



**MEETING AGENDA
SESSION OF THE COMMISSION WORKSHOP (PLANNING FEE
STUDY & THEMATIC TOURISM & CITY BRANDING
PRESENTATION)
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
MONDAY, OCTOBER 27, 2025 AT 2:00 PM**

- 1. MEETING CALLED TO ORDER**
- 2. WORKSHOP BUSINESS**
 - 2.A Development Review Fees
 - 2.B Thematic Tourist and City Branding Presentation
- 3. GENERAL DISCUSSION**
- 4. ADJOURNMENT**

In accordance with Florida Statutes 286.105: Any person wishing to appeal any decision made by the Commission Workshop (Planning Fee Study & Thematic Tourism & City Branding Presentation) 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

Development Review Fees

Request

Review and direction of the development review fee study.

Explanation

In addition to the Building Division fee updates, Matrix Consulting Group conducted a study of the current Development Review fees. This workshop is intended to provide insight into their findings and recommendations and obtain City Commission direction on how to proceed. A powerpoint presentation will be provided outlining these recommendations.

Recommendation

City Commission direction

REQUESTED CITY COMMISSION ACTION:

Commission Direction

Department: Development Services

Presenter:

Attachment(s):

1. Development Review Fee CC Workshop PowerPoint

CITY COMMISSION WORKSHOP

Development Review
Updated Fee Analysis

Goals of the Study

1. Services being provided at no cost be added to the fee resolution based on actual cost to perform the activity;
2. The current level of service be maintained and increased where feasible;
3. The cost recovery for the Planning Division should be 100 percent, charging the actual cost of performing any activity; and
4. Fees should be adjusted annually based on the Consumer Price Index (CPI); insuring revenues keep pace with costs.

Fee Approach and Methodology?

1. Interviews: Results of interviews clarified the needs for existing fee project classifications, modification of existing fees, and the addition of new fees.
2. Data Collection: For each project and service, including time estimates, all budgeted costs and staffing levels.
3. Cost Analysis: The full cost of providing each service included in the analysis.
4. Comparison Study: Where possible, compare project type fees with Osceola County and St. Cloud.
5. Results Review: Evaluation of the results were reviewed by City staff.

Study Findings

1. Cost Recovery: Planning Division fees are under-recovering its costs (at 30%)
2. Annual Fee Update: Conduct comprehensive analyses every 7 to 10 years to help capture any changes to organizational structure, processes, code amendments and new serves.
3. Annual CPI (Consumer Price Index): Continue yearly updates to the fee schedule based on the outcome of that year's CPI.

Fee Study Proposed Modifications

1. **New Fees** – to be added to the fee schedule

- Fees for inspections
- Noticing and Notice Continuance
- Applicant Refund / Cancellation
- Applicant Insufficient Payment / Funds
- Consolidation of DRI (Development of Regional Impact) Amendment Fees

2. **Renamed Fees** – To better capture the level of services being provided

- Preliminary & Final Site Development (Construction) Plan
 - Site Development (Construction) Plan
- Final Site Development (Construction) Plan Amendment after issuance of Development Order
 - Site Development (Construction) Plan Amendment after issuance of Development Order
- State Applications for Alcoholic Beverage License
 - State Applications
- Resubmittal (upon 3rd submittal of any DRC request)
 - Resubmittal (upon 4th and each subsequent submittal of any request)

Fee Study Proposed Modifications

3. **Expanded Fees** – To encompass the project complexity and staff time dedicated to these services

- PUD Zoning / Preliminary Plan & PUD Amendment: split the application fee types into 2 categories
 - Application Fee (base)
 - Per Unit/Per Acre (size affects the amount of time spent by staff to review and administer the determination)
- Preliminary Plat: split the application fee type into 2 categories
 - Application Fee (base)
 - Per Lot (to capture the additional level of effort of staff to review for more lots)
- Special Event: change the original naming conventions and to split them into 2 categories
 - Single Day Event (most events are for 1 day and not as intensive to review)
 - Multi-Day Event (higher level fee to capture the higher level of review and effort)
- Administrative Waiver / Variance: split the application fee type into 2 categories
 - Director (to accommodate the different level of review just by the Director)
 - DRC / ARC Review (to accommodate a higher level of review by the DRC and ARC staff)
- Customized and State Funding Letter: split the application fee types into 2 categories
 - Application Fee (base)
 - Each Additional Hour (to capture the significant extra time to develop / complete these request)

Fee Study Proposed Modifications

4. **Removed Fees** – No longer applicable or are captured through other application types

- Minor Site Plan
 - It is a duplicate fee/process as it is the same as the site construction plan process. Combine it with Site Construction Plan review process
- Resubmittal of Final Site Development (Construction) Plan
 - Fee was combined into the resubmittal of any request upon the 4th submitted revision.
- Late Submittal for Special Event reviews
 - No longer a process and fee is planned to be removed
- Request for Mobility Fee Estimate with Credits
 - No longer a process and fee is planned to be removed
- Application for Development of Regional Impact (DRI)
 - No longer a process and fee is planned to be removed
- Preliminary Plat Amendment
 - No longer a process and fee is planned to be removed
- Special Event with & without Sales
 - Changing naming convention and creating a different fee based on single or multi-day events.
- City Manager & City Commission extension of public hearing items
 - No longer a process and fee is planned to be removed

Proposed Development Review Changes

Based on the directive goals listed above, the following changes are proposed:

- The proposed fees represent new fees or fees that were either reduced or increased to match the actual cost incurred by the City to perform said duties;
- Changed the way fees are applied and updated out-of-date language;
- Added a refund procedure;
- Pricing was rounded to the nearest dollar; and
- All other fees remain the same.



Proposed Development Review Changes

Project Type	Unit	Current Fee	Proposed Fee	Difference
Annexation	Each	\$0	\$0	\$0
Land Use Plan Amendment Review:				
Small Scale	Per Review	\$3,015	\$6,856	\$3,841
Large Scale	Per Review	\$5,035	\$6,856	\$1,821
Text	Per Review	\$5,035	\$5,000	-\$35
Zoning Map Amendment	Each	\$3,124	\$4,860	\$1,736
PUD Zoning/Preliminary Plan Review:				
Application	Base	\$5,068	\$6,452	\$1,384
Per Unit or Acre	Per Unit or Acre	New	\$347	\$347
PUD Amendment Review:				
Application	Base	\$4,696	\$4,945	\$249
Per Unit or Acre	Per Unit or Acre	New	\$347	\$347
Conditional Use Review:				
Conditional Use	Per Review	\$2,292	\$2,373	\$81
Conditional Use/Site Plan	Per Review	\$3,650	\$12,837	\$9,187
Conditional Use/Site Specific Redevelopment Plan (CRAO)	Per Review	\$3,805	\$16,369	\$12,564
Pain Medication License	Per License	\$2,292	\$2,373	\$81
Site Plan Review:				
Full	Per Review	\$2,528	\$17,903	\$15,375
Site Specific Redevelopment Plan (CRAO)	Per Review	\$2,615	\$15,670	\$13,055
Restriping/Resurfacing	Per Review	\$938	\$1,536	\$598
Site Development (Construction) Plan Review:				
Site Development (Construction) Plan	Per Review	\$6,689	\$13,776	\$7,087
Switch Out Pages	Per Review	\$437	\$833	\$396
Final Site Development (Construction) Plan Amendment after Issuance of a Development Order	Per Review	\$1,715	\$13,776	\$12,061

Proposed Development Review Changes

(continued)

Project Type	Unit	Current Fee	Proposed Fee	Difference'
Subdivision Review:				
Preliminary Plat				
Base	Base	\$6,799	\$6,724	-\$75
Per Lot	Per Lot	New	\$83	\$83
Final Plat				
Per Review	Per Review	\$1,594	\$3,325	\$1,731
Inspection	Per Inspection	New	\$167	\$167
Annual Maintenance	Each	New	\$250	\$250
Development of Regional Impact (DRI) Review:				
Amendment	Per Review	\$5,623	\$15,848	\$10,225
Annual Report	Per Review	\$1,164	\$554	-\$610
Rescission	Per Review	\$2,524	\$17,515	\$14,991
Special Event Review:				
Single Day Event	Per Review	\$1,280	\$862	-\$418
Multi-Day Event	Per Review	\$1,280	\$1,160	-\$120
Renewal (Repeat)	Per Review	\$677	\$431	-\$246
Abandonment Review:				
Vacation of Easement/Right-of-Way	Each	\$2,610	\$1,865	-\$745
Right-of-Way Review:				
Temporary Sign				
Initial	Each	\$178	\$148	-\$30
Renewal	Each	New	\$148	\$148
Outdoor Use Agreement				
Initial	Each	\$908	\$1,148	\$240
Renewal	Each	New	\$648	\$648
Street Name Change	Each	Actual Cost	Actual Cost	\$0

