

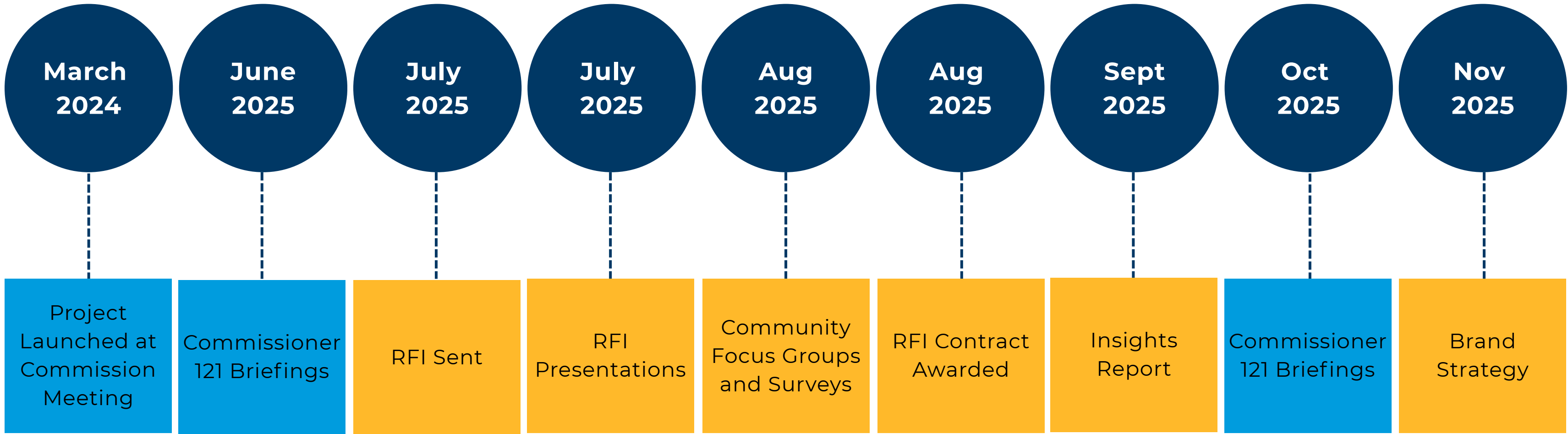
Brand Strategy Workshop

Commission Workshop December 1, 2025

Communications Division

Timeline

How we got here



What is a brand strategy?

And why it matters

A Brand Strategy Is:

A roadmap that defines **who we are, what we stand for** and **how we communicate that to the world**. It ensures every message, design and action consistently reflects North Port's values and vision

Why It's Important:



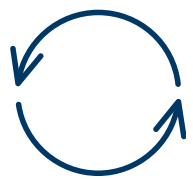
Clarity & Alignment: Guides decision-making across departments so we all tell the same story



Trust & Transparency: Builds credibility with residents, businesses and visitors through consistency



Engagement: Helps people connect emotionally with the City fostering civic pride and participation



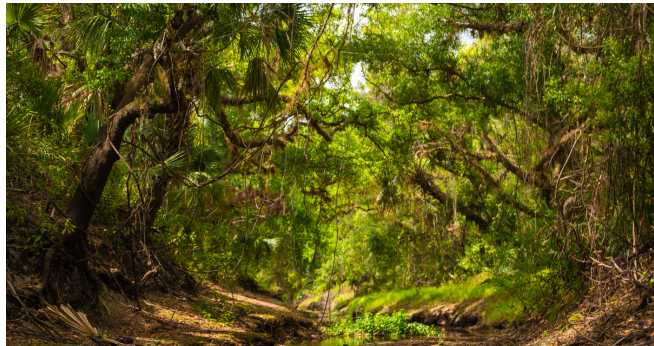
Economic Impact: A strong brand attracts investment, talent and tourism, driving sustainable growth



Longevity: Positions North Port for the future while honoring its authentic character and natural beauty

Why now?

Grounded in community voice



Pride in our natural beauty

Residents love the City's green spaces, waterways and peaceful character



Desire for connection & belonging

"Neighborly" and "welcoming" were among the most frequent words used to describe North Port



Balance of growth & preservation

People support progress but want to ensure we stay true to what makes North Port authentic



Future focused optimism

Strong belief that North Port has tremendous potential for innovation, opportunity and community development



Unified identity & trust

Residents want consistent messaging they can trust and visual identity that feels professional, trustworthy and uniquely North Port

Why now?

