

NORTH  STAR

**+ Greenacres, FL**

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Branding Research + Strategy Presentation

January, 2025

# Branding Process



Stakeholder & Community Education



Insight Gathering & Research



**DNA & Strategy Formation**



Creative Brand & Message Development



Brand Action Ideas

# mostly confirmation and articulation

not revelation

*Today's presentation is about research and strategy and does not include any creative elements for Greenacres.*

# Research Instruments

- Research and Planning Audit
- Communication and Media Audit
- Situation Analysis
- Site Visit:
  - Familiarization Tour
  - Stakeholders/Residents Interviews
  - Focus Groups
  - Undercover Interviews
- Community Survey
- Brand Barometer
- Consumer Awareness + Perception Study (Quantitative) Visitors & Non-visitors to Greenacres from around the State of Florida
- External Perception Study (Qualitative) Interviews about Greenacres with external influencers

# Internal Qualitative Data

Site Visit

Intercepts

ReimagineGreenacres.com

Focus Groups

Stakeholder Interviews

*(in person, phone conversations, and via Zoom)*

# Internal Qualitative Data

THEMES

## Best Descriptors

Location	Endless Possibilities
Convenient	Undefined
Celebrating Diversity	Regular Folks
Green	Business-Friendly
Givers	Low Profile
Caring	Overlooked
Comfort	Relatively Affordable
Pass-Through	Well-Managed
Buffer City	Centralized
Potential	Forgetful
Parks	For All
Events	

## Greatest Assets

City Services
Events
PBSO
Parks
Bowling Alley / Skating Rink
Diverse Restaurants
Location
Passport Services
Fire Dept.
Community Center
Okeeheelee Park (proximity to)
Local Flavor
Youth Programs
Exit on the Turnpike

# Internal Qualitative Data

## THEMES

### Opportunities

Redevelopment  
Sports Destination  
Pickleball Tournaments  
Retail Destinations  
Bringing People Together  
Cultural Events  
Connecting Small Businesses  
Storytelling  
Improved Signage, City Markers,  
& Pole Banners

### Challenges

Traffic  
Transportation  
Mobility  
Land-locked  
No Available Land  
City Boundaries  
Constantly Evolving  
Affordable Housing  
Safety  
Always Short on Funding  
Rehabbing Existing Homes

### Missing

Mixed Use  
Downtown Area  
Shopping  
Good Brewery  
Splash Pad  
Walkability  
Awareness  
Messaging / A Story  
Hotels  
Historical Greenacres Days  
Athletic Facilities  
Sports Tourism  
Healthcare  
Public Art  
Higher Education

# Internal Qualitative Data

## THEMES

### What We Think Outsiders Say

"The middle of the county."

"That's where Okeeheelee Park is."

"I don't know much about it."

"No reason to go there."

"Quite a bit of crime."

"We don't even cross their mind."

"Where's that?"

"Traffic and crime."

"Other cities know us because of Andrea and the work she's done."

### Most Important to Identity

Diversity

Green spaces

Location

Activities at Community Center

New Pickleball Center

High Quality Parks

Cultural Events



# Brand Barometer

150 Respondents

## Answering The Question:

*“On a scale of 1-10, how likely are you to recommend **living, visiting, or conducting business in** Greenacres to a friend or colleague?”*

**The Math:** Promoters (9-10), Passives (7-8), Detractors (1-6)

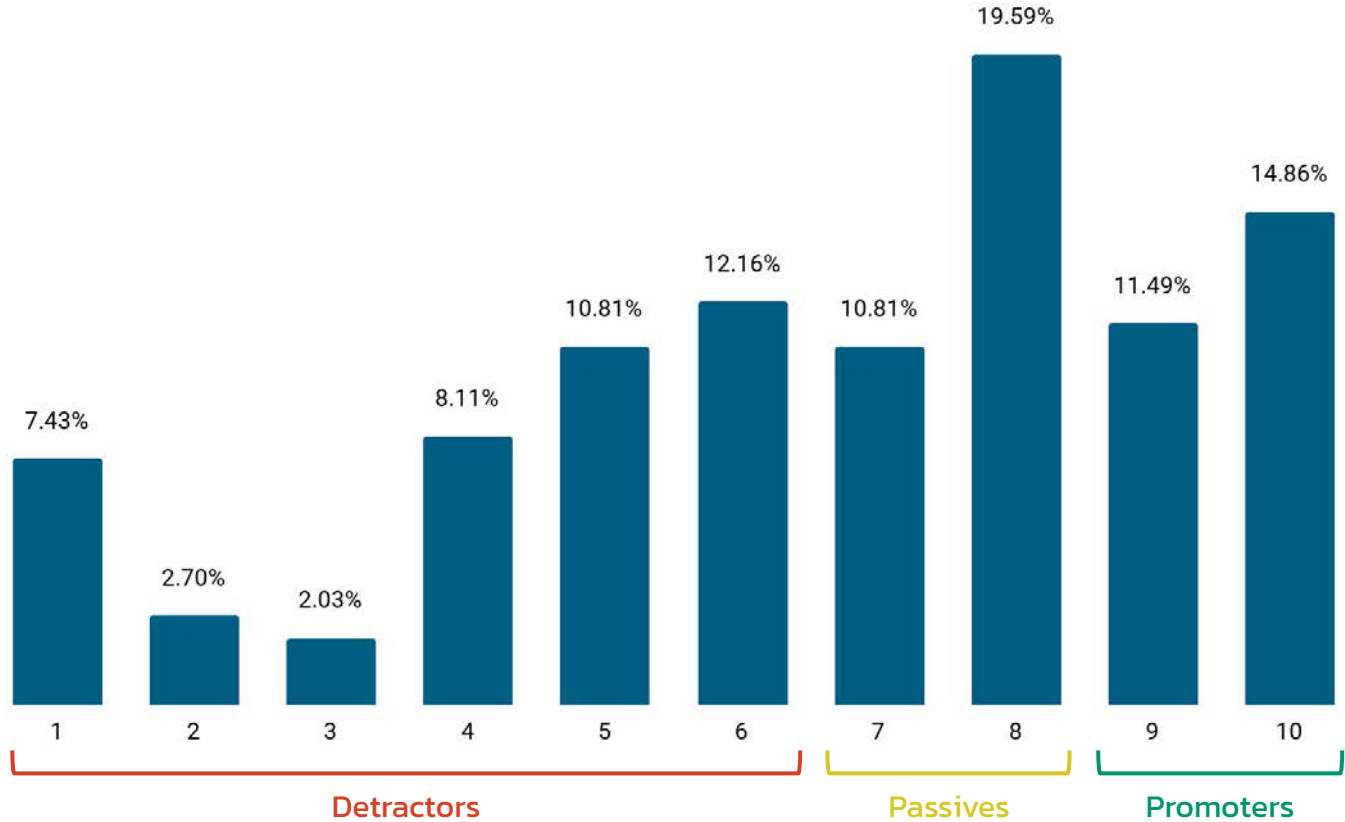
**Promoters - Detractors = Brand Advocacy Score (Net Promoter Score)**

Passives are not counted.

# Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

*Living in Greenacres*



# Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

*Living in Greenacres*

-16.89%

**Overall Brand Advocacy Score**

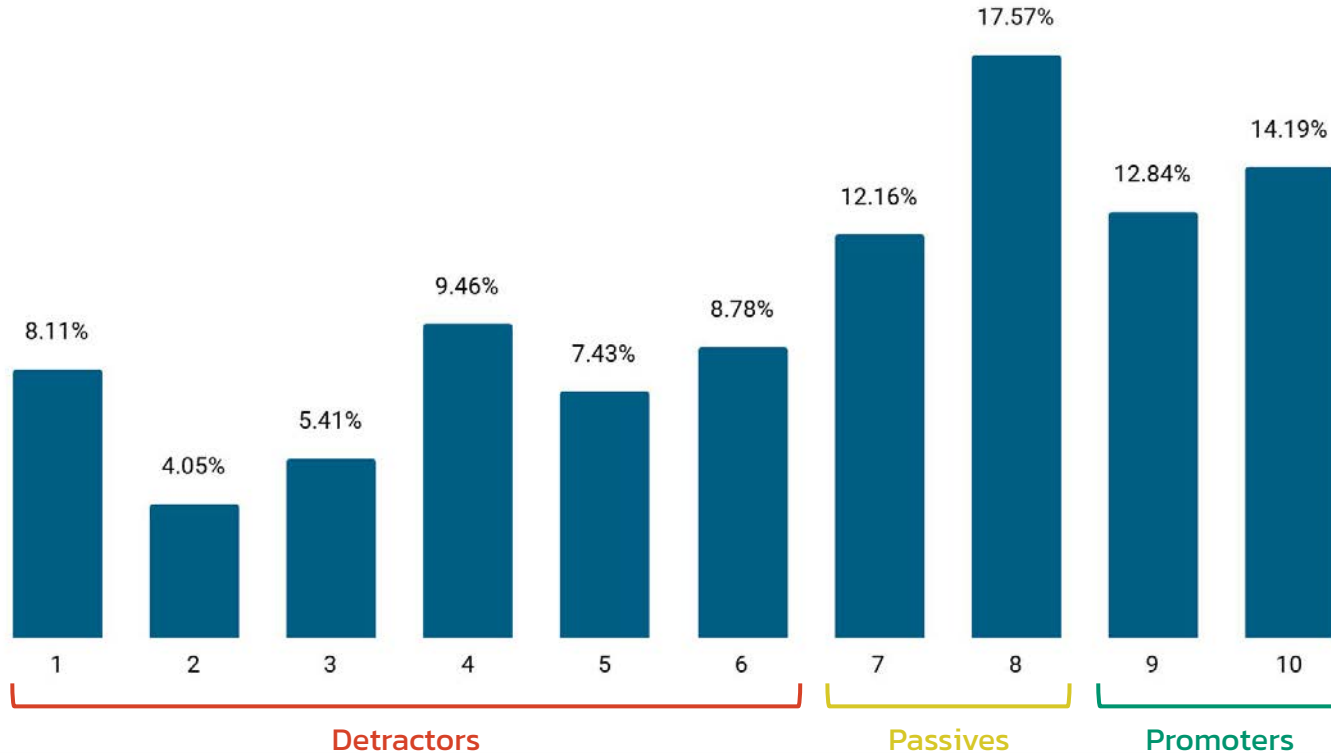
*Living in Greenacres*

(% of Promoters minus % of Detractors)

# Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

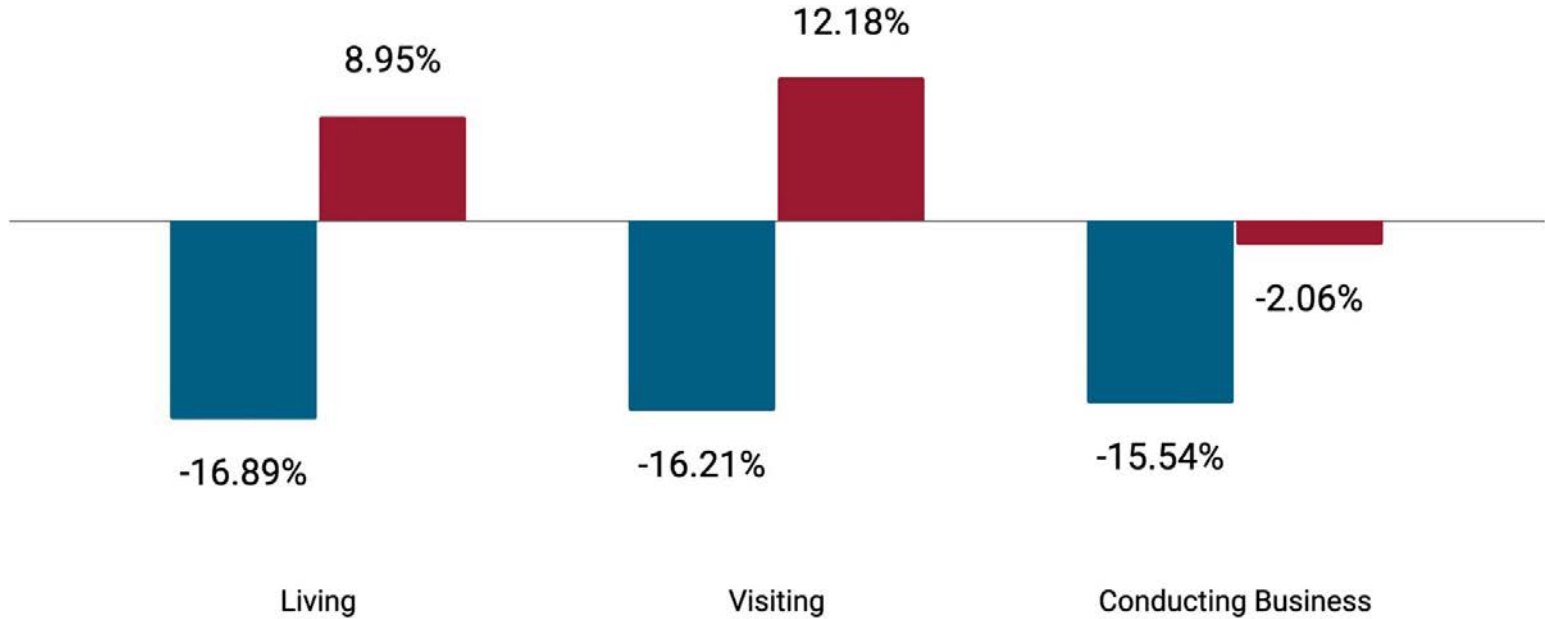
*Visiting Greenacres*



# Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Greenacres to a friend or colleague...

■ Greenacres ■ National Average

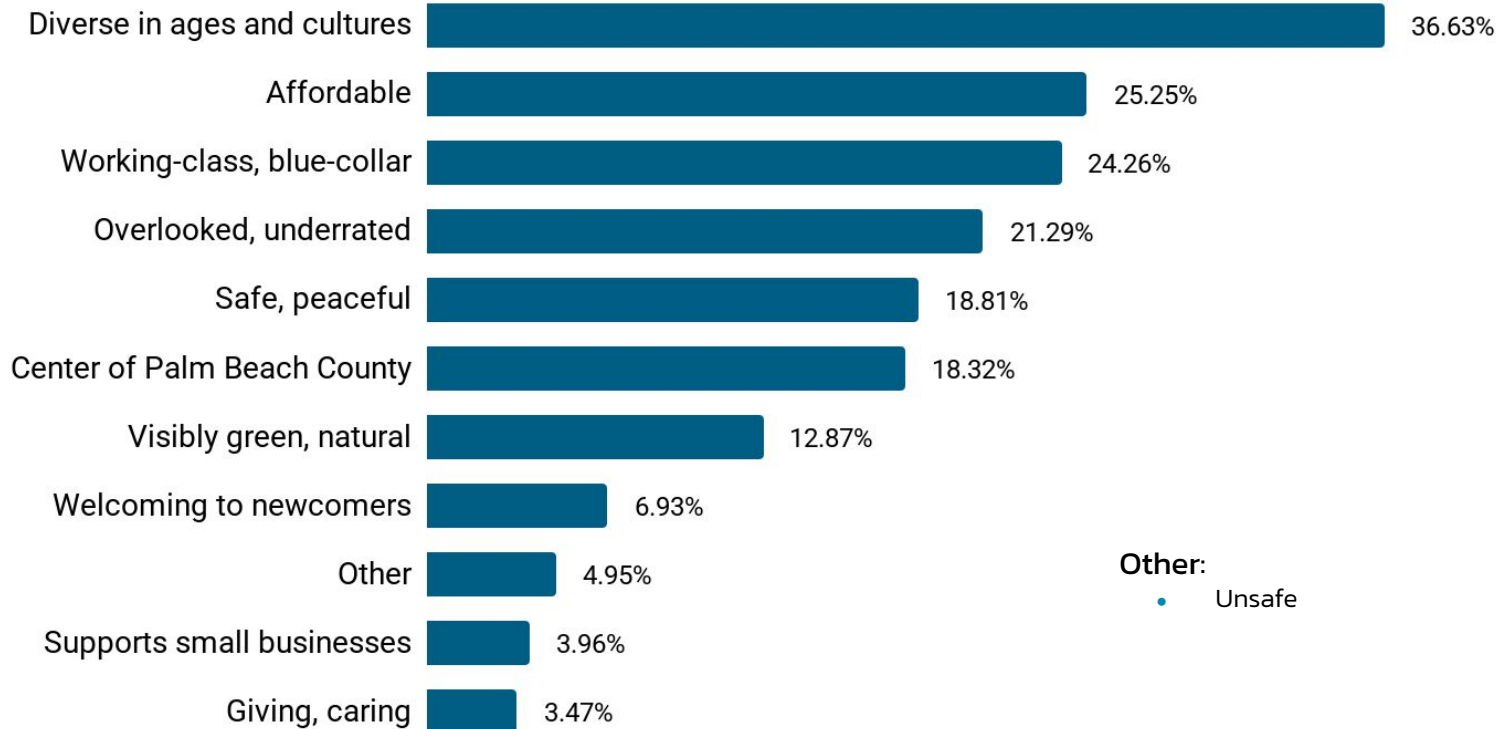


# Community Survey

150 Respondents

# Community Survey

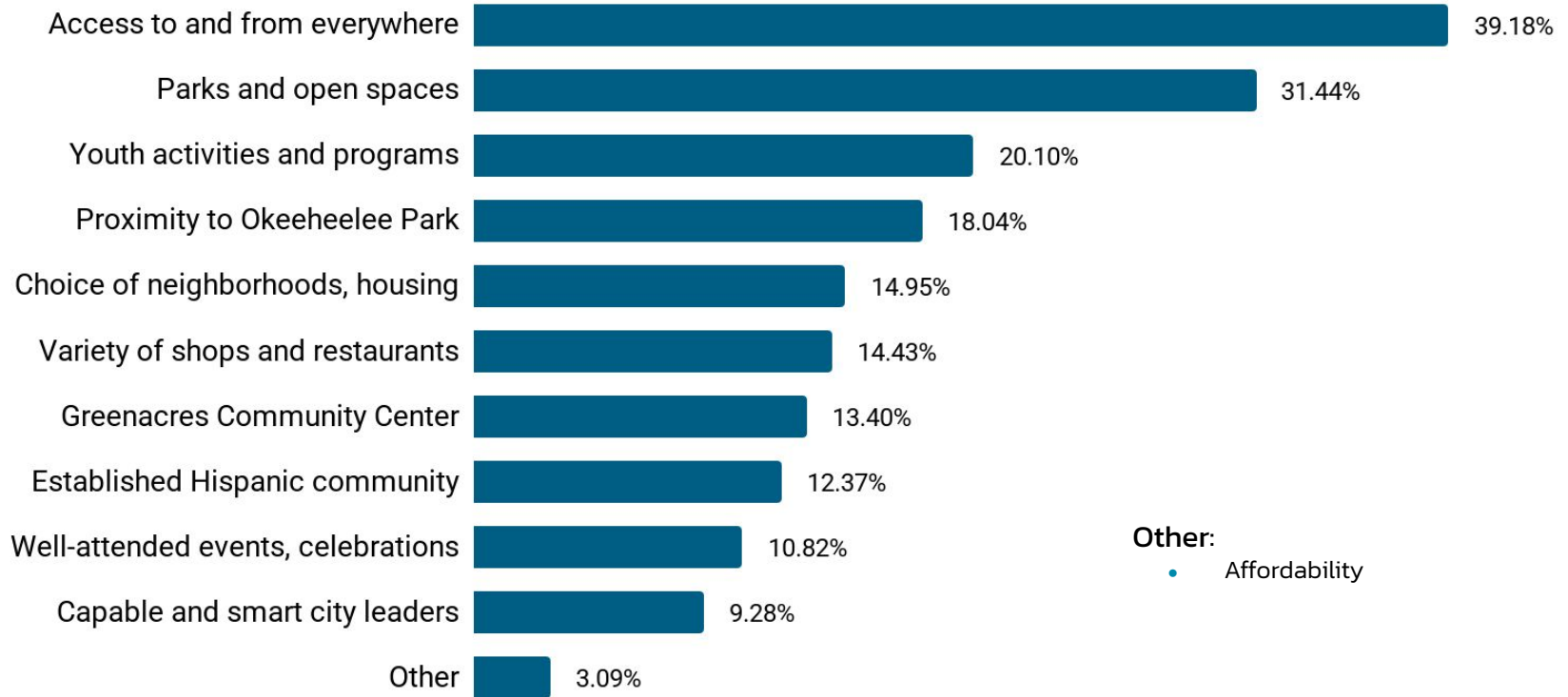
Which of the following do you think best describe Greenacres?  
*Choose up to two answers.*





# Community Survey

In your opinion, what are the two greatest assets of Greenacres?  
*Choose up to two answers.*



# Community Survey

What is the first adjective or descriptive phrase that comes to mind when you think of the following communities near Greenacres?

## Lake Worth Beach

- Beach access
- Artistic, eclectic

## Palm Springs

- Small
- Run-down, blighted

## Royal Palm Beach

- Beautiful
- Far

## Wellington

- Equestrian, horses
- Expensive, wealthy

# Community Survey

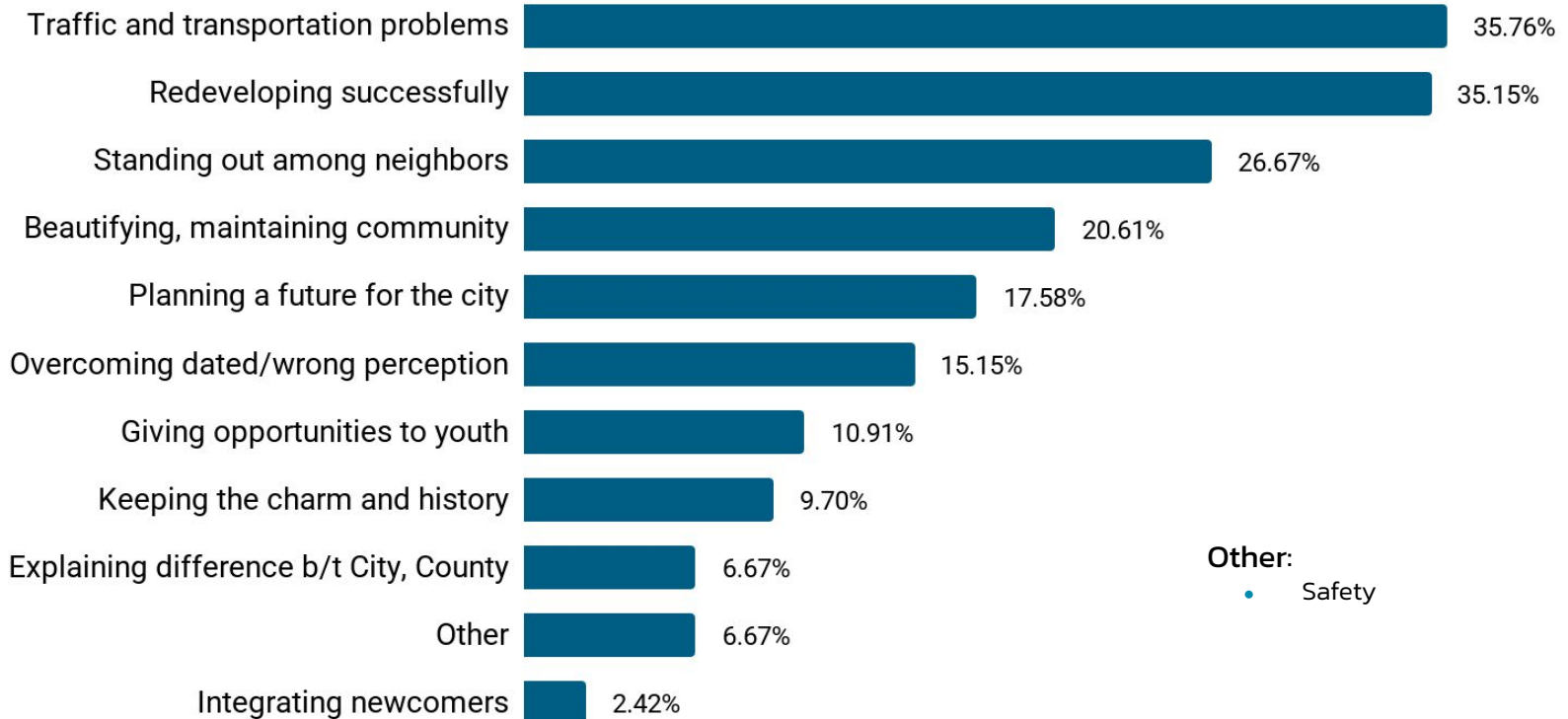
What distinguishes Greenacres from other nearby communities?