Proposed Development Review Changes

(continued)

Project Type	Unit	Current Fee	Proposed Fee	Difference
Variance/Waiver Review:				
City Commission Variance	Each	\$2,616	\$4,037	\$1,421
Buffer Waiver	Each	\$2,065	\$2,494	\$429
Board of Adjustments	Each	\$3,568	\$4,037	\$469
Administrative				
Director	Each	\$354	\$3,460	\$3,106
DRC/ARC	Each	New	\$3,369	\$3,369
Transportation Review:				
Request for Alternative Mobility Fee Analysis	Per Request	Actual Cost	Actual Cost	\$0
Transportation Studies/Reviews	Per Study/Review	Actual Cost	Actual Cost	\$0
Zoning & State Funding Review:				
Standardized	Per Letter	\$59	\$129	\$70
Customized				
Base (up to 2 hours)	Base	\$354	\$277	-\$77
Each Additional Hour	Per Hour	New	\$139	\$139
State Applications				
Alcoholic Beverage License	Per Application	\$265	\$351	\$86
Housing/Funding	Per Application	\$265	\$351	\$86
Miscellaneous Review:				
Authorization of True Work of Art	Each	\$1,517	\$315	-\$1,202
Developer's or Annexation Agreement	Each	\$1,164	Actual Cost	
Community Development District	Each	\$716	Actual Cost	
Resubmittal (Upon 4th and Subsequent Submittal of Any DRC Request)	Per Submission	Original Price	Original Price	\$0
Applicant Requested Continuance of an Advertised Request	Per Request	\$1,004	\$531	-\$473
Notice Continuance	Per 10 Parcels	New	\$133	\$133
Appeal of Staff Decision	Per Appeal	\$1,977	\$1,016	-\$961
Appeal to Planning Advisory Board or City Commission	Per Appeal	\$1,977	\$1,016	-\$961
Insufficient Payment / Funds	Each	New	\$66	\$66
Noticing	Per 10 Parcels	New	\$133	\$133
Recording Fees	Each	New	Cost to City	

Fee Comparisons

Prominent & Similar Development Review Fees

Project Type	Kissimmee (proposed)	St. Cloud (current)	Osceola County (current)
Land Use Plan Amendment – Small Scale	\$6,856	\$2,750 ¹	\$3,000
Land Use Plan Amendment – Large Scale	\$6,856	\$4,000 ¹	\$6,700
Conditional Use	\$2,373	\$900 ^{7, 8}	\$3,940
Final Plat	\$3,325	\$2,500 ⁷	\$3,050
Vacation of Right-of-Way / Easement	\$1,865	\$1,165 ^{1, 7}	\$1,165
Board of Adjustment	\$4,037	\$500	\$870
Standardized Zoning Verification Letter	\$129	\$100 ¹	230 ¹³
Alcoholic Beverage License	\$351	\$80	\$80
Developer's or Annexation Agreement	Actual Cost	\$3,500 ¹	\$3,500

Footnotes

¹ Plus actual consultant cost to be passed on to the applicant

⁷ An additional 5% fee is assessed for Building Review

⁸ An Additional 5% fee is assessed for Floodplain Review

¹³ Plus if research requires more than 4 hours, then \$31 per hour after

Fee Comparisons

Other Prominent Development Review Fee Types with Different Fee Structures (How they are charged)

Project Type	Kissimmee (proposed)	St. Cloud (current)	Osceola County (current)
Zoning Map Amendment			
Zoning Map	\$4,860	---	\$2,400
1 acre or less	---	\$1,800 ⁷	---
Greater than 1 acre	---	\$2,500 ⁷	---
Site Plan			
Full	\$17,903	---	---
Commercial, Major	---	\$2,500 ^{7,8}	---
Commercial, Minor	---	\$1,850 ^{7,8}	---
Commercial, Mini	---	\$500	---
Multi-family attached/complex	---	\$3,500 ^{7,8}	---
Commercial, Up to 2 acres	---	---	\$2,900 ¹⁴
Commercial, Greater than 2 acres	---	---	\$4,195 ¹⁴
Preliminary Plat			
Base	\$6,724	---	---
Per Lot	\$83	---	---
Single Family Attached	---	\$3,500 ^{7,8}	---
Residential up to 100 lots or tracts	---	---	\$3,060 ¹⁴
Residential Greater than 100 lots or tracts	---	---	\$4,195 ¹⁴
Variance			
City Commission	\$4,037	----	\$1,000
Subdivision	---	\$1,000 ⁷	\$500
Site Plan	---	\$2,000 ⁷	---
Footnotes			
⁷ An additional 5% fee is assessed for Building Review			
⁸ An Additional 5% fee is assessed for Floodplain Review			
¹⁴ Plus actual consultant fees plus after plan approval, 2.5% of the total improvement cost estimate for private components, and 4% of total improvement cost estimates for public components dedicated to the County for perpetual maintenance.			

Fee Comparisons

Why are they different

- Full Actual Cost vs Lower Recovery Cost
 - Does the municipality charge the full amount to cover 100% of the cost of review. Developer shares in the full burden of the application,OR
 - Does the municipality charge a lesser percentage and pass the remaining portion of the fee on to remaining citizens
- Amount of time for reviews;
 - Quality / Detail of applications
 - Complexity / Diverse
 - Number of Submittals / Resubmittals
 - Number of staff members to perform the review
 - Meeting and Discussion Occurrences
- Application Terminology / Processes
 - Each municipality has differencing application types and processes
- Totals are not Inclusive
 - Full Cost vs Add On Fees that are based on review type and reviewers involved
- St. Cloud most recently updated their mobility fees. Will be updating their development reviews soon

ITEM 2.B

Thematic Tourist and City Branding Presentation

Request

Presentation by Jacobo Cabrera, President of Art with a Cause.

Explanation

Mr. Cabrera is an experienced cultural leader and creative strategist whose organization, *Art with a Cause*, has been instrumental in promoting art-driven community development initiatives. His presentation will explore how thematic tourism, the development of tourism experiences centered on distinctive cultural, artistic, or historical themes, can enhance a city's identity, attract visitors, and strengthen local engagement.

Recommendation

Commission Direction.

REQUESTED CITY COMMISSION ACTION:

Commission Direction

Department: City Manager

Presenter:

Attachment(s):

1. Thematic Tourism and City Branding Presentation by Jacobo Cabrera from Art with a Cause



**A Concept Mini Book
for Thematic Tourism and city
Branding**

**by Giacomo Stegliano
Cámara Nacional de las Artes**





Title: Kissimmee – The City of Love

- **Subtitle:** Concept, Tourist Route and Visual Identity Design

This record is made by the National Chamber of Arts in its capacity as an editorial entity and cultural promoter.

2. Foreword (Declaration of Creation and Introduction)

The foreword, or rather the "Declaration of Creation" and "Introduction," must establish authorship, purpose, and the essence of the project. It should develop the following concepts:

- • Registration as an original work: The National Chamber of Arts registers this project as an original work of tourist, cultural, and graphic concept.
- Purposes of the project: The objective is the promotion, city brand identity, and the development of annual thematic activities around love and artistic expressions in Kissimmee.
- Convergence of elements: The project arises from the convergence of the power of language, the cultural history of the city, and its unique tourist potential.
- **Fundamental pillars of the concept:**
 - Linguistic origin: The phonetic and grammatical link between "Kiss me" and "Kissimmee".
 - Historical roots: The indigenous origin of the city, linked to water and fertile nature.
 - Universal symbolism: Water and the kiss as symbols of life, union, and love.

- Visual Identity: The creation of an iconic and replicable emblem, similar to "I NY".

