

MARKETING TOOLS

I. Cell Phone – can be used to take pictures and videos which can then be uploaded to social media.

II. Social Media

A. Facebook B. You Tube C. X D. Instagram

III. Press Releases – make up a template and always use it. Release information for events, job hiring, new business, etc.

IV. AI – Altamonte Springs has been utilizing artificial intelligence not only for marketing, but also for record keeping, transportation and safety.

V. Newsletter – put together a monthly newsletter.

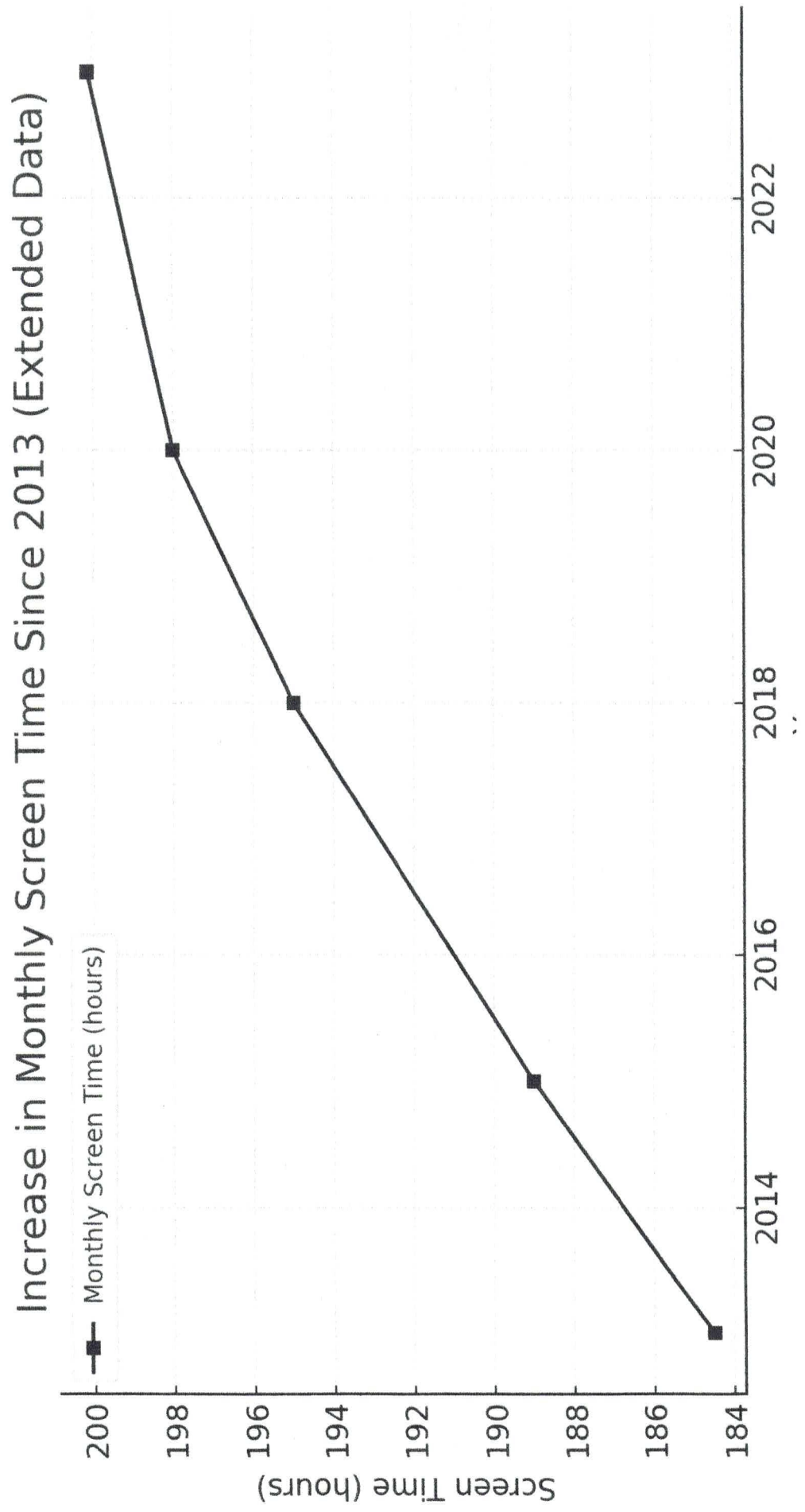
VI. Sebring – the Home Town Takeover was orchestrated by one lady.

