

RESOLUTION NO. _____

A RESOLUTION OF THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING THE BRAND NAME "KEY WEST HISTORIC SEAPORT" TO BE USED ON FUTURE MARKETING, DEVELOPMENT, SIGNAGE, WEBSITE AND RELATED MATERIALS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the area of town which locals commonly refer to as the "Key West Bight," is identified in promotional materials, directional signs and official records with a confusing variety of names; and

WHEREAS, at its meeting of March 12, 2014, the Key West Bight Management District Board directed staff to bring a recommendation to the CRA, to approve a brand name for the property, so that marketing and development efforts can be made in a more cohesive fashion;

NOW, THEREFORE, BE IT RESOLVED BY THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY, AS FOLLOWS:

Section 1: That the brand name "Key West Historic Seaport" is hereby approved for the area known variously as Key West Bight, Key West Bight Marina, Historic Seaport at Key West Bight, Harborwalk at Key West Historic Seaport, etc.

Section 2: That marketing, development, signage, logos, website and related materials, to the fullest extent possible, shall use the brand name "Key West Historic Seaport."

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding officer and the Clerk of the Agency.

Passed and adopted by the Caroline Street Corridor and Bahama Village Community Redevelopment Agency at a meeting held this _____ day of _____, 2014.

Authenticated by the presiding officer and Clerk of the Agency on _____, 2014.

Filed with the Clerk _____, 2014.

Chairman Craig Cates	_____
Vice Chair Mark Rossi	_____
Commissioner Teri Johnston	_____
Commissioner Clayton Lopez	_____
Commissioner Billy Wardlow	_____
Commissioner Jimmy Weekley	_____
Commissioner Tony Yaniz	_____

CRAIG CATES, CHAIRMAN

ATTEST:

CHERYL SMITH, CITY CLERK