kissimmee Logo Concepts- v1



REINVENTING YOUR CITY

Brand Implementation and Evaluation Plan

Downtown Kissimmee Community Redevelopment Agency

November 2024

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ACKNOWLEDGMENTS



City of Kissimmee Community Redevelopment Agency Board

Jackie Espinosa, Chairperson
Noel Ortiz, Board Member
Angela Eady, Board Member
Carlos Alvarez III, Board Member
Jeannette Martinez, Board Member

Steering Committee

Samia Singleton, Community Redevelopment Manager
Benjamin Burnett, Redevelopment Planner
David Rodriguez, City of Kissimmee Economic Development Director
Kayla Rogers, City of Kissimmee Parks and Recreation
Josh Daniels, City of Kissimmee Strategic Communications Office
Diana Marrero Pinto, Kissimmee Main Street Executive Director

Prepared by:



REINVENTING YOUR CITY

Redevelopment Management Associates, Brand Strategy Consultant

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Todd Mayfield, Graphic Designer
Lynn Dehlinger, Economic Development and Real Estate Specialist
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Thank you to the community members of Kissimmee who participated in the process to develop the Downtown Kissimmee CRA Brand Implementation and Evaluation Plan.

INTRODUCTION

The Downtown Kissimmee Community Redevelopment Area is strategically poised for significant growth over the next several years. The updated Community Redevelopment Agency (CRA) Plan that was adopted in 2020 lays the foundation for the initiatives and activities of the Agency. Within that Plan, several goals are outlined related to marketing, branding, and disseminating information about the current projects and opportunities within the area. These opportunities range from simply visiting for a day to investing in the area by purchasing a home or opening a business. This Brand Implementation and Evaluation Plan ("Implementation Plan") will touch on reaching each of these target audiences in a meaningful way.

The data included in the accompanying **Stakeholder and Brand Development Summary Report**, the first of three documents for the 2024 Downtown Kissimmee Brand Strategy, includes an examination of the current market situation in Downtown Kissimmee, competitive analysis of demographic, psychographic and economic trends, combined with public input and the CRA Plan goals, to comprehensively inform the corresponding tactics outlined herein.

The **Implementation Plan's** objectives, strategies and tactics outline the activities to reach the CRA's goals to create a downtown brand identity with the principal goal to reinvigorate downtown neighborhoods, unify themes and treatments for the public realms, establish and reinforce connections, and activate opportunity sites.

The third component of the 2024 Downtown Kissimmee Brand Strategy is the **Branding Packet Booklet**, which highlights the feelings, words, messages, sense of place and experience one can expect in the current and future Historic Downtown Kissimmee.

The following Brand Statement and Promise, included in the Stakeholder and Brand Development Summary Report, is an internal commitment that will be carried out by CRA employees and other brand ambassadors. Such ambassadors are the Downtown Kissimmee Main Street, local business and property owners, and other organizations involved in supporting economic development and redevelopment in the Downtown as they serve target audiences as their customers - namely, residents, business owners, property owners, investors, visitors, etc.

History is revered and the future is embraced in Historic Downtown Kissimmee, making us an inclusive and vibrant destination.

To experience Historic Downtown Kissimmee is to be welcomed by a multicultural community proudly rooted in heritage. We take stock of the values that matter most, where anyone can find a range of unbridled opportunities in our homegrown essence.

You hold the reigns. Steer here for adventure. Steer here for business. Steer here, to Historic Downtown Kissimmee.



Steer Here for **Business**

Steer Here for **Nature & Serenity**

Steer Here for **Fun & Adventure**

Steer Here for **Shopping & Dining**

GOALS, OBJECTIVES, STRATEGIES & TACTICS

Driven by an overarching vision, the CRA Plan outlines several goals that are related to marketing, communications and placemaking.

CRA Goal 10: The Downtown Kissimmee Community Redevelopment Agency shall enhance the Agency's community presence and community awareness of the Downtown Kissimmee Community Redevelopment Area and develop the area as a regional destination.

CRA Goal 11: The Downtown Kissimmee Community Redevelopment Agency shall capitalize on the City of Kissimmee's identity as a medical, education and rail transit hub and promote the Downtown Community Redevelopment Area at the regional level.

CRA Goal 12: The Downtown Kissimmee CRA shall endeavor to activate the Lake Tohopekaliga Waterfront with connections to the Downtown, supportive uses and visitor amenities.

CRA Goal 13: The Downtown Kissimmee Community Redevelopment Agency shall develop and cultivate a unique brand for Downtown Kissimmee.

CRA Goal 14: The Downtown Kissimmee Community Redevelopment Agency shall prioritize marketing efforts for the Downtown Redevelopment Area.

The Brand Implementation and Evaluation Plan features and builds upon each of those goals and identifies objectives, strategies and tactics to further the CRA Goals in Downtown Kissimmee.

GOAL 1. Adopt and Launch Brand Identity and Cultivate Brand Engagement

GOAL 2. Attract Private Investment & Recruit Businesses

GOAL 3. Promote Tourism, Enhance the Visitor Experience, & Improve Downtown Connections

Goal 1. Adopt and Launch Brand Identity and Cultivate Brand Engagement

The Downtown Kissimmee Community Redevelopment Agency shall enhance the Agency's community presence and community awareness of the Downtown Kissimmee Community Redevelopment Area and develop the area as a regional destination. (CRA Goal #10)

The Downtown Kissimmee Community Redevelopment Agency shall develop and cultivate a unique brand for Downtown Kissimmee. (CRA Goal #13)

Opportunity:

Often, branding is referred to as a marathon, not a sprint. A brand is what others think about you, or as Al Reis coined in the 1960s, "the singular thought you hold in the mind of a prospect." Currently, the Downtown CRA area desires to have one updated branding theme illustrated through a consistent wayfinding sign type and a singular visual theme used across all messaging channels that reflects the current energy of the Downtown. The City is consistently following the city brand guidelines, which are included in the new Downtown Kissimmee Branding Packet Booklet. The adoption of the new brand identity includes elements that speak to various target audiences with visual and message consistency.

Online communication is the new yardstick to understanding the level of engagement an entity has with its audience. Furthermore, as printed forms of messaging become increasingly expensive, a strong, interactive online presence proves itself an effective and efficient way to target your audience at any distance, breaking your message free from limitations like distance and cost. Additionally, email communication continues to be a relevant and important source of news and information for citizens.

Events and community engagement programs are proven methods to build awareness and engagement, and to retain existing businesses and attract new ones. Harnessing the value of existing events and build new engaging event strategies provides the opportunity to improve outreach, increase positive feelings and awareness about the brand, and attract new and repeat visitors to experience historic Downtown Kissimmee.

GOALS, OBJECTIVES, STRATEGIES & TACTICS

Objectives Overview:

- 1.1 Adopt Brand Promise
- 1.2 Adopt New Logo and Branding Packet Booklet
- 1.3 Launch Brand – Campaign Messages
- 1.4 Update Digital Assets and Improve Social Media Engagement
- 1.5 Capitalize on Main Street Event Schedule
- 1.6 Develop Neighborhood-centric Event Programming (celebrating neighborhoods)
- 1.7 Partner with City of Kissimmee Events for Added Exposure
- 1.8 Develop a Wayfinding System Incorporating the New Brand

Objectives, Strategies and Tactics:

1.1 Adopt the Brand Promise

Strategy:

Distribute the brand promise and educate internal staff, community stakeholders, and organizational partners to adopt and exemplify the promise.

Tactics:

- a. Host internal and stakeholder meetings to introduce the Brand Promise.
- b. Use the Brand Presentation explaining the foundation of the brand.
- c. Produce posters with the brand promise for display at strategic locations (such as CRA office, Main Street Office, other Downtown businesses, etc.).

1.2 Adopt New Logo and Branding Packet Booklet

Strategy:

Incorporate the new logo and Branding Packet Booklet into internal and external communications tools.

Tactics:

- a. Incorporate the branding elements (logo, descriptive words, colors) into the CRA pages on the City website.
- b. Create branded templates for print and electronic collateral:
 - i. E-newsletters
 - ii. Social media sites
 - iii. Letterheads and Envelopes
 - iv. Maps
 - v. Proposals
 - vi. Annual reports
 - vii. Advertising, marketing
 - viii. Posters
 - ix. Presentations
- c. Produce new branded employee/partner materials:
 - i. Business cards
 - ii. Voicemails
 - iii. Name tags
 - iv. Email signatures
 - v. Uniforms and branded shirts
 - vi. Phone greetings
- d. Consider branded vehicle wraps and/or decal stickers applied to City equipment, such as garbage or utility vehicles used on the Downtown area, or on Freebee vehicles for added visibility.



GOALS, OBJECTIVES, STRATEGIES & TACTICS

1.3 Launch Brand – Campaign Messages

Strategy:

Announce adoption of new logo and Branding Packet Booklet to target audiences, illuminating Historic Downtown Kissimmee's unique position in the Orlando regional market for living, visiting, doing business and investing.

Tactics:

- a. Host a brand launch event and/or incorporate the brand launch into the FY2025 Main Street event calendar.
- b. Host a Banker-Broker-Developer-Stakeholder event (see also Goal 2).
- c. Communicate the adoption of the brand and marketing plan to County and State tourism organizations (see also Goal 3).
- d. Develop a media launch PR strategy/timeline with City PIO.
- e. Use branding tools, such as wayfinding and banners to establish a visual designation of Downtown, the Lakefront Park and Downtown Neighborhoods.
- f. Use Kowtown 2025 to officially unveil the new logo.

1.4 Update Digital Assets and Enhance Social Media Engagement

Strategy:

Develop a social media plan measuring successes and opportunities through Year 1 and expand the plan into Year 2. A successfully implemented social plan, with a consistent voice, based on the engaged audience, the target audience, and the CRA's goals, will increase brand awareness of Historic Downtown Kissimmee resulting in the CRA's/Downtown's social channels becoming the trusted source for information and communication with both residents, visitors, and businesses.

Tactics:

- a. Create a consistently branded social strategy that introduces CRA programs, unique differentiators, lifestyle, vision, mission, and brand to residents, visitors, and potential economic investors. It is important to note that across all channels, the new logo should be used singularly in the profile picture of each online account, adhering to the size specifications of each platform. All channels, and all channels should link back to the main Downtown website (currently Main Street website).
 - i. Website
 - ▶ Develop a new branded Historic Downtown Kissimmee website, either through the existing Main Street website or as a standalone site that can be linked to Main Street and the CRA page (note: website content will be referenced throughout the Implementation Plan).

GOALS, OBJECTIVES, STRATEGIES & TACTICS

ii. Facebook / Instagram

- ▶ Create Accounts Exclusively for the Downtown Kissimmee CRA.
 - ▶ Event Promotions: Share upcoming events, festivals, and markets with engaging visuals and countdowns.
 - ▶ Spotlight Posts: Feature local businesses, artists, and community members to build connections.
 - ▶ User-Generated Content: Encourage followers to share their experiences in Historic Downtown Kissimmee using a specific hashtag.
 - ▶ Behind-the-Scenes: Share stories and insights from local business owners and event organizers.
 - ▶ Sample Social Media Themes:
 - **Monday Business Memo:** Highlight a local business each week. Share their story, special offers, and what makes them unique. Encourage followers to support local!
 - **Taste of Tuesday:** Feature a different restaurant or food vendor each week. Share mouthwatering photos of their dishes, along with any special promotions or events.
 - **Wellness Wednesday:** Focus on health and wellness activities in the area. Promote local fitness classes, wellness workshops, or outdoor activities that encourage a healthy lifestyle.
 - **Throwback Thursday:** Share historical photos or stories about Historic Downtown Kissimmee. Engage the community by asking followers to share their memories or experiences.
 - **Fun Fact Friday:** Post interesting facts about the downtown area, its history, or local attractions.
 - **Spotlight Saturday:** Highlight local artists, musicians, or community leaders. Share their work and contributions to the community, fostering a sense of connection.
 - **Sunday Funday:** Promote upcoming events for the week ahead. Encourage followers to plan their visits and participate in local activities.
 - **Other Ideas**
 - **Monthly Themes:** Consider having a monthly focus, whether by block, type of business, public art, special opportunities, etc.
 - **Engagement Posts:** Incorporate polls or questions on any day to encourage interaction, like asking followers to vote on their favorite local dish, event, public art, activity, etc.

This type of schedule will keep you content varied and engaging while also fosters community involvement and supports local businesses.

iii. YouTube / TikTok

- ▶ Create Accounts Exclusively for the Downtown Kissimmee CRA.
 - ▶ Create a premier video to highlight Historic Downtown Kissimmee.
 - ▶ Implement a detailed video content strategy that segments the variety of interests, programs, activities, cultural opportunities, parks, and differentiators that can only be found in Historic Downtown Kissimmee. Create 6-12 three-minute info-videos over the course of Year 1. Each of these videos should have one to three 15-second shorts that can be used on Facebook & Instagram.
 - ▶ Create an additional 6-12 videos for economic development and tell the story of the opportunities available in Historic Downtown Kissimmee (See Rock Hill, SC Economic Development for inspiration <https://www.rockhillusa.com/about/videos>.)
 - ▶ Upload event videos to the Main Street and/or Historic Downtown Kissimmee YouTube channel to capture the essence of the area.
 - ▶ Consider funding and development of a video advertising campaign specifically for YouTube pre-roll (may be in partnership with Experience Kissimmee).

GOALS, OBJECTIVES, STRATEGIES & TACTICS

- ▶ Analyze quarterly reports to review video views.
- ▶ Repurpose appropriate content on Main Street TikTok and continue to build TikTok videos (which can also be shared on Facebook and Instagram as appropriate).

iv. LinkedIn

- ▶ Create a CRA LinkedIn Page either as the agency or as the Director (see Fort Myers CRA <https://www.linkedin.com/company/fort-myers-community-redevelopment-agency/posts/?feedView=all> and Pompano Beach CRA as Director Nguyen Tran <https://www.linkedin.com/in/nguyen-tran-leed-ap-1216097/>).
- ▶ Develop business specific content. Posts should focus primarily CRA projects, programs, opportunities, and relevant industry trends. A portion of the content from Facebook/Instagram and YouTube can be repurposed for this platform.
- ▶ Create spotlights on staff and stakeholders.
- ▶ Analyze quarterly reports to review page views, demographic of visitors, and clicks.

v. E-Newsletter

Create and distribute a Downtown CRA monthly multiple-topic e-newsletter with highlights of important meetings, events, activities and Downtown news (scope beyond Main Street target audiences).

- ▶ Continue to collect email addresses at community events and encourage citizens at commission meetings, town halls and other meetings to sign up for the new scheduled newsletter.
- ▶ Subscribe to Google Alerts or other third-party outlets to monitor positive stories about Historic Downtown Kissimmee and add links to these stories in the scheduled e-newsletter.
- ▶ Develop a topic driven strategy to ensure inclusion of relevant news and information on topics. Such as quality of life, events and happenings, economic development (business attraction or business spotlight) and safety.
- ▶ Track open rates and click through rates to analyze audience reach and engagement and determine the best day and time of the week to send emails.
- ▶ Continue to send additional emails as needed for large events or special meeting reminders.



1.5 Capitalize on Main Street Event Schedule

Strategy:

Maintain steady programming and incorporate the “Steer Here” brand strategy into the existing event programming. Instill community pride and encourage visitors/potential investors by building awareness of local attractions, other events, and business opportunities, including during City of Kissimmee events.

Tactics:

- Develop and distribute “Steer Here” promotional/marketing materials at events for assets, opportunities, programming, etc. (i.e. opportunities to open a business).
- Conduct surveys and brand studies at events.
- Contract with and event survey service company such as TouchPoll to survey attendees at larger events (Experience Kissimmee has used Touch Poll at past events).
- Orient event programming for deliberate stimulation and activation of Downtown:
 - Continue to develop walking links (temporary signage during events) with “Steer Here for More Activities” or “Steer Here for Dining” etc. between the Lakefront to Downtown.
 - Capitalize on opportunities to expand event footprints by including incentives to visit all participating business locations (such as food and beverage tastings, free flowers, register to win promotions, etc).

GOALS, OBJECTIVES, STRATEGIES & TACTICS

1.6 Develop Neighborhood-centric Event Program (celebrating neighborhoods)

Strategy:

Continue to build connectivity between residents, neighborhoods and the Downtown business community through the development of a neighborhood ambassadors program which will maintain and nourish the positive image of Historic Downtown Kissimmee and encourage supporting local businesses.

Tactics:

- a. Through the existing community and public meetings, invite interested and engaged citizens to become “neighborhood ambassadors.” See Appendix 1 for a complete description of “How to Develop a Neighborhood Ambassador Program.”
- b. Utilize Neighborhood Ambassadors to extend communications strategies (reaching their spheres of influence – also referred to as influencer marketing or digital ambassadors - to know the news and share the news about all things Historic Downtown Kissimmee), as volunteers and as champions for the Downtown brand. Host Neighborhood Ambassador “socials” monthly or quarterly. Empower Neighborhood Ambassadors with information about Historic Downtown Kissimmee and the power of their support as Ambassadors for sustainable growth.

1.7 Partner with City of Kissimmee Events for Added Exposure

Strategy:

Draw attention to the Downtown CRA programs, geography, brand, and assets during City of Kissimmee Events.

Tactics:

- a. Have a presence at a booth.
- b. Ask Neighborhood Ambassadors to attend or volunteer.
- c. Prepare printed materials about the CRA, especially a sign-up sheet, incentive programs flyers, and Neighborhood Ambassadors information.

1.8 Develop a Wayfinding System Incorporating the New Brand

Strategy:

The Connect Kissimmee Streetscape Project advances placemaking efforts by enhancing the driver and pedestrian experience along the Kissimmee corridors of Emmett Street, Broadway, and Main Street from John Young Parkway to Vine Street. To add to the sense of place, the CRA should install wayfinding signage that adheres to the new brand to further unify visitors and residents with local assets.

Tactics:

- a. Contract with a wayfinding consultant to determine specific locations and sign content inclusive of vehicular and pedestrian scale.
- b. Consider digital pedestrian kiosks in strategic locations Downtown, at Sunrail, and at the Lakefront to continue to enhance connectivity.
- c. Consider creative brand incorporation within the existing gateway signs.

GOALS, OBJECTIVES, STRATEGIES & TACTICS

Goal 2. Attract Private Investment & Recruit Businesses

The Downtown Kissimmee Community Redevelopment Agency shall capitalize on the City of Kissimmee's identity as a medical, education and rail transit hub and promote the Downtown Community Redevelopment Area at the regional level. (CRA Goal #11)

The Downtown Kissimmee Community Redevelopment Agency shall prioritize marketing efforts for the Downtown Redevelopment Area. (CRA Goal #14)

Opportunity:

Historic Downtown Kissimmee holds a strong position in the commercial real estate market within the greater Orlando area and Osceola County. According to Esri, the projected 15.62% annual population growth rate from 2024 to 2029 is expected to increase the population in the Historic Downtown Kissimmee CRA area to 4,711, more than double the figure from 2020. Currently, the median age of residents is 39.9, which is anticipated to decrease to 37.3 by 2029. This demographic shift, combined with a daytime population exceeding 10,000, presents a significant opportunity to leverage a robust workforce and attract individuals interested in living, shopping, dining, and investing in the area. The narrative of Historic Downtown Kissimmee is compelling, featuring expanding amenities like multi-modal transportation, waterfront activities, a welcoming community, and award-winning incentive programs, all poised to be showcased.

Objectives Overview:

- 2.1** Increase awareness of and market available opportunities for new development and redevelopment to target audiences
- 2.2** Increase communications with County, Regional, State and National economic development organizations
- 2.3** Increase communications with local commercial real estate community
- 2.4** Launch strategic marketing campaign to target industries

Objectives, Strategies and Tactics:

- 2.1 Increase awareness of and market available opportunities for new development and redevelopment to target audiences**

Strategy:

Utilize a variety of marketing tools to promote available Community Redevelopment Agency (CRA) incentives and development and redevelopment opportunities within the CRA boundary.

GOALS, OBJECTIVES, STRATEGIES & TACTICS

Tactics:

- a. Create branded economic development marketing collateral, digital and print, highlighting the benefits of investing in Historic Downtown Kissimmee (marketing collateral to include a branded pocket folder, available real estate cut sheets, reprints of positive investment/economic development stories, incentive programs, school information, event, library and entertainment calendars, and other materials relevant to the specific recipient. Distribute at local, regional, and national events as well as to individual prospects interested in Historic Downtown Kissimmee.
- b. Create a series of up to one-minute videos highlighting the opportunity to invest, develop or redevelop in Historic Downtown Kissimmee. Videos can feature elected officials, Downtown property owners/ investors and residents touting the areas prime location and welcoming attitude. Videos can be utilized on multiple digital channels detailed in this Implementation Plan and as YouTube pre-roll ads for target audiences (see also Objective 1.4).
- c. Create a branded 10x10 traveling booth display to promote Historic Downtown Kissimmee and its assets to increase awareness in trade shows such as the Florida Regional ICSC Conference, developer forums, and other relevant industry specific conferences/events.
- d. Consider attendance at Regional and National ICSC Conference as support for local shopping center owners and/or commercial real estate firms.
- e. Host an annual or bi-annual Banker-Broker-Developer-Stakeholder Meet and Greet event (consider strategic partners such as the Chamber of Commerce, Choose Osceola, Main Street, etc.) that introduces and promotes development and redevelopment opportunities in Historic Downtown Kissimmee. The event could include a tour through the area to highlight opportunities illustrated on an opportunity map/brochure.
- f. Integrate and coordinate with Experience Kissimmee to launch an Investment Tourism Committee (see also Goal 3).

**Collateral,
Lauderhill**



**Video,
Pompano Beach**



**Traveling Booth,
Lauderhill**



**Meet & Greet,
West Palm Beach**



GOALS, OBJECTIVES, STRATEGIES & TACTICS

2.2 Increase communications with County, Regional, and State economic development organizations

Strategy:

Continue to build strong economic development industry relationships and increase awareness about opportunities in Historic Downtown Kissimmee. Incorporate and participate in county/regional/state/national economic development events and meetings (coordinate strategy with economic development staff).

Tactics:

- a. Participate with Choose Osceola and Experience Kissimmee to attract professional conferences with economic development and/or target industry professionals. Offer opportunities with convention organizers to host familiarization tours with visiting professionals. In addition to the business-oriented tours, create a tourism-related excursion for spouses/families (see also Goal 3).
- b. Explore speaking opportunities for redevelopment, economic development, and other city staff as appropriate, elected officials, business/industry leaders, and other partners or brand ambassadors. Research and leverage opportunities to address groups such as Chambers of Commerce, Rotaries, professional organizations, conferences, media events, workshops, keynotes, professional meetings, etc.

2.3 Increase communications with local commercial real estate community

Strategy:

Continue to identify opportunities to proactively engage with the local and regional commercial real estate community to become and stay top of mind as a trusted resource and to continue to educate real estate professionals on incentives and opportunities available through the CRA.

Tactics:

- a. Develop an internal communications system to identify and track private development projects (product coming on market), key landowners, and government-owned sites to ensure redevelopment and communications staff can maintain up-to-date information and communicate via LinkedIn, social media websites, website and other outlets regarding space available and other real estate driven opportunities.
- b. Promote vacant commercial spaces online (update/improve Main Street website link or include link on new Historic Downtown Kissimmee website to available space).
- c. Promote the available incentive programs and develop new programs based on feedback specifically from local real estate professionals providing information on unique barriers to market entry.
- d. Include a section in the monthly e-newsletter highlighting a featured available property or properties within the Downtown area.

2.4 Launch strategic marketing campaign to target industries

Strategy:

Ensure the updated Historic Downtown Kissimmee website contains robust, easy to navigate content. Plan a variety of meetings, publicity and special events to engage with target industry site selectors, location advisors, corporate relocation professionals and small business owners.

Tactics:

- a. Continue to position Historic Downtown Kissimmee as a medical, education and rail transit hub.
- b. Utilize public and media relations to develop the newsworthy storylines to garner articles in newspapers and magazines, particularly in the Wall Street Journal, New York Times, Florida Trend, and other industry specific publications including the medical industry.
- c. Analyze opportunities to advertise digitally and/or in print in target industry publications, particularly via co-op opportunities with Choose Osceola.
- d. Attend target industry events (see also 2.1).

GOALS, OBJECTIVES, STRATEGIES & TACTICS

Goal 3. Promote Tourism, Enhance the Visitor Experience & Improve Downtown Connections

The Downtown Kissimmee CRA shall endeavor to activate the Lake Tohopekaliga Waterfront with connections to the downtown, supportive uses and visitor amenities. (CRA Goal #12)

Opportunity:

Historic Downtown Kissimmee is well-positioned to collaborate with Experience Kissimmee and leverage regional tourism strategies. The Brand Strategy initiative, as a whole, aims to distinctly establish Historic Downtown Kissimmee as a unique destination, setting it apart from nearby communities and attractions. The CRA's tourism strategies will focus on messaging that highlights investment opportunities in the area, such as purchasing a home or starting a business. The journey from visitor to investor or resident often begins with that first visit, igniting interest in the community.

Objectives Overview:

- 3.1** Leverage tourism to promote opportunities to live, work, and invest in Historic Downtown Kissimmee (Investment Tourism)
- 3.2** Increase marketing and communications (online and offline) connecting the Lakefront to Downtown
- 3.3** Develop and/or support Neighborhood Ambassador and Visitor tours (Experience Historic Downtown Kissimmee "Like a Local")

Objectives, Strategies and Tactics:

3.1 Leverage tourism to promote opportunities to live, work, and invest in Historic Downtown Kissimmee (Investment Tourism)

Strategy:

Repeat visitors travel to a location because they love it and often first-time visitors are inspired by the destination. These visitors are an ideal audience for Investment Tourism marketing - messages that include economic development opportunities.

Tactics:

- a. Create message points to reach the potential investor, such as "Love Historic Downtown Kissimmee? Steer Here to Open Your Dream Business."
- b. Consistently push Investment Tourism by including targeted messages to every communication piece to promote and "plant the seed" in the minds of the visiting consumer. Collateral may include:
 - ▶ Brochures
 - ▶ Pole banners
 - ▶ Website
 - ▶ Social media
 - ▶ Travel and tourism ads
 - ▶ Co-op advertising pieces
 - ▶ In-room video/promotions for hotels and multimodal transit
- c. Include marketing messages in copy about incentives for small businesses to open.
- d. Include a website page specifically designed for tourists that are interested in learning more about Historic Downtown Kissimmee.

GOALS, OBJECTIVES, STRATEGIES & TACTICS

3.2 Increase marketing and communications (online and offline) connecting the Lakefront to Downtown

Strategy:

As referenced in Goal 1, include investment opportunities in messaging strategies on social media and in wayfinding systems.

Tactics:

- Develop social media content targeted to tourists inviting them to learn about opportunities.
- Add pedestrian kiosks and wayfinding signage between the Lakefront and Downtown (see also 1.8).
- Develop a pedestrian walker's guide online and offline and encourage local businesses to distribute/promote the guide. Add a distribution location at Lakefront Park.

3.3 Develop and/or support Neighborhood Ambassador and Visitor tours (Experience Historic Downtown Kissimmee "Like a Local")

Strategy:

Develop a series of Historic Downtown Kissimmee "tours" or experiential packages to promote the best of Historic Downtown Kissimmee to specific target audiences.

Tactics:

- Utilize Neighborhood Ambassadors to develop unique experiential packages featuring their ideal day in Historic Downtown Kissimmee. "Steer Here to Experience Historic Downtown Kissimmee Like a Local".

Packages could include *breakfast at ABC Restaurant, Shopping and Browsing at 123 and DEF boutiques, Lunch at XYZ Café, afternoon wellness experience at ABC Salon and Spa, Happy Hour at DEF Wine Bar, and a Dinner Finale at 456 Restaurant, then jump on Freebee or Sunrail back to your hotel.*

Each unique package could be marketed as a flat fee (with business participation) and/or could be led by an Ambassador.

- Work with Experience Kissimmee to explore opportunities to sell packages to the travel trade.
- Continue the option for the self-guided public art tours featured on Experience Kissimmee and add a guided option through the Ambassador program. Combine the art tour in experiential packages detailed above.

EVALUATION

Measuring the effectiveness of a marketing and branding campaign can be challenging, and there are several reasons why it cannot always be quantified precisely:

1. Attribution Challenges

- ▶ **Multiple Touchpoints:** Visitors often interact with a destination through various channels (social media, email, in-person visits) which makes it difficult to attribute awareness of the destination to a single tactic or touchpoint.
- ▶ **Delayed Impact:** Some campaigns may have a delayed effect, where the influence on behavior is not immediately recognizable.

2. Qualitative Factors

- ▶ **Brand Perception:** Changes in how people perceive a destination brand can be subtle and subjective. Surveys can provide insights, but they may not capture the full picture of brand sentiment.
- ▶ **Emotional Connection:** Marketing often aims to create an emotional connection, which is hard to quantify. Feelings of loyalty or attachment can influence visitor behavior in ways that numbers alone can't capture.

3. Data Limitations

- ▶ **Incomplete Data:** Not all interactions are tracked, especially in physical locations. For example, foot traffic data may not capture all visitors who were influenced by a campaign. The CRA may consider adding Placer.ai as a tool to track visitation. <https://www.placer.ai/civic>
- ▶ Using the philosophy of Albert Einstein, “Not everything that can be counted counts; not everything that counts can be counted.” The following Key Performance Indicators (KPIs) can be used to measure the effectiveness of the strategies and tactics in this Implementation Plan.

KPIs to Measure:

- ▶ **Social Media Analytics:** Monitor engagement metrics such as likes, shares, comments, and follower growth on social media platforms.
- ▶ **Website Traffic:** Use tools like Google Analytics to track changes in website traffic, page views, and user behavior.
- ▶ **Foot Traffic Analysis:** Use tools like footfall counters or mobile tracking to measure changes in the number of visitors to the downtown area during strategic times (Placer.ai, for example).
- ▶ **Event Attendance:** Track attendance numbers particularly related to increased retail traffic (sales on the day of an event are not always an indicator, however retail sales in the week following an event can be used as a good indicator of the effectiveness of strategies to improve retail retention).
- ▶ **Local Business Sales Data:** Collaborate with local businesses to analyze sales data before, during, and after the campaign to identify any increases in revenue.
- ▶ **Economic Indicators:** Look at broader economic indicators, such as inquiries to the City's economic development and redevelopment offices, number of new business openings or a shift in the merchandise mix of Downtown. (Increased population is already impressive according to Esri, so measuring the reality against the projections is a good indicator of economic growth patterns).
- ▶ **Press Mentions:** Track media coverage and mentions of Historic Downtown Kissimmee in local and regional publications to evaluate the campaign's reach.
- ▶ **Public Sentiment Analysis:** Use tools to analyze sentiment in social media to understand public perception of the branding efforts.

APPENDIX 1

NEIGHBORHOOD AMBASSADORS GUIDE



REINVENTING YOUR CITY

NEIGHBORHOOD AMBASSADOR PROGRAM GUIDE

EXAMPLE OUTLINE

A guide to involving the community, cross promoting local businesses,
and building engagement online and offline

APPENDIX 1

NEIGHBORHOOD AMBASSADORS PROGRAM

A Neighborhood Ambassador Program is a proven community engagement and business retention program. The original program was launched in Northwood Village in 2008 and was an integral element of the ICSC Maxi Award earned for marketing and public relations; turning around a blighted business district into a thriving bohemian village. The objective of the Ambassador Campaign is to educate and engage residents in the economic development and revitalization efforts of the city and its neighborhood and commercial districts through social networking events presented by the City and hosted by area shops and restaurants. This program offers a valuable opportunity for neighbors to connect with local business owners, developers, potential community investors, and other key stakeholders dedicated to advancing the area's strategic goals. Essentially, it aims to share accurate information with residents, empowering them to become ambassadors for the City and its initiatives. Today, these ambassadors are often seen as influencers, making it essential for municipalities to engage with them in impactful ways. The program can be extremely effective in building daytime or nighttime foot traffic as determined by need.

Below are an illustrations of the program:

NEIGHBORHOOD Ambassadors
POMPAÑO BEACH

BE INVOLVED • BE IN THE KNOW • BE A VIP

You are Cordially Invited
To Join the **POMPAÑO BEACH CRA** for a Series of Neighborhood Ambassador Events & Happenings!

VIP's & Participating Businesses Kick-Off Event Sponsored by
Fort Lauderdale Marriott Pompano Beach Resort & Spa
FEBRUARY 28
1200 N OCEAN BLVD | POMPAÑO BEACH FL 33062

MARRIOTT RESORT FORT LAUDERDALE POMPAÑO BEACH
#PompanoInTheKnow

Be Involved...
Neighborhood Ambassadors are liaisons between local businesses, area friends, residents, community programs, events and all things "happening" in Pompano Beach.

Be In The Know...

- Learn about what's happening in your community and city and how you can participate.
- Bring your friends and make new friends at great, often undiscovered, soon to be "hot spots" in Pompano Beach.
- Then... Talk It UP!

Be a VIP (Volunteer IN Pompano)...

- E-Invitations to upcoming events, new project ground breakings, and business grand openings.
- Special discounts and deals from participating businesses.
- Special offers at Bailey Contemporary Arts (BaCA) and the Historic All Cultural Arts (The All).
- CRA e-newsletters with redevelopment information and regular updates.
- Special event volunteer opportunities.
- VIP goodie bag and "IN THE KNOW" Guide at each Neighborhood Ambassador special gathering.
- And opportunity to make a difference in your community.

FOR MORE INFORMATION OR TO JOIN

PompanoBeachFL.gov
(954) 786 - 5535
PompanoInTheKnow@COPBFL.com

pompano beach Florida's Warmest Welcome

IT'S SHOW YOURSELF WHEN YOU'RE HERE

CRA POMPAÑO BEACH

DINING
ECLECTIC
ENTERTAINMENT
QUAIN
SHOPPING

NORTHWOOD Village
AMBASSADORS
REAL PLACES. REAL FACES

NORTHWOOD Village
NEIGHBORHOOD AMBASSADORS

Neighborhood Ambassadors are liaisons between local neighborhood businesses and area friends and residents.

Know the "News"

- New Restaurants
- New Shops
- New Services
- New People

Share the Treasures

- Antiques, Wares, Clothing
- Delicious Food, Entertainment
- A Variety of Services
- Friendly Faces

Attend Grand Opening Events • Volunteer for Special Events
Are Fun, Energetic and Make a Difference • Talk It Up... about Northwood Village

Northwood Village is unique and quickly emerging as an inviting, charming destination. Sign up today to be a Northwood Village Neighborhood Ambassador. Make a commitment to discover the Real Places and Real Faces of Northwood Village and encourage your friends and neighbors to do the same.

Join Today and Spread the News!

As an Ambassador you will receive:

- E-Invitations to all upcoming events in the Village
- Special offers from area businesses
- Online updates announcing new businesses and other important information
- The opportunity to make a difference in your community

For more information, call (561) 822-1550.

West Palm Beach Community Redevelopment Agency www.wpbcr.org (561) 822-1550

CRA Board Members
Chair: Mayor Lisa Padilla, Commissioners: William Weiss, Melly Douglas, Kimberly Mitchell, Jon Harts, David "Doc" Robinson

YOU'RE
Cordially invited
to join the **DBCRA**
FOR A SERIES OF
NEIGHBORHOOD AMBASSADOR EVENTS!

FREE EVENTS | Cocktails & Hors D'Oeuvres neighborly conversation

Let's Spread the Word and Make Some Noise!

SAVE THE DATES

MAR 3 - The Casino @ Donia Beach
301 E Donia Beach Blvd | 6-8pm

MAY 5 - The PATCH Urban Farm & Garden
1200 W Donia Beach Blvd | 6-8pm

JULY 7 - Historic Dealers
300 N Federal Highway | 6-8pm

SEPT 8 - The Holocaust Museum
300 N Federal Highway | 6-8pm

Get insider knowledge of all that's happening in our ever growing City of Donia Beach! Bring your friends and meet new ones at great places around Donia Beach.

2019 by Monday February 29 to Friday February 24 2019
954-924-4001 | kpyen@cityofdoniabeach.fl
100 West Donia Beach Blvd | Donia Beach

Get involved with the 4th Annual Donia Beach Arts & Seafood Celebration on April 2nd - 3rd, 2018
Get your hands dirty at the PATCH For volunteer info: ThePatchGarden.com

AS AN AMBASSADOR YOU WILL RECEIVE:

- E-Invitations to all upcoming events in the City
- Special offers from area businesses
- CRA e-newsletters with redevelopment information and updates
- Special event volunteer opportunities
- The opportunity to make a difference in your community
- FREE VIP goodie bag

DANIA BEACH

GUIDE TO ESTABLISHING AND MANAGING AN AMBASSADOR PROGRAM

Definition of an Ambassador

Ambassadors leverage their influence to communicate accurate information and updates about programs, initiatives, and opportunities for starting a business, investing, or engaging in the area's development. They play a vital role in shaping the area's brand and positioning it for a sustainable future.

Ambassadors are:

- ▶ Liaisons between local businesses and residents.
- ▶ Informed about community happenings.
- ▶ Aware of the latest news (new restaurants, shops, and services).
- ▶ Enthusiastic about sharing local treasures (iconic restaurants, shops, and services).
- ▶ Dedicated volunteers who bring energy and fun!
- ▶ Present at grand opening events.
- ▶ Active in special events.
- ▶ Committed to making a positive impact.
- ▶ Encouragers who motivate friends and neighbors to explore local businesses and city plans, correcting misinformation and sharing accurate details within their networks.

Target Marketing:

- ▶ Invitations are typically emailed to the community in and around target districts, focusing on neighborhood presidents and homeowner associations. Contact via phone may be necessary to explain the program and encourage them to share the invitation with their neighborhood email lists.
- ▶ Postcards (both printed and digital) are typically distributed to local businesses for them to share with customers and promote cross-business collaboration.
- ▶ A local radio morning show host can be invited to promote the event as a community initiative.
- ▶ Press releases should be sent to local media outlets, inviting all area businesses to participate by attending the event and contributing coupons or special offers for the "goodie bags." Participating businesses may also have opportunities to display items or host auctions when space permits.

Monthly Events: Date, Time and Location, Registration

- ▶ Choose a consistent mid-week date each month (e.g., the third Thursday).
- ▶ Set a time (e.g., 5:30 PM to 7:30 PM).
- ▶ Events are generally organized by the City (or its participating organization such as Main Street) and hosted at local retail shops, restaurants or other area businesses.
- ▶ Guests sign in at a registration table staffed by City personnel or volunteers.
- ▶ Attendees receive a name tag, two beverage tickets, and a "goodie bag" filled with information about City projects, programs, and special offers from local businesses.
- ▶ Additional materials, such as flyers about available properties for lease or sale and development plans, will be available at the registration table.

Guidelines:

- ▶ City staff or event representatives should collaborate with each business owner to plan and execute events effectively.
- ▶ The City typically provide all necessary rentals and materials for the event (e.g., tables, chairs, tents) if not available from the host.
- ▶ The Ambassador program aims to foster community pride and loyalty while showcasing existing businesses in target commercial districts and promoting opportunities for new business growth.
- ▶ Business owners hosting Ambassador events must agree to adhere to the City's guidelines.

Refreshments

- ▶ When hosted at a restaurant, refreshments will be provided by the restaurateur.
- ▶ For events at retail shops, City staff will coordinate with a local restaurant or caterer to provide refreshments.
- ▶ City staff will manage event details, including RSVPs and communication with the host.
- ▶ A per-person cost will be established by City staff and refreshment providers to ensure budget compliance.

Follow -Up

Collected emails will create an Ambassador database, similar to a volunteer list.

Ambassadors may not volunteer at events but will serve as social media advocates (digital ambassadors), business ambassadors, and local influencers.



REINVENTING YOUR CITY



REINVENTING YOUR CITY

Stakeholder and Brand Development Summary Report

Downtown Kissimmee Community Redevelopment Agency

October 2024

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I. ACKNOWLEDGMENTS

Thank you to the community members of Kissimmee who contributed to this report.



City of Kissimmee Community Redevelopment Agency Board

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Noel Ortiz, Board Member
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REINVENTING YOUR CITY

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II. INTRODUCTION & EXECUTIVE SUMMARY

Brand Strategy

Distinguishing a destination from others is the first step to marketing and branding an area, based on what it has to offer and its potential for growth. The Downtown Kissimmee Community Redevelopment Agency (DKCRA) recognized the importance of crafting the brand for the Downtown Kissimmee area, and so contracted Redevelopment Management Associates to create the DKCRA Brand Strategy.

Successful branding involves a storytelling narrative that has been properly vetted and will serve as the script across all channels, including the website, social media, newsletters, advertising and marketing. Input from stakeholders, the brand development process, and current market data for Downtown Kissimmee CRA are outlined in this Stakeholder and Brand Development Summary Report.

Executive Summary

The Downtown Kissimmee CRA has an area of 1.13 square-miles and a current population of 2,280 people. Projections show the population will increase 15.62%, per year, between 2024-2029 (Figure 3.1), reaching 4,711. Median Household Incomes are expected to increase as well, by approximately 56.5% between 2024 and 2029 (Figure 3.7). Of the 439 registered businesses in DKCRA, 212 are identified as businesses that would attract consumers from within and outside of the DKCRA. As for new housing options, two mixed-use development projects will soon supply 600 multifamily residential units, at completion.

Pertaining to the DKCRA's existing perception and the opportunity therein, input was collected from the public through online surveys and at in-person meetings. Collectively, the results revealed strong support for a brand that reflects Kissimmee's cattle-ranching history, integrates features of its current character, and simultaneously evokes its vision.

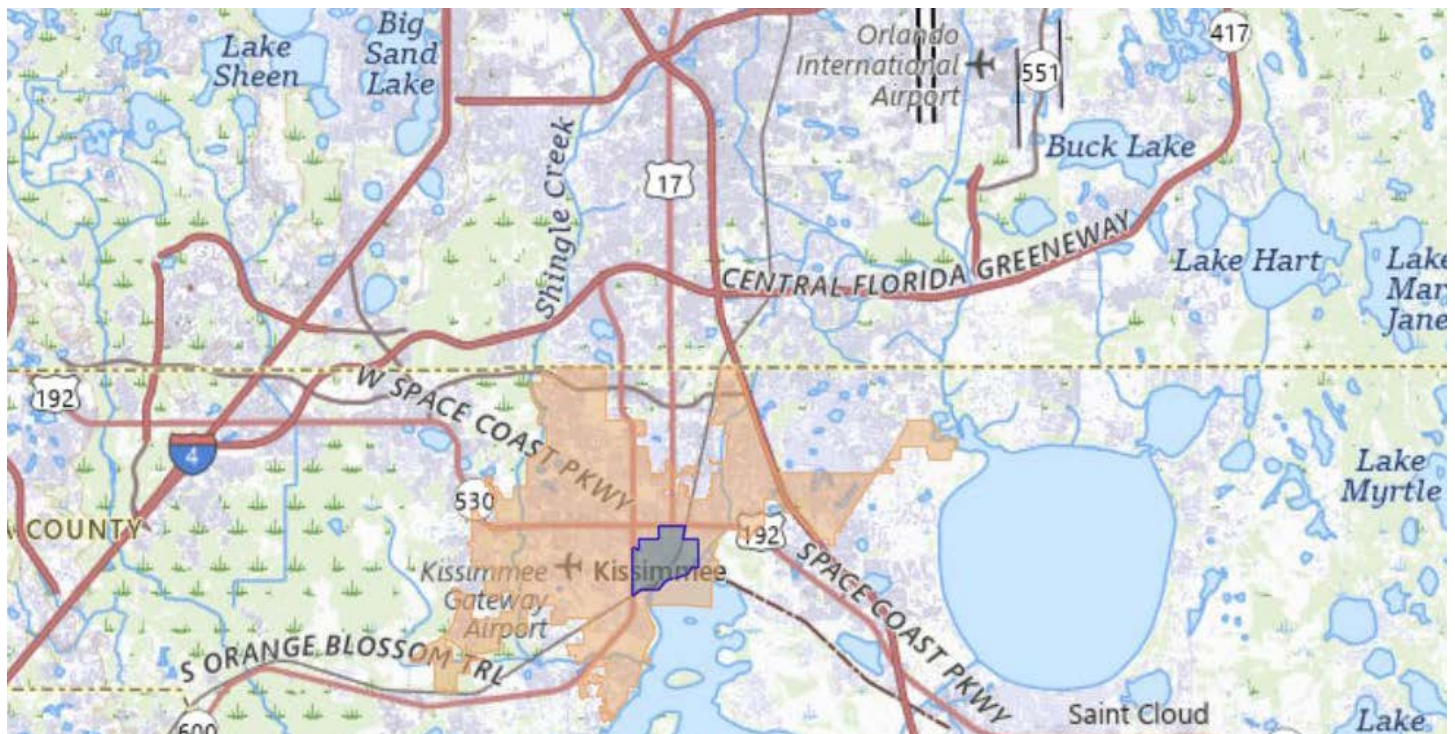
As for the marketability of the Downtown Kissimmee CRA area, its primary audience was determined to encompass local residents and visitors to the Greater Orlando and its theme parks. Kissimmee enjoys a virtual presence from websites like Osceola County's official tourism department, "Experience Kissimmee," Facebook, TripAdvisor, and the advent of internet browsers' AI recommendations.

By examining the sentiment of its community members, identifying current and would-be consumers, and the DKCRA vision as put forth by the CRA Plan goals, the Stakeholder and Brand Development Summary Report presents the foundation on which the Branding Packet Booklet and the Brand Implementation & Evaluation Plan will be based.

III. SITUATION ANALYSIS

A situation analysis is a comprehensive examination of the current makeup of residents, visitors, and businesses to understand the strengths and opportunities for the community, with consideration of neighboring markets and geographic assets. For the purpose of this project, the study area is defined by the Downtown Kissimmee Community Redevelopment Agency (DKCRA) area boundaries. The maps below illustrate the study area within the City of Kissimmee for context and the specific boundaries.

Map of the City of Kissimmee with the DKCRA boundary highlighted.



Map of the DKCRA Area

III. SITUATION ANALYSIS

Population & Income

Resident population refers to people who reside in a given area and are typically present during the evening and nighttime hours. The DKCRA is currently home to approximately 2,280 residents (Esri, 2024), a decrease of 3.02% since 2020 (see Figure 3.1). Interestingly, though, the impressive 2024-2029 Annual Rate of 15.62% is expected to bring the population to 4,711 – more than twice the population recorded in 2020.

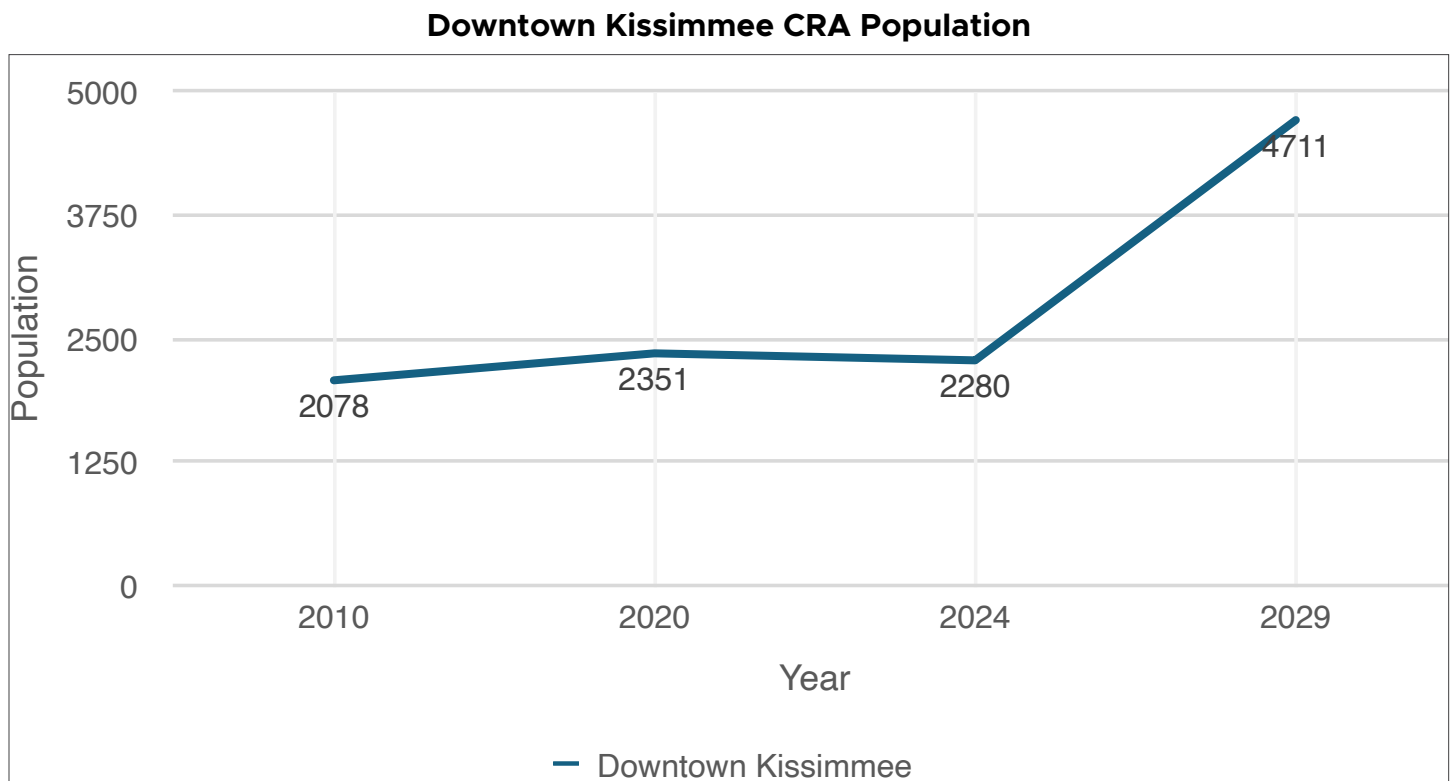


Figure 3.1.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

III. SITUATION ANALYSIS

Population by Age

In 2024, the median age in Downtown Kissimmee CRA was 39.9 years old, a slight increase from the median age reported in 2020 (39.4 years old), but still lower than the 2010 median age of 41.2 years old. As forecasted by Esri, Downtown Kissimmee CRA will have a median age of 37.3 in 2029.

When comparing 2020 and 2024 population data by age bracket, there are not significant changes.

Downtown Kissimmee CRA Population by Age	2020	2024
0 – 4	6.1%	5.7%
5 – 9	5.7%	5.8%
10 – 14	5.7%	5.7%
15 – 24	10.8%	10.6%
25 – 34	16.0%	14.8%
35 – 44	12.8%	14.2%
45 – 54	13.6%	12.7%
55 – 64	14.1%	14.5%
65 – 74	8.3%	9.2%
75 – 84	4.6%	4.7%
85 +	2.2%	2.1%
Median Age	39.4	39.9

Figure 3.2.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

III. SITUATION ANALYSIS

Daytime Population

Unlike the resident population, daytime population refers to the number of people who are present during normal business hours, including workers, in a given area. Downtown Kissimmee CRA's daytime population of 10,760 people is attributed to the 1,524 residents who remain in Downtown Kissimmee CRA, plus 9,236 employees who enter the CRA limits.

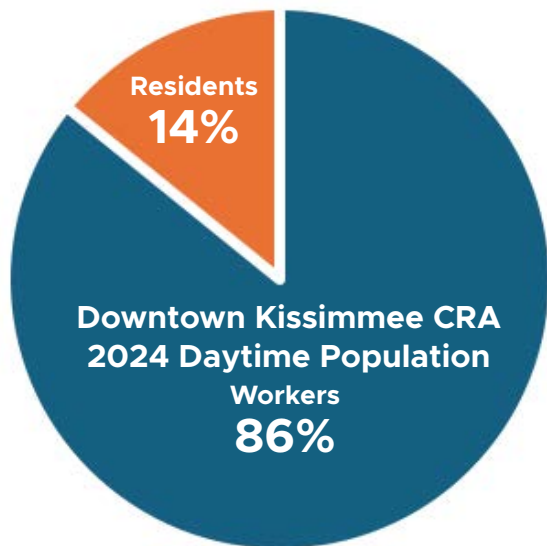


Figure 3.3.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



III. SITUATION ANALYSIS

Population by Race and Ethnicity

Multitudes of people of varying racial backgrounds call Downtown Kissimmee CRA “home.” Because Hispanic people may be one or more races, the US Census Bureau distinguishes Hispanic heritage as an ethnicity, rather than a race. Figure 3.5 below, “Population by Race,” illustrates the racial makeup of Downtown Kissimmee CRA’s residents, as reported by the US Census Bureau. The dominant racial groups of Downtown Kissimmee CRA, as estimated in 2024 in terms of percentage of residents, are White (33.7%), people of Some Other Race Only (24.4%), and people of Two or More Races (22.5%).