1. *Diversity*
2. *Central location*
3. *Great parks*

Other top answers include (in order of frequency):  
Affordability, Events, City Services,  
Sense of Community, Green

# Community Survey

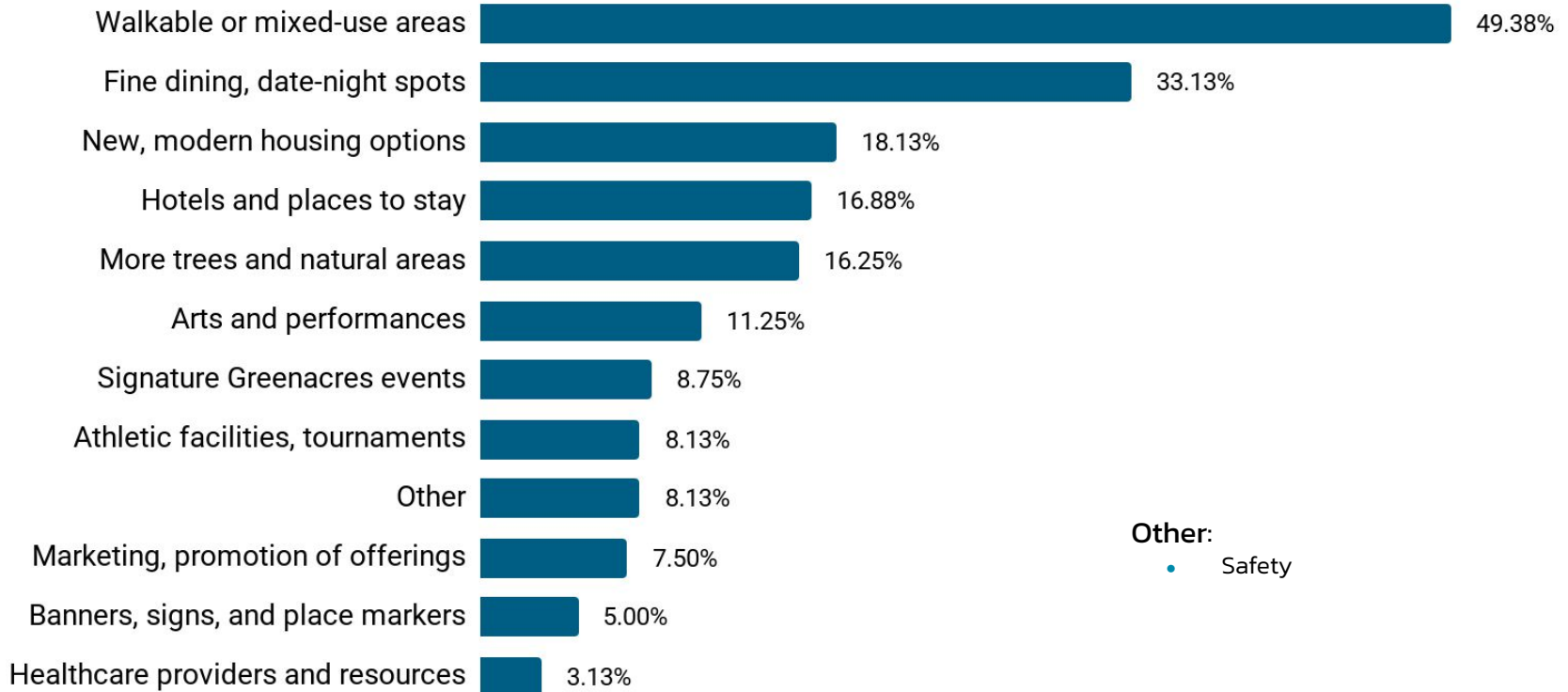
In your opinion, what are the greatest challenges currently facing Greenacres?  
*Choose up to two answers.*



# Community Survey

In your opinion, what is missing in Greenacres?

*Choose up to two answers.*



# Community Survey

In your opinion, please rate the following Greenacres attributes and characteristics on a scale from 1-5, where 1 is "Poor" and 5 is "Excellent."



# Community Survey

The year 2026 will mark the 100th anniversary of incorporation for the City of Greenacres. What places, people, or characteristics of Greenacres do you want to celebrate to commemorate this milestone?

## Community Diversity

- “Highlight the richness of the culture diversity and the history of the city!”
- “We should have a multicultural celebration.”

## Progress & Future Plans

- “Show how Greenacres has changed in 100 years; show the progress.”
- “Appreciation for the City's development and culture”
- “It would be great to explore Greenacres' history, understand how it has evolved over the years, and celebrate the City's progress. It would also be exciting to look ahead and learn about the future plans for Greenacres as it continues to grow.”

## History & Foundations

- “There’s a fact about the history of this city that moves me. When LC Swain bought this land, it was his intention to make a community FOR the working class. I would hope to see that the vision of a working class city is celebrated.”
- “Celebrate the founders. Teach residents about its history.”

## Parks & Green Spaces

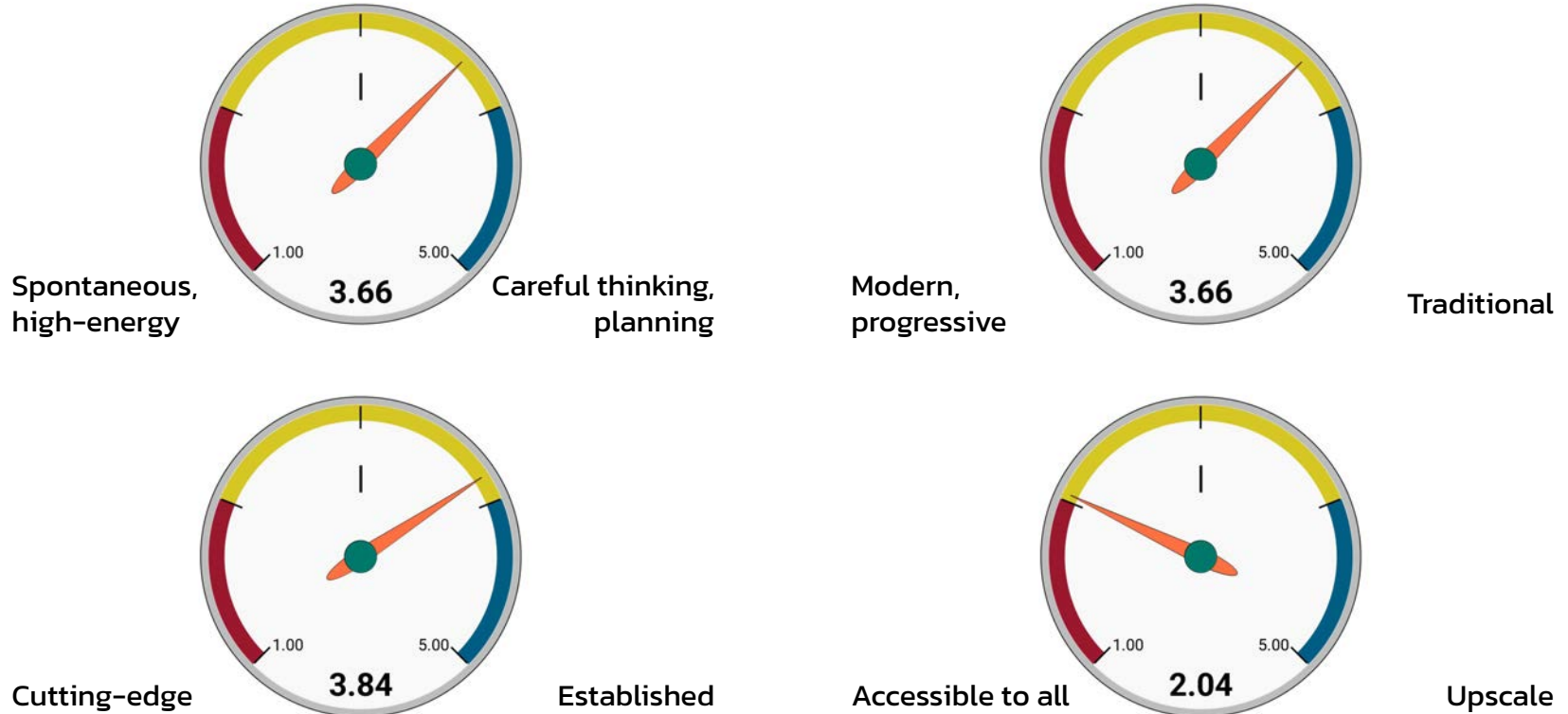
- “Samuel J. Ferreri Community Park has been around for years, it has Liberty Park right behind it and it has held a lot of City events”
- “Highlight what makes Greenacres ‘Green.’ including the parks and nature.”

# Brand Character



# Community Survey

The pairs of phrases below represent opposite characteristics. Please indicate which phrase is a better descriptor for Greenacres by marking a bubble on the spectrum from 1 to 5.



# Community Survey

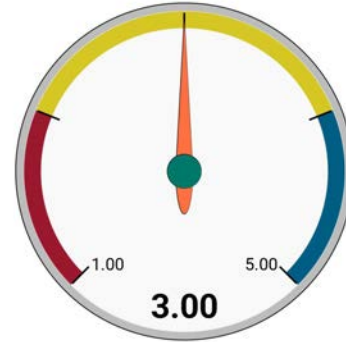
The pairs of phrases below represent opposite characteristics. Please indicate which phrase is a better descriptor for Greenacres by marking a bubble on the spectrum from 1 to 5.



**Bold**

**Subtle**

**Fun**



**Serious**



**Realistic**

**Idealistic**

# Community Survey

Which **vehicle** best represents the personality of Greenacres?

42.47%

Minivan

# Community Survey

Which of the images below best represents the personality of Greenacres?  
*Vehicles*



Minivan  
42.47%



Hybrid Sedan  
23.39%



Pickup Truck  
15.07%



Classic Car  
15.07%



RV  
2.74%



Off-road SUV  
1.37%



Luxury SUV  
0.00%



Imported  
Coupe  
0.00%

# Community Survey

Which **Building/Architectural Style** best represents the personality of Greenacres?

46.58%

Planned Community

# Community Survey

Which of the images below best represents the personality of Greenacres?  
*Buildings/Architectural Styles*



Planned  
Community  
46.58%



Condominium  
27.40%



Historic Home  
21.92%



Farmhouse  
2.74%



Modern  
1.37%



Executive  
Home  
0.00%

# Community Survey

Which **Brand Personas/Archetypes** best represents the personality of Greenacres?

47.22%

Helper

# Community Survey

Which of the images below best represents the personality of Greenacres?  
*Brand Personas/Archetypes*



Helper  
47.22%



Teacher  
19.44%



Best Friend  
16.67%



Hero  
8.33%



Explorer  
2.78%



Creative  
2.78%



Entertainer  
1.39%



Tech Scientist  
1.39%



Expert  
0.00%



# Community Survey

What visual symbol or landmark is iconic in Greenacres?  
*Share up to three answers.*



Parks  
25%



Trees  
9%

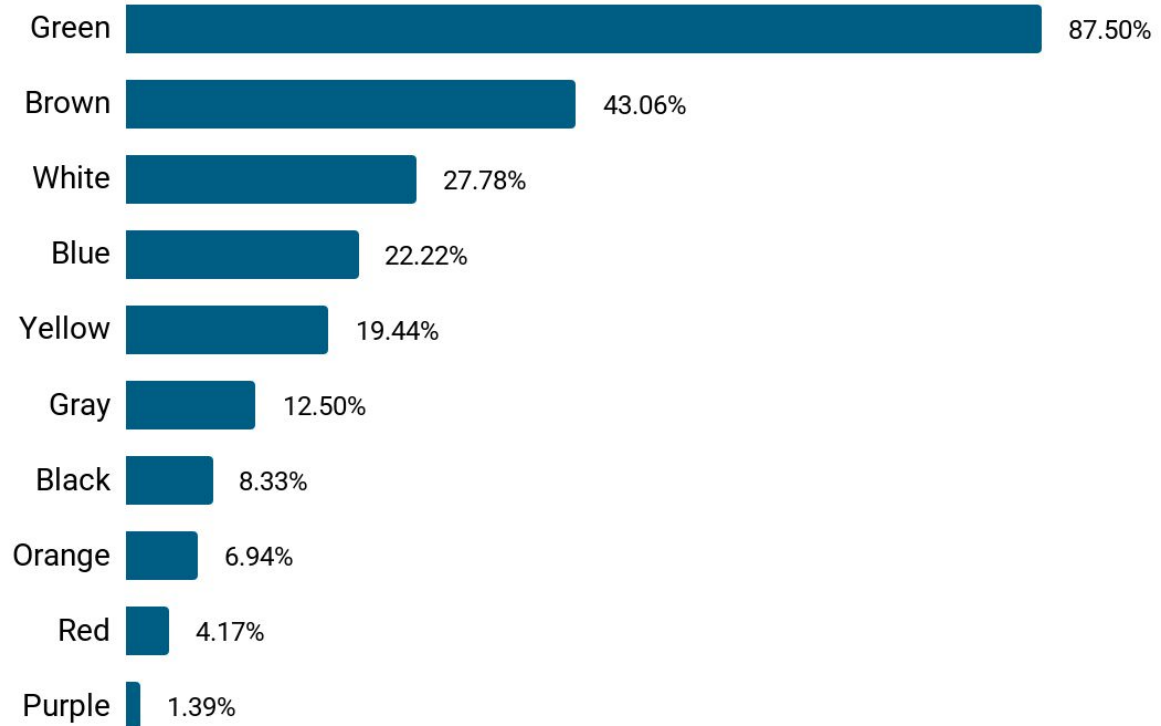


Squirrel  
8%

# Community Survey

Which colors do you most associate with the personality and physical nature of Greenacres?

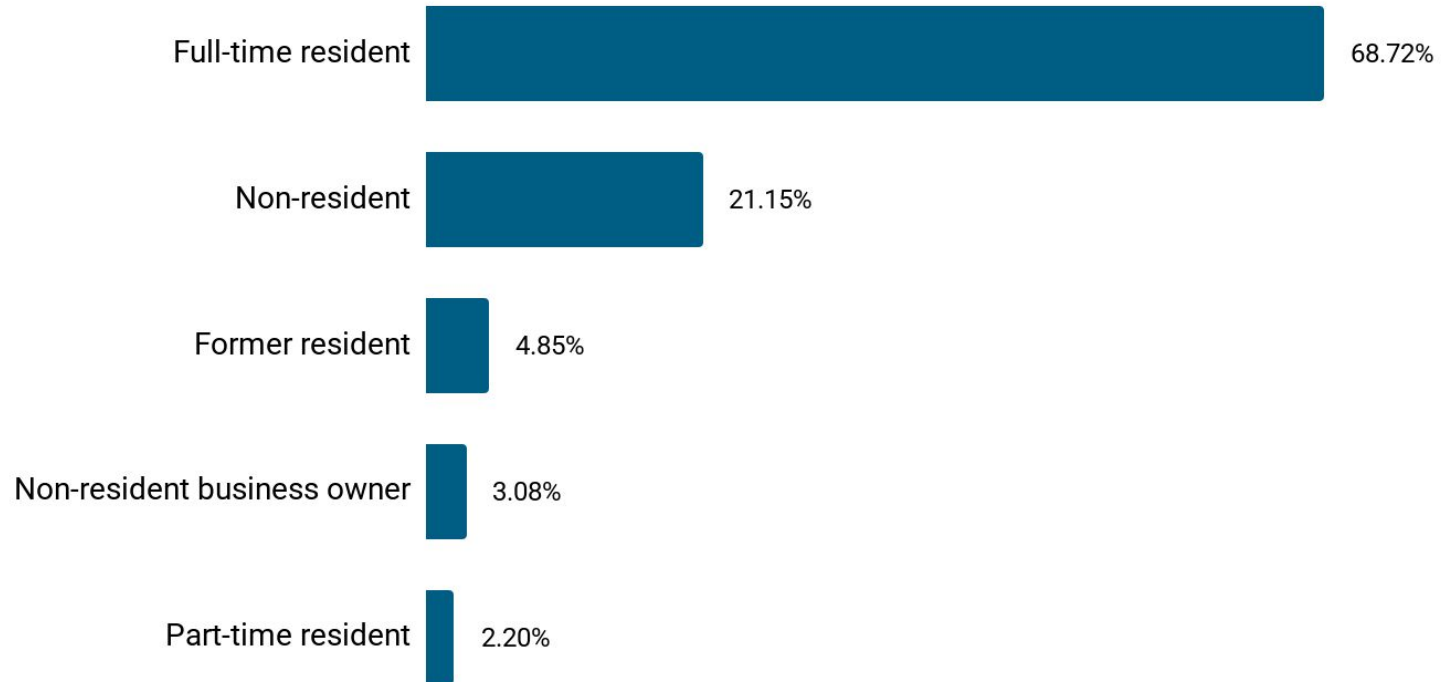
*Choose up to three answers.*



# Demographics

# Community Survey

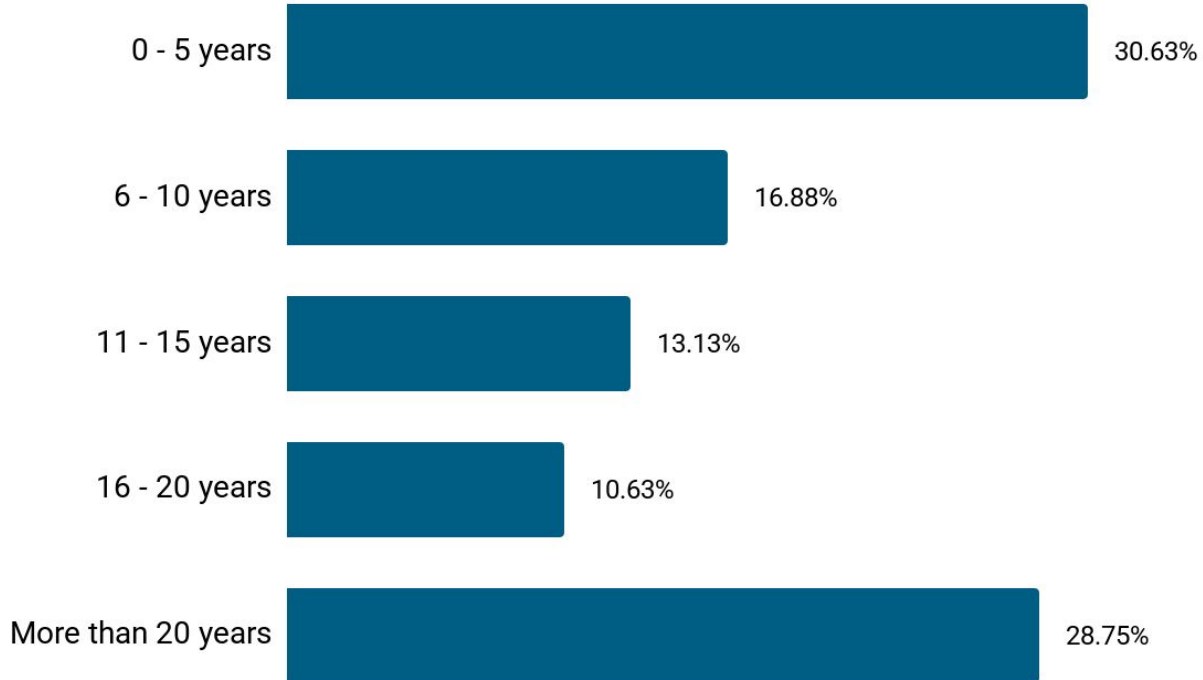
Do you currently live in Greenacres?



# Community Survey

RESIDENTS ONLY

How long have you been a resident of Greenacres?



# Community Survey

## RESIDENTS ONLY

Why do you choose to live in Greenacres?

### Convenient, Central Location

- “It is centrally located as well as convenient to travel to work for myself and family.”
- “Quick and easy access to everything I need (grocery, restaurants, parks, shopping, Turnpike).”

### Affordable Cost of Living

- “It has affordable taxes and housing”
- “I own a small condo, live on a minimal Social Security Retirement benefit, and cannot afford to live elsewhere.”
- “Greenacres seemed to be the most affordable city when I was looking for a new home. This area is inexpensive compared to other places, such as Palm Beach Gardens, Boca Raton, Delray Beach.”

### Great Place for Families

- “The community is nice and pleasant for families to grow and start.”
- “It’s a fun, family-oriented, middle-class haven of middle America.”

