

COMMUNITYVIEWPOINT



PROVIDED PHOTO

Beth Kigel, at left, and Michele Jacobs – by Oliver Stewart, Creative Director MTB PR & Marketing Firm

EDITOR'S NOTE:

The following is a Guest Editorial written by a resident of the north county/Jupiter area community.

ARE YOU READY FOR THE 'BIG REVEAL'?

The Palm Beach North Branding Campaign "I am Palm Beach North" is set to launch on April 26, at the Florida Atlantic University Lifelong Learning Center, Jupiter Campus.

It will energize Northern Palm Beach County, like you haven't seen before.

I could not be more excited to share the incredible three-year journey that was fueled by the extraordinary collaborative spirit of more than 100 north county public and private stakeholders, and fully supported by the Northern Palm Beach County Chamber of Commerce Board of Directors.

These incredible thought-leaders came together and created a unified brand that personifies the business and lifestyle assets in the 10 neighboring municipalities that the Chamber serves.

THE INCUBATOR

In my role as the president/CEO of the Northern Palm Beach County Chamber of Commerce for the past four years, I am involved almost daily in discussions and meetings that included many of our area's industry leaders, along with municipal officials from Mangonia Park and Riviera Beach to Tequesta.

We are oftentimes brought together on matters of business, healthcare, transportation, growth management and educational issues. From the very beginning, it was apparent that everyone was deeply rooted in this community, and truly passionate about living and working here.

I found that every city and business leader wanted to do more to attract premier companies that would enhance what was already built. There was an undeniable common thread, a synergistic bonding, that our combined efforts were creating the future, and we are all in this together.

What if we could push our

shared goals further, and formally come together as a powerful resource that would insure prosperity for the next generation?

There is a power in working together to attract, retain and grow targeted industries and their supply chains that will fuel our local economy by creating good paying jobs, boost our business climate and enhance our overall quality of life.

COLLABORATION OR CHAOS?

While exploring ways to pull this together, I began to bounce ideas off others.

Every municipal and business leader, as well as sports, recreation and the arts, enthusiastically engaged in this incredible concept of mutual collaboration. The Chamber Board gave me the green light to pursue this. I was beyond excited, and teamed up with Michele Jacobs, the marketing and operations manager at The Gardens Mall, who led the formation of a steering committee, which she brilliantly still chairs.

We invited everyone to a meeting, put them in a room together to make a singular decision with a common goal. What outcome would you expect? Most people would answer this question with the word "chaos." Not so!

There was almost an electrical energy in the room.

Participants embraced their unique differences, and celebrated their interdependence on one another.

An example is, you might live in Jupiter, but love to kayak in Tequesta, shop in Palm Beach Gardens, play golf in North Palm Beach, and own a business in Riviera Beach. The wealth of diversity in north county added up to a superior lifestyle, with a vibrant economy that could be unified, and branded.

STEP-BY-STEP, WE BUILT A UNIFIED BRAND

Hundreds of hours were dedicated to the process, branding experts were consulted, task forces, and focus groups were formed.

We took our time, dedicated

to creating and executing a winning brand with key initiatives that would insure a bright future.

FAST FORWARD THREE YEARS: 'PALM BEACH NORTH'

Here we are today, launching the brand, Palm Beach North on April 26, with a collective energy I can't begin to describe.

Our website will go live at the launch, the new logo will be unveiled and inspired announcements will be made ... and with the Gulfstream breezes of our coastline beneath our wings, we will soar!

Are You Palm Beach North?

Beth Kigel, President/CEO Northern Palm Beaches Chamber of Commerce
palmbeachnorth.com

Palm Beach North launch is set for 9 a.m. April 26, at FAU's Lifelong Learning Center, on the Jupiter Campus, located at 5353 Parkside Drive, in Jupiter.

'I AM PALM BEACH NORTH'

Launch day Tuesday!