

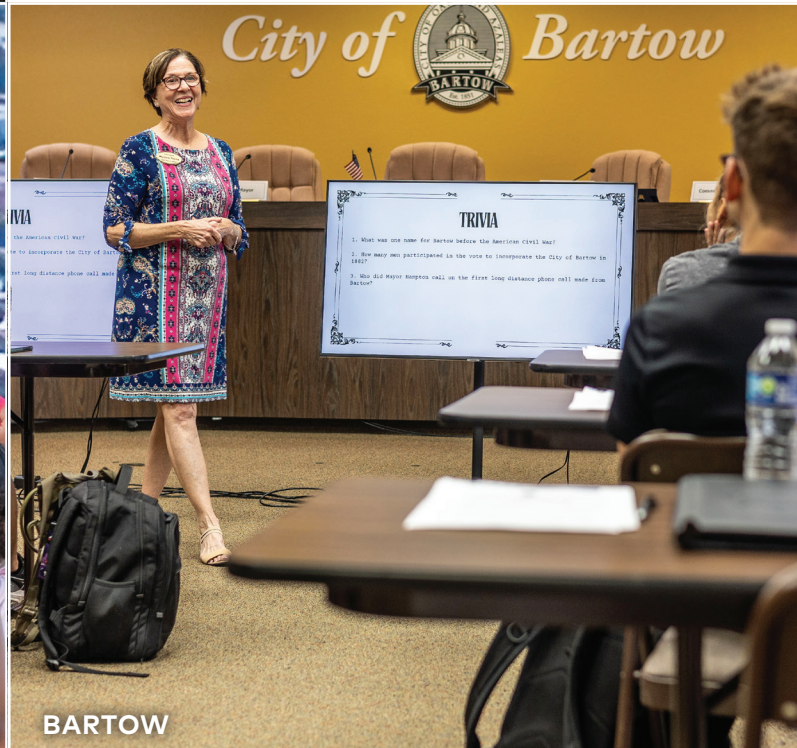
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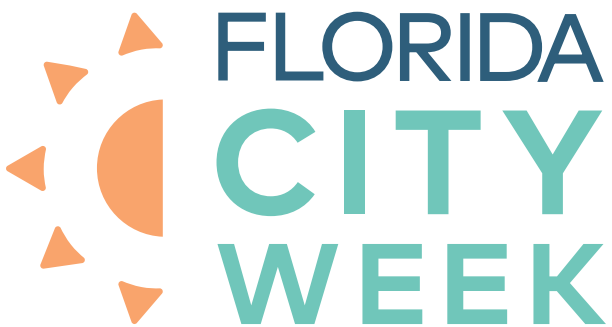
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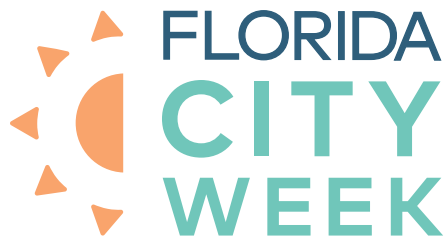
BARTOW



A Toolkit for Celebrating
**What Makes
Your City Great**

#FLCityWeek

HELD ANNUALLY IN OCTOBER



LEGEND



Level one: Simple, low- to no-cost activities



Level two: Activities requiring a higher level of coordination



Level three: Activities requiring more planning and resources



Can be completed virtually

During **Florida City Week**, held annually in October, cities across the state celebrate, showcase, and engage citizens in the work of municipal government.

Florida City Week is a time for municipalities to provide and foster civic education, collaboration, volunteerism, and more. All cities are encouraged to participate, and the Florida League of Cities (FLC) is here to help you celebrate what makes your city great.

Visit the **Florida City Week** portal, FLCityWeek.com, for this year's dates.

Cities provide a higher level of service than most governments and generally receive higher approval ratings than other levels of government. Yet, many residents are unaware of how city services impact their lives. Through **Florida City Week**, the League hopes to bring awareness to city governments' role in enhancing the quality of life in communities.

Civic engagement activities can be held for citizens of all ages. Most are at no or low cost. Cities are encouraged to involve local schools, civic clubs, organizations, businesses, and media in planning **Florida City Week** activities.

This packet includes ideas and materials for celebrating **Florida City Week**, social media best practices, a sample press release, and a sample resolution. The toolkit is divided into three areas: communitywide outreach and outreach specific to adult and youth residents. Tips for engaging your business community and legislators are also included.