### Feeling of Community

- “Great small town that does a lot for its community”

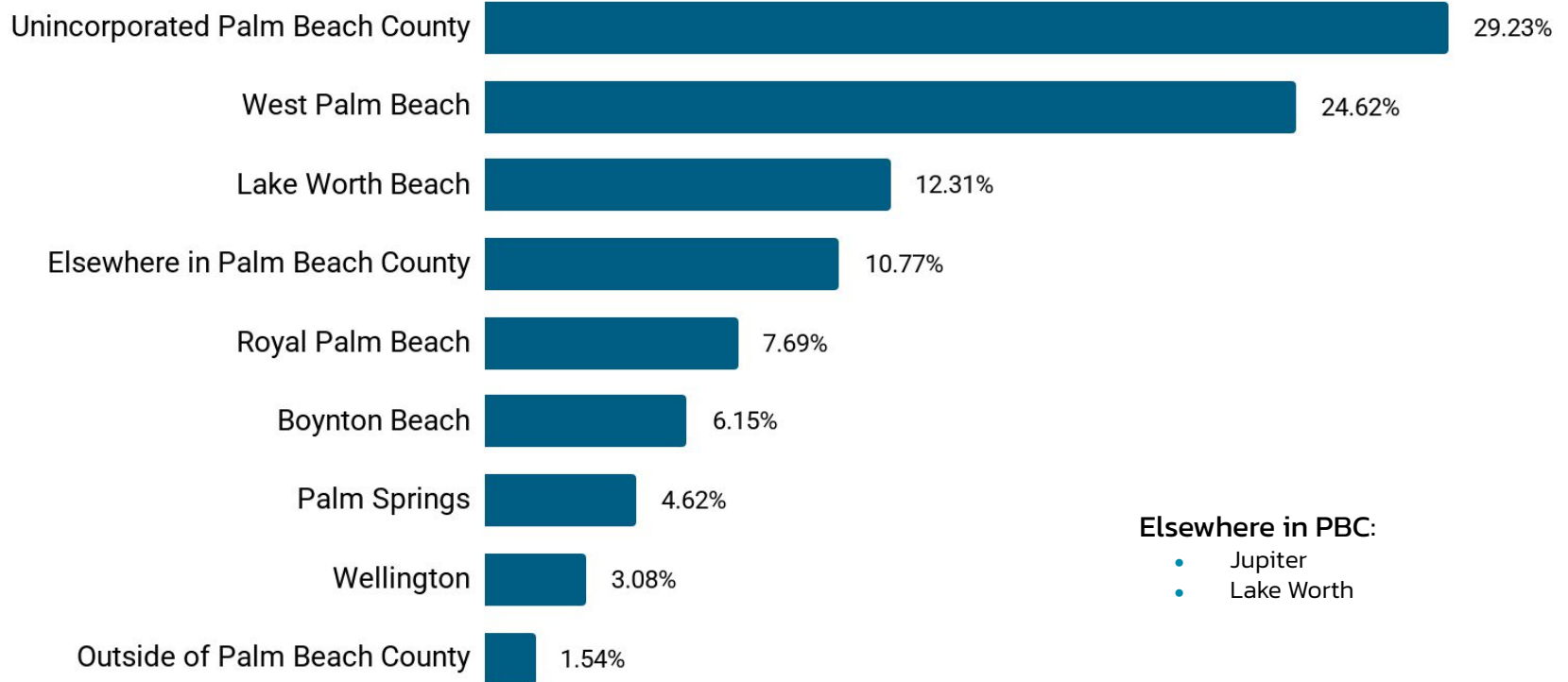
### Multicultural Population

- “I love the diversity...”
- “Bilingual school”

# Community Survey

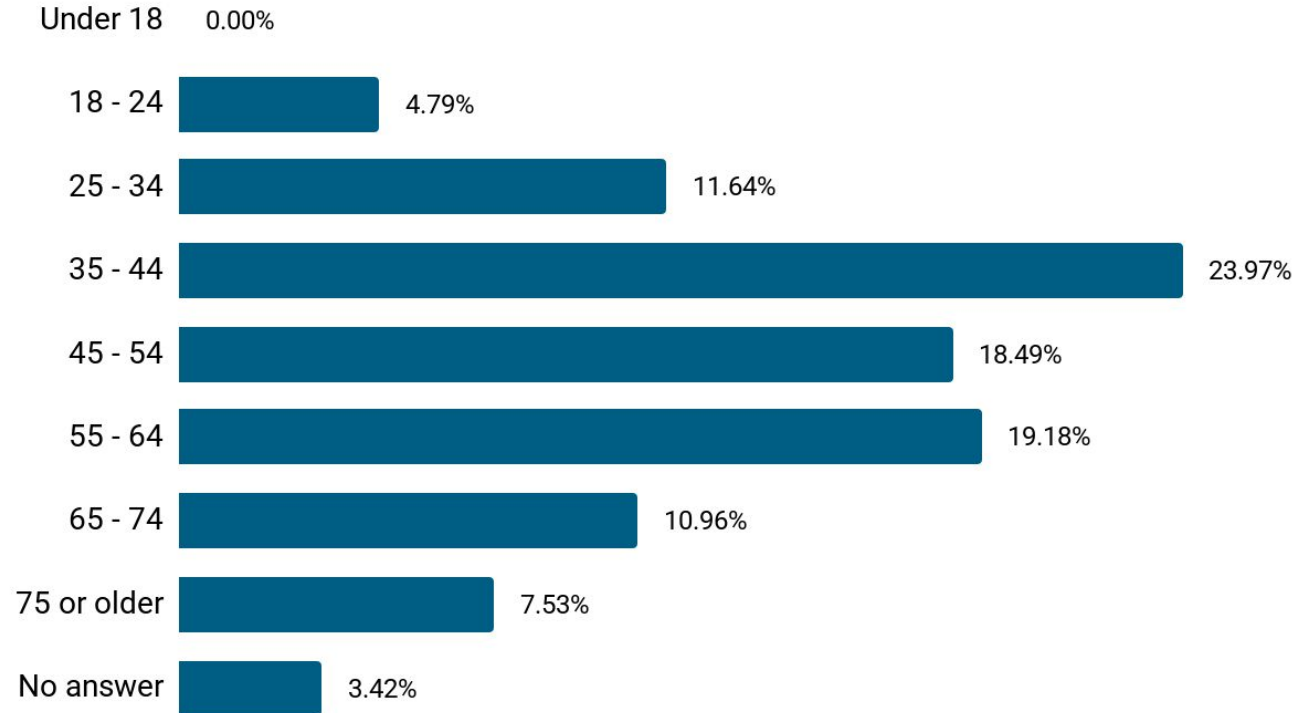
NON-RESIDENTS ONLY

In which community do you live?



# Community Survey

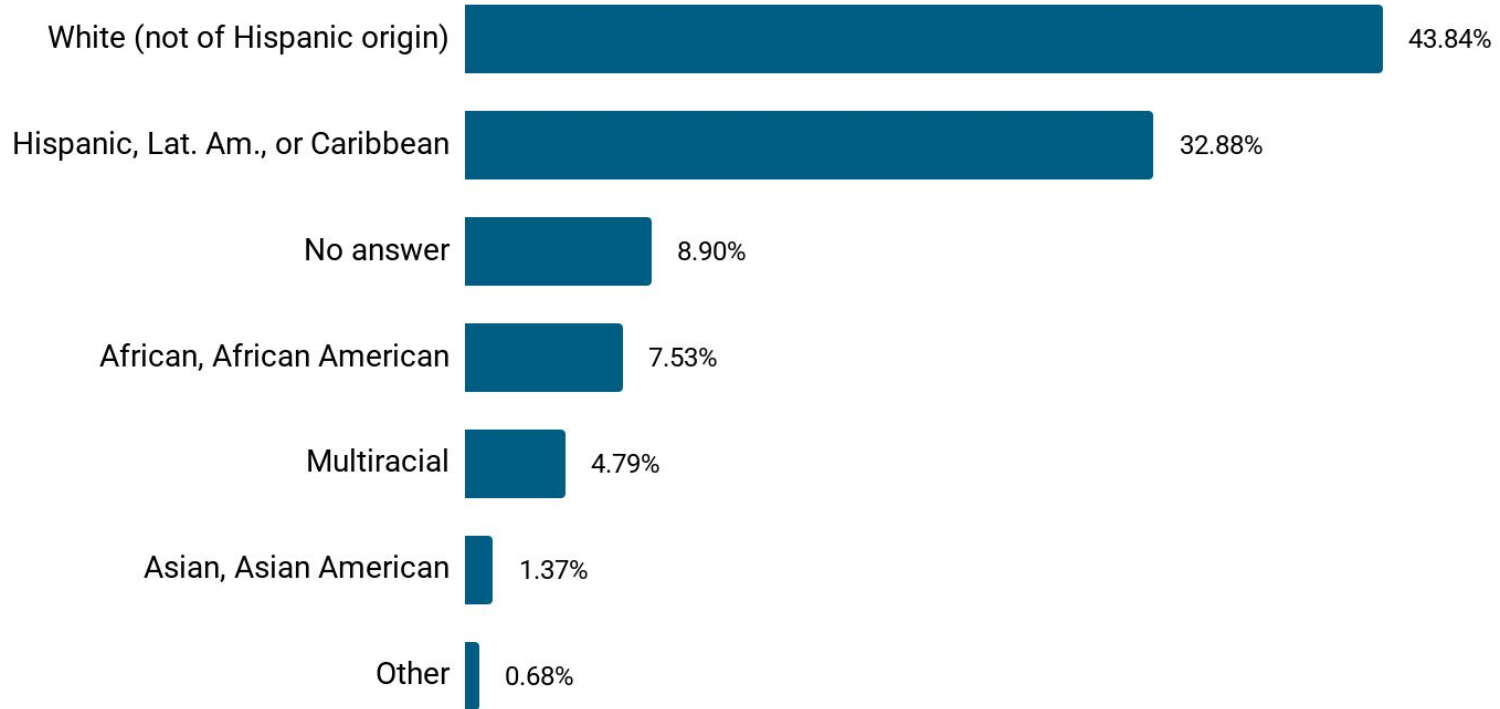
Which of the following includes your age?





# Community Survey

Which of the following best describes you?



# Consumer Awareness + Perception Study

300 Respondents

# Consumer Awareness and Perception Study

**SURVEY TERMINATION**

## **300 Total Respondents**

- 150 from Palm Beach County
- 150 from Broward and Miami-Dade Counties

## **Terminations included:**

- 82 for living outside areas of interest
- 7 for being under 18
- 37 for having lived or worked in Greenacres
- 343 for not being familiar with Greenacres

# Consumer Awareness and Perception Study

## SURVEY ANALYSIS GROUPINGS

### Markets

- Palm Beach County
- Broward and Miami-Dade Counties

### Age

- Under 45 years old
- 45 years old and older

### Visitors (237 respondents)

- Visitors indicated that they have visited Greenacres since 2021.

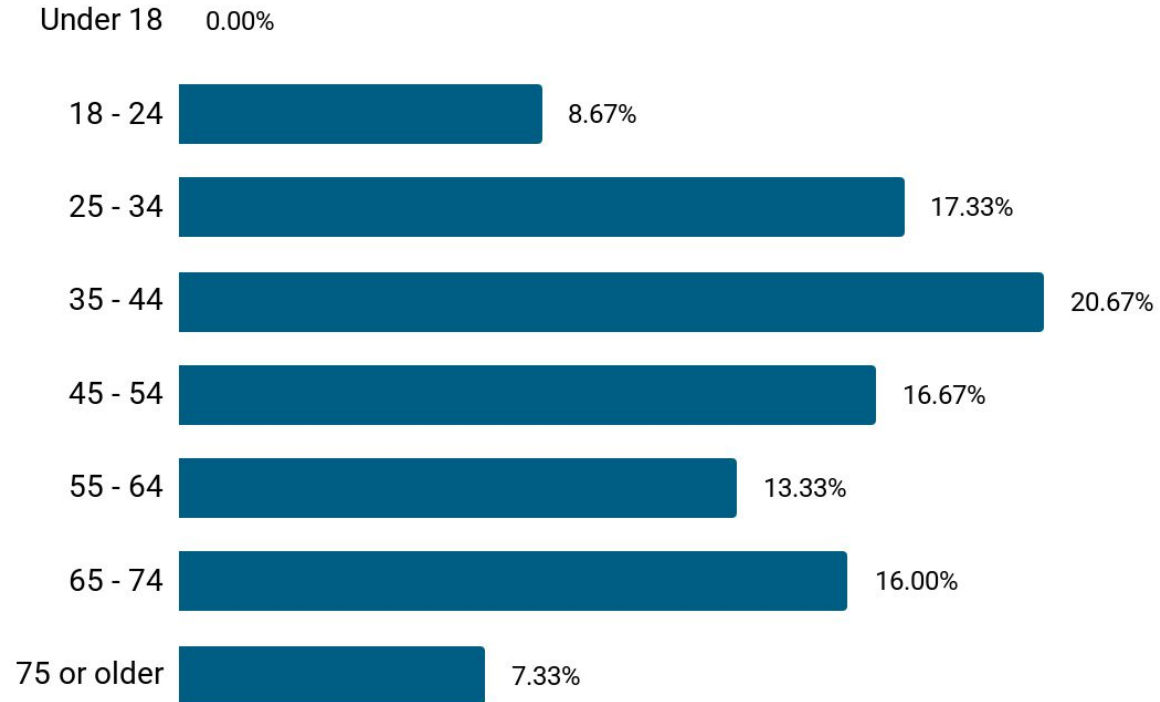
### Gender

- Women
- Men

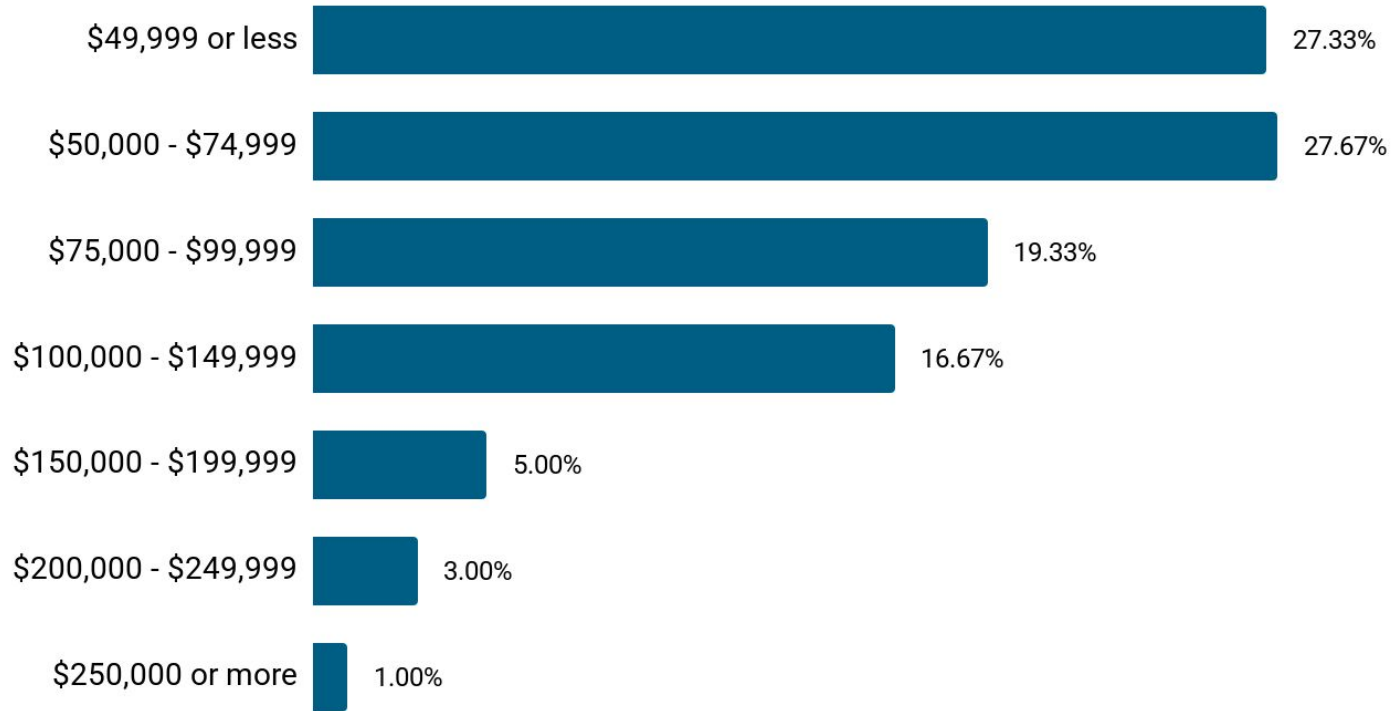
# Demographics

# CAP Study

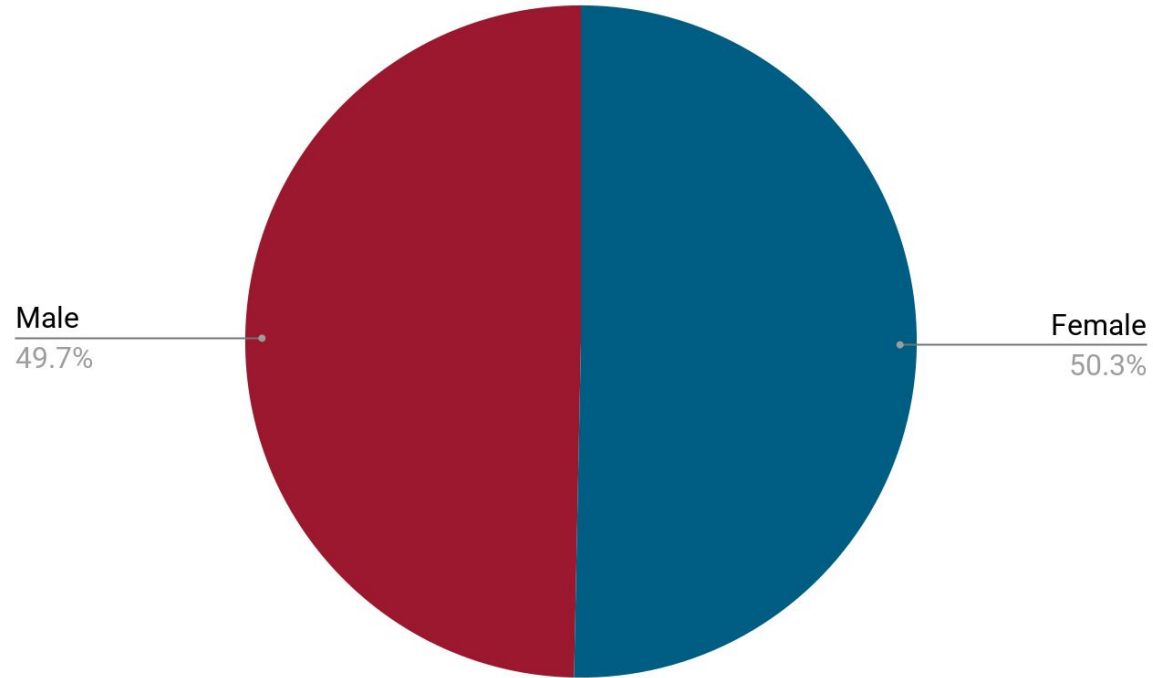
Which of the following includes your age?



Which of the following ranges includes your total household income?

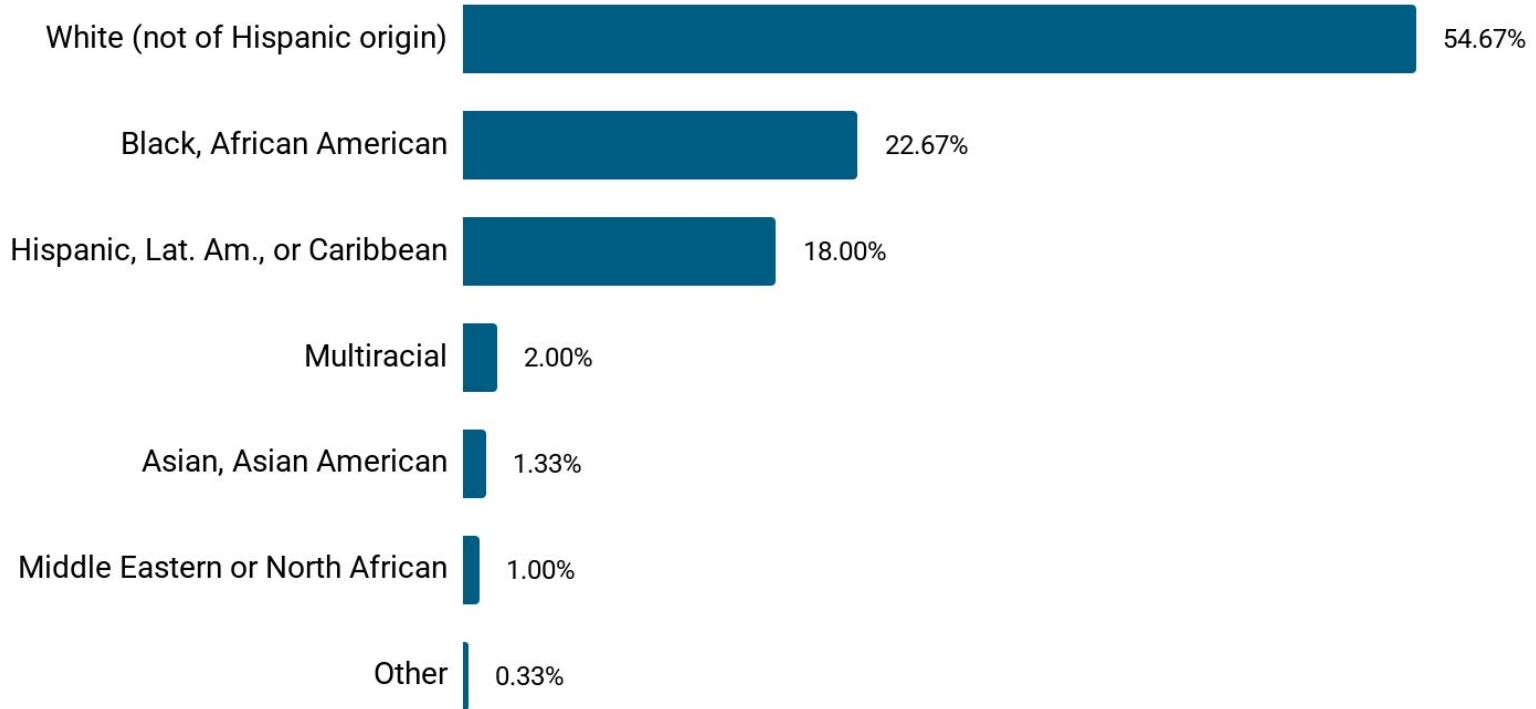


What is your gender?



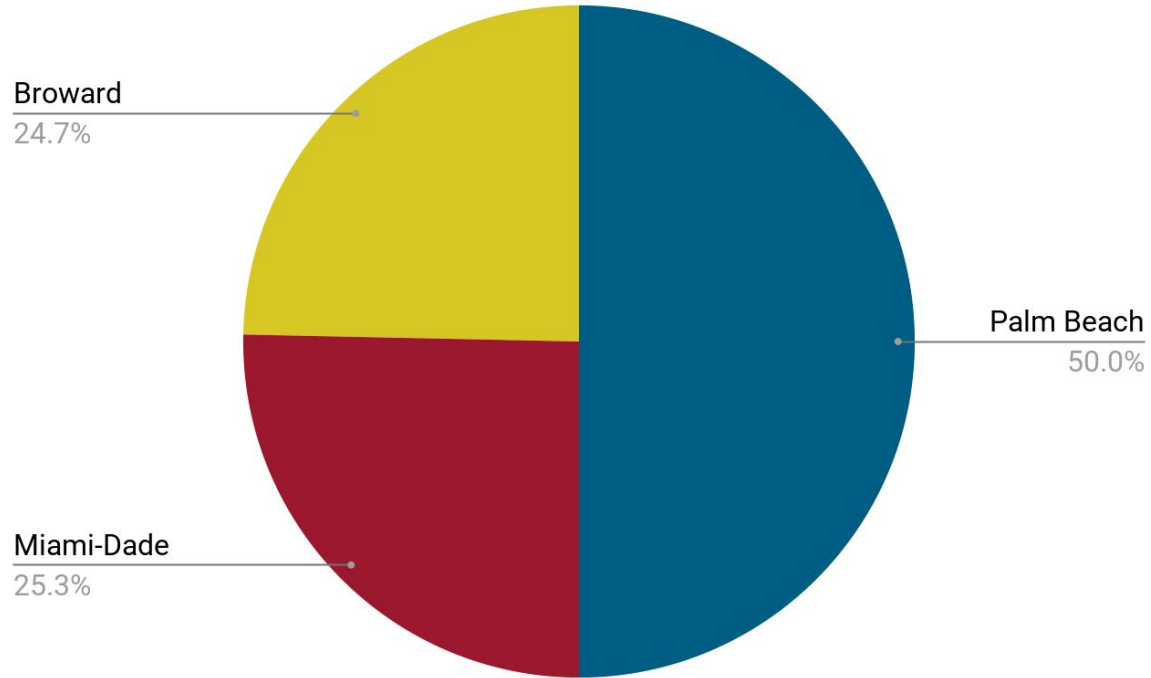


Which of the following best describes you?