Grounded in community voice



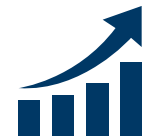
1,300+ survey responses and 20+ focus group discussions



85% cited natural beauty as a defining attribute



68% used words like friendly, family-oriented, or community-minded



74% said it's important that growth is sustainable and balanced



Most respondents said they want the City to “tell a more unified trustworthy story” across platforms

Our brand strategy builds directly on this feedback, emphasizing our Welcoming Nature, Serenity, and Sustainability as our community’s shared foundation

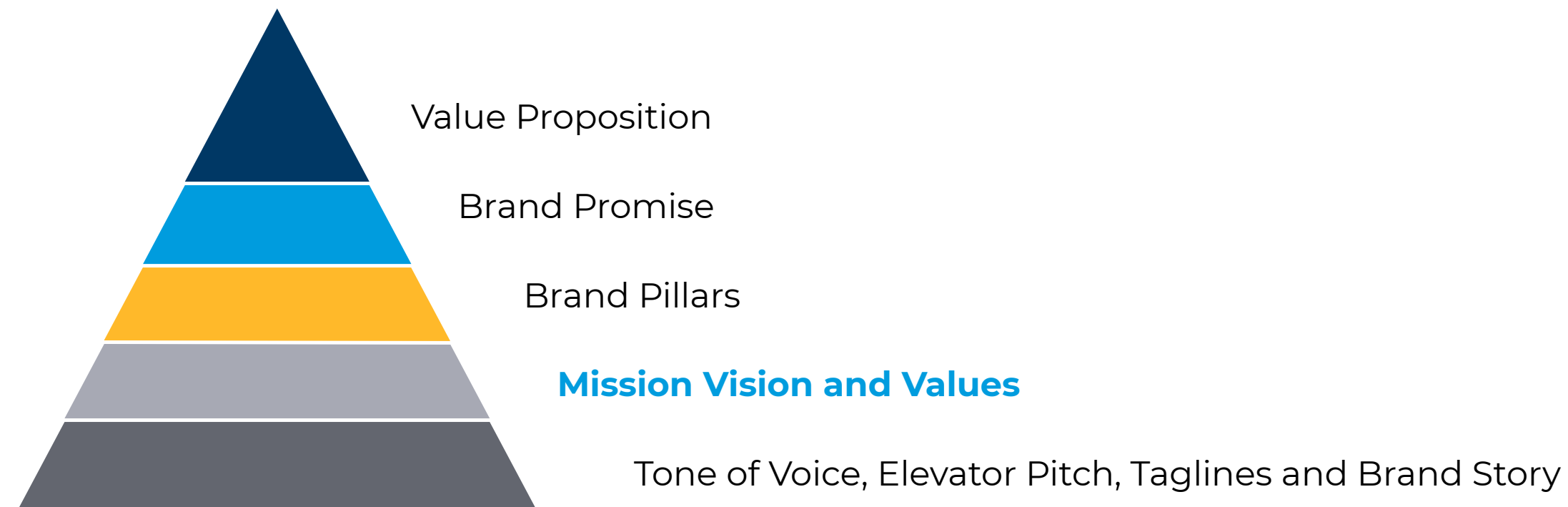
What a unified brand achieves

Brand framework overview

What it achieves:

- Consistent voice across departments
- Clear story for residents, businesses and visitors
- Greater trust and transparency
- Economic development and community engagement synergy

How it achieves it:



Value proposition and Brand Promise

The top of the pyramid

Overarching Value Proposition- *see appendix slide 1 for detailed overview*

“

North Port is a forward-looking community that offers residents, businesses and visitors an authentic community, natural beauty and a thriving future, continually working to improve the city with a sustainable vision for the future

”

Brand Promise

“

For residents, businesses and visitors, North Port is committed to providing an opportunity to thrive in a flourishing community with an authentic character, natural beauty and a sustainable future

”

Brand Pillars

Welcoming. Serene. Sustainable.



