

Educate, Motivate, Vote

Approve General Obligation Bonds




Presented by:

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Where do I begin?




Parks. For the young and the young at heart



Learning Outcomes

- Identify the critical path to creating a successful general obligation bond educational campaign.
- Understand the importance of conducting public interest polls to count your support base and craft your message.
- Learn how to define your message and create a successful brand that works for your community.

Lessons Learned



Remember P.A.R.K.S.

Prepare a Roadmap

Appearance (Show Success)

Redefine your Message

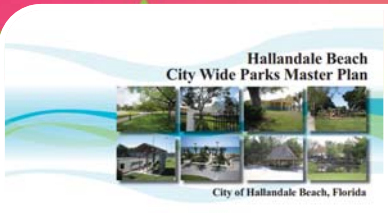
Kraft a Strong Team

Support Your Message



Prepare a Road Map

In 2010 the City of Hallandale Beach began a communitywide Parks Master Plan Planning Process. Which created conceptual plans and costs for each of the 11 parks in the City.



Hallandale Beach
City Wide Parks Master Plan

City of Hallandale Beach, Florida

July 14, 2012
Updated February 18, 2017



Appearance (Show Success)

- Maintenance of Current Parks
- Programming of Current Parks System
- Staff Knowledge of Parks

Appearance (Show Success)

1

SCAVO PARK

- Picnic Areas
- Exercise Trail
- Basketball
- Playground
- Large/Small Dog Park
- Restrooms

Cost: \$2.7 Million
Size: 7 acres

Opened April 5th 2014



Appearance (Show Success)

2

BF JAMES PARK

Pool •

Basketball •

Playground •

Exercise Trail •

Restrooms •



Cost: \$5.1 Million

Size: 2.4 acres

Opened July 12th 2014



Appearance (Show Success)

3

SOUTH CITY BEACH PARK

Concession/Restaurant •

Sand Volleyball •

Picnic Areas •

Beach Access •

Playground •

Amphitheater/Large Pavilion •

Bocce Ball •



Cost: \$4.3

Size: 4 acres

Opened March 1st 2015



Conducting public interest surveys:

- * Understand your support base
- * Craft your message



Understanding your base

- ◆ Utilize public opinion surveys to understand the community's perceptions about your city, your taxes, your parks system, and your potential project.
- ◆ Gauge what your residents know about your project to help determine how you will craft and education campaign
- ◆ Identifying pitfalls in your community that could impact your project.

Define your Message and Create a Successful Brand



"A BRAND IS NOT JUST A LOGO, A WEBSITE, OR YOUR BUSINESS CARDS...
IT'S AN EXPERIENCE."







Message/Brand



GO HALLANDALE PARKS!

PRESS 9
FOR APPROVAL OF THE BOND




PARKS MASTER PLAN
GENERAL OBLIGATION BOND
HALLANDALE 2016

Message/Brand



PARKS G.O. BOND
HALLANDALE BEACH - 2016
VOTE NOVEMBER 4
www.gohallandaleparks.com

Park
For the young
and the young at heart



Parks. For the young
and the young at heart


PARKS G.O. BOND
HALLANDALE BEACH - 2016
VOTE NOVEMBER 4
Make your voice heard

VOTE
NOVEMBER
4



PARKS G.O. BOND
HALLANDALE BEACH - 2016
VOTE NOVEMBER 4
Make your voice heard

Play it Forward







Support Your Message

- ◆ One Hallandale Initiative
- ◆ Community Meetings
- ◆ Emails
- ◆ Mailers
- ◆ Boards and Committees
- ◆ Faith Based Community
- ◆ Social Organizations
- ◆ Schools

The poster features the text 'Parks. For the young and the young at heart.' and 'Why I love the Parks' Student Contest'. It also includes a section for 'POSTER CONTEST' and a '+40' logo.

Learning Outcomes

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- ☒ Understand the importance of conducting public interest polls to count your support base and craft your message.
- ☒ Learn how to define your message and create a successful brand that works for your community.

Lessons Learned

Lessons Learned



- ❖ Community Driven
- ❖ All Stakeholders –
Every Step of the Process
- ❖ Youth Participation
- ❖ Verify Cost Estimates
- ❖ Buy-in from Business Community
- ❖ Commission/Council Support
- ❖ Show a product
- ❖ Community Engagement
- ❖ On Message

Remember P.A.R.K.S.

