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MEMORANDUM

TO: CRA Board

THRU: Gregory P. Harrison, Executive Director

FROM: Danielle Peruzzi, Project Coordinator

DATE: September 17, 2019

SUBJECT: Adopting a New CRA Logotype and Directing the CRA Attorney to Seek Service Mark Protection of the Newly Adopted Logotype

Background

The Pompano Beach Community Redevelopment Agency (CRA) is continuing to work aggressively to redevelop and economically grow our community. Staff has taken notice with the course of the current and future redevelopment activity, the present CRA logotype does not correlate with the CRA Redevelopment Plans and future redevelopment goals. As we carry out our largest redevelopment activities to date, the CRA has created a new logotype that symbolizes the unification between both the East and the Northwest districts.

Staff Recommendation

Staff recommends approval to adopt a new CRA logotype.