Authentic Character

Distinctly North Port

North Port is a city built on connection, warmth and community spirit. Its genuine charm, family-friendly atmosphere and accepting culture make everyone feel connected and at home, whether you are a resident, visitor or business owner



Natural Beauty

Where nature is part of everyday life

From ample green spaces, natural attractions and recreation opportunities North Port celebrates its natural assets as essential to the well-being and sense of place of our residents, businesses and visitors



Thriving Future

Grounded by community, built for business

North Port's commitment to a sustainable future ensures progress that benefits all. Through proactive planning, innovation and investment, the City continues to expand opportunities for residents, visitors and businesses without compromising the authentic character and natural beauty that define it

Mission, Vision and Values

Current vs. recommended



Mission

Current

To provide exceptional service to the community for the continuous enrichment of quality of life through transparency, engagement and respect

Recommended

To serve our community with excellence, fostering engagement and empowering the success of North Port's residents, businesses and visitors



Vision

Current

To be an innovative, friendly, engaging, and sustainable community where residents, businesses, and visitors can flourish

Recommended

To be an innovative, sustainable and thriving community while preserving the authentic character of North Port for residents, businesses and visitors



Values

Current

- Accountability
- Integrity
- Customer Service
- Teamwork
- Empowerment

Recommended

- Service
- Enrichment
- Opportunity
- Preservation
- Reliability
- Accountability
- Resiliency

Strategic Pillars

Connected to our values

Linking our values to our strategic pillars ensures that what we believe in directly guides what we do. This alignment creates consistency across all departments and decisions, helping every action reflect the principles that define North Port’s identity and purpose.

Safe Community



Service

Quality of Life



Enrichment

Economic Development & Growth Management



Opportunity

Environmental Resiliency & Sustainability



Preservation

Disaster Response & Recovery Management



Resiliency

Good Governance



Accountability

Infrastructure & Facilities Integrity



Reliability

Tone of Voice

Elevator Pitch and Tagline

To differentiate the City of North Port through tone of voice, we will focus on reflecting the City of North Port’s authentic character, showing empathy for the balance between nature and growth and conveying enthusiasm for a flourishing future.

- Authentic: All are welcome in North Port, where we’re neighborly by nature!
- Empathetic: Public spaces support authentic connections among residents, raising the standard of living for all
- Enthusiastic: North Port holds immense potential for residents, visitors and businesses

Elevator Pitch

“

Neighborly by nature, North Port is a beautiful and authentic community that is proactively investing in a thriving future.

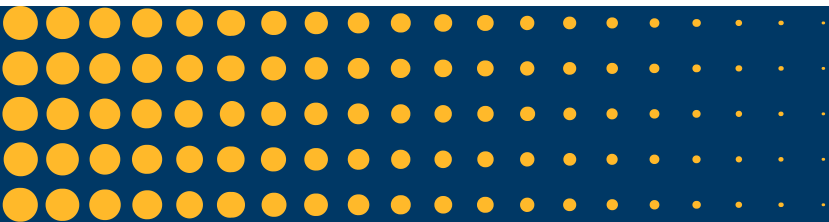
”

Tagline

“

Neighborly by Nature

”



Tone of Voice

Brand words



Authentic Character

- Adjectives: Welcoming, Family-friendly, Charming, Neighborly, Accepting Community-oriented, Warm, Collaborative
- Verbs: Welcome, Invite, Connect, Embrace, Accept, Support, Care
- Nouns: Home, Friends, Community

Natural Beauty

- Adjectives: Picturesque, Serene, Idyllic, Peaceful, Untouched, Beautiful, Natural, Outdoorsy
- Verbs: Explore, Discover, Get away, Rest, Preserve, Value, Appreciate, Relax
- Nouns: Wildlife, Nature, Destination

Thriving Future

- Adjectives: Sustainable, Innovative, Strategic, Long-range, Long-term, Proactive, Intentional, Enthusiastic, Balanced, Thoughtful
- Verbs: Plan, Progress, Invest, Envision, Prepare, Protect, Engage, Partner, Empower
- Nouns: Longevity Potential, Leader

Tone of Voice

Overarching brand story

Overarching- see appendix slide 2-8 for detailed overview

The most authentic community in Southwest Florida, North Port offers both natural beauty and boundless opportunities for residents, visitors and businesses to prosper.

Neighborly by nature, our residents are youthful, passionate and committed to North Port's future. A strong sense of connection is nurtured here, welcoming new residents and visitors. This family-friendly city offers a unique blend of serenity and opportunity, qualities that continue to attract those seeking exceptional value, business prospects and a comfortable quality of life.