# CAP Study

In which Florida county do you live?

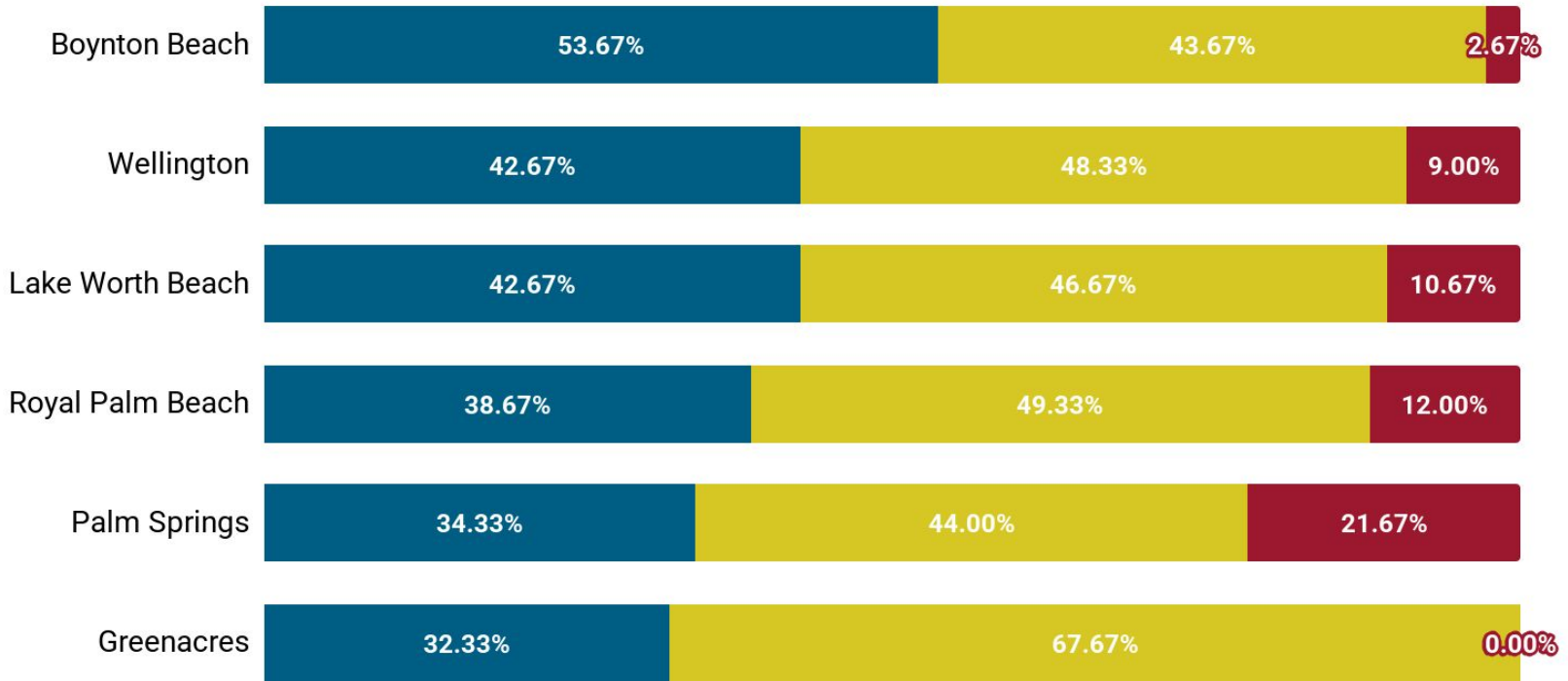


# Familiarity

# CAP Study

How familiar are you with the following communities in Palm Beach County?

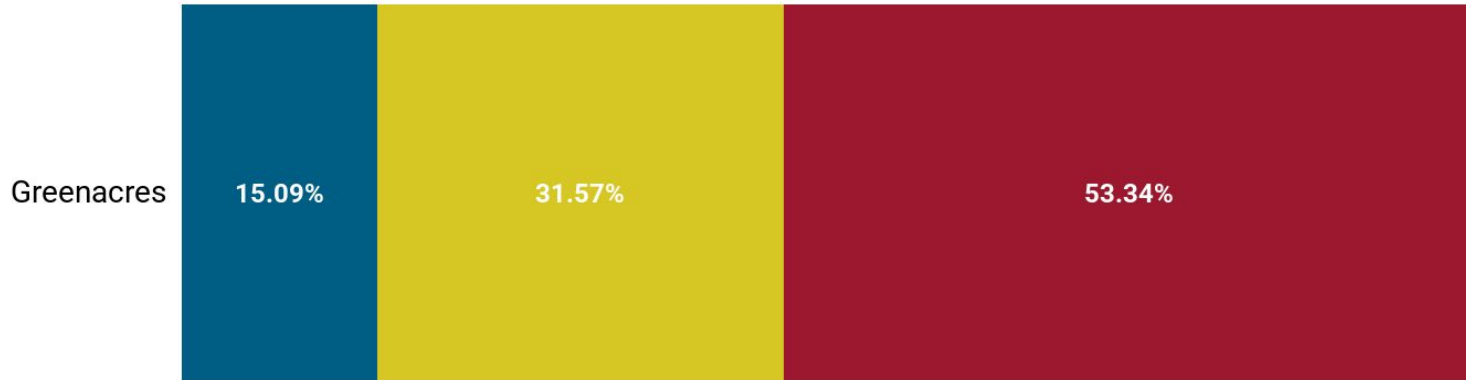
Very familiar    Somewhat familiar    Not at all familiar



## TERMINATIONS INCLUDED

How familiar are you with the following communities in Palm Beach County?

Very familiar   Somewhat familiar   Not at all familiar

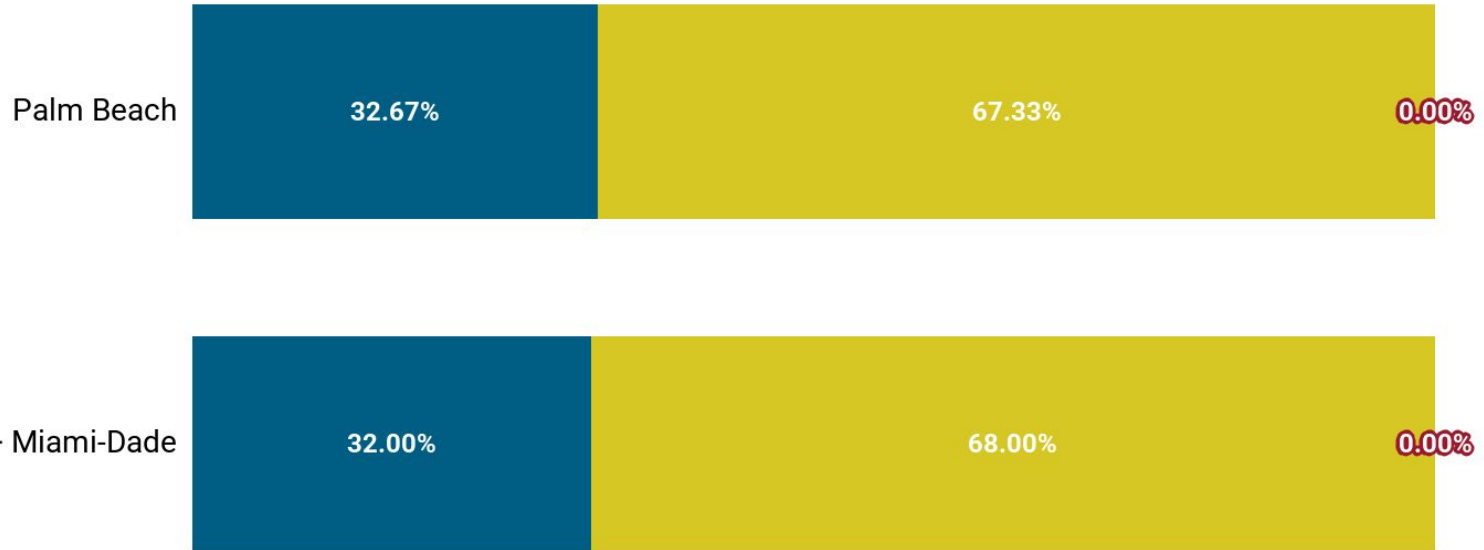


# CAP Study

## BY MARKET

How familiar are you with the following communities in Palm Beach County?

Very familiar   Somewhat familiar   Not at all familiar

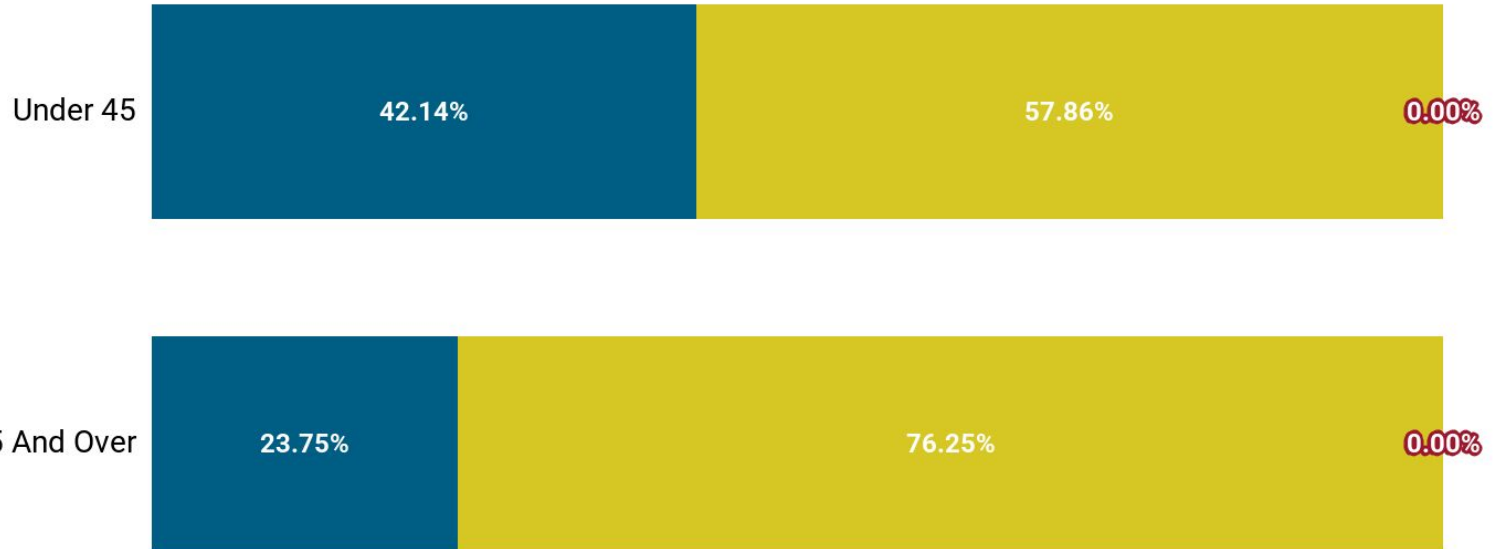


# CAP Study

## BY AGE

How familiar are you with the following communities in Palm Beach County?

Very familiar    Somewhat familiar    Not at all familiar

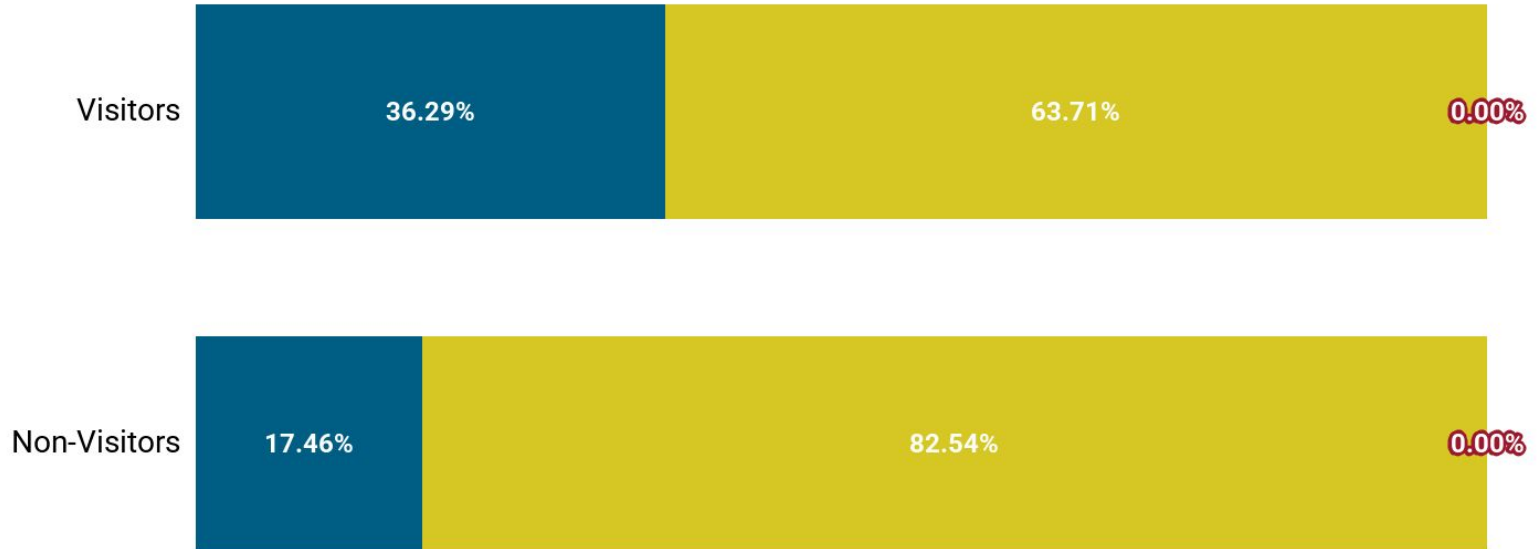


# CAP Study

## BY VISITATION

How familiar are you with the following communities in Palm Beach County?

Very familiar   Somewhat familiar   Not at all familiar



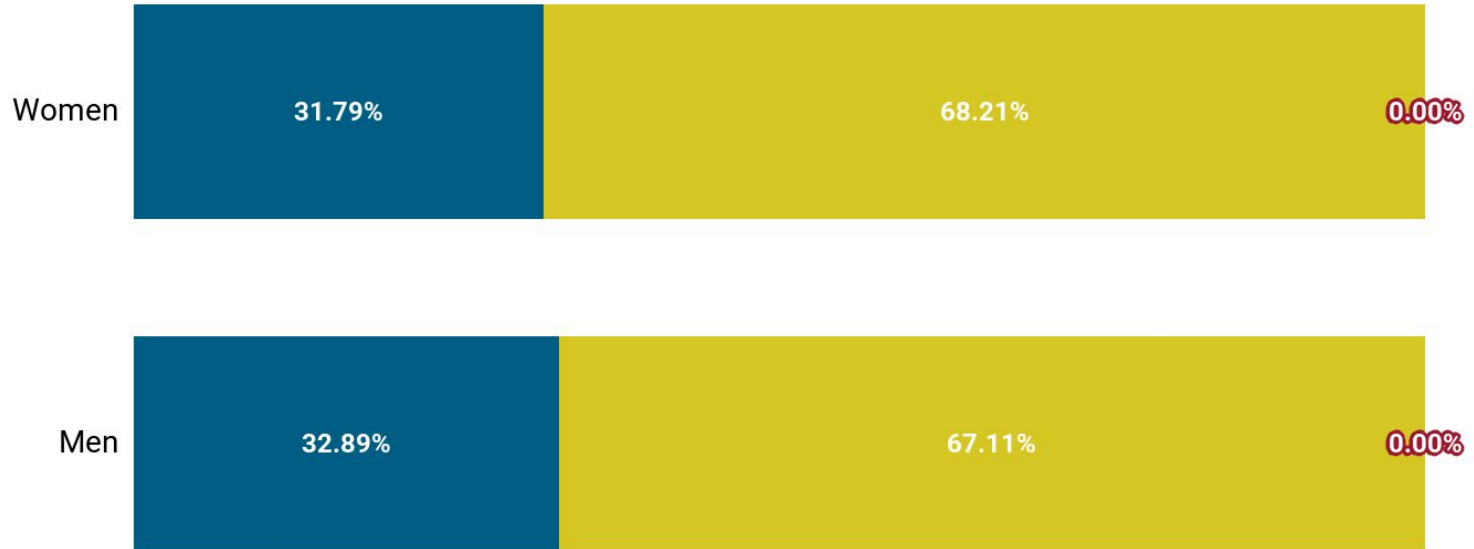


# CAP Study

## BY GENDER

How familiar are you with the following communities in Palm Beach County?

Very familiar   Somewhat familiar   Not at all familiar



# Unaided Perceptions

# CAP Study

When you think of these communities, what is the first thing that comes to mind?

## Boynton Beach

- Beach
- Nice area

## Greenacres

- Family-oriented
- Open land, trees

## Lake Worth Beach

- Beach
- Beautiful

## Palm Springs

- Rich, wealthy
- Palm trees

## Royal Palm Beach

- Wealthy, expensive
- Busy, growing

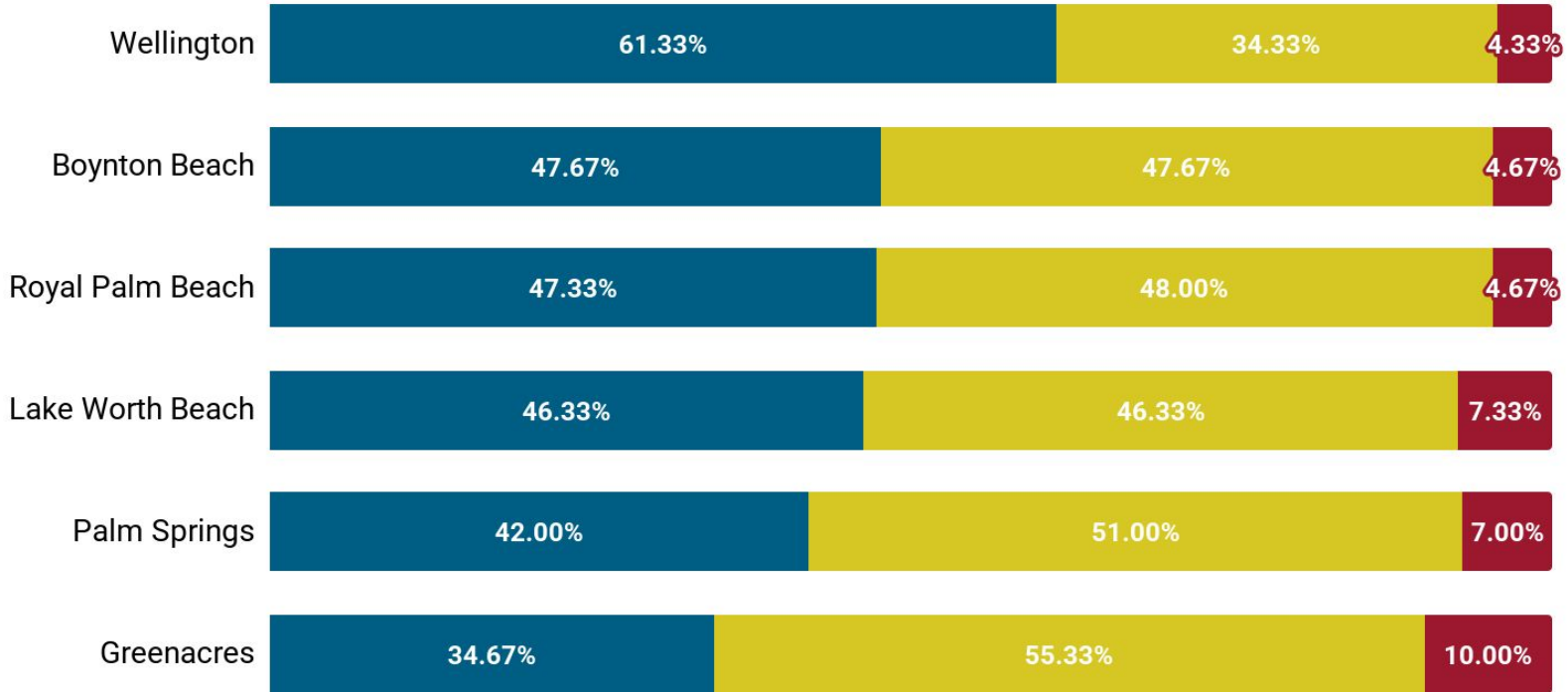
## Wellington

- Equestrian, horse country
- Mall

# CAP Study

From your perspective, do you think the following communities are improving, declining, or staying the same?

