



June 30, 2008

Dear Citizens of the City of Lakeland:

The Lakeland Downtown Development Authority is embarking on a Downtown Branding and Marketing campaign with Kiku Obata & Company.

“Branding” is more than the creation of a logo and a slogan. Fundamentally, we will be creating a positioning statement that will encompass both a “voice” (“What is Downtown Lakeland?” or “What do you want Downtown to be?”) and a “look” (develop the look, a logo, objectives, color standards and ultimately a book of standards that will affect all communications).

The purpose of this project is to establish Lakeland with a sense of place that will continue to attract and increase our exposure to new businesses, residents and visitors in Downtown Lakeland.

We need your help! To get started with our branding, we need you to complete the attached survey. Please answer these questions and e-mail (anne.furr@lakelandgov.net) or fax (863-683-2783) the completed survey back to us. **In order for your response to be counted, the survey must be sent by Friday, July 18, 2008.**

Please take the time to answer these questions, so we will have your input. Thank you in advance for your participation. If you have any questions, please call Becky or me at 863-687-8910.

Sincerely,

Anne

Anne Furr
Executive Director



Market Differentiation, Competition

9. Can you think of a specific area, either locally, regionally, or nationally, that could serve as a model for Downtown Lakeland?

10. Can you think of a comparable area or downtown that has a logo you can recall and admire?

11. What are the top three distinguishing features of Downtown Lakeland? Please rank them in order of importance.

12. How do you view the relationship between Downtown Lakeland, Tampa and Orlando?

13. What are the strengths of Downtown Lakeland that distinguish it from Tampa and Orlando? What are the weaknesses?



13. Are there other key competitive differences that are highlights of Downtown Lakeland?

Branding and Imagery

15. From the following list, what would you identify as the FIVE current attributes/characteristics of Downtown Lakeland’s character and personality? Please underline them and rank them from one to five, with the first one being the strongest or most important attribute.

- | | | | | |
|---------------|-------------|---------------|----------------|--------------------|
| Innovative | Friendly | Contemporary | Stimulating | Reliable |
| Dynamic | Efficient | Conservative | Convenient | Strong |
| Versatile | Intelligent | Sustainable | Exciting | Growing |
| Sophisticated | Progressive | Honest | Quality | Bold |
| “Green” | Profitable | Creative | Competitive | Community-oriented |
| Youthful | Accessible | Values-driven | Human | Vibrant |
| Entertaining | Relaxing | Independent | Cost-effective | Cultural |

16. Now pick the top five most desired attributes/characteristics from the list above that you think Downtown Lakeland should aspire to. Please write the top five here with the first being the most important. If there are words you would like to use that are not in the list, please add them into your list of the top five.



17. In a couple of years, what should be the one or two great things about Downtown Lakeland that you wish people knew?

18. Is there any other information you can provide that will help shape the character, inform the brand and develop a sense of community?
- Is there anything about the area, land features, flora and fauna, etc. that could provide inspiration?
 - Is there anything you know about in the area's history or culture that is interesting and relevant; i.e., any particular personalities or events that have helped shape the area?