Prepare a Roadmap

Appearance (Show Success)

Redefine your Message

Kraft a Strong Team

Support Your Message

Educate, Motivate, Vote

Approve General Obligation Bonds





Hollandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

www.CoHB.org/Parks
www.GoHollandaleParks
HBParksRec@CoHB.org



/HBParksRec

Samples of Educational Campaign Branding

Postcard (English)

Front



Back



Tarjeta Postal (Espanol)

Frente

Espalda

**Parques. Para los jóvenes
y para los jóvenes de corazón**



PARKS G.O. BOND **VOTE EL 4 DE NOVIEMBRE**
HALLANDALE BEACH - 2014 **¡Que su voz se oiga!**

Para más información visite www.gohallandaleparks.com

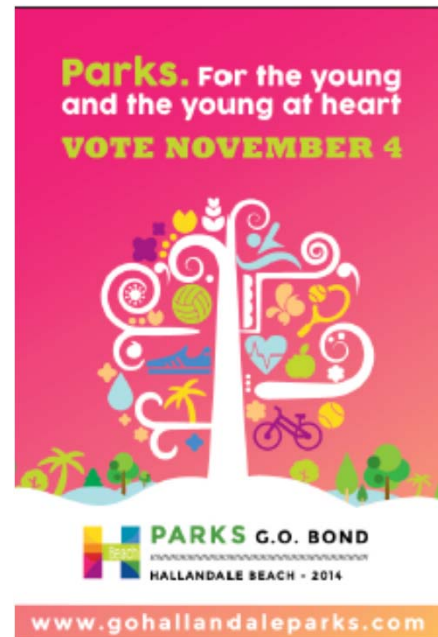
10 FORMAS En que los parques nuevos y modernizados de Hallandale Beach pueden mejorar su vida

- 1** **¡VAMOS A NADAR!** Nuevo Centro Acuático con piscina de competencia y espacios de agua interactivos en Bluesten Park
- 2** **¡VALOR AGREGADO!** La cercanía a los parques aumenta el valor de la propiedad
- 3** **¡TENIS PARA TODOS!** Nuevo Complejo y Centro de Tenis de primerísima calidad con canchas de arcilla y pavimentada y tiendas con espacio de concesión
- 4** **¡CUIDAR EL AMBIENTE!** Los parques protegen y conservan la biodiversidad a la vez que mantienen limpios el aire y el agua
- 5** **¡UN JUEGO DE NIÑOS!** Vamos a jugar en los nuevos campos de peñeta y soccer de tamaño reglamentario en Bluesten Park
- 6** **¡ESTAR SALUDABLES!** Estudios demuestran que ir a los parques y lugares de recreación ayuda a controlar la obesidad, disminuir el riesgo de enfermedades y aumenta la expectativa de vida
- 7** **¡A MOVERSE!** en el nuevo Gimnasio / Centro de Recreación bajo techo de Bluesten Park
- 8** **¡SOMOS UNO EN HALLANDALE!** Los parques ayudan a construir y fortalecer lazos de la comunidad y reúnen a poblaciones diversas
- 9** **¡EL MARAVILLOSO ESPACIO EXTERIOR!** Nuevo alquiler de kayak y paddleboard en Chaves Lake Park
- 10** **¡UN ASUNTO DE FAMILIA!** Todos los parques tienen espacios y atracciones para el disfrute de toda la familia

Bus Bench



Bus Shelter



Pins/Buttons



Flyers



PARKS G.O. BOND
HALLANDALE BEACH - 2014

VOTE NOVEMBER 4
Make your voice heard

10 WAYS New & improved parks in Hallandale Beach can make your life better

- 1 **LET'S SWIM!** New Aquatics Center with competition swimming pool and interactive water features at Bluesten Park
- 2 **ADDED VALUE!** Proximity to parks increases property value
- 3 **TENNIS ANYONE?** New state-of-the-art Golden Isles Tennis Center Complex with clay and paved court surfacing and new pro-shop with concession space
- 4 **GO GREEN!** Parks protect and conserve biodiversity while keeping our air and water clean
- 5 **CHILD'S PLAY!** Get playing on new regulation size baseball and soccer fields at Bluesten Park
- 6 **GET HEALTHY!** Studies have shown access to parks and recreation facilities aids in the control of obesity, diminishes the risk of disease, and increases life expectancy
- 7 **LET'S MOVE!** In the new Indoor Fitness/Recreation Center at Bluesten Park
- 8 **WE ARE ONE HALLANDALE!** Parks help build and strengthen community ties and bring diverse populations together
- 9 **THE GREAT OUTDOORS!** New kayak and paddleboard rentals at Chaves Lake Park
- 10 **A FAMILY AFFAIR!** All parks will have spaces and amenities for the entire family's enjoyment

Mail Pieces

PARKS G.O. BOND
HALLANDALE BEACH • 2004
100 South West Turner (Holland Park), FL 33024

For more information, visit
www.GoHalandaleParks.com



What Is The Hallandale Beach Parks G.O. Bond?