- International Projection: As a platform for global tourism and cultural positioning.

3. First Chapter: Historical Reason for the Work (Concepts to Develop)

The first chapter, proposed as "Origins and Essence of the Name," must delve into the historical and linguistic justification of the concept "Kissimmee – The City of Love." The key concepts to develop are:

- The grammatical and phonetic link "Kiss me" ↔ Kissimmee:

- Explain that the pronunciation of "Kissimmee" naturally evokes the phrase in English "Kiss me," which creates an immediate and universal link with the concept of love.

- Detail the phonetic and graphic similarity ("Kiss" as a shared core), which makes it easy to remember and has great potential in marketing and popular culture.

- Emphasize that "Kiss me" is an imperative sentence, brief, direct, and loaded with affective meaning and invitation to action.

- Historical roots and original meaning of Kissimmee:

- Although the name evokes "Kiss me," its origin comes from indigenous languages of Florida, historically associated with water, rivers, and wetlands.

- This origin relates to the idea of "long water" or "wide current," symbolizing fertility, renewal, and life.

- The poetic parallelism between water and the kiss:

- Develop how both water and the kiss are universal symbols of fertility, union, renewal, and continuity of life.

- "Water fertilizes the earth. The kiss fertilizes the soul." This connection gives the identity an authentic and meaningful title.

- The transition from phrase to city brand:

- Compare with successful examples like "I ♥ NY" or "What happens in Vegas stay in Vegas" to show how a strong concept can transform local identity and economy.

- Highlight that Kissimmee has a unique opportunity by having a name that lends itself naturally to such a powerful linguistic and emotional play, allowing the construction of an iconic and replicable brand with potential for international projection..

This chapter will establish the conceptual foundations for the entire project, demonstrating the authenticity and intrinsic potential of Kissimmee as "The City of Love."

To attract visitors who are already heading to Disney towards Kissimmee, transforming it into "The City of Love," various strategic campaigns can be implemented at airports, with tour operators, and through promotional agencies, leveraging the unique identity of the city and its privileged location.

The main strategy is to position Kissimmee as a global romantic destination that complements, rather than competes with, the offerings of the theme parks.

Campaigns to Attract Visitors at Airports:

Given the high air connectivity through Orlando International Airport (MCO), it is a key point to intercept visitors:

- **Impactful Signage and Branding:** Install urban signage and digital screens with the official logo of "Kissimmee – The City of Love" (as "KISS   Kissimmee The City of Love") in high-traffic areas within the airport, such as terminals, baggage claim areas, and connecting corridors.
- **Thematic Tourist Material:** Distribute brochures, maps, and tourist guides that present the "Routes of Love" of Kissimmee (Main Love Route, Wedding and Commitment Route, Romantic Gastronomic Route, Cultural and Artistic Love Route, Nightlife and Entertainment Route) and its annual events calendar. Highlight the "Kiss Spots" for iconic photographs.
- **Linguistic Link "Kiss me":** Use short and emotive messages that play with the phonetics of the name "Kissimmee" and the phrase "Kiss me" to generate an instant bond of affection and romance, inviting Disney tourists to an "additional romantic experience."
- **Official Souvenirs:** Offer licensed products from "The City of Love" (t-shirts, mugs, keychains, magnets) in airport stores, generating revenue and reminders of the Kissimmee brand.

Campaigns with Tour Operators:

Tour operators are key allies to integrate Kissimmee into the itineraries of Orlando visitors, who are already significant consumers of tourist services.

- **Development of Thematic Packages:** Create "premium" tourist packages that combine visits to theme parks with exclusive romantic experiences in Kissimmee, such as sunset boat dinners, vow renewal ceremonies by the water, or "dining routes for two."
- **Alliances with International Tour Operators:** Establish strategic alliances with international travel agencies for promotion and sales of.

These thematic packages, including the "Wedding and Commitment Route" to attract couples looking to get married or renew their vows.

- **Co-financing of Campaigns:** Propose collaboration agreements with tour operators to co-finance marketing campaigns, sharing advertising costs in exchange for exclusivity or special benefits.
- **Incentives for Wedding and Event Groups:** Offer incentive programs to wedding and event organizers to choose Kissimmee as a venue, capitalizing on the opportunity to turn the city into a recognized destination for spontaneous weddings, in the style of Las Vegas, but with a more romantic essence linked to nature.
- **Collaboration with Theme Parks:** Explore partnerships with Universal and Disney to design joint romantic experiences, such as private events, themed dinners, or exclusive access to shows that incorporate the theme of love in Kissimmee, which could attract their visitors directly.

Campaigns through Promotion Agencies:

Leverage the existing promotion structure to publicize the new identity of Kissimmee and its offerings:

- **Coordination with the Tourist Development Council (TDC):** Work closely with the Osceola County Tourist Development Council to ensure that tourist tax funds (TDT) support the "The City of Love" campaigns, as the municipal ordinance allows programs and partnerships that enhance the capture and co-financing with the TDT.
- **Presence at International Fairs and Events:** Include Kissimmee in major international tourism, gastronomy, and entertainment fairs (America, Europe, Asia) under the brand "The City of Love."
- **Partnerships with Media and Influencers:** Develop a public relations and influencer marketing plan to generate attractive content about Kissimmee as a romantic destination, inviting travel bloggers, YouTubers, and public figures to experience the "Routes of Love" and share their experiences.
- **Launch of the Municipal Decree:** The official declaration of Kissimmee as "The City of Love" through a municipal decree is in itself a high-impact campaign. This legal act must be widely disseminated, marking a milestone in the city's identity and its tourism promotion.
- **Annual Calendar of Thematic Events:** Intensively promote the annual calendar of "anchor experiences" such as the "Kissimmee Kiss Festival" (February 14), "Flower & Love Week," "Summer of Love," and "Harvest of Love," which are designed to attract visitors throughout the year and generate constant tourist spending.

These actions, based on the solid identity of "Kissimmee – The City of Love" and its inherent link to affection and nature, seek to capitalize on the massive flow of Disney tourists, attracting them to extend their experience to the romantic and cultural offerings of Kissimmee, generating a sustainable economic impact and attracting investments.

Declaration of Creation and Introduction: "Kissimmee – The City of Love"

The present Declaration of Creation and Introduction establishes the fundamental pillars and the vision that drives the project "Kissimmee – The City of Love." In it, the authorship, purpose, and essence of this transformative initiative for the city are set forth.

1. Registration as an Original Work

The National Chamber of Arts, in its role as an editorial entity and cultural promoter, formally registers this project as an original work. This work is conceived as a comprehensive tourist, cultural, and graphic concept, titled "Kissimmee – The City of Love" and subtitled "Concept, Tourist Route, and Visual Identity Design." This registration aims to protect the originality of the development and design of the concept.

2. Purposes of the Project

The primary objective of this project is the promotion, the creation of a city brand identity, and the development of a calendar of annual thematic activities revolving around love and various artistic expressions in Kissimmee. The aim is to turn Kissimmee into an international tourist reference for romance, celebrations, and love in all its forms, with an emphasis on key dates such as Valentine's Day (February 14), but with a range of activities and experiences available throughout the year.

3. Convergence of Elements

The project "Kissimmee – The City of Love" arises from a unique and powerful convergence of various attributes that the city already has:

- The intrinsic power of language.
- The rich cultural history of Kissimmee.
- The unique tourist potential of the city.

This confluence allows the proposal to be not artificial, but to emerge from the very essence of Kissimmee.

4. Fundamental Pillars of the Concept. The concept is based on the following key pillars:

- Linguistic origin: The phonetic and grammatical link between "Kiss me" and "Kissimmee"
 - The name of the city, "Kissimmee," resonates phonetically with the phrase in English "Kiss me." This is an imperative, brief, direct phrase loaded with affectionate meaning.