From quality schools and exceptional health care to vibrant neighborhoods, lush parks, historical Warm Mineral Springs and CoolToday Park, home of the Atlanta Braves spring training facility, North Port offers something for everyone. The city radiates quiet confidence, the kind that comes from knowing you are a part of something special.

Finally, the city's sustainable approach to progress ensures a healthy balance between growth and nature.

For residents, businesses and visitors, North Port promises an opportunity to prosper in a flourishing community with an authentic character, natural beauty and a thriving future.

Workshop Purpose

Next Steps

The Commission has guided the City's strategic direction and owned the **Mission, Vision and Values** since the inception of the Strategic Pillars.

While the recommendations presented today reflect community feedback and align with the proposed brand framework, the next step is for the Commission is to take a look at the vision, mission and values within this framework and:

- Review
- Input
- Refine

This will allow us to move forward confidently to the next phase, finalizing the visual identity options for the workshop on January 5th.

Appendix

Value proposition

Residents	North Port is committed to sustaining its natural beauty and providing a good quality of life and safe community while striving to provide opportunities and value for its residents
New Residents	North Port is committed to providing a good quality of life, natural beauty and safety to new residents, while striving to create value and opportunities closer to home for all those who live here
Prospective Residents	North Port is committed to providing a good quality of life, natural beauty and safety in a location that allows access to the best that Florida has to offer, allowing residents to experience opportunity and value while always returning to a safe, sustainable hometown atmosphere
Businesses	North Port is committed to capitalizing on opportunities to attract new residents and visitors and developing the infrastructure needed to support economic development and a thriving community. Business leaders are encouraged to engage in the long-term vision for North Port's future, which holds more potential for sustainable growth than anywhere else in Southwest Florida
Prospective Businesses	North Port is committed to capitalizing on opportunities to attract new residents and visitors and offering the robust workforce and accessible location needed to support economic development and a thriving community. The City aims to work collaboratively with public and private partners to provide the required infrastructure for future businesses to thrive within a flourishing community that holds more potential for sustainable growth than anywhere else in Southwest Florida
Visitors	North Port is committed to providing visitors with small-town ambience, natural beauty and recreational activities that foster that "get-away" feeling. With lush green spaces, miles of waterways and access to Sarasota County's beautiful beaches, North Port offers the rest and reflection that will have visitors returning time and time again

Tone of Voice

Residents brand story

SUSTAINING OUR HOME

If you're like most North Port residents, your longevity speaks volumes about the quality of life here. The City of North Port is committed to maintaining the community's authentic character and natural beauty while capitalizing on [JB1] our opportunities. We all get to be part of shaping this emerging community's thriving future.

- **Naturally Authentic:** North Port is known for an array of quality schools, safe neighborhoods, health care options, cultural diversity and the opportunity to build lasting value. There's something for everyone in North Port.
- **Outdoor Enjoyment:** North Port is known for its lush green spaces and beautiful waterways, making it easy for residents to engage in outdoor activities such as hiking, canoeing, kayaking, golfing and fishing. This includes attractions such as Warm Mineral Springs Park, Myakka State Forest, Myakkahatchee Creek Environmental Park and our serene network of trails and parks.
- **Nearby Attractions:** We love our hometown atmosphere, with its array of high-quality attractions including the North Port Aquatic Center; the city's athletic fields and recreation centers; CoolToday Park, home of the Atlanta Braves spring training facility; and a growing list of shopping and dining options such as Cocoplum Village Shops and downtown Wellen Park.
- **Central Location:** Whether you use I-75 for your daily commute or the occasional road trip, North Port provides a central location with convenient access to airports, seaports and destinations such as Fort Myers, Naples, Tampa, Miami, Orlando and beyond.
- **Educational Opportunities:** Local parents of school-age children value the quality K-12 schools in North Port and the strong sense of community they provide, and we all benefit from the array of colleges and technical schools in the area.

Tone of Voice

New residents brand story

SUSTAINING OUR HOME

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Tone of Voice

Prospective residents brand story

SUSTAINING OUR HOME

DISCOVER THE DISTINCTION: Did you know most North Port residents have lived here for six years or more? Their longevity speaks volumes about their satisfaction with this authentic community, which is known for its warm, safe and friendly atmosphere. Discover why North Port is a beloved home for so many and what makes them want to stay.