The opportunity
to renovate and
beautify our parks
today.

...OR wait to renovate our
parks for decades, if at all.



The Hallandale Beach Parks G.O. Bond: Your Choice.



Understanding The Plan

In 2011, Hallandale Beach adopted a Citywide Parks Master Plan to provide guidelines for much-needed city park improvements. Its purpose is to meet the needs of the community and enhance the quality of life for Hallandale Beach residents.

Understanding The Renovations

All of our local parks will receive renovations, including a new Aquatics Center with competition swimming pool at Bluewater Park, a new state-of-the-art Golden Isles Tennis Center Complex, and new kayak and paddleboard rentals at Chavez Lake Park.



Understanding Your Choice



On November 4, residents have a chance to decide whether or not Hallandale Beach will renovate 8 local parks. A YES vote means improving our parks now. A NO vote means not renovating our parks for 20 years - if renovations occur at all.

THE CHOICE IS YOURS!
THIS NOVEMBER 4, YOU DECIDE!



Mail Pieces



The Hallandale Beach Parks G.O. Bond Gives You the Choice...



...make Hallandale Beach an even more beautiful place to live, work and play by investing in our parks...

...or don't renovate our parks.

YOU DECIDE!



PARKS G.O. BOND
HALLANDALE BEACH • 2014
400 South Federal Highway
Hallandale Beach, FL 33009

For more information, visit www.GoHallandaleParks.com
Be Sure To Return Your Absentee Ballot Today!



DON'T WAIT! G.O. VOTE!

Vote Absentee Today!

**LET YOUR VOICE
BE HEARD!**

On Election Day, the choice is yours:
Beautify and renovate our city's parks or
leave them as they are.

**IMPROVE OUR PARKS OR NOT, THE
CHOICE IS YOURS. VOTE TODAY.**



Mail Pieces

The Hallandale Beach Parks G.O. Bond Gives You The Choice...



A YES VOTE MEANS INVESTING IN OUR COMMUNITY NOW

Renovate Hallandale
Beach's local parks now

OR CHOOSE NOT TO INVEST IN OUR FUTURE.

Which means renovations to local
parks could take decades, if they
happen at all.

PARKS G.O. BOND
HALLANDALE BEACH - 2014
400 South Federal Highway
Hallandale Beach, FL 33009

For more information, visit
www.GoHallandaleParks.com



What Hallandale Beach Parks G.O. Bond Means For You

On November 4, residents have a chance to decide whether or not Hallandale Beach will renovate 8 local parks based on the Citywide Parks Master Plan.

A YES vote would mean the city will move forward with the Citywide Parks Master Plan, expanding, renovating and beautifying all 8 local parks now. A NO vote would mean delaying park renovation plans for decades, or ending them altogether.



THE PARKS PLAN WILL PROVIDE...

...ENHANCED QUALITY OF LIFE FOR ALL RESIDENTS

- New sports facilities, including tennis courts and an aquatic center
- Enhanced conservation and strengthened community ties

...A SAFER PLACE FOR OUR CHILDREN TO PLAY

- Safer, interactive playground options
- Innovative and improved community venues

...A BOOST TO PROPERTY VALUES

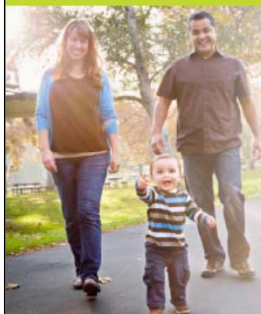
- Updated and improved landscaping
- Refurbished park amenities

THIS NOVEMBER 4, YOU DECIDE!

Mail Pieces

DON'T FORGET TO VOTE!

Election Day Is November 4!



A YES vote on the Hallandale Beach Parks G.O. Bond would allow the city to invest in our local parks, expanding our community's natural beauty and improving residents' quality of life. A NO vote would delay renovations for years - if they even happen at all.

You decide! Should local parks be renovated, or should they stay as they are now?

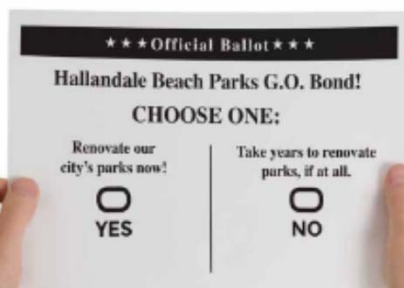
YOUR VOTE WILL MAKE A DIFFERENCE!