- The phonetic and graphic similarity (by sharing the core "Kiss") creates an immediate and universal link with affection, romance, and human connection. It is easy to remember and has great potential for marketing and popular culture.
- Historical roots: The indigenous origin of the city, linked to water and fertile nature.
 - Although it evokes "Kiss me," the name "Kissimmee" has an origin in the indigenous languages of Florida, historically associated with water, rivers, and wetlands.
 - This origin relates to the idea of "long water" or "wide current," which symbolizes fertility, renewal, and life.
- Universal symbolism: Water and the kiss as symbols of life, union, and love.
 - There is a poetic parallelism between water and the kiss: both are universal symbols of fertility, union, renewal, and continuity of life.
 - "Water fertilizes the earth. The kiss fertilizes the soul." This connection gives the identity an authentic and meaningful title.
- Visual identity: The creation of an iconic and replicable emblem, similar to "I ❤️ NY"
 - The project includes the creation of an official logo and variants that are iconic and replicable, following the model of global successes like "I ❤️ NY" or "Welcome to Fabulous Las Vegas".
 - The base design incorporates elements such as the composition "MY + lips + Kissimmee – The City of Love" or "KISS ❤️  ME" and uses institutional colors like passionate red, elegant black, and pure white. This allows for its application in signage, licenses, tourist material, and digital.
- International projection: As a platform for global tourist and cultural positioning.
 - Kissimmee seeks to become a globally recognized romantic destination.
 - Its privileged location near world-class theme parks is leveraged to diversify the tourist offer and complement, without competing, the existing experience.

Chapter 1. Declaration of creation, authorship, and purpose

This work records the creation of the concept "Kissimmee – The City of Love / La Ciudad del Amor" as an integral destination platform: narrative, routes, and identity design.

CANARTES registers it as an original work of a tourist, cultural, and

graph and promotes it with the Agro-Food Councils of the Americas and the Caribbean as strategic allies.

The objective is to position Kissimmee as the capital of romance in the United States, with an annual program that celebrates love in all its forms (couple, family, and friendship), and that at the same time increases local income, investment, and employment.

The project is conceived as a natural complement to the theme park offerings of Orlando, relying on air connectivity, massive tourist flows, and large-scale regional economy.

Footnote:

“Experience Kissimmee reported that in 2023 the city recorded around 10 million overnight stays and 6.5 billion dollars in tourist spending, reaching a record in tourist development tax collection.”

Chapter 2. Linguistic and Cultural Foundation of the Name

The name Kissimmee has a direct phonetic relationship with the English phrase “Kiss me.” This grammatical coincidence gives it a memorable, affectionate character that is easily replicable in campaigns and urban signage. The word acts as a universal invitation to affection, legible by tourists of any language.

At the same time, the indigenous etymology of the word Kissimmee links it to water, either as “long water” or “wide current.” This meaning reinforces the concept of fertility, continuity, and life, culturally associated with the kiss as a prelude to love and the union of couples.

Footnote:

“The term Kissimmee comes from a word of indigenous origin, used by the natives of Florida, which means ‘long water’ or ‘river with many curves,’ reaffirming the bond between the city, nature, and life.”

Chapter 3. Ecological Historical Context: Water, Life, and Territory

Kissimmee has developed around rivers, lakes, and wetlands that define both its geography and its culture. This natural base legitimizes the narrative of a city that is associated with love and life through water as a central element.

The restoration of the wetlands of the Kissimmee River has turned the territory into an ecological emblem of Central Florida, generating a tourist attraction complementary to the theme parks. These environments offer the ideal setting for weddings, symbolic ceremonies, romantic boat rides, outdoor festivals, and "Kiss Spots" designed for photography and social interaction.

Footnote:

"The wetlands of the Kissimmee River were the subject of an ambitious restoration program that turned them into a key habitat for birds, fish, and wildlife, consolidating the city as an ecotourism center in Florida."

Chapter 4. Market Analysis and Opportunity

The Orlando area, where Kissimmee is located, constitutes one of the largest tourist poles on the planet. Its hotel capacity, theme parks, and Orlando International Airport generate a constant flow of tens of millions of visitors each year.

For Kissimmee, this means the opportunity to capture and retain part of that economic spillover with its own identity that does not compete directly with Disney or Universal, but rather complements their offerings. Romantic and wedding tourism has become an expanding global segment: ceremonies, getaways, vow renewals, and couple trips concentrate a high average spending, with short planning and high added value for the destinations.

The concept "The City of Love" allows Kissimmee to attract these visitors through a **distinctive product**: lakeside weddings, themed festivals, romantic culinary routes, artistic experiences, and urban signage that reinforces the message.

Footnote:

"In 2023, the Experience Kissimmee office reported around 10 million overnight stays and 6.5 billion dollars in tourist spending, with a historic record in local tourist development tax collection."

The area of Orlando, where Kissimmee is located, constitutes one of the largest tourist poles on the planet. Its hotel capacity, theme parks, and the Orlando International Airport generate a constant flow of tens of millions of visitors per year.

For Kissimmee, this means the opportunity to capture and retain part of that economic spillover with a unique identity that does not compete directly with Disney or Universal, but rather complements their offer. Romantic and wedding tourism has become a globally expanding segment: ceremonies, getaways, vow renewals, and couple trips concentrate a high average spending, with short planning and high added value for the destinations.

The concept "The City of Love" allows Kissimmee to attract these visitors through a distinctive product: lakeside weddings, themed festivals, romantic culinary routes, artistic experiences, and urban signage that reinforces the message.

Footnote:

"In 2023, the Experience Kissimmee office reported around 10 million overnight stays and 6.5 billion dollars in tourist spending, with a historic record in local tourist development tax collection."

Chapter 5. City Brand References: Learnings

The project is inspired by emblematic cases of urban marketing: "

"I ❤️ NY": A simple and replicable logo that transformed the identity of New York, generating local pride and international attraction.

Las Vegas: With the phrase "What happens in Vegas, stays in Vegas" and the simplification of marriage licenses, the city created a globally recognized tourist product.

Paris: Established as the "City of Light" and "romantic capital of the world," shows how a well-crafted concept can become a cultural and economic symbol.

Kissimmee can learn from these examples:

Create a globally recognizable graphic icon (KISS + lips + heart + ME)

Associate the message with a concrete tourist product (weddings, celebrations, festivals).

Ensure that the concept is versatile and exportable to merchandising, events, and digital communication.

Footnote:

"The logo "I♥NY" designed in 1977 by Milton Glaser, became a global symbol of the city, reproduced on t-shirts, mugs, and signage, and is considered one of the most successful examples of urban marketing."

Chapter 6. Brand Architecture and Visual Identity

The brand "Kissimmee – The City of Love" consists of a modular visual system, designed for mass reproduction in different formats.

Main logo: Integration of the word "KISS," a red heart, stylized lips, and the word "ME," accompanied by the name of the city and the bilingual slogan "The City of Love / La Ciudad del Amor."

Color palette: Red (passion, love), black (elegance, strength), white (purity, clarity). Secondary colors: gold, fuchsia, and neon blue for sub-themes.

Sub-brands: Each "Route of Love" will have a derived logo (weddings, gastronomy, art, nightlife).

Urban placemaking: Signage, murals, sculptures, and photographic "Kiss Spots" that reinforce the logo and make it part of the city experience.

Graphic architecture ensures consistency and at the same time flexibility, so that each actor (government, hotels, restaurants, artists) can adopt the brand in their spaces and products under a licensing scheme regulated by the municipality.

Footnote:

"The "I♥NY" case demonstrates how a simple emblem can be inserted into mass consumer products and urban signage, reinforcing identity and tourism; Kissimmee can apply the same logic with lips and heart as central icons."

Chapter 7. Annual Celebration Programming

The identity of Kissimmee as The City of Love must materialize in an annual calendar that gives content to the brand and ensures constant flows of visitors.

February 14 – Kissimmee Kiss Festival: mass weddings and renewals, themed concerts, monumental lighting, food fairs, and community activities.

Spring – Flower & Love Week: floral decoration on streets, markets of local producers, romance gardens, and symbolic ceremonies by the lake.

(Summer) Summer of Love: outdoor film festivals, gastronomic experiences for two, creative cocktails, and sunsets on a boat.

(Fall) Harvest of Love: food fairs with regional products, artistic weekends, live exhibitions.

(Winter) The Light of Love: Christmas illuminated village, winter weddings, and immersive light and sound experiences.

The seasonal distribution allows for extending the average stay of the tourist, increasing their spending, and balancing the local economy throughout the year.

Footnote:

“In cities like New York and Las Vegas, seasonal cultural programming has proven to be key to sustaining tourist influx beyond the peak seasons of parks and shows.”