- **Naturally Authentic:** North Port is home to a diverse group of residents, from retirees to working families and young adults, making it an excellent choice for anyone in search of a forever home. With good schools, safe neighborhoods, lush green spaces, cultural diversity and the opportunity to build lasting value, there's something for everyone in North Port.
- **Outdoor Enjoyment:** One of the best things about the Sunshine State is the beautiful climate, and you can take full advantage of it while living in North Port. The city is known for its lush green spaces and beautiful waterways, making it easy for residents to engage in outdoor activities such as hiking, canoeing, kayaking, golfing and fishing. Attractions within North Port include Warm Mineral Springs Park, Myakka State Forest, Myakkahatchee Creek Environmental Park and a serene network of trails and parks.
- **Nearby Attractions:** North Port's hometown atmosphere belies the rich and growing array of high-quality attractions available to residents. These include the North Port Aquatic Center, the city's athletic fields and county libraries, CoolToday Park, home of the Atlanta Braves spring training facility, and a growing list of shopping and dining options such as Cocoplum Village Shops and Wellen Park. A welcoming, walkable attraction, Downtown Wellen is the modern social hub of the community where residents gather for eating, shopping and entertainment. With a close array of other towns, cities, beaches and attractions of Sarasota County, everything you need is now on your doorstep.
- **Central Location:** Located just off I-75, North Port offers convenient access to key points of interest across Southwest Florida. Many residents use I-75 for their daily commute to nearby economic hubs such as Tampa to the north and Fort Myers to the south, both of which also offer international airports for traveling. In fact, Southwest Florida International Airport is approximately 90 minutes away. Additionally, North Port is only a few hours' drive to major metros such as Miami and Orlando and is close to a number of local seaports.
- **Educational Opportunities:** Residents with school-aged children value the quality K-12 schools in North Port, which offer a strong sense of community among families whose students thrive there. There are an array of colleges and technical schools in the area. Notably, SCF Venice Campus, which is here in North Port, as well as USF Sarasota-Manatee. There is also New College of Florida near Sarasota and Florida Southwestern State College which offers two- and four-year undergraduate degrees at its Punta Gorda campus, and Florida Gulf Coast University is located less than one hour away in Estero.
- **A Flourishing Future:** The City of North Port is committed to sustaining the community's authentic character and natural beauty while realizing opportunities for its residents. Be part of shaping this emerging community's thriving future

Tone of Voice

Businesses brand story

SHAPING OUR FUTURE TOGETHER

North Port stands at a defining moment in its history. Once a small, quiet community, our city has rapidly evolved into one of Florida's most dynamic centers for growth, innovation and opportunity. With a population exceeding 96,000 and an annual growth rate of 5%, our economic momentum remains strong. Today's entrepreneurs and business professionals hold a unique opportunity to champion progress alongside our strategic pillars of: Safe community, Quality of life, Economic development and growth management, Environmental resiliency and sustainability, Infrastructure and facilities integrity, Good governance, Disaster response and recovery management. Strategic pillars such as these create economic stability and support sustainable development, benefiting the local business community by attracting visitors and new residents to the City of North Port.

- **PROMOTING NORTH PORT:** The City of North Port is engaged in the kind of bold, proactive and sustainable activities that are necessary to support the local economy. The strategic direction defined by the City Commission presents North Port as a growing community with an authentic character, natural beauty and a thriving future. Our approach to economic development is built on promoting sustainable growth, smart investment and innovative development. Local businesses are encouraged to support the City's strategic positioning for North Port, and are backed by leadership that's proactive, business-friendly and focused on delivering results.
- **THE ROLE OF POPULATION GROWTH AND TOURISM:** North Port is equally committed to ensuring that every business has access to a skilled and reliable workforce. The City partners with a number of educational establishments to expand programs and certifications in a multitude of industries. Collaborations with other partners help strengthen the local talent pipeline, while partnerships with the state and county agencies promote childcare tax credits and housing incentives to attract and retain workers. Not only that, but a wide variety of tourist attract more than 2 million visitors annually. For businesses, this visitor activity translates to strong foot traffic, a growing hospitality sector and a customer base that extends well beyond city limits.
- **BUILT FOR WHAT'S NEXT:** From cutting-edge research to large-scale manufacturing, from wellness to world-class entertainment, North Port is more than a place to do business, it's a place to build the future. The City's momentum is powered by collaboration, innovation and a shared belief that growth and quality of life can go hand in hand. With visionary leadership, strategic location and a community ready to welcome new opportunities, North Port stands as Southwest Florida's next great business destination, a city built for what's next.

