



FPRA REBRANDING



NEIGHBORHOODS



Lincoln Park



South Beach



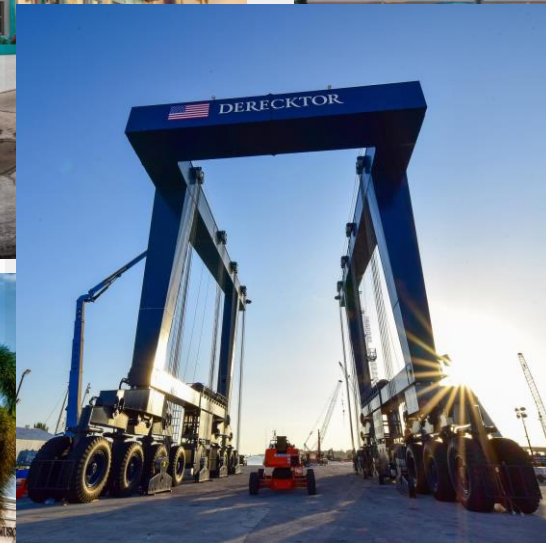
Peacock Arts District

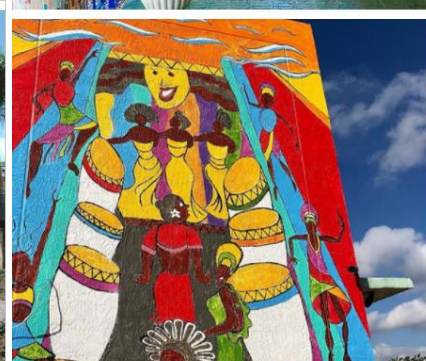
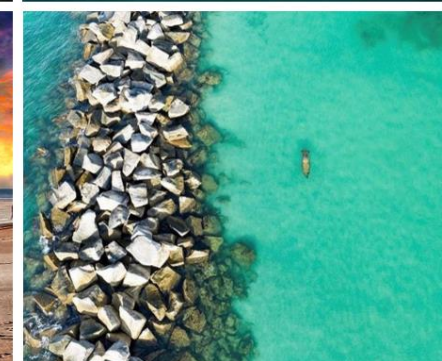


Downtown



Port/Fisherman's Wharf







4-POINT ACTION PLAN



RESTORE
NEIGHBORHOODS



FOSTER ARTS AND
CULTURE



RESET THE
ECONOMIC BASE



CONNECT

The Fort Pierce Redevelopment Agency (FPRA) was established in 1982 to guide the city in its redevelopment efforts. **The purpose of the agency is to revitalize both the physical and economic environment of the redevelopment area.** Prior to 1982 the Downtown Redevelopment Corporation was formed to study the issues of the declining downtown and was instrumental in the creation of the agency. In 1995 and 1996 the City Commission expanded the boundaries of the agency and included an area south of Atlantic Avenue to Citrus Avenue and Delaware Avenue.