■ Improving ■ Staying the Same ■ Declining

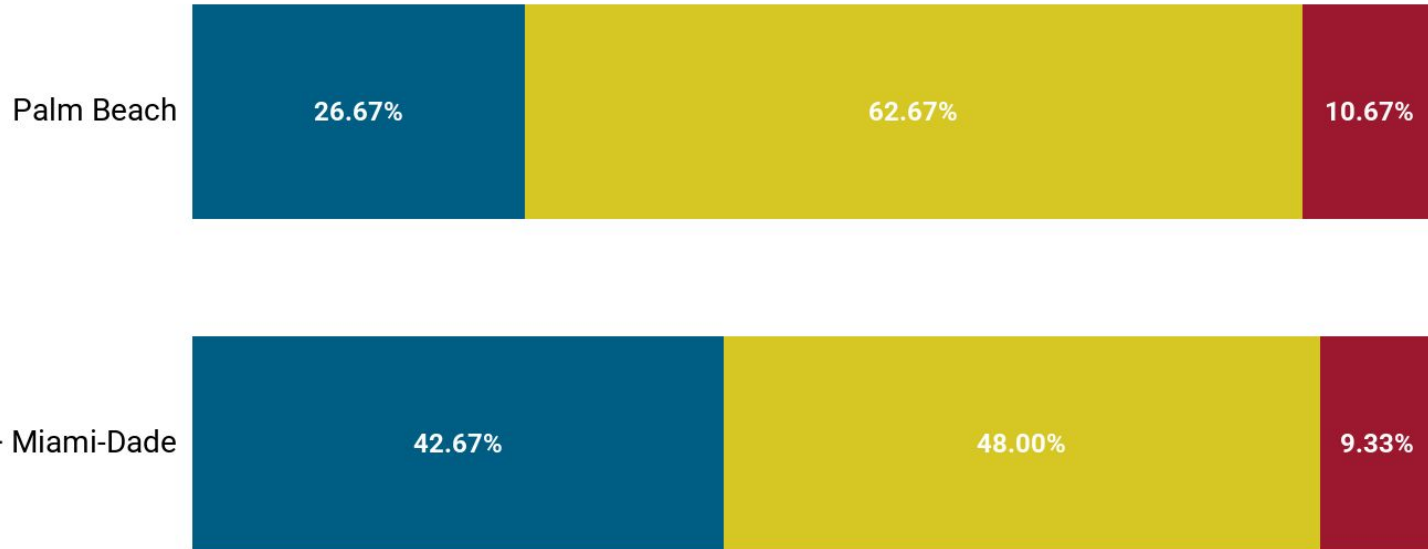


# CAP Study

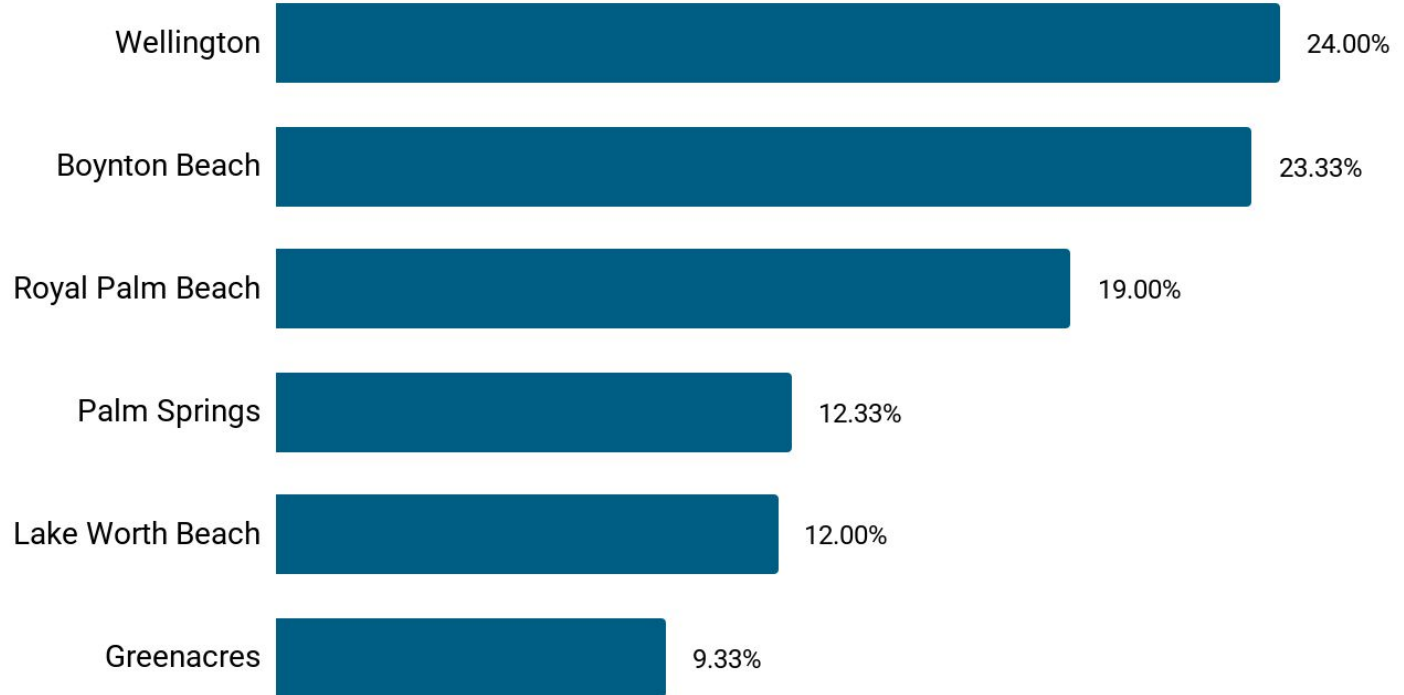
## BY MARKET

From your perspective, do you think the following communities are improving, declining, or staying the same?

■ Improving ■ Staying the Same ■ Declining



In general, which of the following do you think are the best places for someone to...  
*Buy a home?*

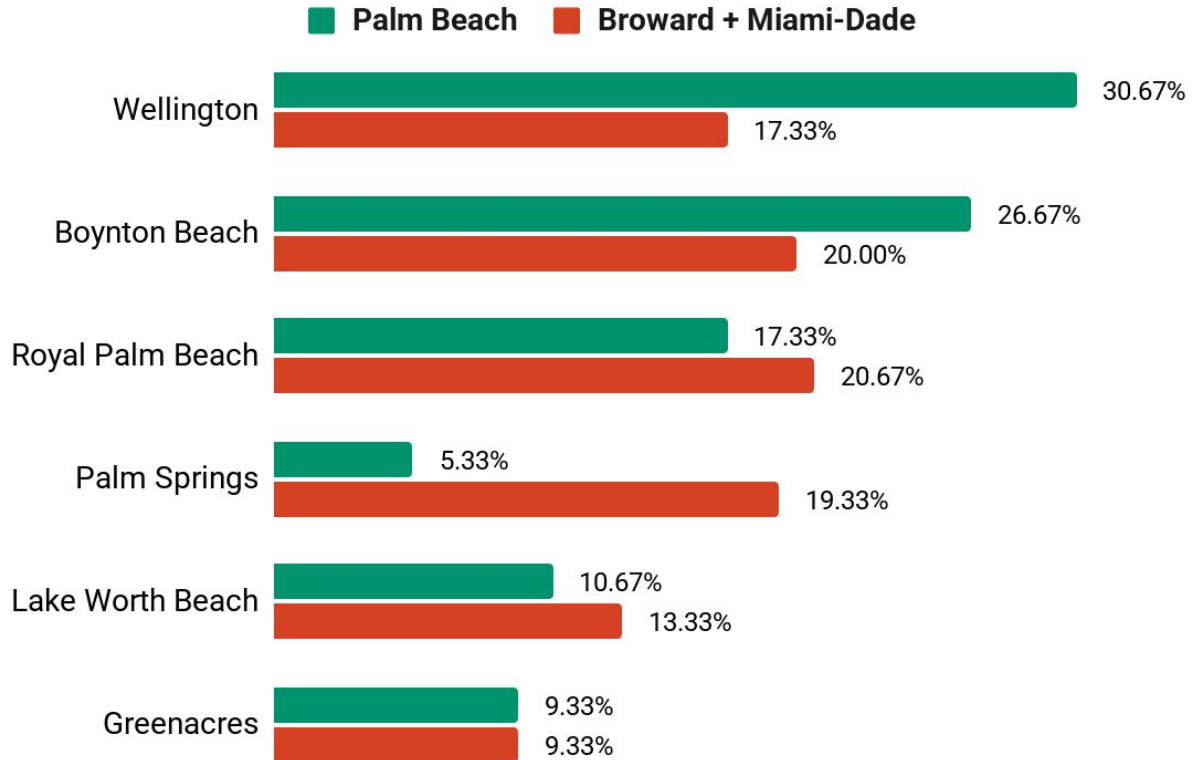


# CAP Study

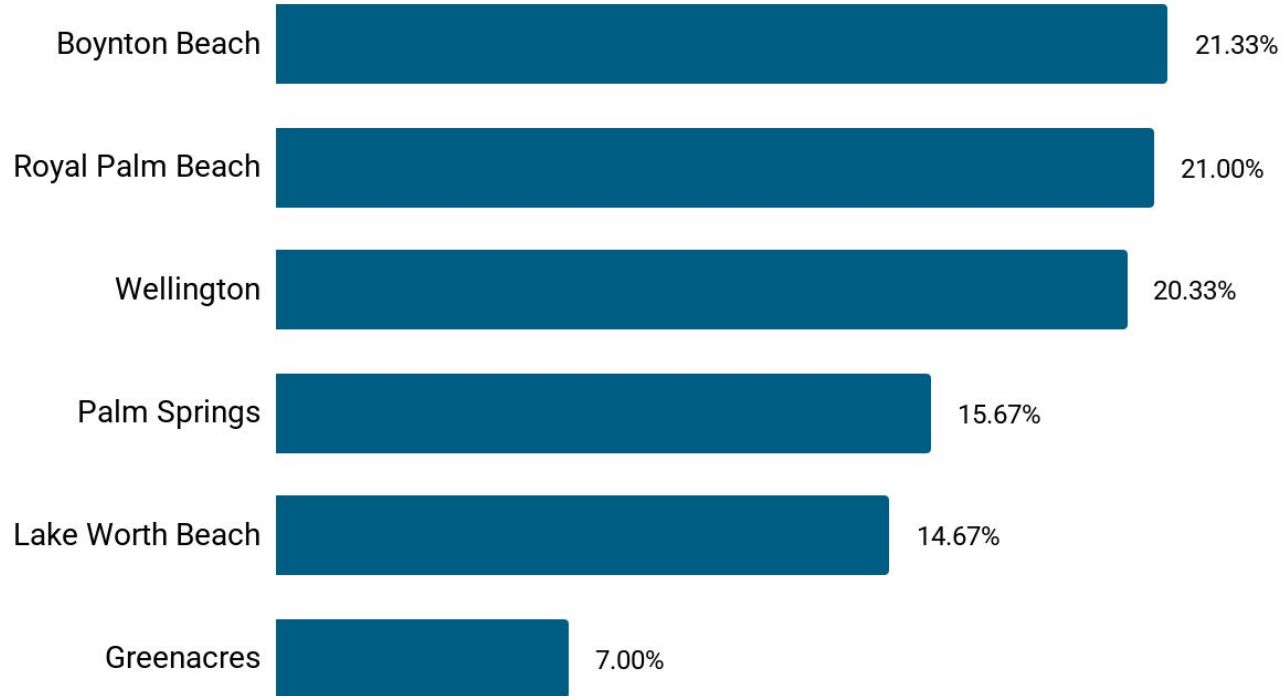
## BY GENDER

In general, which of the following do you think are the best places for someone to...

*Buy a home?*



In general, which of the following do you think are the best places for someone to...  
*Start a business?*

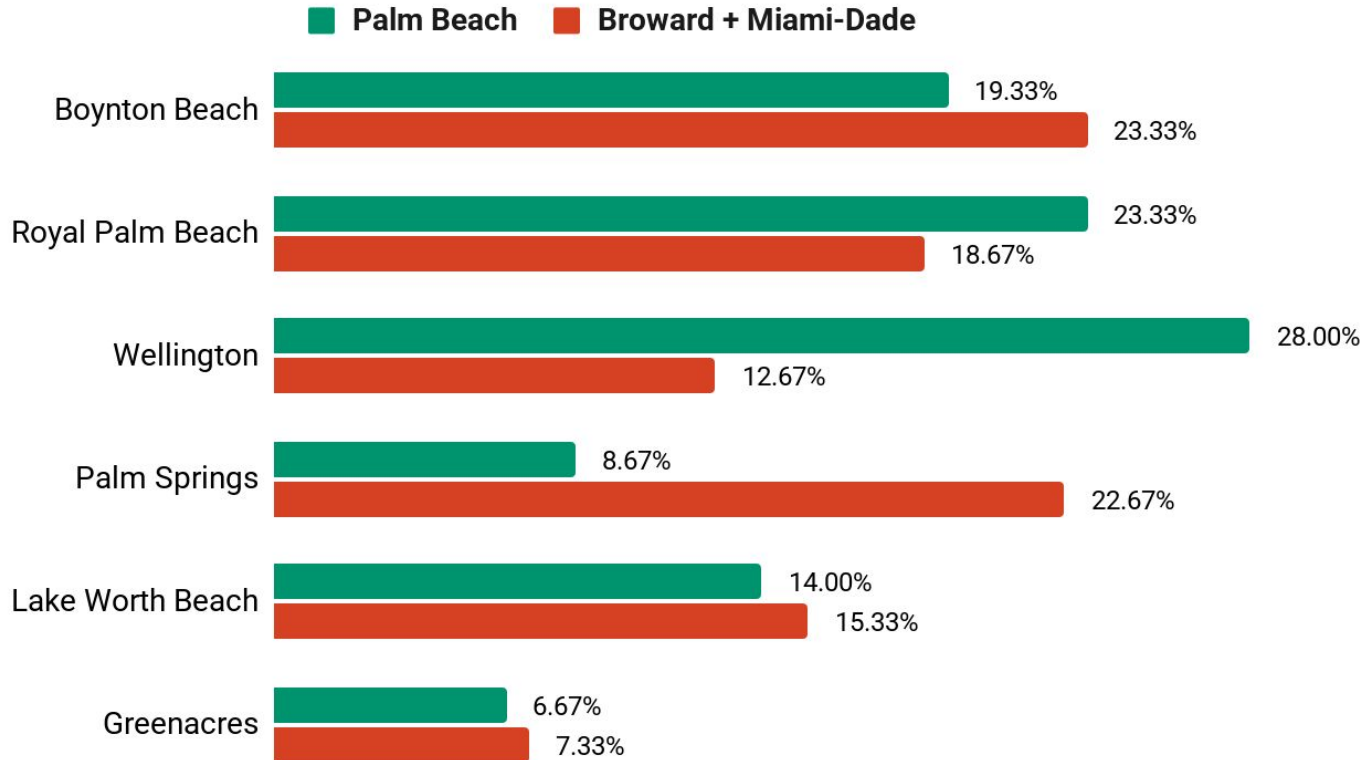




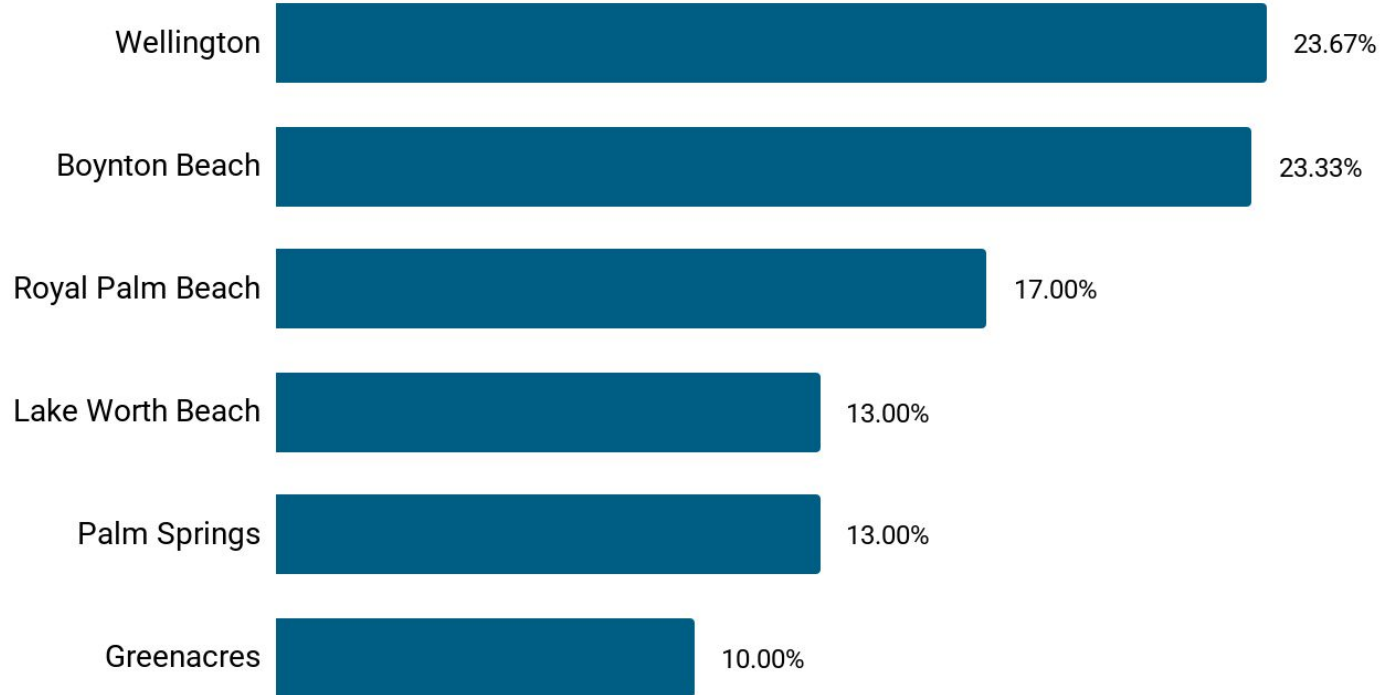
# CAP Study

## BY MARKET

In general, which of the following do you think are the best places for someone to...  
*Start a business?*



In general, which of the following do you think are the best places for someone to...  
*Retire?*

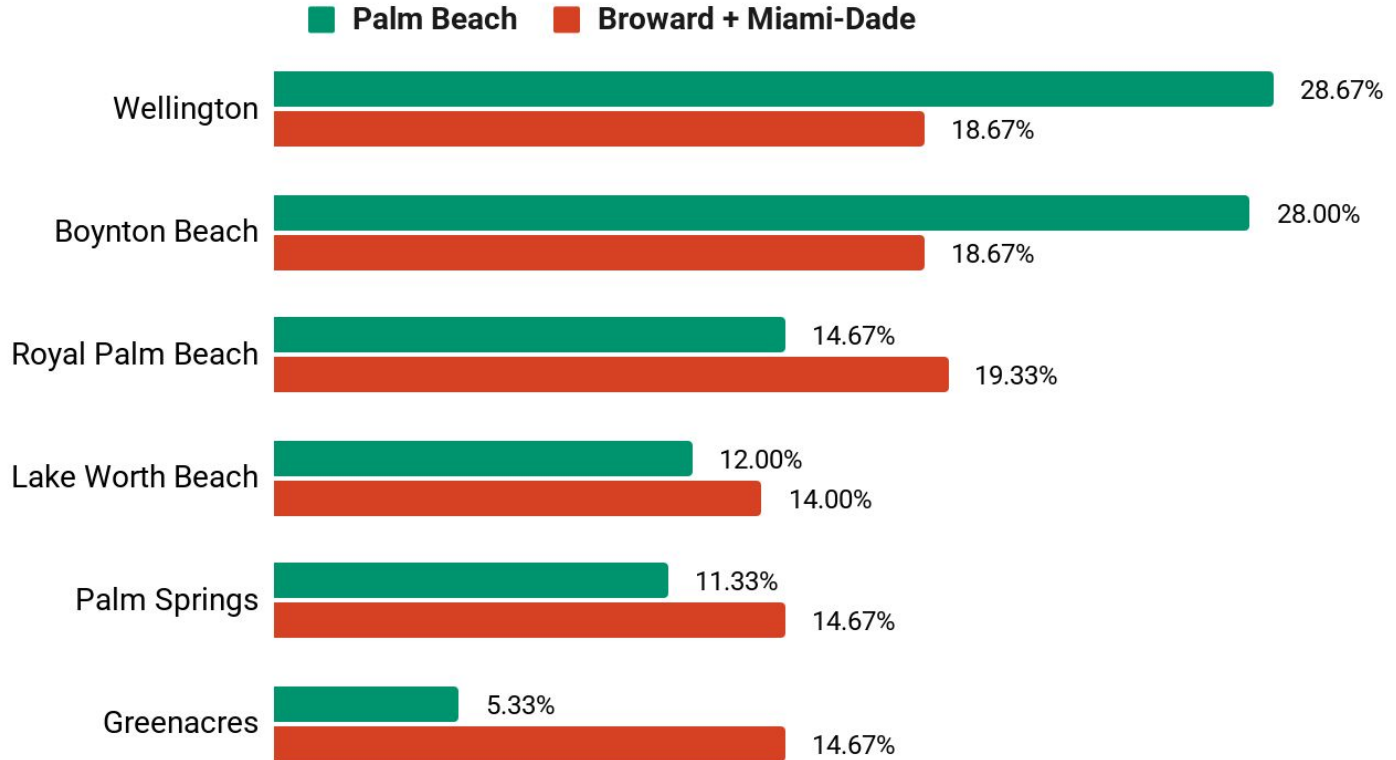


# CAP Study

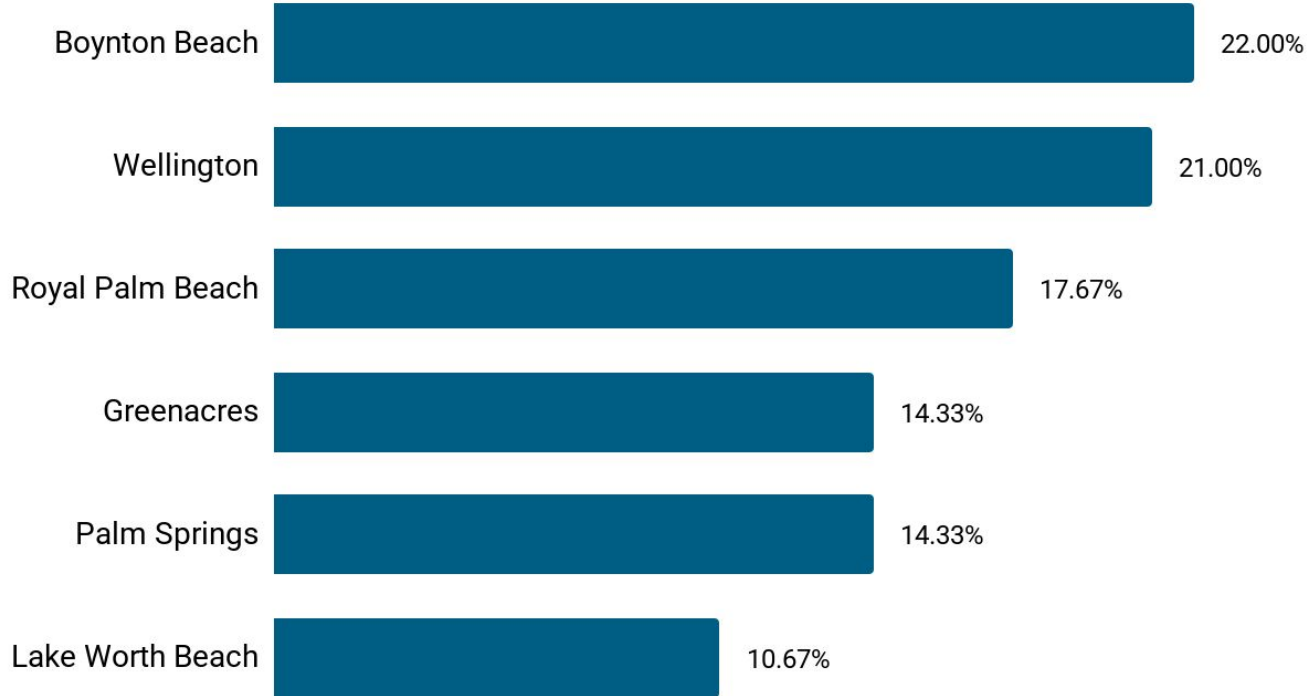
## BY MARKET

In general, which of the following do you think are the best places for someone to...