Tone of Voice

Prospective businesses brand story

WHERE OPPORTUNITY ABOUNDS:

Opportunity abounds in the emerging market of North Port, which offers prospective businesses a strong workforce and available land close to I-75. North Port stands at a defining moment in its history. Once a small, quiet community, our city has rapidly evolved into one of Florida's most dynamic centers for growth, innovation and opportunity. With a population exceeding 96,000 and an annual growth rate of 5%, our economic momentum remains strong.

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- **COMMERCIAL LAND AVAILABLE:** While the City of North Port is committed to sustaining its natural beauty, the city offers a lot of available land for businesses in search of commercial property. Much of North Port remains underdeveloped, with an estimated 12–30 million square feet of buildout potential across its major development areas. The opportunity is ripe to invest in land with the capacity for sustainable growth and development.
- **LOCATIONAL ATTRIBUTES:** Strategically situated between Tampa and Fort Myers, the City of North Port offers assets and amenities ideally suited to a wide range of commercial and business needs. The City is proximate to four airports and four seaports and lies directly adjacent to Interstate 75, making it a prime location for development.

Tone of Voice

Prospective businesses brand story (continued)

- **RIDICULOUSLY EASY TO DO BUSINESS WITH:** Proactive leadership has embedded economic development and sustainable growth into the City's Strategic Plan. Its updated Unified Land Development Code (ULDC) positions North Port for efficient, long-term growth and streamlined development processes. To further attract and support investment, the City actively promotes a range of strategic incentives, including impact fee deferrals, economic development ad-valorem tax exemptions, a business incentives program for targeted industries, fast-track permitting and participation in Florida's childcare Business Tax Credit Program. As part of Florida (the fourth-largest economy in the United States), North Port benefits from a pro-business tax climate, competitive operating costs and a streamlined regulatory environment.
- **HANDS ON SUPPORT FOR YOUR BUSINESS:** The City's Economic Development Division maintains an active presence in the local business community, connecting entrepreneurs with tools, partners, and growth opportunities. Programs like North Port Next, a monthly workshop series hosted in partnership with the State College of Florida's 26 West Center, provide local business owners with practical strategies to grow and thrive. In addition, the Florida Small Business Development Center (SBDC) offers free one-on-one consultations at City Hall every first Tuesday of the month, while SCORE Mentors provide no-cost business mentorship and education to help entrepreneurs refine their business models and operations.

Tone of Voice

Visitors brand story

UNIQUE IN NATURE:

One of the best things about the Sunshine State is the beautiful climate, and you can take full advantage of it by visiting North Port. The city is known for its lush green spaces and opportunities to engage in outdoor activities such as hiking canoeing, kayaking, golfing and fishing.

- **Exploring Potential:** North Port is known for its lush green spaces and beautiful waterways, making it easy for residents to engage in outdoor activities such as hiking, canoeing, kayaking, golfing and fishing. This includes attractions such as Warm Mineral Springs Park, the Myakka State Forest, Myakkahatchee Creek Environmental Park and our serene network of trails and parks. During your visit, you can also easily access the world-class beaches in and around Sarasota County.
- **Nearby Attractions:** North Port's hometown atmosphere belies the rich and growing array of high-quality attractions available. These include the North Port Aquatic Center, CoolToday Park, home of the Atlanta Braves spring training facility, and a growing list of shopping and dining options such as Cocoplum Village Shops and Wellen Park. A welcoming, walkable attraction, Downtown Wellen offers a modern gathering space for eating, shopping and entertainment.
- **Central Location:** North Port easy to reach via I-75, about halfway between the Sarasota and Fort Myers exits. It's an easy day trip because it's only a few hours' drive from Miami, Naples, Tampa and Orlando where you will find a mix of amenities, airports, seaports and things to do. After a busy day of exploring everything, Florida has to offer, you can return to the peace and natural beauty of one of Florida's most authentic cities.