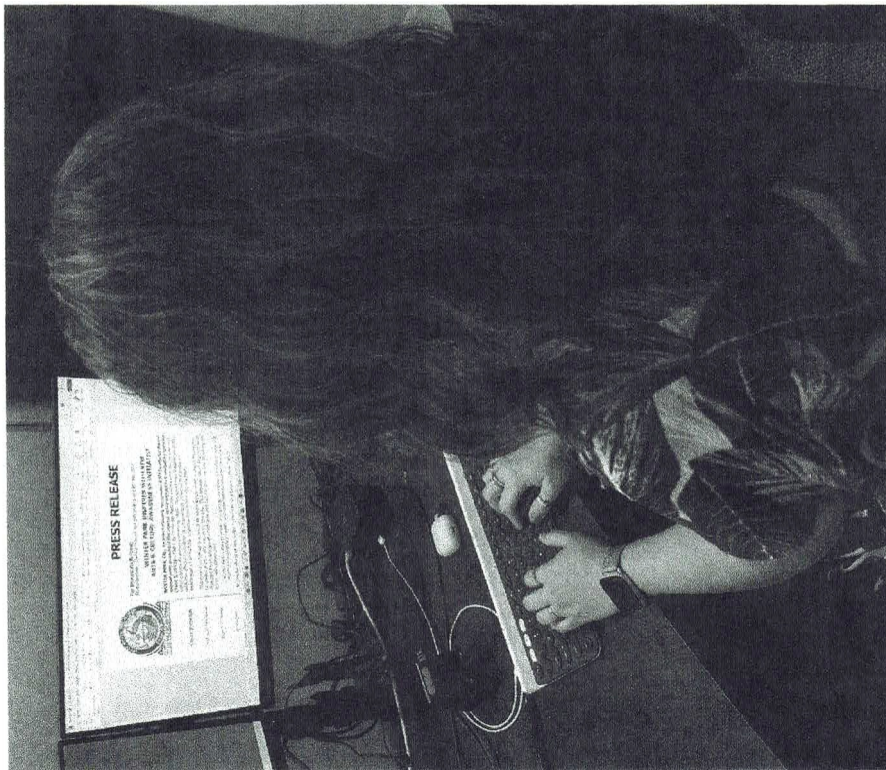
VII. Florida City Week

VIII. Town Forums – these give the staff an opportunity to show residents where their tax dollars go.

IX. Town Assets

A. Lake B. Howey Mansion C. Mission Inn D. Sarah Maude Mason





PRESS RELEASE

For Immediate Release:
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WINTER PARK INSPIRES WITH NEW ARTS & CULTURE AWARENESS INITIATIVE

WINTER PARK, Fla., an internationally recognized ICMA Excellence Award winner with accredited fire-rescue, police and parks & recreation agencies (June 1, 2017) – The City of Winter Park has been committed to arts and culture since its establishment in 1882. This commitment continues today with the official formation of a hyperlocal initiative to elevate the awareness of all cultural opportunities within the city limits.

This recent initiative is a result of *Vision Winter Park*, a year-long process to create a 20+ year vision for the city. This process, which began in 2015, involved focus groups of which arts and culture was one. The following city vision was developed:

"Winter Park is the city of arts and culture, cherishing its traditional scale and charm while building a healthy and sustainable future for all generations."

At the forefront of this vision is the "city of arts and culture," which prompted the City Commission to form a subcommittee of the Public Art Advisory Board. The **Arts & Culture Subcommittee**, formed in September 2016, is facilitated by the city's Communications Department, involves all arts & culture non-profits within city limits, and comprised of the following members:

1. Albin Polasek Museum & Sculpture Gardens/Capen Showalter House
2. Bach Festival Society of Winter Park
3. The Charles Hosmer Morse Museum of American Art
4. Cornell Fine Arts Museum
5. Crealida School of Art
6. Public Art Advisory Board liaison
7. Winter Park History Museum

Today marks the official launch that includes the planning of an upcoming year of promotions and a special weekend devoted entirely to arts and culture in Winter Park. In addition, the city has developed an exclusive webpage cityofwinterpark.org/arts-culture that features:

- A comprehensive directory of all non-profit arts & cultural organizations within the city limits with links to each entity
- An extensive event calendar featuring all cultural experiences
- Upcoming special arts & culture community-wide events

Whether you are making plans for an afternoon, long weekend or lifetime, every day in Winter Park is a special experience. Winter Park invites you to be inspired! **#WPinspires**

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CITY OF WINTER PARK

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COMMUNICATIONS DEPARTMENT

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cityofwinterpark.org



HGTV Teams

(After 4 Months of Filming)

◦ **City of Sebring**

- Marketing for HGTV Fans but allowing businesses to market themselves more
- Coordinating the required maintenance to the new HGTV renovations
- Coordinating event access to the Vendor Pop-Up

◦ **Downtown Sebring CRA**

- Establishing partnerships with Visit Sebring and Sebring Chamber of Commerce to establish new marketing objectives for tourists and HGTV fans

◦ **Visit Sebring (Tourism Development Council)**

- Working with PR Consultants to establish new articles highlighting Sebring and HGTV
- Hired the Wetumpka Chamber of Commerce Director as a consultant
- Brought in True Omni Kiosks to Sebring, Lake Placid and Avon Park
- Partnered with Bandwango to bring an interactive Home Town Takeover Tour

◦ **Sebring Chamber of Commerce**

- Became the Welcome Center to Sebring with all new information and print material for visitors!



Held annually in October, Florida City Week is a weeklong event when Florida's cities celebrate, showcase, and engage citizens in the work of municipal government. Florida City Week is a time for municipalities to foster civics education, collaboration, volunteerism, and more. All cities are encouraged to participate, and the League helps celebrate what makes our cities great.

Share Your City's Activities

Florida City Week will be held October 20- 26, 2025.

Municipal government is the government closest to the people, and yet many residents are unaware of how city services impact their lives.

**Ideas for engagement during Florida City Week
include:**

Resources

- **A Toolkit for Celebrating What Makes Your City Great**
- **Sample Resolution (Word Document)**