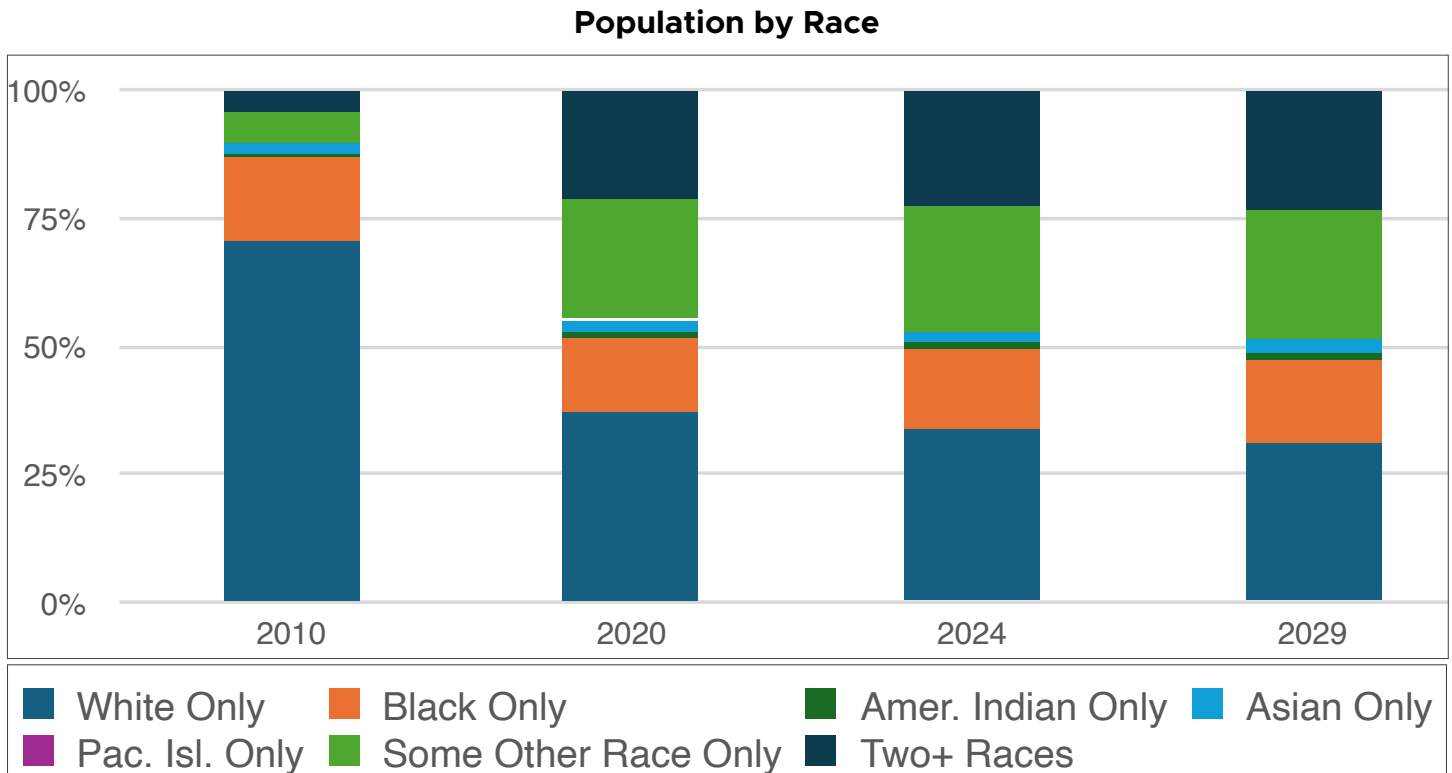


Figure 3.4.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Combined, the populations of people who identified as of Some Other Race Only (that is not listed) and Two or More Races has increased by 34.3%, a dramatic shift between 2010 (10.3%) and 2020 (44.6%).

Simultaneously, the White Alone population decreased by 33.5%. Meanwhile, the Hispanic population grew from 35.6% in 2010 to 54.6% in 2020. It is projected to steadily rise and reach nearly 60%, come 2029.

Trends in Racial and Ethnic Makeup

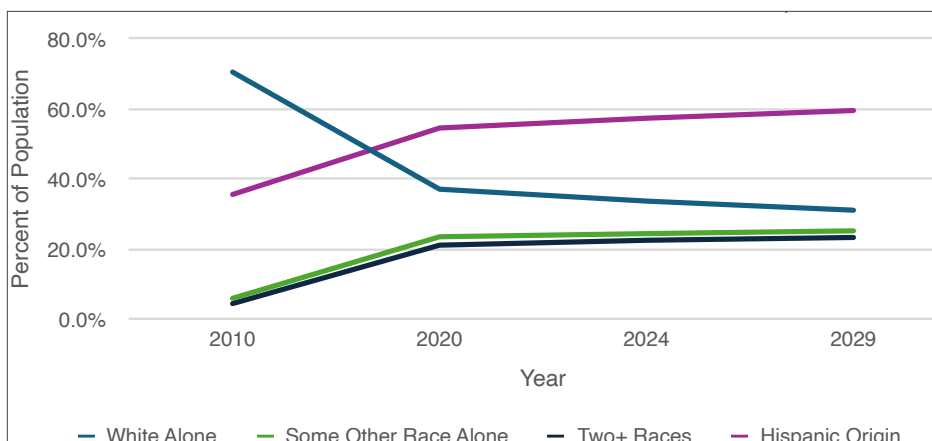


Figure 3.5.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

III. SITUATION ANALYSIS

Households

At the time of this study, there were approximately 882 households and 1,010 housing units in Downtown Kissimmee CRA, according to Esri. According to Esri’s 2024 estimates, approximately 65.87% of all households in Downtown Kissimmee CRA are considered to be family households. Additionally, the median household income in 2024 is \$38,684 and is projected to increase to a median of \$60,562 by 2029 (see Figure 3.7).

Downtown Kissimmee CRA Household Summary	2010	2020	2024	2029
Households	784	875	882	1,896
Average Household Size	2.26	2.44	2.35	2.38
Average Family Size	2.82	N/A	3.03	3.06
Median Household Income	N/A	N/A	\$38,684	\$60,562
Median Home Value	N/A	N/A	\$353,892	\$401,724

Figure 3.6.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

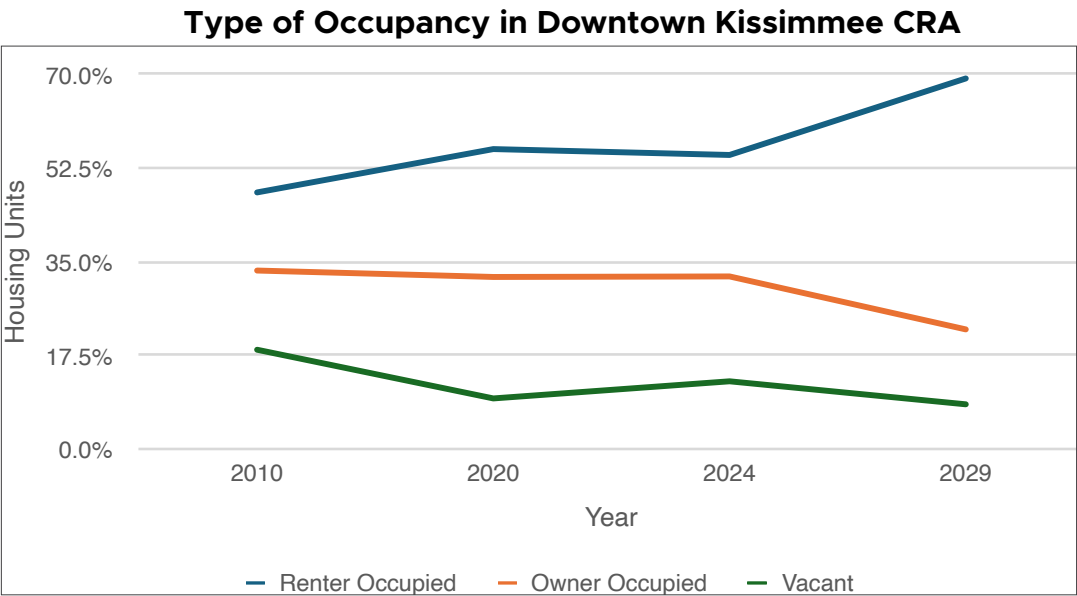


Figure 3.7.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

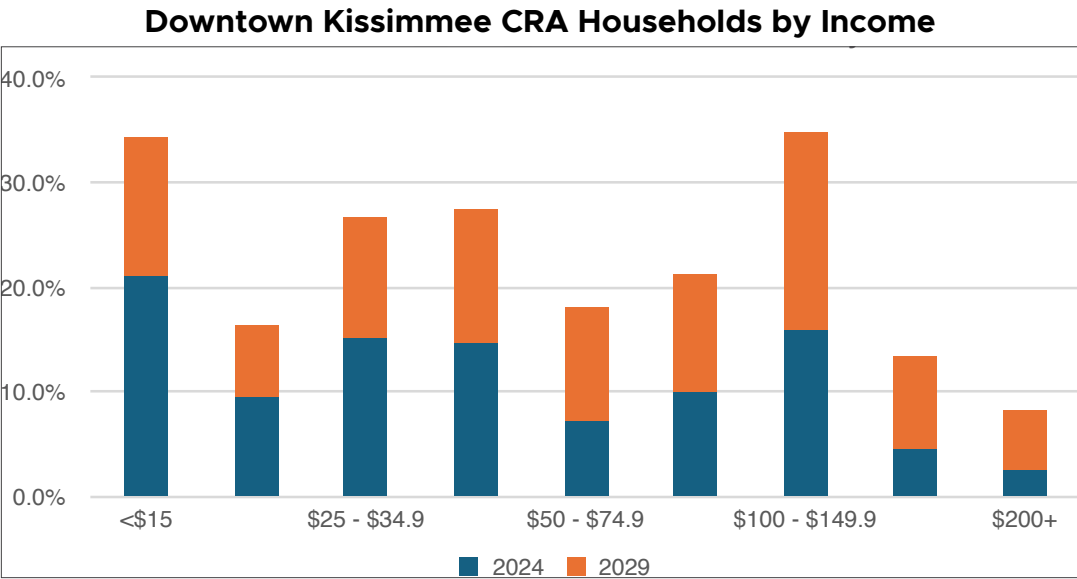


Figure 3.8.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

III. SITUATION ANALYSIS

Tapestries in the Downtown Kissimmee CRA

Based on spending, employment, and quality-of-life characteristics, Esri classifies the population of an area into “Tapestries.” There are 67 total tapestry segments to provide an accurate, detailed description of citizens of a given geography. Restauranters, retailers, and other participants of the commercial sector will evaluate the same type of information when weighing the decision of whether or not to locate to or expand in an area. The predominant tapestry segment in Downtown Kissimmee CRA is Set to Impress (50.5%). The next two tapestries, Hometown Heritage and Urban Edge Families, are far behind at 28.9% and 20.7%, respectively. The following descriptions indicate each Tapestry category based on national statistics and are used in this analysis with that context.

Set to Impress (50.5%)



Who Are We?

Set to Impress is depicted by medium to large multiunit apartments with lower-than-average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Our Neighborhood

- ▶ Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- ▶ Renters make up nearly three quarters of all households.
- ▶ Mostly found in urban areas, but also in suburbs.
- ▶ Single-person households make up over 40% of all households.
- ▶ It is easy enough to walk or bike to work for many residents.

Socioeconomic Traits

- ▶ Residents are educated and mobile.
- ▶ Many are enrolled in college (Index 141).
- ▶ Consumers always have an eye out for a sale and will stock up when the price is right.
- ▶ Prefer name brands, but buy generic when it is a better deal.
- ▶ Quick meals on the run are a reality of life.
- ▶ Image-conscious consumers that dress to impress and often make impulse buys.
- ▶ Maintain close relationships with family.

Market Profile

- ▶ Listen to a variety of the latest music and download music online.
- ▶ Majority have cell phones only, no landlines.
- ▶ Use the internet for social media, downloading video games and watching TV programs.
- ▶ Own used, imported vehicles.
- ▶ Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- ▶ Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

III. SITUATION ANALYSIS

Hometown Heritage (28.9%)



LifeMode Group: Middle Ground Hometown Heritage

Who Are We?

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Our Neighborhood

- ▶ Renters: About three-fifths of households.
- ▶ Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- ▶ Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- ▶ Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- ▶ Higher percentage of vacant housing units at 18% (Index 155).
- ▶ Most households with one or two vehicles (71%), but 19% have no vehicle (Index 204).

Socioeconomic Traits

- ▶ Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- ▶ Higher rates of employment in manufacturing.
- ▶ Labor force participation rate is lower at 57.1%.
- ▶ Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- ▶ These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- ▶ They tend to save money for a specific purpose.

Market Profile

- ▶ For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- ▶ Favor shopping at their local discount store, search for bargains on the internet, or purchasing from in-home sales representatives.
- ▶ Read parenting and health magazines.
- ▶ Watch programs on BET, VH1, and Game Show Network.
- ▶ Prefer to listen to gospel, R&B, rap, and hip-hop music.
- ▶ Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

III. SITUATION ANALYSIS

Urban Edge Families (20.7%)



LifeMode Group: Sprouting Explorers Urban Edge Families

Who Are We?

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the internet.

Our Neighborhood

- ▶ Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multi-generational homes are common (Index 201).
- ▶ Average household size is higher at 3.19 (Index 123).
- ▶ Residents tend to live farther out from urban centers—more affordable single-family homes and more elbow room.
- ▶ Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).
- ▶ Three quarters of all housing were built 1970 or later.
- ▶ Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- ▶ Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- ▶ Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university.
- ▶ Labor force participation is higher at 66%.
- ▶ Most Urban Edge Families residents derive income from wages or salaries.
- ▶ They tend to spend money carefully and focus more on necessities.
- ▶ They are captivated by new technology, particularly feature-rich smartphones.
- ▶ Connected: They use the internet primarily for socializing but also for convenience, like paying bills online.

Market Profile

- ▶ When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- ▶ Cell phones are preferred over landlines.
- ▶ Favorite channels include Animal Planet, MTV, Freeform, Bravo, and Nick Jr., as well as programming on Spanish TV.
- ▶ Residents listen to urban or Hispanic radio.
- ▶ During the summer, family outings to theme parks are especially popular

III. SITUATION ANALYSIS

Tapestries by Drive-Time

The Tapestries illustrated above represent the profile of residents within the DKCRA boundary. However, for the purpose of marketing and branding, it is important to consider the market profile within the 10-, 20-, and 30-minute drive-times. The intersection of Neptune Road and Broadway Avenue/Main Street was used as the focal point of DKCRA.

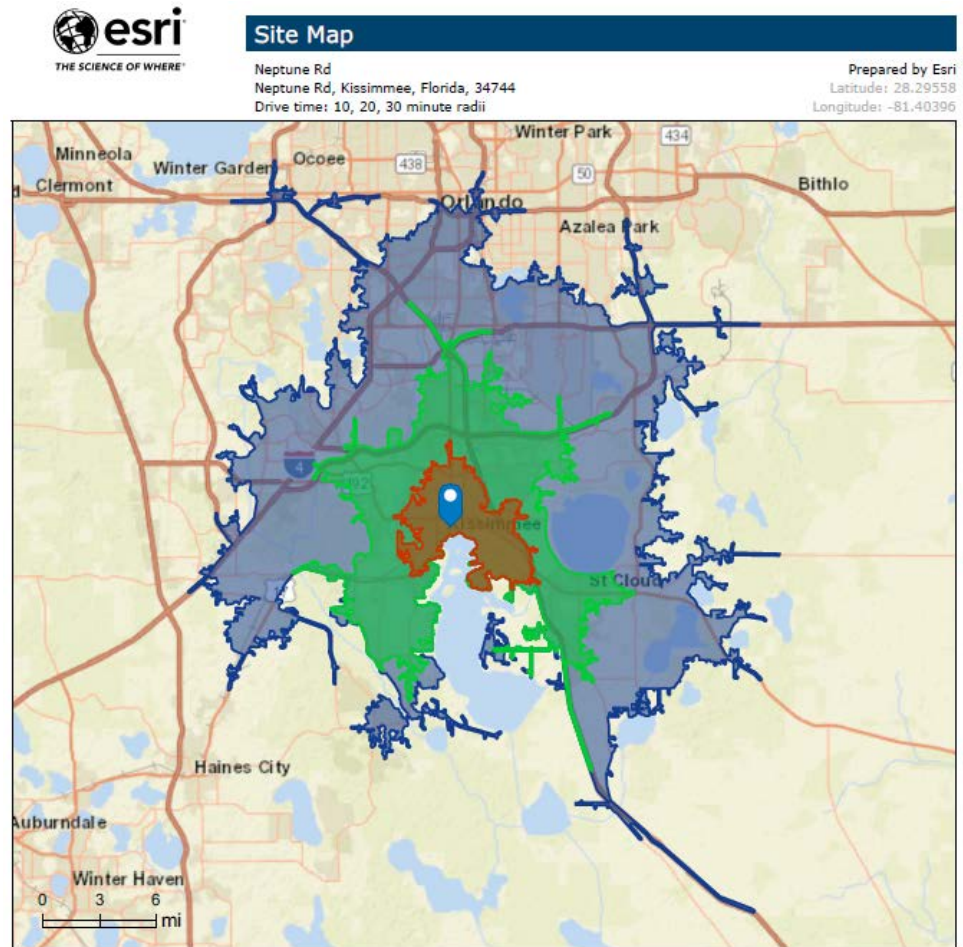
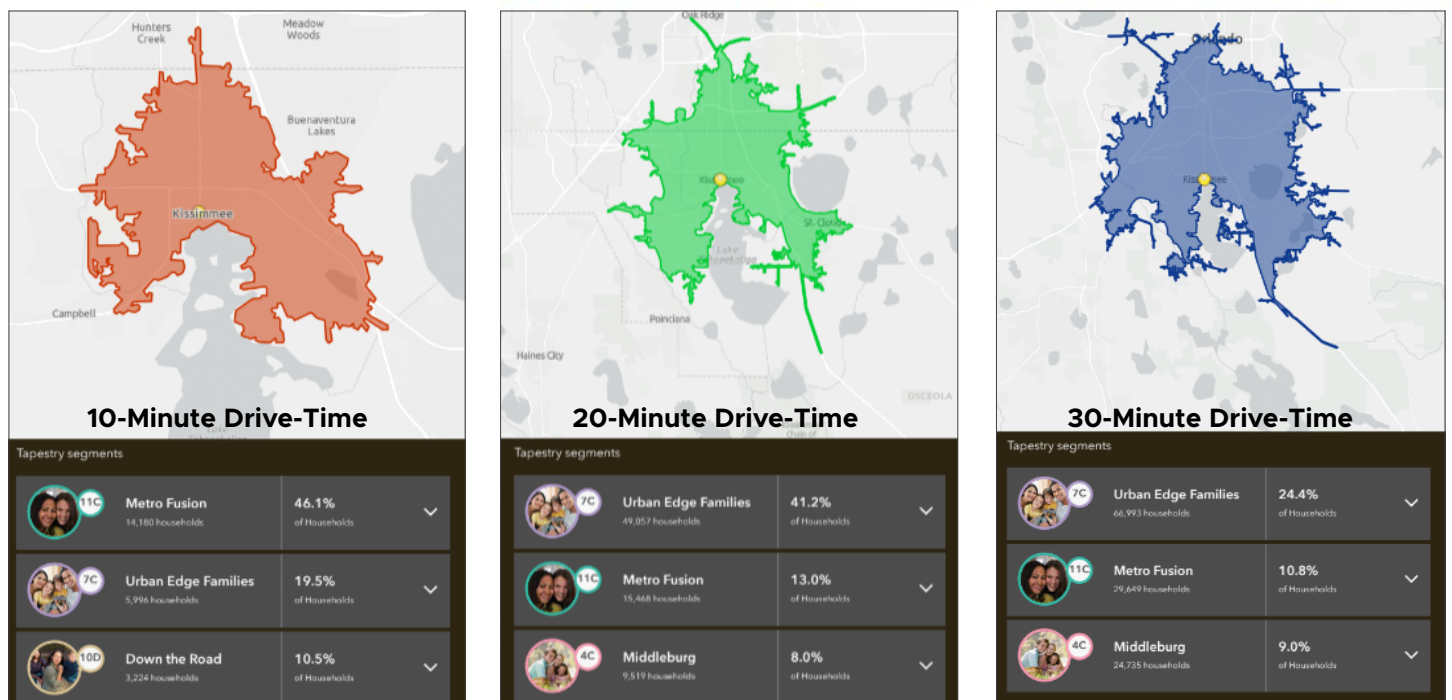


Figure 3.9
Top 3 Tapestries, by Drive-Time



Urban Edge Families and Metro Fusion represent over 50% of all households within a 20-minute drive of Downtown Kissimmee CRA and over 35% of all households within a 30-minute drive-time, with Urban Edge Families dominating the latter in both those drive times. Metro Fusion is the predominant tapestry in the 10-minute drive-time, though, and appears across the board. For the purpose of positioning Downtown Kissimmee CRA to attract new visitors, businesses, residents and investors, the Metro Fusion profile is shown on the next page.

III. SITUATION ANALYSIS

Metro Fusion



LifeMode Group: Midtown Singles Metro Fusion

Who Are We?

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

Our Neighborhood

- ▶ Over 60% of the homes are multiunit structures located in the urban periphery.
- ▶ Three-quarters of residents are renters, and rents are about 13% less than the US average.
- ▶ Most housing units were built before 1990.
- ▶ Single-parent and single-person households make up over half of all households.

Socioeconomic Traits

- ▶ Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- ▶ They work hard to advance in their professions, including working weekends.
- ▶ They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- ▶ They spend money readily on what's hot unless saving for something specific.
- ▶ Social status is very important; they look to impress with fashion and electronics.

Market Profile

- ▶ Enjoy watching MTV, BET, Spanish TV networks, and truTV.
- ▶ Listen to R&B, rap, Latin, and urban music.
- ▶ Football and weightlifting are popular activities.
- ▶ Shop at discount grocery stores, Family Dollar, and Walmart.
- ▶ Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

III. SITUATION ANALYSIS

Retail Market Potential

The Retail Market Potential, as presented by the chart of the same name (see Exhibit 2), measures the Market Potential Index (MPI), which indicates the likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. The Retail Market Potential helps gage the individual or household probability of consuming a good or service. In other words, this is a useful representation of spending propensities in the community.

Retail Demand by Industry

The Retail Demand by Industry report provides insight into the anticipated transactions in a given NAICS category of goods or services. As opposed to the MPI of the Retail Market Potential, the report is strictly household-based, and the Spending Potential Index (SPI) represents the amount spent for a product or service relative to a national average of 100. Additionally, the Retail Demand by Industry displays the average amount spent per household, per NAICS code, as well as the cumulative amount expected to be spent by all Downtown Kissimmee CRA households in 2024, based on historical trends.

The Retail Demand by Industry report (see Exhibit 3) serves to show the strength of each NAICS industry codes in Downtown Kissimmee CRA. The top three industry subsectors in Downtown Kissimmee CRA are Clothing and Clothing Accessories Stores (SPI 63), Electronics and Appliance Stores (SPI 61), and Food and Beverage Stores (SPI 61).



III. SITUATION ANALYSIS

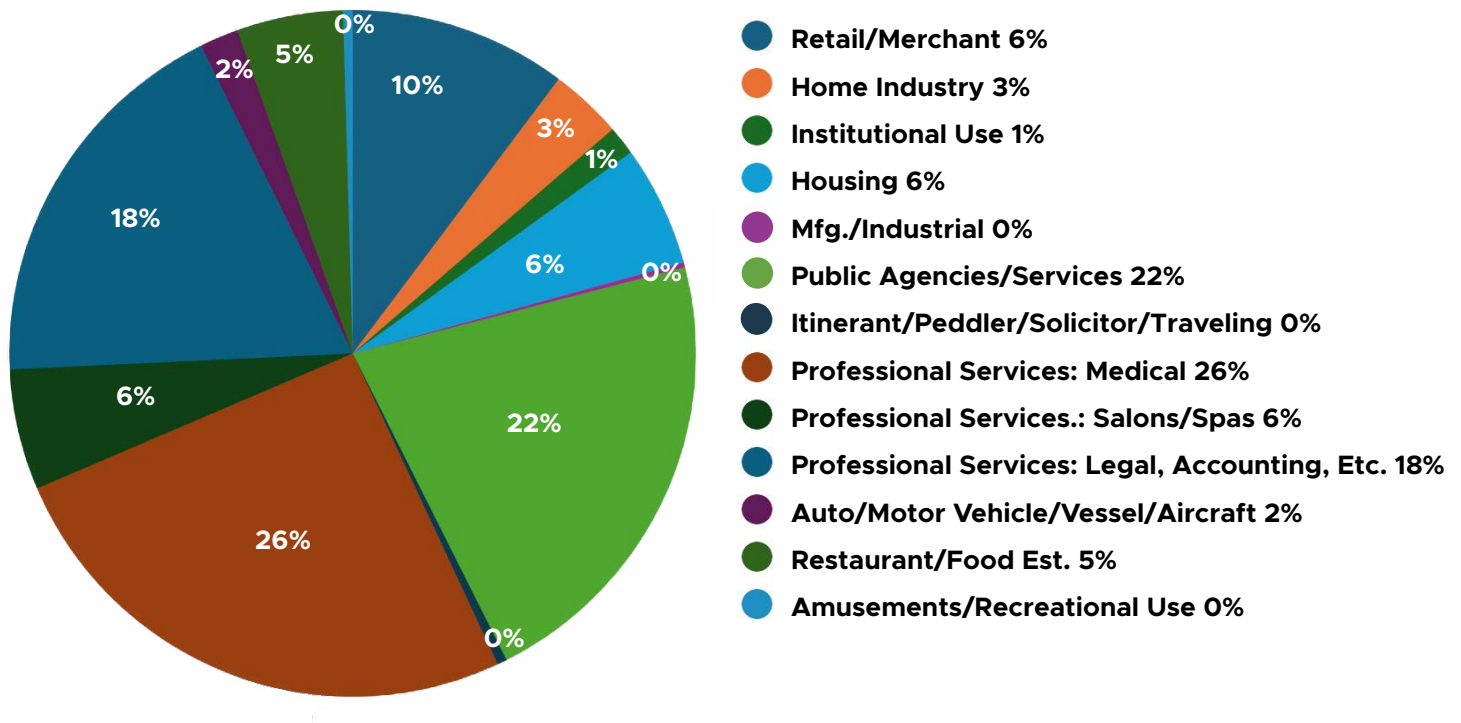
Summary of Existing Business Tax Receipts

In the Downtown Kissimmee CRA area, there are currently 439 registered businesses. Approximately 22% of businesses are classified as “Public Agencies” and include businesses such as banks, schools, insurance, etc. There are 45 retail shops, representing 10% of all businesses, and 22* restaurants in the Downtown, which represents 5% of the total. According to Experience Kissimmee, Historic Downtown Kissimmee has the largest concentration of independently owned restaurants in Central Florida, with more than 30* family-owned eating establishments.

*At the time of this writing, 22 restaurants are included on the DKCRA business tax receipt (BTR) list, while Experience Kissimmee references 30 restaurants.

Almost 50% of businesses fall into the “Professional Services” classification. Within the Professional Services classification, approximately 50% are medical services, 37% are legal, accounting, real estate and other office services, and 12% are salons and spas.

Figure 3.10



III. SITUATION ANALYSIS

Figure 3.11 Business License Classification	Total by Classification
Amusements/Recreational Use	2
Automobile/Motor Vehicle/Vessel/Aircraft	8
Home Industry	15
Housing	25
Institutional Use	6
Itinerant/Peddler/Solicitor/Traveling Insurance	2
Manufacturing/Industrial Type	1
Professional Services (Establishment)	218
Medical	112
Salons/Spas	25
Legal, Accounting, Etc.	81
Public Agencies/Services	95
Restaurant/Food Establishment	22
Retail/Merchant	45
Total	439

For this study, we also analyzed a smaller subset of businesses, eliminating categories (or portions of categories) that are not typically frequented by the consumer. The purpose of this culled list, Figure 3.12, is to gain deeper insight into the merchandise mix that reflects where residents and visitors may frequent on a more regular basis. The “Professional Services: Medical” category was maintained, which represents almost 53% of the culled list. Retail/Merchant represents 21%, Professional Services: Salons and Spas represents 12%, and Restaurants/Food Establishment represent approximately 10.5%.

Figure 3.12 Culled Business License Classification	Total by Classification
Amusements/Recreational Use	2
Itinerant/Peddler/Solicitor/Traveling Insurance	1
Manufacturing/Industrial Type	1
Professional Services: Medical	112
Professional Services: Salons/Spas	25
Public Agencies/Services	4
Restaurant/Food Establishment	22
Retail/Merchant	45
Total	212

III. SITUATION ANALYSIS

Status of Projects

A key component to economic development is the DKCRA's ability to attract commercial and residential activity. For this purpose, the Stakeholder and Brand Development Summary Report takes into account the newly completed projects, the projects that are underway, and those expected to be delivered. (Source: Downtown Kissimmee CRA, August 2024).

Recently Completed

Mosaic @ Lake Toho-Hansel Site Redevelopment Project

Construction of the Mosaic @ Lake Toho project is complete! A public-private partnership between Mosaic Partners, the City of Kissimmee, and Downtown Kissimmee CRA, the project boasts 288 multi-family residential units and 10,000 SF of commercial space with 12 additional units in a future phase. This project includes 9 acres of vital land in Downtown Kissimmee, directly across from Lake Toho and Lakefront Park. Included among the many amenities residents will enjoy is access to the Lake Toho marina.



Cleared land at future site of Mosaic @ Lake Toho.
Source: Downtown Kissimmee CRA, 2020.



Clubhouse at Mosaic.
Source: Mosaicatlaketoho.com, August 2024.



Exterior of Mosaic, from lakefront. Source: Mosaicatlaketoho.com, December 2023.

III. SITUATION ANALYSIS

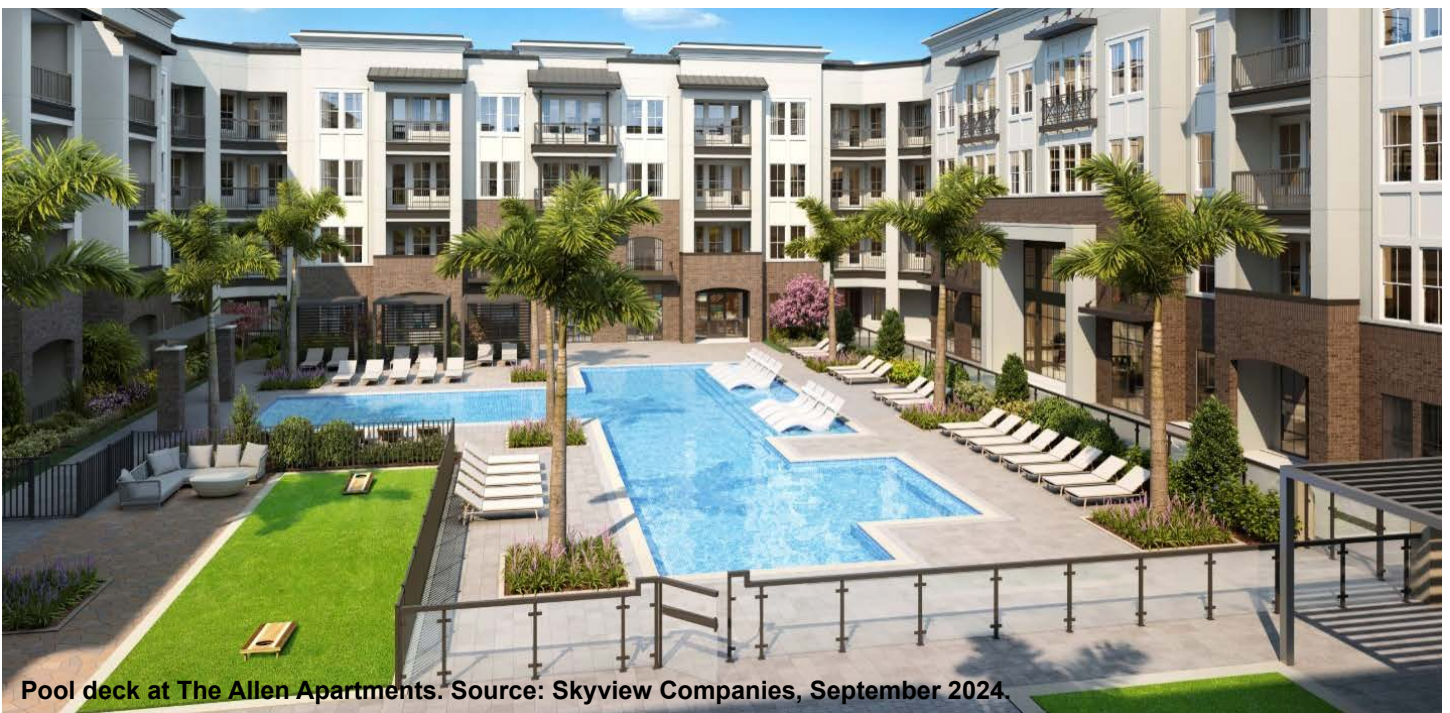
Currently Underway

The Allen Apartments and the Beaumont Redevelopment Project (Phase One)

“The Allen Apartments” is the first phase of the 20-acre project, bringing 312 multi-family, market-rate, residential units to Downtown Kissimmee. Future phases of the Beaumont Redevelopment Project include commercial and office space. Directly across from HCA Florida Osceola Hospital, the project is an innovation that connects people to a spectrum of living and working experiences, from existing established neighborhoods, through a vibrant mixed-use urban core, to a prospering medical campus, and onward to a central downtown. Construction of The Allen began at the start of May in 2023.

The Beaumont Redevelopment Project is a public-private partnership between Skyview Kissimmee, LLC, the City of Kissimmee, and Downtown Kissimmee CRA. In FY 2022, the City of Kissimmee and Downtown Kissimmee CRA entered into a Master Development Agreement with Skyview Kissimmee, LLC. Following a tax increment financing (TIF) analysis on the project, the CRA pledged \$9 million in funding to construct public facilities and infrastructure for the approximately \$200 million project.

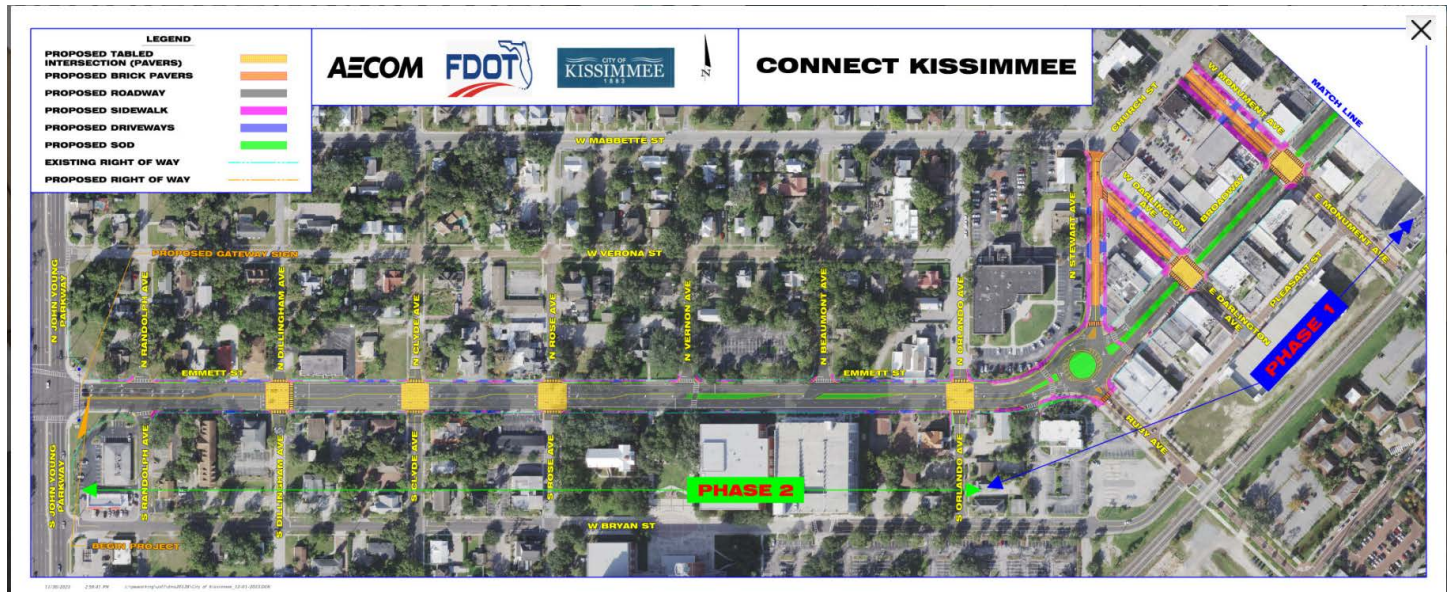
Exterior of The Allen Apartments. Source: Skyview Companies website, September 2024.



Pool deck at The Allen Apartments. Source: Skyview Companies, September 2024.

Connect Kissimmee Streetscape Project

In 2021, the City entered into a Florida Department of Transportation (FDOT) Local Area Partnership agreement for the design of the 1.5-mile project along Emmett Street, Broadway, and Main Street from John Young Parkway (US 17/92) to Vine Street (US 192). The Downtown Kissimmee CRA contributed to the City's match requirement for the project. Design for this project is completed, and construction is scheduled to begin in 2025.



Locations and types of improvements under Connect Kissimmee Streetscape Project, Phases 1 and 2.

Source: City of Kissimmee.

Alleyway Improvement Project

The Downtown Kissimmee CRA has partnered with the City of Kissimmee's Public Works Department to complete an alleyway improvement project. The connected alleyways in between Church Street and Broadway, from Darlington Avenue to Neptune Road. The project goal will be to improve current conditions in alleyways with improved lighting, better drainage, and replace dilapidated asphalt with brick pavers. The project design is expected to begin in Fall 2024.

Upcoming

Hotel Site Selection

The DKCRA continues to work with the City of Kissimmee to determine an optimal location for a future hotel site within Downtown Kissimmee. Three sites within the DKCRA have been selected: the Kissimmee Civic Center lot, 50 Lakeview Drive, and Toho Garage lots. Staff will continue to work to select the best option and, once again, adopt an action plan for solicitation of a hotel partner.



Alley with pavers.
Source: Downtown Kissimmee CRA, July 2023.

III. SITUATION ANALYSIS

Public Input

Online Surveys

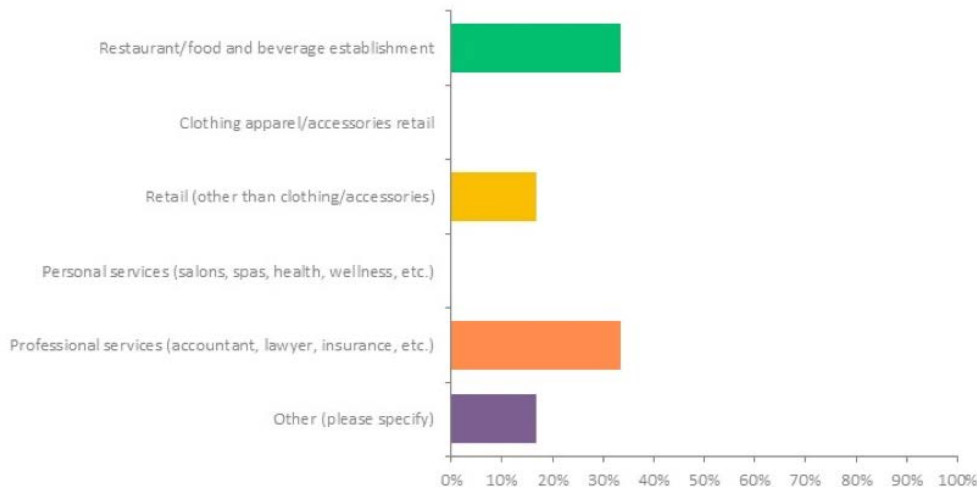
A “2024 Downtown Kissimmee CRA Brand Strategy – Business Survey” and a “2024 Downtown Kissimmee CRA Brand Strategy – Community Survey” were created to understand the perceptions of businesses and residents of the DKCRA, to consider new advantages and opportunities the DKCRA has. Both surveys were offered in English and Spanish. Though only highlights are shown for emphasis on feedback, the complete surveys are supplied separately as Exhibit 4.

2024 Downtown Kissimmee CRA Brand Strategy - Business Survey

- Opened: May 22, 2024

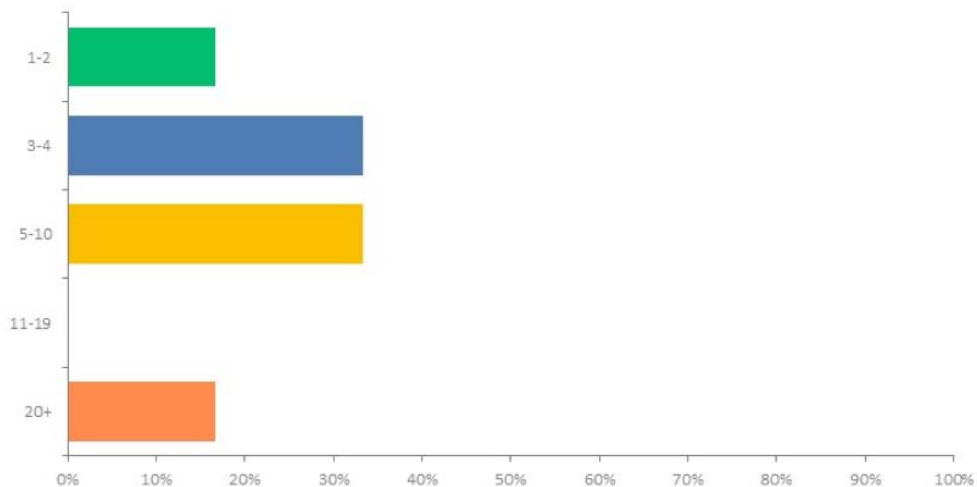
Q1: What type of business do you operate?

Answered: 6 Skipped: 0



Q2: Number of employees:

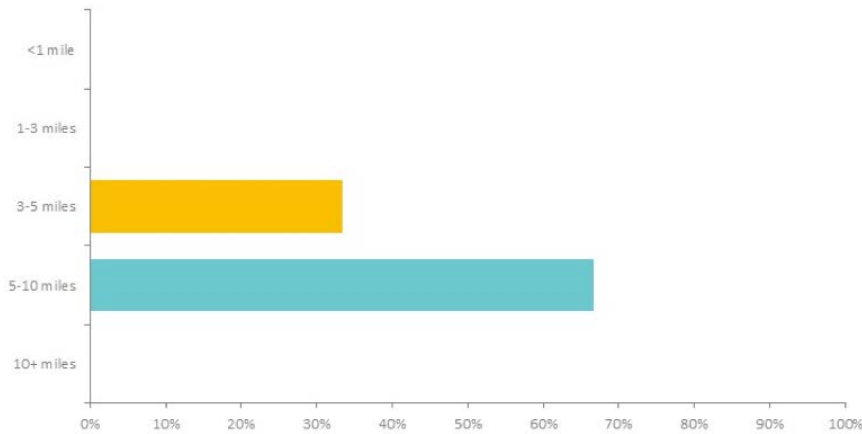
Answered: 6 Skipped: 0



III. SITUATION ANALYSIS

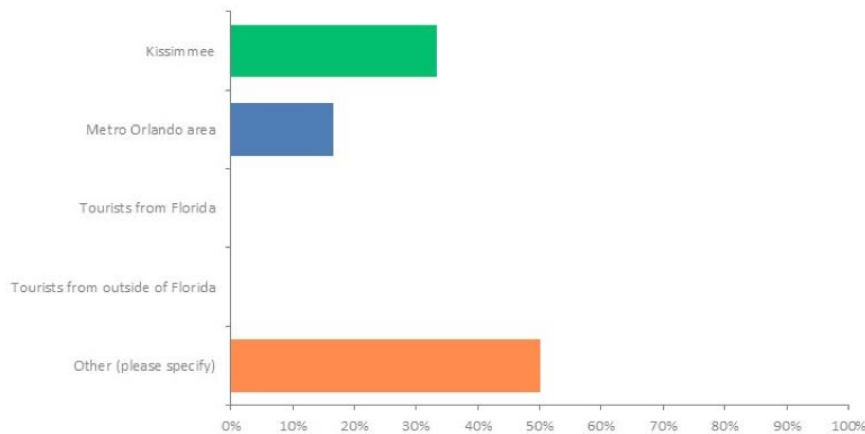
Q3: Where do the MAJORITY of your employees live, in relation to your place of business?

Answered: 6 Skipped: 0



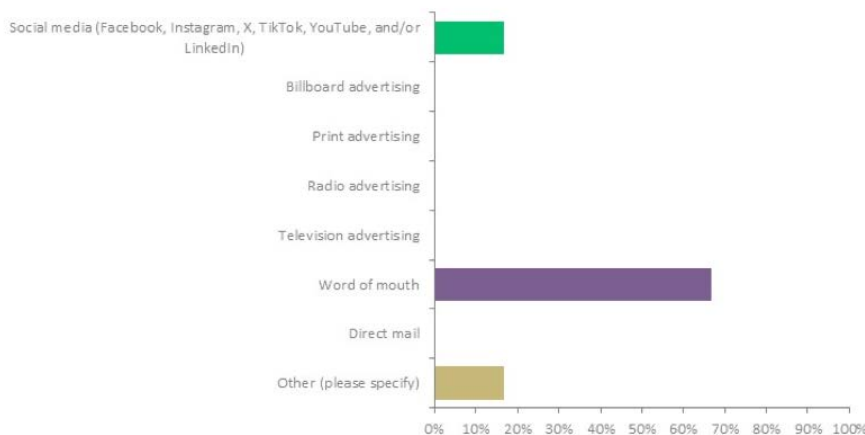
Q4: Where do the MAJORITY of your customers travel from to get to your business?

Answered: 6 Skipped: 0



Q5: How do you most effectively reach and engage with your customers?

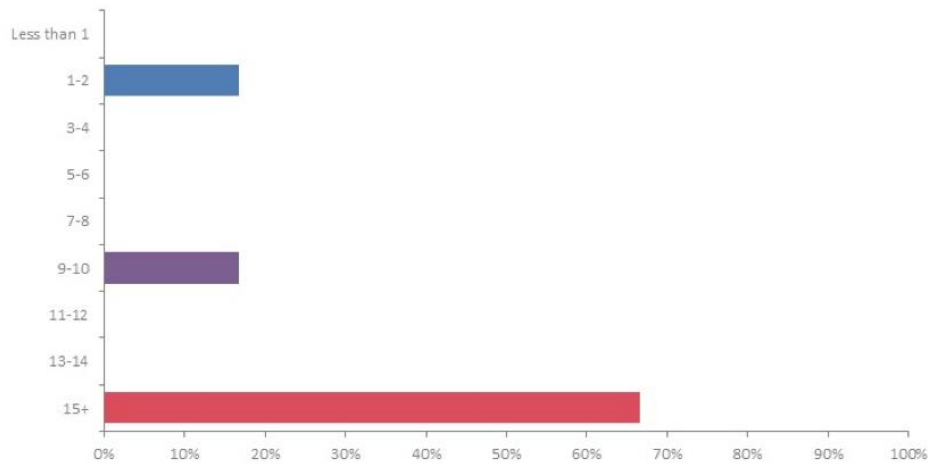
Answered: 6 Skipped: 0



III. SITUATION ANALYSIS

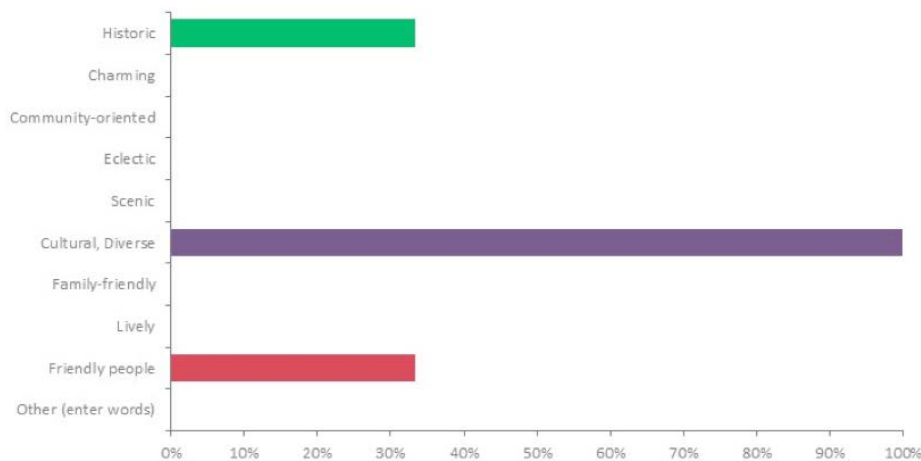
Q6: In years, how long has your business been open?

Answered: 6 Skipped: 0



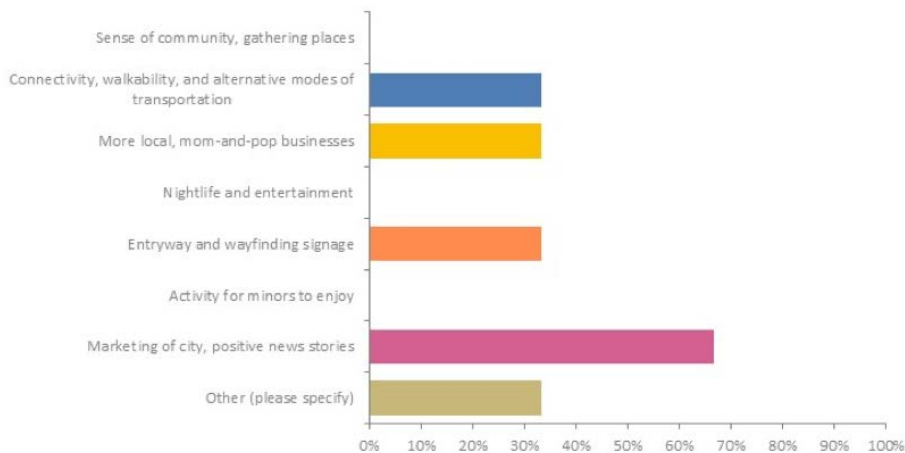
Q8: What words best capture Downtown Kissimmee? Select 1-3.

Answered: 3 Skipped: 3



Q9: In your opinion, what could be improved in Kissimmee? Select 1-3.

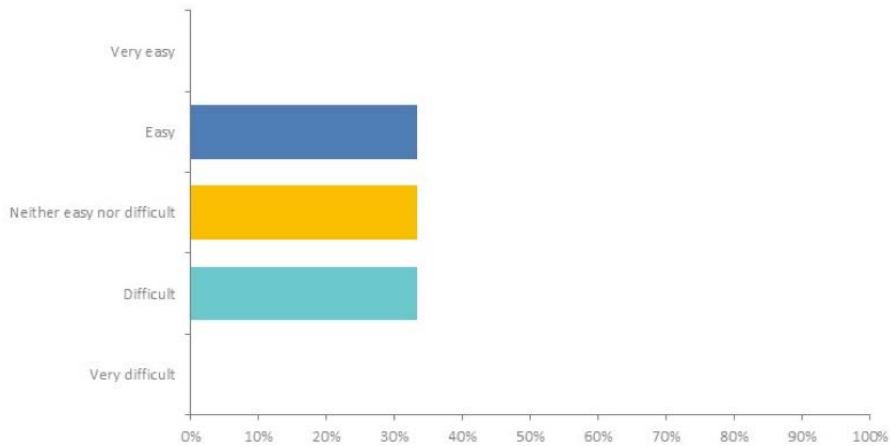
Answered: 3 Skipped: 3



III. SITUATION ANALYSIS

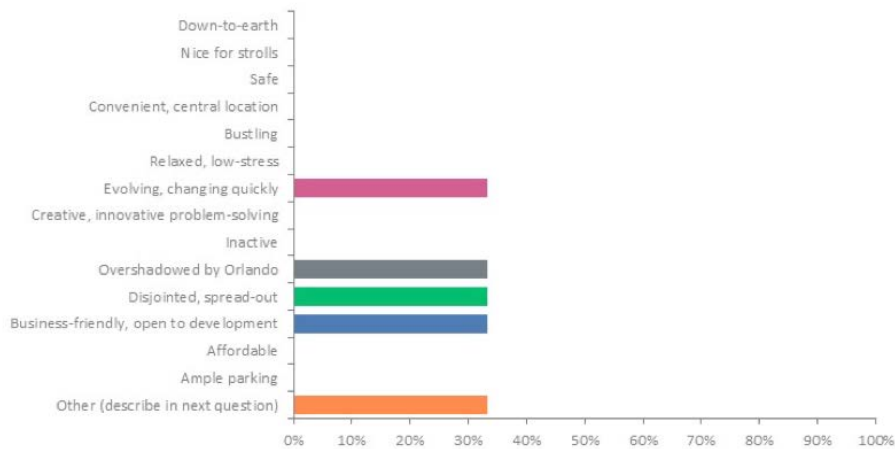
Q10: How easy or difficult is it to find downtown and destinations within it?

Answered: 3 Skipped: 3

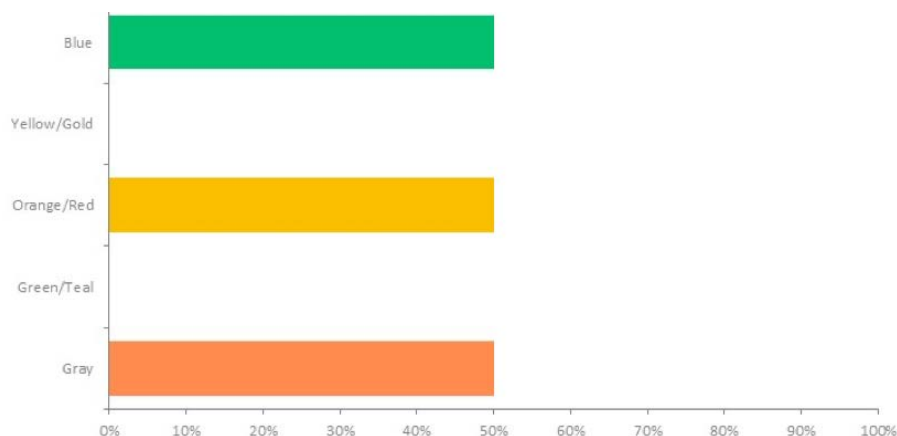


Q11: In terms of the atmosphere, please describe Downtown Kissimmee. Select 1-3.

Answered: 3 Skipped: 3

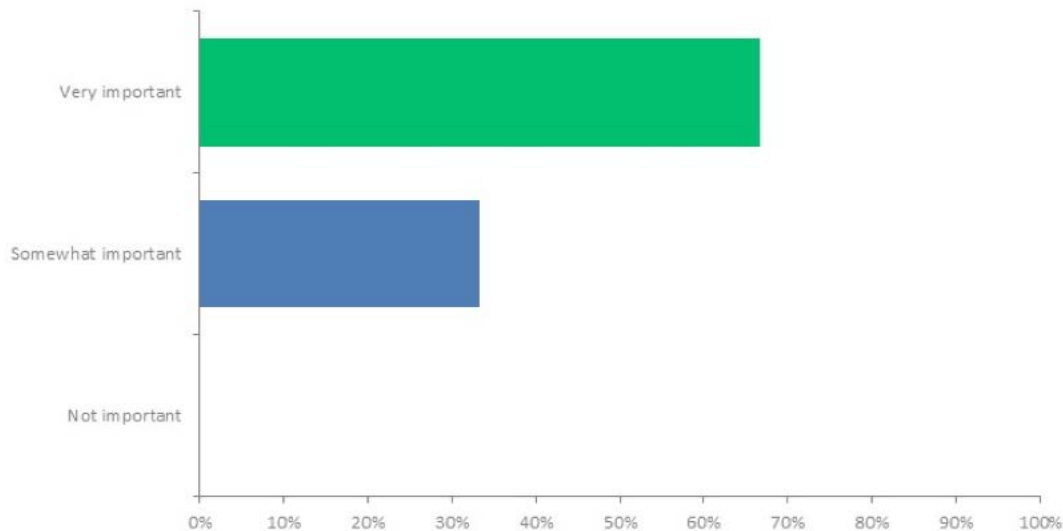


Q19: Our goal is to develop a DKCRA brand that is complementary to the City's brand. The colors below belong to the existing Kissimmee brand color palette. Please select up to 3 colors that you believe best reflect Downtown Kissimmee.