On November 4, The Choice Is In Your Hands.
Get Up And G.O. Vote!



The Choice Is Literally In Your Hands.

On Tuesday, November 4, Vote On The Hallandale Beach Parks G.O. Bond!



For more information, visit
www.GotHallandaleParks.com





Email Signature (All City Employees)



VOTE NOVEMBER 4

Make your voice heard



Parks.
For the
young
and the
young
at heart

VOTE
NOVEMBER
4




PARKS G.O. BOND
11 / 04 / 14

**Street Light
Banner**



**T-Shirts &
Tote Bag**



PARKS G.O. BOND
HALLANDALE BEACH - 2014

VOTE NOVEMBER 4
www.gohallandaleparks.com

E-blast

Help decide whether Hallandale Beach will invest in renovating the remaining eight parks when the Citywide Parks Master Plan General Obligation Bond is placed on the ballot.

[View this email in your browser](#)



Hallandale Beach General Obligation Bond
Vote November 4th



Vote November 4, 2014! Help decide whether Hallandale Beach will invest in renovating the remaining eight parks when the Citywide Parks Master Plan General Obligation Bond is placed on the ballot.



New Parks Beautify Hallandale Beach!

Hallandale Beach launched a new era in recreation opportunities with the completion of Joseph Scavo Park, the first completed park of the Citywide Parks Master Plan. Over 1,000 community members enjoyed a full day of activities celebrating the beautiful new space. The \$2.7 million project was completed on time and under budget and includes two off-leash dog areas (one for large dogs and one for small dogs), fitness trail with exercise stations, basketball court, restrooms, new playground, and plenty of open green space in the seven acre park.

JOSEPH SCAVO PARK



**\$100,000
IN SAVINGS**



**FITNESS TRAIL AND
EXERCISE STATIONS**



**OFF-LEASH
DOG AREAS**



**BASKETBALL
COURT**



**ULTRA-MODERN
PLAYGROUND**

This July, the City will dedicate the second of 12 parks slated to be renovated under the Citywide Parks Master Plan, BF James Park. BF James Park will boast a new zero entry swimming pool, two lighted basketball courts, a state of the art playground, and fitness trail with exercise stations. South City

Videos

Eight Ways Parks Improve Your Health

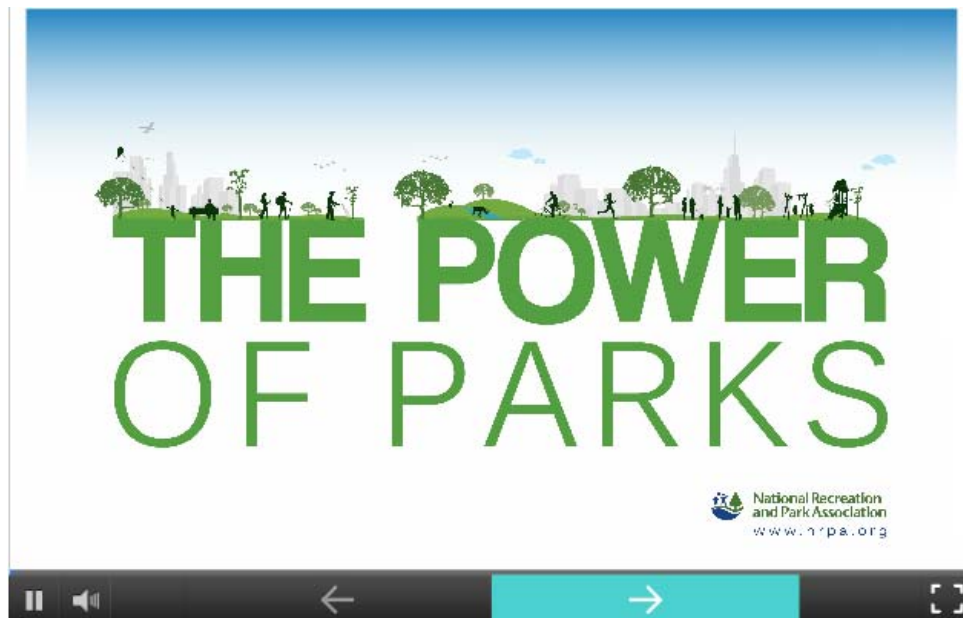


Trust for Public Land:

www.tpl.org/file/eight-ways-parks-improve-your-health

Videos


The Power of Parks




National Recreation and Parks Association:
www.nrpa.org/power-of-parks

Parks. For the young and the young at heart

Educational Campaign 2014






PARKS G.O. BOND

HALLANDALE BEACH - 2014

How do parks improve my community?