Chapter 8. Placemaking: Urban Spaces for Love

The project proposes to transform city spaces into urban landmarks linked to love:

Boulevard of Love: a thematic corridor with allusive urban furniture, sculptures, phrases inscribed in pavement, and benches in the shape of lips and hearts.

Kiss Spots: photo frames distributed at iconic points in the city to promote viral content on social media.

Gardens of Romance: small thematic parks where couples can hold intimate ceremonies, vow renewals, and photo sessions.

MCO Airport: installation of welcome points with the brand “City of Love” to position the identity from the first contact of the visitor.

The thematic placemaking turns the city into an experiential destination, where the visitor finds corners of love in everyday life.

Footnote:

“The so-called ‘Instagram Spots’ or photo points have become catalysts of urban tourism, as in Amsterdam (‘I amsterdam’) or Singapore (‘Merlion’), generating millions of posts and free promotion.”

Chapter 9. Romantic Mobility and Sustainability

The project also considers mobility as an experience:

Trams and Electric Shuttles Decorated with the Logo and Messages Related to Love.

Ecological Boats for Romantic Tours on the Lake, with Guides Who Narrate the History of the City and Its Connection to Water.

Audio Routes That Combine Music and Cultural Narration to Enrich the Experience While Visitors Move.

This Transportation System Not Only Facilitates Movement but Also Turns the Journey into Part of the Attraction, Promoting Sustainability and Innovation.

Footnote:

“Themed and Narrative Transportation Has Been Successfully Adopted in Tourist Destinations Such as San Francisco (Trams) and Venice (Gondolas), Integrating Mobility and Cultural Experience into One Product.”

Chapter 10. Integration with Hotels, Parks, and Alternative Accommodations

The Proposal of Kissimmee as The City of Love Will Only Be Viable If It Integrates with the Existing Tourist Infrastructure:

Hotels and Resorts: “City of Love” Packages That Include Thematic Decoration, Private Dinners, Spa Experiences, Romantic Photography, and Access to Symbolic Ceremonies.

Alternative Accommodations (Airbnb, Hostels, Villas): Incorporation of “Kiss Spots” in Interiors and Romantic Welcome Kits.

Theme Parks (Disney, Universal, SeaWorld): Complementary Programming Such as Private Dinners with Fireworks, Marriage Proposals in Iconic Settings, and Co-Marketing Alliances That Allow Kissimmee to Offer Unique Experiences Before or After the Park Visit.

Tour Operators: Integration of Combined Packages (“Parks + Romantic Kissimmee”) That Extend the Average Stay of International Visitors.

Footnote:

“In 2023, Universal and Disney Received Tens of Millions of Visitors Each, Consolidating Orlando as the Number One Tourist Destination in the U.S.; Kissimmee, with More Than 10 Million Overnight Stays, Is in a Position to Benefit from This Massive Flow.”

Chapter 11. Gastronomy, Agriculture, and Creative Economy.

Gastronomy as a Strategic Route of the Project. Gastronomy will be one of the strategic routes of the project. Under the label “A Taste of Love,” Kissimmee can link restaurants, local producers, and international chefs to create unique experiences:

love food fairs with tastings, chocolates, wines, and themed desserts.

Producer markets promoted by the Agricultural Councils of the Americas and the Caribbean, highlighting the connection between food, community, and love.

Romantic pairings in restaurants and hotels, designed for couples.

Signature cocktails with drinks inspired by the colors and symbols of the brand (red, lips, hearts).

At the same time, the creative economy is encouraged: local artists will be able to create products with the identity “City of Love” to be sold as official souvenirs (t-shirts, mugs, jewelry, art pieces).

Footnote:

“The Agricultural Councils of the Americas and the Caribbean highlight gastronomy as a cultural and identity vehicle; in this case, it becomes the engine of a thematic route that combines flavor and romanticism.”

Chapter 12. Governance of the Project

To ensure the execution of the concept, the creation of the Municipal Love Committee is proposed, composed of:

Municipal authorities: Mayor’s office, Council, and technical offices.

National Chamber of Arts (CANARTES): cultural and editorial direction of the project.

Agricultural Councils: management of the gastronomic route and agro fairs.

Experience Kissimmee and tourism actors: international promotion.

Private sector: hoteliers, restaurateurs, transporters, event operators.

Local community: artists, artisans, and civil society.

The Committee would have clear functions: approval of the annual calendar, regulation of brand licensing, articulation of alliances, and evaluation of impact indicators.

Footnote:

“In Kissimmee, tourism is regulated and promoted through organizations such as Experience Kissimmee and the Tourist Development Council; the creation of a specialized committee guarantees governance and continuity of the project.”

Chapter 13. Legal Framework and Normative Support

The official recognition of Kissimmee as “The City of Love / La Ciudad del Amor” requires a binding legal instrument that gives it institutional validity and continuity over time.

Normative Support

The Constitution of the State of Florida and Chapter 166 of the Florida Statutes establish the principle of Home Rule, which grants municipalities the ability to legislate on all matters related to their welfare and development, except for express prohibition in state law.

This principle empowers Kissimmee to issue a Municipal Ordinance that officializes the designation and organizes the model of tourism, cultural, and economic development associated with it.

Nature of the Instrument

The declaration must be integrated into the City Code of Ordinances, so that it is not reduced to a ceremonial act, but becomes an official identity, with effects on public policies, economic development, and tourism promotion.

Footnote:

“The principle of Home Rule empowers the cities of Florida to define their cultural identity and promote their economic development through municipal ordinances, as long as they do not contravene state or federal laws.”

Chapter 14. Licensing and Trademark Rights

The project provides for the creation of a licensing system for the brand “The City of Love,” managed by the municipality through the Municipal Committee of Love.

Licensing Modalities

Commercial licenses: for restaurants, hotels, travel agencies, and souvenir shops that wish to use the logo and official symbols.

Cultural licenses: for local and regional artists who create products inspired by the identity.

Institutional licenses: for joint promotion campaigns with theme parks, airlines, and tour operators.

Legal Protection

The brand will be registered with the United States Patent and Trademark Office (USPTO) and will be managed under usage contracts that guarantee quality, graphic consistency, and financial return to the city.

Footnote:

“The case of the “I ♥ NY” logo demonstrates how controlled licensing of a city brand can generate sustained income and become a source of resources for promotion and urban development.”

Chapter 15. Financing and Sustainability Strategy

The success of the project depends on a mixed financing model, with public, private, and international resources.

Sources of Financing

Municipal Fund for Tourism Innovation: annual allocation of resources from the tourism development tax (TDT).

Public-private partnerships (PPP): development of light infrastructure (signage, squares, themed gardens) with shared capital.

Corporate sponsorships: global brands linked to romance (fashion, jewelry, gastronomy, technology) will be able to finance festivals and routes.

Brand licensing: income derived from the use of the logo on products and services.

International funds: possibility of attracting support from cultural and sustainable tourism programs at the regional and global levels.

Financial Sustainability

A return of between 6 and 8 dollars for every dollar invested is estimated, considering spending on lodging, food, transportation, and experiences. Additionally, the creation of thousands of direct and indirect jobs is projected.

Footnote:

“A study by the Council on Tourism Economics indicates that themed festivals and collective weddings in specialized destinations can increase the average spending per visitor by 15%.”

Chapter 16. International Projection of the Brand.

Kissimmee can position itself as a global reference for romantic tourism, at the level of Las Vegas (express weddings) or Paris (capital of love).

Projection strategies:

International tourism fairs (FITUR, ITB Berlin, WTM London) with thematic stands that include the logo and immersive experiences.

Global digital campaigns aimed at key source markets: Latin America, Europe, and Asia.

Cultural ambassadors: artists, writers, and musicians who integrate the brand into their productions.

Connection with airlines: "Fly to the City of Love" packages that combine transportation + romantic experience.

With this strategy, the city would stop being merely a "gateway to the parks" to become a destination in itself.

Footnote:

"Las Vegas has consolidated more than 80,000 annual weddings thanks to its international strategy, while Paris remains the city most associated with romance; Kissimmee has the potential to join this category."