III. SITUATION ANALYSIS

Q21: Kissimmee's history as a “cattle town” dates back to the 19th century when it was a center for cattle ranching and trade. The nickname "Cow Town" is a nod to this heritage. How important is it to you that the Downtown Kissimmee brand reflects the area’s history and cattle culture?



2024 Downtown Kissimmee CRA Brand Strategy - Community Survey

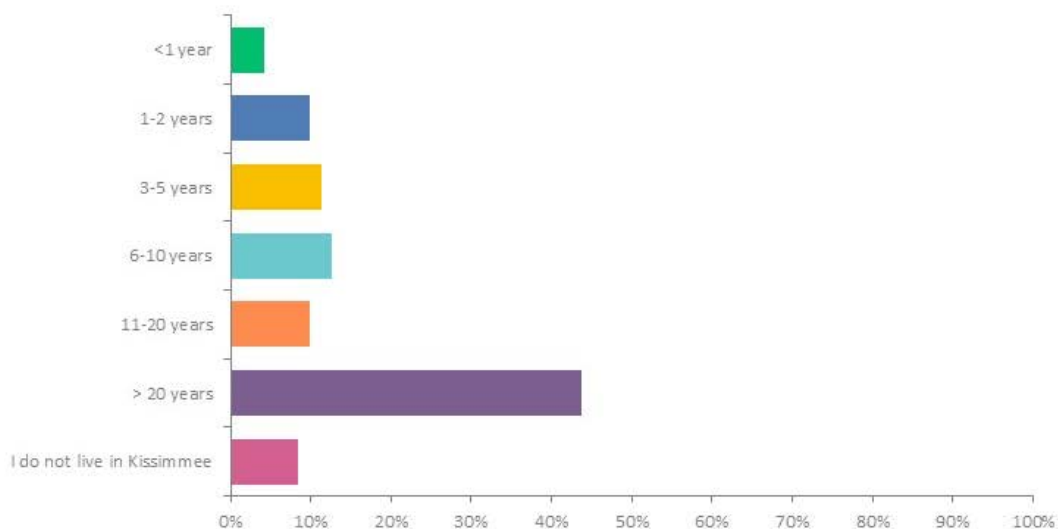
► Opened: May 22, 2024

“I’ve lived in Kissimmee since 1989. Kissimmee is my home. At one point downtown Kissimmee was completely empty and then all of the sudden there was an explosion of business. The arts, the diversity. The park was redone. I have seen the improvements throughout the years. I look forward in seeing what the new branding will do for Kissimmee.”

Quote from anonymous survey respondent

Q1: How long have you lived in Kissimmee?

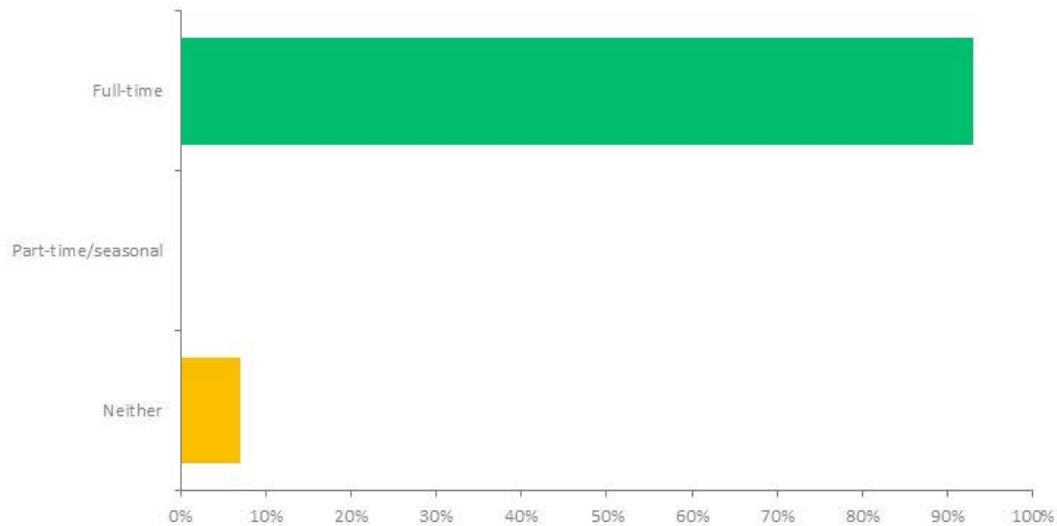
Answered: 71 Skipped: 0



III. SITUATION ANALYSIS

Q2: Are you a full-time or part-time resident?

Answered: 71 Skipped: 0

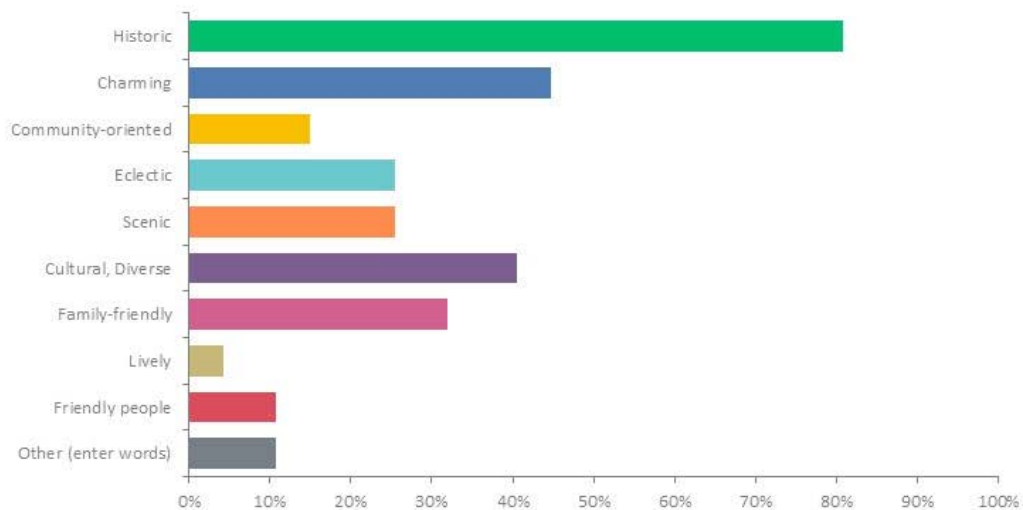


Q3: What neighborhood or area do you live in?



Q4: What words best capture Downtown Kissimmee? Select 1-3.

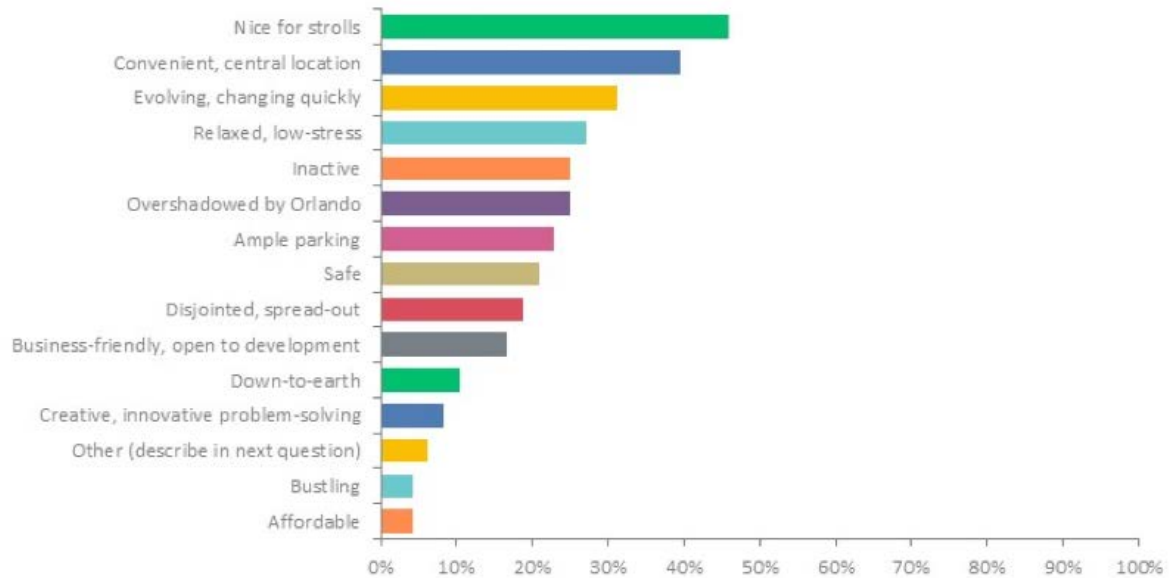
Answered: 47 Skipped: 24



III. SITUATION ANALYSIS

Q5: In terms of the atmosphere, please describe Downtown Kissimmee. Select 1-3.

Answered: 48 Skipped: 23



Q7: What attracts visitors to Downtown Kissimmee?

Park shops Food
Lakefront
restaurants events

Q9: When you have visitors, where do you take them in Kissimmee?

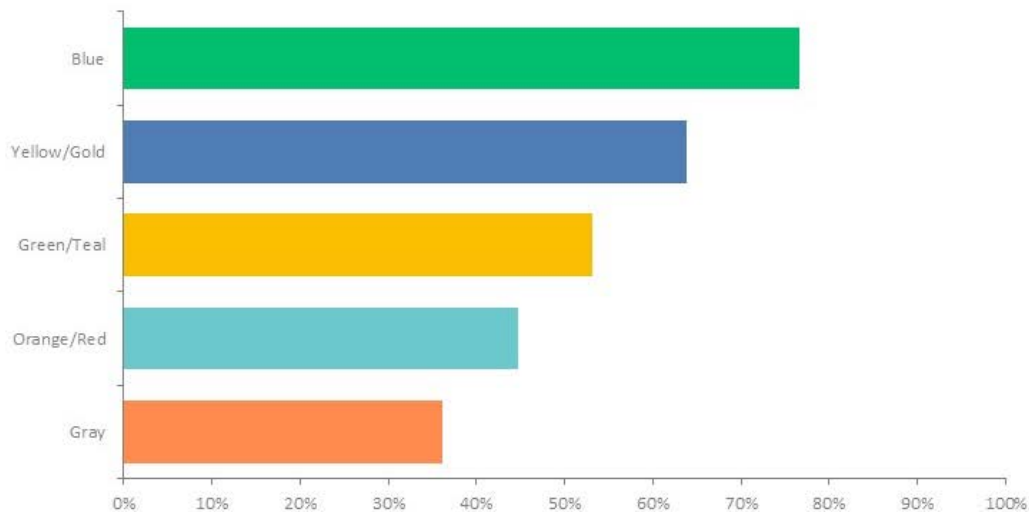
Orlando Kissimmee Big John s
downtown restaurants lake
take Lakefront walk
antique park Lakefront Park

III. SITUATION ANALYSIS

Q10: What images or icons come to mind that capture the essence of Downtown Kissimmee?

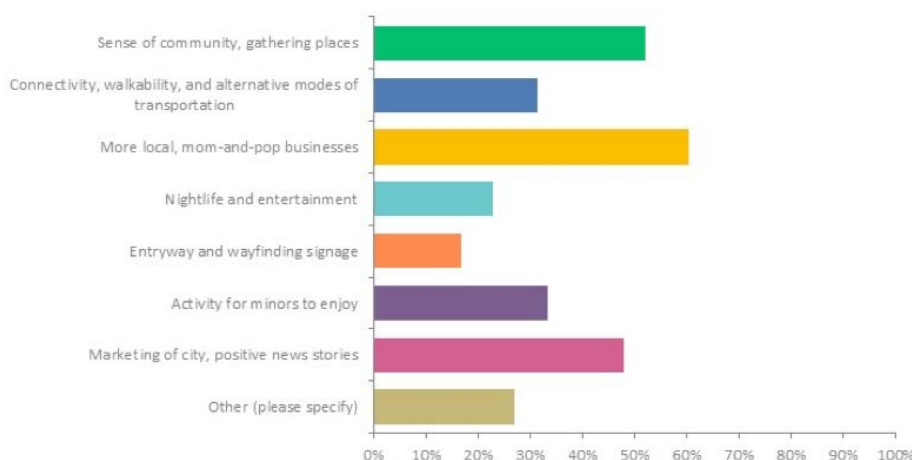
Makinson monument states
Murals cow lake cowboys
Park **Monument** horse
courthouse **Lakefront**
Kissimmee

Q11: Our goal is to develop a DKCRA brand that is complementary to the City's brand. The colors below belong to the existing Kissimmee brand color palette. Please select up to 3 colors that you believe best reflect Downtown Kissimmee.



Q13: In your opinion, what could be improved in Kissimmee? Select 1-3.

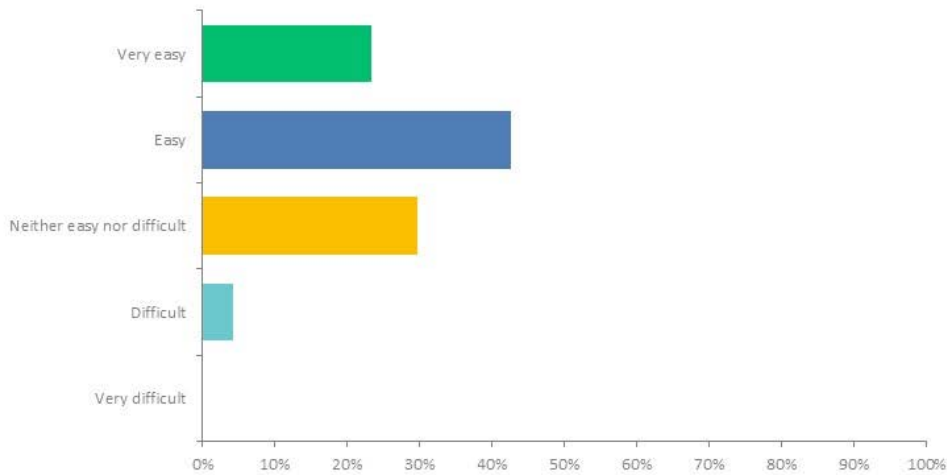
Answered: 48 Skipped: 23



III. SITUATION ANALYSIS

Q14: How easy or difficult is it to find downtown and destinations within it?

Answered: 47 Skipped: 24

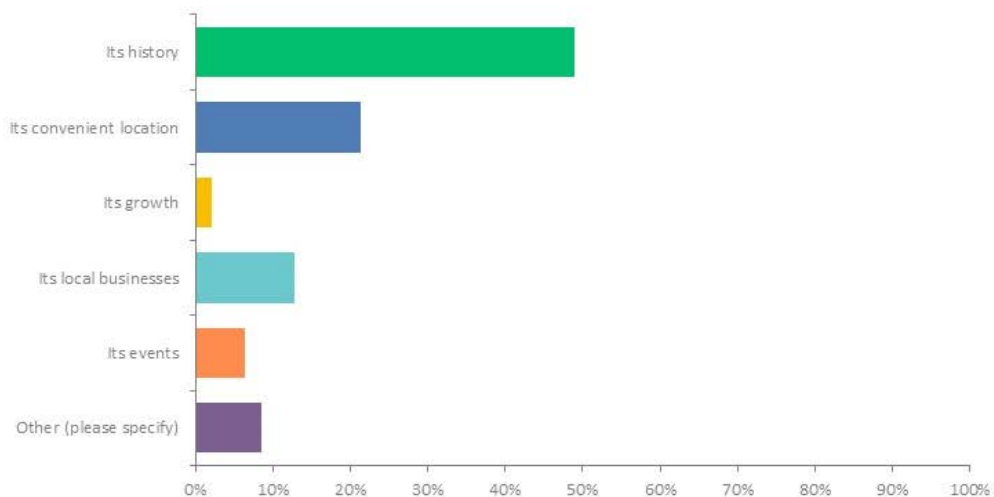


Q15: In your opinion, what is the pervading impression outsiders have of Kissimmee?



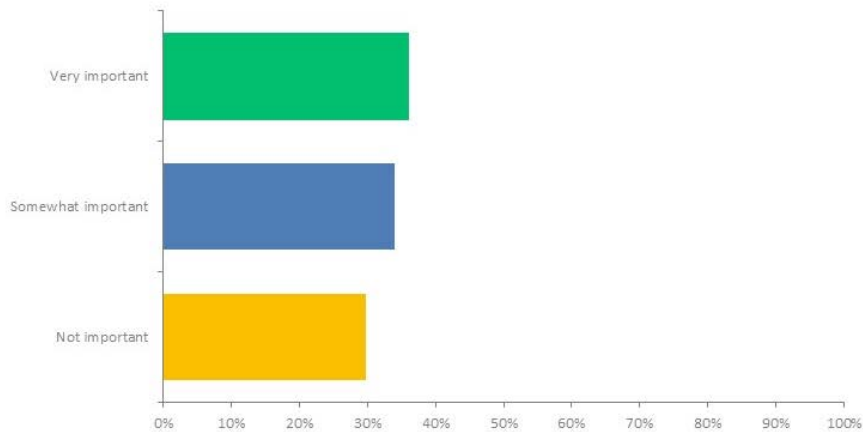
Q16: What do you believe is unique about Downtown Kissimmee?

Answered: 47 Skipped: 24



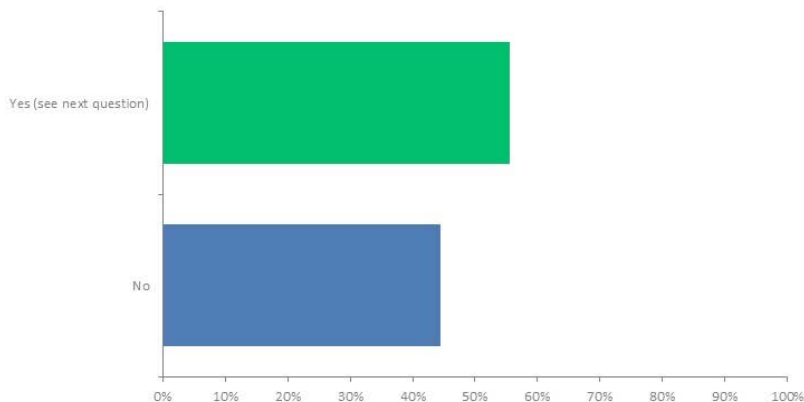
III. SITUATION ANALYSIS

Q18: Kissimmee's history as a "cattle town" dates back to the 19th century when it was a center for cattle ranching and trade. The nickname "Cow Town" is a nod to this heritage. How important is it to you that the Downtown Kissimmee brand reflects the area's history and cattle culture?



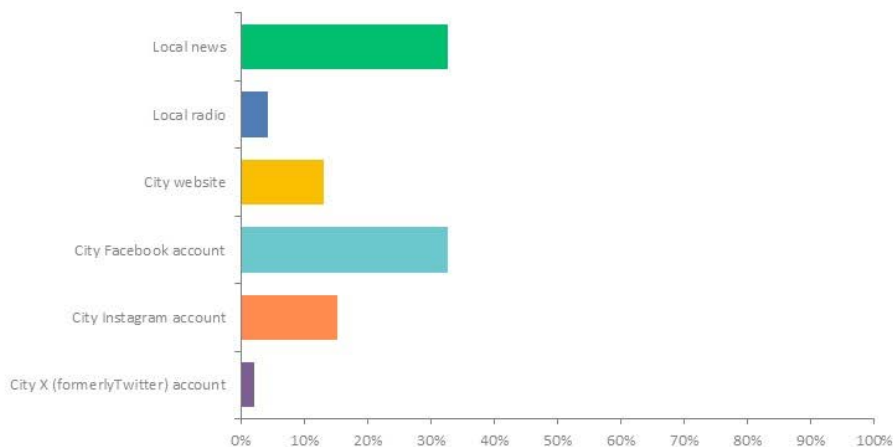
Q23: Are there any underserved retail areas in or near downtown Kissimmee?

Answered: 36 Skipped: 35



Q25: Which communication outlet do you rely on most for local information?

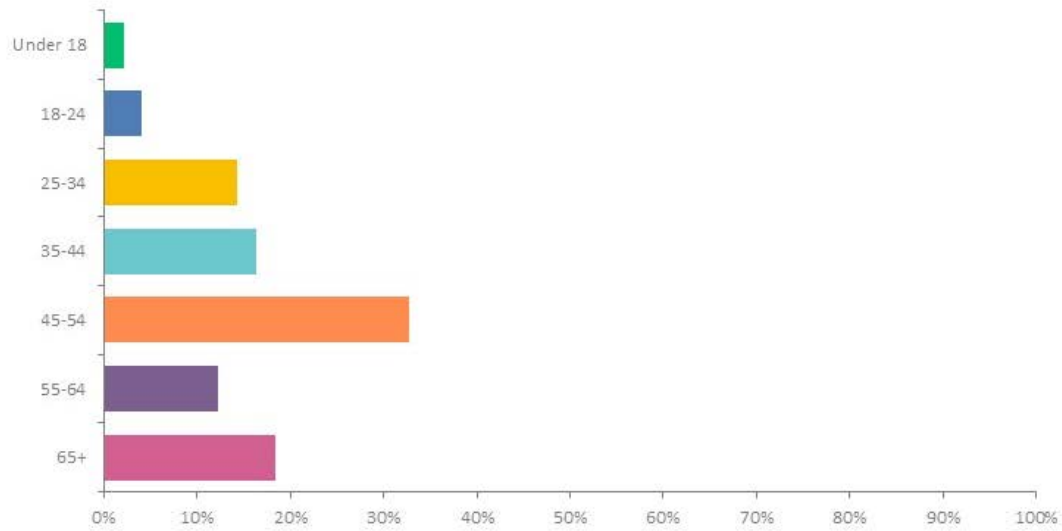
Answered: 46 Skipped: 25



III. SITUATION ANALYSIS

Q26: Which of the following includes your age?

Answered: 49 Skipped: 22



III. SITUATION ANALYSIS

In-Person Meetings

Over the course of two days, June 4 and June 5, 2024, live, in-person meetings were held to invite members of the community to share their experiences and observations of Downtown Kissimmee CRA.

Community Workshops

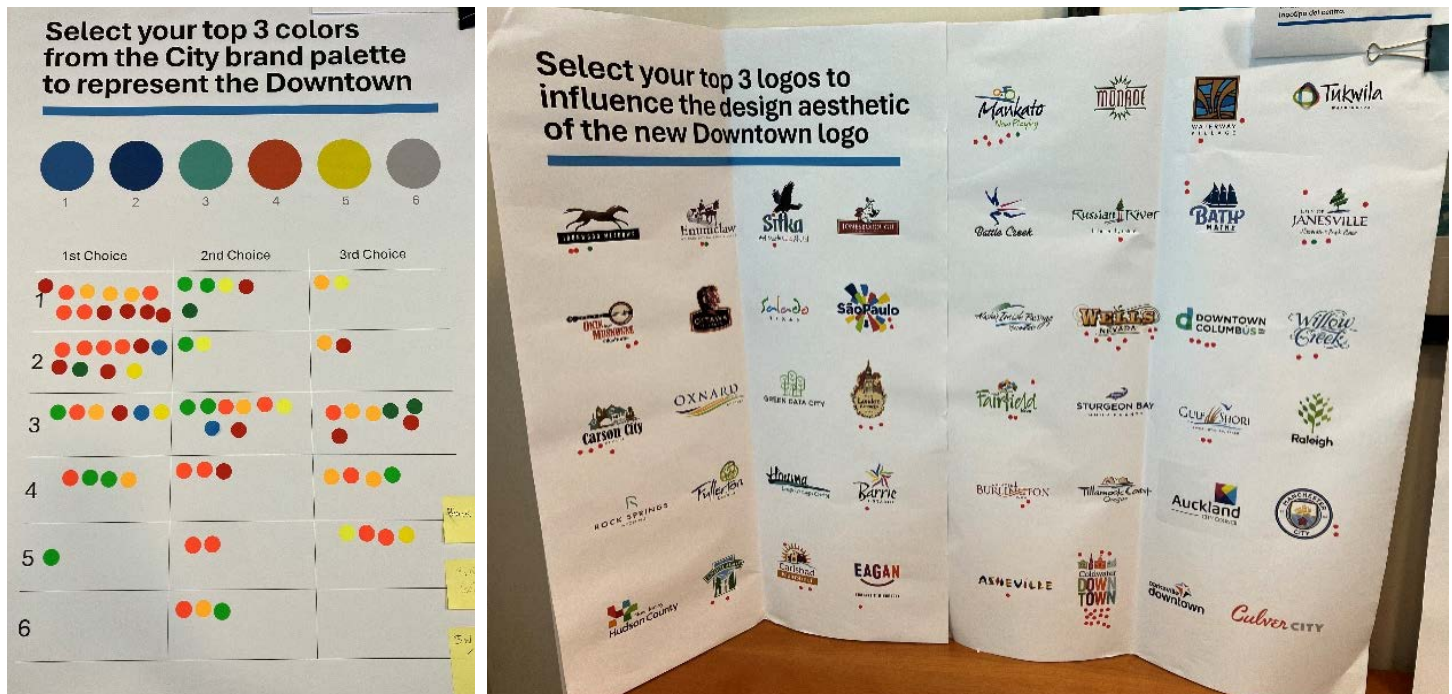
There were two town-hall-style Community Workshops with Spanish interpretation. One was hosted in the morning and a second in the evening, to maximize accessibility and convenience for attendees. Attendees were supplied with pencils, sticky notes, and stickers to respond to questions on boards that were placed around the meeting room.



III. SITUATION ANALYSIS

Focus Groups

Five Focus Group meetings were also held, whose attendees were a variety of stakeholders who were residents, business owners, and/or representatives of government agencies, such as the Kissimmee Main Street Program and Experience Kissimmee.



Resulting Themes

Notes from the Community Workshops and Focus Group Meetings were collected and analyzed to generate cumulative results. The most recurring and prominent responses are listed first, by prompt or question.

What existing assets can be capitalized and exposed? What is being underutilized or underappreciated?

- ▶ Accessibility to transportation networks like the SunRail, Amtrak, Lynx, and airport, and walkability within the town to these connectors.
- ▶ Outdoor and natural features like Lake Toho, Lakefront Park, ecotourism, bike trail networks, and the opportunity to have watersports concessions.
- ▶ Retail spaces at Downtown, to offer more variety in goods and services.
- ▶ Character as a City with a multicultural population, very family friendly, and local business owners.
- ▶ Sculptures, art, and murals.
- ▶ Cattle ranching history and the Silver Spurs Rodeo.
- ▶ Proximity to Neo City and Disney.
- ▶ Civic Center, Hart Memorial Library, vacant land, affordability, and housing options.

How important it is to include Kissimmee's ranching history in visual branding?	
Very Important	57.4%
Important	13.9%
Not So Important	15.6%
Not At All	13.1%

III. SITUATION ANALYSIS

Do you have other theme ideas to best represent Kissimmee?

- ▶ Subtly incorporate Kissimmee's prominence in cattle ranching and steamboat transportation.
- ▶ Focus on conveying Kissimmee's additional traits:
 - Multicultural residents and business owners
 - Lake Toho
 - Family-friendly
 - High volume of locally owned businesses
 - Artistic

What should be improved or invested in Downtown Kissimmee?

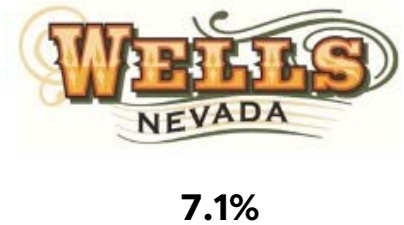
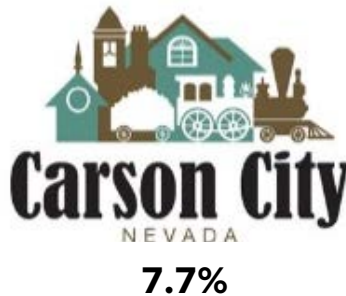
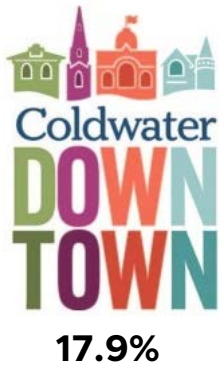
- ▶ Street design conducive for walkability and cyclability, including shade and lighting.
- ▶ Extend operations of alternative modes of transportation, like SunRail and circuit trolley.
- ▶ Grounds maintenance at Lake Toho, Hart Memorial Library, and publicly owned properties.
- ▶ More food and beverage retail options, specifically a grocery store and a brewery.
- ▶ Zoning regulation and permitting process updates for more mixed-use development projects.
- ▶ Noise, signage, and speeding regulation.
- ▶ Variety needed in brick-and-mortar retail.
- ▶ Increased marketing and implementing a City Ambassadors program.
- ▶ Variety needed for entertainment.
- ▶ Infrastructure improvements (road repairs, bike lanes).
- ▶ Strategic parking plan to reconcile parking distribution, enforcement of parking regulation.

What outsiders around Kissimmee are saying about Downtown Kissimmee and what obstacles should be addressed or overcome?

- ▶ Obscure, uneventful
- ▶ Difficulty with traffic congestion and public transportation
- ▶ Limited retail and restaurant options, excessive personal services shops
- ▶ Unwelcoming atmosphere, especially at Lakefront Park
- ▶ Parking inaccessible/inconvenient
- ▶ Noisy
- ▶ Limited activities and entertainment, particularly for families
- ▶ Historical, charming, inviting

III. SITUATION ANALYSIS

Select your top 3 logos to influence the design aesthetic of Downtown's new logo.



When given the opportunity to choose among 44 logos with different design treatments, the Coldwater Downtown logo appeared in almost 18% of participants' top three choices. The next two most popular logos were Carson City and Wells.

Select your top 3 colors from the city brand palette that represent Downtown Kissimmee.

1st Choice



34.7%

2nd Choice



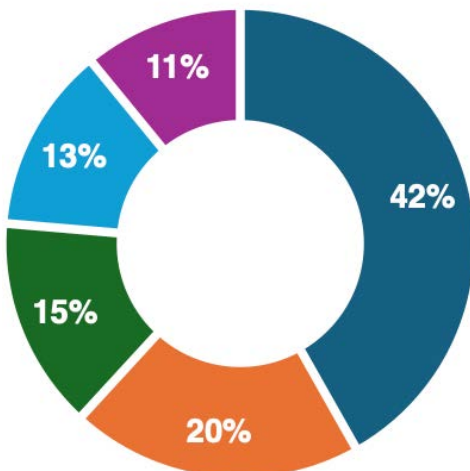
32.3%

3rd Choice



16.1%

Write 3 to 5 words to best describe Downtown Kissimmee



Most Popular Words to Describe Downtown Kissimmee CRA

- #1 Historic, History, or Historical
- #2 Family or Family-oriented
- #3 Fun, Vibrant
- #4 Diverse
- #5 Quaint, Charming

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Primary, Secondary, and Tertiary Audience

Identifying Downtown Kissimmee's primary, secondary, and tertiary audiences is important in order to develop tailored communication, that is effective and targeted, to allocate proper resources, to ensure comprehensive engagement, and for strategic planning. By recognizing and addressing the unique characteristics of each audience segment, Downtown Kissimmee can enhance its communication, engagement, and overall effectiveness in achieving the goals outlined in the DKCRA Plan.

The primary audience for any downtown is usually within a 10-minute drive-time. Secondary audiences are often area employees or other residents that live within approximately 30 minutes of Downtown, and the tertiary audience is typically tourists. However, for Kissimmee, the primary audience is not only local residents, but tourists alike.

Primary Audience

- ▶ Local residents from within a 10-minute drive-time and tourists visiting Orlando and theme parks. (Note: depending on business mix, the primary market may be within a 20-minute drive-time)

Secondary Audience

- ▶ Local residents living within a 30-minute (or more) drive-time, business travelers, and seasonal residents

Tertiary Audience

- ▶ Event Attendees who may specifically come to the area for special events and can be encouraged to visit more often.



Tourist Market

Experience Kissimmee, the official tourism authority for Osceola County, Florida, reports that, in the span from October 2022 to September 2023:

- ▶ Tourism Share of Osceola County Employment = 36.3%
 - \$17.8M Approximate Daily Spendings by Visitors Feeding into Osceola County Economy
 - \$4.7K State and Local Tax Savings per Osceola County Household from Visitor Spending
- ▶ Annual Tourist Development Tax Collections = \$81.6M
 - Increase by 46% in Hotel RevPAR vs. FY19
 - Increase by 9.6% in Vacation Home ADR vs. FY19

Source: Experience Kissimmee Impact Report Fiscal Year 2022-2023.

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Marketing

Downtown Kissimmee has its own unique charm and characteristics that set it apart from nearby areas like St. Cloud, Old Town Kissimmee, and Walt Disney World. Here are some key distinctions:

Downtown Kissimmee

- ▶ **Historic Charm:** Downtown Kissimmee is known for its historic buildings and quaint streets. It offers a blend of old-world charm with modern amenities.
- ▶ **Lakefront Park:** The area features a beautiful lakefront park with walking trails, picnic areas, and a fishing pier, providing a scenic and relaxing environment.
- ▶ **Local Businesses:** You'll find a variety of local shops, restaurants, and cafes that give the area a unique, community-focused vibe.
- ▶ **Events and Festivals:** Downtown Kissimmee hosts numerous events and festivals throughout the year, fostering a strong sense of community.

St. Cloud

- ▶ **Historic Downtown St. Cloud:** St. Cloud also has a historic downtown area, but it is more focused on small-town charm with unique dining and shopping options.
- ▶ **Lakefront Park:** Similar to Kissimmee, St. Cloud has a lakefront park, but it is known for its more tranquil and less commercialized atmosphere.
- ▶ **Monthly Market:** St. Cloud hosts a monthly market that features local vendors and artisans, adding to its small-town appeal.

Old Town Kissimmee

- ▶ **Vintage Americana:** Old Town Kissimmee is an outdoor entertainment district with a nostalgic, vintage Americana theme. It features retro architecture, classic car shows, and amusement rides.
- ▶ **Entertainment Focus:** The area is designed for family fun with a variety of attractions, shops, and dining options that cater to tourists and locals alike.
- ▶ **Free to Explore:** Old Town is free to roam around, making it a popular spot for casual visits and spontaneous outings.

Walt Disney World

- ▶ **Theme Parks:** Disney World is world-renowned for its theme parks: Magic Kingdom, Hollywood Studios, Epcot, and Animal Kingdom. It offers a completely different experience focused on entertainment and fantasy.
- ▶ **Resorts and Amenities:** Disney features numerous resorts, restaurants, and entertainment options, providing a comprehensive vacation experience.
- ▶ **Global Attraction:** Unlike the more localized charm of Kissimmee and St. Cloud, Disney attracts visitors from around the world, making it a bustling and diverse destination.

Each of these areas offers something unique, catering to different interests and preferences.

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Digital Presence

To determine how Downtown Kissimmee may be represented online, a digital audit was conducted across various popular websites. Facebook and Tripadvisor, as the leading forum for travel destinations, were explored to discover what could be found if a person began searching for Kissimmee profiles.

Facebook

Historic Downtown Kissimmee Merchants – 304 members



Group by Kissimmee Main Street

Historic Downtown Kissimmee Merchants

Private group · 304 members

Join group

Share



Kissimmee Area Local Business Group – 4.1K members



Kissimmee Area Local Business Group

Public group · 4.1K members

Join group

Share



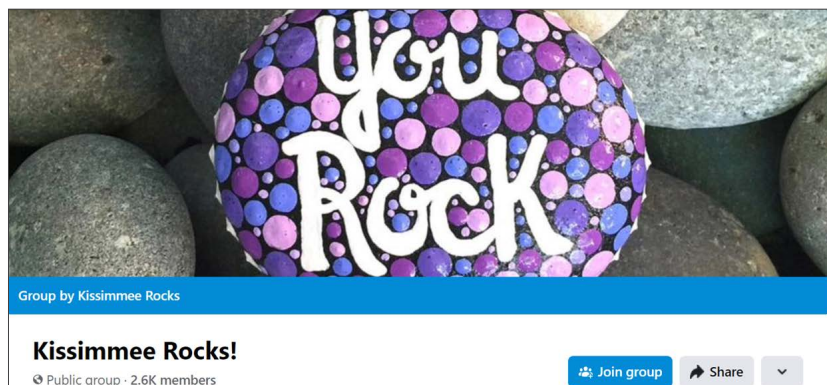
IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Community of Kissimmee – 1.8K members

A Facebook page called Community of Kissimmee has a large following, but is administered out of Rio de Janeiro, Brazil, by at least one person whose profile indicates they reside in Brazil.



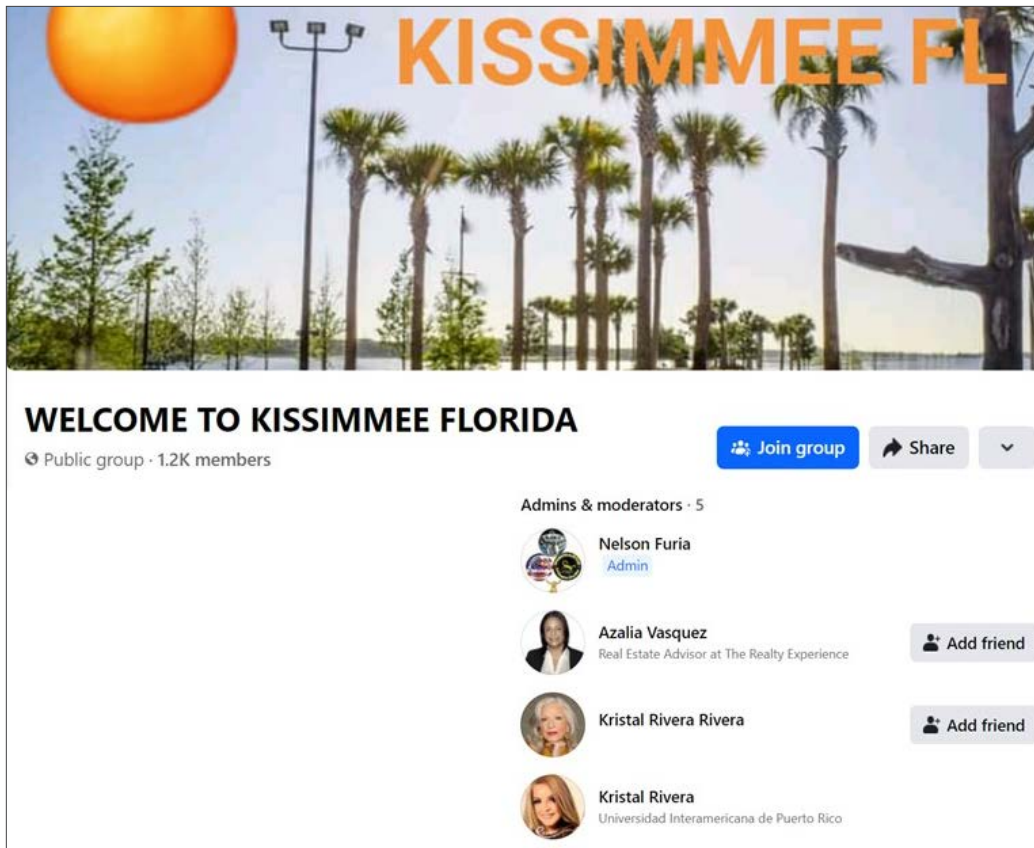
Kissimmee Rocks! - 2.6K members



IV. MARKETING, DIGITAL PRESENCE, & BRANDING



Kissimmee Events and Nightlife –
2.6K members



Welcome to Kissimmee Florida –
1.2K members

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Tripadvisor

Kissimmee Lakefront Park - #3 of 89 things to do in Kissimmee

Kissimmee Lakefront Park



907 reviews • #3 of 89 things to do in Kissimmee • Parks

[Write a review](#)

About

- Meets animal welfare guidelines ⓘ
- Suggest edits to improve what we show.
[Improve this listing](#)

Tours & experiences

Explore different ways to experience this place.

[See options](#)



[All photos \(530\)](#)

Best nearby

Restaurants

246 within 3 miles



The Venetian Chop House

419
0.2 mi • \$\$\$\$ • Steakhouse • Seafood • Win...



Big John's Rockin' BBQ

180
416 ft • \$\$ - \$\$\$ • American • Barbecue



Diane's Tea Room and Restaurant

164
0.2 mi • \$\$ - \$\$\$ • American • Vegetarian Fr...

[See all](#)

Attractions

65 within 6 miles



Monument of States

87
0.1 mi • Monuments & Statues



Lanier's Historic Downtown...

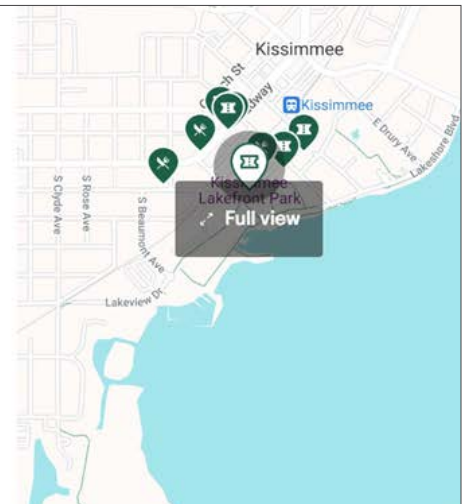
6
0.2 mi • Antique Shops



Hart Memorial Library

2
0.2 mi • Libraries

[See all](#)



IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Museum of Military History - #2 of 89 “Things To Do in Kissimmee,” though it is important to note that the Museum of Military History is not located within the City limits.

Museum of Military History

351 reviews • #2 of 89 things to do in Kissimmee • Speciality Museums

Open now • 10:00 AM - 6:00 PM [Write a review](#)

About

🕒 Duration: 1-2 hours

✎ Suggest edits to improve what we show.

[Improve this listing](#)

Admission tickets

from \$12.31

All you need to step foot in the door.

See tickets



Top Attractions in Kissimmee

1. Old Town
2. Fun Spot America
3. Kissimmee Lakefront Park

Top Attractions in Kissimmee

Map

See all

These [rankings](#) are informed by traveler reviews—we consider the quality, quantity, recency, consistency of reviews, and the number of page views over time.



1. Old Town

7,143

Amusement & Theme Parks

[Admission tickets from \\$15](#)

Classic car showcase with lively weekend evening parades, interactive owner encounters, and music, set amid vibrant neighborhood shops and dining. ⓘ

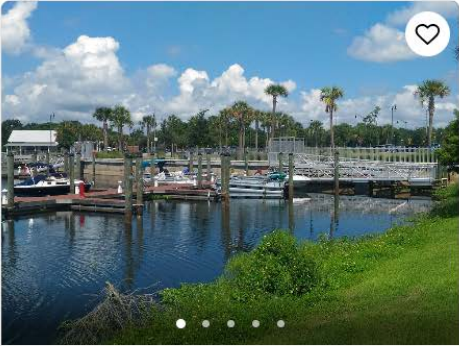


2. Fun Spot America

4,846

Amusement & Theme Parks

Theme park featuring a variety of rides including a sky coaster, go-karts, and a wooden roller coaster. Carnival-like atmosphere with games and classic treats, perfect for family outings. ⓘ



3. Kissimmee Lakefront Park

907

Parks

Scenic lakeside park with picturesque views, wildlife sightings, and child-friendly play areas. Features include walkways, bike paths, picnic spots, and a splash pad for family enjoyment. ⓘ

DOWNTOWN KISSIMMEE CRA | 41 | STAKEHOLDER AND BRAND DEVELOPMENT SUMMARY REPORT Page 66 of 296

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Ai-Generated Content

Due to the widespread use of Ai today, we asked Ai CoPilot several questions to see what the search would reveal related to several inquiries about Downtown Kissimmee.

QUESTION: “What’s it like to visit, live in or operate a business in Historic Downtown Kissimmee?”

Historic Downtown Kissimmee offers a unique blend of charm, history, and community spirit. Here’s a glimpse of what it’s like to visit, live in, or operate a business in this vibrant area:

Visiting Historic Downtown Kissimmee

When you visit, you’ll find a delightful mix of historic sites, local shops, and dining options. The area is known for its **eclectic mix of family-owned businesses** and **historic buildings**^[1]. You can explore landmarks like the Kissimmee Train Station, originally built in 1883, and the Monument of States, a symbol of American unity^[1]. The Kissimmee Main Street Welcome Center is a great starting point to learn about the area’s history^[1].

Living in Historic Downtown Kissimmee

Living in this area means being part of a close-knit community with a rich cultural heritage. Residents enjoy the convenience of having everything within walking distance, from charming cafes like Susana’s Café to the scenic Kissimmee Lakefront Park^[2]. The community is active, with regular events like the Kissimmee Valley Farmers Market, which brings together local farmers and artisans^[2].

Operating a Business in Historic Downtown Kissimmee

For business owners, Historic Downtown Kissimmee offers a supportive environment with a strong sense of community. The area is part of the Kissimmee Main Street program, which aims to preserve and enhance the downtown district^[3]. This means there are resources and support available for businesses, from marketing assistance to community events that drive foot traffic. The diverse mix of shops and restaurants creates a vibrant atmosphere that attracts both locals and tourists^[2].

Overall, Historic Downtown Kissimmee is a place where history and modernity blend seamlessly, offering a unique experience for visitors, residents, and business owners alike.

1. www.ExperienceKissimmee.com: Local's guide to Historic Downtown Kissimmee
2. www.ExperienceKissimmee.com: Downtown Kissimmee
3. www.KissimmeeMainStreet.org

QUESTION: How would you describe the brand of Downtown Kissimmee?

The brand of Historic Downtown Kissimmee is a blend of **authenticity, community, and charm**. Here are some key elements that define its brand:

Historic and Authentic

Downtown Kissimmee is known for its rich history and well-preserved historic buildings. Walking through the streets, you can feel the area’s heritage, with landmarks like the Kissimmee Train Station and the Monument of States^[1].

Community-Oriented

The area fosters a strong sense of community. Events like the Kissimmee Valley Farmers Market and various local festivals bring residents together and create a welcoming atmosphere for visitors^[2]. The community’s input is highly valued, as seen in recent efforts to rebrand and enhance the downtown experience^[1].

Eclectic and Diverse

Downtown Kissimmee boasts a diverse mix of family-owned shops, restaurants, and cafes. From Cuban coffee at Buchito to unique finds at Lanier’s Historic Downtown Marketplace, there’s something for everyone^[2]. This diversity adds to the area’s vibrant and eclectic feel.

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

Close-Knit and Supportive

For business owners, the downtown area offers a supportive environment. The Kissimmee Main Street program provides resources and support to help businesses thrive^[2]. This close-knit community of entrepreneurs contributes to the area's unique character.

Charming and Inviting

With its scenic spots like Kissimmee Lakefront Park and cozy cafes like Susana's Café, Downtown Kissimmee exudes charm. It's a place where visitors and residents alike can enjoy a relaxed, inviting atmosphere^[2].

Overall, the brand of Historic Downtown Kissimmee is about celebrating its past while fostering a vibrant, community-focused future.

1. www.ClickOrlando.com: *"There's so much more here," Downtown Kissimmee seeks community input for rebranding (June 4, 2024)*
2. www.ClickOrlando.com: *"There's so much more here," Downtown Kissimmee seeks community input for rebranding (June 4, 2024)*

QUESTION: What should be improved in Downtown Kissimmee?

Historic Downtown Kissimmee is generally well-regarded for its charm and community spirit, but like any area, there are always opportunities for improvement. Here are some aspects that could be enhanced:

Needs and Areas for Improvement

- ▶ **Parking and Accessibility:** One common concern is the availability of parking. Improving parking facilities and making the area more accessible for visitors could enhance the overall experience^[1].
- ▶ **Infrastructure Upgrades:** Continued investment in infrastructure, such as better sidewalks, lighting, and public spaces, can make the downtown area more attractive and safer for both residents and visitors^[1].
- ▶ **Diverse Retail Options:** While there are many unique shops and restaurants, expanding the variety of retail options could attract a broader audience and encourage more foot traffic^[2].
- ▶ **Marketing and Promotion:** Increasing efforts to market and promote the downtown area, both locally and to tourists, can help boost its visibility and draw more visitors^[2].

Reputation

Overall, Downtown Kissimmee does not have a bad reputation. It is known for its historic charm, community events, and family-owned businesses^[3]. However, like any area, it can benefit from ongoing efforts to address any minor issues and continue to enhance the visitor experience.

1. AlwaysOnTheShore.com: *Things to do in Kissimmee (article featured below)*
2. www.ExperienceKissimmee.com: *Local's guide to Historic Downtown Kissimmee*
3. www.ExperienceKissimmee.com: *Downtown Kissimmee*

21 Best Things To Do In Kissimmee Florida!

by waynekask | Jun 27, 2024 | Blog, Central Florida | 0 comments



ALWAYS ON THE SHORE:

21 Best Things To Do In Kissimmee Florida!

This recent blog lists the Kissimmee Lakefront Park, Shingle Creek Regional Park, Nature Conservancy's Disney Wildlife Preserve (in Poinciana, Florida), and Historic Downtown Kissimmee as the first four of 21 Best Things to Do in Kissimmee, Florida.

IV. MARKETING, DIGITAL PRESENCE, & BRANDING

QUESTION: *Is the cattle industry still an important part of Downtown Kissimmee?*

Yes, cattle are indeed a significant part of Downtown Kissimmee's identity. The area is often referred to as "Kowtown" due to its rich history in the cattle industry^[1]. This nickname reflects the city's deep roots in cattle ranching, which dates back to the 19th century^[1].

In fact, Downtown Kissimmee celebrates this heritage with events like the annual cattle drive, where cattle are herded through the streets, giving a nod to the area's past^[2]. You'll also find cowboy boots embedded in the sidewalks and Brahman cattle featured in the streetlamps, further emphasizing this connection^[1].

So, while Downtown Kissimmee is known for its historic charm and community spirit, its cattle ranching history remains a proud and visible part of its identity.

1. www.SilverSpursRodeo.com: *Call Kissimmee Kowtown (article featured below)*
2. www.OrlandoSentinel.com: *Pictures: Cattle Drive in Downtown Kissimmee (April 5, 2021)*

Silver Spurs Rodeo: The Story Behind Kissimmee's Nickname, "Kowtown"

WHY DO THEY CALL KISSIMMEE KOWTOWN, WITH A K?



"Many people may know Kissimmee as the gateway to Walt Disney World, but to many locals, the city is known for its rich history in the cattle industry. A history created by our pioneer ranching families helped us earn the nickname, Kowtown. While time and technology have changed in our beloved city, she has grown with it, advancing agri-technology and, yes, even rodeo technology. With fourth- and fifth-generation ranching families and agriculture companies located throughout Osceola County, it's safe to say that Kissimmee hasn't forgotten its roots, even in the 21st century." Excerpt from the 2016 article.

V. CONCLUSION, VISION & BRAND PROMISE

Over the last 20 years, the Kissimmee has experienced tremendous growth - 600 new housing units that will have debuted between now and 2025 serve as evidence. Thus, Kissimmee needs a brand that honors its market position and its long-term vision. The aforementioned data and analysis makes clear: Downtown Kissimmee is primed and ready for a bright, strategically positioned future. The Branding Packet Booklet and the Brand Implementation and Evaluation Plan are in progress, and they will act as a guide for the positioning of Downtown Kissimmee to further advance the CRA Goals.

The vision for Downtown is to create a sense of place that exemplifies Kissimmee's rich history and supports small businesses and the area's outstanding neighborhoods, all while embracing the modernity of the area's new development and growing economy. The Downtown is uniquely positioned to be a "must visit" destination in the Greater Orlando area for entertainment, unique dining options, vintage and modern finds, lakefront relaxation and outdoor family fun. It is also positioned to be a sought-after destination for living and working, as evidenced by the projected population increase over the next 5 years.

A "brand" is more than a logo or a tagline. They are identifying marks and messages, indeed, but a brand is the single thought that you (or an area) hold in the mind of a prospect.

As such, the Downtown Kissimmee CRA Brand Visuals (Exhibit 1), and the Downtown Kissimmee brand promise capture the vision for those who choose to visit or invest in the DKCRA:

History is revered and the future is embraced in Historic Downtown Kissimmee, making us an inclusive and vibrant destination. To experience Historic Downtown Kissimmee is to be welcomed by a multicultural community proudly rooted in heritage.

We take stock of the values that matter most, where anyone can find a range of unbridled opportunities in our homegrown essence.

You hold the reigns. Steer here for adventure. Steer here for business. Steer here, to Historic Downtown Kissimmee.

CRA Goals Related To Branding to be referenced in the Brand Implementation and Evaluation Plan

GOAL 10

The Downtown Kissimmee Community Redevelopment Agency shall enhance the Agency's community presence and community awareness of the Downtown Kissimmee Community Redevelopment Area and develop the area as a regional destination.

10.2 The Downtown Kissimmee Community Redevelopment Agency and the City shall evaluate opportunities to support the development of marketing strategies by local business groups for businesses located within the Downtown Kissimmee CRA.

10.3 The Downtown Kissimmee Community Redevelopment Agency shall regularly disseminate information about programs and events on the City's website and social media platforms.

PROJECTS & ACTIVITIES

- ▶ Host a Branding and Marketing Workshop with local business owners, artists, and merchants.
- ▶ Develop and refine the Downtown Kissimmee Community Redevelopment Area brand(s).
- ▶ Update print materials that detail the programs and services available through Downtown Kissimmee CRA with the newly developed brand and its associated images.
- ▶ Create and implement an updated Downtown Kissimmee Wayfinding Master Plan and Downtown Kissimmee Gateways Master Plan.

V. CONCLUSION, VISION & BRAND PROMISE

GOAL 11

The Downtown Kissimmee Community Redevelopment Agency shall capitalize on the City of Kissimmee's identity as a medical, education and rail transit hub and promote the Downtown Community Redevelopment Area at the regional level.

11.1 The Downtown Kissimmee Community Redevelopment Agency shall evaluate opportunities to participate in regional marketing activities, coop advertisement purchases and other cooperative marketing efforts with City of Kissimmee, Osceola County, and the City of St. Cloud that advance the redevelopment strategies of the Community Redevelopment Agency as part of its annual marketing and event advertisement activities.

GOAL 12

The Downtown Kissimmee CRA shall endeavor to activate the Lake Tohopekaliga Waterfront with connections to the downtown, supportive uses and visitor amenities.