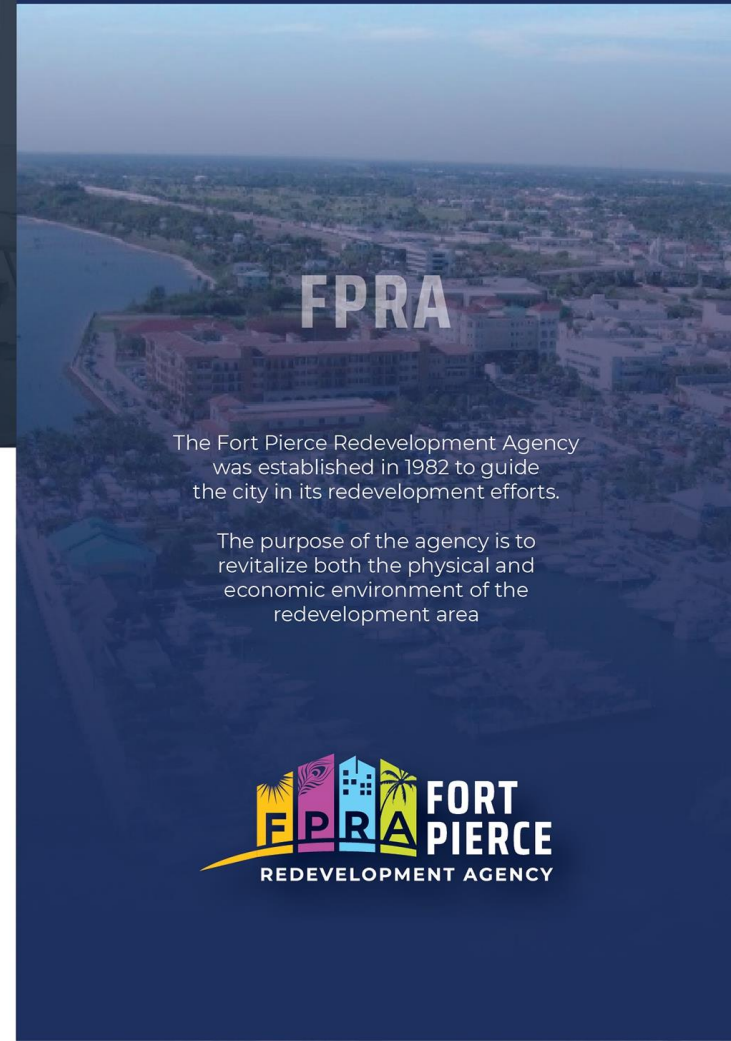


Logo should capture the new, vibrant energy of Fort Pierce (modern) while paying tribute to historic roots (classic).
Logo should be representative of the areas/districts (see Fort Pierce photos attached) and somehow incorporate the FPRA's redevelopment activities including reducing or eliminating blight, improving the economic health of an area, and encouraging public and private investments in the district.



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FPRA

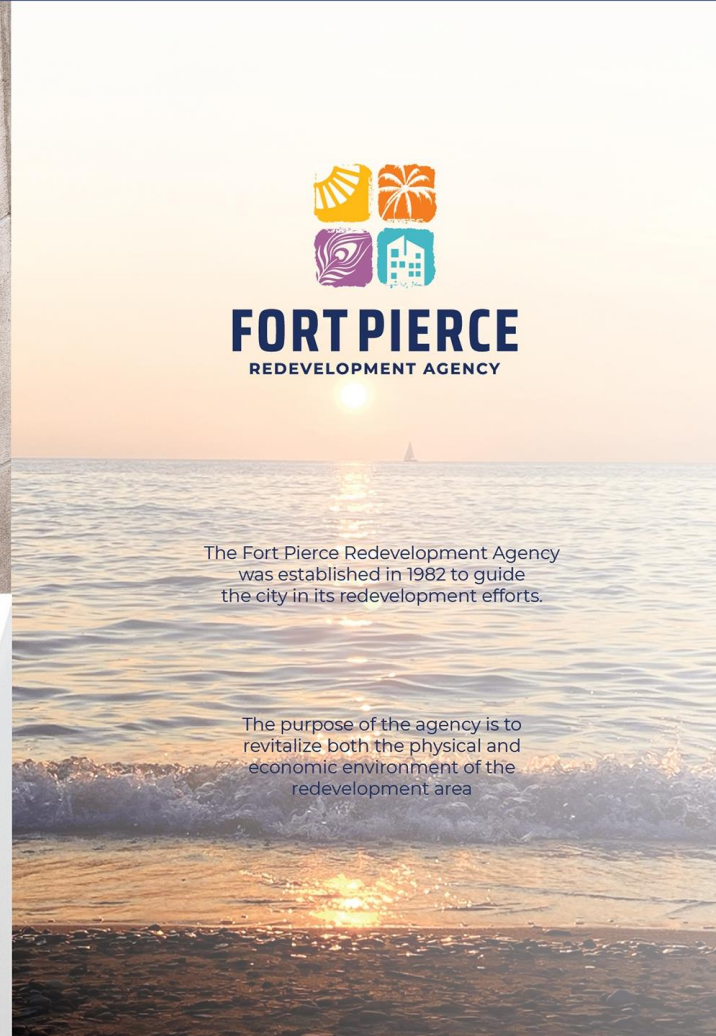
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FPRA | **FORT PIERCE**
REDEVELOPMENT AGENCY




FORT PIERCE
REDEVELOPMENT AGENCY

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