Chapter 17. Strategic Alliances

The success of the project requires a solid alliance system:

Institutional: with the Kissimmee City Hall, the City Council, CANARTES, and the Agricultural Councils.

Corporate: Disney, Universal, SeaWorld, hotel chains, airlines, and digital platforms.

Community: neighborhood associations, artists, cultural collectives, and local businesses.

International: organizations such as the UNWTO, regional development banks, and binational chambers of commerce.

Each alliance will contribute funding, visibility, infrastructure, or legitimacy, ensuring that the project is sustainable and expansive.

Footnote:

“Experience Kissimmee is already working with more than 900 strategic partners in its tourism ecosystem; this base will allow leveraging the new identity as ‘The City of Love.’”

Chapter 18. Socioeconomic Benefits

The declaration will generate tangible benefits in the life of the local community:

Tourism: increase in length of stay and spending per visitor.

Employment: creation of thousands of jobs in hospitality, events, transportation, gastronomy, and commerce.

Investment: attraction of national and international capital.

Identity and local pride: the inhabitants of Kissimmee will be part of a cultural project that projects it to the world.

Diversification: not depending exclusively on the parks, but expanding the economy towards weddings, gastronomy, culture, and nightlife.

The annual economic impact could exceed an additional 500 million dollars in tourism spending over a horizon of 5 to 7 years, consolidating Kissimmee as an economic and cultural reference in Florida.

Footnote:

“The Council on Tourism Economics indicates that well-structured thematic projects can increase tourism spending by more than 20% in the destinations that implement them.”

Chapter 19. Practical Implementation and Phases of the Project

The launch of Kissimmee as The City of Love must follow a phased plan, ensuring coherence and sustainability:

Phase 1 – Official Declaration

Approval of the municipal ordinance and public presentation of the brand.

Legal registration of “The City of Love / La Ciudad del Amor” as a protected identity.

Final design of the logo, sub-brands, and graphic identity manual.

Phase 2 – Initial Placemaking

Installation of basic urban signage and first “Kiss Spots.”

Launch of Pilot Campaigns in Partner Hotels and Restaurants.

Organization of the first Kissimmee Valentine's Week after the declaration.

Phase 3 – Routes and Festivals

Activation of the four major routes:

Weddings, Gastronomy, Art & Culture, Night Entertainment. Consolidation of the annual agenda of themed festivals.

Phase 4 – International Expansion

Participation in global tourism fairs.

Co-marketing strategies with airlines, parks, and digital platforms.

Development of international licensing.

Footnote:

"Successful city brand projects, such as Medellín (innovation) and Bilbao (Guggenheim), followed phased implementation plans, ensuring identity and sustainability in the long term."

Chapter 20. Communication and Media Strategy

Communication is key to transforming the concept into a collective imaginary.

Communication Axes

Central narrative: "Kissimmee – The City of Love" as a universal invitation

Traditional media: local and international radio, press, and television.

Digital media: campaigns on Instagram, TikTok, Facebook, and YouTube with viral hashtags (#KissMeInKissimmee, #CityOfLove).

Official merchandising: t-shirts, caps, jewelry, souvenirs with the symbols (lips, heart, Kiss).

Inaugural events: light shows, concerts, and collective weddings broadcast globally.

Segmentation

International tourists: couples, newlyweds, families.

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Footnote:

“Viral campaigns like #OnlyInMiami and #LovelsInTheAir from Paris show how tourist destinations manage to position themselves on social networks with simple and replicable symbols.”

Chapter 21. Impact Assessment

The project must have clear metrics to measure its success.

Tourism Indicators

Increase in the number of overnight stays.

Average spending per visitor.

Participation in events and festivals.

Economic Indicators

Number of brand licenses issued.

Revenue generated from licensing and sponsorships.

Creation of direct and indirect jobs.

Social and Cultural Indicators

Level of pride and identification of the local community.

Participation of artists and entrepreneurs in thematic routes.

Impact on the international perception of the city.

Continuous Assessment

An annual report is proposed, presented by the Municipal Love Committee, based on surveys, tourism statistics, and economic return studies.

Footnote:

“In the case of New York, the impact of the “I ♥ NY” logo is measured annually in millions of dollars in licensing and in global perception indicators; Kissimmee can adopt a similar evaluation model.”

Chapter 22. Conclusion and Foundational Decree

The proposal to declare Kissimmee as “The City of Love / La Ciudad del Amor” represents the convergence of history, culture, nature, economy, and strategic vision.

General Conclusion

Kissimmee possesses in its name a unique trait that connects it with the universal language of love: the phonetics “Kiss me” (“bésame”), which frames its identity in a clear and memorable invitation. To this linguistic strength is added the historical root of its original meaning, associated with water and life, turning the city into a symbol of fertility, continuity, and union.

The proposed declaration is not limited to a symbolic act: it is a comprehensive development project that encompasses cultural, gastronomic, artistic, and nightlife routes, an annual calendar of celebrations, an urban placemaking system, and a licensing model with direct economic impact.

By incorporating this identity into its public policies and tourism promotion strategies, Kissimmee becomes a global destination with cultural, economic, and social projection, capable of diversifying its economy beyond theme parks and attracting sustainable investments.

Foundational Decree

The Honorable City Council of Kissimmee, Florida, at the request of the National Chamber of Arts and Agricultural Councils of the Americas and the Caribbean, and formally presented by Commissioner Noel Ortiz,

CONSIDERING:

That the name of Kissimmee, due to its phonetic similarity to the English phrase “Kiss me,” constitutes a universal symbol of love and union.

That the indigenous etymology of the name, linked to water, provides a meaning of life and continuity that enriches the cultural narrative of the city.

That Kissimmee is strategically located next to the most visited theme parks in the world, which places it in a privileged position to diversify and expand its tourist offer.

That the identity “The City of Love / La Ciudad del Amor” will generate social, cultural, and economic benefits, consolidating the city as an international reference.

DECREED:

Article 1. Kissimmee is officially declared as “The City of Love / La Ciudad del Amor,” integrating this denomination in all documents, activities, and official communications.

Article 2. February 14 of each year is established as the Official Day of Love in Kissimmee, celebrated with festivals, collective weddings, culinary routes, and cultural activities open to residents and visitors.

Article 3. The Municipal Committee of Love is created as the coordinating body of the project, composed of local authorities, the National Chamber of Arts, the Agro-Food Councils of the Americas and the Caribbean, Experience Kissimmee, entrepreneurs, and the artistic community.

Article 4. An official licensing program for the brand “The City of Love” is established, with revenues intended to strengthen the culture, tourism, and infrastructure of the city.

Article 5. The subscription of public-private partnerships for the financing, promotion, and sustainability of the project is authorized, guaranteeing its economic and social impact.

Article 6. This decree is based on the principle of Home Rule and Chapter 166 of the Florida Statutes, which empower the municipality to define its cultural identity, promote its economic development, and issue the necessary ordinances to fulfill this purpose.

Final Clause

This decree will come into effect on February 14 of its promulgation, being registered as the founding act of Kissimmee in its new global identity as “The City of Love / La Ciudad del Amor.”

1) Message Platform (Creative Base)

Linguistic axis: the phonetic play “Kiss me / Kissimmee” reinforces recall, action, and place identity.

Proposed master slogan (options):

ES: Bésame en Kissimmee. / Kíssame, Kissimmee.

EN: Kiss me in Kissimmee. / Kiss me, Kissimmee.

Justification: brief and emotional imperative; high auditory “recall”; compatible with signage, licenses, and merchandising. By integrating the name of the city, it improves brand distinctiveness and reduces risks of genericity of the isolated “Kiss me.”

Institutional slogan (supporting):

ES: En Kissimmee, cada día es un día para el amor.

EN: In Kissimmee, every day is a day for love.

Use: institutional communication, editorial pieces, and long-term tourism.

2) Seasonal Slogans (with concept and use)

A) February – Kissimmee Valentine’s Week

Slogans (ES/EN):

Bésame en Kissimmee, 14 de febrero. / Kiss me in Kissimmee, February 14.

El 14 se besa aquí. / On the 14th, kisses happen here.

La Ciudad del Amor celebra tu sí. / The City of Love celebrates your “I do.”

Donde febrero dice “bésame”. / Where February says “kiss me.”

Amor a primera vista, beso a primera noche. / Love at first sight, kiss at first night.