12.1 The Downtown Kissimmee Community Redevelopment Agency shall capitalize on the adjacency to the shore of Lake Tohopekaliga by establishing a connection to the waterfront through wayfinding signage and a highly visible corridor that provides enhanced accessibility, awareness and visibility of Downtown Kissimmee and Lake Tohopekaliga.

12.2 The Downtown Kissimmee Community Redevelopment Agency shall optimize the available lands for redevelopment along the waterfront, while maximizing and protecting views to the lake through design opportunities for vistas, paseos, breezeways or other elements to enhance physical and visual connections to the lake.

GOAL 13

The Downtown Kissimmee Community Redevelopment Agency shall develop and cultivate a unique brand for Downtown Kissimmee.

13.1 The Downtown Kissimmee Community Redevelopment Agency shall work with the City of Kissimmee Staff, thought-leaders, and members of the business community to develop a unique brand for Downtown Kissimmee that exemplifies its rich history, support of small business, and outstanding neighborhoods.

13.2 The Downtown Kissimmee Community Redevelopment Agency shall incorporate its new brand on all future Agency publications and social media platforms.

13.3 The Downtown Kissimmee Community Redevelopment Agency and the City shall evaluate options and alternatives to develop an area "brand" while allowing subdistricts (e.g., "Lake Toho Waterfront District", "Beaumont District", "Central Business District") to have their own brand to distinguish specific areas within the Downtown CRA.

13.4 The Downtown Kissimmee Community Redevelopment Agency shall use the "brand(s)" to develop unique features in the Downtown Kissimmee Community Redevelopment Area (e.g. wayfinding signs, paver patterns/styles, shade structures, transit stops, amenities, etc.) and incorporate these items into the built environment.

GOAL 14

The Downtown Kissimmee Community Redevelopment Agency shall prioritize marketing efforts for the Downtown Redevelopment Area.

14.3 The Downtown Kissimmee Community Redevelopment Agency shall develop a marketing package for prospective investors that showcases redevelopment and economic development opportunities in Downtown Kissimmee.

EXHIBIT 1.
DOWNTOWN KISSIMMEE CRA BRAND VISUALS

Downtown Kissimmee CRA Brand Visuals

Brand Development
October 15, 2024



OVERVIEW

The following presentation represents the final development phase of the chosen Downtown Kissimmee logo concept and supporting tagline derived from several rounds of conceptual considerations.

The next step includes subtle graphic refinements, if necessary, and the design of a brand style guide document to help maintain application consistency. Production-ready files will be prepared for use in printed publications, digital media and signage fabrication.

THE LOGO



THE TAGLINE

STEER/HERE

Steer Here for **Business**

Steer Here for **Nature & Serenity**

Steer Here for **Fun & Adventure**

Steer Here for **Shopping & Dining**

APPLICATIONS



STEER/HERE

for Fun & Adventure!

In Historic Downtown Kissimmee you'll discover a wide range of unbridled opportunities for adventure, business, and life. Connect with us today to learn more about visiting, working, or living in our Historic Downtown.

Experience Downtown Kissimmee where you hold the reigns!



**HISTORIC
DOWNTOWN
KISSIMMEE**

DowntownKissimmee.com



STEER/HERE

for Nature & Serenity

In Historic Downtown Kissimmee you'll discover a wide range of unbridled opportunities for adventure, business, and life. Connect with us today to learn more about visiting, working, or living in our Historic Downtown.

Experience Downtown Kissimmee where you hold the reigns!



**HISTORIC
DOWNTOWN
KISSIMMEE**

DowntownKissimmee.com



STEER/HERE

for Business!

In Historic Downtown Kissimmee you'll discover a wide range of unbridled opportunities for adventure, business, and life. Connect with us today to learn more about visiting, working, or living in our Historic Downtown.

Experience Downtown Kissimmee where you hold the reigns!



**HISTORIC
DOWNTOWN
KISSIMMEE**

DowntownKissimmee.com





EXHIBIT 2.
DOWNTOWN KISSIMMEE CRA
RETAIL MARKET POTENTIAL

Retail Market Potential

Downtown Kissimmee CRA
Area: 1.13 square miles

Prepared by Esri

Demographic Summary		2024	2029
Population		2,280	4,711
Population 18+		1,808	3,604
Households		882	1,896
Median Household Income		\$38,684	\$60,562
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	1,012	56.0%	89
Bought Women`s Clothing/12 Mo	1,043	57.7%	110
Bought Shoes/12 Mo	1,358	75.1%	100
Bought Fine Jewelry/12 Mo	483	26.7%	122
Bought Watch/12 Mo	288	15.9%	120
Automobiles (Households)			
HH Owns or Leases Any Vehicle	723	82.0%	90
HH Bought or Leased New Vehicle/12 Mo	56	6.3%	69
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	1,507	83.4%	93
Bought or Changed Motor Oil/12 Mo	917	50.7%	95
Had Vehicle Tune-Up/12 Mo	342	18.9%	79
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	897	49.6%	133
Drank Beer or Ale/6 Mo	619	34.2%	90
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	86	4.8%	49
Own Digital SLR Camera or Camcorder	107	5.9%	57
Printed Digital Photos/12 Mo	383	21.2%	81
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	708	39.2%	108
Have a Smartphone	1,696	93.8%	100
Have Android Phone (Any Brand) Smartphone	802	44.4%	115
Have Apple iPhone Smartphone	964	53.3%	93
HH Owns 1 Cell Phone	274	31.1%	103
HH Owns 2 Cell Phones	289	32.8%	83
HH Owns 3+ Cell Phones	295	33.4%	117
HH Has Cell Phone Only (No Landline Telephone)	635	72.0%	100
Computers (Households)			
HH Owns Computer	640	72.6%	86
HH Owns Desktop Computer	274	31.1%	80
HH Owns Laptop or Notebook	531	60.2%	87
HH Owns Apple/Mac Brand Computer	165	18.7%	76
HH Owns PC/Non-Apple Brand Computer	554	62.8%	90
HH Purchased Most Recent Home Computer at Store	282	32.0%	86
HH Purchased Most Recent Home Computer Online	164	18.6%	68
HH Spent \$1-499 on Most Recent Home Computer	119	13.5%	98
HH Spent \$500-999 on Most Recent Home Computer	119	13.5%	71
HH Spent \$1K-1499 on Most Recent Home Computer	69	7.8%	69
HH Spent \$1500-1999 on Most Recent Home Computer	18	2.0%	50
HH Spent \$2K+ on Most Recent Home Computer	35	4.0%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

August 02, 2024

Retail Market Potential

Downtown Kissimmee CRA
Area: 1.13 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,160	64.2%	99
Bought Brewed Coffee at C-Store/30 Days	233	12.9%	103
Bought Cigarettes at C-Store/30 Days	137	7.6%	125
Bought Gas at C-Store/30 Days	644	35.6%	89
Spent \$1-19 at C-Store/30 Days	126	7.0%	103
Spent \$20-39 at C-Store/30 Days	166	9.2%	110
Spent \$40-50 at C-Store/30 Days	89	4.9%	74
Spent \$51-99 at C-Store/30 Days	101	5.6%	99
Spent \$100+ at C-Store/30 Days	421	23.3%	99
Entertainment (Adults)			
Attended Movie/6 Mo	841	46.5%	106
Went to Live Theater/12 Mo	98	5.4%	62
Went to Bar or Night Club/12 Mo	239	13.2%	75
Dined Out/12 Mo	803	44.4%	79
Gambled at Casino/12 Mo	161	8.9%	75
Visited Theme Park/12 Mo	298	16.5%	105
Viewed Movie (Video-on-Demand)/30 Days	121	6.7%	71
Viewed TV Show (Video-on-Demand)/30 Days	95	5.3%	80
Used Internet to Download Movie/30 Days	109	6.0%	96
Downloaded Individual Song/6 Mo	384	21.2%	109
Used Internet to Watch Movie/30 Days	693	38.3%	112
Used Internet to Watch TV Program/30 Days	365	20.2%	90
Played (Console) Video or Electronic Game/12 Mo	232	12.8%	102
Played (Portable) Video or Electronic Game/12 Mo	135	7.5%	108
Financial (Adults)			
Have 1st Home Mortgage	383	21.2%	58
Used ATM or Cash Machine/12 Mo	1,078	59.6%	97
Own Any Stock	149	8.2%	55
Own U.S. Savings Bonds	103	5.7%	77
Own Shares in Mutual Fund (Stocks)	106	5.9%	44
Own Shares in Mutual Fund (Bonds)	76	4.2%	51
Have Interest Checking Account	406	22.5%	58
Have Non-Interest Checking Account	631	34.9%	95
Have Savings Account	1,072	59.3%	82
Have 401(k) Retirement Savings Plan	230	12.7%	52
Own or Used Any Credit/Debit Card/12 Mo	1,570	86.8%	94
Avg \$1-110 Monthly Credit Card Expenditures	213	11.8%	115
Avg \$111-225 Monthly Credit Card Expenditures	144	8.0%	116
Avg \$226-450 Monthly Credit Card Expenditures	179	9.9%	113
Avg \$451-700 Monthly Credit Card Expenditures	158	8.7%	94
Avg \$701-1000 Monthly Credit Card Expenditures	104	5.8%	74
Avg \$1001-2000 Monthly Credit Card Expenditures	132	7.3%	61
Avg \$2001+ Monthly Credit Card Expenditures	77	4.3%	34
Did Banking Online/12 Mo	837	46.3%	81
Did Banking by Mobile Device/12 Mo	755	41.8%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Retail Market Potential

Downtown Kissimmee CRA
Area: 1.13 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	839	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	659	74.7%	97
HH Used Turkey (Fresh or Frozen)/6 Mo	154	17.5%	84
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	517	58.6%	100
HH Used Fresh Fruit or Vegetables/6 Mo	755	85.6%	96
HH Used Fresh Milk/6 Mo	734	83.2%	101
HH Used Organic Food/6 Mo	246	27.9%	109
Health (Adults)			
Exercise at Home 2+ Times/Wk	711	39.3%	81
Exercise at Club 2+ Times/Wk	197	10.9%	93
Visited Doctor/12 Mo	1,322	73.1%	92
Used Vitamins or Dietary Supplements/6 Mo	1,060	58.6%	89
Home (Households)			
HH Did Home Improvement/12 Mo	232	26.3%	72
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	215	24.4%	70
HH Purchased Low Ticket HH Furnishing/12 Mo	194	22.0%	98
HH Purchased Big Ticket HH Furnishing/12 Mo	231	26.2%	102
HH Bought Small Kitchen Appliance/12 Mo	226	25.6%	102
HH Bought Large Kitchen Appliance/12 Mo	141	16.0%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	690	38.2%	75
Personally Carry Any Med/Hosp/Accident Insur	1,274	70.5%	83
Homeowner Carries Home/Personal Property Insurance	655	36.2%	60
Renter Carries Home/Pers Property Insurance	247	13.7%	107
HH Has 1 Vehicle Covered w/Auto Insurance	326	37.0%	115
HH Has 2 Vehicles Covered w/Auto Insurance	224	25.4%	81
HH Has 3+ Vehicles Covered w/Auto Insurance	148	16.8%	65
Pets (Households)			
HH Owns Any Pet	380	43.1%	85
HH Owns Cat	182	20.6%	88
HH Owns Dog	290	32.9%	85
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	394	21.8%	128
Buying American Is Important: 4-Agr Cmpl	435	24.1%	83
Buy Based on Quality Not Price: 4-Agr Cmpl	239	13.2%	91
Buy on Credit Rather Than Wait: 4-Agr Cmpl	237	13.1%	105
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	228	12.6%	124
Will Pay More for Env Safe Prods: 4-Agr Cmpl	237	13.1%	116
Buy Based on Price Not Brands: 4-Agr Cmpl	510	28.2%	106
Reading (Adults)			
Bought Digital Book/12 Mo	232	12.8%	70
Bought Hardcover Book/12 Mo	358	19.8%	74
Bought Paperback Book/12 Mo	518	28.7%	83
Read Daily Newspaper (Paper Version)	155	8.6%	79
Read Digital Newspaper/30 Days	1,069	59.1%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	1,598	88.4%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

August 02, 2024

Retail Market Potential

Downtown Kissimmee CRA
Area: 1.13 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	1,209	66.9%	94
Went to Family Restrnt/SteakHse 4+ Times/30 Days	433	23.9%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	1,629	90.1%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	797	44.1%	111
Ordered Eat-In Fast Food/6 Mo	465	25.7%	89
Ordered Home Delivery Fast Food/6 Mo	334	18.5%	143
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	807	44.6%	85
Ordered Take-Out/Walk-In Fast Food/6 Mo	330	18.3%	80
Television & Electronics (Adults/Households)			
Own Tablet	933	51.6%	90
Own E-Reader	180	10.0%	63
Own E-Reader/Tablet: Apple iPad	511	28.3%	77
HH Owns Internet Connectable TV	341	38.7%	94
Own Portable MP3 Player	125	6.9%	77
HH Owns 1 TV	168	19.0%	103
HH Owns 2 TVs	251	28.5%	102
HH Owns 3 TVs	224	25.4%	114
HH Owns 4+ TVs	144	16.3%	74
HH Subscribes to Cable TV	247	28.0%	91
HH Subscribes to Fiber Optic TV	40	4.5%	89
HH Owns Portable GPS Device	100	11.3%	61
HH Purchased Video Game System/12 Mo	100	11.3%	145
HH Owns Internet Video Device for TV	424	48.1%	91
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	807	44.6%	76
Took 3+ Domestic Non-Business Trips/12 Mo	182	10.1%	62
Spent \$1-999 on Domestic Vacations/12 Mo	157	8.7%	71
Spent \$1K-1499 on Domestic Vacations/12 Mo	103	5.7%	83
Spent \$1500-1999 on Domestic Vacations/12 Mo	72	4.0%	90
Spent \$2K-2999 on Domestic Vacations/12 Mo	43	2.4%	46
Spent \$3K+ on Domestic Vacations/12 Mo	80	4.4%	46
Used Intrnt Travel Site for Domestic Trip/12 Mo	86	4.8%	76
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	502	27.8%	92
Took 3+ Foreign Trips by Plane/3 Yrs	77	4.3%	78
Spent \$1-999 on Foreign Vacations/12 Mo	72	4.0%	71
Spent \$1K-2999 on Foreign Vacations/12 Mo	66	3.7%	110
Spent \$3K+ on Foreign Vacations/12 Mo	107	5.9%	99
Used General Travel Site: Foreign Trip/3 Yrs	97	5.4%	96
Spent Night at Hotel or Motel/12 Mo	698	38.6%	76
Took Cruise of More Than One Day/3 Yrs	96	5.3%	63
Member of Frequent Flyer Program	292	16.2%	58
Member of Hotel Rewards Program	316	17.5%	60

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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EXHIBIT 3.
DOWNTOWN KISSIMMEE CRA RETAIL
DEMAND BY INDUSTRY

Retail Demand by Industry

Downtown Kissimmee CRA
Area: 1.13 square miles

Prepared by Esri

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	58	\$17,394.07	\$15,341,566
44-45	Retail Trade	58	\$14,784.09	\$13,039,563
722	Food Services & Drinking Places	59	\$2,609.98	\$2,302,003
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	52	\$1,624.44	\$1,432,755
4411	Automobile Dealers	54	\$1,387.25	\$1,223,554
4412	Other Motor Vehicle Dealers	36	\$87.98	\$77,598
4413	Auto Parts, Accessories & Tire Stores	56	\$149.21	\$131,603
442	Furniture and Home Furnishings Stores	53	\$579.02	\$510,699
4421	Furniture Stores	55	\$391.44	\$345,247
4422	Home Furnishings Stores	49	\$187.59	\$165,452
443, 4431	Electronics and Appliance Stores	61	\$197.38	\$174,091
444	Bldg Material & Garden Equipment & Supplies Dealers	48	\$730.22	\$644,054
4441	Building Material and Supplies Dealers	48	\$662.30	\$584,145
4442	Lawn and Garden Equipment and Supplies Stores	48	\$67.92	\$59,909
445	Food and Beverage Stores	61	\$3,456.91	\$3,048,999
4451	Grocery Stores	61	\$3,239.02	\$2,856,815
4452	Specialty Food Stores	63	\$111.03	\$97,927
4453	Beer, Wine, and Liquor Stores	56	\$106.87	\$94,257
446, 4461	Health and Personal Care Stores	55	\$432.66	\$381,602
447, 4471	Gasoline Stations	60	\$2,166.60	\$1,910,939
448	Clothing and Clothing Accessories Stores	63	\$763.10	\$673,054
4481	Clothing Stores	63	\$604.20	\$532,900
4482	Shoe Stores	66	\$148.42	\$130,903
4483	Jewelry, Luggage, and Leather Goods Stores	57	\$10.49	\$9,251
451	Sporting Goods, Hobby, Musical Instrument, and Book	57	\$270.41	\$238,500
4511	Sporting Goods, Hobby, and Musical Instrument Stores	57	\$214.85	\$189,495
4512	Book Stores and News Dealers	61	\$55.56	\$49,005
452	General Merchandise Stores	60	\$2,629.62	\$2,319,325
4522	Department Stores	62	\$240.32	\$211,966
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	59	\$2,389.30	\$2,107,359
453	Miscellaneous Store Retailers	54	\$327.18	\$288,573
4531	Florists	47	\$14.26	\$12,575
4532	Office Supplies, Stationery, and Gift Stores	58	\$56.09	\$49,472
4533	Used Merchandise Stores	53	\$43.05	\$37,966
4539	Other Miscellaneous Store Retailers	54	\$213.79	\$188,561
454	Nonstore Retailers	57	\$1,606.54	\$1,416,972
4541	Electronic Shopping and Mail-Order Houses	58	\$1,390.08	\$1,226,054
4542	Vending Machine Operators	61	\$24.23	\$21,375
4543	Direct Selling Establishments	55	\$192.23	\$169,543
722	Food Services & Drinking Places	59	\$2,609.98	\$2,302,003
7223	Special Food Services	59	\$9.36	\$8,253
7224	Drinking Places (Alcoholic Beverages)	60	\$63.29	\$55,821
7225	Restaurants and Other Eating Places	59	\$2,537.33	\$2,237,929

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

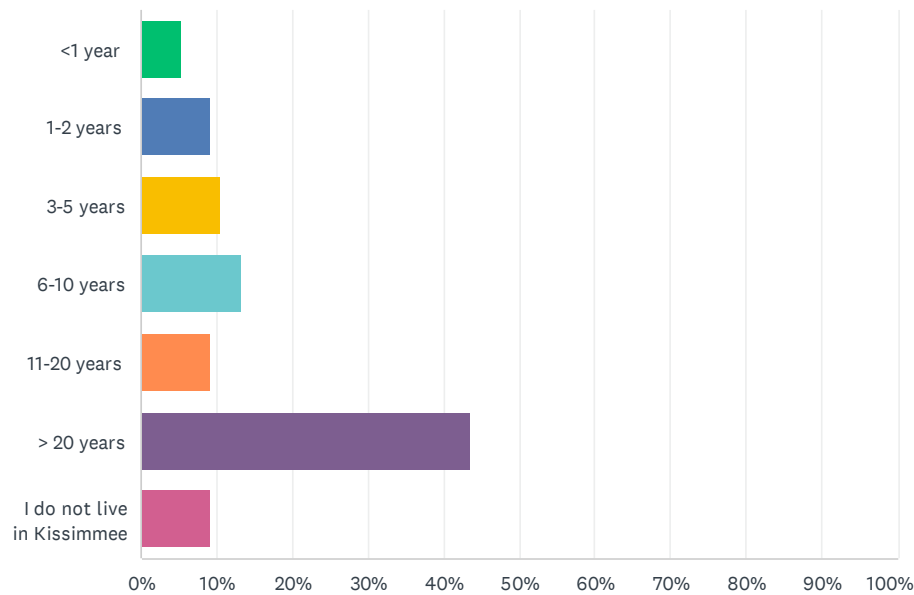
Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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EXHIBIT 4.
2024 DOWNTOWN KISSIMMEE CRA
COMMUNITY AND BUSINESS SURVEYS

Q1 How long have you lived in Kissimmee?

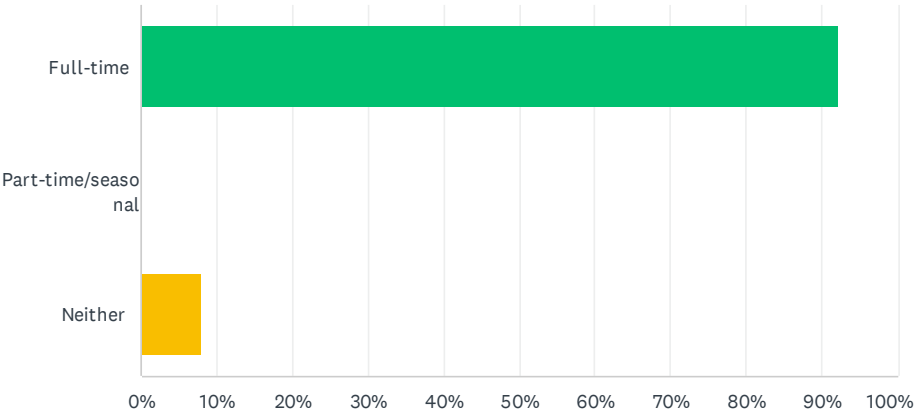
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
<1 year	5.26%	4
1-2 years	9.21%	7
3-5 years	10.53%	8
6-10 years	13.16%	10
11-20 years	9.21%	7
> 20 years	43.42%	33
I do not live in Kissimmee	9.21%	7
TOTAL		76

Q2 Are you a full-time or part-time resident?

Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
Full-time	92.11%	70
Part-time/seasonal	0.00%	0
Neither	7.89%	6
TOTAL		76

Q3 What neighborhood or area do you live in?

Answered: 70 Skipped: 6

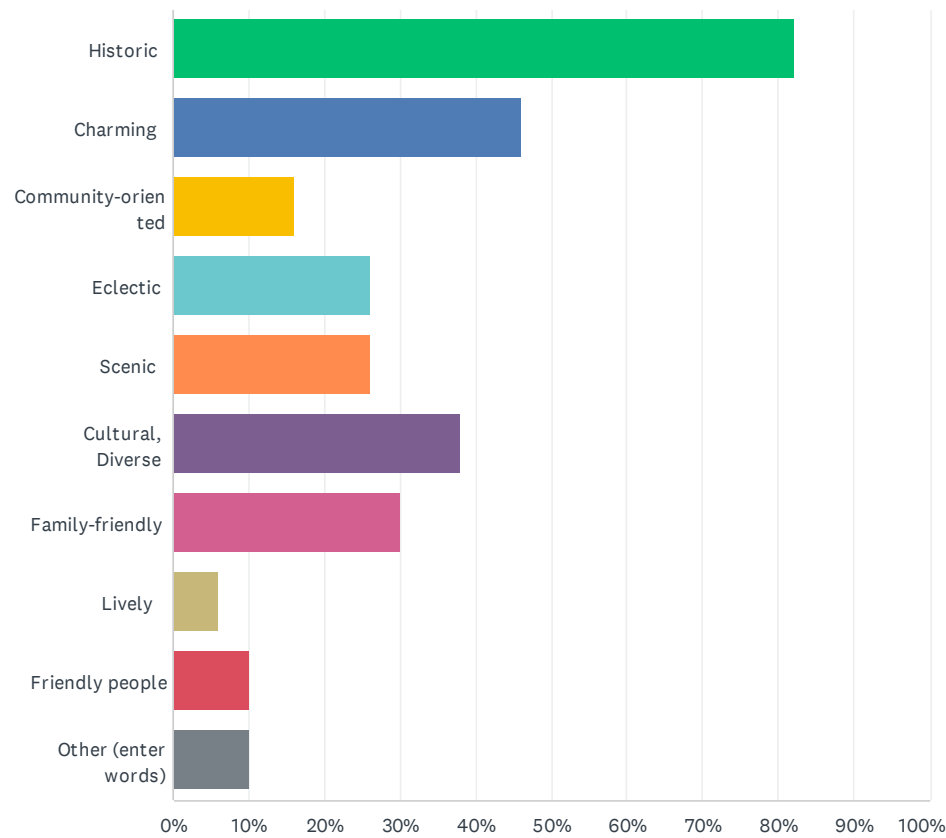
#	RESPONSES	DATE
1	Kissimmee lake front	9/9/2024 4:47 PM
2	The Oaks	9/1/2024 3:24 PM
3	Kindred	8/5/2024 1:09 PM
4	Near the Loop in zip code 34741	8/2/2024 7:32 PM
5	Great Oak Rv	7/26/2024 9:01 PM
6	Lakefront	7/22/2024 10:33 AM
7	Downtown	7/16/2024 11:59 PM
8	Downtown kissimmee	7/16/2024 11:45 PM
9	N/A	7/15/2024 3:10 PM
10	Kissimmee Heights	7/14/2024 2:21 PM
11	Downtown Kissimmee	7/12/2024 1:39 PM
12	Near Plaza del Sol	7/11/2024 4:12 PM
13	Benita Park	7/11/2024 2:31 PM
14	The Oaks	7/11/2024 1:42 PM
15	Kings Point Subdivision	7/10/2024 9:40 PM
16	Kissimmee Heights	7/10/2024 8:24 PM
17	Harbour Oaks	7/10/2024 5:31 PM
18	Down town kissimmiee	7/10/2024 5:21 PM
19	Historic Downtown	7/10/2024 4:57 PM
20	Orange Gardens	7/10/2024 4:32 PM
21	District 1 near Plaza De Sol / The Loop	7/10/2024 3:09 PM
22	downtown kissimmee	7/10/2024 3:04 PM
23	Lake Toho	7/10/2024 2:13 PM
24	Victoria park	7/10/2024 2:01 PM
25	Lakeshore	7/8/2024 3:05 PM
26	St. Cloud	7/5/2024 12:43 PM
27	Half a block north of the corner of Neptune Rd and Main St/Broadway intersection	7/3/2024 10:57 AM
28	St. Cloud	7/1/2024 10:00 AM
29	Kissimmee	6/30/2024 7:53 AM
30	Downtown	6/29/2024 2:12 PM
31	Bryan	6/29/2024 12:32 PM
32	Historic downtown area	6/28/2024 2:29 AM
33	Historic Downtown	6/27/2024 8:55 PM

2024 Downtown Kissimmee CRA Brand Strategy - Community Survey

34	Lakeshore	6/27/2024 9:15 AM
35	lakeshore blvd	6/27/2024 9:01 AM
36	Downtown Kissimmee	6/27/2024 8:42 AM
37	Downtown	6/26/2024 10:02 PM
38	Patrick's Addition	6/26/2024 9:00 PM
39	the redneck on e. magnolia st. off main st.	6/26/2024 8:39 PM
40	Patricks Addition	6/26/2024 7:12 PM
41	Lakefront	6/26/2024 5:30 PM
42	Poinciana	6/26/2024 4:05 PM
43	Near downtown.	6/26/2024 2:14 PM
44	Off Lawrence Silas	6/26/2024 11:32 AM
45	Storey Creek	6/25/2024 6:38 PM
46	Storey Creek	6/25/2024 6:33 PM
47	Kensington Apartments	6/22/2024 6:52 PM
48	Kissimmee	6/18/2024 12:00 PM
49	Neptune	6/18/2024 11:50 AM
50	"Robert Bass" downtown	6/13/2024 10:18 PM
51	Lakeshore	6/13/2024 1:45 PM
52	downtown	6/11/2024 4:06 PM
53	Celebration/Kissimmee Border	6/11/2024 10:59 AM
54	Lakeshore	6/10/2024 11:38 PM
55	Pleasant Hill area	6/10/2024 9:28 PM
56	Neptune Road Shores	6/10/2024 6:45 PM
57	St Cloud	6/10/2024 12:47 PM
58	Lakeshore	6/10/2024 12:48 AM
59	Poinciana Blvd and 192	6/7/2024 1:10 PM
60	Michigan Ave	6/7/2024 9:42 AM
61	Regal Bay	6/6/2024 11:07 AM
62	Lakefront	6/5/2024 9:32 PM
63	Downtown	6/5/2024 7:01 PM
64	Downtown	6/5/2024 5:56 PM
65	Bellalago Pleasant Hill Road	6/5/2024 12:30 PM
66	Avilla at Cypress Reserve	6/5/2024 5:15 AM
67	Bellalago	6/3/2024 12:25 PM
68	Villas at Shadow Bay	5/28/2024 10:57 PM
69	St. Cloud	5/28/2024 10:29 AM
70	Bruce Street	5/28/2024 9:23 AM

Q4 What words best capture Downtown Kissimmee? Select 1-3.

Answered: 50 Skipped: 26



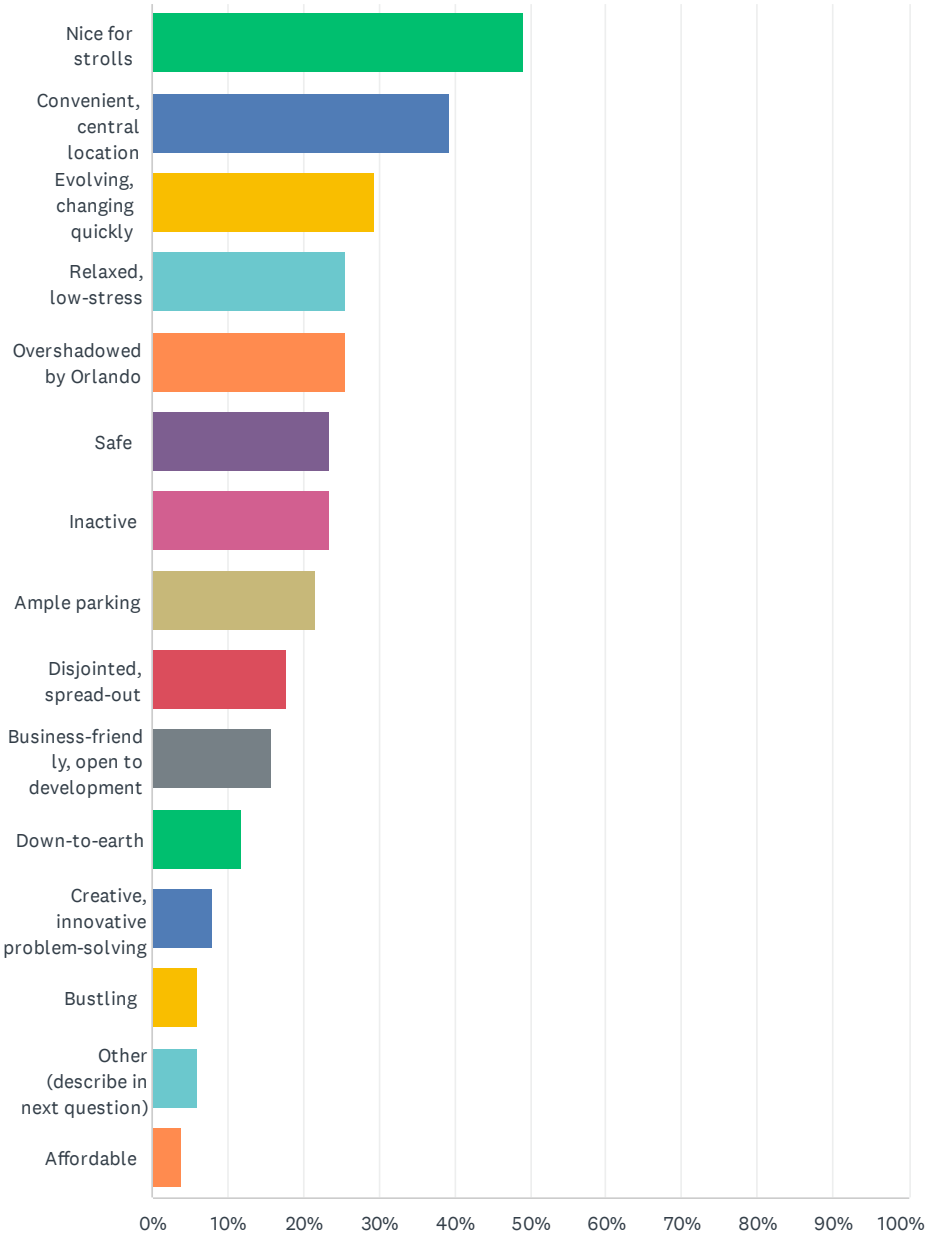
2024 Downtown Kissimmee CRA Brand Strategy - Community Survey

ANSWER CHOICES	RESPONSES	
Historic	82.00%	41
Charming	46.00%	23
Community-oriented	16.00%	8
Eclectic	26.00%	13
Scenic	26.00%	13
Cultural, Diverse	38.00%	19
Family-friendly	30.00%	15
Lively	6.00%	3
Friendly people	10.00%	5
Other (enter words)	10.00%	5
Total Respondents: 50		

#	OTHER (ENTER WORDS)	DATE
1	Vacant too many same restaurant too many hair cutter - no night life or day life fun	6/27/2024 9:01 AM
2	Clean	6/26/2024 11:46 AM
3	Struggling for an identity. Some places look like they are going in the right direction and others look like they are stuck in 1970s Kissimmee.	6/18/2024 12:18 PM
4	No longer a small town that can block streets off for events	6/11/2024 11:04 AM
5	Homeless	6/10/2024 6:54 PM

Q5 In terms of the atmosphere, please describe Downtown Kissimmee.
Select 1-3.

Answered: 51 Skipped: 25



2024 Downtown Kissimmee CRA Brand Strategy - Community Survey

ANSWER CHOICES	RESPONSES	
Nice for strolls	49.02%	25
Convenient, central location	39.22%	20
Evolving, changing quickly	29.41%	15
Relaxed, low-stress	25.49%	13
Overshadowed by Orlando	25.49%	13
Safe	23.53%	12
Inactive	23.53%	12
Ample parking	21.57%	11
Disjointed, spread-out	17.65%	9
Business-friendly, open to development	15.69%	8
Down-to-earth	11.76%	6
Creative, innovative problem-solving	7.84%	4
Bustling	5.88%	3
Other (describe in next question)	5.88%	3
Affordable	3.92%	2
Total Respondents: 51		

Q6 If not mentioned above, please describe the atmosphere of Downtown Kissimmee.

Answered: 21 Skipped: 55

#	RESPONSES	DATE
1	Restaurants for every palate	9/1/2024 3:41 PM
2	Its very quant, and theres some good restaurants.	7/16/2024 11:54 PM
3	Great for kids	7/12/2024 1:50 PM
4	Full of Hispanic people to the point old-timers do not want to be around.	7/10/2024 8:48 PM
5	Laid back	7/10/2024 5:52 PM
6	Not great for walking and not a lot of retail outside of restaurants	7/5/2024 12:56 PM
7	Calming	7/3/2024 11:17 AM
8	Ghost town, lack of day or night events. When there is an event it is UN organized not proper advertising- same flyers from same companies. Restaurant food is lacking taste no good food and expensive Many stores and restaurants are closed	6/27/2024 9:01 AM
9	Very Latino	6/27/2024 4:24 AM
10	Walkable	6/26/2024 11:46 AM
11	Lakefront Park, Lynx, and SunRail	6/18/2024 1:06 PM
12	Lacks an identity although I feel some effort is being put forth. I would much rather go to downtown winter garden than Kissimmee Downtown.	6/18/2024 12:18 PM
13	Too many hair salons, not safe at night, loud Spanish Music	6/13/2024 1:58 PM
14	Honestly boring parking sucks and dark	6/11/2024 8:20 PM
15	Crowded, hectic, busy	6/11/2024 11:04 AM
16	Noisy, full of homeless no code enforecemnt	6/10/2024 6:54 PM
17	Disconnected	6/7/2024 1:13 PM
18	Transient Business owners. Way to many barber shops and small businesses that don't embrace a general public.	6/6/2024 11:31 AM
19	Kissimmee is losing historic because has not much to offer unless you need a haircut.	6/5/2024 7:13 PM
20	Mural art and sculpture	5/29/2024 12:10 AM
21	Downtown has transitioned into a place where I don't want to go after dark due to the clientele it has attracted lately.	5/28/2024 9:29 AM

Q7 What attracts visitors to Downtown Kissimmee?

Answered: 44 Skipped: 32

#	RESPONSES	DATE
1	The stores, restaurants and the lakefront.	9/9/2024 4:57 PM
2	Interesting ships, lots of restaurants, transportation hub	9/1/2024 3:41 PM
3	It's charm	8/2/2024 7:46 PM
4	I love the park/ale, the murals, the history, and mom and pop shops	7/26/2024 9:05 PM
5	Lakefront events, and dining	7/22/2024 10:53 AM
6	The restaurants and lakefront free activities	7/16/2024 11:54 PM
7	Community events such as boo on broadway	7/14/2024 2:34 PM
8	Diversity, arts	7/12/2024 1:50 PM
9	Small businesses that are unique and not chains.	7/11/2024 4:15 PM
10	Activities	7/11/2024 2:42 PM
11	Food and bars	7/10/2024 8:48 PM
12	Was the lake but not anymore due to Hydrilla and invasive plants choking the waterways	7/10/2024 5:52 PM
13	Food variety	7/10/2024 4:44 PM
14	The restaurants and music entertainment	7/10/2024 3:16 PM
15	Scenic, lakefront, open space	7/10/2024 2:37 PM
16	Food or business	7/5/2024 12:56 PM
17	Small town feel	7/3/2024 11:17 AM
18	Historical and the history	7/1/2024 10:14 AM
19	Too many bars	6/29/2024 12:46 PM
20	Family/friends	6/28/2024 2:47 AM
21	restaurants	6/27/2024 9:09 AM
22	Nothing it's been poor management of ideas	6/27/2024 9:01 AM
23	Lakefront, downtown shopping	6/27/2024 4:24 AM
24	It's diversity and proximity to Disney/Orlando area.	6/26/2024 5:42 PM
25	Restaurants, the historic aspects	6/26/2024 4:12 PM
26	Disney.	6/26/2024 2:50 PM
27	Shops	6/26/2024 11:46 AM
28	The walkability and small-town charm attract visitors to Downtown Kissimmee.	6/22/2024 7:03 PM
29	SunRail	6/18/2024 1:06 PM
30	Lakefront park	6/18/2024 12:18 PM
31	Food	6/13/2024 1:58 PM
32	Quant, quirky events	6/11/2024 8:20 PM
33	The lakefront and events there	6/10/2024 11:44 PM

2024 Downtown Kissimmee CRA Brand Strategy - Community Survey

34	Park & Monument	6/10/2024 6:54 PM
35	Events	6/10/2024 6:40 PM
36	Lakefront	6/10/2024 12:58 AM
37	Airport	6/7/2024 1:13 PM
38	Restaurants	6/6/2024 11:31 AM
39	Park	6/5/2024 7:13 PM
40	The Lake	6/5/2024 6:00 PM
41	The historic homes, coffee shops and small businesses.	6/5/2024 1:09 PM
42	Nightlife	6/3/2024 12:36 PM
43	Active events, restaurants, library, and Lakefront Park	5/29/2024 12:10 AM
44	walkable shops	5/28/2024 9:29 AM

Q8 A “hidden gem” and “best kept secret” is a place, or characteristics of a place, that are well-regarded and underpromoted. Is there anything about Downtown Kissimmee that you would describe as Downtown’s “best kept secret”?

Answered: 35 Skipped: 41

#	RESPONSES	DATE
1	The lakefront	9/9/2024 4:57 PM
2	Over 25 restaurants in a 1 mile radius	9/1/2024 3:41 PM
3	The antique store ran by a nice old couple and the Cuban brunch spot on the corner there across from it	8/2/2024 7:46 PM
4	The historic homes in walkable neighborhood. Which information are continuing to be converted to businesses.	7/22/2024 10:53 AM
5	Queens and king restaurant	7/16/2024 11:54 PM
6	Historic artsy town	7/12/2024 1:50 PM
7	Big John's BBQ and Broadway Pizza Bar	7/11/2024 4:15 PM
8	Peaceful atmosphere	7/11/2024 2:42 PM
9	The Lakefront look	7/10/2024 8:48 PM
10	Kissimmee has a beautiful lake and wonderful lakefront park that are being neglected. The train station is a plus	7/10/2024 5:52 PM
11	Best kept secret for bar hopping.	7/10/2024 3:16 PM
12	Food	7/5/2024 12:56 PM
13	Ease of access and convenient options	7/3/2024 11:17 AM
14	The friendly atmosphere	7/1/2024 10:14 AM
15	It used to be a nice place to visit. As a kid growing up here. There were more Community based activities. Parades for every holiday. In my opinion kissimmee has lost its hometown feel	6/29/2024 12:46 PM
16	Paradise Island	6/28/2024 2:47 AM
17	Town that was left behind - ghost town	6/27/2024 9:01 AM
18	Shingle Creek Trail (once it's completed)	6/27/2024 4:24 AM
19	Vintage Vino!	6/26/2024 4:12 PM
20	No.	6/26/2024 2:50 PM
21	Laniers	6/26/2024 11:46 AM
22	No.	6/22/2024 7:03 PM
23	Pelican	6/18/2024 1:06 PM
24	Pal Callejon, as a Hispanic I enjoy a lively time filled with food , music and being outside. This gives me all of that. Didn't know about it until recently because of a friend.	6/18/2024 12:18 PM
25	The sculpture walk and murals	6/13/2024 10:24 PM
26	Not really	6/11/2024 8:20 PM

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27	Lakefront	6/10/2024 11:44 PM
28	TechCentral	6/10/2024 6:40 PM
29	Not a secret but the strong suit of our downtown is the lakefront and the connected area.	6/10/2024 12:58 AM
30	Lakefront Park and it's relationship to downtown Kissimmee seems to get lost.	6/6/2024 11:31 AM
31	Our Lake and park	6/5/2024 9:38 PM
32	Sad to say but Kissimmee is no longer a historic sight.	6/5/2024 7:13 PM
33	Great restaurant Family friendly	6/5/2024 6:00 PM
34	Yes. Taking a walk in downtown Kissimmee is not stressful. Very comfortably you can walk around and stop to drink a cup of coffee, have something to eat or just meet new people.	6/5/2024 1:09 PM
35	Baby gators and Kissimmee storks	5/29/2024 12:10 AM

Q9 When you have visitors, where do you take them in Kissimmee?

Answered: 46 Skipped: 30

#	RESPONSES	DATE
1	Old Town, down town Kissimmee and the lakefront .	9/9/2024 4:57 PM
2	Eateries, lakefront park, Broadway stroll	9/1/2024 3:41 PM
3	Lakefront Park	8/2/2024 7:46 PM
4	To the lake and walk through downtown to see the murals	7/26/2024 9:05 PM
5	The lakefront	7/22/2024 10:53 AM
6	A walk through the lakefront park and lunch or dinner downtown	7/16/2024 11:54 PM
7	White Rose Books, history museum and historical village	7/14/2024 2:34 PM
8	Lakefront, local shops and restaurants	7/12/2024 1:50 PM
9	Paul's Deli	7/11/2024 4:15 PM
10	No where to take them - maybe restaurant	7/11/2024 2:42 PM
11	To the Lakefront and around the Courthouse!	7/10/2024 8:48 PM
12	We try to go out on the boat but usually must return because of Hydrilla getting caught in the mother. We often take the train to Orlando	7/10/2024 5:52 PM
13	Lakefront. Big John's	7/10/2024 4:44 PM
14	Yes	7/10/2024 3:16 PM
15	our neighborhood restaurants and lake front park	7/10/2024 3:15 PM
16	Lakefront Park	7/10/2024 2:37 PM
17	In Downtown, Big John's or Broadway Pizza, Abracadabra, Lakefront for a walk sometimes	7/5/2024 12:56 PM
18	Big John's, Abracadabra, Lakefront, or mural photos spots	7/3/2024 11:17 AM
19	Kissimmee Monument and Main Street	7/1/2024 10:14 AM
20	Area restaurants area parks	6/29/2024 12:46 PM
21	Lakefront park	6/28/2024 2:47 AM
22	park and Big Johns	6/27/2024 9:09 AM
23	I walk the streets everyday for 29 years	6/27/2024 9:01 AM
24	Lakefront Park	6/27/2024 4:24 AM
25	Restaurants down town, lakefront park, OHS Football.	6/26/2024 5:42 PM
26	Vintage Vino, White Rose Books & More and the antique stores. Lake front park	6/26/2024 4:12 PM
27	Lanier's antique shop.	6/26/2024 2:50 PM
28	Rodeo	6/26/2024 11:46 AM
29	SunRail, Library	6/18/2024 1:06 PM
30	Outside the occasional festival in the park I don't, I take them to Orlando	6/18/2024 12:18 PM
31	Big John's, Lakefront	6/13/2024 1:58 PM
32	Orlando or beaches	6/11/2024 8:20 PM

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33	Historic houses	6/11/2024 11:04 AM
34	Lakefront	6/10/2024 11:44 PM
35	Parks in the County, not Kissimmee	6/10/2024 6:54 PM
36	The lakefront, the library, and restaurants	6/10/2024 6:40 PM
37	lakefront park	6/10/2024 12:58 AM
38	Near Disney	6/7/2024 1:13 PM
39	Lake Toho, lakefront Park, antiques	6/6/2024 11:31 AM
40	To the lake, park and dining downtown	6/5/2024 9:38 PM
41	I take my friends & relatives to Winter Park or Celebration.	6/5/2024 7:13 PM
42	Downtown	6/5/2024 6:00 PM
43	I take them to Susana's for breakfast and coffee. We walk around Downtown Kissimmee, especially to see the historic houses.	6/5/2024 1:09 PM
44	Old Town	6/3/2024 12:36 PM
45	Active events at Lakefront Park and SunRail to Orlando	5/29/2024 12:10 AM
46	I don't.	5/28/2024 9:29 AM

Q10 What images or icons come to mind that capture the essence of Downtown Kissimmee?

Answered: 41 Skipped: 35

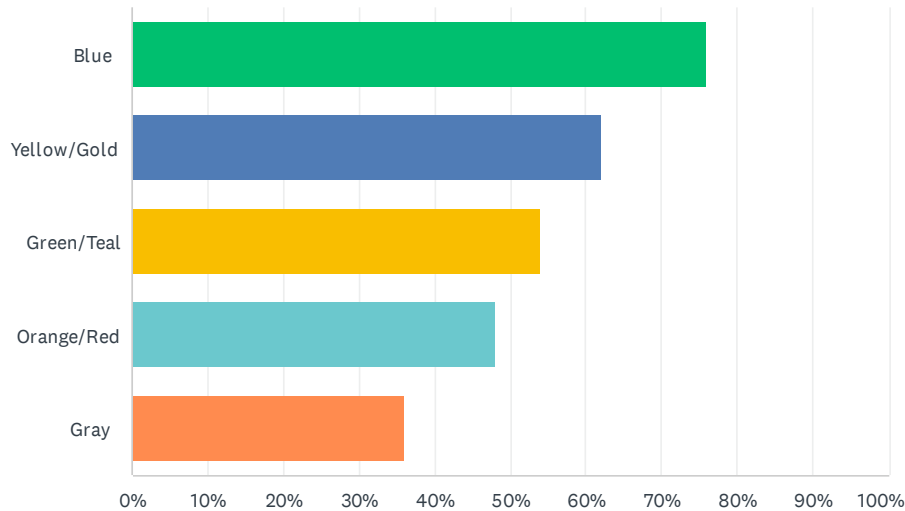
#	RESPONSES	DATE
1	The sidewalks and the monument.	9/9/2024 4:57 PM
2	Broadway, Monument of the States, Lakefront, train station.	9/1/2024 3:41 PM
3	The historic buildings (like the Courthouse)	8/2/2024 7:46 PM
4	Murals	7/26/2024 9:05 PM
5	The Monument and the lighthouse	7/22/2024 10:53 AM
6	The monument of the states	7/16/2024 11:54 PM
7	The cow imagery from the Kissimmee sign, families	7/14/2024 2:34 PM
8	The states monuments. The horse near the library.	7/12/2024 1:50 PM
9	Lake Toho and the Lakefront and our Courthouse	7/10/2024 8:48 PM
10	The monument, the beautiful courthouse, kowboy	7/10/2024 5:52 PM
11	Ranch, Monument, lake life, (no woke crap)	7/10/2024 4:44 PM
12	Community gathering and Dancing	7/10/2024 3:16 PM
13	historic	7/10/2024 3:15 PM
14	Light house, Mainstreet, Familes, Community events	7/10/2024 2:37 PM
15	the monument; the lake	7/5/2024 12:56 PM
16	Country/Cow Town	7/3/2024 11:17 AM
17	Country cowboys and the native Americans who came to Osceola county	7/1/2024 10:14 AM
18	The owl mural	6/28/2024 2:47 AM
19	Kowboy Jake	6/27/2024 9:09 AM
20	Nothing	6/27/2024 9:01 AM
21	Lakefront Park	6/27/2024 4:24 AM
22	The light house on the lake. The red ice cream shop the old park used to have. Kowboy Jake.	6/26/2024 5:42 PM
23	historic buildings, cows, sunshine	6/26/2024 4:12 PM
24	Cowboys and cattle. The old courthouse. The lakefront. Makinson's Hardware. Monument of states.	6/26/2024 2:50 PM
25	Parades, patriotic, real, sidewalk inserts	6/26/2024 11:46 AM
26	Mixed-use neighborhoods, Western like withs strong cowboy imagery.	6/22/2024 7:03 PM
27	Pelican	6/18/2024 1:06 PM
28	Lakefront Park	6/18/2024 12:18 PM
29	Cows, Cowboy hats, boots, palm trees, sunrail, oranges	6/13/2024 1:58 PM
30	Painted murals culturally diverse	6/11/2024 8:20 PM
31	Murals, monuments	6/11/2024 11:04 AM

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32	Lakefront and The Monument and The Court House	6/10/2024 11:44 PM
33	Historic courthouse, What used to be Makinsons, Monument, Lakefront	6/10/2024 6:54 PM
34	The horse in front of Makinson's/1881	6/10/2024 6:40 PM
35	Murals, some quaint buildings .	6/6/2024 11:31 AM
36	Kissimmee Main Street Welcome center	6/5/2024 9:38 PM
37	Lakefront	6/5/2024 6:00 PM
38	The flag of Kissimmee surrounded by different flags that represent Kissimmee's diversity.	6/5/2024 1:09 PM
39	The monument of states	6/3/2024 12:36 PM
40	Kissimmee Main Street signs	5/29/2024 12:10 AM
41	Monument of rocks, Makinson's horse	5/28/2024 9:29 AM

Q11 Our goal is to develop a DKCRA brand that is complementary to the City's brand. The colors below belong to the existing Kissimmee brand color palette. Please select up to 3 colors that you believe best reflect Downtown Kissimmee.

Answered: 50 Skipped: 26



ANSWER CHOICES	RESPONSES	
Blue	76.00%	38
Yellow/Gold	62.00%	31
Green/Teal	54.00%	27
Orange/Red	48.00%	24
Gray	36.00%	18
Total Respondents: 50		

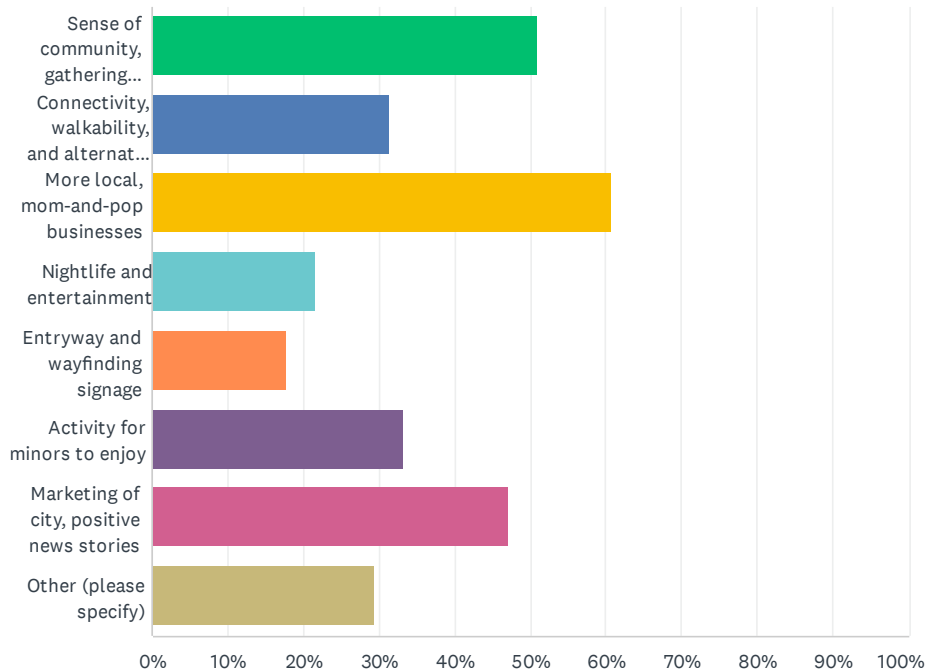
Q12 If there is another color that you associate with Downtown, please describe the color.

Answered: 16 Skipped: 60

#	RESPONSES	DATE
1	None	9/9/2024 4:57 PM
2	Brown(as in wood) tones	9/1/2024 3:41 PM
3	Purple	7/11/2024 2:42 PM
4	None	7/10/2024 8:48 PM
5	White	7/10/2024 3:16 PM
6	brown, tan, light blue	7/5/2024 12:56 PM
7	Pink green	6/27/2024 9:01 AM
8	Purple	6/27/2024 4:24 AM
9	White	6/26/2024 11:46 AM
10	Environmental friendly	6/18/2024 1:06 PM
11	Brown	6/13/2024 1:58 PM
12	Purple	6/11/2024 8:20 PM
13	Acquamarine	6/7/2024 1:13 PM
14	Black	6/5/2024 6:00 PM
15	Brown leather	6/3/2024 12:36 PM
16	Purple - Honors veterans and the rich history of Kissimmee as an unique city.	5/29/2024 12:10 AM

Q13 In your opinion, what could be improved in Kissimmee? Select 1-3.