*Retire?*

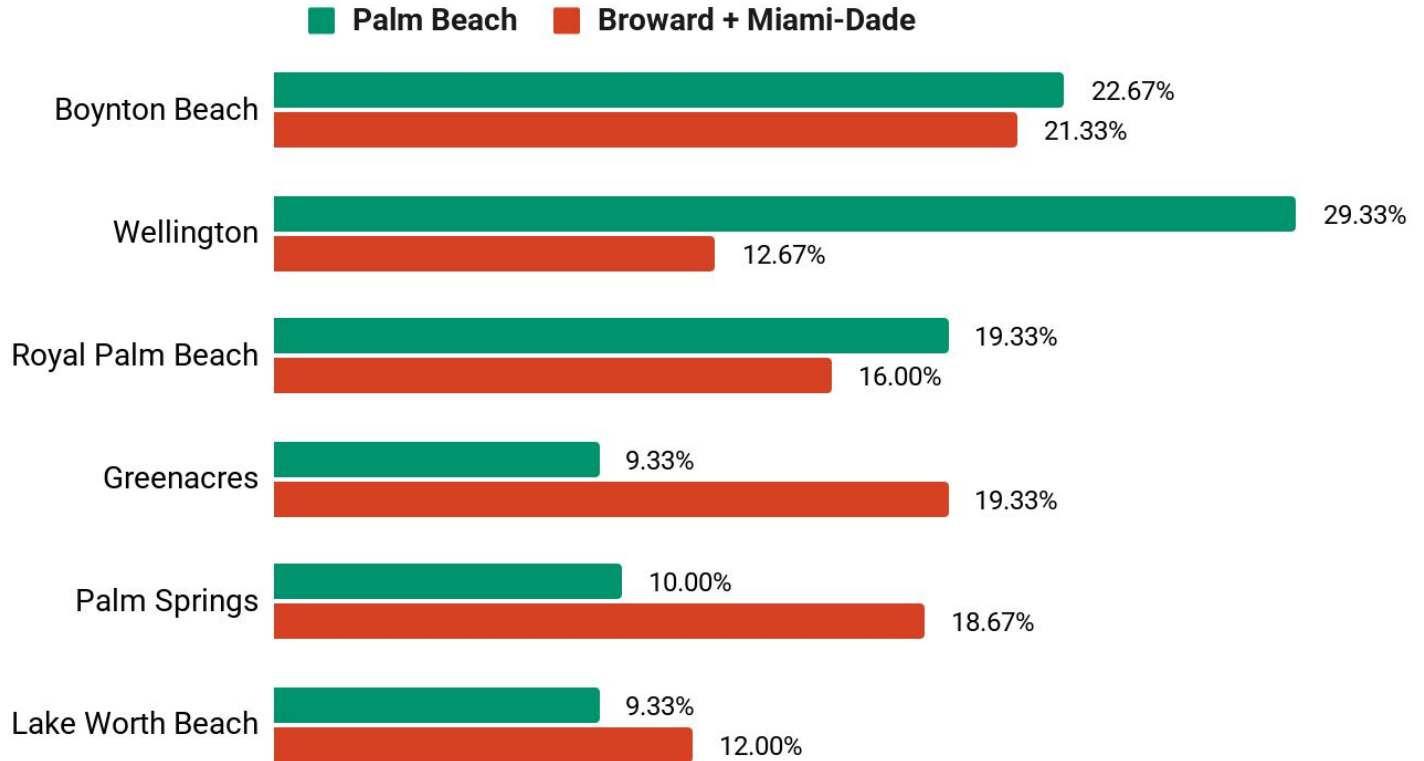


Which of the following places do you most associate with safe and peaceful neighborhoods of humble, working-class character?

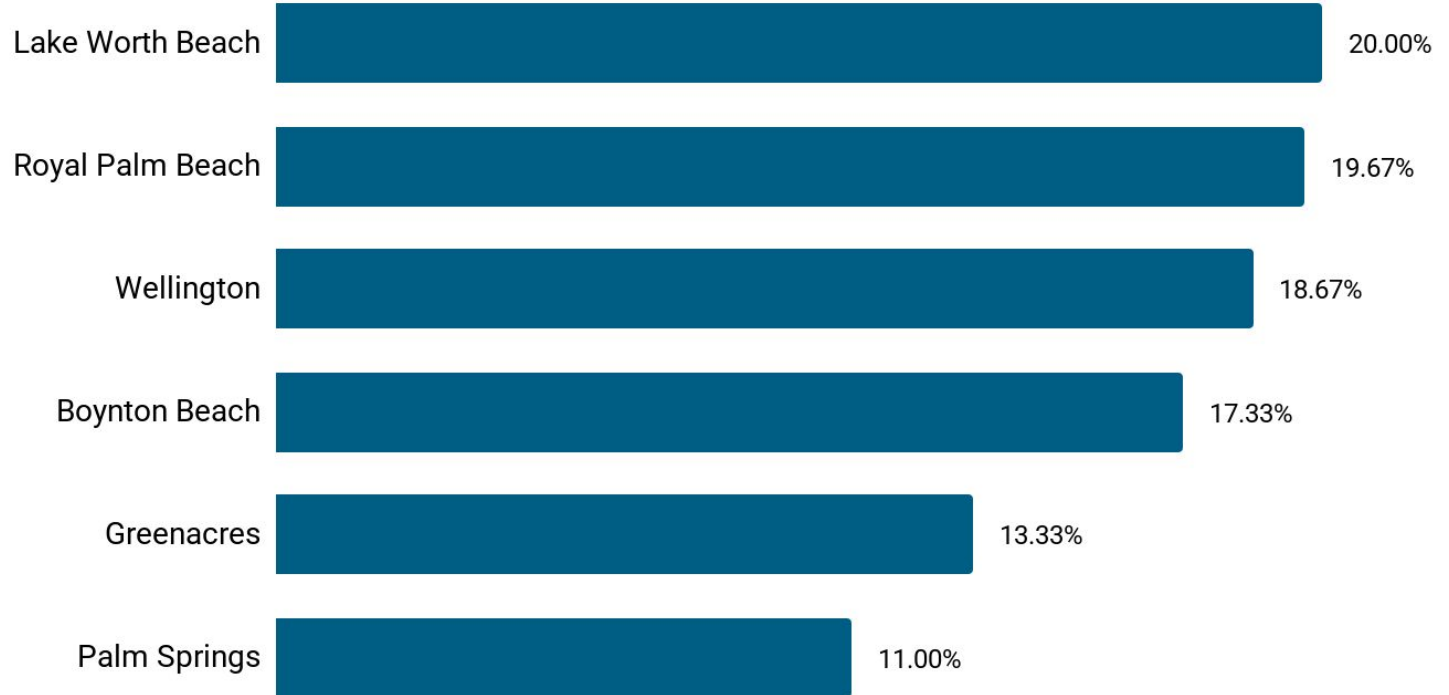


## BY MARKET

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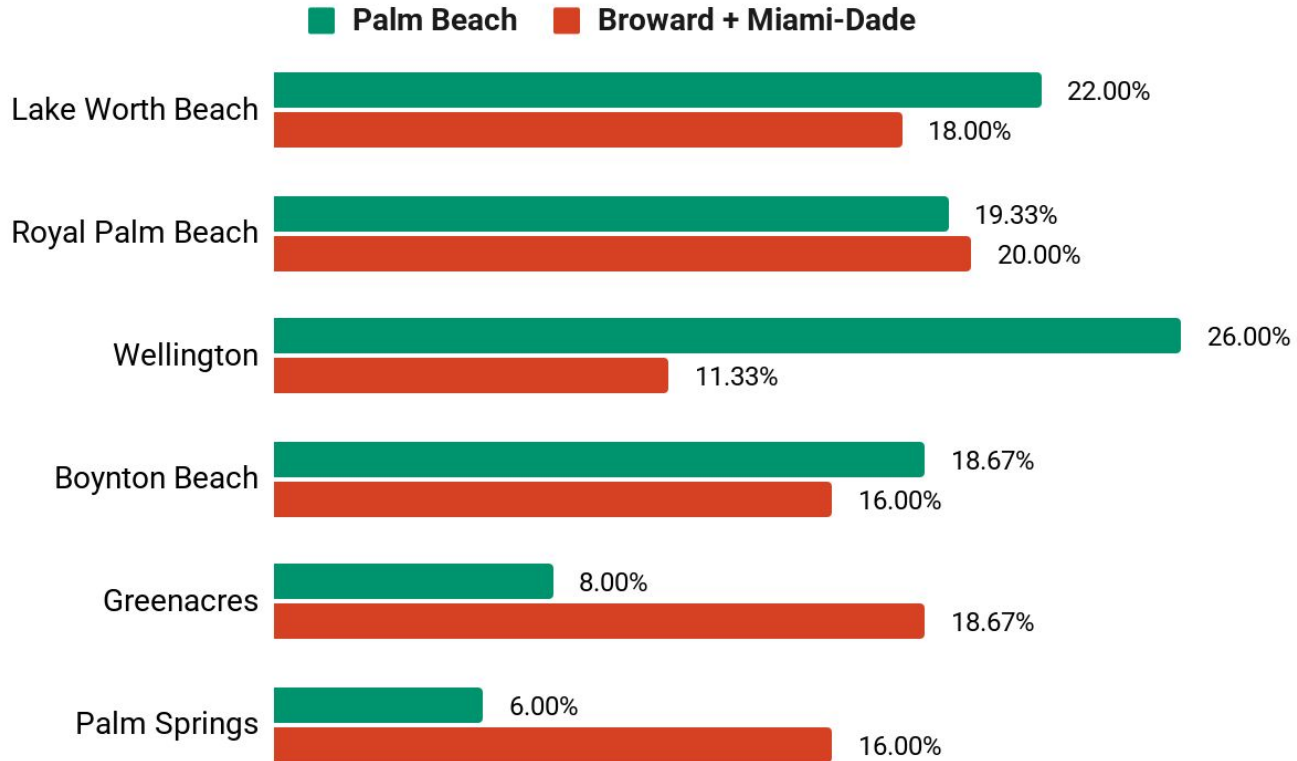


Which of the following places do you most associate with parks and other gathering spaces where people can spend quality time together?

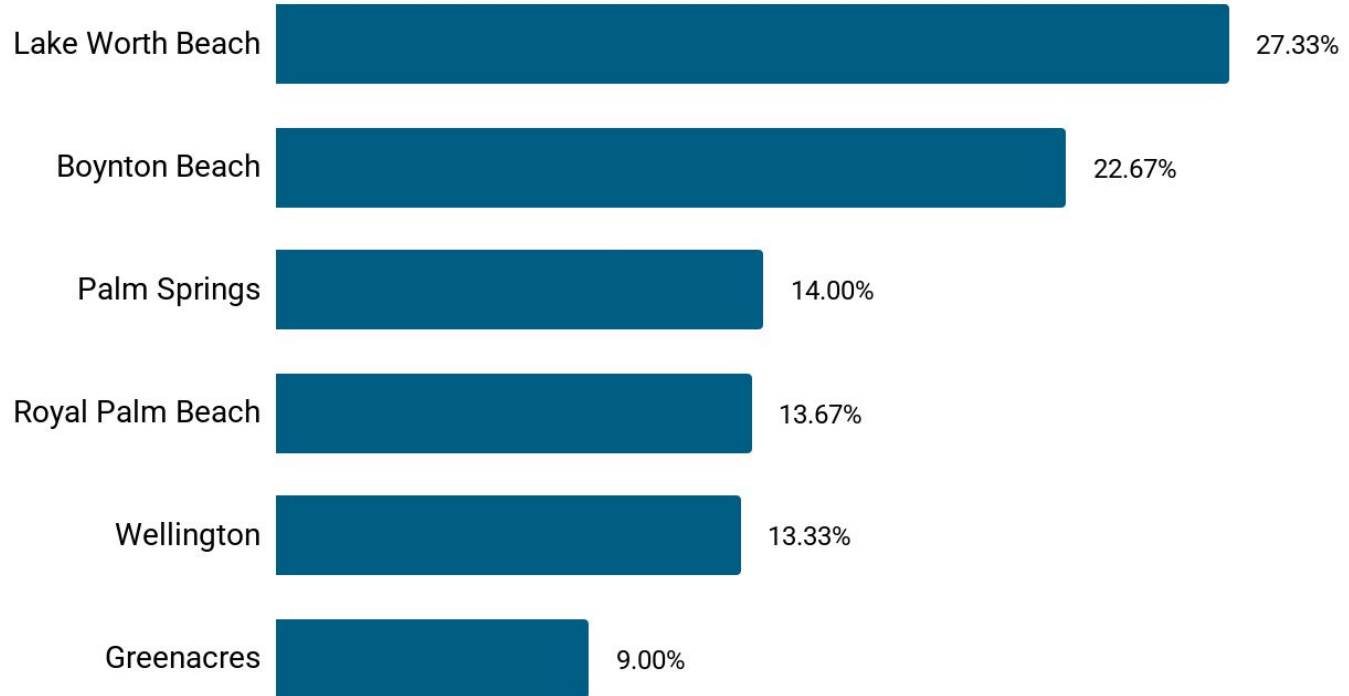


## BY MARKET

Which of the following places do you most associate with parks and other gathering spaces where people can spend quality time together?



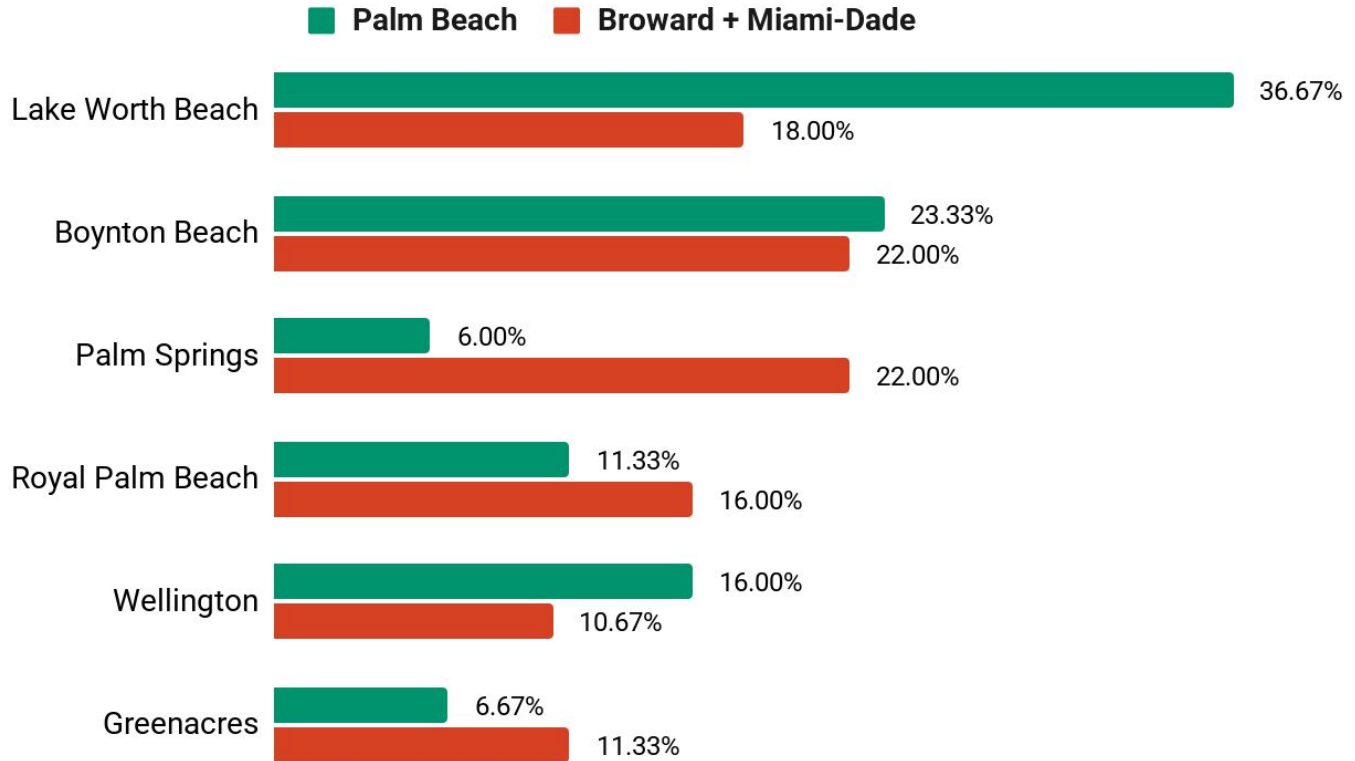
Which of the following places do you most associate with a lively multicultural community that supports a variety of local restaurants, businesses, and events?





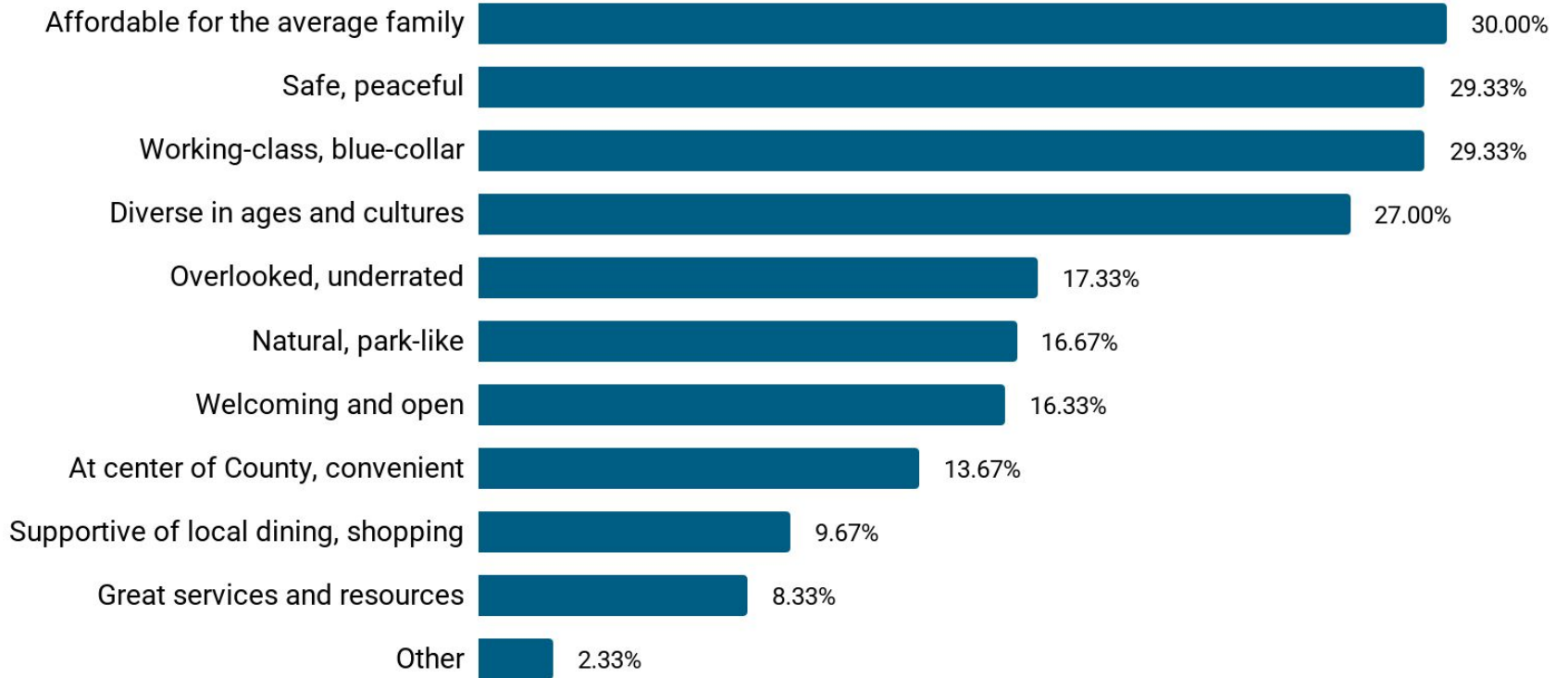
## BY MARKET

Which of the following places do you most associate with a lively multicultural community that supports a variety of local restaurants, businesses, and events?