More information and resources and a downloadable **Florida City Week** logo are available at FLCityWeek.com. If you've never participated and would like additional ideas, check out the Resources section on the portal to view how cities across Florida celebrated last year.

Cities are encouraged to use social media to celebrate and promote their events. Remember to tag [@FLCities](https://twitter.com/FLCities) and use the hashtag [#FLCityWeek](https://twitter.com/FLCityWeek) when sharing on social platforms.

When your event is over, please share photos and a summary of your activities with the Florida League of Cities using the submission form at FLCityWeek.com to include them in the League's Quality Cities magazine website, qualitycities.com.

If you have any questions, contact Eryn Russell at 850.222.9684 or erussell@flcities.com.

Communitywide Outreach

- **Adopt a resolution or proclamation.** Explain the importance of **Florida City Week** to residents at a council meeting by adopting a resolution or proclamation.
 - ▶ **Include your legislators:** Highlight the strong relationship between the state and municipal government and encourage your legislators to adopt a resolution or proclamation of their own.

- **Highlight employees.** Highlight municipal employees on social media and the city's website. Include their job description and ask employees to share why they love their city.

- **Post videos.** Share videos on your social media platforms and website about municipal-related topics, such as the city's history or frequently asked questions.
 - ▶ **Share FLC's Quality of Life video series:** The Quality of Life PSAs created by the League are ready-to-share videos that highlight the variety of services offered by cities of all sizes across Florida. Download the videos or access the shareable links at psa.flcities.com. (See page 13.)

- ▲ **Partner with a local radio station.** Host a karaoke hour at the same time every day. Ask residents to vote for their favorite song via social media and have a different elected official or municipal staff introduce the winning song each day.

- ▲ **Create a social media filter.** Encourage residents to use and post photos with the filter throughout the week. Share photos on your social media platforms and website.

- **Offer tours of city hall.** Host an open house at city hall or a city facility. Host tours so attendees can meet city employees to learn about their city's services.
 - ▶ **Include your legislators:** Invite your legislators to join the tour to provide a better understanding of the services and programs you offer to residents.

- **Sponsor a community service day or week.** Coordinate with city staff, elected officials, local volunteer groups, charity and nonprofit organizations, schools and civic clubs. Some ideas include a cleanup beautification project at a city park, a workday at the animal shelter, or spearheading a conservation initiative.



Communitywide Outreach Case Study

Some Florida City Week activities can serve a dual purpose. In the **City of Longwood**, a Scavenger Hunt Bingo Game celebrated the City while also promoting local businesses. Another bonus: The Scavenger Hunt cost only \$160!

About two months before **Florida City Week**, businesses received an email from the City's Community and Media Relations Manager. The Economic Development Department (through business tax receipts) and City Manager Department provided the email addresses from a master list of City businesses.

The email was addressed to the Longwood Business Community, and it offered them a unique and engaging opportunity to celebrate **Florida City Week** in their city. The purpose of the Scavenger Hunt Bingo Game was to celebrate, showcase, and engage citizens in the work of municipal government while promoting local businesses.

The email explained how the game would work:

- ▶ Residents participate in the Scavenger Hunt Bingo by visiting local businesses.
- ▶ Upon visiting the business establishment, participants receive a special sticker provided to the business by the City.
- ▶ Extra points are awarded to participants who post a picture of their visit on social media using the hashtags #FLCityWeek and #LongwoodFL.

CONTINUED ON PAGE 4



Businesses also were given an explanation of how to participate:

- ▶ They would allow Scavenger Hunt Bingo participants to visit their business and receive a sticker.
- ▶ Optionally, they could donate a prize (for example, an item, activity, experience, etc.) from their business that would be included in a grand prize given to the first citizen to complete the Bingo (including points). This gesture helped contribute to the event's success by showcasing businesses who participated as community supporters.

The email spelled out the benefits for businesses:

- ▶ Increased foot traffic and visibility among residents
- ▶ Positive community engagement and goodwill
- ▶ Recognition as a supporter of Longwood's vibrant community.

The businesses were given a deadline to reply to the email. They were told that the City would contact them to drop off bingo cards and stickers. The email ended with thanks for considering the opportunity and for their business' ongoing support in making the City a great place to live and do business.