Answered: 51 Skipped: 25



ANSWER CHOICES		RESPONSES	
Sense of community, gathering places		50.98%	26
Connectivity, walkability, and alternative modes of transportation		31.37%	16
More local, mom-and-pop businesses		60.78%	31
Nightlife and entertainment		21.57%	11
Entryway and wayfinding signage		17.65%	9
Activity for minors to enjoy		33.33%	17
Marketing of city, positive news stories		47.06%	24
Other (please specify)		29.41%	15
Total Respondents: 51			

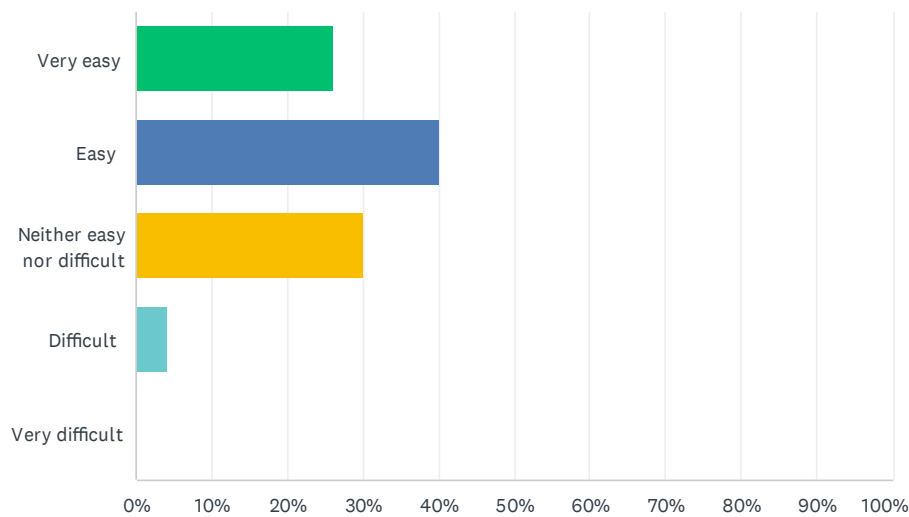
#	OTHER (PLEASE SPECIFY)	DATE
1	More motels	9/9/2024 4:57 PM
2	More greenery (smaller parks besides Lakefront) and affordable housing via building on unused lots, like patches of land and making them zoned for mixed use	8/2/2024 7:46 PM
3	A more diverse array of businesses. We have enough barbers, salons, and jewelers	7/22/2024 10:53 AM

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4	History of Kissimmee	7/10/2024 8:48 PM
5	Comunity gardens	6/28/2024 2:47 AM
6	Day and night life - health- take away all the seats	6/27/2024 9:01 AM
7	Wider Variety of Restaurants	6/27/2024 4:24 AM
8	Signage is good	6/26/2024 11:46 AM
9	Huge expanison to downtown.	6/22/2024 7:03 PM
10	Hotel is desperately needed. You have a beautiful park, civic center and a downtown you're trying to revitalize but you have nowhere for people to stay when those events are held.	6/18/2024 12:18 PM
11	Social Media	6/11/2024 8:20 PM
12	Parking and traffic patterns for big events	6/10/2024 6:40 PM
13	Shopping Groceries	6/5/2024 9:38 PM
14	Retail such as gift shops, galleries and more of it's history.	6/5/2024 7:13 PM
15	Grocery stores	6/5/2024 6:00 PM

Q14 How easy or difficult is it to find downtown and destinations within it?

Answered: 50 Skipped: 26



ANSWER CHOICES	RESPONSES	
Very easy	26.00%	13
Easy	40.00%	20
Neither easy nor difficult	30.00%	15
Difficult	4.00%	2
Very difficult	0.00%	0
TOTAL		50

Q15 In your opinion, what is the pervading impression outsiders have of Kissimmee?

Answered: 42 Skipped: 34

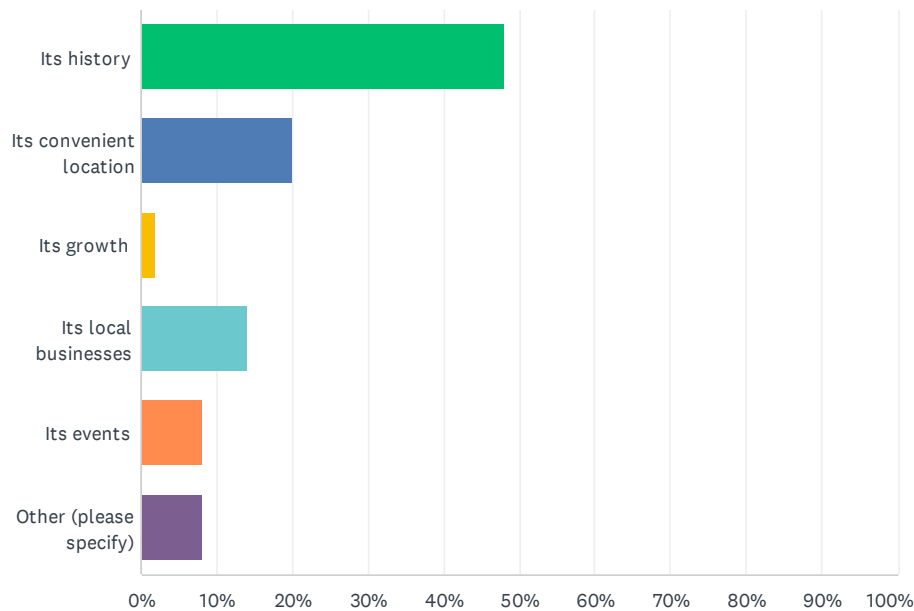
#	RESPONSES	DATE
1	That is a quaint little town	9/9/2024 4:57 PM
2	Multi- cultural destination	9/1/2024 3:41 PM
3	Boring, not much to do	8/2/2024 7:46 PM
4	That there is nothing here but 192 and tourist attractions	7/22/2024 10:53 AM
5	Its all tourists and puerto ricans	7/16/2024 11:54 PM
6	Poverty, Disney	7/14/2024 2:34 PM
7	Artsy diverse town	7/12/2024 1:50 PM
8	That it's just poor, rundown hotels and Disney.	7/11/2024 4:15 PM
9	Slow boring	7/11/2024 2:42 PM
10	To much Hispanic influence	7/10/2024 8:48 PM
11	Small town, overshadowed by Orlando, Celebration and Disney	7/10/2024 5:52 PM
12	Little PR. ...cater only to Hispanic population	7/10/2024 4:44 PM
13	It's not trendy like other places.	7/10/2024 3:16 PM
14	don't know	7/10/2024 3:15 PM
15	cowtown; poor sibling of Orlando	7/5/2024 12:56 PM
16	Quaint town	7/1/2024 10:14 AM
17	Kiss Timmy used to be a place to go.It was very community oriented, but these days when I talked to my friends and family.All they see kissimmee as is ghetto.	6/29/2024 12:46 PM
18	Positive	6/28/2024 2:47 AM
19	Small	6/27/2024 9:09 AM
20	Old people	6/27/2024 9:01 AM
21	Not good part of town, associated heavily with drugs on 192	6/27/2024 4:24 AM
22	Old, boring, only has food and barbers.	6/26/2024 5:42 PM
23	Touristy, dumpy	6/26/2024 4:12 PM
24	Used to be small, but now not so much. Bad Traffic. Disney.	6/26/2024 2:50 PM
25	Nice small town	6/26/2024 11:46 AM
26	Western, small town.	6/22/2024 7:03 PM
27	Disney, Universal, and SeaWorld	6/18/2024 1:06 PM
28	Definitely NOT ORLANDO ...	6/18/2024 12:18 PM
29	Spanish Hair Salons and homeless people	6/13/2024 1:58 PM
30	Oh how cute but I wish there was more to do like painting like create and escape	6/11/2024 8:20 PM
31	Crime, homeless, traffic	6/11/2024 11:04 AM

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32	That it's crazy and trashy	6/10/2024 11:44 PM
33	Homeless	6/10/2024 6:54 PM
34	They only know the tourist part not the historic downtown part	6/10/2024 6:40 PM
35	Not great, the problem is "Kissimmee" to the outside world is unincorporated Osceola county. Even the news misleads readers on stories that are not inside city limits or downtown but all the way by Disney and still calls it Kissimmee.	6/10/2024 12:58 AM
36	Unsafe, inaccessible, lack of awareness, outpaced by other area attractions and their convenience/accessibility	6/7/2024 1:13 PM
37	Meh...	6/6/2024 11:31 AM
38	Not much to see or offer	6/5/2024 7:13 PM
39	Fishing Disney world	6/5/2024 6:00 PM
40	Outsiders think that Kissimmee is too crowded and the traffic is horrible.	6/5/2024 1:09 PM
41	Cow town	6/3/2024 12:36 PM
42	Social media and city media advertising targeted near SeaWorld, Universal, and Disney World.	5/29/2024 12:10 AM

Q16 What do you believe is unique about Downtown Kissimmee?

Answered: 50 Skipped: 26



ANSWER CHOICES	RESPONSES	
Its history	48.00%	24
Its convenient location	20.00%	10
Its growth	2.00%	1
Its local businesses	14.00%	7
Its events	8.00%	4
Other (please specify)	8.00%	4
TOTAL		50

#	OTHER (PLEASE SPECIFY)	DATE
1	is a landmark area with lots of history	7/10/2024 3:15 PM
2	Local business/events	6/26/2024 11:46 AM
3	Opportunity to change and a community to support it	6/18/2024 12:18 PM
4	It's small business program	6/11/2024 8:20 PM

Q17 What message do you think Downtown should convey through its brand?

Answered: 35 Skipped: 41

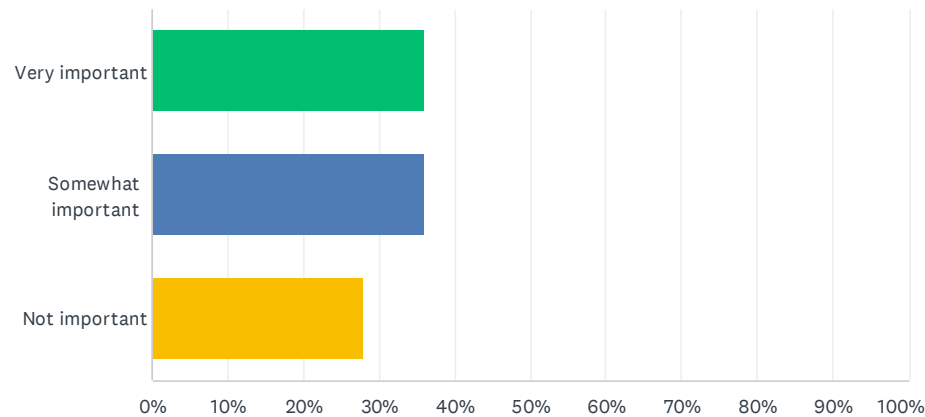
#	RESPONSES	DATE
1	That it is fun to live and work in down town kissimmee	9/9/2024 4:57 PM
2	You'll be surprised and amazed about all there is to do in Downtown Kissimmee	9/1/2024 3:41 PM
3	Town committed to improving quality of life for the people, by improving walkability, adding parks and greenery to the area, creating affordable housing, serving as a model to other towns	8/2/2024 7:46 PM
4	The beauty at the intersection of history, diversity, and innovation.	7/22/2024 10:53 AM
5	Its not just for tourists	7/16/2024 11:54 PM
6	A destination for the whole family	7/14/2024 2:34 PM
7	Community, security, growth	7/12/2024 1:50 PM
8	Welcoming & excitement	7/11/2024 2:42 PM
9	That the old founding families should be recognized for what they have to our Town and County!!	7/10/2024 8:48 PM
10	Fun, family friendly , safe events in the lovely lakeside park. Local businesses	7/10/2024 5:52 PM
11	Faith, Family, Freedom	7/10/2024 4:44 PM
12	Community and Great Restaurants	7/10/2024 3:16 PM
13	That it is a place that people can come to play for a day trip, but also a good source of business resources and great, diverse food - plus a great recreation site at the Lake.	7/5/2024 12:56 PM
14	The past moving forward	7/3/2024 11:17 AM
15	A staple in the community that you can count on.	7/1/2024 10:14 AM
16	Supportive, comunity focused	6/28/2024 2:47 AM
17	Country Western Bars and stores	6/27/2024 9:09 AM
18	It not a old ghost town - bring on the bright lights - event day and night	6/27/2024 9:01 AM
19	Signify growth	6/27/2024 4:24 AM
20	Small. family friendly town with small mom and pop businesses	6/26/2024 4:12 PM
21	Local businesses bring visitors	6/26/2024 11:46 AM
22	A place for people, not just cars.	6/22/2024 7:03 PM
23	Pelicans	6/18/2024 1:06 PM
24	A fun place for the family with different things to do (great restaurants with quality food, activities, ambience, events, outdoors)	6/18/2024 12:18 PM
25	Celebration of diversity	6/13/2024 10:24 PM
26	The message should be that it is history based, so let's keep creating a positive history of Kissimmee.	6/13/2024 1:58 PM
27	American country art	6/11/2024 8:20 PM
28	Safety and Lawfulness	6/10/2024 6:54 PM
29	That it's a hidden gem	6/10/2024 6:40 PM

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30	We are our own. The branding should be able to explain visually that the Downtown CRA is city of kissimmee.	6/10/2024 12:58 AM
31	Local culture	6/6/2024 11:31 AM
32	Inclusive	6/5/2024 6:00 PM
33	Downtown Kissimmee is a beautiful, friendly place where the community can go and feel safe.	6/5/2024 1:09 PM
34	Disney is in Kissimmee not Orlando	6/3/2024 12:36 PM
35	The Unique Timeless City	5/29/2024 12:10 AM

Q18 Kissimmee's history as a “cattle town” dates back to the 19th century when it was a center for cattle ranching and trade. The nickname "Cow Town" is a nod to this heritage. How important is it to you that the Downtown Kissimmee brand reflects the area’s history and cattle culture?

Answered: 50 Skipped: 26



ANSWER CHOICES	RESPONSES	
Very important	36.00%	18
Somewhat important	36.00%	18
Not important	28.00%	14
TOTAL		50

Q19 If you answered “very important,” please share any historical or cultural elements that you feel are essential to include in the branding.

Answered: 16 Skipped: 60

#	RESPONSES	DATE
1	To keep it a cow town.	9/9/2024 4:57 PM
2	Cattlemen and their families. The particular breeds of Cattle we still have.	7/10/2024 8:48 PM
3	Cattle ranchers, Rodeo	7/10/2024 4:44 PM
4	Cattle run	7/10/2024 2:07 PM
5	The original draw to Kissimmee was the steamboat and trading opportunities. Cattle was a big economic asset to the area and centered around all aspects of life.	7/3/2024 11:17 AM
6	Not to lose historical and cultural heritage	7/1/2024 10:14 AM
7	Growing up as a child here and didn't have an adult living here. I've watched Kissimmee grow. It's a micro I don't appreciate what it is. Could become today if you want to stick with the branding as cowtown, you should showcase. It throughout the years, Kissimmee was big and cattle all the way up until the early 90s midnight is in on not so much. I wish it would show the This future vision visitors of kissimmee that lineage.	6/29/2024 12:46 PM
8	Rodeo	6/27/2024 9:09 AM
9	Keep history but you are lacking making new memories	6/27/2024 9:01 AM
10	Cowboys, cattle, rodeos, local history.	6/26/2024 2:50 PM
11	Great to see parade, horses, history and families	6/26/2024 11:46 AM
12	Cowboys are so important to Kissimmee's culture.	6/22/2024 7:03 PM
13	Cows, oranges, the monument of states	6/13/2024 1:58 PM
14	Founding Family Names	6/10/2024 6:54 PM
15	Might be nice to focus on other great history that happened here besides cattle.	6/10/2024 12:58 AM
16	A 1800's picture of a trading post in Kissimmee, the names of the founders of Kissimmee.	6/5/2024 1:09 PM

Q20 What kind of physical characteristics would you like Downtown Kissimmee to have? Consider the style, look, and feel of buildings, businesses, signage, benches, landscaping, etc. You can include examples of other places where you've enjoyed the physical surroundings.

Answered: 40 Skipped: 36

#	RESPONSES	DATE
1	I would like it to be more like Orlando when they had more statues and benches dedicated to Jesus. They had Jesus wrapped up on a park bench.	9/9/2024 4:57 PM
2	Diversity in architectural styles that are well kept and maintained properly	9/1/2024 3:41 PM
3	Like Winter Park and Mount Dora, more color to spaces, small to large areas of land for people to convene on, making use of all spaces, letting no area go to waste and being rendered useless	8/2/2024 7:46 PM
4	I would love to see way more native plants and pollinator gardens. I love the historic look and murals. Unique styles as opposed to cookie cutter/modern looks.	7/26/2024 9:05 PM
5	More of an effort to make the most of the historical structure and building. Maybe historic status for building to ensure the integrity of them. And lots of benches.	7/22/2024 10:53 AM
6	I think the current state is great!! I love what they did with makinsons and incorporated the old and new. More places that combine those ashtestics	7/16/2024 11:54 PM
7	I love the murals on the buildings downtown	7/14/2024 2:34 PM
8	More shaded areas in the Park, a dog park added in lake front would be nice.	7/12/2024 1:50 PM
9	More seating areas with garden	7/11/2024 2:42 PM
10	Cattle and Citrus families who have carried the legacy to this day by so many generations.	7/10/2024 8:48 PM
11	Copy some of the best ideas from Winter Garden including the crooked can eatery around the marina area	7/10/2024 5:52 PM
12	Hallmark.	7/10/2024 4:44 PM
13	More signage from 192	7/10/2024 3:16 PM
14	More benches, perhaps a bike rental shop, regular activities for kids, families throughout the year. More flowers, murals, more business that would employ neighborhood residents, a daycare, party event store, a Bodega type store open late hours, Cigar lounge, more stores or stands on the lakefront.	7/10/2024 2:37 PM
15	The streets are too busy to stroll between shops and dining, plus there really aren't many storefronts to browse. Anyone coming from out of town might eat, but then it's not really accommodating to stay and shop when compared to Winter Park, Melbourne, Winter Garden, Cocoa, or really any other small downtown. There is too much traffic, and the Downtown to Lakefront path is not easily navigable by foot, so moving the car is necessary.	7/5/2024 12:56 PM
16	Colors should be on the vibrant scale rather than the bright side of the scale. Style, look and feel should have well rounded and curve appeal given a worn and weathered appearance rather the straight lines and 90 degree perfect angles.	7/3/2024 11:17 AM
17	Mirrors of the Native Americans that were here before us, and of course the cattelman	7/1/2024 10:14 AM
18	Kissimmee should be bad brought back to its roots. In my opinion it should have that hometown mayberry feel again	6/29/2024 12:46 PM
19	Gardens, plant surrounded walkways, walking or biking centric. Fountains.	6/28/2024 2:47 AM

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20	The Park	6/27/2024 9:09 AM
21	The only thing Kissimmee downtown offer is chairs for people to sit all day . We need restaurants that are popping with great food and entertainment. We need stores to be open Monday through Sunday for decent hours. We need to stop all these unique things that no one comes to - stop thinking out of the box and do surveys of what people really want in downtown Kissimmee. Host events, and have somebody do a qualification study to see if the event had people there or not. Hire hire a somebody in charge of marketing who knows how to market	6/27/2024 9:01 AM
22	Modern buildings	6/27/2024 4:24 AM
23	More shops or businesses that are actual activities, sip and paint, shopping, crafting, escape rooms, etc	6/26/2024 5:42 PM
24	Better signage! Signs to point to free parking garages and to the "highlights" of main street/broadway. Love more potted plants outside and nice "landscaping" for the Main street strip	6/26/2024 4:12 PM
25	Old Florida, brick, oak trees. Look to areas like downtown Winter Garden, FL and Oakland, FL.	6/26/2024 2:50 PM
26	Love the murals	6/26/2024 11:46 AM
27	More buildings, less cars, a streetcar line.	6/22/2024 7:03 PM
28	In the future, our hometowns will be transformed by advanced technologies and sustainable ecosystems.	6/18/2024 1:06 PM
29	Downtown Winter Park, Downtown Winter Garden	6/18/2024 12:18 PM
30	Shaded "third spaces" where people can gather outside together. Think historic downtown Savannah	6/13/2024 10:24 PM
31	Tie it together with a historical theme. I like the murals- that makes it photo friendly.	6/13/2024 1:58 PM
32	Scooters for rent, art studio and art walks, wine tasting, lavender plants and magnolias for scent. Some sort of water feature that lights up at night	6/11/2024 8:20 PM
33	More restaurants	6/10/2024 6:54 PM
34	Would like the main street to have more outdoor space. Continue to add lots more art and murals. Feel like that is bringing people.	6/10/2024 12:58 AM
35	Walkability, welcoming, accessibility, less auto traffic, cleaner, less tired looking. More signage and invested property owners.	6/6/2024 11:31 AM
36	More sculptures, some have been removed	6/5/2024 7:13 PM
37	Inviting	6/5/2024 6:00 PM
38	Downtown Kissimmee should have beautiful places where a family can sit down to enjoy the people and the scenery. There is not a lot of places where people can sit down to enjoy Downtown Kissimmee.	6/5/2024 1:09 PM
39	Colorful and communal	6/3/2024 12:36 PM
40	Illuminate downtown streets with colorful LED lights and spotlights to enhance murals and sculptures. Install visual art on street pole banners. Embrace the sports and music spirits of Orlando Magic and Orlando City Soccer Club.	5/29/2024 12:10 AM

Q21 Besides Orlando and the theme parks, are there any other competitors that draw visitors away from Kissimmee?

Answered: 42 Skipped: 34

#	RESPONSES	DATE
1	I would say the beaches.	9/9/2024 4:57 PM
2	Old Town, Celebration, St Cloud	9/1/2024 3:41 PM
3	No	8/2/2024 7:46 PM
4	Downtown Mount Dora and even St Cloud. They are doing a great job of making their downtowns a destination.	7/22/2024 10:53 AM
5	Old town, celebration	7/16/2024 11:54 PM
6	N/a	7/14/2024 2:34 PM
7	The amount of transient (homeless) people in downtown walking around or sleeping.	7/12/2024 1:50 PM
8	Lack of no good hotels	7/11/2024 2:42 PM
9	Fishing, boating and hiking trails.	7/10/2024 8:48 PM
10	Celebration and old Town offer unique restaurants and experiences. Kissimmee is more family friendly	7/10/2024 5:52 PM
11	St. Cloud, Longwood	7/10/2024 4:44 PM
12	Old Town	7/10/2024 3:16 PM
13	too many franchise restaurants	7/10/2024 3:15 PM
14	Tampa Riverwalk, places that have outdoor COOL places for kids, families and dates.	7/10/2024 2:37 PM
15	Lack of Hotels	7/10/2024 2:07 PM
16	Attractions on West 192 like Old Town and Margaritaville/Sunset Walk. Even Downtown St. Cloud seems like competition these days. Other Florida small towns mentioned above.	7/5/2024 12:56 PM
17	Winter Park and Sanford due to SunRail, other small town areas like Downtown St Cloud	7/3/2024 11:17 AM
18	Absolutely. The local area beats the fact. That our snow birds no longer want to stay in this area because it has become diverse in culture. A lot of people don't like change.	6/29/2024 12:46 PM
19	everything	6/27/2024 9:09 AM
20	They are going to places with activities for all ages during the day or night life for adults	6/27/2024 9:01 AM
21	Drugs	6/27/2024 4:24 AM
22	Orlando eye, international drive, st Augustine, beaches.	6/26/2024 5:42 PM
23	St. Cloud downtown main street	6/26/2024 4:12 PM
24	Only St. Cloud for some restaurants and their lakefront.	6/26/2024 2:50 PM
25	Rodeo, beach	6/26/2024 11:46 AM
26	Orlando is simply higher on radar. People who go to Kissimmee go for hotels for theme parks or family.	6/22/2024 7:03 PM
27	Lakefront Park, Library, and SunRail	6/18/2024 1:06 PM
28	The beaches (west and east coast), Winter Garden, Winter Park. For restaurants it's the Mills 50 area in Orlando. Any of the natural springs areas.	6/18/2024 12:18 PM

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29	Beaches, affordability of airbnbs in Davenport, large meeting spaces (conference centers)	6/13/2024 10:24 PM
30	Traffic and parking are the biggest factors as to why people won't come downtown.	6/13/2024 1:58 PM
31	Lake Nona, beaches	6/11/2024 8:20 PM
32	192 and the traffic/poor infrastructure and continued overflowing growth are big downsides to the city	6/10/2024 11:44 PM
33	Better restaurants, boutiques and retail.	6/10/2024 6:54 PM
34	The businesses around Disney	6/10/2024 12:58 AM
35	Cape Canaveral, Daytona Beach, Tampa	6/7/2024 1:13 PM
36	The Loop and Celebration.	6/6/2024 11:31 AM
37	Yes, many areas Sanford, winter Park, Celebration, Clermont,	6/5/2024 7:13 PM
38	Jobs	6/5/2024 6:00 PM
39	Yes. Discount store such as Dollar General and low rating restaurants are a disgrace to Kissimmee.	6/5/2024 1:09 PM
40	Night Clubs	6/3/2024 12:36 PM
41	Public transportation to The Loop, Plaza del Sol, the water park, SunRail to Sanford and DeLand, and Lynx to Celebration and St. Cloud.	5/29/2024 12:10 AM
42	St. Cloud, Winter Garden, and Winter Park downtown areas.	5/28/2024 9:29 AM

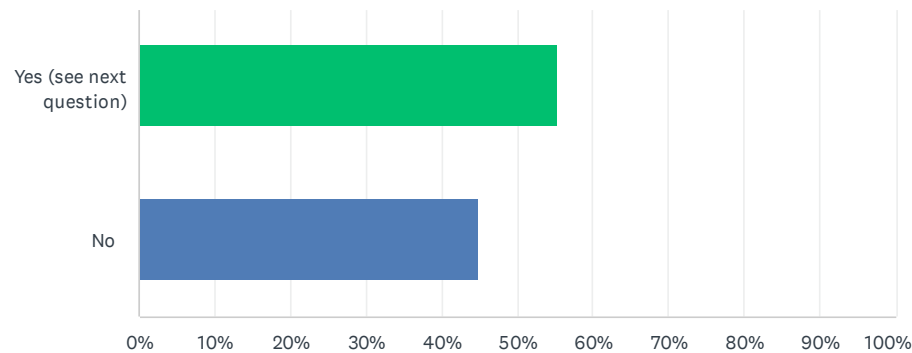
Q22 Are there any community marketing campaigns that impress you and could be learned from?

Answered: 28 Skipped: 48

#	RESPONSES	DATE
1	No	9/9/2024 4:57 PM
2	Winter Haven	9/1/2024 3:41 PM
3	stressing community involvement	8/2/2024 7:46 PM
4	Lake nona and their boxy park does a good job of getting the word out of their activities	7/16/2024 11:54 PM
5	N:a	7/14/2024 2:34 PM
6	Silver Spurs Rodeo's	7/10/2024 8:48 PM
7	More art festivals like Mt Dora and a wonderful farmers market that would fit with our agriculture roots.	7/10/2024 5:52 PM
8	No	7/10/2024 4:44 PM
9	FL Events	7/10/2024 3:16 PM
10	Can't think of any except the City of Kissimmee page on IG	7/10/2024 2:37 PM
11	Kissimmee Main st	7/10/2024 2:07 PM
12	Not that I know of.	7/5/2024 12:56 PM
13	Not sure 😞	7/3/2024 11:17 AM
14	This campaign, it's the first community marketing campaign that I have responded to.	6/28/2024 2:47 AM
15	Not from Kissimmee	6/27/2024 9:01 AM
16	Clermont Wine Stroll, St. Cloud Monthly Market	6/26/2024 4:12 PM
17	Not that I can think of.	6/26/2024 2:50 PM
18	No	6/26/2024 11:46 AM
19	Social Media and digital Signage	6/18/2024 1:06 PM
20	When visiting baseball parks in other states, I've seen "visit sarasota" signs, etc. what would it take to have something similar where folks could be inspired by their hobbies to come visit us?	6/13/2024 10:24 PM
21	Winter Park does a great job.	6/13/2024 1:58 PM
22	no	6/10/2024 12:58 AM
23	Orlando	6/6/2024 11:31 AM
24	Sanford	6/5/2024 9:38 PM
25	No	6/5/2024 6:00 PM
26	Cannot really one now.	6/5/2024 1:09 PM
27	No	6/3/2024 12:36 PM
28	Transform the downtown to be different from before by incorporating visual art, future technology, and tourist resorts.	5/29/2024 12:10 AM

Q23 Are there any underserved retail areas in or near downtown Kissimmee?

Answered: 38 Skipped: 38



ANSWER CHOICES	RESPONSES	
Yes (see next question)	55.26%	21
No	44.74%	17
TOTAL		38

Q24 If you answered "yes," please tell us more.

Answered: 24 Skipped: 52

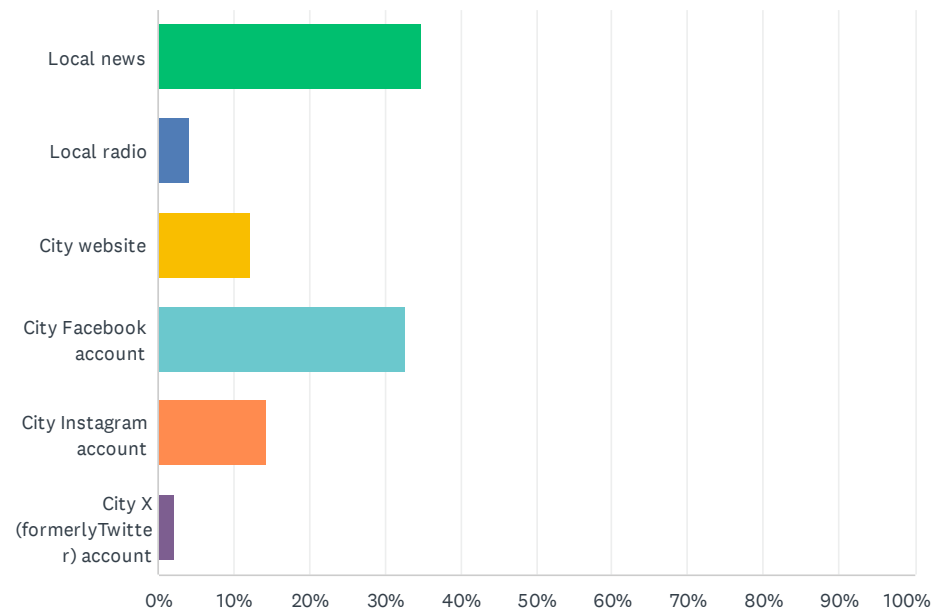
#	RESPONSES	DATE
1	Boutique shops, gift stores, coupled with up to date way-finding	9/1/2024 3:41 PM
2	The plaza across the street from Main Street where there used to be a Save a Lot and there's now a Ross I believe	8/2/2024 7:46 PM
3	I think we would find great value in some sort of grocery or market in the downtown area. I think the more we can keep residents in the neighborhood the better. Having more people walking and staying here instead of driving out to get daily shipping done.	7/22/2024 10:53 AM
4	There is not a market. A small grocery or somewhere to get milk, eggs and bread would be a huge welcome addition	7/16/2024 11:54 PM
5	No Africa American retailers or restaurants	7/11/2024 2:42 PM
6	Near mainstreet Pizza between broadway and pleasant near Ruby	7/10/2024 5:52 PM
7	No old time candy shop. Fudge! Shakes and Burger joints.	7/10/2024 4:44 PM
8	I feel Mainstreet could be more vibrant, appealing and welcoming.	7/10/2024 2:37 PM
9	There's really no retail.	7/5/2024 12:56 PM
10	The use of Lake Tokapeliga as a recreational/personal use and business opportunities to accommodate tourist/out of towners.	7/3/2024 11:17 AM
11	All you see in the surrounding downtown area are car washes and businesses. You need to bring more of the mom and pop feel back to casino	6/29/2024 12:46 PM
12	All - just walk the street. Most of the stores are fire hazards - walk inside	6/27/2024 9:01 AM
13	We need MORE retail down here and less nightlife and barbershops and spas. We need to get people coming here to spend money with boutiques and unique small businesses. People have asked us if we have handmade marketplaces, clothing boutiques, a candy store/soda fountain, etc. Retail that we do have should be prominently featured - did you know we have a candle store?? Hardly anyone does.	6/26/2024 4:12 PM
14	None	6/26/2024 11:46 AM
15	I'm not sure if restaurants serve as retail but definitely places to eat. You could learn from Mills 50 area that focuses on working with local suppliers (mom and pop, farms, etc). They put better quality food on the table because of it. What we have here is food sourced from the same corporate suppliers full of preservative and toxic chemicals covered with salt (people want quality) You could help stimulate multiple local businesses when and if you go from fame to table. You have one place that you have subsidized to launch and the owner has said he intends to go the cheapest route with fried food. That's not different, that's not quality.	6/18/2024 12:18 PM
16	There isn't a gas station or convenience store downtown. There are two that have been closed on Main Street for several years.	6/13/2024 10:24 PM
17	We need more shops or boutiques.	6/13/2024 1:58 PM
18	All of them everything is disjointed in representation and many areas do not feel safe or are filled with loud and obnoxious groups.	6/10/2024 6:54 PM
19	The other CRA in city of Kissimmee "Vine Street" has a large amount of vacant and underused property that directly affects peoples feelings of the city of Kissimmee as a whole.	6/10/2024 12:58 AM
20	Food quality in restaurants not great. How do you assist and encourage businesses in maintaining high standards of their product?	6/6/2024 11:31 AM
21	Grocery store	6/5/2024 9:38 PM

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22	The area near Broadway Pizzeria needs attention and the area near the Train Station also needs attention.	6/5/2024 1:09 PM
23	Expand transportation services to Vine Street Square Shopping Center, Plaza del Sol, Walmart Supercenter, Publix Supermarket, At The Loop, Crossland Shopping Center, Mill Creek Mall, Gateway Station Shopping Center, Kissimmee Shopping Center, Old Town, Shoppes of Kissimmee, Partin Village Shopping Center, Pleasant Hill Commons, Osceola County Welcome Center, Pioneer Village at Shingle Creek, and Gatorland.	5/29/2024 12:10 AM
24	Downtown lacks a grocery store or fresh food markets which would benefit residents.	5/28/2024 9:29 AM

Q25 Which communication outlet do you rely on most for local information?

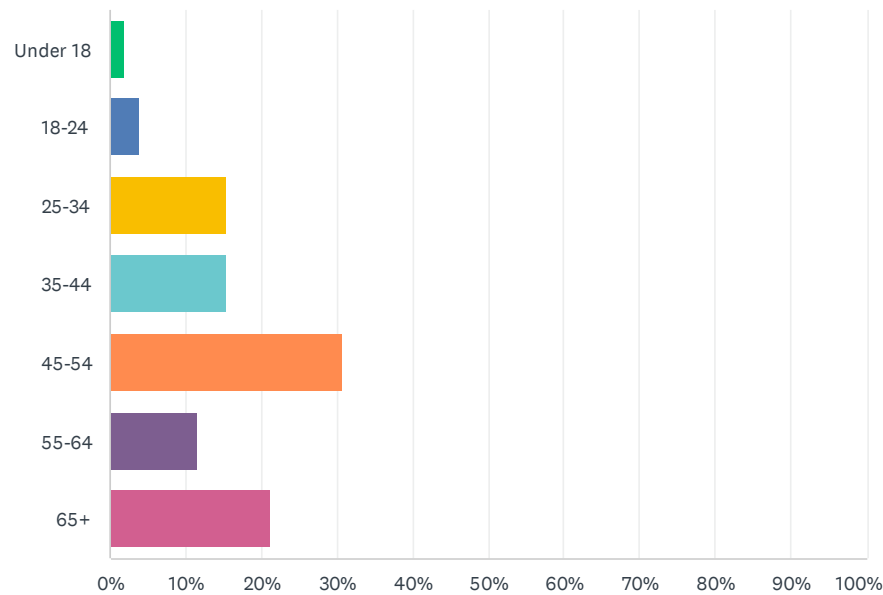
Answered: 49 Skipped: 27



ANSWER CHOICES	RESPONSES	
Local news	34.69%	17
Local radio	4.08%	2
City website	12.24%	6
City Facebook account	32.65%	16
City Instagram account	14.29%	7
City X (formerlyTwitter) account	2.04%	1
TOTAL		49

Q26 Which of the following includes your age?

Answered: 52 Skipped: 24



ANSWER CHOICES	RESPONSES	
Under 18	1.92%	1
18-24	3.85%	2
25-34	15.38%	8
35-44	15.38%	8
45-54	30.77%	16
55-64	11.54%	6
65+	21.15%	11
TOTAL		52

Q27 Is there any other information you would like to share regarding the atmosphere, sense of place, branding, and/or revitalization efforts for the Downtown Kissimmee CRA area?

Answered: 33 Skipped: 43

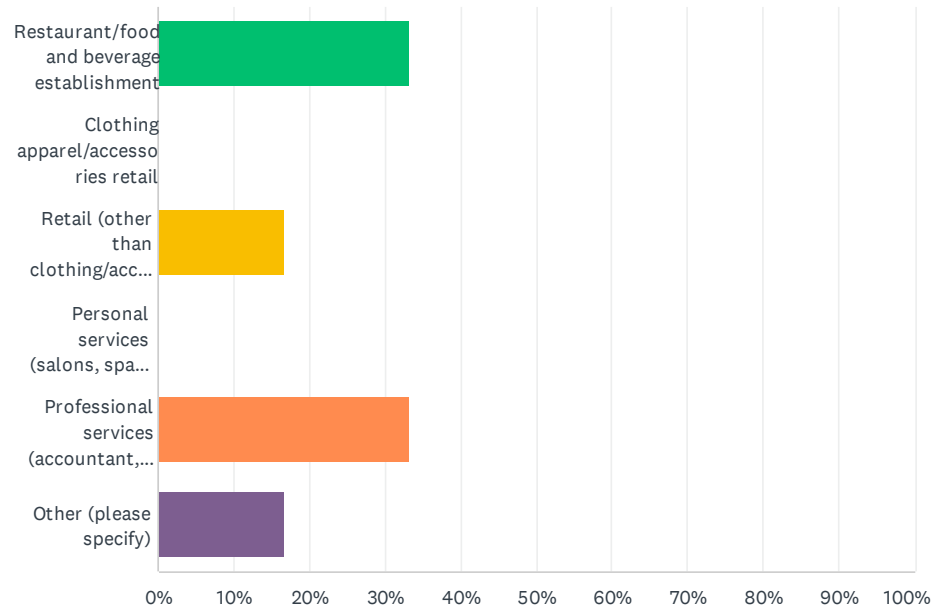
#	RESPONSES	DATE
1	No	9/9/2024 4:57 PM
2	Kissimmee Main Street is doing a good job, street parties (on Dakin for example) must be better coordinated to reduce noise conflicts	9/1/2024 3:43 PM
3	I'd really love Kissimmee to be a center for innovation, and that doesn't need to be just via technology, but through learning the ways morale can be boosted by listening to the peoples' opinions for affordable housing and better conservation management and building of more green spaces (and thus more walkable spaces)	8/2/2024 7:47 PM
4	If we could figure out a way to make downtown less disjointed. A way to make people want to walk down Church Street or pleasant Street. Also like Mount Dora have an area where you are also to walk around with cocktails, to shop and see the sights	7/22/2024 10:59 AM
5	There is inconsistencies with different events and activities and threads are just dropped. There was a coloring contest, and no winner was ever announced. Just an example of things that dont get followed through. Also i live right here and rely on ads in business windows and the library for whats happening. The online presence is non existent.	7/16/2024 11:56 PM
6	Ive lived in Kissimmee since 1989. Kissimmee is my home. At one point downtown Kissimmee was completely empty and then all of the sudden there was an explosion of business. The arts, the diversity. The park was redone. I have seen the improvements throughout the years. I look forward in seeing what the new branding will do for Kissimmee.	7/12/2024 1:52 PM
7	Bring in some of the old ranching families who really are the History makers of Kissimmee and Osceola County. I am not one. but I went to school with a lot of them.	7/10/2024 8:52 PM
8	Marina could use improvement.we could use a nice restaurant and place to get a cold draft beer.	7/10/2024 5:54 PM
9	No	7/10/2024 4:44 PM
10	most find a place for the many homeless that are in the area. not what you want when marketing an area.	7/10/2024 3:17 PM
11	Host some get to know your community events, host events for the community to volunteer, movie clubs, more seasonal and community events. Embrace and showcase diversity. Host weekly or monthly Farmers Market, Flea market.	7/10/2024 2:41 PM
12	Need a location like Cafe John 3:16 in St Cloud	7/10/2024 2:09 PM
13	With the heavy Latin/Hispanic presence in Kissimmee, one of the things they value in their families is the cultural history they have. Kissimmee should be a place where they can maintain their family past and join it with Kissimmee's heritage.	7/3/2024 11:20 AM
14	Kissimmee is being overdeveloped. Way to much traffic. Way too many apartment buildings being built	6/29/2024 2:15 PM
15	The branding of Kissimmee should be vibrant.It should be attractive to the high.It should want to make people visit the casino area.We are in community that relies on probably seventy five percent of its tourism and we're losing it on a daily basis	6/29/2024 12:47 PM
16	Places close too early. Many Medical care workers live in area who work night shift. Need for more things to be open past sundown other then clubs, Such as regular fast food, or parks open 24/7.	6/28/2024 2:50 AM

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17	The lake looks terrible because of all of the weeds	6/27/2024 9:10 AM
18	I think Kissimmee should abandon the cowboy theme, adopt new age theme, look at Nulu in Louisville for inspiration	6/27/2024 4:26 AM
19	No	6/26/2024 2:53 PM
20	No	6/26/2024 11:47 AM
21	Really just a place for people, whether walking or going by wheelchair or running or biking, just a general place for people.	6/22/2024 7:04 PM
22	Growing population and city ambassadors	6/18/2024 1:09 PM
23	Please don't make it a Spanish or LGBT theme- nothing against either- it should not be the primary element.	6/13/2024 2:05 PM
24	We need a multi event art studio. Somewhere to do art and show off art but also use it for indoor city events and meetings	6/11/2024 8:22 PM
25	Routinely and frequently blocking off streets for runs/walks and other events has gotten to be a nightmare. The area is now too busy for that.	6/11/2024 11:06 AM
26	Law & code enforcement is slow to respond and often doesn't do anything. Traffic Enforcement isn't glamorous, but it is necessary.	6/10/2024 7:01 PM
27	This will need to be a partnership with out downtown businesses. until we can inspire new small businesses to come and invest in Downtown Kissimmee I think it is hard to drive people here outside of the lakefront park.	6/10/2024 1:00 AM
28	Thanks for making the effort.	6/6/2024 11:32 AM
29	More control of business on the Broadway Strip. It is terrible 13 barbershops, 7 spas serious but thank goodness for Amtrak & Sunrise, helps us get away.	6/5/2024 7:17 PM
30	I would love for Freebie to expand its territory Grocery store	6/5/2024 6:01 PM
31	No.	6/5/2024 1:10 PM
32	No	6/3/2024 12:37 PM
33	Introduce a new history museum for the City of Kissimmee, along with events hosted by TOHO Water Authority, Kissimmee Utilities Authority, Kissimmee City Hall, Kissimmee Fire Department, and Kissimmee Police Department, aiming to attract visitors and tourists to this unique and timeless city.	5/29/2024 12:22 AM

Q1 What type of business do you operate?

Answered: 6 Skipped: 0

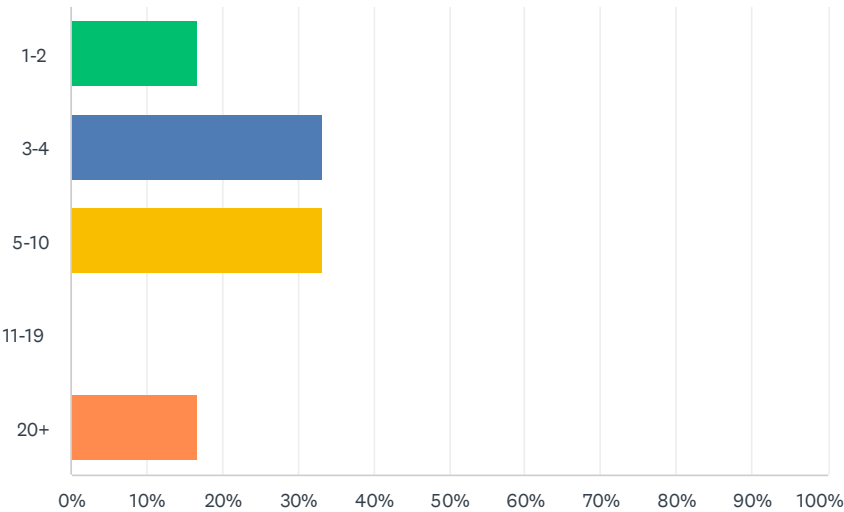


ANSWER CHOICES		RESPONSES	
Restaurant/food and beverage establishment		33.33%	2
Clothing apparel/accessories retail		0.00%	0
Retail (other than clothing/accessories)		16.67%	1
Personal services (salons, spas, health, wellness, etc.)		0.00%	0
Professional services (accountant, lawyer, insurance, etc.)		33.33%	2
Other (please specify)		16.67%	1
TOTAL			6

#	OTHER (PLEASE SPECIFY)	DATE
1	Commercial Print Shop	6/27/2024 12:21 PM

Q2 Number of employees:

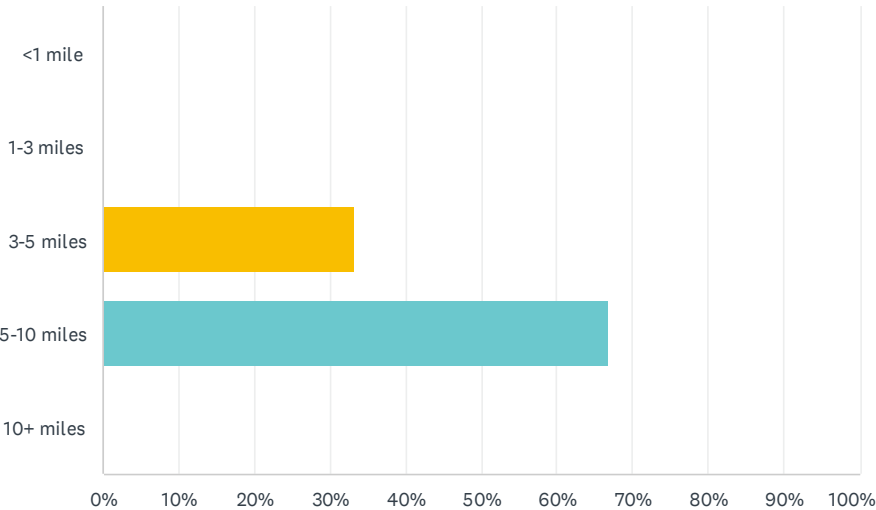
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-2	16.67%	1
3-4	33.33%	2
5-10	33.33%	2
11-19	0.00%	0
20+	16.67%	1
TOTAL		6

Q3 Where do the MAJORITY of your employees live, in relation to your place of business?

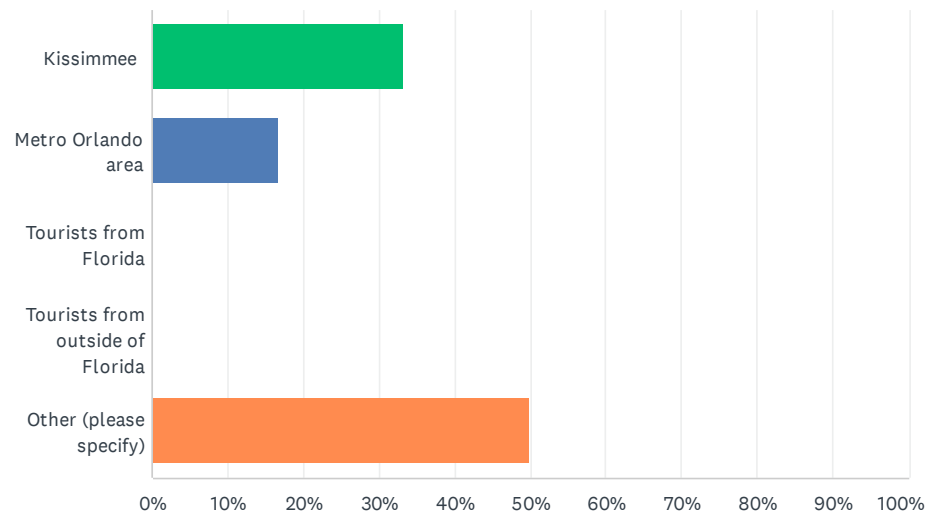
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
<1 mile	0.00%	0
1-3 miles	0.00%	0
3-5 miles	33.33%	2
5-10 miles	66.67%	4
10+ miles	0.00%	0
TOTAL		6

Q4 Where do the MAJORITY of your customers travel from to get to your business?

Answered: 6 Skipped: 0

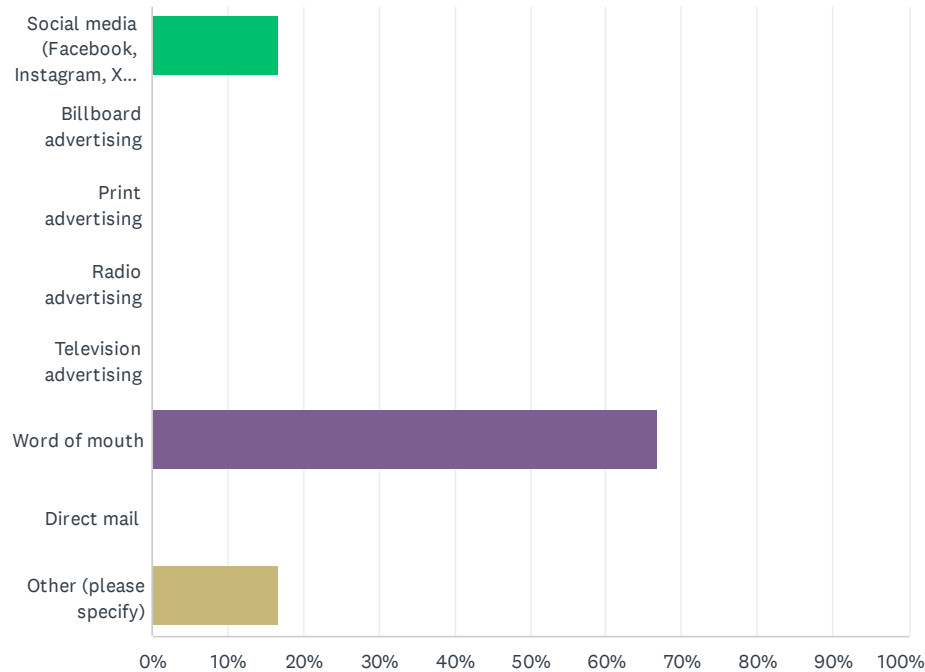


ANSWER CHOICES	RESPONSES	
Kissimmee	33.33%	2
Metro Orlando area	16.67%	1
Tourists from Florida	0.00%	0
Tourists from outside of Florida	0.00%	0
Other (please specify)	50.00%	3
TOTAL		6

#	OTHER (PLEASE SPECIFY)	DATE
1	Central Florida	6/27/2024 4:46 PM
2	State of Florida	6/27/2024 3:51 PM
3	St. Cloud	6/4/2024 4:48 PM

Q5 How do you most effectively reach and engage with your customers?

Answered: 6 Skipped: 0

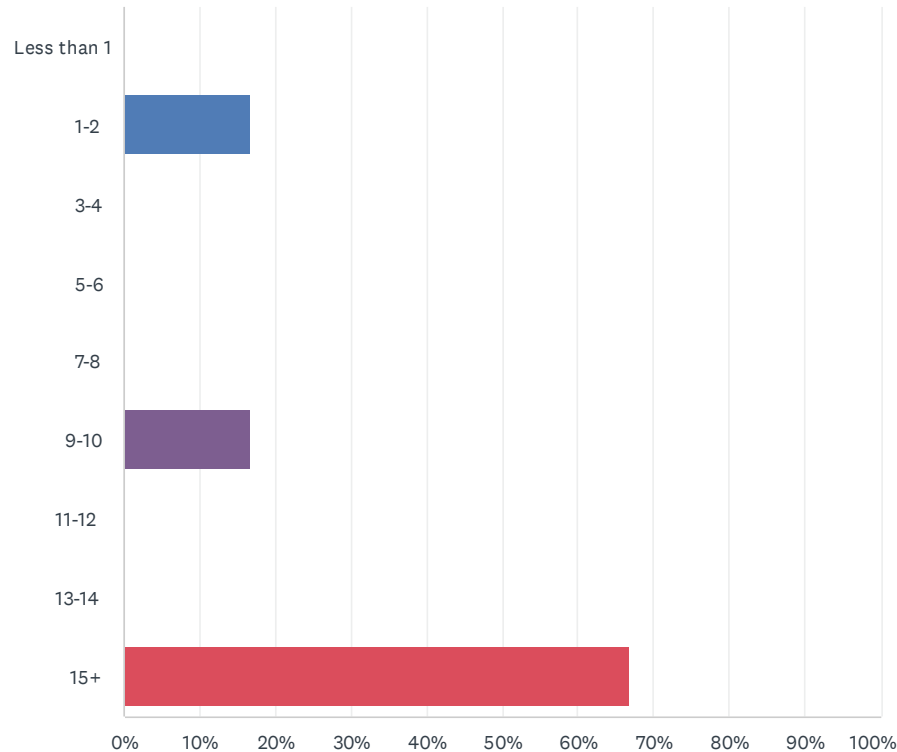


ANSWER CHOICES		RESPONSES	
Social media (Facebook, Instagram, X, TikTok, YouTube, and/or LinkedIn)		16.67%	1
Billboard advertising		0.00%	0
Print advertising		0.00%	0
Radio advertising		0.00%	0
Television advertising		0.00%	0
Word of mouth		66.67%	4
Direct mail		0.00%	0
Other (please specify)		16.67%	1
TOTAL			6

#	OTHER (PLEASE SPECIFY)	DATE
1	Email	6/27/2024 3:51 PM

Q6 In years, how long has your business been open?

Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 1	0.00%	0
1-2	16.67%	1
3-4	0.00%	0
5-6	0.00%	0
7-8	0.00%	0
9-10	16.67%	1
11-12	0.00%	0
13-14	0.00%	0
15+	66.67%	4
TOTAL		6

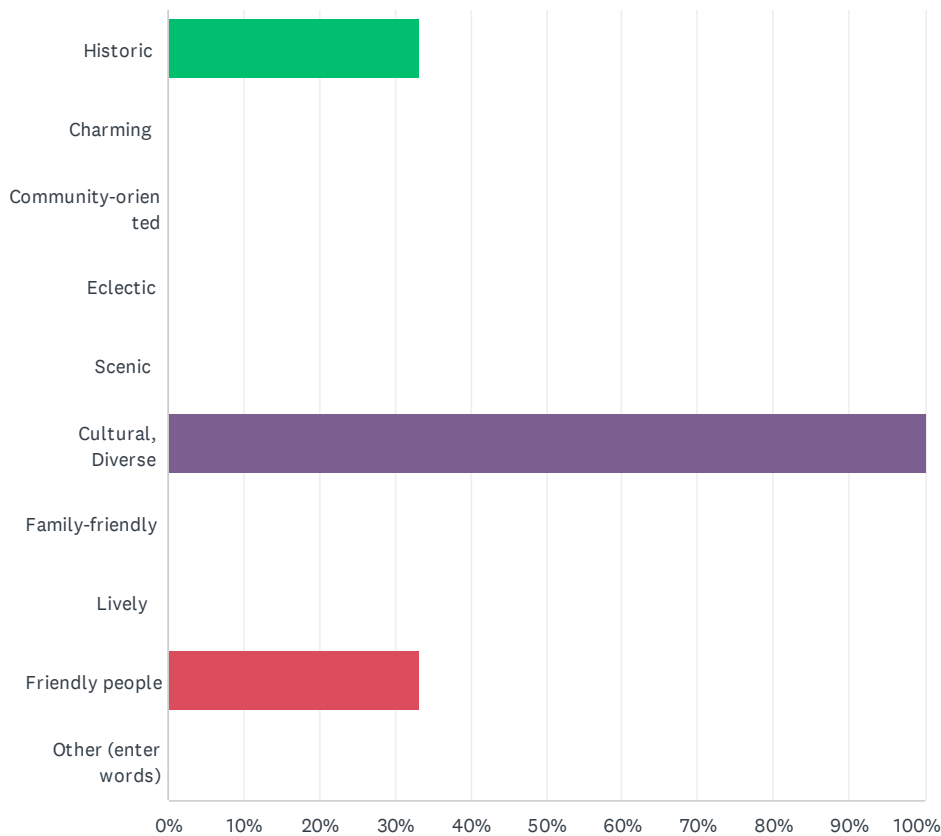
Q7 What is/are Downtown Kissimmee's biggest strengths that attracted you to locate your business here?

Answered: 5 Skipped: 1

#	RESPONSES	DATE
1	Being near restaurants and other businesses. Close to the courthouse as well.	7/10/2024 4:32 PM
2	The Jon B Morgan Courthouse	6/27/2024 4:46 PM
3	Small town feel.	6/27/2024 12:21 PM
4	Trying to keep old Kissimmee alive- it's not working	6/13/2024 2:09 PM
5	The history my family and I have to the area. I like the small town feel and I know that there was a need for a bookstore (and more retail) in this area.	6/4/2024 4:48 PM

Q8 What words best capture Downtown Kissimmee? Select 1-3.

Answered: 3 Skipped: 3



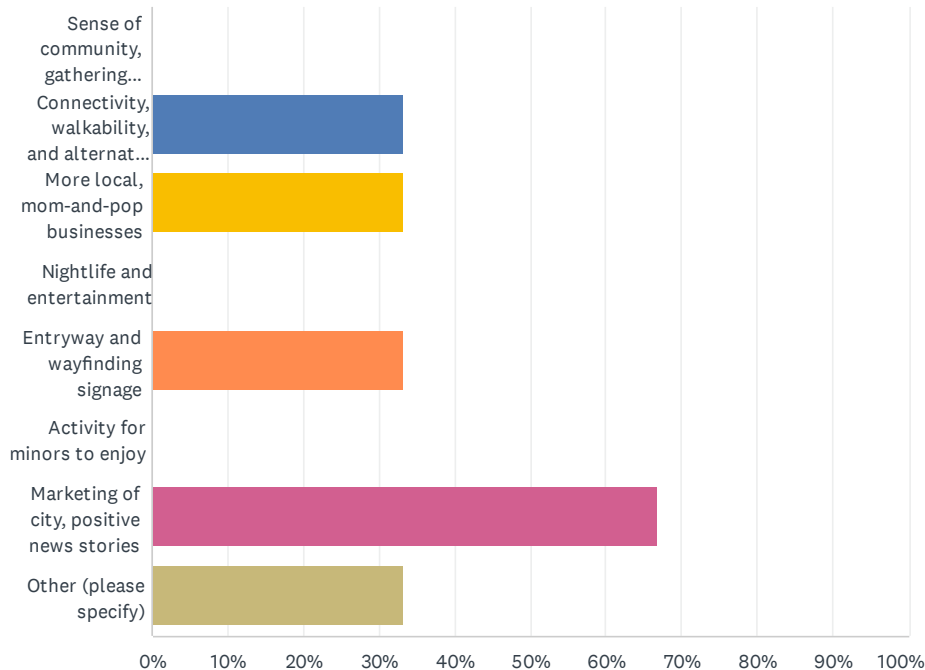
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ANSWER CHOICES	RESPONSES	
Historic	33.33%	1
Charming	0.00%	0
Community-oriented	0.00%	0
Eclectic	0.00%	0
Scenic	0.00%	0
Cultural, Diverse	100.00%	3
Family-friendly	0.00%	0
Lively	0.00%	0
Friendly people	33.33%	1
Other (enter words)	0.00%	0
Total Respondents: 3		

#	OTHER (ENTER WORDS)	DATE
	There are no responses.	

Q9 In your opinion, what could be improved in Kissimmee? Select 1-3.

Answered: 3 Skipped: 3

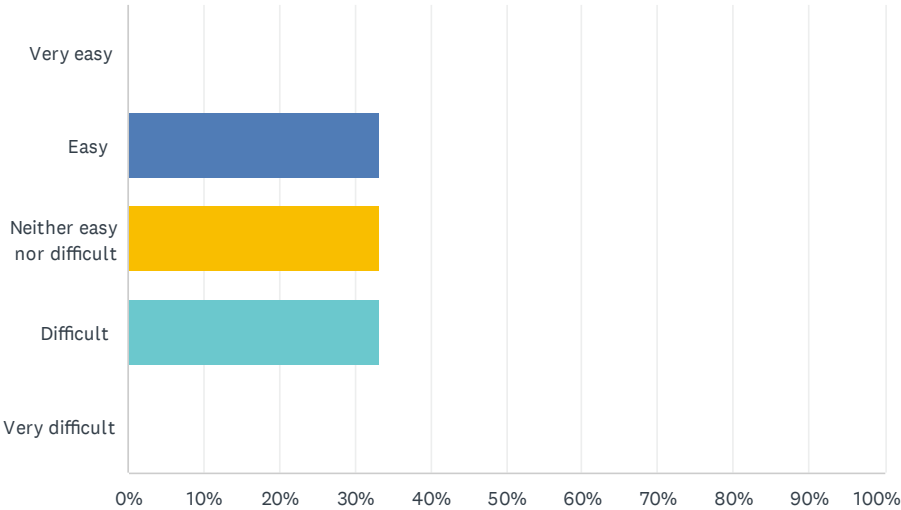


ANSWER CHOICES		RESPONSES	
Sense of community, gathering places		0.00%	0
Connectivity, walkability, and alternative modes of transportation		33.33%	1
More local, mom-and-pop businesses		33.33%	1
Nightlife and entertainment		0.00%	0
Entryway and wayfinding signage		33.33%	1
Activity for minors to enjoy		0.00%	0
Marketing of city, positive news stories		66.67%	2
Other (please specify)		33.33%	1
Total Respondents: 3			

#	OTHER (PLEASE SPECIFY)	DATE
1	Parking	6/27/2024 3:54 PM

Q10 How easy or difficult is it to find downtown and destinations within it?

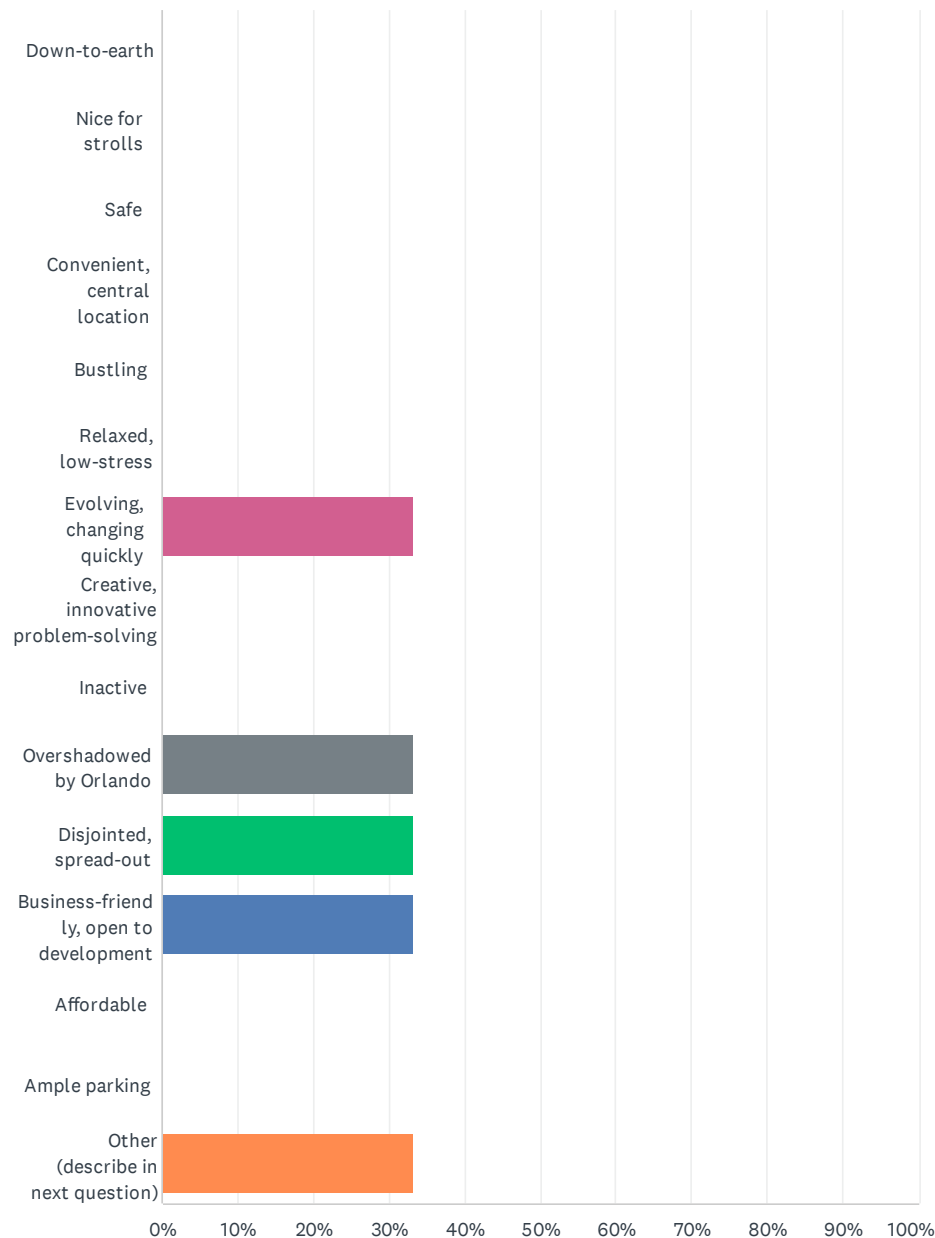
Answered: 3 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very easy	0.00%	0
Easy	33.33%	1
Neither easy nor difficult	33.33%	1
Difficult	33.33%	1
Very difficult	0.00%	0
TOTAL		3

Q11 In terms of the atmosphere, please describe Downtown Kissimmee.
Select 1-3.

Answered: 3 Skipped: 3



2024 Downtown Kissimmee CRA Brand Strategy - Business Survey

ANSWER CHOICES	RESPONSES	
Down-to-earth	0.00%	0
Nice for strolls	0.00%	0
Safe	0.00%	0
Convenient, central location	0.00%	0
Bustling	0.00%	0
Relaxed, low-stress	0.00%	0
Evolving, changing quickly	33.33%	1
Creative, innovative problem-solving	0.00%	0
Inactive	0.00%	0
Overshadowed by Orlando	33.33%	1
Disjointed, spread-out	33.33%	1
Business-friendly, open to development	33.33%	1
Affordable	0.00%	0
Ample parking	0.00%	0
Other (describe in next question)	33.33%	1
Total Respondents: 3		

Q12 If not mentioned above, please describe the atmosphere of Downtown Kissimmee.

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Cliquish	6/13/2024 2:24 PM
2	There is a need for more KPD presence in downtown - lots of homeless people sleeping outside once the sun goes down.	6/4/2024 5:06 PM

Q13 In your opinion, what is the pervading impression outsiders have of Kissimmee?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Spanish Downtown and dangerous at night	6/13/2024 2:24 PM
2	because of the homeless population they initially find it a bit sketchy but once they give us a chance they really like the historic, homey feel.	6/4/2024 5:06 PM

Q14 What, in your opinion, are the best things about or happening in Downtown Kissimmee that attract visitors and/or new customers?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Restaurants and Bars	6/13/2024 2:24 PM
2	Boo on Broadway, love the foodie tour idea for the summer. Every time businesses partner with each other it creates a stronger community and people see that and want to become a part of that.	6/4/2024 5:06 PM

Q15 What do you think is unique about Downtown Kissimmee compared to other surrounding cities in the metro Orlando/central Florida area, either from a historical perspective and/or from a present-day perspective?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Bass Fishing, fishing tournaments	6/13/2024 2:24 PM
2	The Diversity. Winter Garden is quaint but it is not diverse, same with Mt. Dora and other small towns. I love that we have a place like La Casa del Artesano across the street from Lewis Music. I think it is emblematic of our diversity.	6/4/2024 5:06 PM

Q16 What kind of physical characteristics would you like Downtown Kissimmee to have? Consider the style, look, and feel of buildings, businesses, signage, benches, landscaping, etc. You can include examples of other places where you've enjoyed the physical surroundings.

Answered: 3 Skipped: 3

#	RESPONSES	DATE
1	Parking	6/27/2024 3:54 PM
2	Historical, hometown feeling	6/13/2024 2:24 PM
3	Bigger signs, especially to the parking garages. A lot of people tell us they do not know where to park and that is problem - you have to "study" the area before you come to downtown to know there are two parking garages. More trash and recycling receptacles, clearly marked public bathrooms and bigger street signs. They do not have to be just like all the other signs, we can keep the quaint signage but just a little bigger. Maybe having a more cohesive color scheme would help make it look like a true main street.	6/4/2024 5:06 PM

Q17 What images or icons come to mind that capture the essence of
Downtown Kissimmee?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Country themed	6/13/2024 2:24 PM
2	the iconic downtown kissimmee sign at the entrance. Cattle, horses and saddles.	6/4/2024 5:06 PM

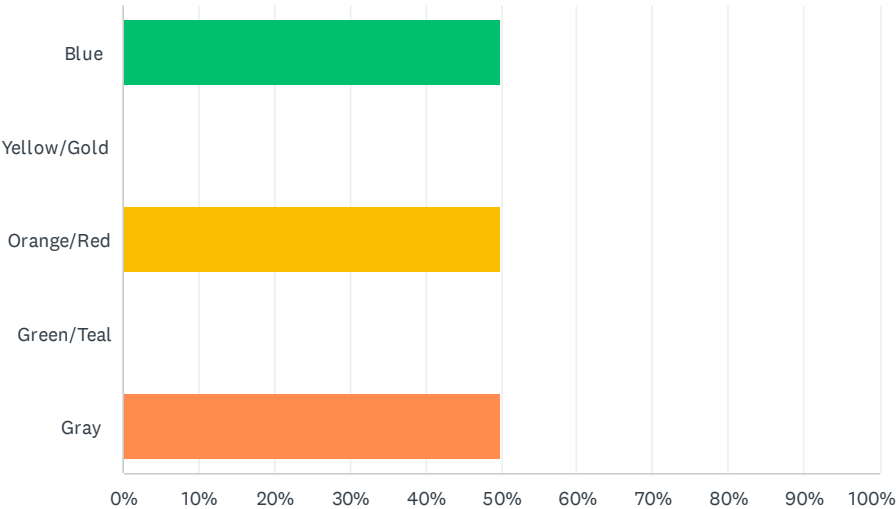
Q18 What message do you think Downtown should convey through its brand?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Family Friendly	6/13/2024 2:24 PM
2	community, a place where you can find everything within walking distance and you are safe doing so.	6/4/2024 5:06 PM

Q19 Our goal is to develop a DKCRA brand that is complementary to the City's brand. The colors below belong to the existing Kissimmee brand color palette. Please select up to 3 colors that you believe best reflect Downtown Kissimmee.

Answered: 2 Skipped: 4



ANSWER CHOICES	RESPONSES	
Blue	50.00%	1
Yellow/Gold	0.00%	0
Orange/Red	50.00%	1
Green/Teal	0.00%	0
Gray	50.00%	1
Total Respondents: 2		

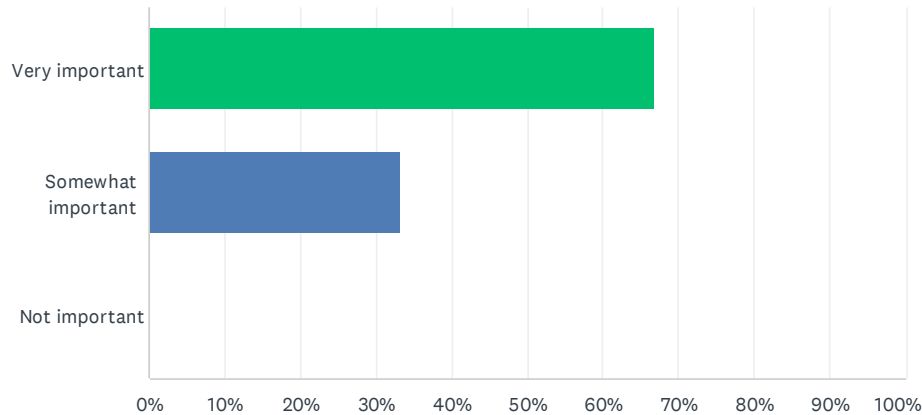
Q20 If there is another color that you associate with Downtown, please describe the color.

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Brown	6/13/2024 2:24 PM
2	orange, brown, black	6/4/2024 5:06 PM

Q21 Kissimmee's history as a “cattle town” dates back to the 19th century when it was a center for cattle ranching and trade. The nickname "Cow Town" is a nod to this heritage. How important is it to you that the Downtown Kissimmee brand reflects the area’s history and cattle culture?

Answered: 3 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very important	66.67%	2
Somewhat important	33.33%	1
Not important	0.00%	0
TOTAL		3

Q22 If you answered “very important,” please share any historical or cultural elements that you feel are essential to include in the branding.

Answered: 1 Skipped: 5

#	RESPONSES	DATE
1	Oranges, cows, fishing	6/13/2024 2:24 PM

Q23 Besides Orlando and the theme parks, are there any other competitors that draw visitors away from Kissimmee?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Beaches	6/13/2024 2:24 PM
2	Art festivals, milk market in Orlando	6/4/2024 5:06 PM

Q24 Please list 1 to 4 challenges for people to visit, move to, shop at, or open a business in Downtown Kissimmee.

Answered: 3 Skipped: 3

ANSWER CHOICES	RESPONSES
Challenge to visit:	100.00% 3
Challenge to move to:	100.00% 3
Challenge to shop at:	100.00% 3
Challenge to open a business:	100.00% 3

#	CHALLENGE TO VISIT:	DATE
1	Parking	6/27/2024 3:54 PM
2	Traffic	6/13/2024 2:24 PM
3	Sundial does not work later at night or weekends	6/4/2024 5:06 PM
#	CHALLENGE TO MOVE TO:	DATE
1	Parking	6/27/2024 3:54 PM
2	Housing costs	6/13/2024 2:24 PM
3	affordable housing	6/4/2024 5:06 PM
#	CHALLENGE TO SHOP AT:	DATE
1	Parking	6/27/2024 3:54 PM
2	No parking	6/13/2024 2:24 PM
3	not enough retail. Having a few retail stores sometimes means that people have to go somewhere else to finish their shopping because our retail choices are limited.	6/4/2024 5:06 PM
#	CHALLENGE TO OPEN A BUSINESS:	DATE
1	Parking	6/27/2024 3:54 PM
2	Not enough foot traffic/ no sunrail on weekends	6/13/2024 2:24 PM
3	availability of spaces that do not need major work/renovation	6/4/2024 5:06 PM

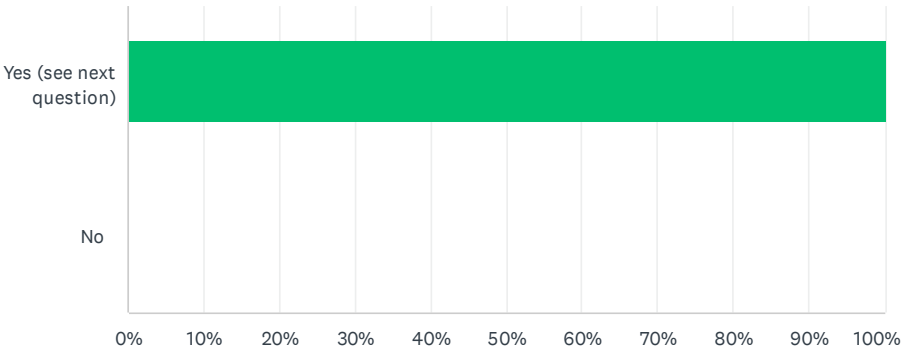
Q25 Are there any community marketing campaigns that impress you and could be learned from?

Answered: 0 Skipped: 6

#	RESPONSES	DATE
	There are no responses.	

Q26 Are there any underserved retail areas in or near downtown Kissimmee?

Answered: 2 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes (see next question)	100.00%	2
No	0.00%	0
TOTAL		2

Q27 If you answered "yes," please tell us more.

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	Off Main Street/Broadway	6/13/2024 2:24 PM
2	neighborhood grocery store, retail clothes store, souvenir store, tea & spice shop,	6/4/2024 5:06 PM

Q28 Please share more information about your business. It is helpful, but not required. Please feel free to move on to the last question on the next page.

Answered: 1 Skipped: 5

ANSWER CHOICES	RESPONSES
Name of your Business	100.00% 1
Business Address	100.00% 1
Contact Person	100.00% 1
Owner	100.00% 1
Phone Number	100.00% 1
Email Address	100.00% 1
Hours of Operation	100.00% 1

#	NAME OF YOUR BUSINESS	DATE
1	White Rose Books & More	6/4/2024 5:25 PM
#	BUSINESS ADDRESS	DATE
1	113 Broadway	6/4/2024 5:25 PM
#	CONTACT PERSON	DATE
1	Tania Galinanes	6/4/2024 5:25 PM
#	OWNER	DATE
1	Tania Galinanes & Erin Decker	6/4/2024 5:25 PM
#	PHONE NUMBER	DATE
1	407.852.8276	6/4/2024 5:25 PM
#	EMAIL ADDRESS	DATE
1	tania@whiterosebooksandmore.com	6/4/2024 5:25 PM
#	HOURS OF OPERATION	DATE
1	Tues-Fri 11am-7pm and Saturday 10-6pm	6/4/2024 5:25 PM

Q29 Social Media/Online Platforms

Answered: 1 Skipped: 5

ANSWER CHOICES	RESPONSES	
Website	100.00%	1
Facebook	100.00%	1
Instagram	100.00%	1
TikTok	100.00%	1
YouTube	0.00%	0
Other	0.00%	0

#	WEBSITE	DATE
1	www.whiterosebooksandmore.com	6/4/2024 5:25 PM
#	FACEBOOK	DATE
1	white rose books and more	6/4/2024 5:25 PM
#	INSTAGRAM	DATE
1	whiterosebooksandmore	6/4/2024 5:25 PM
#	TIKTOK	DATE
1	whiterosebooksandmore	6/4/2024 5:25 PM
#	YOUTUBE	DATE
	There are no responses.	
#	OTHER	DATE
	There are no responses.	

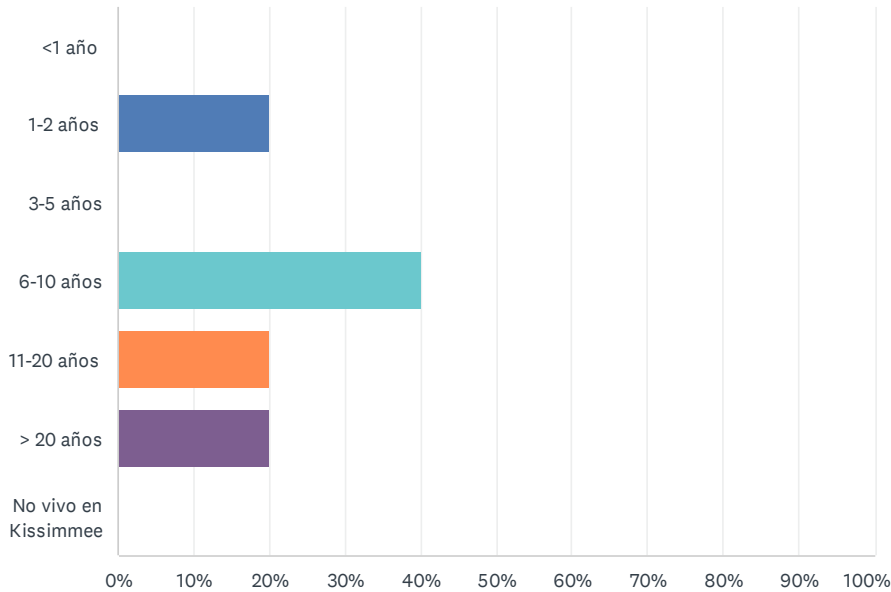
Q30 Is there any other information you would like to share regarding the business climate, economic development, branding, and/or revitalization efforts for the Downtown Kissimmee CRA area?

Answered: 2 Skipped: 4

#	RESPONSES	DATE
1	We should be family friendly and stop trying to push certain agendas.	6/13/2024 2:26 PM
2	We need to bring more retail, restaurant, and galleries and less barber shops and salons.	6/4/2024 5:27 PM

Q1 ¿Cuánto tiempo ha vivido en Kissimmee?

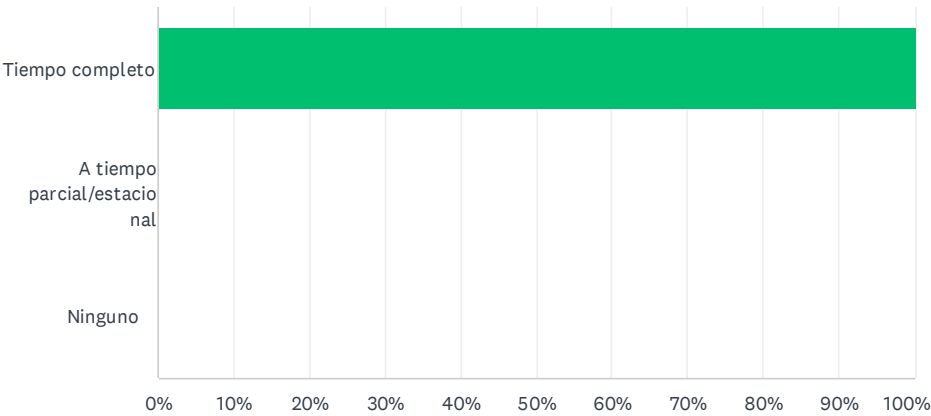
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
<1 año	0.00%	0
1-2 años	20.00%	1
3-5 años	0.00%	0
6-10 años	40.00%	2
11-20 años	20.00%	1
> 20 años	20.00%	1
No vivo en Kissimmee	0.00%	0
TOTAL		5

Q2 ¿Es usted residente a tiempo completo o parcial?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Tiempo completo	100.00%	5
A tiempo parcial/estacional	0.00%	0
Ninguno	0.00%	0
TOTAL		5

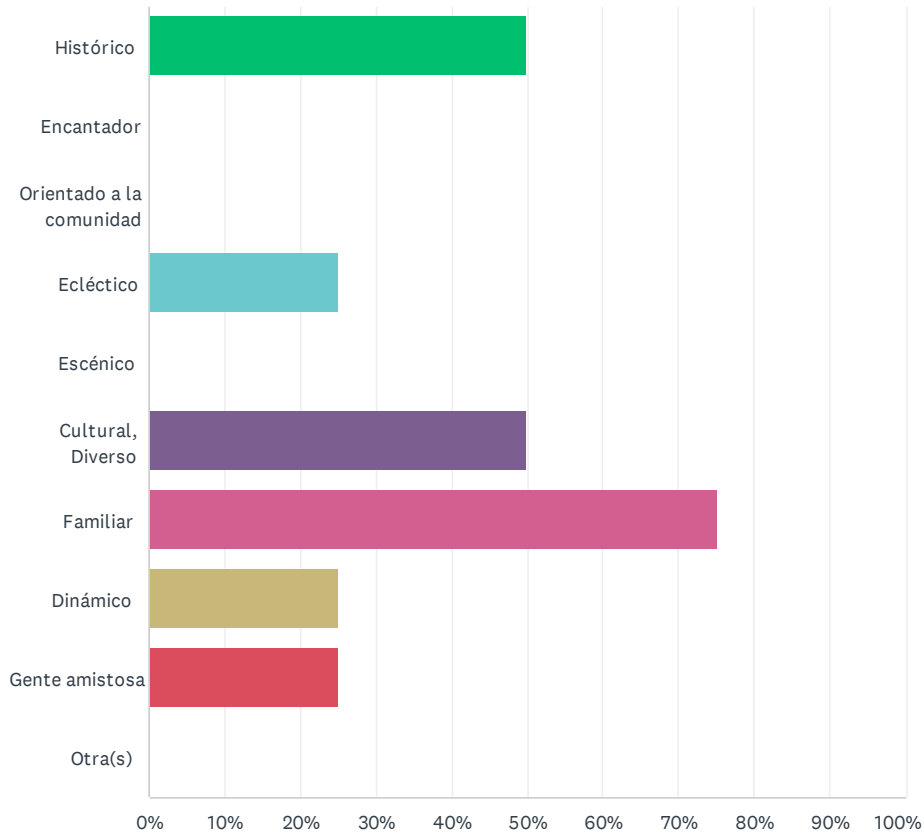
Q3 ¿En qué barrio o zona vives?

Answered: 4 Skipped: 1

#	RESPONSES	DATE
1	Michigan Ave	7/13/2024 12:51 PM
2	Oak Mill	7/10/2024 6:52 PM
3	Neptune road	7/10/2024 5:17 PM
4	Kissimmee downtown	6/28/2024 11:54 AM

Q4 ¿Qué palabras captan mejor el centro de Kissimmee? Seleccione 1-3.

Answered: 4 Skipped: 1



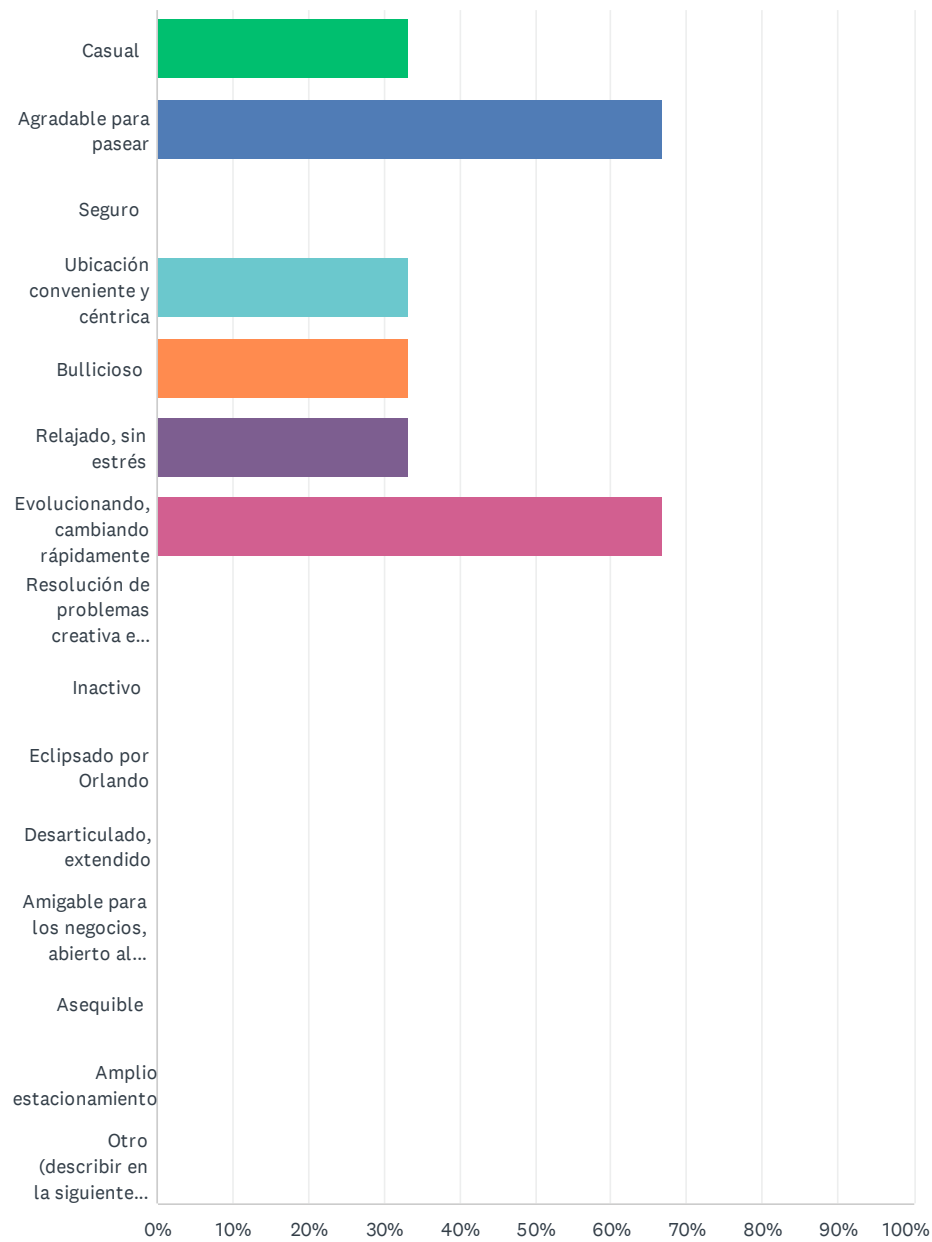
2024 Downtown Kissimmee CRA Estrategia de Marca - Encuesta Comunitaria

ANSWER CHOICES		RESPONSES	
Histórico		50.00%	2
Encantador		0.00%	0
Orientado a la comunidad		0.00%	0
Ecléctico		25.00%	1
Escénico		0.00%	0
Cultural, Diverso		50.00%	2
Familiar		75.00%	3
Dinámico		25.00%	1
Gente amistosa		25.00%	1
Otra(s)		0.00%	0
Total Respondents: 4			

#	OTRA(S)	DATE
	There are no responses.	

Q5 En términos de la atmósfera, describa el centro de Kissimmee.
Seleccione 1-3.

Answered: 3 Skipped: 2



2024 Downtown Kissimmee CRA Estrategia de Marca - Encuesta Comunitaria

ANSWER CHOICES	RESPONSES	
Casual	33.33%	1
Agradable para pasear	66.67%	2
Seguro	0.00%	0
Ubicación conveniente y céntrica	33.33%	1
Bullicioso	33.33%	1
Relajado, sin estrés	33.33%	1
Evolucionando, cambiando rápidamente	66.67%	2
Resolución de problemas creativa e innovadora.	0.00%	0
Inactivo	0.00%	0
Eclipsado por Orlando	0.00%	0
Desarticulado, extendido	0.00%	0
Amigable para los negocios, abierto al desarrollo.	0.00%	0
Asequible	0.00%	0
Amplio estacionamiento	0.00%	0
Otro (describir en la siguiente pregunta)	0.00%	0
Total Respondents: 3		

Q6 Si no se menciona arriba, describa la atmósfera del centro de Kissimmee.

Answered: 1 Skipped: 4

#	RESPONSES	DATE
1	Comparado a otros downtown como Clermont, Winter Garden, Winter park que tienen market todos los fines de semana (sábado o domingos) que atraen más público, turismo y ambiente familiar; entiendo que el downtown Kissimmee necesita urgentemente	7/13/2024 1:14 PM

Q7 ¿Qué atrae a los visitantes al centro de Kissimmee?

Answered: 4 Skipped: 1

#	RESPONSES	DATE
1	Su historia y sus estructuras.	7/15/2024 8:51 AM
2	Artesanía, tiendas de antigüedades, restaurantes	7/13/2024 1:14 PM
3	Los restaurantes y la música	7/10/2024 7:19 PM
4	Tranquilo	6/28/2024 12:01 PM

Q8 Una “joya escondida” y un “secreto mejor guardado” es un lugar, o características de un lugar, que están bien considerados y poco promocionados. ¿Hay algo sobre el centro de Kissimmee que describirías como el "secreto mejor guardado" del centro?

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	Casa del Artesano	7/13/2024 1:14 PM
2	No	7/10/2024 7:19 PM
3	Lake front park	6/28/2024 12:01 PM

Q9 Cuando tienes visitantes, ¿adónde los llevas en Kissimmee?

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	Casa del artesano, PAL Callejón y un buen cafe	7/13/2024 1:14 PM
2	Old Town, los food trucks de old town, restaurants,	7/10/2024 7:19 PM
3	Lake front park, loop, shingle Creek park	6/28/2024 12:01 PM

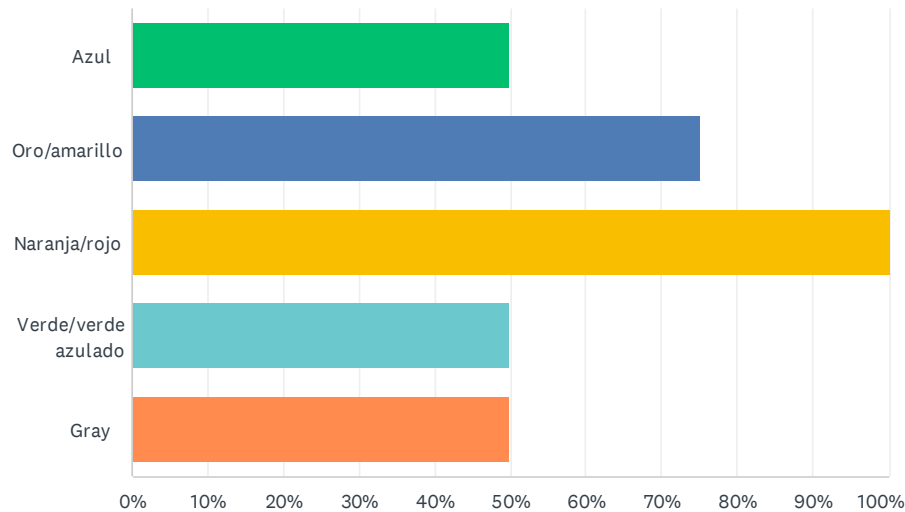
Q10 ¿Qué imágenes o íconos te vienen a la mente que capturan la esencia del centro de Kissimmee?

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	La esculturas	7/13/2024 1:14 PM
2	Los murales	7/10/2024 7:19 PM
3	El monumento a las naciones	6/28/2024 12:01 PM

Q11 Nuestro objetivo es desarrollar una marca DKCRA que sea complementaria a la marca de la Ciudad. Los colores presentados aquí pertenecen a la paleta de colores existente de la marca Kissimmee. Seleccione hasta 3 colores que crea que refleja mejor el centro de Kissimmee.

Answered: 4 Skipped: 1



ANSWER CHOICES	RESPONSES	
Azul	50.00%	2
Oro/amarillo	75.00%	3
Naranja/rojo	100.00%	4
Verde/verde azulado	50.00%	2
Gray	50.00%	2
Total Respondents: 4		

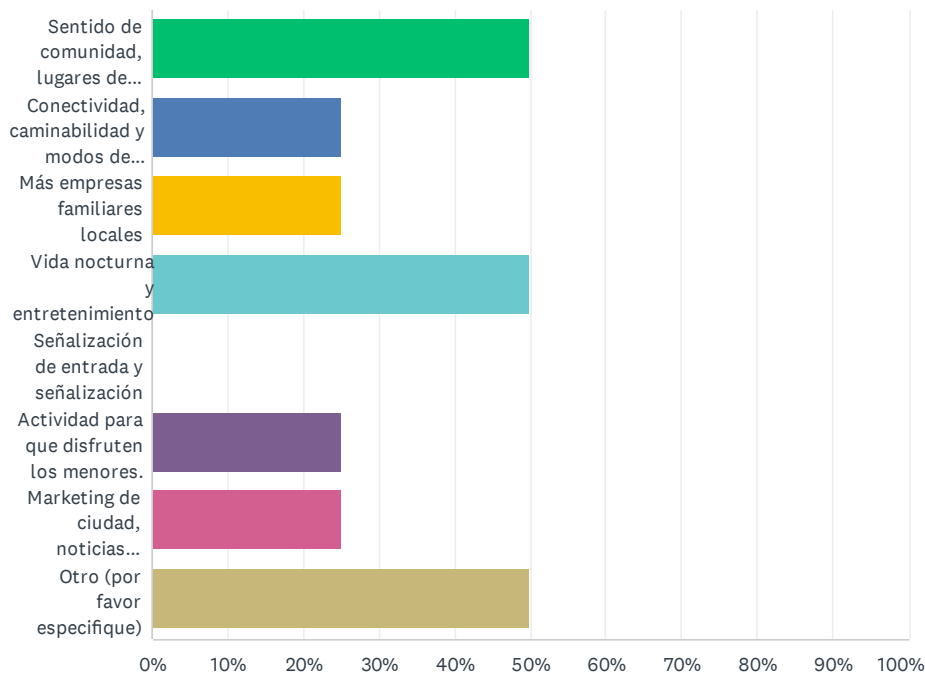
Q12 Si hay otro color que asocie con el centro, describa el color.

Answered: 2 Skipped: 3

#	RESPONSES	DATE
1	Blanco	7/15/2024 8:51 AM
2	Marrón	7/10/2024 7:19 PM

Q13 En su opinión, ¿qué se podría mejorar en Kissimmee? Seleccione 1-3.

Answered: 4 Skipped: 1

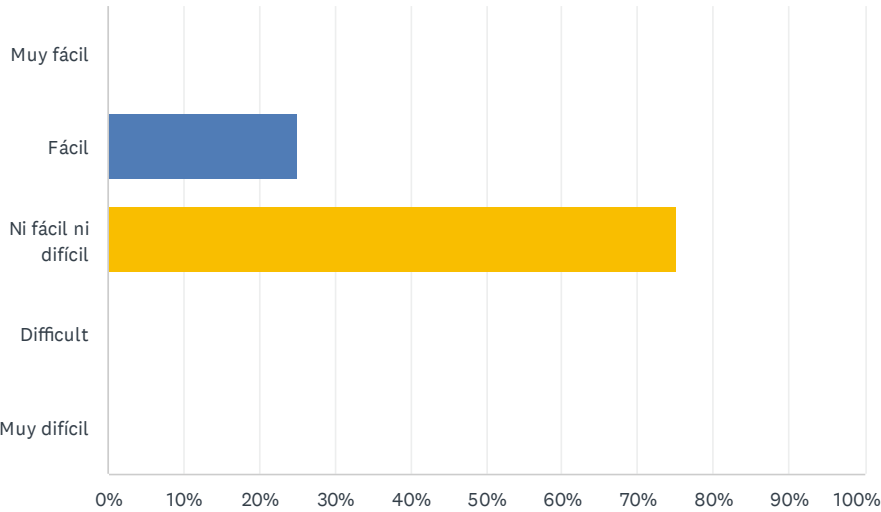


ANSWER CHOICES		RESPONSES	
Sentido de comunidad, lugares de reunión.		50.00%	2
Conectividad, caminabilidad y modos de transporte alternativos		25.00%	1
Más empresas familiares locales		25.00%	1
Vida nocturna y entretenimiento		50.00%	2
Señalización de entrada y señalización		0.00%	0
Actividad para que disfruten los menores.		25.00%	1
Marketing de ciudad, noticias positivas.		25.00%	1
Otro (por favor especifique)		50.00%	2
Total Respondents: 4			

#	OTRO (POR FAVOR ESPECIFIQUE)	DATE
1	Farmer market y artesanias	7/13/2024 1:14 PM
2	Negocios para el disfrute del fin de semana/tarde/noche	7/10/2024 7:19 PM

Q14 ¿Qué tan fácil o difícil es encontrar el centro y los destinos dentro de él?

Answered: 4 Skipped: 1



ANSWER CHOICES	RESPONSES	
Muy fácil	0.00%	0
Fácil	25.00%	1
Ni fácil ni difícil	75.00%	3
Difficult	0.00%	0
Muy difícil	0.00%	0
TOTAL		4

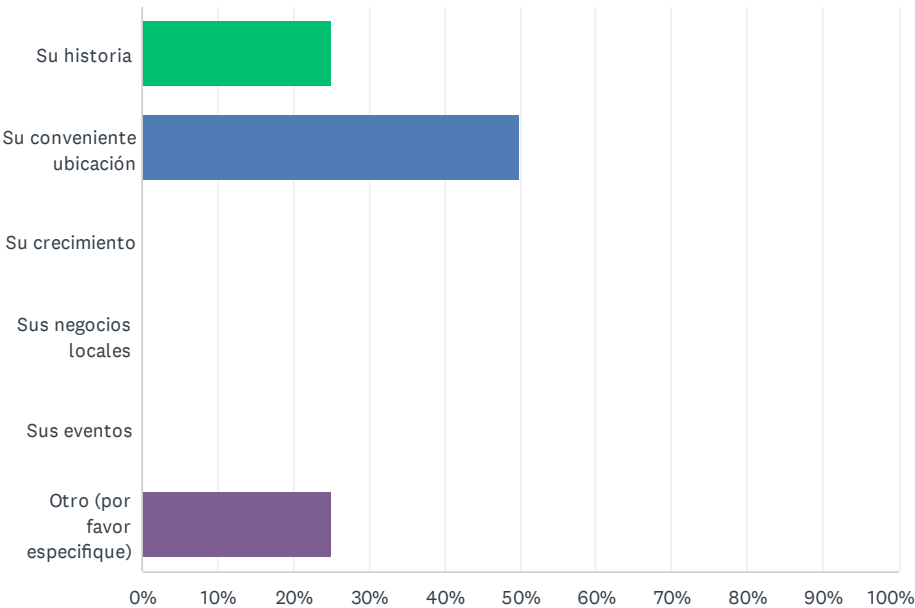
Q15 En su opinión, ¿cuál es la impresión generalizada que tienen los extranjeros sobre Kissimmee?

Answered: 4 Skipped: 1

#	RESPONSES	DATE
1	Demasiado caos y costoso.	7/15/2024 8:51 AM
2	Crecimiento latino	7/13/2024 1:14 PM
3	Que es un mal barrio	7/10/2024 7:19 PM
4	Es una n lugar tranquilo	6/28/2024 12:01 PM

Q16 ¿Qué crees que es único en el centro de Kissimmee?

Answered: 4 Skipped: 1



ANSWER CHOICES		RESPONSES	
Su historia		25.00%	1
Su conveniente ubicación		50.00%	2
Su crecimiento		0.00%	0
Sus negocios locales		0.00%	0
Sus eventos		0.00%	0
Otro (por favor especifique)		25.00%	1
TOTAL			4

#	OTRO (POR FAVOR ESPECIFIQUE)	DATE
1	La integración de más latinos	7/13/2024 1:14 PM

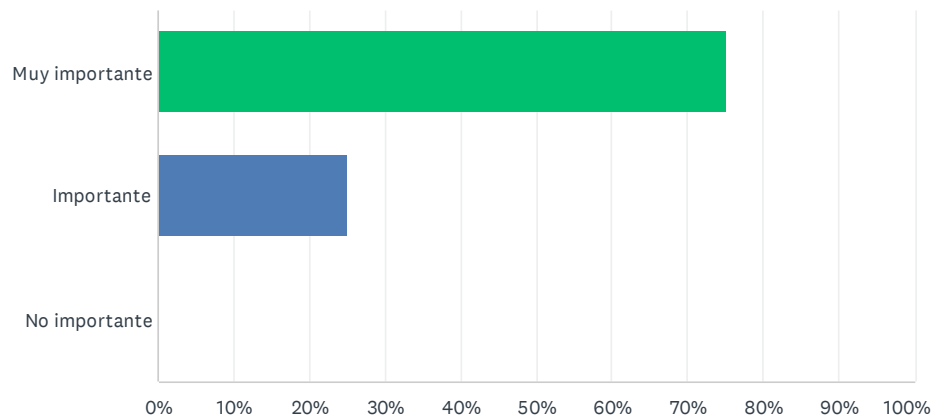
Q17 ¿Qué mensaje crees que debería transmitir el Centro a través de su marca?

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	Historia, cultura, promover la agricultura.	7/15/2024 8:51 AM
2	Seguridad y buena vibra Ejemplo como Winter Garden Que su ambiente de naturaleza y árboles es bien lindo	7/13/2024 1:14 PM
3	Lugar turístico imperdible acogedor y familiar.	7/10/2024 7:19 PM

Q18 La historia de Kissimmee como “ciudad ganadera” se remonta al siglo XIX, cuando era un centro de cría y comercio de ganado. El apodo “Ciudad de las Vacas” es un guiño a esta herencia. ¿Qué importancia tiene para usted que la marca Downtown Kissimmee refleje la historia y la cultura ganadera de la zona?

Answered: 4 Skipped: 1



ANSWER CHOICES	RESPONSES	
Muy importante	75.00%	3
Importante	25.00%	1
No importante	0.00%	0
TOTAL		4

Q19 Si respondió "muy importante", comparta cualquier elemento histórico o cultural que considere esencial incluir en la marca.

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	Conservacion y protección de los terrenos agricolas.	7/15/2024 8:51 AM
2	Artes, Farmer y gastronomia	7/13/2024 1:14 PM
3	El rodeo. Deberían buscar la manera de incluir a la comunidad hispana	7/10/2024 7:19 PM

Q20 ¿Qué tipo de características físicas te gustaría que tuviera el centro de Kissimmee? Considere el estilo, la apariencia y la sensación de los edificios, negocios, letreros, bancos, paisajismo, etc. Puede incluir ejemplos de otros lugares donde haya disfrutado del entorno físico.

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	Conservar los edificios historicos, mas areas verdes, por qué permiten construcciones de edificios residenciales en el area.	7/15/2024 8:51 AM
2	Ambientalizar con mucho más paisajismo, árboles, fuentes, ejemplo Winter Garden downtown	7/13/2024 1:14 PM
3	Mantener el diseño "antiguo/historico" e incluir un poco más con detalles arquitectónicos... pero a la vez luciendo una belleza y limpieza única.	7/10/2024 7:19 PM

Q21 Aparte de Orlando y los parques temáticos, ¿hay otros competidores que alejen a los visitantes de Kissimmee?

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	Los desarrolladores de edificios residenciales, resta belleza al lugar, los edificios ya no permiten disfrutar un amanecer o un atardecer. Son estorbos visuales. La magia y la belleza de Kissimmee se esta perdiendo. Contaminacion lumínica, demasiada deforestación, demasiados animales muertos y obligados a emigrar.	7/15/2024 8:51 AM
2	Winter Garden, Mount Dora, Clermont	7/13/2024 1:14 PM
3	Si. La oferta de lugares en donde entretenerse con la familia como por ejemplo escape rooms, tiro con axe, go carts, trivia night, etc. Pero todo siempre dirigido a incluir a la comunidad hispana.	7/10/2024 7:19 PM

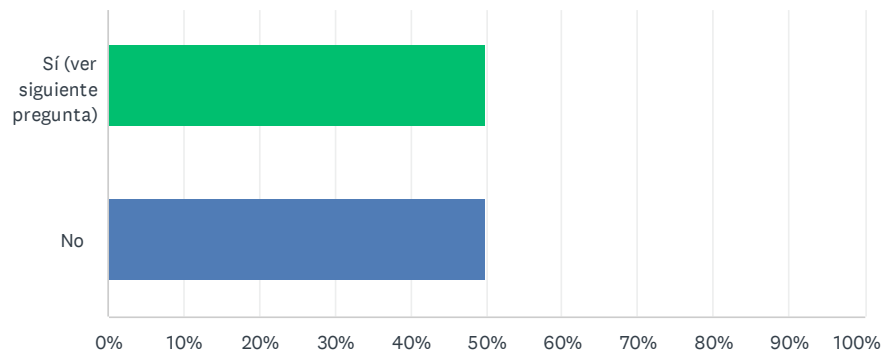
Q22 ¿Existe alguna campaña de marketing comunitario que le impresione y de la que pueda aprender?

Answered: 3 Skipped: 2

#	RESPONSES	DATE
1	NO	7/15/2024 8:51 AM
2	No	7/13/2024 1:14 PM
3	No	7/10/2024 7:19 PM

Q23 ¿Hay áreas comerciales desatendidas en el centro de Kissimmee o cerca de él?

Answered: 4 Skipped: 1



ANSWER CHOICES	RESPONSES	
Sí (ver siguiente pregunta)	50.00%	2
No	50.00%	2
TOTAL		4

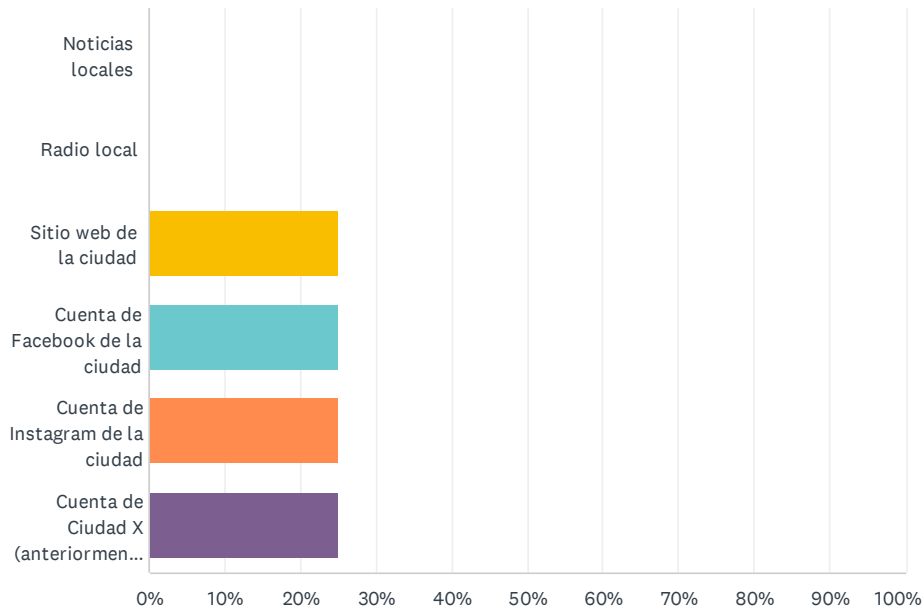
Q24 Si respondió "sí", cuéntenos más.