Tu San Valentín tiene dirección. / Your Valentine’s Day has an address.

Justification: focus on the anchor date; high potential for weddings, renewals, and press. Use: OOH/DOOH, hotels, airlines, PR, social, and local commerce.

B) Spring – Flower & Love Week

Slogans (ES/EN):

Amor en flor, Kissimmee en flor. / Love in bloom, Kissimmee in bloom.

Donde florece el “bésame”. / Where “kiss me” blooms.

Jardines para el sí. / Gardens for your “I do.”

Naturaleza que enamora. / Nature that makes you fall in love.

Un paseo, mil besos. / One stroll, a thousand kisses.

El agua susurra “bésame”. / Water whispers “kiss me.”

Justification: highlights the natural origin (water/life) and outdoor experiences.

C) Summer – Summer of Love

Slogans (ES/EN):

El atardecer dice “bésame”. / Sunset says “kiss me.”

Calienta el corazón en Kissimmee. / Heat up your heart in Kissimmee.

Besos al anochecer. / Kisses after sunset.

Sabor a verano, sabor a beso. / Summer flavor, kiss flavor.

Lago, música y tú. / Lake, music and you.

Besa, saborea, repite. / Kiss, taste, repeat.

Justification: It appeals to twilight leisure, gastronomy, and music; ideal for the “Sunset Kiss Festival.”

D) Fall – Harvest of Love

Slogans (ES/EN):

Enamórate del otoño. / Fall for Kissimmee.

Cosecha de amor. / Harvest of Love.

Sabores de temporada, besos de siempre. / Seasonal flavors, timeless kisses.

Arte que enamora. / Art that wins your heart.

Historias que se besan. / Stories that kiss.

Donde el amor cae bien. / Where love falls into place.

Justification: It unites culture, gastronomy, and festivals; it takes advantage of the double meaning of “fall/fall in love.”

E) Winter – The Light of Love

Slogans (ES/EN):

La luz del amor. / The Light of Love.

Ilumina el beso. / Light up the kiss.

Invierno que abraza. / Winter that embraces.

Un brillo llamado Kissimmee. / A glow called Kissimmee.

Amor que no se apaga. / A love that never dims.

Bodas de invierno, besos eternos. / Winter weddings, endless kisses.

Justification: immersive experience of lights; Christmas aesthetic and seasonal weddings. Use: lightings, themed villas, hotels, night shows.

3) Slogans by Location and Point of Contact

Airport (MCO) and accesses:

ES: Primera parada: un beso en Kissimmee. / EN: First stop: a kiss in Kissimmee.

ES: Antes de las atracciones, el amor. / EN: Before the rides, the love.

Objetivo: captación temprana; call-to-action con QR a calendario y Kiss Spots.

Boulevard of Love:

ES: Aquí vive el “bésame”. / EN: “Kiss me” lives here.

ES: Camina el beso. / EN: Walk the kiss.

Riverside and Docks:

ES: Donde el agua dice “bésame”. / EN: Where the water says “kiss me.”

ES: Besos al borde del lago. / EN: Lakeside kisses.

Kiss Spots (photography):

ES: Besa aquí. Captura aquí. / EN: Kiss here. Capture here.

ES: Tu foto del amor. / EN: Your love shot.

Hotels and Weddings:

ES: Quédate por el beso. / EN: Stay for the kiss.

ES: Di “sí” en Kissimmee. / EN: Say “I do” in Kissimmee.

Centro histórico/Old Town:

ES: Calles con historia, besos de hoy. / EN: Historic streets, today's kisses.

4) Slogans per moment (micro-experiences)

Marriage proposal:

ES: Pide el sí con un beso en Kissimmee. / EN: Propose with a kiss in Kissimmee.

ES: El lugar del "sí, quiero". / EN: The place for "yes, I do."

Aniversaries and Vow Renovations:

ES: Vuelve al primer beso. / EN: Return to the first kiss.

ES: Renueven su sí en Kissimmee. / EN: Renew your "I do" in Kissimmee.

Amor en familia y amistad (inclusivo):

ES: Todo amor vive aquí. / EN: All love lives here.

ES: Familias que se abrazan. / EN: Families that hold close.

Pride and Diversity:

ES: El amor es amor en Kissimmee. / EN: Love is love in Kissimmee.

ES: Tu orgullo, tu beso. / EN: Your pride, your kiss.

Nota: lenguaje inclusivo y señalética arcoíris en rutas y Kiss Spots específicos.

5) Iconic Routes: Specific Claims

Weddings and Engagements:

ES: Sí, aquí. / EN: I do, here.

ES: Junto al agua, junto a ti. / EN: By the water, by your side.

Gastronomy – "A Taste of Love":

ES: Sabor a beso. / EN: Taste the kiss.

ES: Dos cubiertos, un sí. / EN: Two seats, one yes.

Cultural and Artistic:

ES: Del arte al corazón. / EN: From art to heart.

ES: Colorea tu beso. / EN: Color your kiss.

Nighttime and Entertainment:

ES: Besos después de medianoche. / EN: Kisses after midnight.

ES: Love by Night. / EN: Love by Night.

6) Campaign Hashtags

Main:

#KissMeInKissimmee / #BésameEnKissimmee

#KissimmeeCityOfLove / #LaCiudadDelAmor

Seasonal:

#ValentinesKissimmee, #FlowerAndLove, #SummerOfLoveKissimmee,
#HarvestOfLove, #LightOfLove

Por ruta:

#LoveRoute, #KissSpots, #BoulevardDelAmor, #TasteOfLoveKissimmee,
#LoveByNight

7) Strategic Analysis for Approval

a) Linguistic and Memorability.

Short imperatives (“Bésame... / Kiss me...”) maximize recall and action.

Alliteration and rhyme (“Kiss me / Kissimmee”) generate phonetic cadence, useful in audio ID.

Bilingualism expands the market (Anglo + Spanish speakers) without losing unity.

b) Distinctiveness and Brand.

Avoid using “Kiss me” alone; always combine with “Kissimmee” or with the shield/graphic to elevate distinctiveness and registrability.

The lips + heart system anchors visual recognition and licenses.

c) Coherence with Positioning.

All the slogans refer to the pillars: kiss (affection action), water (life fertility), nature, and celebration throughout the year.

Connect with the Disney/Universal ecosystem as a complement, not competition.

d) Economic potential

Wedding and anniversary slogans point to high tickets (banquets, photography, lodging).

“Kiss Spots” and short claims drive UGC and traffic to nearby businesses.

e) Inclusion and Reputation

Universal messages (“All love lives here”) avoid biases, strengthen social acceptance and press coverage.

8) Quick creative usage guide

OOH/DOOH: lines of 2 – 5 words, bold sans typography, high contrast red/black/white, lip/heart icons.

Digital/social: carousels with CTA to Kiss Spots map and calendar; vertical version for Reels/TikTok.

Audio branding: signature of two rhythmic beats “Kiss. Kissimmee.” with a tactile pause. Urban signage: floor arrows “Kiss →” towards photo points; bilingual plaques. AR filters: overlay lips/hearts + “Kiss me in Kissimmee.”

9) Quick and measurable validation plan

A/B Test of 3 master slogans in MCO and social ads: assisted recall metric and CTR.

UGC Tracking in Kiss Spots: rate of posts per installation and use of hashtags.

QR Analytics to calendar/routes: conversion to bookings and dwell time.

Brand Lift pre/post in sending markets (LatAm/Europe).

Local panel: neighborhood and participating business acceptance.

10) Legal and brand considerations

Register stylized compositions (text + icons + layout) and sub-brands of routes.

Avoid unverified absolute claims (“the biggest in the world”) except for certified events.

Use “co-brand” with parks: only as proximity or “regional complement,” without implying formal association except by agreement.

1. Mockup of Outdoor Advertising (airport and city).

Format: digital billboard at MCO airport and an urban mupi in Kissimmee.

Slogan: “Kiss me in Kissimmee / Bésame en Kissimmee.”

Colors: minimalist white background, bold black typography, lips and heart in intense red.

Justification: the airport and access points are the first contact with tourists; a brief claim guarantees impact.

2. Mockup of Urban Signage – Kiss Spots– Kiss Spots

Format: totem/photo spot installation on boulevard or docks.