For game supplies, staff members spent \$160 on frames for participating businesses to display rules of Bingo, cardstock for bingo cards, baskets for grand prizes, and basket accessories. For design, they used a bingo card template on the Canva website.

The City printed the cards in-house. The cards included information such as the dates of the scavenger hunt, instructions and rules, and a QR code that led to information such as a map of participating businesses and their hours. The back of the bingo card had a place for participants to fill out their names and contact information.

Staff went to each participating business to drop off the bingo cards, stickers, and rules, and to pick up gift donations. Residents also could print out a bingo card template from the City. They also created social media content to boost public participation. All participants received a gift from City Hall: candy and their choice of City swag (pen, stress ball, bobblehead, or miniature flashlight).



Adult Outreach

- **Talk to your residents about the importance of local decision-making.** Send officials and staff to speak to local chambers and civic clubs or share resources on social media.
 - ▶ **Include your legislators:** Invite them to learn about your city's local priorities and what they mean to your community.
 - ▶ **Tip:** For more information and resources, visit localvoicesunited.com.

- 📡 ● **Hold photo or city trivia contests on your social media outlets.** City trivia is great for adults and can be easily done on the city's social media pages. Create a unique hashtag for an Instagram photo contest to serve as an entry for contestants. Before judging, be sure to have a theme and well-communicated start and end times when photos may be submitted.

- ▲ **Host a "coffee with a Council/Commission Member or the Mayor."** During this meeting, residents can ask questions and hear updates on city projects and issues.
 - ▶ **Include your local businesses:** Host this event at a local coffee shop or restaurant.

- 📡 ▲ **Host a small business challenge.** During the week, highlight a different local business on the city's social media page. Encourage residents to spotlight their favorite local business for a chance to be shared on your social media platforms or website.

- ◆ **Hold town halls.** Advertise and coordinate these meetings away from city hall. This activity is a great way to meet face-to-face with residents who may not usually participate in city activities. Introduce elected officials and staff members and explain the roles they play. Address current and future city projects and seek citizen input.

- ◆ **Host a career fair.** Advertise existing career opportunities in the community and invite adults who may be interested or qualified to apply for the job(s). Showcase various positions in city government and their related hiring requirements and duties to expose residents to the wide variety of careers available in their city. Have city staff on hand to answer questions.

- ◆ **Develop a citizens' academy.** A citizens' academy is an excellent way to educate residents, build positive relationships, increase communication between city government officials and citizens, and inspire future municipal leaders.

- ▶ **Tip:** For more information, view the League's "Guide for Creating a Citizens' Academy," available on the League's website flcities.com.



Adult Outreach Case Study

The **City of Mount Dora** celebrated **Florida City Week** by holding a public luncheon to demystify the complexities surrounding building permits. The Building Division provided attendees with valuable insights into the permitting process.

The budget for the event was \$1,000.

- ▶ The City planned promotional supplies including mugs/cups, notebooks, pens, and writing pads. The Building Division Administrative Supervisor ordered the supplies one month in advance. A large order was placed because the Building Division hosts educational classes throughout the year.
- ▶ The City Clerk obtained decorations that included tablecloths, centerpieces, and balloons that used the **Florida City Week** color scheme.
- ▶ Other costs included food, drinks, and supplies such as permit applications and information sheets on permitting.

The Communications team promoted the event beginning three weeks in advance. That team ordered the food two days in advance and assisted with room setup on the day of the event. They took photos during the event and shared them on the City's social media platforms.

The Building Division coordinated the handouts, and the Clerk helped that division with the room setup. The Deputy Building Official created and presented the topic: "What needs a permit, and why?"

Staff members said that citizens were very interested in this event and thought the response could be even greater if they started promoting the event earlier.