# Perceptions

## Which phrase or adjective best describes Greenacres, Florida? *Choose two answers.*

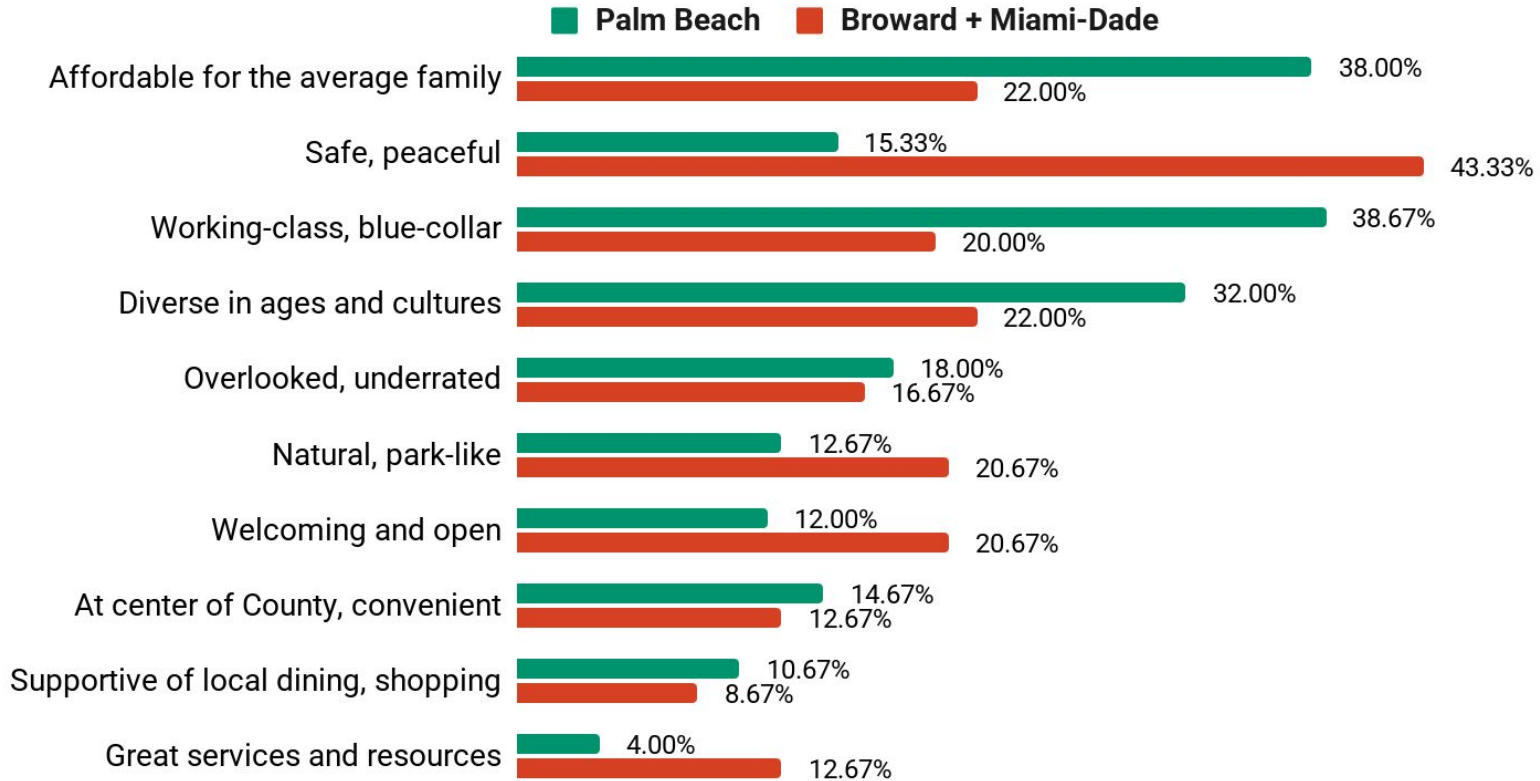


# CAP Study

## BY MARKET

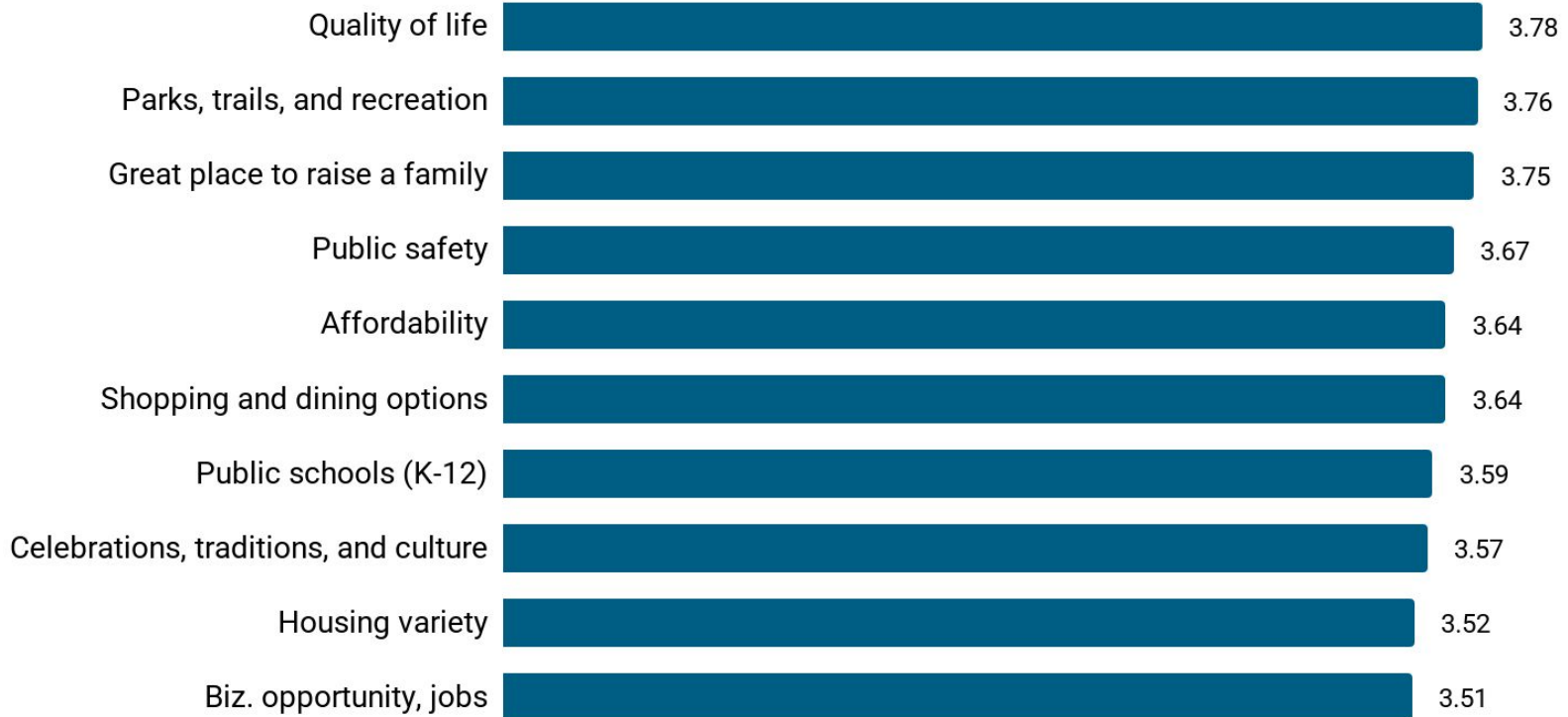
Which phrase or adjective best describes Greenacres, Florida?

*Choose two answers.*

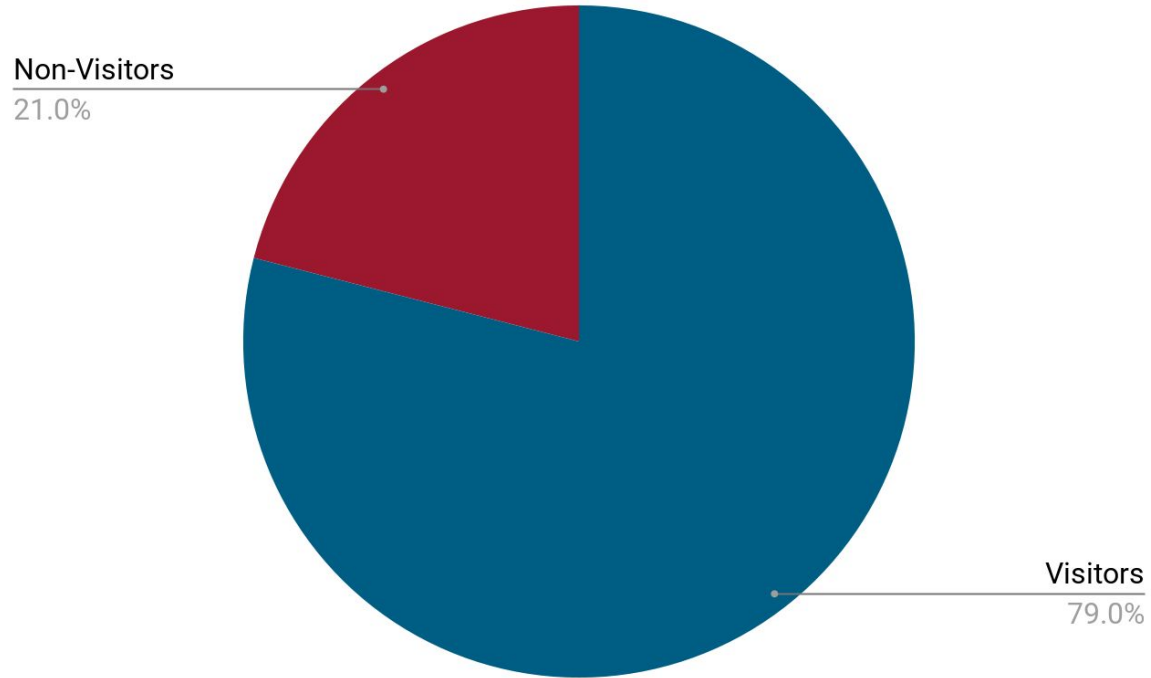


# CAP Study

Based on your perception of Greenacres, in your opinion, please rate its following attributes on a scale of 1-5, where 1 is "Poor" and 5 is "Excellent."

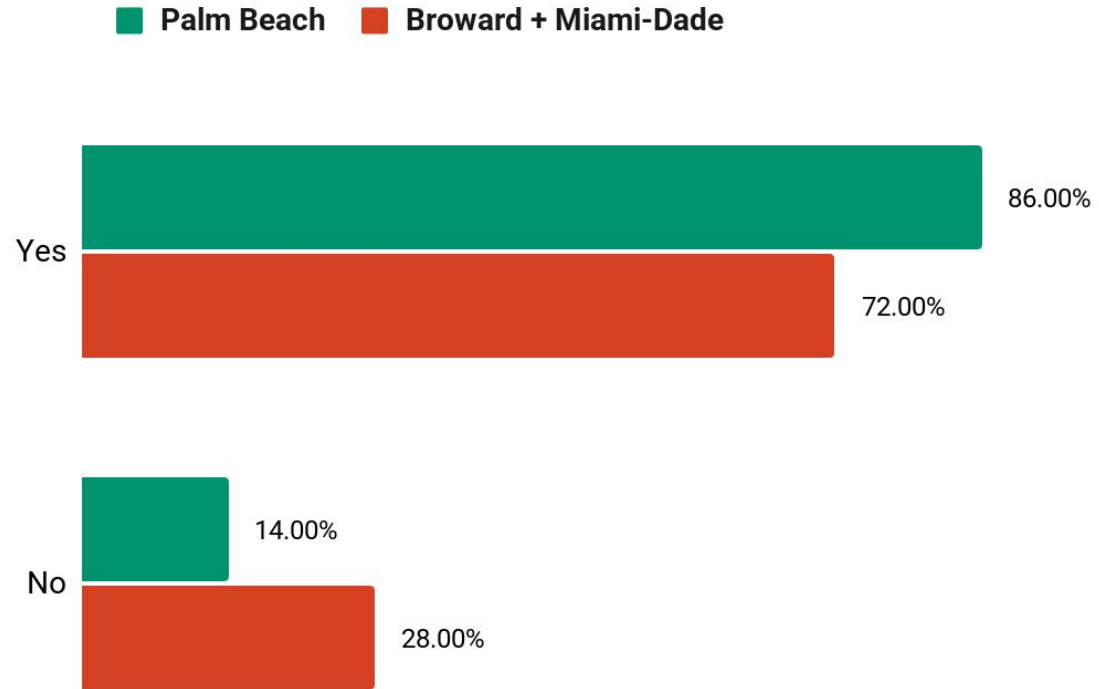


Have you visited Greenacres in the past three (3) years?



## BY MARKET

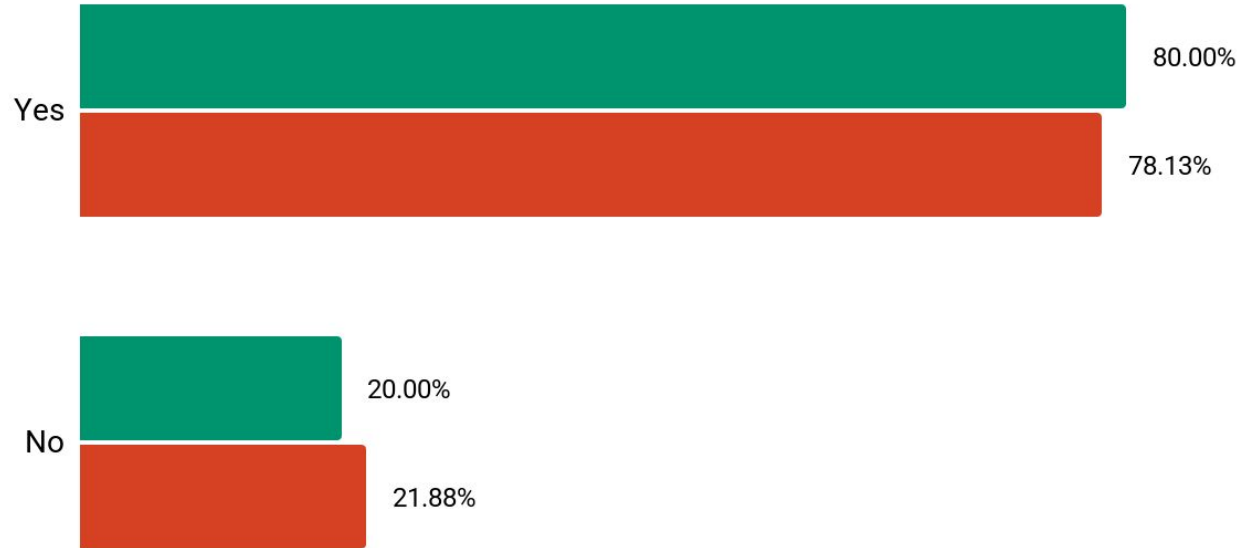
Have you visited Greenacres in the past three (3) years?



## BY AGE

Have you visited Greenacres in the past three (3) years?

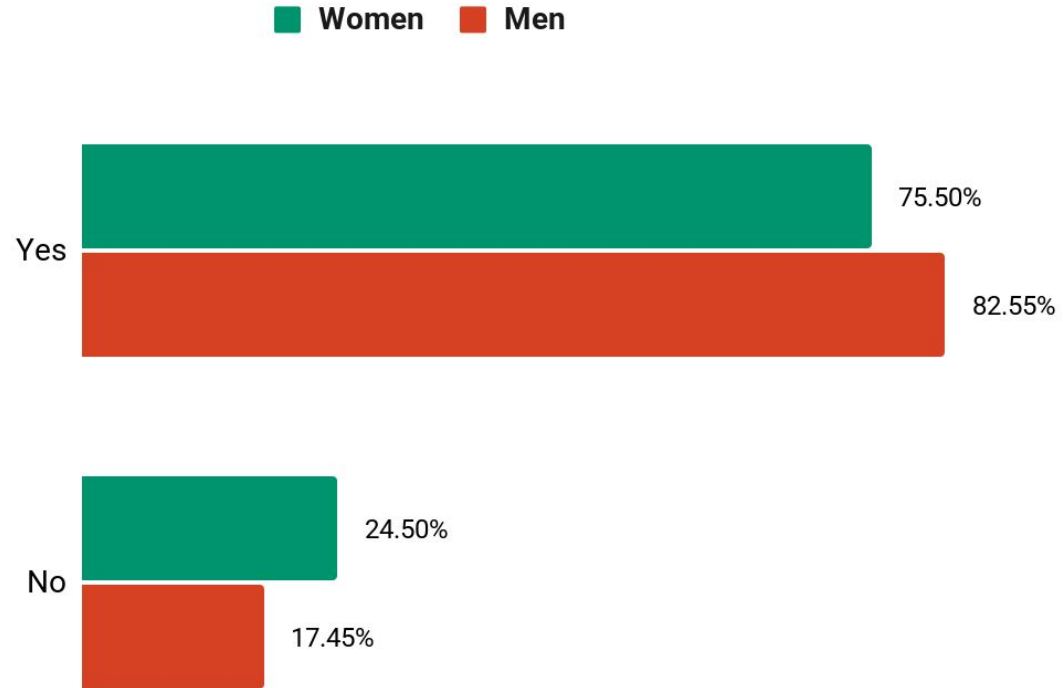
■ Under 45 ■ 45 And Over



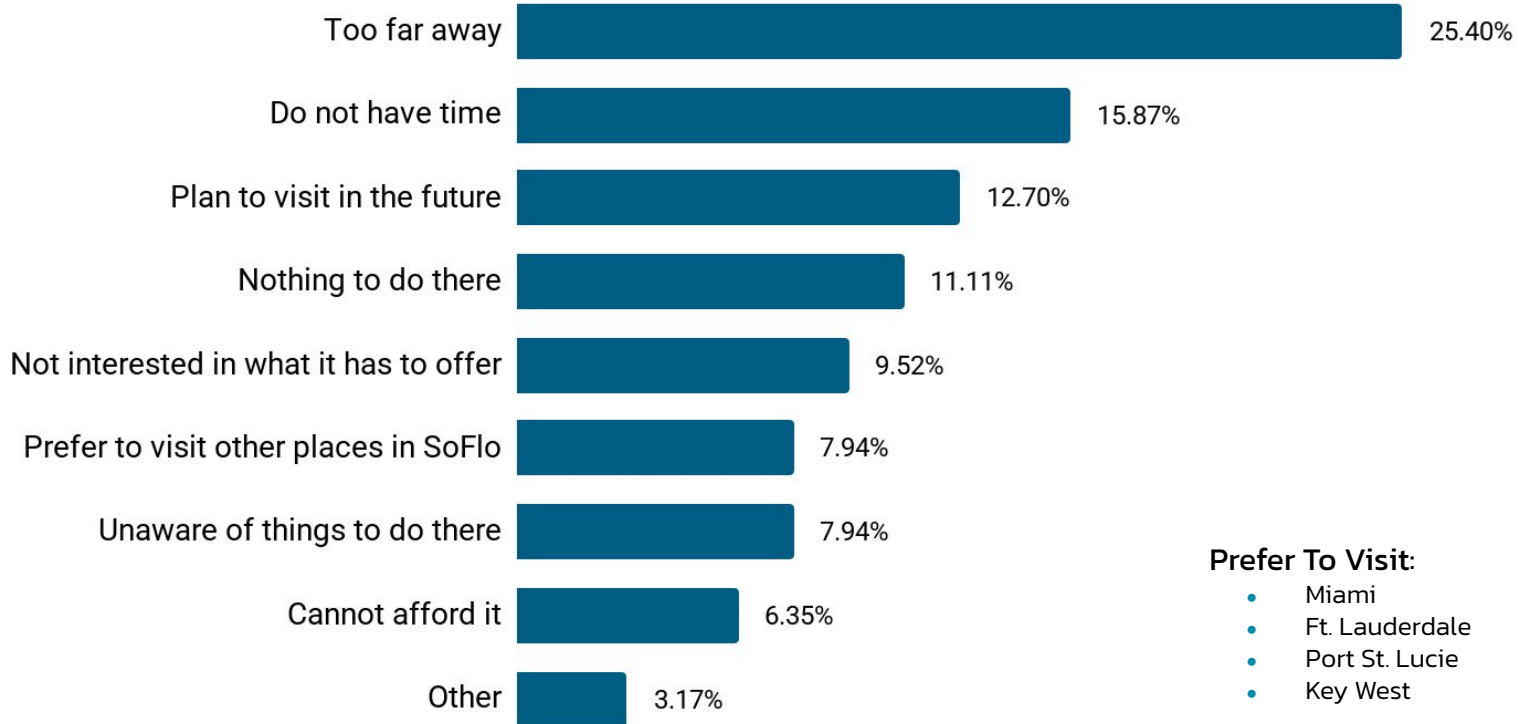


## BY GENDER

Have you visited Greenacres in the past three (3) years?



## Why have you not visited Greenacres recently?

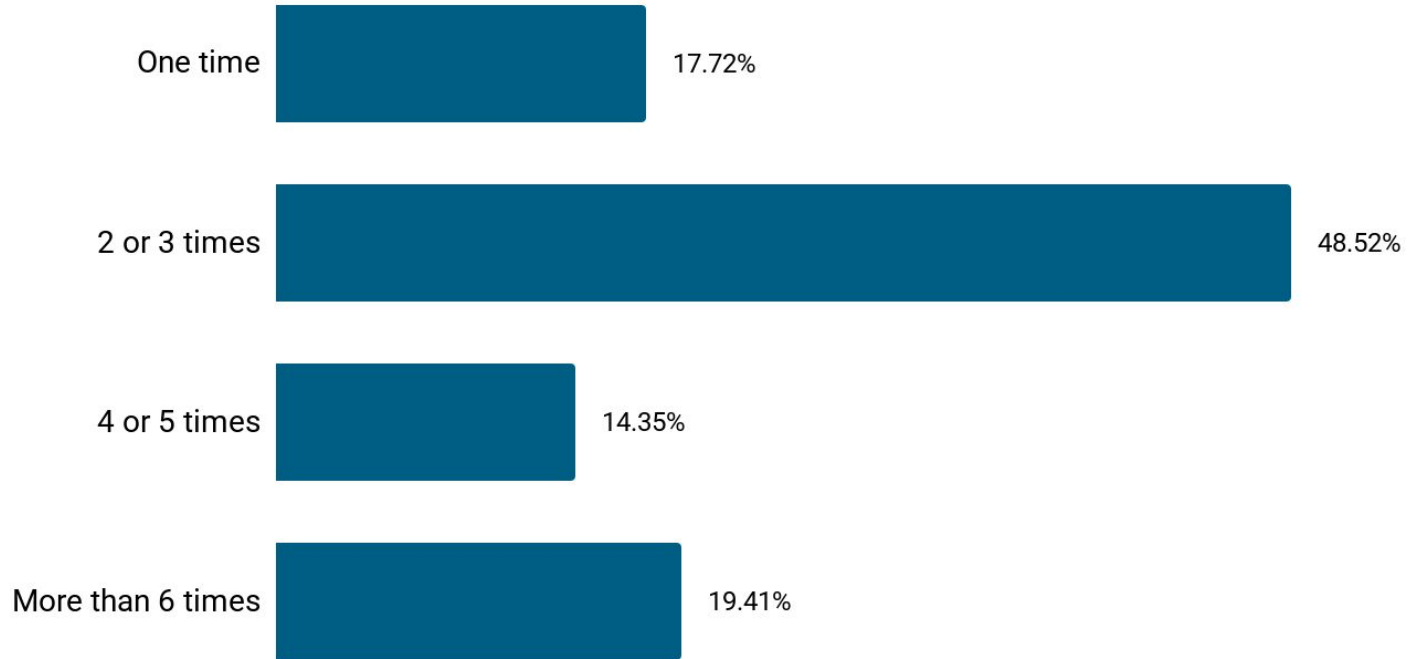


### Prefer To Visit:

- Miami
- Ft. Lauderdale
- Port St. Lucie
- Key West

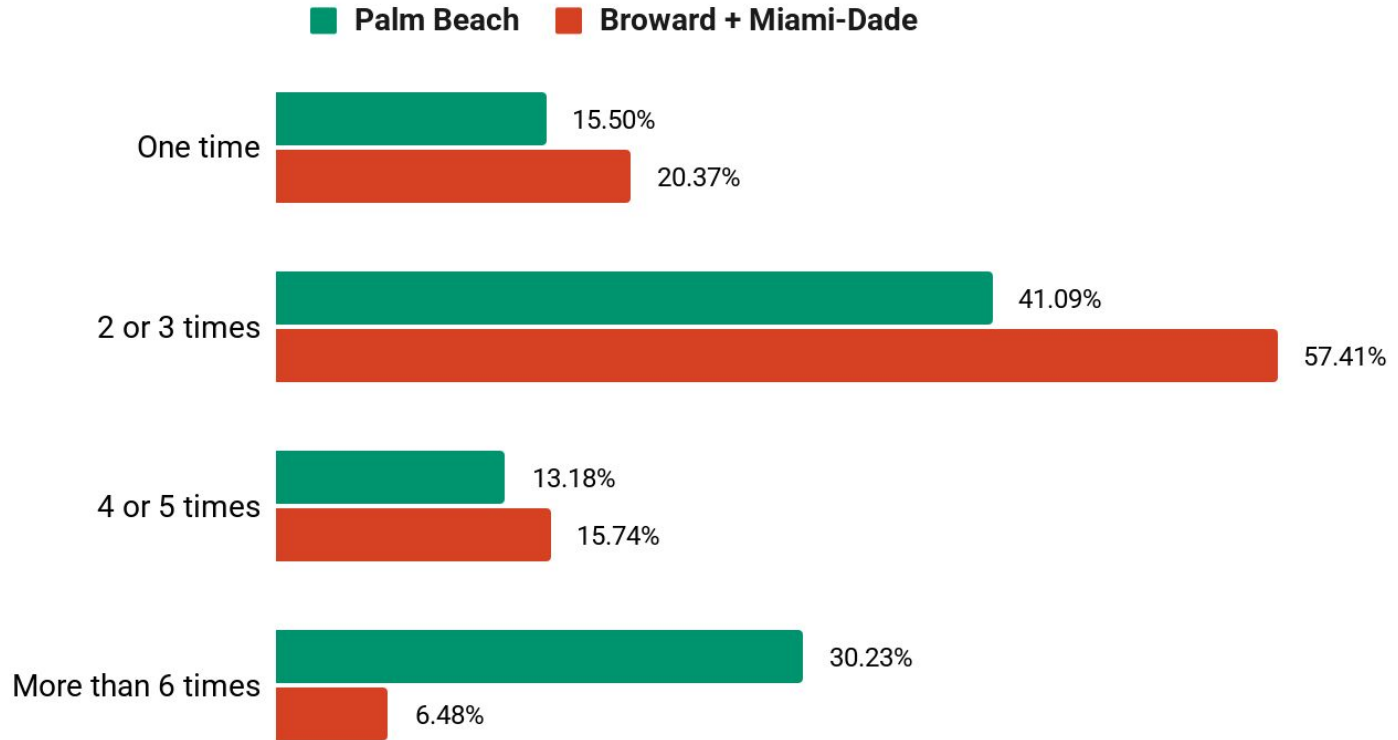
# Visitors

How many times have you visited Greenacres in the past year?