Answered: 2 Skipped: 3

#	RESPONSES	DATE
1	Los negocios de la 192 y la OBT.	7/15/2024 8:51 AM
2	Entrando por la calle main desde la 192, toda esa area tiene locales vacios	7/10/2024 7:19 PM

Q25 ¿En qué medio de comunicación confía más para obtener información local?

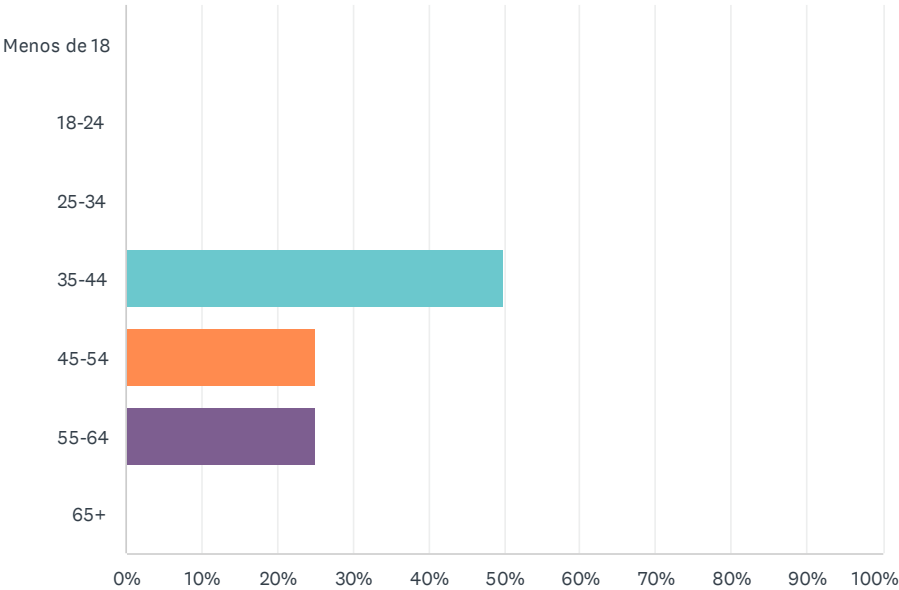
Answered: 4 Skipped: 1



ANSWER CHOICES	RESPONSES	
Noticias locales	0.00%	0
Radio local	0.00%	0
Sitio web de la ciudad	25.00%	1
Cuenta de Facebook de la ciudad	25.00%	1
Cuenta de Instagram de la ciudad	25.00%	1
Cuenta de Ciudad X (anteriormente Twitter)	25.00%	1
TOTAL		4

Q26 ¿Cuál de las siguientes incluye tu edad?

Answered: 4 Skipped: 1



ANSWER CHOICES	RESPONSES	
Menos de 18	0.00%	0
18-24	0.00%	0
25-34	0.00%	0
35-44	50.00%	2
45-54	25.00%	1
55-64	25.00%	1
65+	0.00%	0
TOTAL		4

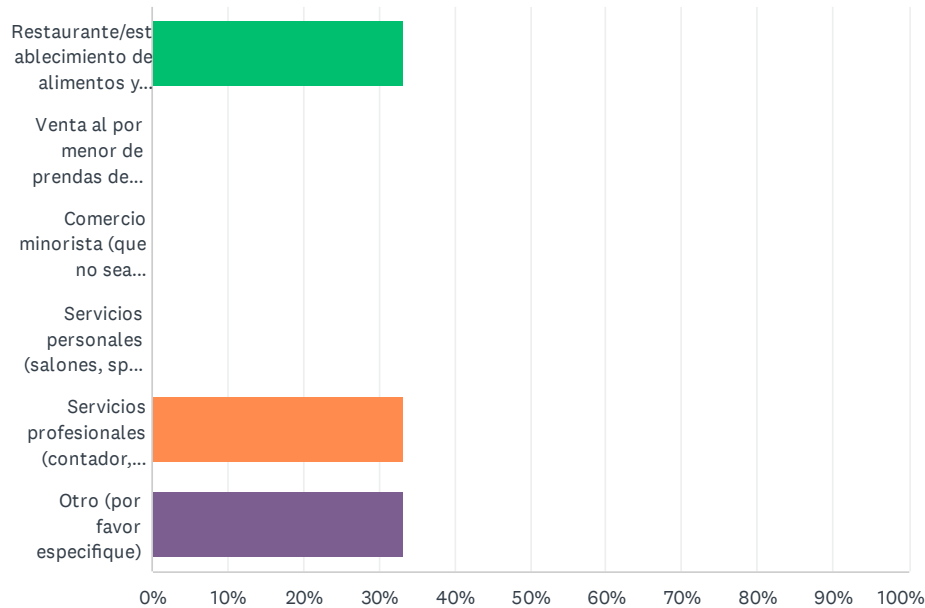
Q27 ¿Hay alguna otra información que le gustaría compartir con respecto a la atmósfera, el sentido de lugar, la marca y/o los esfuerzos de revitalización para el centro de Kissimmee?

Answered: 2 Skipped: 3

#	RESPONSES	DATE
1	Favor mantener un ambiente cultural, familiar y de historia.	7/15/2024 8:52 AM
2	La exageración de proyectos de viviendas en el área afecta tanto a los canales de agua (propenso a inundaciones) tránsito vehicular (tapones)	7/13/2024 1:18 PM

Q1 ¿Qué tipo de negocio opera?

Answered: 3 Skipped: 0

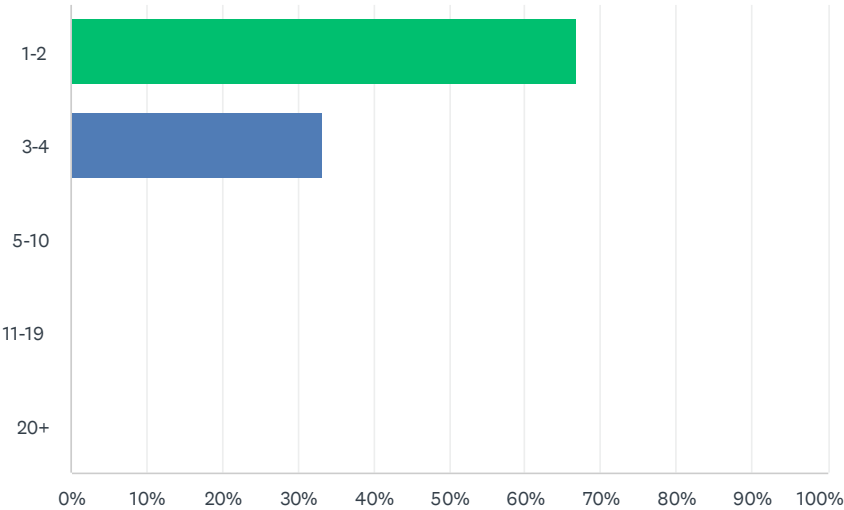


ANSWER CHOICES		RESPONSES	
Restaurante/establecimiento de alimentos y bebidas		33.33%	1
Venta al por menor de prendas de vestir/accesorios		0.00%	0
Comercio minorista (que no sea ropa/accesorios)		0.00%	0
Servicios personales (salones, spas, salud, bienestar, etc.)		0.00%	0
Servicios profesionales (contador, abogado, seguros, etc.)		33.33%	1
Otro (por favor especifique)		33.33%	1
TOTAL			3

#	OTRO (POR FAVOR ESPECIFIQUE)	DATE
1	bicycle repair store	6/5/2024 2:44 PM

Q2 Numero de empleados:

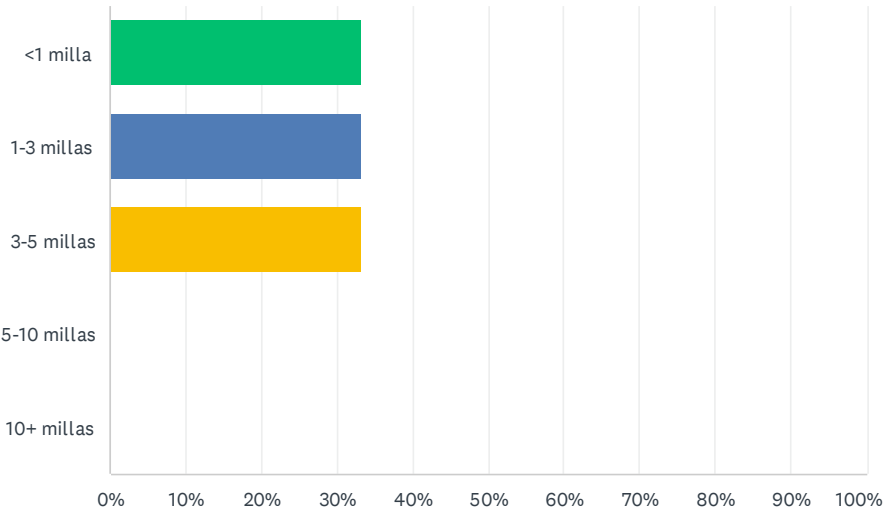
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-2	66.67%	2
3-4	33.33%	1
5-10	0.00%	0
11-19	0.00%	0
20+	0.00%	0
TOTAL		3

Q3 ¿Dónde vive la MAYORÍA de sus empleados, en relación con su lugar de trabajo?

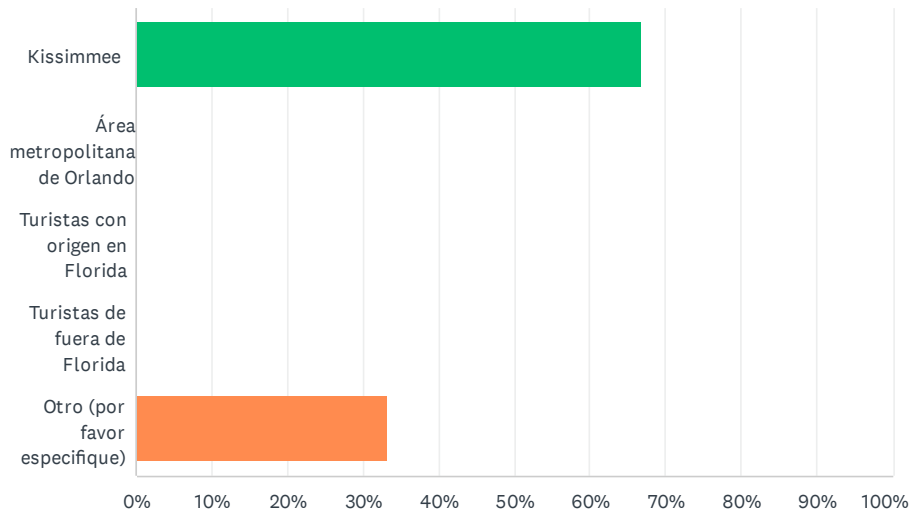
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
<1 milla	33.33%	1
1-3 millas	33.33%	1
3-5 millas	33.33%	1
5-10 millas	0.00%	0
10+ millas	0.00%	0
TOTAL		3

Q4 ¿Desde dónde viaja la MAYORÍA de sus clientes para llegar a su negocio?

Answered: 3 Skipped: 0

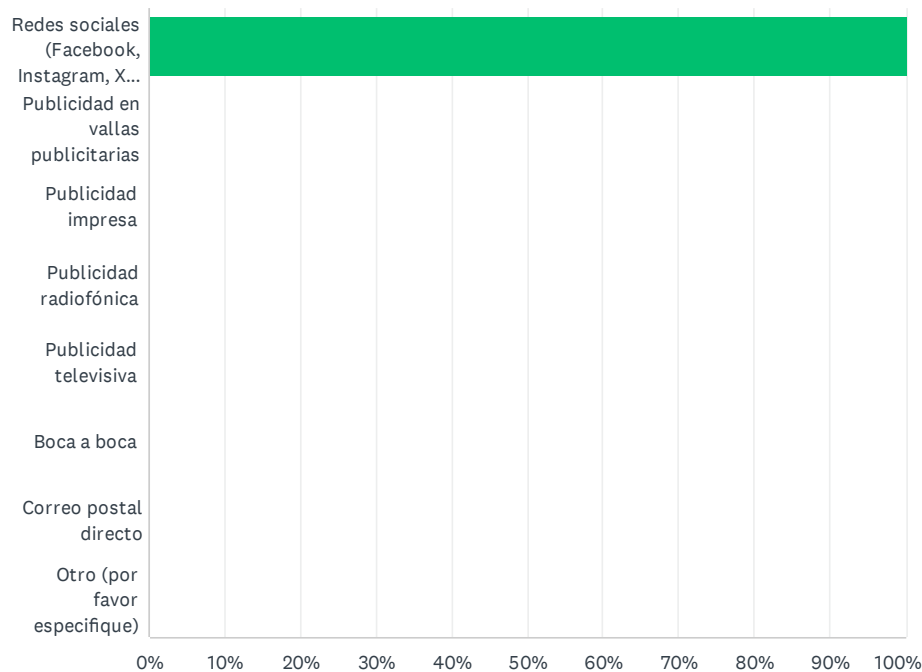


ANSWER CHOICES		RESPONSES	
Kissimmee		66.67%	2
Área metropolitana de Orlando		0.00%	0
Turistas con origen en Florida		0.00%	0
Turistas de fuera de Florida		0.00%	0
Otro (por favor especifique)		33.33%	1
TOTAL			3

#	OTRO (POR FAVOR ESPECIFIQUE)	DATE
1	Atención vía web	6/28/2024 11:30 AM

Q5 ¿Cómo puede llegar e interactuar de manera más efectiva con sus clientes?

Answered: 3 Skipped: 0

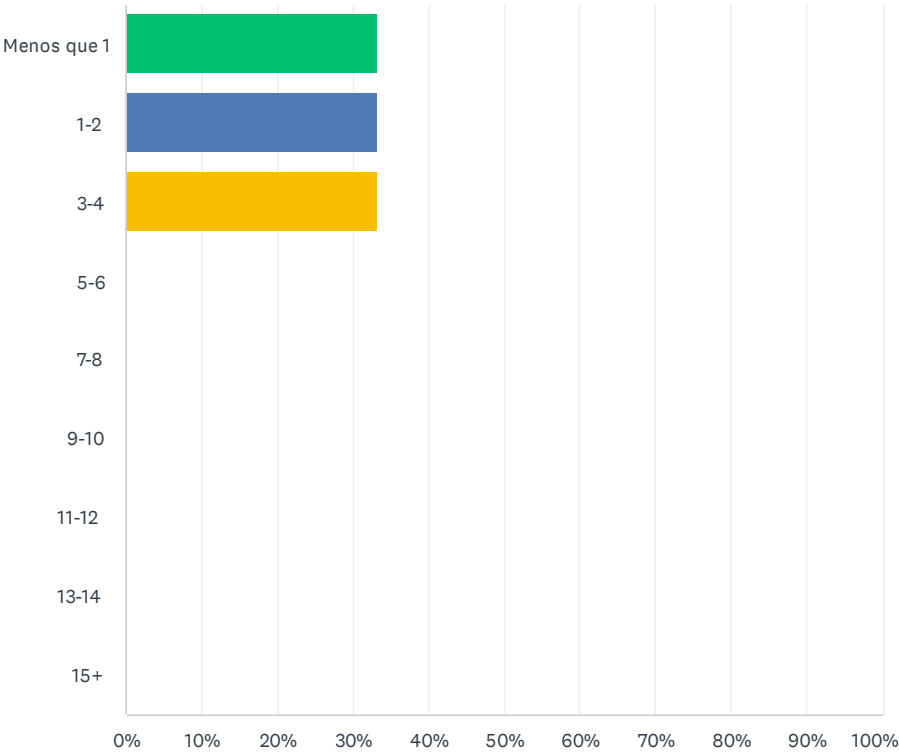


ANSWER CHOICES		RESPONSES	
Redes sociales (Facebook, Instagram, X, TikTok, YouTube y/o LinkedIn)		100.00%	3
Publicidad en vallas publicitarias		0.00%	0
Publicidad impresa		0.00%	0
Publicidad radiofónica		0.00%	0
Publicidad televisiva		0.00%	0
Boca a boca		0.00%	0
Correo postal directo		0.00%	0
Otro (por favor especifique)		0.00%	0
TOTAL			3

#	OTRO (POR FAVOR ESPECIFIQUE)	DATE
	There are no responses.	

Q6 En años, ¿cuánto tiempo lleva abierto su negocio?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Menos que 1	33.33%	1
1-2	33.33%	1
3-4	33.33%	1
5-6	0.00%	0
7-8	0.00%	0
9-10	0.00%	0
11-12	0.00%	0
13-14	0.00%	0
15+	0.00%	0
TOTAL		3

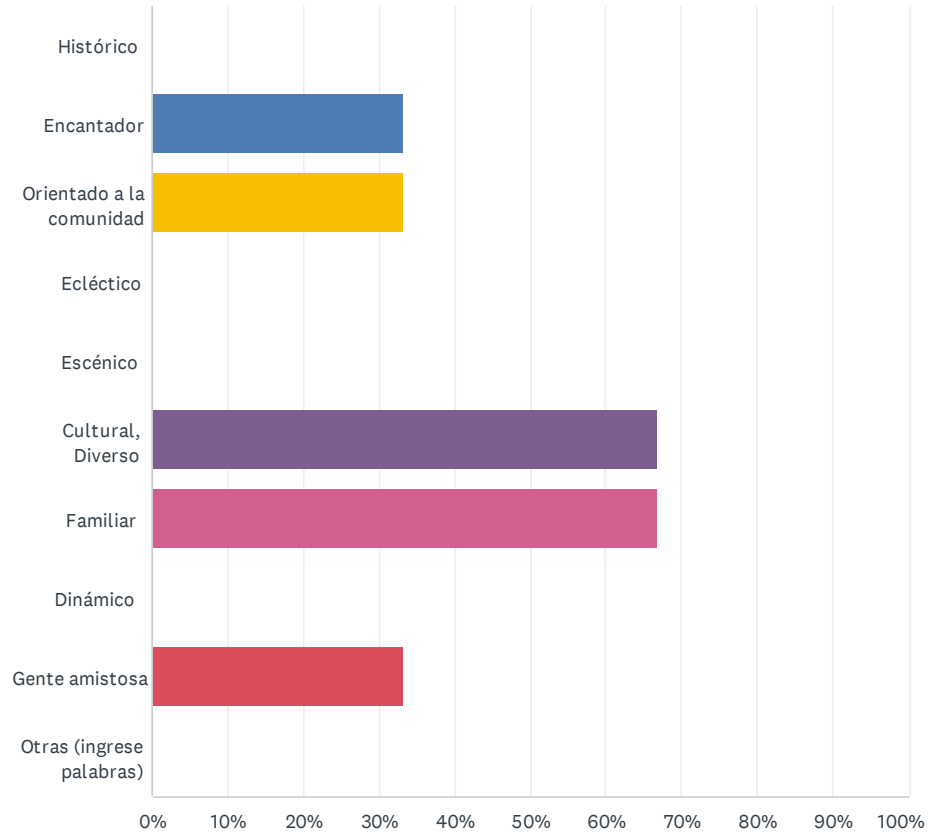
Q7 ¿Cuáles son las mayores fortalezas del centro de Kissimmee que lo atrajeron a ubicar su negocio aquí?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Es el lugar donde vivo, me gusta la zona, me siento seguro y tengo acceso a vías de transporte	6/28/2024 11:30 AM
2	la diversidad de personas y que practican el ciclismo	6/5/2024 2:44 PM
3	El facil acceso a todos los locales y la comunidad con diversidad cultural.	6/3/2024 2:28 PM

Q8 ¿Cuales palabras captan mejor el centro de Kissimmee? Seleccione 1-3.

Answered: 3 Skipped: 0



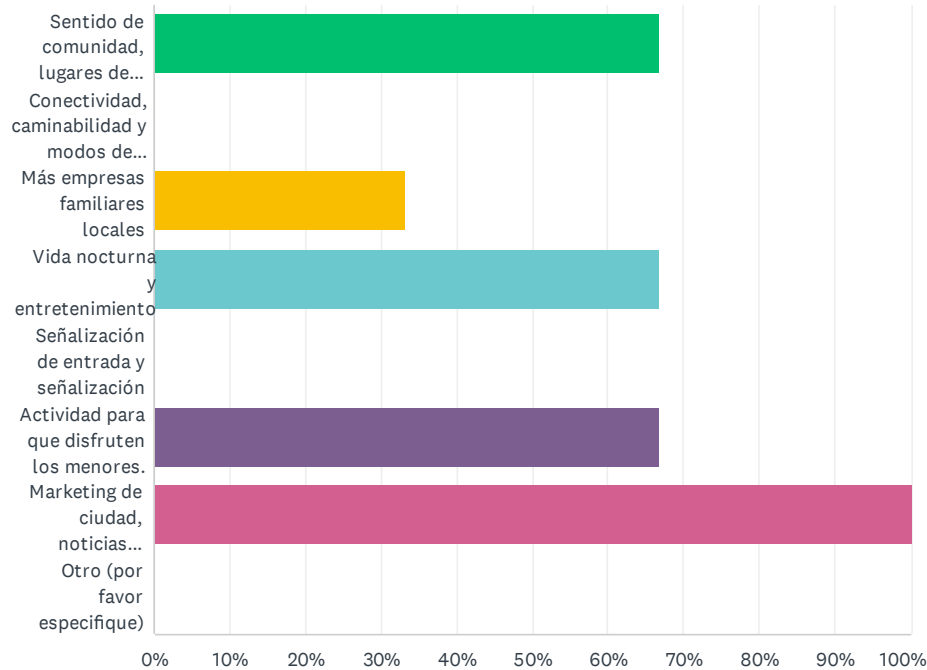
2024 Downtown Kissimmee CRA Estrategia de Marca - Encuesta Empresarial

ANSWER CHOICES	RESPONSES	
Histórico	0.00%	0
Encantador	33.33%	1
Orientado a la comunidad	33.33%	1
Ecléctico	0.00%	0
Escénico	0.00%	0
Cultural, Diverso	66.67%	2
Familiar	66.67%	2
Dinámico	0.00%	0
Gente amistosa	33.33%	1
Otras (ingrese palabras)	0.00%	0
Total Respondents: 3		

#	OTRAS (INGRESE PALABRAS)	DATE
	There are no responses.	

Q9 En su opinión, ¿qué se podría mejorar en Kissimmee? Seleccione 1-3.

Answered: 3 Skipped: 0

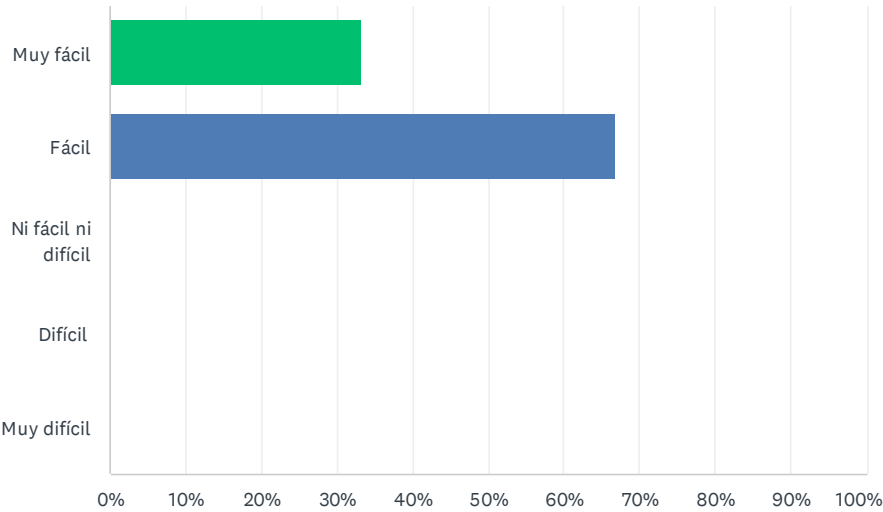


ANSWER CHOICES		RESPONSES	
Sentido de comunidad, lugares de reunión.		66.67%	2
Conectividad, caminabilidad y modos de transporte alternativos		0.00%	0
Más empresas familiares locales		33.33%	1
Vida nocturna y entretenimiento		66.67%	2
Señalización de entrada y señalización		0.00%	0
Actividad para que disfruten los menores.		66.67%	2
Marketing de ciudad, noticias positivas.		100.00%	3
Otro (por favor especifique)		0.00%	0
Total Respondents: 3			

#	OTRO (POR FAVOR ESPECIFIQUE)	DATE
	There are no responses.	

Q10 ¿Qué tan fácil o difícil es encontrar el centro y los destinos dentro de él?

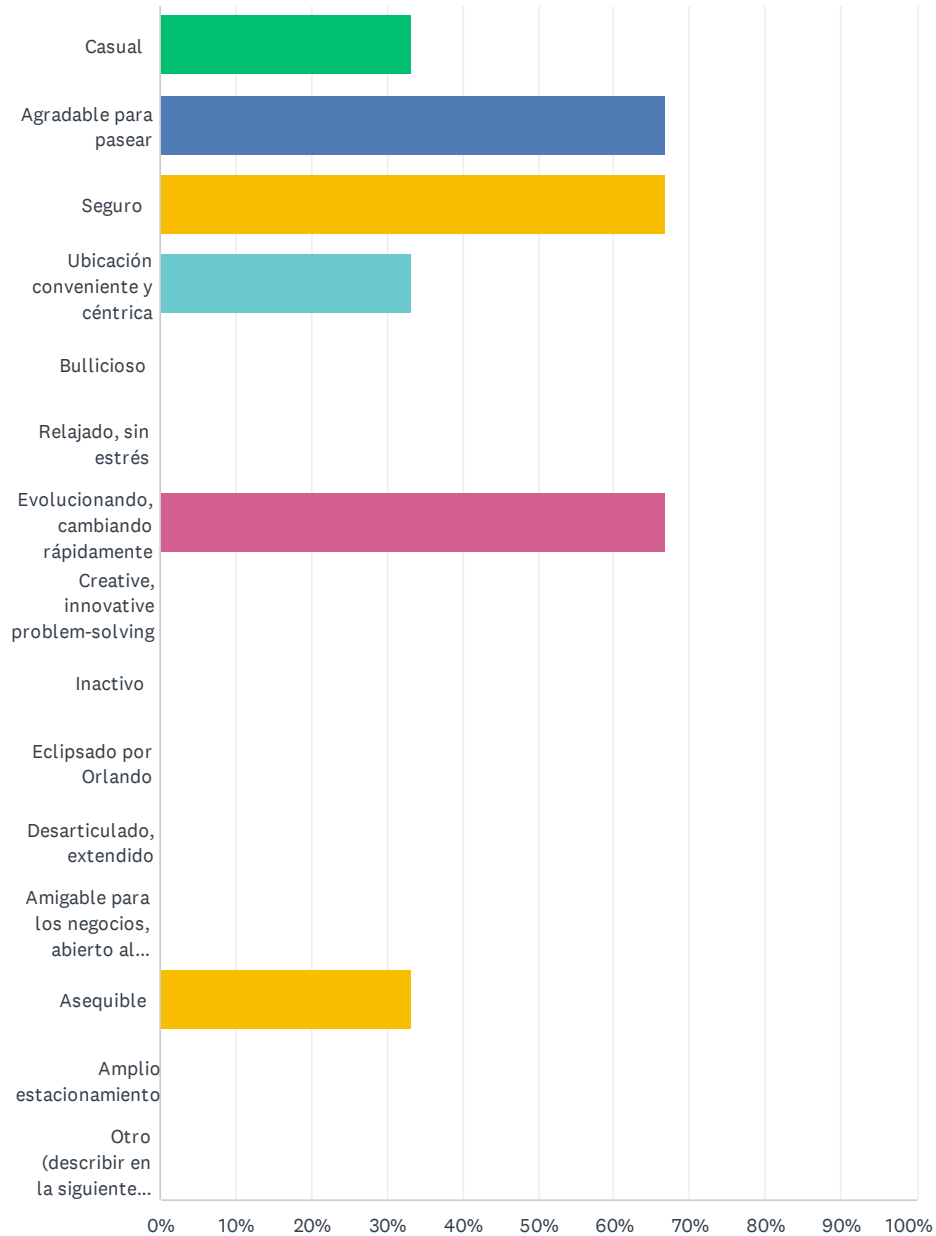
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Muy fácil	33.33%	1
Fácil	66.67%	2
Ni fácil ni difícil	0.00%	0
Difícil	0.00%	0
Muy difícil	0.00%	0
TOTAL		3

Q11 En términos de la atmósfera, describa el centro de Kissimmee. Seleccione 1-3.

Answered: 3 Skipped: 0



2024 Downtown Kissimmee CRA Estrategia de Marca - Encuesta Empresarial

ANSWER CHOICES	RESPONSES	
Casual	33.33%	1
Agradable para pasear	66.67%	2
Seguro	66.67%	2
Ubicación conveniente y céntrica	33.33%	1
Bullicioso	0.00%	0
Relajado, sin estrés	0.00%	0
Evolucionando, cambiando rápidamente	66.67%	2
Creative, innovative problem-solving	0.00%	0
Inactivo	0.00%	0
Eclipsado por Orlando	0.00%	0
Desarticulado, extendido	0.00%	0
Amigable para los negocios, abierto al desarrollo	0.00%	0
Asequible	33.33%	1
Amplio estacionamiento	0.00%	0
Otro (describir en la siguiente pregunta)	0.00%	0
Total Respondents: 3		

Q12 Describa la atmósfera del centro de Kissimmee si no se menciona anteriormente.

Answered: 2 Skipped: 1

#	RESPONSES	DATE
1	no muy activo	6/5/2024 2:54 PM
2	Familiar	6/3/2024 3:28 PM

Q13 En su opinión, ¿cuál es la impresión generalizada que tienen los extranjeros sobre Kissimmee?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Lugar tranquilo y muy pintoresco	6/28/2024 11:51 AM
2	se necesitan mas actividades para la comunidad pueda participar	6/5/2024 2:54 PM
3	Es un lugar bonito para compartir en familia	6/3/2024 3:28 PM

Q14 ¿Cuáles son, en su opinión, las mejores cosas que suceden en el centro de Kissimmee y que atraen visitantes y/o nuevos clientes?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Es agradable, tranquilo, fácil de llegar	6/28/2024 11:51 AM
2	actividades para la familia	6/5/2024 2:54 PM
3	Los eventos y festividades	6/3/2024 3:28 PM

Q15 ¿Qué cree que es único en el centro de Kissimmee en comparación con otras ciudades circundantes en el área metropolitana de Orlando/centro de Florida, ya sea desde una perspectiva histórica y/o desde una perspectiva actual?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Se encuentra facil estacionamiento.	6/28/2024 11:51 AM
2	el faro	6/5/2024 2:54 PM
3	La iluminacion de los locales comerciales en Diciembre unidos.	6/3/2024 3:28 PM

Q16 ¿Qué tipo de características físicas te gustaría que tuviera el centro de Kissimmee? Considere el estilo, la apariencia y la sensación de los edificios, negocios, letreros, bancos, paisajismo, etc. Puede incluir ejemplos de otros lugares donde haya disfrutado del entorno físico.

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Me gusta que sea una ciudad limpia	6/28/2024 11:51 AM
2	se debe permitir que los negocios hacer actividades para atraer mas clientes	6/5/2024 2:54 PM
3	Hacen falta actividades los Domingos para atraer gente. Estamos abiertos solos.	6/3/2024 3:28 PM

Q17 ¿Qué imágenes o íconos te vienen a la mente que capturan la esencia del centro de Kissimmee?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	El lake front park, Sun rail station y sus alrededores, el monumento a las naciones.	6/28/2024 11:51 AM
2	el faro	6/5/2024 2:54 PM
3	El show de carros antiguos los fines de semana.	6/3/2024 3:28 PM

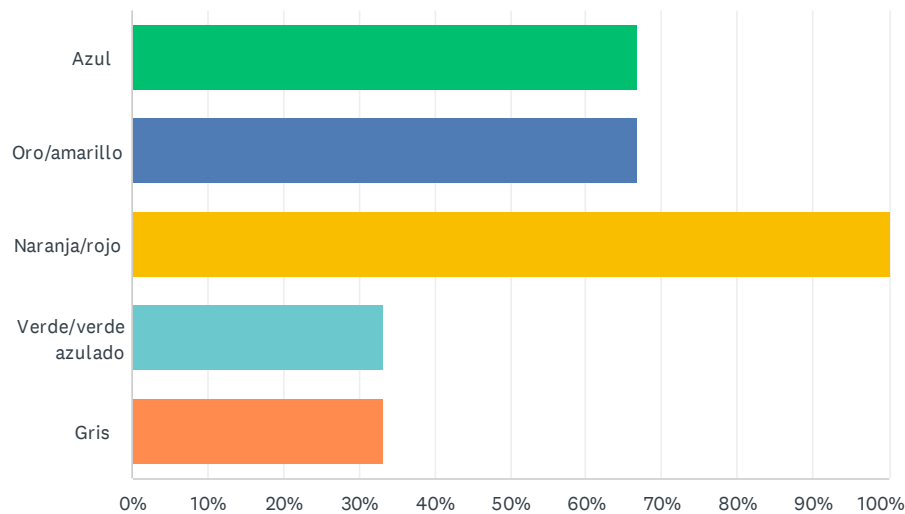
Q18 ¿Qué mensaje crees que debería transmitir el Centro a través de su marca?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Unión, tranquilidad y progreso	6/28/2024 11:51 AM
2	una comunidad unida	6/5/2024 2:54 PM
3	Everything in one place, Downtown Kissimmee tailor made for you.	6/3/2024 3:28 PM

Q19 Nuestro objetivo es desarrollar una marca DKCRA que sea complementaria a la marca de Kissimmee. Los colores presentaron aquí pertenecen a la paleta de colores existente de la marca Kissimmee. Seleccione hasta 3 colores que crea que mejor reflejan el centro de Kissimmee.

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Azul	66.67%	2
Oro/amarillo	66.67%	2
Naranja/rojo	100.00%	3
Verde/verde azulado	33.33%	1
Gris	33.33%	1
Total Respondents: 3		

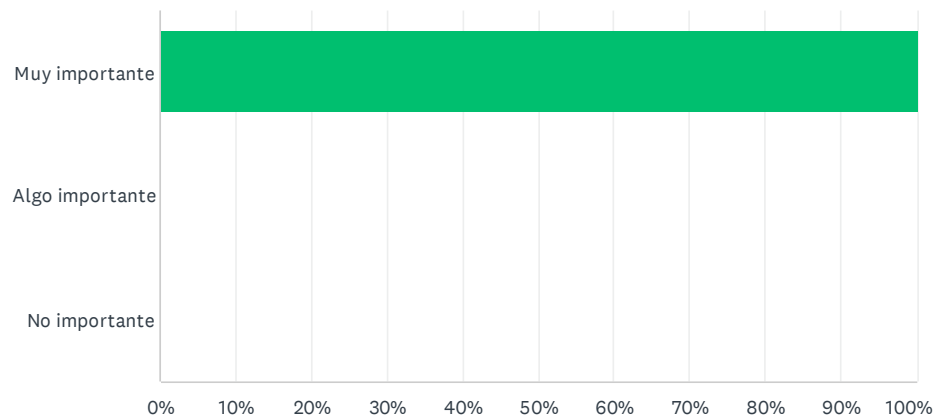
Q20 Si hay otro color que asocie con el centro, describa el color.

Answered: 1 Skipped: 2

#	RESPONSES	DATE
1	Beige	6/3/2024 3:28 PM

Q21 La historia de Kissimmee como “ciudad ganadera” se remonta al siglo XIX, cuando era un centro de cría y comercio de ganado. El sobrenombre de "Ciudad de las Vacas" es un guiño a esta herencia. ¿Qué importancia tiene para usted que la marca Downtown Kissimmee refleje la historia y la cultura ganadera de la zona?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Muy importante	100.00%	3
Algo importante	0.00%	0
No importante	0.00%	0
TOTAL		3

Q22 Si respondió “muy importante”, comparta cualquier elemento histórico o cultural que considere esencial incluir en la marca.

Answered: 2 Skipped: 1

#	RESPONSES	DATE
1	La flora y fauna. Eso lo aprendí cuando recorrí el museo Osceola County Welcome Center and History Museum. Así pude entender como es la vida de los animales, la conexión de lagos y pantanos y mi interacción en esta ciudad	6/28/2024 11:51 AM
2	es muy importante mantener las raíces de todo lugar	6/5/2024 2:54 PM

Q23 Aparte de Orlando y los parques temáticos, ¿hay otros competidores que alejen a los visitantes de Kissimmee?

Answered: 2 Skipped: 1

#	RESPONSES	DATE
1	No	6/28/2024 11:51 AM
2	las playas	6/5/2024 2:54 PM

Q24 Enumere de 1 a 4 desafíos que disuaden a las personas de visitar, mudarse, comprar o abrir un negocio en el centro de Kissimmee.

Answered: 3 Skipped: 0

ANSWER CHOICES	RESPONSES
Disuadir a visitar:	100.00% 3
Disuadir a mudarse a:	66.67% 2
Disuadir a comprar en:	66.67% 2
Disuadir a abrir un negocio:	66.67% 2

#	DISUADIR A VISITAR:	DATE
1	Pensar que está lejos	6/28/2024 11:51 AM
2	1	6/5/2024 2:54 PM
3	Trafico y parking	6/3/2024 3:28 PM
#	DISUADIR A MUDARSE A:	DATE
1	Precios elevados	6/28/2024 11:51 AM
2	2	6/5/2024 2:54 PM
#	DISUADIR A COMPRAR EN:	DATE
1	Poca oferta	6/28/2024 11:51 AM
2	3	6/5/2024 2:54 PM
#	DISUADIR A ABRIR UN NEGOCIO:	DATE
1	Falta clientes	6/28/2024 11:51 AM
2	4	6/5/2024 2:54 PM

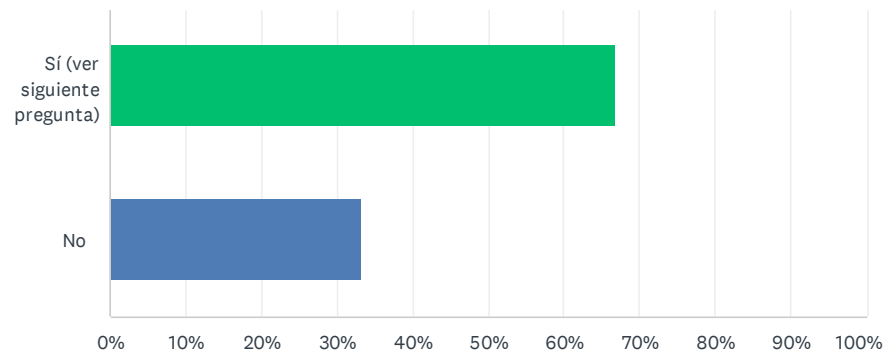
Q25 ¿Existe alguna campaña de marketing comunitario que le impresione y de la que pueda aprender?

Answered: 2 Skipped: 1

#	RESPONSES	DATE
1	No	6/28/2024 11:51 AM
2	todavia no	6/5/2024 2:54 PM

Q26 ¿Hay áreas comerciales desatendidas en el centro de Kissimmee o cerca de él?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sí (ver siguiente pregunta)	66.67%	2
No	33.33%	1
TOTAL		3

Q27 Si respondió "sí", cuéntenos más.

Answered: 2 Skipped: 1

#	RESPONSES	DATE
1	Pienso que lugares como plaza del sol le falta algo que atraiga, que invite a pasar una tarde ahí, sin embargo The Look, tiene mucha atracción	6/28/2024 11:51 AM
2	192	6/5/2024 2:54 PM

Q28 Sobre su negocio:

Answered: 1 Skipped: 2

ANSWER CHOICES	RESPONSES
Nombre de tu negocio	100.00% 1
Dirección de Negocios	100.00% 1
Persona de contacto	100.00% 1
Dueño/a	100.00% 1
Número de teléfono	100.00% 1
Dirección de correo electrónico	100.00% 1
Horas de trabajo	100.00% 1

#	NOMBRE DE TU NEGOCIO	DATE
1	Edwin Bicycles	6/5/2024 2:56 PM
#	DIRECCIÓN DE NEGOCIOS	DATE
1	103B dakin ave	6/5/2024 2:56 PM
#	PERSONA DE CONTACTO	DATE
1	Sonia Calderon	6/5/2024 2:56 PM
#	DUEÑO/A	DATE
1	Manager	6/5/2024 2:56 PM
#	NÚMERO DE TELÉFONO	DATE
1	4047-353-7473	6/5/2024 2:56 PM
#	DIRECCIÓN DE CORREO ELECTRÓNICO	DATE
1	bicyclesolutions1@gmail.com	6/5/2024 2:56 PM
#	HORAS DE TRABAJO	DATE
1	8-6	6/5/2024 2:56 PM

Q29 Redes sociales/plataformas en línea

Answered: 1 Skipped: 2

ANSWER CHOICES	RESPONSES
Sitio web	100.00% 1
Facebook	100.00% 1
Instagram	100.00% 1
TikTok	0.00% 0
YouTube	0.00% 0
Otro	0.00% 0

#	SITIO WEB	DATE
1	www.edwinbicycles.com	6/5/2024 2:56 PM
#	FACEBOOK	DATE
1	edwin bicycles	6/5/2024 2:56 PM
#	INSTAGRAM	DATE
1	edwin bicycles	6/5/2024 2:56 PM
#	TIKTOK	DATE
	There are no responses.	
#	YOUTUBE	DATE
	There are no responses.	
#	OTRO	DATE
	There are no responses.	

Q30 ¿Hay alguna otra información que le gustaría compartir sobre el clima de negocios, el desarrollo económico, la marca y/o los esfuerzos de revitalización para el área CRA del centro de Kissimmee?

Answered: 1 Skipped: 2

#	RESPONSES	DATE
1	Me gustaria que se le diera mas promocion a negocio y exposicion de los mismo	6/5/2024 2:58 PM



REINVENTING YOUR CITY

Downtown Kissimmee CRA

Brand Strategy Project



Brand Strategy Project Overview

- Three-phased project to create a unique and identifiable brand for the Downtown Kissimmee CRA area.

PHASE 1: Research and Community Engagement

PHASE 2: Develop Brand Strategy

PHASE 3: Marketing Campaign and Evaluation Plan

Each phase included a detailed report to be used by CRA staff to grow the new brand and monitor economic impact.

Project Goals

- **Why** are we creating a brand strategy?
 - Position Downtown Kissimmee as a unique destination within Central Florida.
 - Attract new investment to our Downtown area.
 - Create consistent imaging to be used throughout area.



Project Timeline

- **December 17, 2023-** Brand Strategy RFP is live.
- **April 16, 2024-** RFP 2024-001 was awarded to Redevelopment Management Associates (RMA) for \$89,695.00
- **April 30, 2024-** Project kick off meeting with RMA and project committee.
- **June- July 2024-** Community input meetings, surveying, research and situational analysis.
- **July – September 2024-** Brand development. Create logo, tagline, brand promise.
- **September 16, 2024-** Brand unveiled at DKC Annual Update. Four logo options presented to attendees. Top liked option moved to CRA Board presentation.
- **October 15, 2024-** Branding Workshop with CRA board cancelled due to Hurricane Milton. Rescheduled for December.
- **December 17, 2024-** Brand presented to CRA Board for initial feedback.
- **February 4, 2025-** Final plans and logo presented to CRA Board for approval. Did not approve.
- **Feb-March, 2025-** Committee met and determined logo set to bring back for further discussion.
- **May 20, 2025-** Brand Workshop with CRA Board.



REINVENTING YOUR CITY

Stakeholder and Brand Development Summary Report

Downtown Kissimmee Community Redevelopment Agency

October 2024

Phase 1- Research and Community Engagement

- Stakeholder and Brand Development Summary Report
 - Situation Analysis
 - Marketing, Digital Presence, and Branding
 - Brand Promise

Phase 1- Research & Community Engagement

- **Phase 1-** Research and Community Engagement
 - A brand is most effective with community input and buy-in.
 - 2 public meetings, June 4th and June 5th
 - 5 focus groups sessions.
 - Online surveying.
 - Research and analysis.

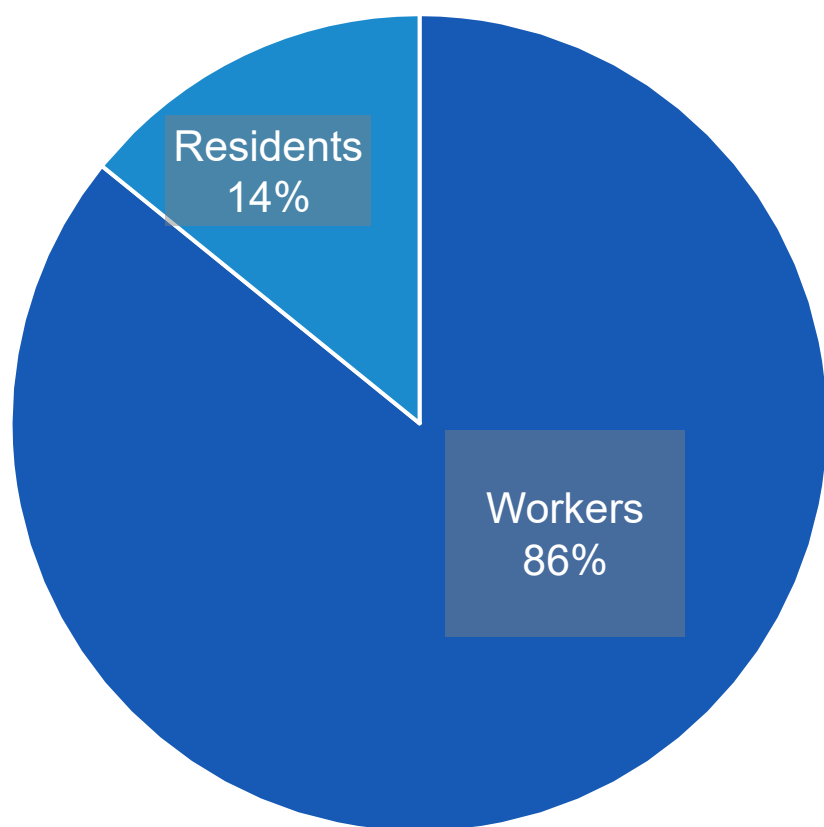
COLLECT
CONNECT COLLABORATE
CREATE COMMUNICATE



Downtown Kissimmee- Population At a Glance

- **2,280** residents with an estimated population of **4,711** by 2029. (Esri)
- Median age of 39.
- Daytime population of **10,760**. Consisting of 1,524 residents of Downtown Kissimmee plus over 9,000 employees.

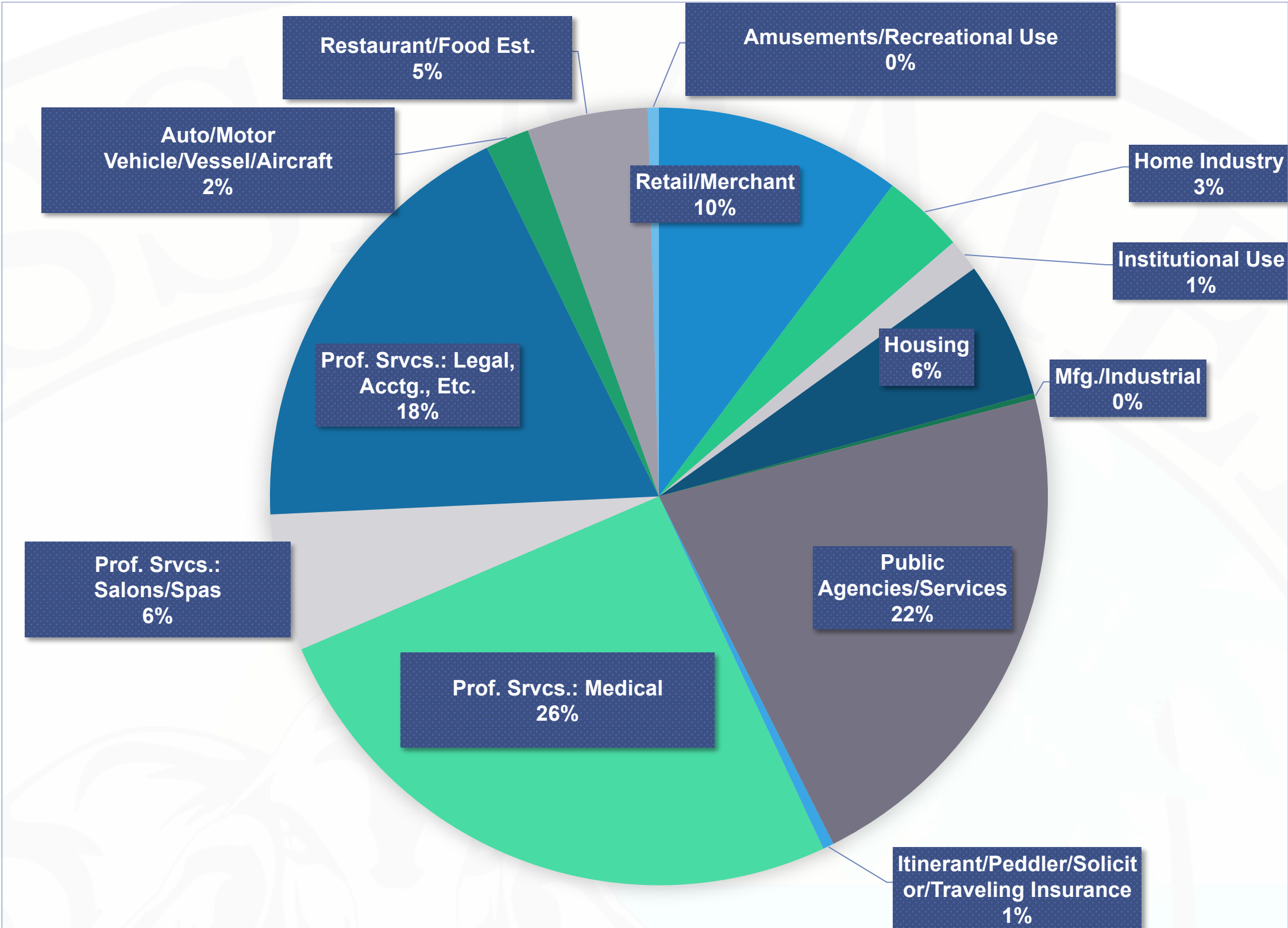
Downtown Kissimmee 2024
Daytime Population



Downtown Kissimmee- Business Profiles

- 439 registered businesses within DKCRA:

Business License Classification	Total by Classification
Amusements/Recreational Use	2
Automobile/Motor Vehicle/Vessel/Aircraft	8
Home Industry	15
Housing	25
Institutional Use	6
Itinerant/Peddler/Solicitor/Traveling Insurance	2
Manufacturing/Industrial Type	1
Professional Services (Establishment)	218
• Medical	112
• Salons/Spas	25
• Legal, Accounting, Etc.	81
Public Agencies/Services	95
Restaurant/Food Establishment	22
Retail/Merchant	45
Total	439



Brand Promise

"**History** is revered and the **future** is embraced in Historic Downtown Kissimmee, making us an **inclusive** and **vibrant** destination. To experience Historic Downtown Kissimmee is to be welcomed by a **multicultural community** proudly rooted in heritage.

We take stock of the **values** that matter most, where anyone can find a range of unbridled **opportunities** in our homegrown essence.

You hold the reins. Steer here for adventure. Steer here for business. Steer here, to **Historic Downtown**

Phase 3– Marketing Plan and Strategic Partnerships

- Brand Implementation and Evaluation Plan
 - Goals & Objectives
 - Strategies & Tactics
 - Evaluation



Brand Implementation and Evaluation Plan

Downtown Kissimmee Community Redevelopment Agency

November 2024

Goals and Objectives

- Goal 1– Adopt and Launch Brand Identity and Cultivate Brand Engagement
- Goal 2 – Attract Private Investment and Recruit Businesses
- Goal 3– Promote Tourism, Enhance the Visitor Experience, and Improve Downtown Connections

Implementation and Evaluation Plan includes a detailed list of strategies and tactics to accomplish each goal.

Goal 1- Adopt and Launch Brand Identity and Cultivate Brand Engagement

- **1.1** Adopt Brand Promise
- **1.2** Adopt New Logo and Branding Packet Booklet
- **1.3** Launch Brand – Campaign Messages
- **1.4** Update Digital Assets and Improve Social Media Engagement
- **1.5** Capitalize on Kissimmee Main Street Event Schedule
- **1.6** Develop Neighborhood-centric Event Programming (celebrating neighborhoods)
- **1.7** Partner with City of Kissimmee Events for Added Exposure
- **1.8** Develop a Wayfinding System Incorporating the New Brand

Goal 2- Attract Private Investment & Recruit Businesses

- **2.1** Increase awareness of and market available opportunities for new development and redevelopment to target audiences
- **2.2** Increase communications with County, Regional, State and National economic development organizations
- **2.3** Increase communications with local commercial real estate community
- **2.4** Launch strategic marketing campaign to target industries

Goal 3- Promote Tourism, Enhance the Visitor Experience & Improve Downtown Connections

- **3.1** Leverage tourism to promote opportunities to live, work, and invest in Historic Downtown Kissimmee (Investment Tourism)
- **3.2** Increase marketing and communications (online and offline) connecting the Lakefront to Downtown
- **3.3** Develop and/or support Neighborhood Ambassador and Visitor tours (Experience Historic Downtown Kissimmee “Like a Local”)

Marketing Campaign Examples



STEER/HERE

for Adventure!

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STEER/HERE

for Business!

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STEER/HERE

for Lifestyle!

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Wayfinding and Other Uses



Phase 2- Develop Brand Strategy

- Community Outreach & Feedback
- New Logo Options
- Tagline



Branding Packet Booklet
January 2025

Downtown Kissimmee Community
Redevelopment Agency

Community Outreach

- **CRA Hosted Events:**

- June 4, 2024 - Morning Workshop
 - 25 attendees
- June 5, 2024 - Evening Workshop
 - 35 attendees
- June 4-5, 2024- Focus Groups
 - 5 groups total with a mix of residents, businesses, and local agencies/organizations.

- **Online Surveying:**

- Business and Residential surveys opened from May 16, 2024 thru July 15, 2024.





COMMUNITY WORKSHOPS
**WE WANT
TO HEAR
FROM YOU!**



Join us for an opportunity to share your ideas and opinions on the Downtown Kissimmee CRA area. Your feedback will help guide decisions as we create an updated brand identity.

WHY ATTEND?