Youth Outreach

- **Sponsor an essay or poster contest.** Coordinate with area schools for an essay or poster contest. Students could be recognized at a City Council meeting and their schools, and their winning entries could be publicized on social media and the city's website.
 - ▶ **Include your legislators:** Ask your legislators to get involved by making the winner's presentation at their local office or inviting them to make a special announcement on social media.
- **Send guest speakers to schools.** Contact local schools or after-school programs to coordinate general or specific information sessions on municipal government and its services.
- ▲ **Showcase city equipment.** Display police, fire, or utility vehicles at area schools or recreation centers. Have personnel on hand to educate and answer questions.
- ▲ **Coordinate a story hour at a library, city hall, or recreation center.** Invite youth to attend, and have a special guest reader like a firefighter, City Manager, Council Member, or Mayor.
- ◆ **Allow for shadowing.** Work with teachers to match students with city leaders and department heads. Provide materials to help students prepare for and understand job requirements.
- ◆ **Hold mock City Council meetings.** Have city officials go into the schools or invite students into council chambers to tackle a real-life issue. Coordinate ahead of time with teachers to familiarize students with the procedures and rules for running a council meeting and the roles of elected officials, department heads, and residents.
- ◆ **Work with local high school(s) to create a youth council program or student advisory committee.** These citywide advisory boards provide advice and counsel to the Council/Commission. The board also implements and participates in youth-identified community initiatives.
 - ▶ **Tip:** For more information, check out the Youth Council Development Guide available on the League's website.



Youth Outreach Case Study

The **Town of Hilliard** sponsored a **Florida City Week** activity for youth with a small amount of cash, candy, and staff time through an essay contest for students. The responsibilities were spread among staff members. The Town Clerk guided staff in preparing for the essay contest. She also prepared a resolution announcing **Florida City Week** and had it placed on the Town Council agenda for the first meeting in October.

The City's Event Planner and Information Officer called the local elementary school at the end of September with the dates for **Florida City Week** and discussed the essay contest, "If I were Mayor of the Town of Hilliard," that was planned for third and fourth grade students. She then followed up with an email that included the deadline at the beginning of October for the essays to be dropped off at Town Hall.

The Mayor selected the winners the second week of October and presented them at the Town Council meeting during **Florida City Week**. The staff members were impressed by the essays that were submitted and acknowledged that the contest allowed students to express their ideas on what they want to see in their Town.

Once the Mayor selected the winners, the Event Planner and Information Officer emailed the school during the second week of October to advise them of the meeting date and the names of the winners. The school arranged for the winners, their families, the winners' teachers, and the principal to attend the second Council meeting in October.

At the Town Council meeting, the Mayor read the winning essays and presented the winners. Each winner was given a copy of their essay, a certificate, a bag of candy, and a cash prize. They received \$50 for first place, \$30 for second place, and \$20 for third place.

The Event Planner and Information Officer handled publicity and media. The local newspaper took photographs of the winners with their teachers and the Mayor. Photographs were published in both local newspapers as well as on the Town's website. The Town submitted the event to the Florida League of Cities to run in a roundup of **Florida City Week** activities on its magazine website, qualitycities.com.



PUBLICITY TIPS AND STRATEGIES

Know your media audiences. Typically, consumers of traditional media differ demographically from those on social media. Target audiences in a way that speaks to each of them.

Involve print, television, and radio outlets as early as possible. Send a press release with the schedule and description of activities and/or a special article or editorial authored by city hall leadership. Designate a contact for media inquiries if you do not already have one. (See page 11.)

Consider scheduling an interview about your project on a local television or radio talk show and your cable-access channel.

In addition to including your activities on the city's event calendar, have them posted on all applicable community calendars.

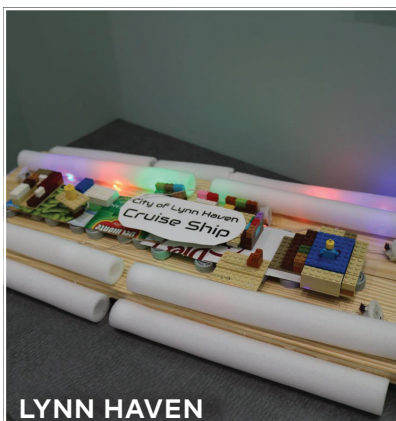
Shoot and share photographs with print/online outlets throughout the week. A great photograph goes a long way, and most need to be sent to print media outlets with only a short description. Photos may also be saved for use on your website and to publicize next year's **Florida City Week**.

GET CREATIVE WITH DIGITAL AND SOCIAL MEDIA

Post all materials, activities, rules, and schedules on your city's website and social media pages. Encourage citizens to visit to learn more. Driving traffic to your website and social media platforms will allow citizens to see what other services your city offers.

Social media is an excellent tool for celebrating **Florida City Week** and promoting your city's events and activities. Here are a few tips when posting your **Florida City Week** content to social media.

