

# **Los Fresnos: A Community With Opportunity**

## **Video 1: Welcome to Los Fresnos**

- Theme: Warm introduction to the City.
- Content: Scenic shots and voiceover highlighting ‘Where community meets opportunity’.
- Goal: Set the tone and invite viewers to explore the series.

## **Video 2: Small Business, Big Dreams**

- Theme: Local entrepreneurship.
- Content: Showcase small businesses and city support.
- Goal: Highlight the supportive ecosystem for entrepreneurs.

## **Video 3: Education & Workforce**

- Theme: Future-ready community.
- Content: Footage from CTE building, students testimonials, and partnerships.
- Goal: Show investment in youth and workforce development.

## **Video 4: Nature & Wellness**

- Theme: Quality of life.
- Content: Nature Park, Butterfly Garden, Memorial Park, Caracara Trails.
- Goal: Emphasize commitment to health, nature, and sustainability.

## **Video 5: Community Voices**

- Theme: Real stories
- Content: Interviews with residents and leaders
- Goal: Build emotional connection and authenticity.

## **Video 6: Growth & Development**

- Theme: Economic momentum.
- Content: New developments and retail demand
- Goal: Showcase growth and investment potential.

## **Video 7: Events & Engagement**

- Theme: Vibrant community life.

- Content: Highlights from events (LFBC, CTE Grand Opening, Veterans Memorial Dedication Ceremony).
- Goal: Demonstrate civic engagement and pride.

### **Video 8: Vision for the Future**

- Theme: Forward-looking.
- Content: Leadership sharing future vision.
- Goal: Inspire confidence and invite collaboration.