Slogan: “Kiss here, capture here / Besa aquí, captura aquí.”

Design: 3D red lips, side heart, with minimalist black

typography. Justification: promotes UGC (user-generated content), virality, and pedestrian traffic.

3. Mockup of Souvenirs (official merchandising)

Products: white t-shirt with logo (lips + heart + “Kiss me Kissimmee”), black mug with red heart, beige tote bag with bold black typography.

Justification: immediate licensing and high economic margin.

4. Mockup of Events – International Fair (FITUR/ITB)

Format: modular stand with the master logo and seasonal slogans.

Design: white walls with slogans in red and black, photos of “Kiss Spots” and weddings.

Justification: international visibility before tour operators and press.

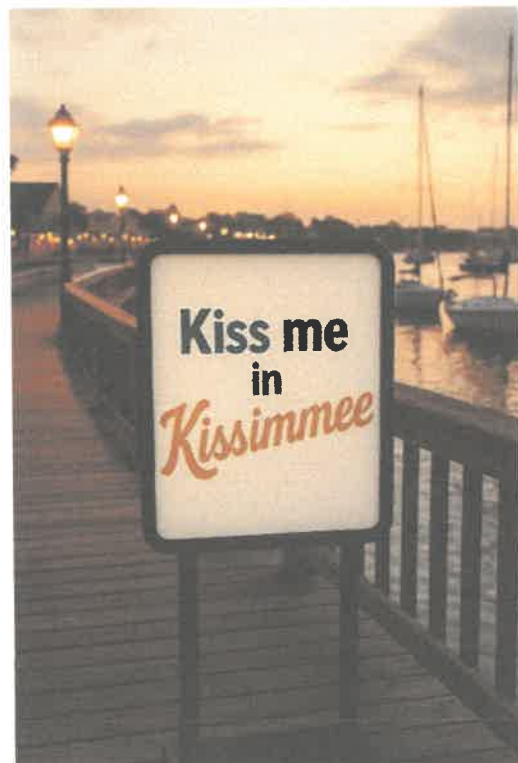
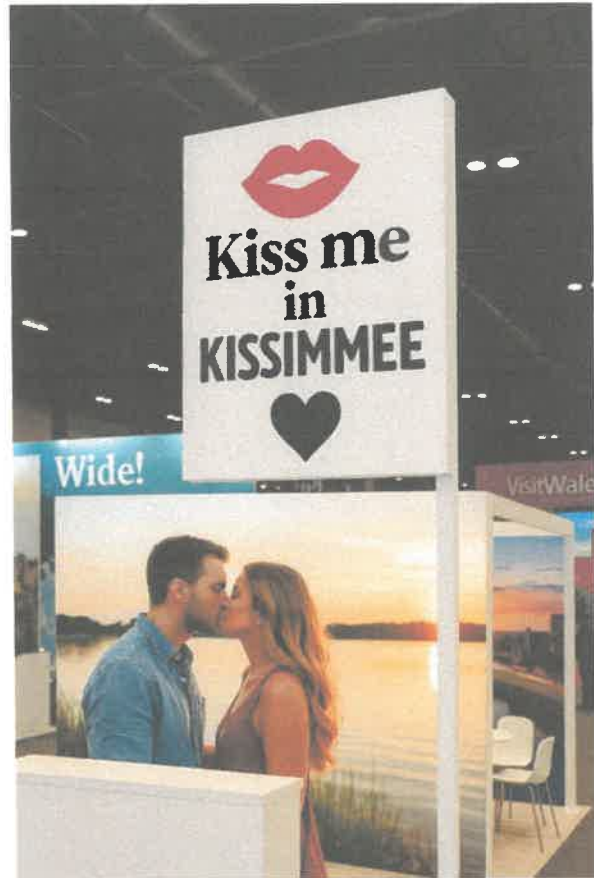
5. Mockup Digital – Social Media.

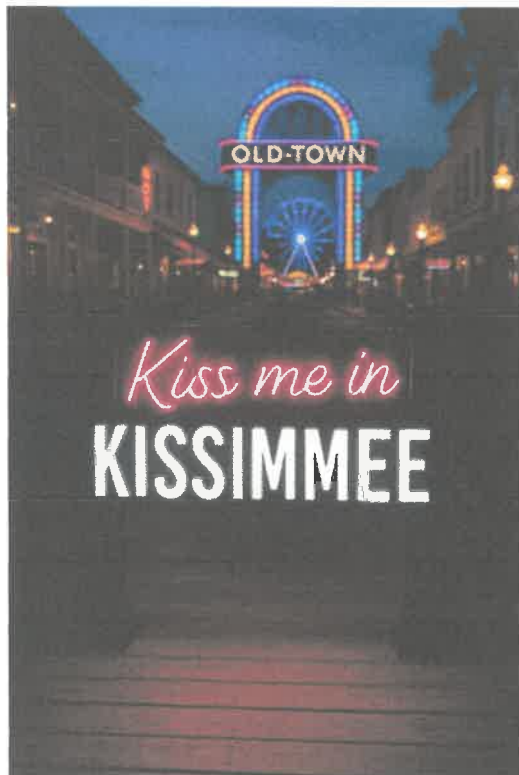
Format: vertical stories/reels with the slogans “On the 14th, kisses happen here” / “On the 14th, we kiss here.”

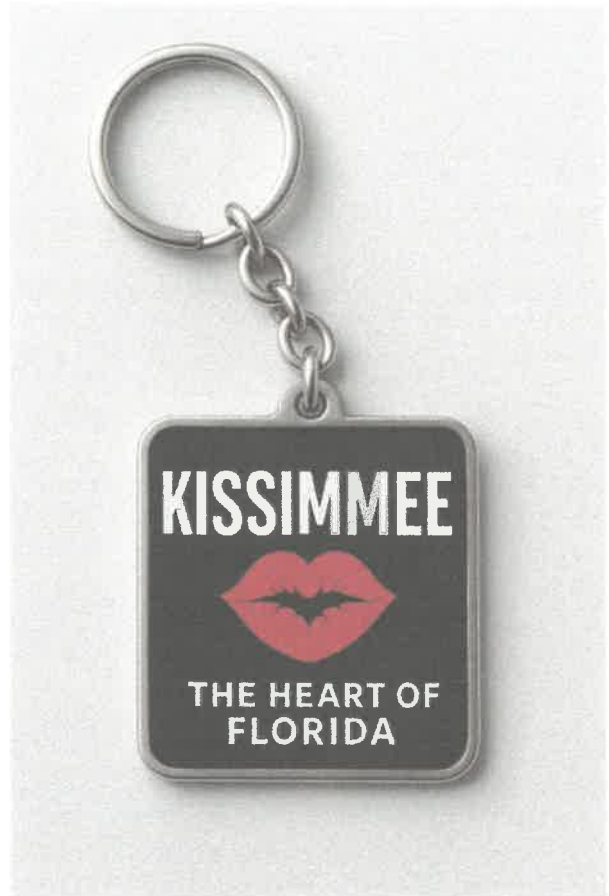
Design: simple animation with lips closing on screen and the logo appears.

Justification: capture young audiences and virality.









**QUICK
WEDDING
AVAILABLE
HERE**

Kiss me in Kissimmee





*Montaje de imágenes creadas con apoyo de inteligencia artificial

**“Kissimmee, la ciudad donde cada beso
se convierte en historia.**

Kissimmee, The City of Love.”

Reconocimientos y Créditos

- **Impulsores del proyecto: Cámara Nacional de las Artes (CANARTES), Consejos Agroalimentarios de las Américas y el Caribe.**
- **Comisionado de la Ciudad de Kissimmee**

Noel Ortiz.

Septiembre 01 de 2025



Nacional de las Artes

Docu

Solicitudes +

Consulta de solicitudes

➤ Radicado ➤	➤ Fecha ➤	➤ Fecha gestión ➤	➤ Estado ➤	➤ Nombre ➤
607341	2025-08-22		En proceso	Kissimmee, The City of Love
607340	2025-08-22		En proceso	Kissimmee, The City of Love
606885	2025-08-19		En proceso	Kissimmee, The City of Love
606884	2025-08-19		En proceso	Kissimmee, The City of Love