- ▶ **Hashtags** – **#FLCityWeek** is the official hashtag of **Florida City Week**. Use this hashtag in all your social posts. Using hashtags connects your posts with similar content. They can also allow cities to view a running list of **#FLCityWeek** content from across the state and locally in real time.
- ▶ **Tag FLC** – The Florida League of Cities wants to celebrate with you on social media. Please tag **@FLCities** in your social media posts. This allows us to see how your city, town, or village is celebrating and engage with your posts.
- ▶ **Content** – Looking for ideas to celebrate **Florida City Week** on social media? Please see our "Best Practices: Logos & Social Media" flyer at **FLCityWeek.com**.



Include links to your social media outlets via your website to further advertise upcoming events, contests, and information. These links will likely generate an increase in the overall "likes" and followings of your social outlets, which will help in the future to communicate with citizens during, for instance, weather emergencies.

Introduce citizens to upcoming activities on Facebook. Create individual, public Facebook event pages, and encourage citizens to share via their personal pages, "tag" friends who may be interested in attending, and RSVP on event pages.

Ask partners, local businesses, and sponsors to share your activities through their social outlets and to tag your city. Tag them back with public thanks. This "thank you" provides them with free publicity and shows that they're supporting the community: a win-win. Send thank you letters to newspaper reporters/editors if you receive favorable press on the event and to others who assisted in publicizing your **Florida City Week** events.

LOGO USAGE

Here are some best practices for using the logo.

DO'S

- ▶ Download the logo! This ensures a high-resolution logo that displays nicely on all materials. To easily download and save the official logo, visit FLCityWeek.com.
- ▶ Using the logo on a flyer, social media graphic, or other materials with a colored background? Be sure to use the ".png" file. This allows the logo to display with a transparent background instead of a white background or box behind it.
- ▶ Uploading the logo as a picture to one of your social media accounts? Be sure to use the ".jpg" file. This file displays better on social media than the ".png" file, which, if uploaded on its own as a photo to social media, would display with a black background behind it.

DON'TS

- ▶ Don't copy and paste the logos from the League website or other online sources. Be sure to download the file(s) at FLCityWeek.com. This step ensures a high-resolution logo that displays nicely on all materials.
- ▶ Please do not edit, manipulate, or otherwise change the logo(s). This includes, but is not limited to, removing or cropping out parts of the logo, adding or replacing elements or names on the logo, and changing the logo's colors.



SAMPLE CITY PRESS RELEASE

[Your Municipality's Logo]

FOR IMMEDIATE RELEASE

[Month Day, Year]

Contact:

Contact Name

Contact Email Address

Contact Phone Number

[Name of City/Town/Village] Celebrates Florida City Week [October Day, Year]

City/Town/Village, FL – The [City/Town/Village of _____] is joining cities throughout the state in celebrating Florida City Week, a weeklong celebration that raises awareness about the importance of municipal government and its daily impact on residents. The annual event is sponsored by the Florida League of Cities, the united voice for Florida's municipal governments.

Because local government is the government closest to the people and the one with the most direct daily impact on its residents, it is important that residents understand how their city operates, the services it provides, and the importance of their active involvement.

"Florida City Week is an opportunity to help our residents learn more about the many services we provide, which will lead to more knowledgeable citizen participation in the future," said [name and title of the official being quoted]. "We are excited about this year's activities and hope to engage [include who the program is for: students, all residents, senior citizens] in our upcoming events."

Events will be held [Day(s)] and include [list activities, date, time, and locations].

[It would be good to get a quote from school officials or other groups that you involved in the project.]

NOTE: Include specific information about your city, and keep information to the point and brief. Press releases are more effective when limited to one or two pages. You may want to follow up with phone calls to your local media representatives to personally invite them to your city's events. If the public is invited to an event, say so, and provide relevant details.



SAMPLE RESOLUTION

Florida City Week

A RESOLUTION OF THE [CITY/TOWN/VILLAGE] OF [REDACTED] RECOGNIZING FLORIDA CITY WEEK, OCTOBER [REDACTED], AND ENCOURAGING ALL CITIZENS TO SUPPORT THE CELEBRATION AND CORRESPONDING ACTIVITIES.

WHEREAS, city government is the government closest to most citizens and the one with the most direct daily impact upon its residents; and

WHEREAS, municipal government provides services and programs that enhance the quality of life for residents, making their city their home; and

WHEREAS, city government is administered for and by its citizens and is dependent upon public commitment to and understanding of its many responsibilities; and

WHEREAS, city government officials and employees share the responsibility to pass along the understanding of public services and their benefits; and

WHEREAS, Florida City Week offers an important opportunity for elected officials and city staff to spread the word to all citizens of Florida that they can shape and influence this branch of government; and

WHEREAS, the Florida League of Cities and its member cities have joined together to teach citizens about municipal government through a variety of activities.