- Have Your Voice Heard
- Community Collaboration
- Uncover Opportunities
- Be a Changemaker
- Refreshments Provided

MORNING WORKSHOP 📅
June 4 • 9:30 AM - 11 AM
Hart Memorial Library
211 E. Dakin Ave

EVENING WORKSHOP 📅
June 5 • 5:30 PM - 7:30 PM
Kissimmee Civic Center
201 E. Dakin Ave

Interested in other ways to participate?
KISSIMMEE.GOV/DKCRABRAND

Attendees will have the chance to enter drawing for a Downtown Kissimmee swag bag

Community Outreach- Continued

- **Other events:**

- Kissimmee Main Street townhall events- June 13, 2024 & November 14, 2024
- Downtown Kissimmee Council Annual Update- September 19, 2024

- **Outreach:**

- Osceola Gazette advertisement
- Social media boosted advertisement- Roughly 29,000 impressions and 600 direct clicks on survey link.
- Mailer sent to 1,292 addresses within DKCRA.



HISTORIC KISSIMMEE DOWNTOWN

DKCRA BRAND SURVEY

The Downtown Kissimmee CRA is seeking input from businesses and residents on an updated brand for Downtown Kissimmee

Scan QR code to complete survey and be entered into drawing for Downtown Kissimmee CRA giveaways!

YOUR FEEDBACK WILL HELP SHAPE THE FUTURE OF DOWNTOWN KISSIMMEE!

SURVEYS AVAILABLE UNTIL JULY 15
KISSIMMEE.GOV/DKCRABRAND

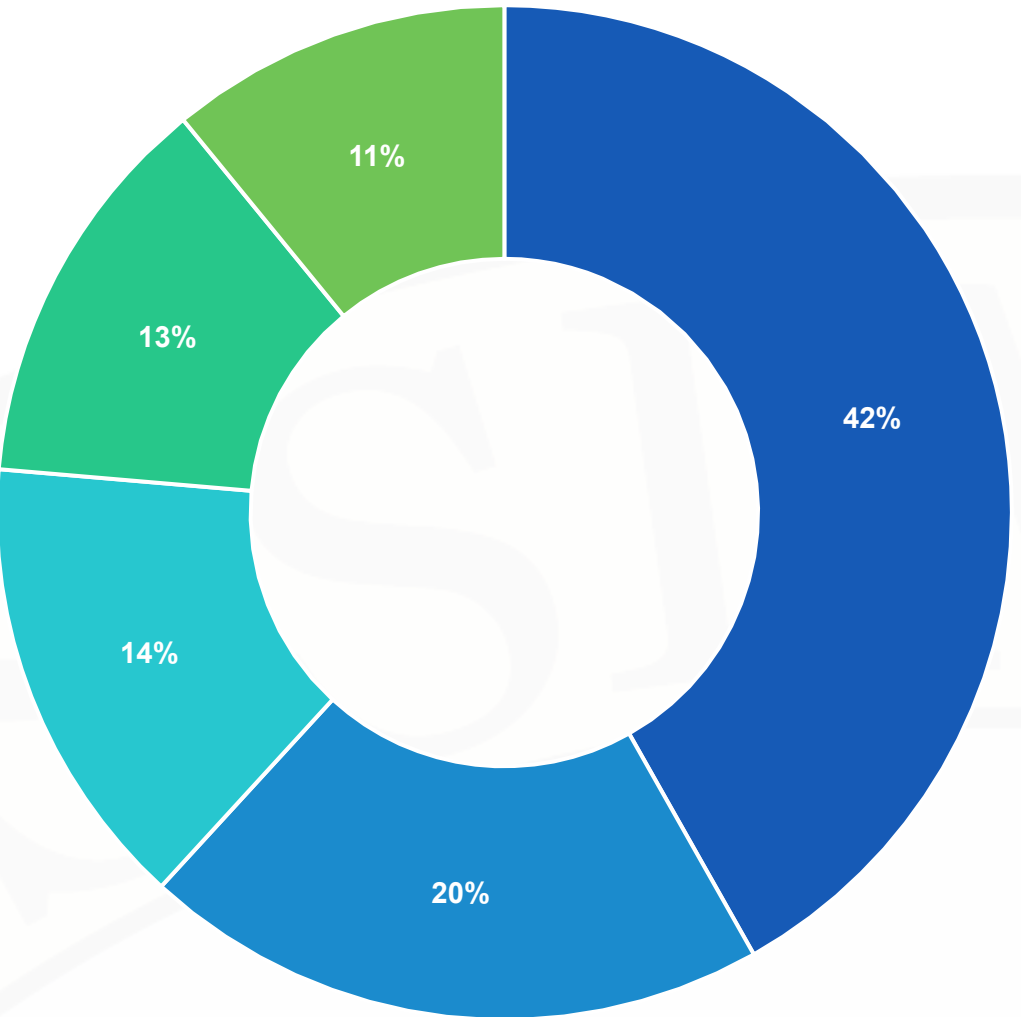
PRIVACY.FLOWCODE.COM

Community Feedback

Q7: What attracts visitors to Downtown Kissimmee?

Park shops Food
Lakefront
restaurants events

Most Popular Words to Describe
Downtown Kissimmee



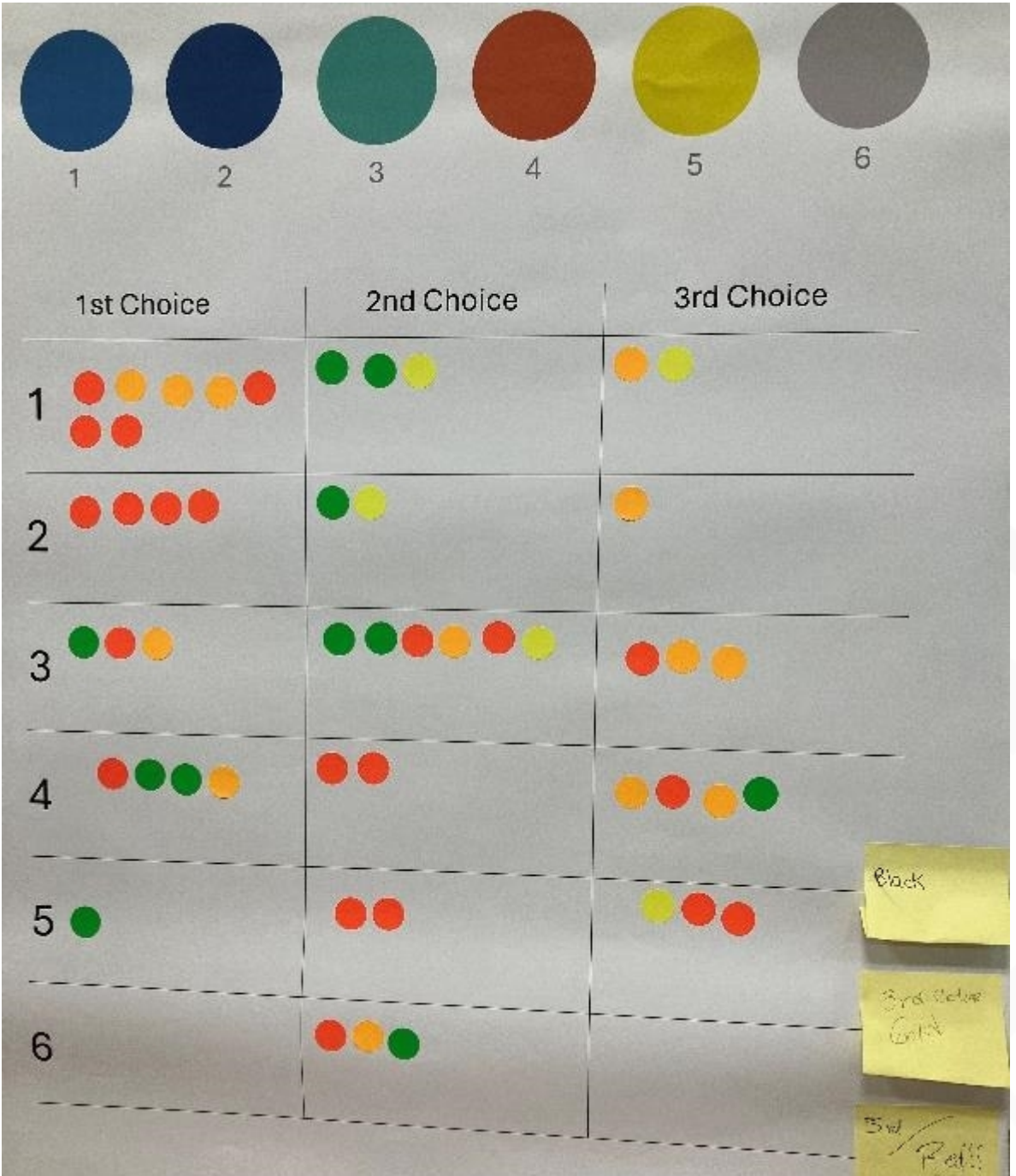
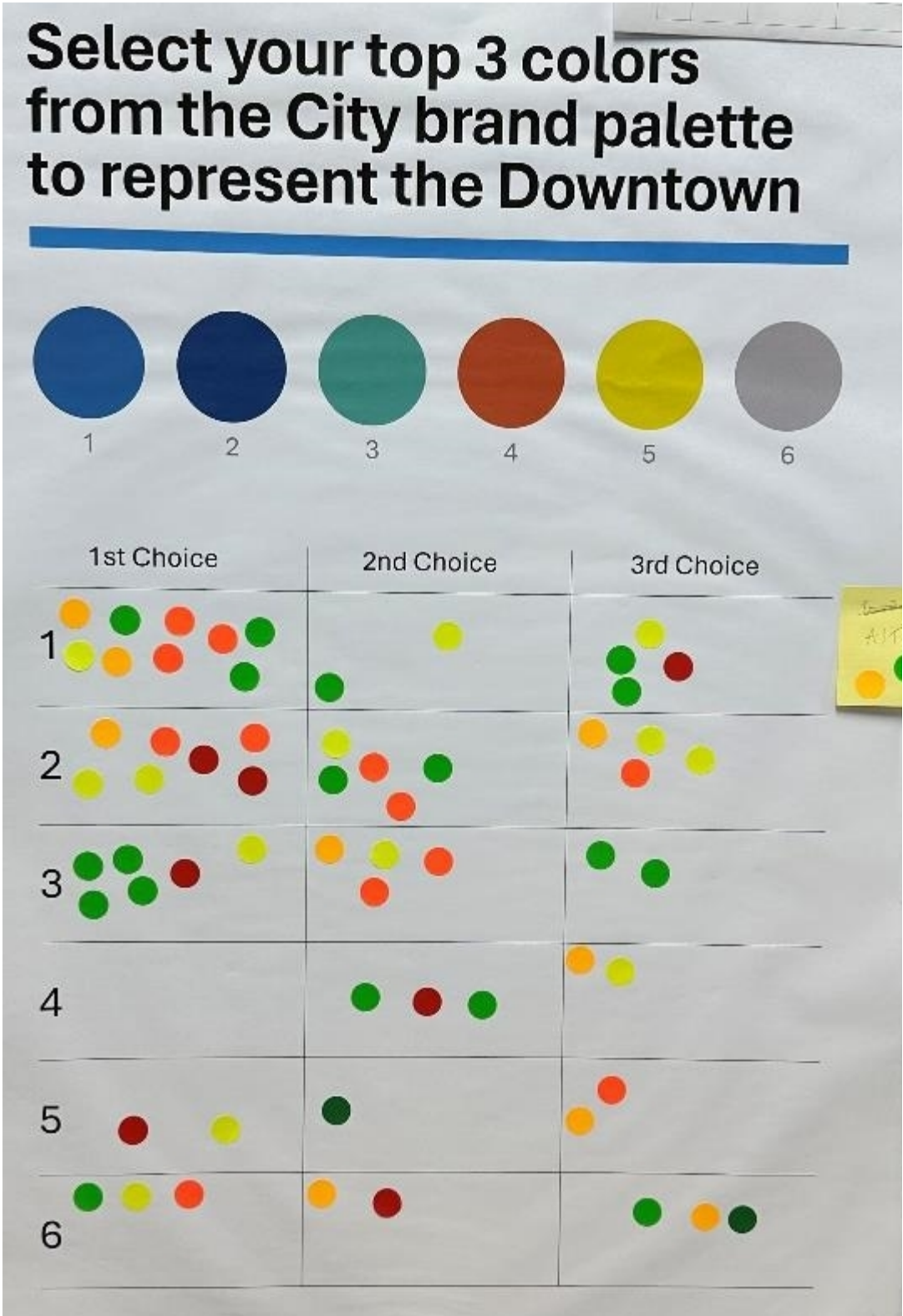
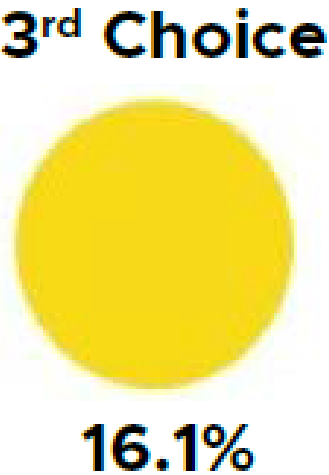
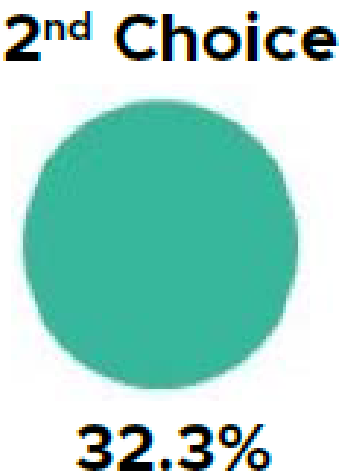
- #1 Historic, History, or Historical
- #2 Family or Family-oriented
- #3 Fun, Vibrant

Q10: What images or icons come to mind that capture the essence of Downtown Kissimmee?

Makinson monument states
Murals cow lake cowboys
Park Monument horse
courthouse Lakefront
Kissimmee

Community Feedback

Select your top 3 colors from the city brand palette that represent Downtown Kissimmee.



Community Feedback

How important it is to include Kissimmee's ranching history in visual branding?	
Very Important	57.4%
Important	13.9%
Not So Important	15.6%
Not At All	13.1%

Other theme suggestions:

- Lakefront Park, Lake Toho., and other natural features.
- Agriculture, horses, cowboys, etc.
- Diversity and community.

Utículo las notas adhesivas y colóquelas en el espacio vacío.

How important is it to include Kissimmee's cattle ranching history into the visual brand?

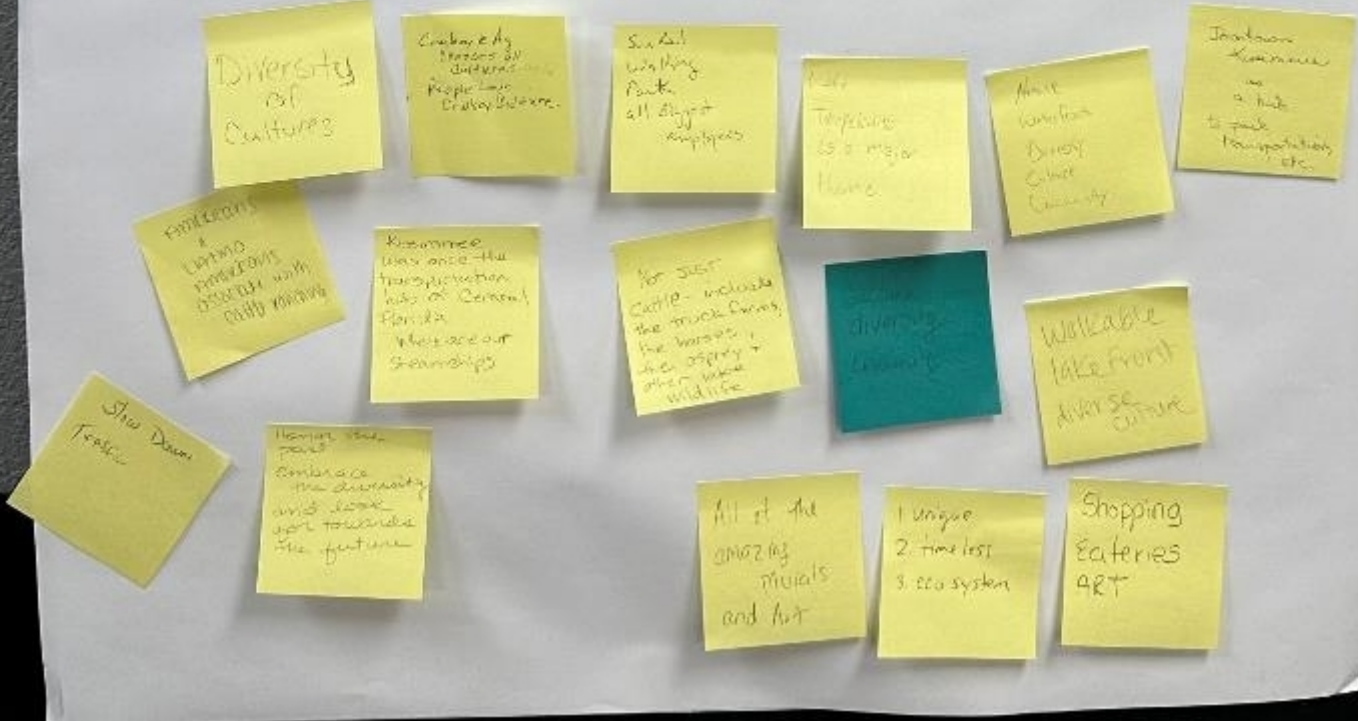
Very Important 

Important 

Not so much 

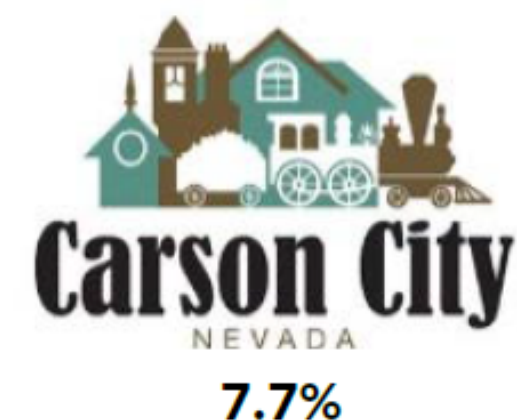
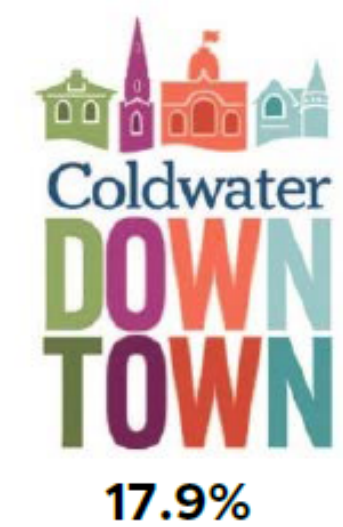
Not at all 

Do you have other theme ideas to best represent Downtown Kissimmee? Use a sticky note below:



Community Feedback

Select your top 3 logos to influence the design aesthetic of Downtown's new logo.



Logo Options

- Based on community feedback a series of logos were created by RMA and reviewed by project committee.
- The following logos represent the top choices from the committee and represent a variety of styles.







HISTORIC
DOWNTOWN
KISSIMMEE













Tagline

- Accompanies logo as an additional brand element.
- Can be used separately or together- depending on marketing campaign or use.
- “Steer Here” honors the cattle ranching history of Kissimmee and provides a call to action.

STEER/HERE

Steer Here for **Business**

Steer Here for **Nature & Serenity**

Steer Here for **Fun & Adventure**

Steer Here for **Shopping & Dining**

Tagline- Alternate Options

Honoring the Past, Embracing the Future

Honoring Yesterday, Embracing Tomorrow

Beyond all Limits

Florida's Sweet Embrace

Rich History, Bright Future

Stand Higher. See Farther.

Life Celebrated

Dreamers Welcome

Embrace the Possibilities

Dream Big

Downtown Cowtown

Step into Your Future

Live your Dreams

Home is Where the Art Is

A Place Where Dreams Take Flight

Steer Here

Dreamers Paradise

Find Yourself Here

A Place to Embrace

Embrace this Place



Thanks !



| @CityofKissimmee

Downtown Kissimmee CRA Brand Implementation Plan (Nov. 2024)

	Partners Involved	Timeframe	Estimated Budget	Notes
Goal 1. Adopt and Launch Brand Identity and Cultivate Brand Engagement				
Obj. 1.1 Adopt the Brand Promise				
Strategy: Distribute the brand promise and educate internal staff, community stakeholders, and organizational partners to adopt and exemplify the				
Tactics:				
a. Host internal and stakeholder meetings to introduce the Brand Promise.				
b. Use the Brand Presentation explaining the foundation of the brand.				
c. Produce posters with the brand promise for display at strategic locations.				
Obj. 1.2 Adopt New Logo and Branding Packet Booklet				
Strategy: Incorporate the new logo and Branding Packet Booklet into internal and external communications tools.				
Tactics:				
a. Incorporate the branding elements (logo, descriptive words, colors) into the CRA pages on the City website.				
b. Create branded templates for print and electronic collateral:				
i. E-newsletters				
ii. Social media sites				
iii. Letterheads and Envelopes				
iv. Maps				
v. Proposals				
vi. Annual reports				
vii. Advertising, Marketing				
viii. Posters				
ix. Presentations				
c. Produce new branded employee/partner materials:				
i. Business cards				
ii. Voicemails				
iii. Name tags				
iv. Email signatures				
v. Uniforms and branded shirts				
vi. Phone greetings				
d. Consider branded vehicle wraps and/or decal stickers applied to City equipment, for added visibility.				
Obj. 1.3 Launch Brand Campaign Messages				
Strategy: Announce adoption of new logo and Branding Packet Booklet to target audiences, illuminating Historic Downtown Kissimmee's unique position in the Orlando regional market for living, visiting, doing business and investing.				
Tactics:				
a. Host a brand launch event and/or incorporate the brand launch into the FY2025 Main Street event calendar.				
b. Host a Banker-Broker-Developer-Stakeholder event (see also Goal 2).				
c. Communicate the adoption of the brand and marketing plan to County and State tourism organizations (see also Goal 3).				
d. Develop a media launch PR strategy/timeline with City PIO.				
e. Use wayfinding, banners, and other branding tools to visually designate Downtown, Lakefront Park, and Downtown neighborhoods.				
f. Use Kowtown 2025 to officially unveil the new logo.				
Obj. 1.4 Update Digital Assets and Enhance Social Media Engagement				
Strategy: Develop a social media plan measuring successes and opportunities through Year 1 and expand the plan into Year 2.				
Tactics:				
a. Create a consistently branded social strategy that introduces CRA programs, unique differentiators, lifestyle, vision, mission,				
i. Website				
• Develop a new branded Historic Downtown Kissimmee webpage or independent website and link to Main Street and the CRA				
ii. Facebook / Instagram (Meta)				
• Create accounts exclusively for the Downtown Kissimmee CRA.				
• Event Promotions: Share upcoming events, festivals, and markets with engaging visuals and countdowns.				
• Spotlight Posts: Feature local businesses, artists, and community members to build connections.				
• User-Generated Content: Encourage followers to share their experiences in Historic Downtown Kissimmee using a specific				
• Behind-the-Scenes: Share stories and insights from local business owners and event organizers.				
• Other Ideas				
Monthly Themes: Consider having a monthly focus, whether by block, type of business, public art, special				
Engagement Posts: Incorporate polls or questions on any day to encourage interaction, like asking followers to vote on their favorite local dish, event, public art, activity, etc.				
iii. YouTube / TikTok				
• Create accounts exclusively for the Downtown Kissimmee CRA.				
• Create a premier video to highlight Historic Downtown Kissimmee.				
• Implement a detailed video content strategy that segments the variety of interests, programs, activities, cultural opportunities, parks, and differentiators that can only be found in Historic Downtown Kissimmee.				
• Create 6-12 three-minute info-videos over the course of Year 1. Each of these videos should have one to three 15-second shorts that can be used on Facebook & Instagram.				
• Create an additional 6-12 videos for economic development and tell the story of the opportunities available.				
• Upload event videos to the Main Street and/or Historic Downtown Kissimmee YouTube channel to capture the essence of the area.				
• Consider funding and development of a video advertising campaign specifically for YouTube pre-roll.				

● Analyze quarterly reports to review video views.				
● Repurpose appropriate content on Main Street TikTok and continue to build TikTok videos.				
iv. LinkedIn				
● Create a CRA LinkedIn Page either as the agency or as the Director (e.g., Fort Myers CRA and Pompano Beach CRA				
● Develop business-specific content, primarily focused on CRA projects, programs, opportunities, and relevant				
● Create spotlights on staff and stakeholders.				
● Analyze quarterly reports to review page views, demographic of visitors, and clicks.				
v. E-Newsletter				
● Create and distribute a Downtown CRA monthly e-newsletter with highlights of important meetings, events, activities				
● Collect email addresses at community events, commission meetings, town halls and other meetings.				
● Subscribe to third-party outlets (e.g., Google Alerts) to monitor stories about Kissimmee.				
● Develop a topic-driven strategy such as quality of life, events and happenings, business attraction or spotlight,				
● Track open rates and click through rates to analyze audience reach and the best weekday/time to send emails.				
● Send additional emails as needed for large events or special meeting reminders.				
Obj. 1.5 Capitalize on Main Street Event Schedule				
Strategy: Maintain steady programming and incorporate the "Steer Here" brand strategy into the existing event programming. Instill community pride and encourage visitors/potential investors by building awareness of local attractions, other events, and business opportunities, including during City of Kissimmee events.				
Tactics:				
a. Develop and distribute "Steer Here" promotional/marketing materials about opportunities to open a business at events.				
b. Conduct surveys and brand studies at events.				
c. Contract with a survey service company, like TouchPoll, to survey attendees at larger events.				
d. Orient event programming for deliberate stimulation and activation of Downtown:				
i. Develop walking links signs using "Steer Here for" ("More Activities" or "Dine") between the Lakefront to Downtown				
ii. Capitalize on opportunities to expand event footprints by including incentives to visit all participating business				
Obj. 1.6 Develop Neighborhood-centric Event Program (celebrating neighborhoods)				
Strategy: Continue to build connectivity between residents, neighborhoods and the Downtown business community through the development of a neighborhood ambassadors program which will maintain and nourish the positive image of Historic Downtown Kissimmee and encourage				
Tactics:				
a. Invite interested and engaged citizens to become "neighborhood ambassadors" (refer to Appendix 1)				
b. Host Neighborhood Ambassadors "socials" monthly or quarterly.				
Obj. 1.7 Partner with City of Kissimmee Events for Added Exposure				
Strategy: Draw attention to the Downtown CRA programs, geography, brand, and assets during City of Kissimmee Events.				
Tactics:				
a. Have a presence at a booth.				
b. Ask Neighborhood Ambassadors to attend or volunteer.				
c. Prepare printed materials about the CRA, especially a sign-up sheet, incentive programs flyers, and Neighborhood Ambassadors information.				
Obj. 1.8 Develop a Wayfinding System Incorporating the New Brand				
Strategy: The Connect Kissimmee Streetscape Project advances placemaking efforts by enhancing the driver and pedestrian experience along the Kissimmee corridors of Emmett Street, Broadway, and Main Street from John Young Parkway to Vine Street. To add to the sense of place, the CRA should install wayfinding signage that adheres to the new brand to further unify visitors and residents with local assets.				
Tactics:				
a. Contract with a wayfinding consultant to determine specific locations and sign content inclusive of vehicular and pedestrian scale.				
b. Consider digital pedestrian kiosks in strategic locations Downtown, at Sunrail, and at the Lakefront to continue to enhance connectivity.				
c. Consider creative brand incorporation within the existing gateway signs.				
Goal 2. Attract Private Investment & Recruit Businesses				
Objectives, Strategies and Tactics:				
Obj. 2.1 Increase awareness of and market available opportunities for new development and redevelopment to target audiences				
Strategy: Utilize a variety of marketing tools to promote available Community Redevelopment Agency (CRA) incentives and development and redevelopment opportunities within the CRA boundary.				
Tactics:				
a. Create branded economic development marketing collateral, digital and print, highlighting the benefits of investing in DKCRA. Distribute at local, regional, and national events and to individual prospects.				
i. Branded pocket folder				
ii. Available real estate cut sheet				
iii. Reprints of positive investment/economic development stories				
iii. Incentive programs				
iv. School information				
v. Event				
vi. Library and entertainment calendars				
vii. Other materials relevant to the specific recipient				
b. Create a series of up to one-minute videos highlighting the opportunity to invest, develop or redevelop in Historic Downtown				
c. ICSC Conference, developer forums, and other relevant industry specific conferences/events.				
d. Consider attendance at Regional and National ICSC Conference as support for local shopping center owners and/or commercial real estate				

e. Host an annual or bi-annual Banker-Broker-Developer-Stakeholder Meet and Greet event that introduces and promotes development and redevelopment opportunities in Historic Downtown Kissimmee. The event could include a tour through the area to highlight opportunities illustrated on an opportunity map/brochure.				
f. Integrate and coordinate with Experience Kissimmee to launch an Investment Tourism Committee (see also Goal 3).				
Obj. 2.2 Increase communications with County, Regional, and State economic development organizations				
Strategy: Continue to build strong economic development industry relationships and increase awareness about opportunities in Historic Downtown Kissimmee. Incorporate and participate in county/regional/state/national economic development events and meetings (coordinate strategy with economic development staff).				
Tactics:				
a. Participate with Choose Osceola and Experience Kissimmee to attract professional conferences with economic development and/or target industry professionals.				
b. Explore speaking opportunities for city staff, elected officials, business/industry leaders, and other partners or brand				
2.3 Increase communications with local commercial real estate community				
Strategy: Continue to identify opportunities to proactively engage with the local and regional commercial real estate community to become and stay top of mind as a trusted resource and to continue to educate real estate professionals on incentives and opportunities available through				
Tactics:				
a. Develop an internal communications system to identify/track private development projects, key landowners, and government-owned				
b. Promote vacant commercial spaces online, on existent Main Street or new Historic Downtown Kissimmee website.				
c. Promote the available incentive programs and develop new programs based on local real estate professionals' evaluation of				
d. Include a section in the monthly e-newsletter highlighting a featured available property or properties within the Downtown area.				
Obj. 2.4 Launch strategic marketing campaign to target industries				
Strategy: Ensure the updated Historic Downtown Kissimmee website contains robust, easy to navigate content. Plan a variety of meetings, publicity and special events to engage with target industry site selectors, location advisors, corporate relocation professionals and small				
Tactics:				
a. Continue to position Historic Downtown Kissimmee as a medical, education and rail transit hub.				
b. Utilize public and media relations to develop the newsworthy articles in newspapers and magazines of target audiences.				
c. Analyze ad opportunities digitally and/or in print in target industry publications, particularly via co-op opportunities with				
d. Attend target industry events (see also 2.1).				
Goal 3. Promote Tourism, Enhance the Visitor Experience & Improve Downtown Connections				
Objectives, Strategies and Tactics:				
Obj. 3.1 Leverage tourism to promote opportunities to live, work, and invest in Historic Downtown Kissimmee (Investment Tourism)				
Strategy: Repeat visitors travel to a location because they love it and often first-time visitors are inspired by the destination. These visitors are an ideal audience for Investment Tourism marketing – messages that include economic development opportunities.				
Tactics:				
a. Create message points to reach the potential investor.				
b. Consistently push Investment Tourism by including targeted messages to every communication piece. Collateral may include:				
i. Brochures				
ii. Pole banners				
iii. Website				
iv. Social media				
v. Travel and tourism ads				
vi. Co-op advertising pieces				
vii. In-room video/promotions for hotels and multimodal transit				
c. Include marketing messages in copy about incentives for small businesses to open.				
d. Include a website page specifically designed for tourists that are interested in learning more about Historic Downtown Kissimmee.				
Obj. 3.2 Increase marketing and communications (online and offline) connecting the Lakefront to Downtown				
Strategy: As referenced in Goal 1, include investment opportunities in messaging strategies on social media and in wayfinding systems.				
Tactics:				
a. Develop social media content targeted to tourists inviting them to learn about opportunities.				
b. Add pedestrian kiosks and wayfinding signage between the Lakefront and Downtown (see also 1.8).				
c. Develop e-online and print walkable guide. Distribute through local businesses and at a Lakefront Park location.				
Obj. 3.3 Develop and/or support Neighborhood Ambassadors and Visitor tours (Experience Historic Downtown Kissimmee "Like a Local")				
Strategy: Develop a series of Historic Downtown Kissimmee "tours" or experiential packages to promote the best of Historic Downtown Kissimmee to specific target audiences.				
Tactics:				
a. Utilize Neighborhood Ambassadors to develop unique experiential packages featuring their ideal day in Historic Downtown				
b. Work with Experience Kissimmee to explore opportunities to sell packages to the travel trade.				
c. Continue the option for the self-guided public art tours featured on Experience Kissimmee. Add a guided option though Neigh. Ambassadors.				

Downtown Kissimmee Brand Visuals

Preliminary Internal Concept Exploration
July 1, 2024



OVERVIEW

The following is a preliminary set of tagline and logo concepts for Downtown Kissimmee, Florida. Included with several of the logo concepts are application schematics for relevant context. The ideas within this document are based on initial feedback from stakeholder and user groups. The key takeaways are that the new logo should include at least one of the colors used in the City logo, it must reference Kissimmee's original cattle history and should convey a feeling of a vibrant downtown destination to attract new residents, businesses and visitors. From this document, the objective is to collect feedback to determine a second round of conceptual refinements.

TAGLINES

Honoring the Past, Embracing the Future

Honoring Yesterday, Embracing Tomorrow

Beyond all Limits

Florida's Sweet Embrace

Rich History, Bright Future

Stand Higher. See Farther.

Life Celebrated

Dreamers Welcome

Embrace the Possibilities

Dream Big

Downtown Cowtown

Step into Your Future

Live your Dreams

Home is Where the Art Is

A Place Where Dreams Take Flight

Steer Here

Dreamers Paradise

Find Yourself Here

A Place to Embrace

Embrace this Place

Beyond all Limits

Beyond all Limits
For
BUSINESS

Beyond all Limits
For
LIFE

Stand Higher
See Farther

Stand Higher
Be Successful

Stand Higher
Live Better

STEER/
HERE!

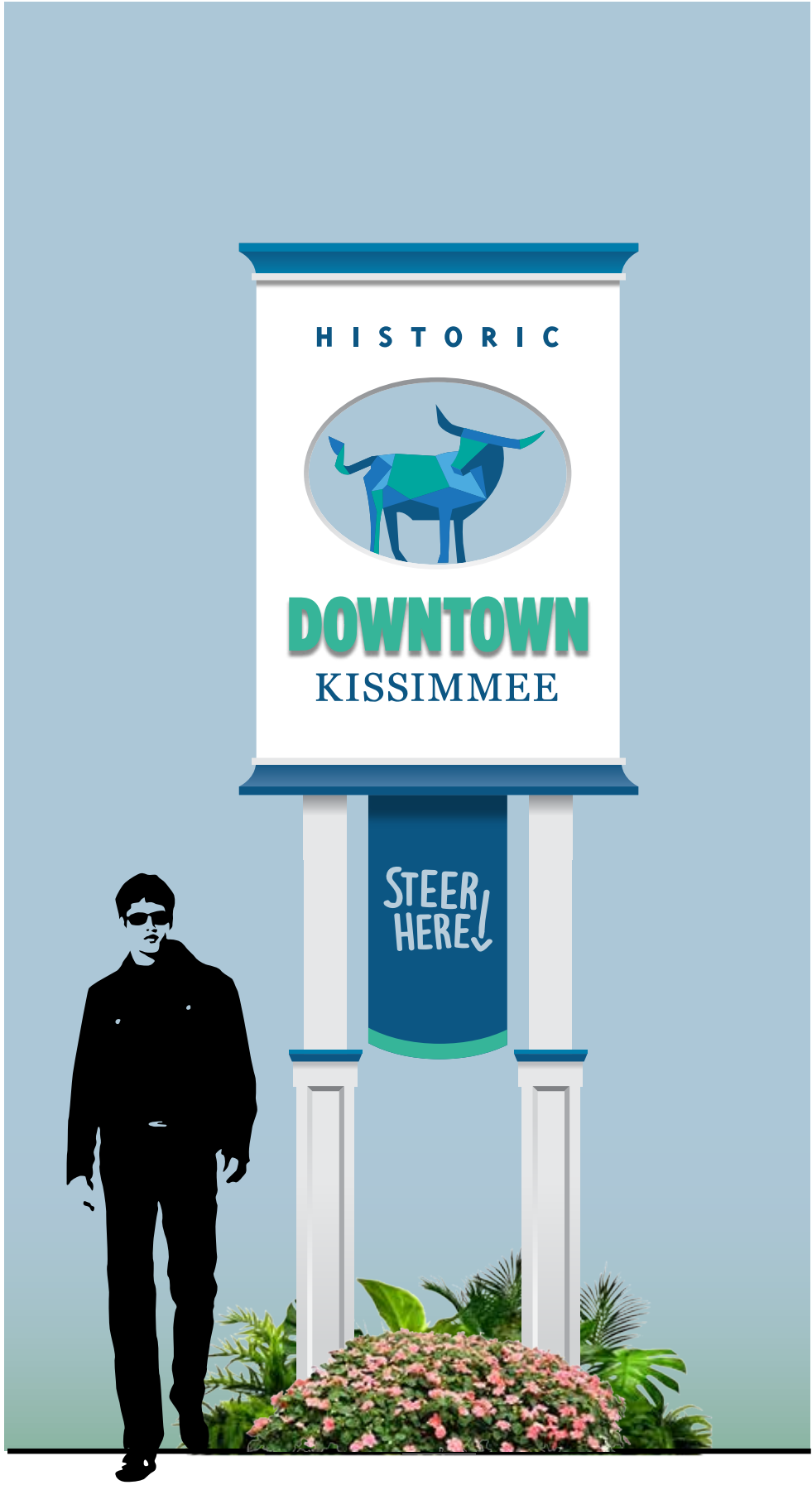
STEER/
HERE!
FOR NATURE

STEER/
HERE!
FOR LIFE

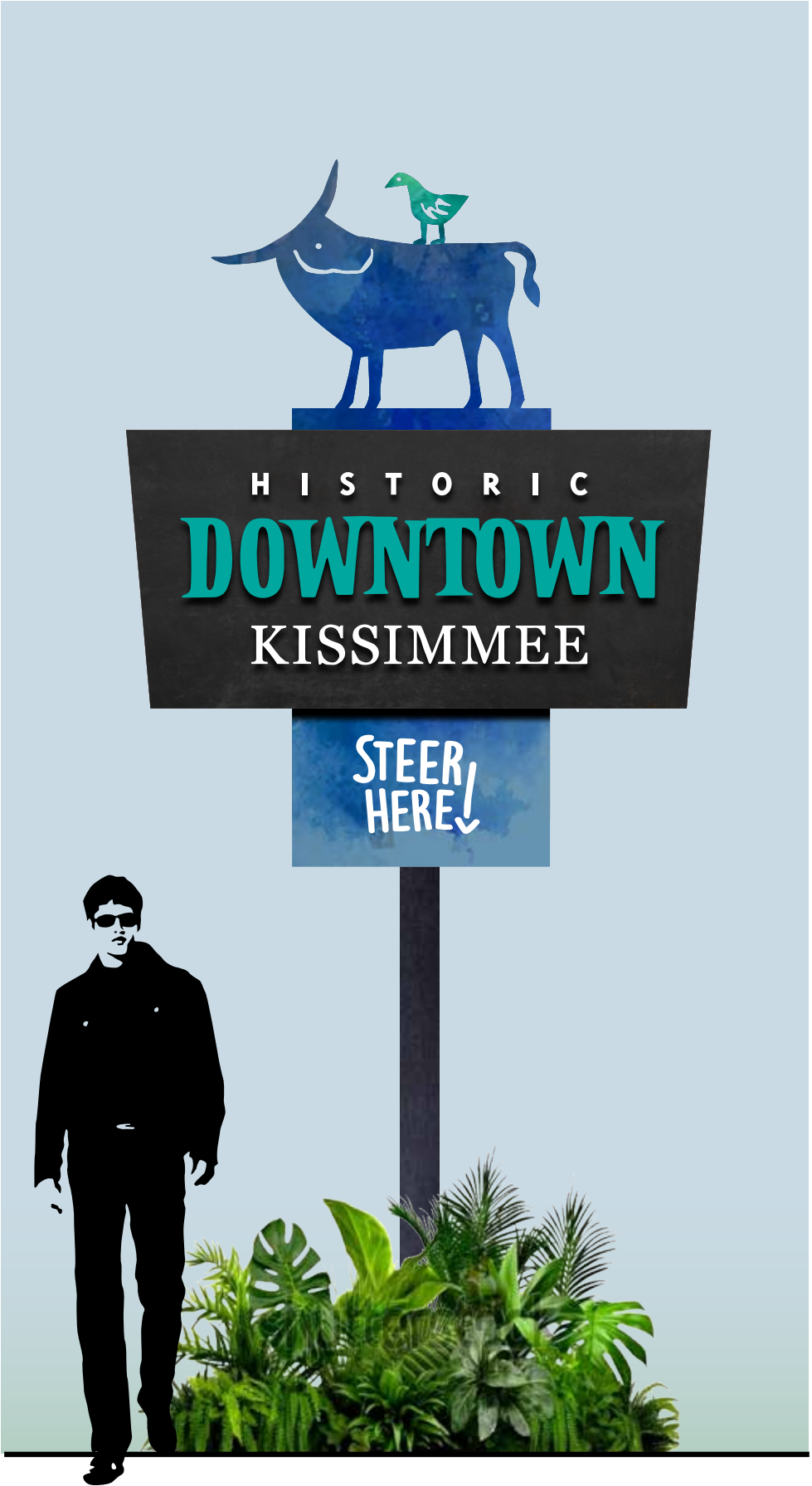
LOGOS



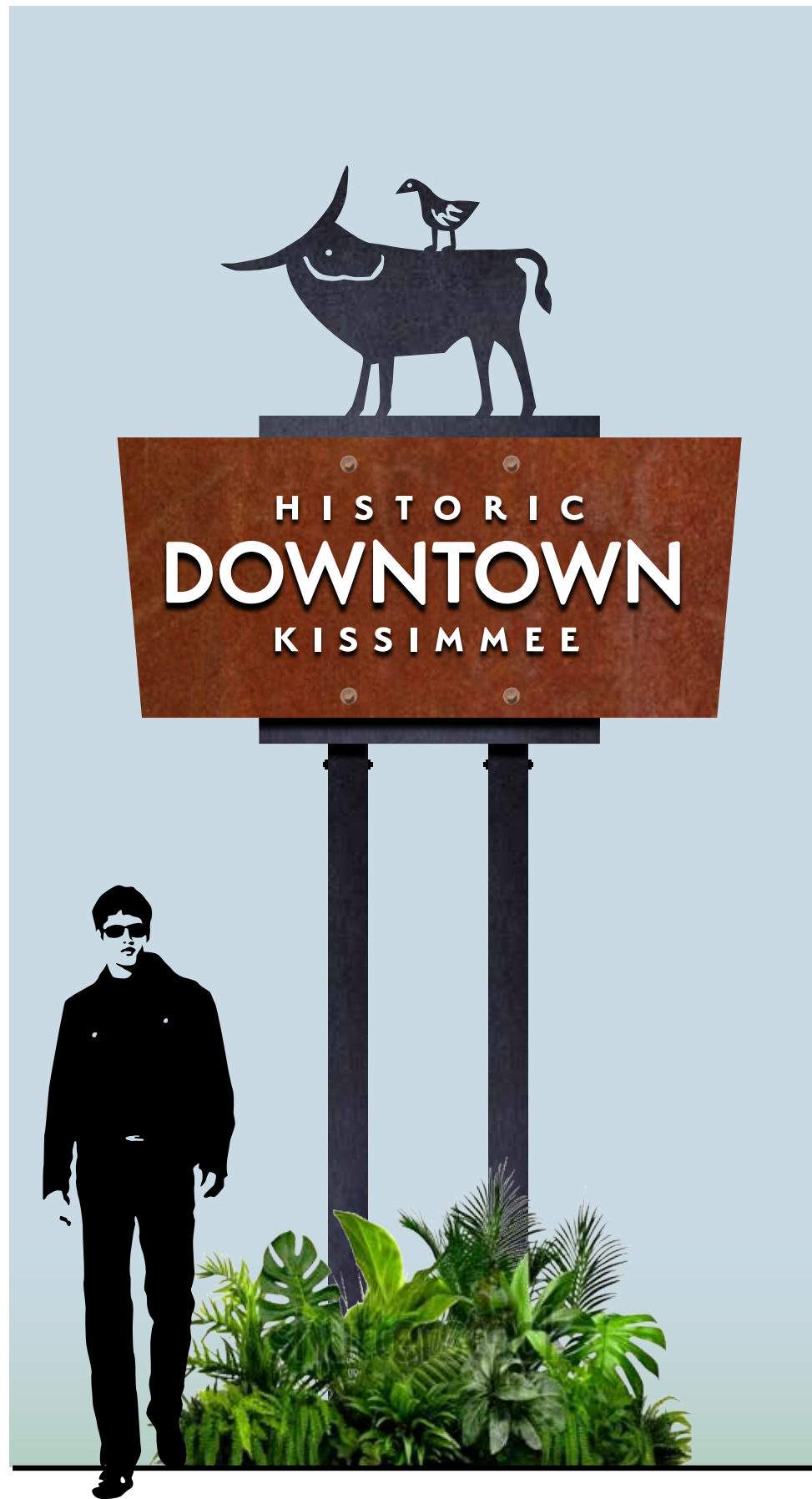












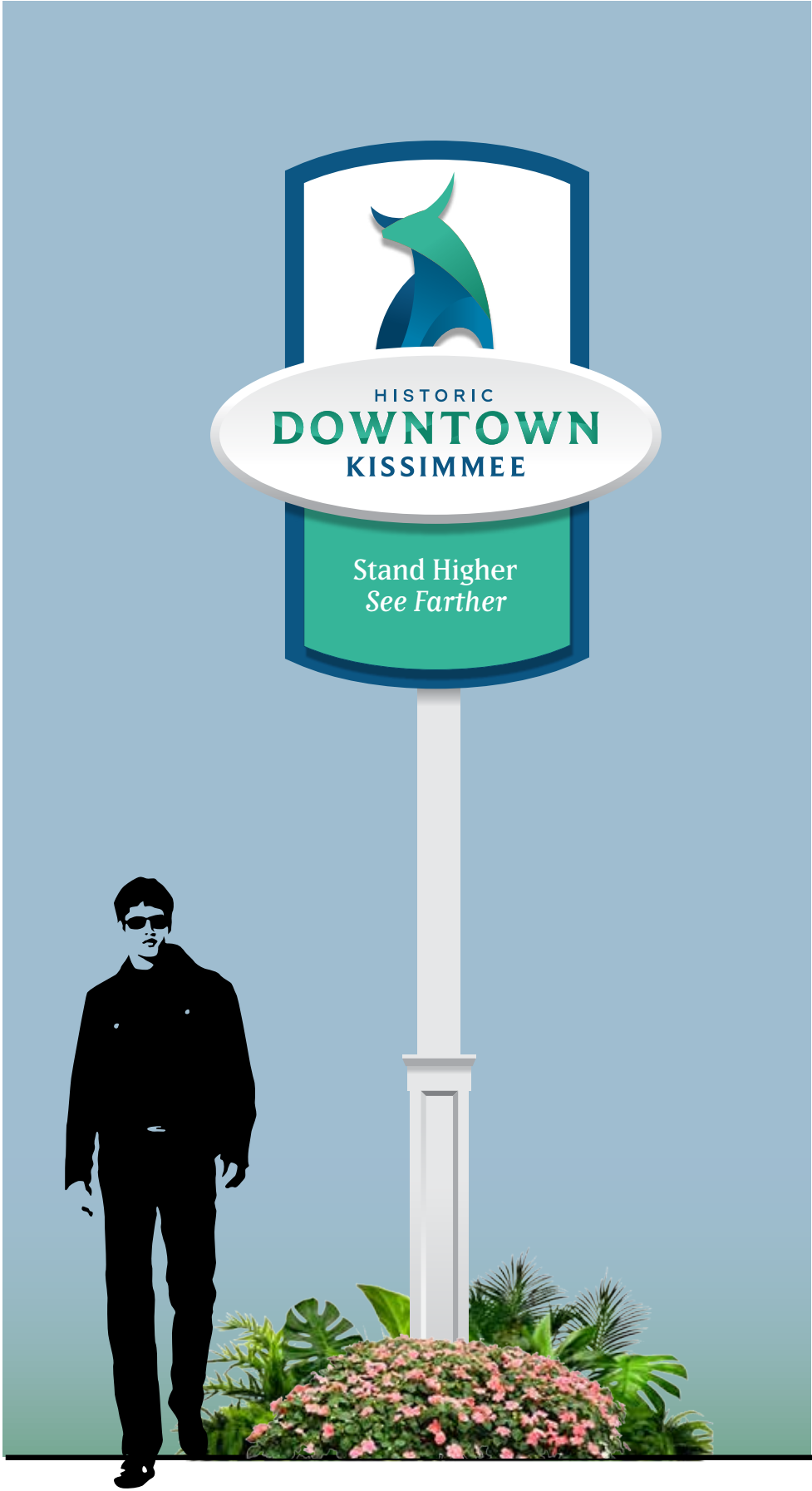














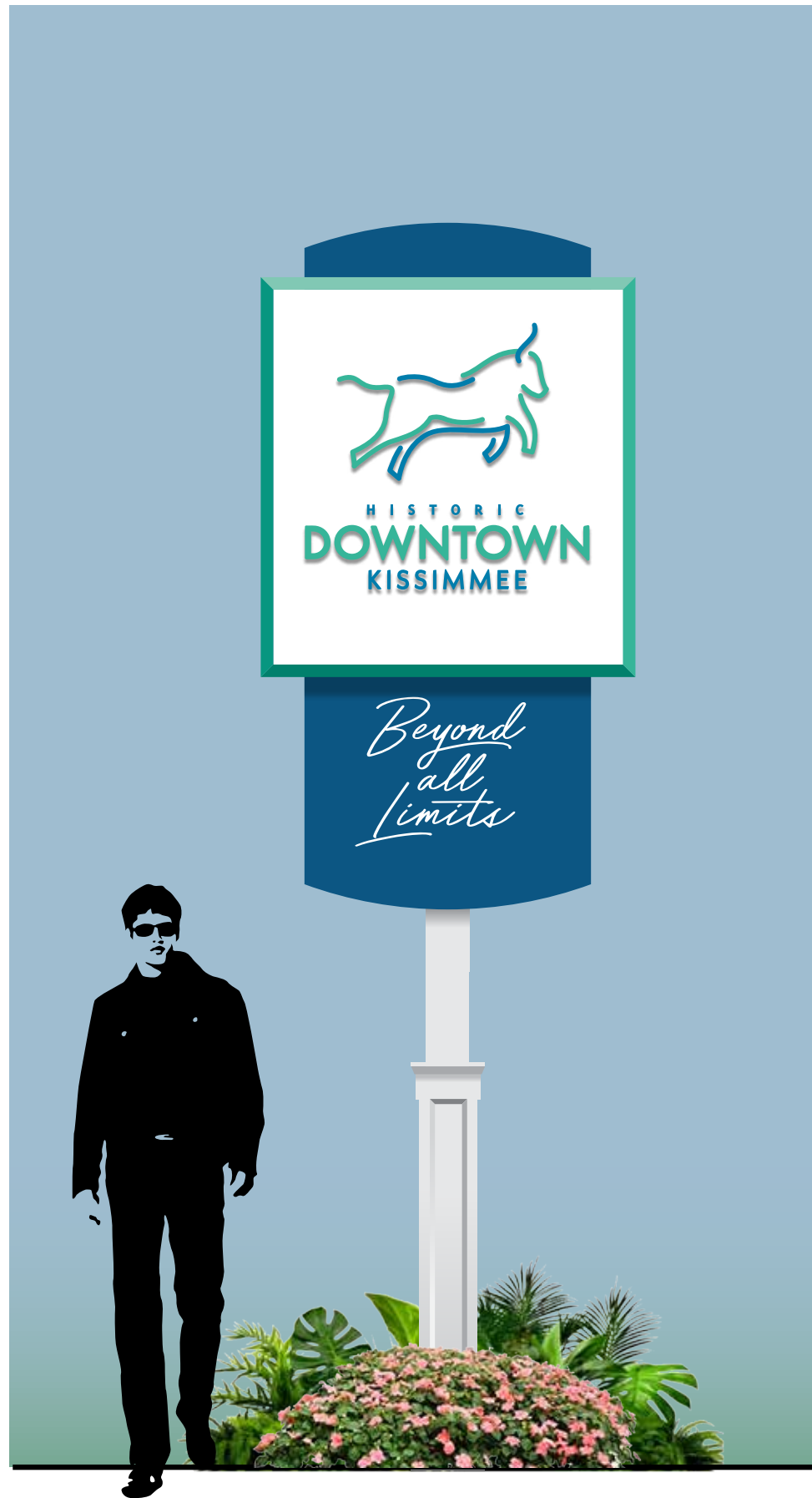


















1



2a



2b



3a



3b



4a



4b



5a



5b



6



7a



7b



ITEM 2.B

2025 Policy Agenda Review - Code Enforcement Division Operations

Request

Commission direction on enhancing Code Enforcement operations and activities.

Explanation

As part of the City Commission's 2025 Policy Agenda, Code Enforcement Enhanced Performance was identified as a high-priority initiative. This effort will involve an evaluation of the City's Code Enforcement Division, recommendations, and proposed next steps for the implementation of improvements and updates.

To begin this process, Chief Code Enforcement Officer Mark Vasquez will present an overview of the Code Enforcement Division, which operates under the Development Services Department. His presentation will outline the Division's responsibilities and how it functions in accordance with Florida State Statutes, including the process for resolving violations—from initial notice through compliance, including potential fines and corrective actions.

Following the presentation, Development Services Director Craig Holland will lead a discussion with the Commission to gather feedback, identify concerns, and understand the direction the Commission would like to take moving forward.

This discussion is intended to ensure mutual understanding between the Commission and staff regarding Code Enforcement's current operations and to clarify the desired path ahead. Once direction is received, staff will be able to determine next steps for enhancing Code Enforcement performance in line with Commission priorities.

Recommendation

City Commission direction on next steps regarding Code Enforcement operations.

REQUESTED CITY COMMISSION ACTION:

Commission Direction

Department: Development Services

Presenter:

Attachment(s):

None