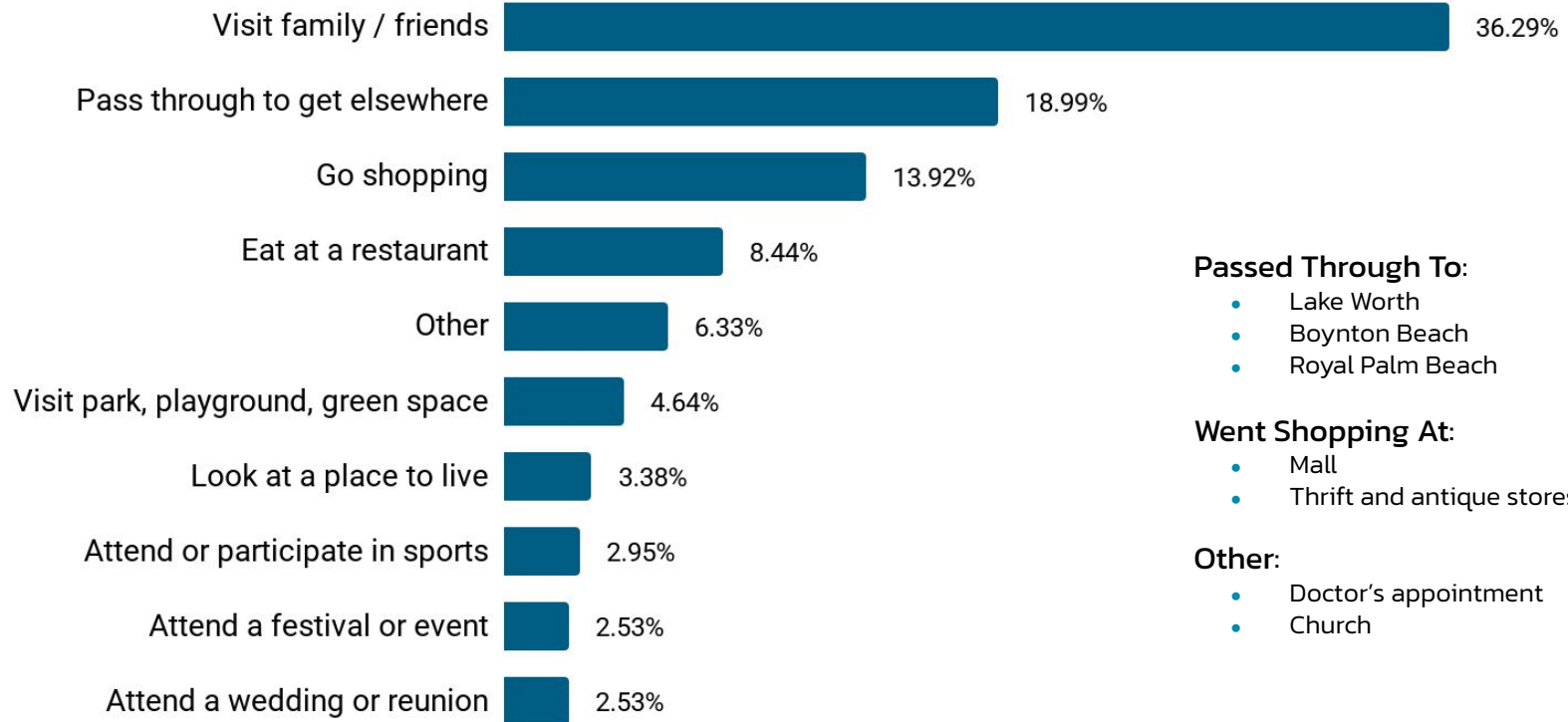


## BY MARKET

How many times have you visited Greenacres in the past year?



What was the primary purpose or main reason you visited Greenacres on your most recent visit?



#### Passed Through To:

- Lake Worth
- Boynton Beach
- Royal Palm Beach

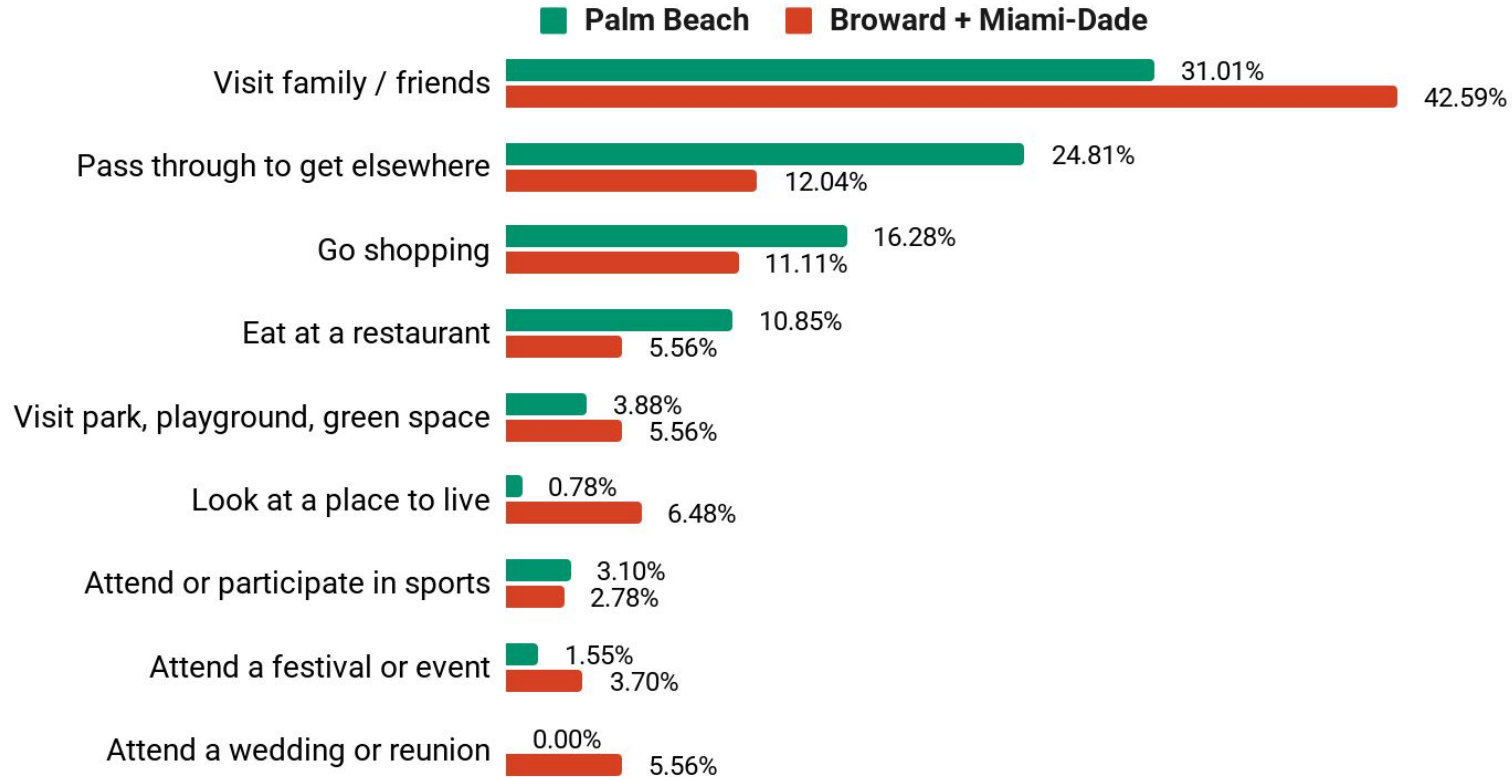
#### Went Shopping At:

- Mall
- Thrift and antique stores

#### Other:

- Doctor's appointment
- Church

What was the primary purpose or main reason you visited Greenacres on your most recent visit?



### What aspect of Greenacres leaves the most positive impression on visitors and newcomers?

- “The parks are beautiful.”
- “Very greenish with lots of trees”
- “It’s loaded with stores and offices of all kinds.”
- “It’s a lot more peaceful than Miami.”
- “The restaurants are very diverse.”
- “It is clean and well maintained.”
- “Beautiful homes in the tucked away communities”
- “Get more for your money”
- “Good diversity and lots of offerings for all types of people”
- “The local people are hospitable, and the neighbors get along well with each other.”

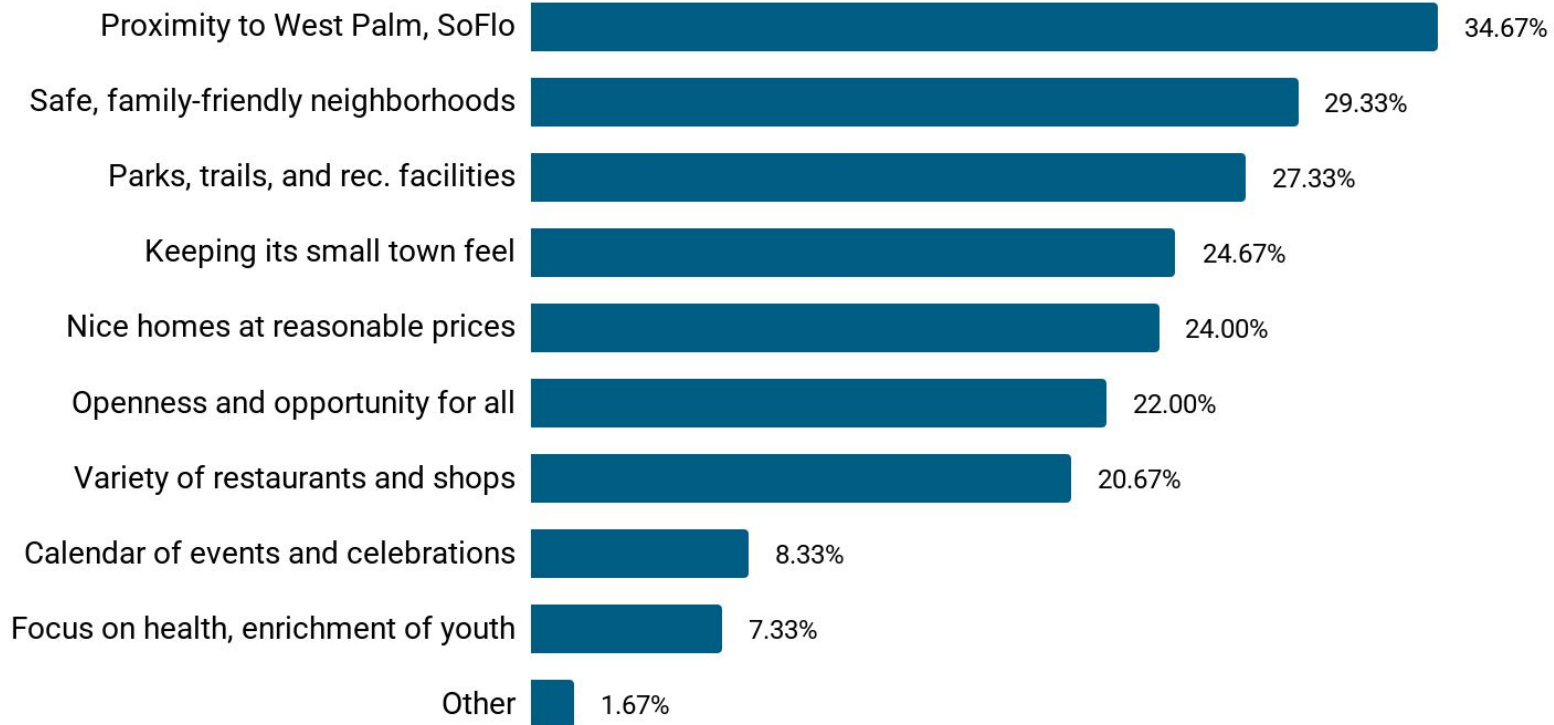
### What aspect of Greenacres leaves the most **negative** impression on visitors and newcomers?

- “The crime rate is slowly getting higher.”
- “The traffic is very heavy.”
- “Everything there is expensive.”
- “It’s pretty far from major cities.”
- “Some areas are more dated and not maintained well.”
- “Some of the businesses are run-down and/or in disrepair.”
- “Not much to do, not many parks, not too many jobs.”
- “It’s getting too crowded.”
- “Low income area”



# All Respondents

What is most important to Greenacres' distinct identity?  
(Without \_\_\_\_\_, Greenacres would lose its essence.)  
*Choose two answers.*

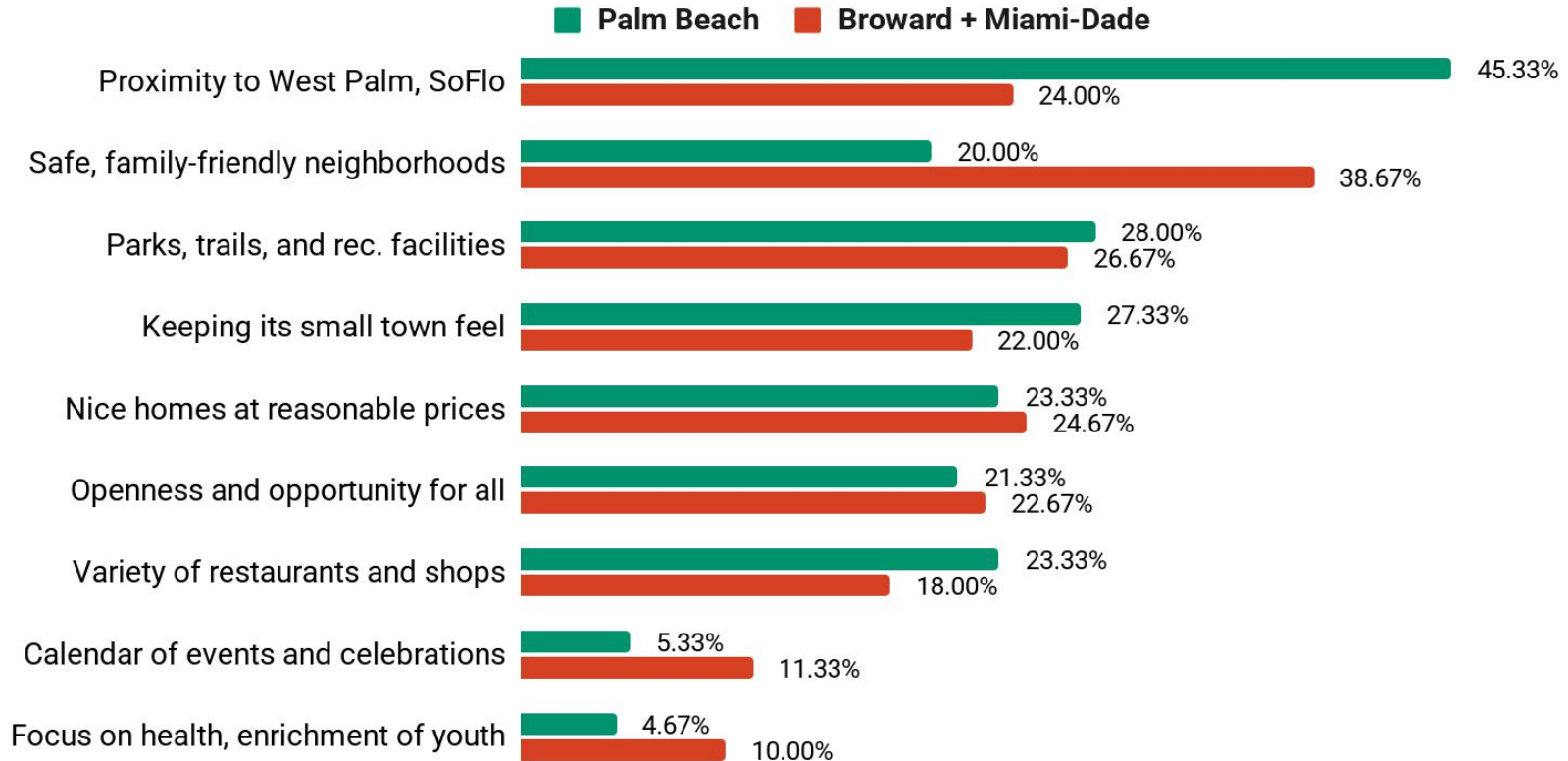


# CAP Study

## BY MARKET

What is most important to Greenacres' distinct identity?  
(Without \_\_\_\_\_, Greenacres would lose its essence.)

Choose two answers.



# External Qualitative Data

Influencer Perception Study

# Influencer Perception Study

## Assets

Diversity  
Parks  
City Govt.  
City Manager  
Housing Variety  
Cultural Events  
Restaurant Variety

## Challenges

Reputation  
Standing Out  
Pass-Through City  
Traffic  
Little Available Land  
Slow to Change

## Missing

Shopping  
Dining  
A Key Attraction  
Reason to Visit  
Athletic Facilities  
Mixed Use  
Downtown Area

## EXTERNAL PERCEPTIONS

## Opportunities

Revitalization  
Historic City Core  
Redevelopment  
Network for Businesses

# STRATEGY

## Insights

We heard lots of great things.

INSIGHTS

**Greenacres is known for its parks and peaceful environment**

“

In a lot of centrally located cities, you see more pavement than green, but we put in a lot of effort to truly be a tree city.

**Diversity is a true strength in the community**

“

Everyone in the region has diversity, but it's next level here.

# We heard some concerns.



## **There is confusion about the city boundaries**

The unclear boundaries can affect news coverage accuracy here. A lot of the crime reported here doesn't even actually happen in Greenacres.



## **Where there's growth, there's growing pains**

It made me a little sad to see all the growth, all my childhood places are getting demolished.



## **People tend to pass through without stopping**

I have spent very little time in Greenacres. It is between places that I do go, so I drive through it, but I have found no reason to stop.\*



# What's distinct?

“

## **Greenacres is a welcoming and friendly community**

Greenacres is more community centered than other cities.  
The people matter the most.

## **The city's history as an affordable place for the middle class to grow roots**

“

Greenacres feels humble in a way. It's where working people live. They work all over the county but it's here is where home is after the shift ends.

“

## **Its strategically convenient location within PBC**

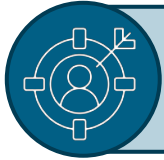
We're in the middle of it all. I heard from a county administrator that  
"You have it made because you have a turnpike exit."

# STRATEGY

## DNA Platform

# DNA Platform Framework

DNA STATEMENT



**Target Audience:** To whom Greenacres has the most appeal



**Frame of Reference:** Geographic context of Greenacres



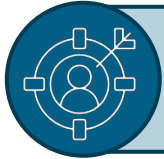
**Point-of-Difference:** What makes Greenacres special



**Benefit:** Why it should matter to the consumer

# Greenacres DNA Platform Statement

DNA STATEMENT



For those who dream of a South Florida that is both welcoming and within reach,



Greenacres, the convenient heart of Palm Beach County, one of Florida's largest and most dynamic regions,

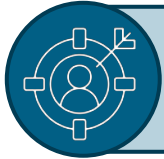


has been a natural haven for hardworking families for nearly a century



so you can build and savor a life defined by connection.

# Strategy Rationale



**For those who dream of a South Florida that is both welcoming and within reach,**

- “Dream” evokes the aspirations of young families starting their lives, older generations seeking to fulfill their retirement goals, and entrepreneurs taking their first steps toward success. It also draws inspiration from “American Dream,” resonating deeply with the city’s immigrant community who have built vibrant and fulfilling lives in Greenacres.
- “Welcoming” captures the sense of peace and safety that defines Greenacres, offering a natural retreat amidst its parks and green spaces. It also alludes to the community spirit of acceptance and camaraderie found here.
- “Within reach” reflects both the city’s geographic accessibility—situated close to Palm Beach County and South Florida’s resources—and its affordability. For many, Greenacres makes the American Dream of owning a home and building a life achievable.

# Strategy Rationale



**Greenacres, the convenient heart of Palm Beach County, one of Florida's largest and most dynamic regions,**

- "Convenient heart" emphasizes Greenacres' prime location between major transportation arteries like the Florida Turnpike and I-95, providing easy access to surrounding cities, resources, and amenities. This positioning makes it an ideal place for residents who value accessibility to work, education, and leisure while still enjoying the comfort of a well-rooted community.
- The inclusion of "heart" also symbolizes the tight-knit community found in Greenacres.
- "One of Florida's largest and most dynamic regions" situates Greenacres within the broader context of Palm Beach County's significance, underscoring the area's economic strength, cultural diversity, and thriving opportunities. This not only highlights the appeal of Greenacres itself but also its proximity to the broader opportunities offered by one of Florida's most vibrant counties.



has been a natural haven for hardworking families for nearly a century

- Reflects Greenacres' origins as a community intentionally designed to provide middle-class families with a safe and affordable place to build their lives. This history of inclusivity and accessibility is a cornerstone of the city's identity, shaping its reputation as a welcoming and resilient community.
- The phrase also nods to the upcoming Centennial, celebrating a century of growth and opportunity rooted in these founding principles.
- "Natural haven" underscores the city's abundant parks and green spaces, symbolizing its enduring commitment to providing families with a high quality of life. It also works as a reference to the city as a logical and inviting entry point for those seeking to put down roots in South Florida.

# Strategy Rationale



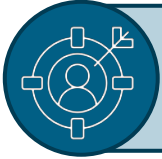
so you can build and savor a life defined by connection.

- The inclusion of "build" is intentional, signaling that Greenacres is not only a place to start a family but a community where families can grow, thrive, and remain for generations. It reflects stability, opportunity, and a lasting sense of home.
- Often associated with taste, "savor" nods to Greenacres' vibrant culinary scene while also emphasizing a lifestyle that is both attainable and fulfilling for working-class residents. Here, families can not only build their lives but truly enjoy them, free from the pressures of financial overreach. "Savor" also evokes a sense of safety, highlighting Greenacres as a secure place to raise a family and relish the comforts of a close-knit community.
- "Connection" encompasses multiple dimensions: connection to the rest of Palm Beach County and South Florida through convenient access; and connection to a shared sense of belonging that brings neighbors together and fosters a vibrant, inclusive culture.



# Greenacres DNA Platform Statement

DNA STATEMENT



For those who dream of a South Florida that is both welcoming and within reach,



Greenacres, the convenient heart of Palm Beach County, one of Florida's largest and most dynamic regions,



has been a natural haven for hardworking families for nearly a century



so you can build and savor a life defined by connection.

**Thank You, Greenacres!**