NOW, THEREFORE, BE IT RESOLVED BY THE [CITY/TOWN/VILLAGE] OF [REDACTED] AS FOLLOWS:

Section 1. That the [City/Town/Village] of [REDACTED] encourages all citizens, city government officials, and employees to participate in events that recognize and celebrate Florida City Week.

Section 2. That the [City/Town/Village] of [REDACTED] encourages educational partnerships between city government and schools, as well as civic groups and other organizations.

Section 3. That the [City/Town/Village] of [REDACTED] supports and encourages all Florida city governments to actively promote and sponsor Florida City Week.

PASSED AND ADOPTED by the [City/Town/Village] of [REDACTED].

Dated this [REDACTED] day of [REDACTED], [REDACTED].



To recognize all the excellent services that Florida cities provide, the Florida League of Cities created a series of public service announcement (PSA) videos highlighting the variety of services offered by cities of all sizes across Florida. These are a great resource to share on your city's social media during **Florida City Week**.

You can share the YouTube links or download the videos to post directly to your pages.



HOW TO DOWNLOAD OR SHARE

On the website psa.flcities.com, you will find 15-second and 30-second PSAs and 60-second compilations for cities, towns, and villages. The 15-second and 30-second versions are also available in Spanish and Creole. Click the download button on the website under the video to save the video file. This will allow you to embed the videos on your website and add it to your social platforms.

The videos are also located on FLC's YouTube account (youtube.com/flcities). View or share a video from the League's YouTube account by clicking the video tab and selecting a video. You can also access the YouTube videos on psa.flcities.com by clicking the play button on each video. Once the video plays, click the three dots in the top right corner to copy the link and share.



WHERE TO SHARE

- ▶ Share on social media platforms, and encourage your followers to share.
- ▶ Post on the city/town/village website and elected officials' websites, and add share buttons, if possible.
- ▶ Play at city/town/village council meetings, regional league meetings, town hall meetings, and other community meetings and events.
- ▶ Run as a commercial on city-owned or public-access TV stations.
- ▶ Use as a civic education tool when visiting schools.
- ▶ Play on a loop in the lobby of your city/town/village hall.
- ▶ Have a blog? Write a post about the PSAs, and share the video links.
- ▶ Host an informative webinar, and highlight specific city/town/village services.
- ▶ Include in municipal newsletters or other email communications.

CONTINUED ON PAGE 14



EXAMPLE SOCIAL MEDIA POSTS



[UPLOAD VIDEO]



The **[City/Town/Village of XX]** offers a wealth of opportunities to keep your family ACTIVE! Learn more: [\[link to municipality's activities\]](#) [#MyCityKeepsMeActive](#) / [#MyTownKeepsMeActive](#) / [#MyVillageKeepsMeActive](#)



[UPLOAD VIDEO]



The **[City/Town/Village of XX]** offers art classes, festivals, concerts, and more to keep your family INSPIRED! Learn more: [\[link to municipality's activities\]](#) [#MyCityKeepsMeInspired](#) / [#MyTownKeepsMeInspired](#) / [#MyVillageKeepsMeInspired](#)



[UPLOAD VIDEO]



From buses to bike lanes, the **[City/Town/Village of XX]** helps you get around safely in the way that works for you. We keep you GOING! What's your favorite way to get around town? [#MyCityKeepsMeGoing](#) / [#MyTownKeepsMeGoing](#) / [#MyVillageKeepsMeGoing](#)



[UPLOAD VIDEO]



From the water you drink to the security of your home to emergency response, in times of need, the **[City/Town/Village of XX]** keeps your family SAFE. Learn more: [\[Link to resources\]](#) [#MyCityKeepsMeSafe](#) / [#MyTownKeepsMeSafe](#) / [#MyVillageKeepsMeSafe](#)



FLORIDA CITY WEEK

#FLCityWeek



LAKE ALFRED



LADY LAKE



CUTLER BAY



NORTH PORT



PALM BEACH GARDENS



MARCO ISLAND



WINTER HAVEN



PUNTA GORDA



SURFSIDE