New Scavo Park Building

- ❑ Over 55% of the dollars spent on this parks master plan will stay in Hallandale Beach.
- ❑ Over \$21M will be dedicated to the creation of **More** local jobs, **More** local business revenue, and **More** local subcontractors opportunities in Hallandale Beach.
- ❑ Parks help build and strengthen communities and bring diverse populations together. (*)
- ❑ Well planned and well maintained parks can increase public safety. (*)

(*) Source - National Parks and Recreation Association



How do Parks Benefit Me?



- ❑ Proximity to quality parks increase individual property values.
- ❑ Parks increases health and the quality of life in our community.
- ❑ Easy access to parks and recreation facilities aids in the control of obesity, boosts immune system, diminishes risk of disease, and increases life expectancy.

Source - National Parks and Recreation Association

How much will this cost me ?

- ❑ A home with a taxable value of \$100,000 would pay \$86.40 per year.
- ❑ \$86.40 per year = \$7.20 per month or \$.24 per day.
- ❑ This is a nominal cost to pay when compared to the social, economic, and quality of life gains for this community.

How long will this take?



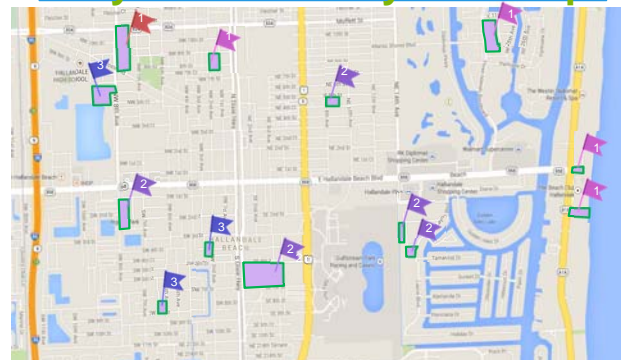
What Does **my** Vote Mean?

- A **vote in favor** of the Parks Master Plan General Obligation bond means you would like to see Hallandale Beach renovate the remaining eight parks within 6 years.
- A **vote against** the Parks Master Plan will let the City know that you prefer the pay-as-you-go method which may take up to 20 years for the renovations.

Project Cost by Park

Parks	Opinion of Probable Cost
Bluesten Park	\$ 36,453,211.00
Ingalls Park	\$ 1,919,388.00
Golden Isles Park	\$ 1,642,639.00
Golden Isles Tennis Center	\$ 7,170,215.00
Sunset Park	\$ 553,202.33
Historic Village	\$ 580,792.50
Sunrise Park	\$ 2,708,144.87
Chaves Lake	\$ 3,632,474.10
Project Management	\$ 1,690,746.98

Citywide Parks System Map





Parks. For the young and
the young at heart.



“Why I love the Parks”
Student Contest



POSTER CONTEST

Deadline: September 12th

The City of Hallandale Beach is calling all Kindergarten through 2nd grade students to show the City of Hallandale Beach why you love the Parks

Kindergarten

1st Place – Samantha Ramirez



First Grade

1st Place – Jose Mieleles

First Place
1st Grade
Jose Mieleles



Second Grade

1st Place - Nia Harris





The reason why I enjoy parks is because they keep me active and motivated. Parks are excellent places to meet and/or exercise. If you plan to have a playdate or a get-together, it would be a park because you can play with your friends and you know that I know in my area are very popular and have some pretty good playgrounds in my opinion. I hang out with my friends at the park when I am there. All parks are good places to hang out with your friends. That's the best part of it. If you question me about parks, I would not be able to keep my mouth shut. Just yesterday I was at the park. Parks have different types of playgrounds, it has fun like a slide, flying, and you can enjoy the weather and the people. I like to go to the park and have fun with my friends.



Electronic Presentation Contest

Deadline: September 12th

The City of Hallandale Beach is calling all 6 through 8th grade students to show the City of Hallandale Beach why you love the Parks

Gulfstream Middle School

1st Place – Veronica Harrison



My Favorite Park in Hallandale!

Ingalls Park is my favorite park in Hallandale. It's a 4 & 6 acre park that has a rental facility with a multi-purpose room and kitchenette, pavilions, gazebo, fitness trail, and playground. There's also a pond where there is fishes and turtles.



Visual Arts Contest

Deadline: September 12th

The City of Hallandale Beach is calling all 9th through 12th grade students to show the City of Hallandale Beach why you love Parks

Halladale High School

1st Place - Jada Jean

