

RECENT COMMUNICATIONS INITIATIVES




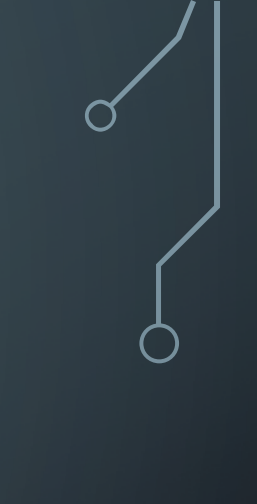

60TH YEAR CELEBRATION





CURRENT DIRECTION

JULY 17TH WORKSHOP CONVERSATION

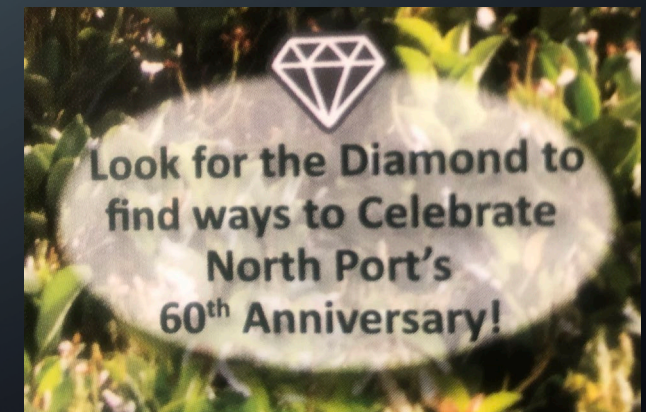
- Elements throughout the year during City events. Ex. “Freedom Festival Diamond Jubilee”. Possibly starting with opening of aquatic center.
 - A logo or theme tied into all special City events
 - Incorporate theme throughout City Departments
 - The idea of a free admission day at Warm Mineral Springs Park
 - Not as big as the 50th, no book
 - \$25,000 approved in annual budget
- 
- 
- 

TIMELINE

- July- Commissioners discuss celebrating the City's 60th year.
- September— Parks and Recreation staff holds a brainstorming session to come up with ideas.
- October- Parks and Recreation sends memo to Commission outlining possible events and additional suggestions. Communications brought in to project.
- November— Plan formulated. New Playbooks are now printed and out, highlighting the different events which will implement elements of the 60th year anniversary.
- December — Logo design commissioned/returned

PARKS AND REC EVENTS/PLAYBOOK

- January 2019 – Rockin’ Run & Roll 5K to include a rock and roll music theme
- March 2019 – Movie on the Green – incorporate a movie from 1959, such as Disney’s “The Shaggy Dog,” or Disney’s “Sleeping Beauty.” Snacks may include Jiffy Pop, which was introduced in 1959, TBD.
- March 2019 – Arts on the Green and Arts at the Hall – incorporate a 1959 art theme.
- March 2019 – Egg Hunt – in addition to the eggs usually hidden, 60 special birthday eggs will be put out for participants to find.
- May 2019 – Tea Party – Barbie theme because Barbie was introduced in 1959.
- May 2019 – Mother’s Day Concert in the Park – a band that plays music from 1959.
- June 19, 2019 – Discover Warm Mineral Springs Park Day – Free admission. Create this as a communitywide celebration to recognize both the City incorporation and some of the original structures that were built and opened in 1959.
- July 2019 – Summer Camp – Incorporating a “60th day of summer camp” activity.
- July 2019 – Grand Opening of North Port Aquatic Center – logo giveaways celebrating 60 years.
- July 2019 – Freedom Festival – Diamond Jubilee theme.
- October 2019 – Sweetheart Ball – Diamond theme.
- October 2019 – Trick or Treat at City Hall – 1959 movie themes.
- December 2019 – Poinsettia Parade – coordinate theme for parade with birthday celebration; cheers to 60 years; Hometown Holiday, Past, Present and Future; incorporate vehicles from 1959; Elvis impersonator in the parade.



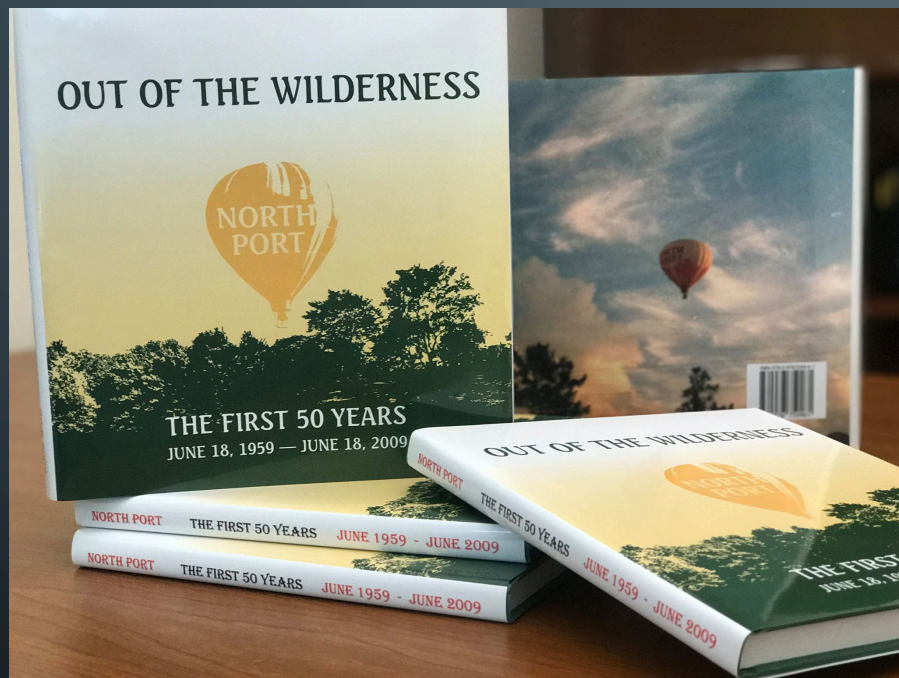
The background is a dark blue gradient. In the corners, there are white line art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

LOGO SELECTION

LOGO OPTION 1



LOGO OPTION 2



LOGO OPTION 3



LOGO OPTION 4



OTHER PLANS

- Birthday themed float for Holiday Parade (Utilities to build)
- Drone shots of then and now
- Long form podcast interviews on North Port history
- Billboard on I-75 currently being used by Economic Dev.
- Snapchat/social media filters
- Other Possible videos

POSSIBLE PROMOTIONAL ITEMS

- Small pin
- Flag for front of City Hall
- Temporary Tattoos
- Lanyards for City ID badges promoting anniversary for all staff to wear throughout the year
- Magnets for City vehicles with logo
- Window clings with logo (in lieu of bumper stickers) for City vehicles and/or resident vehicles to show support
- Calendars with historic City photos or now/then, important City dates pre-populated

The background is a dark blue gradient. In the corners, there are white line art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

QUESTIONS/CONCERNS/DIRECTION

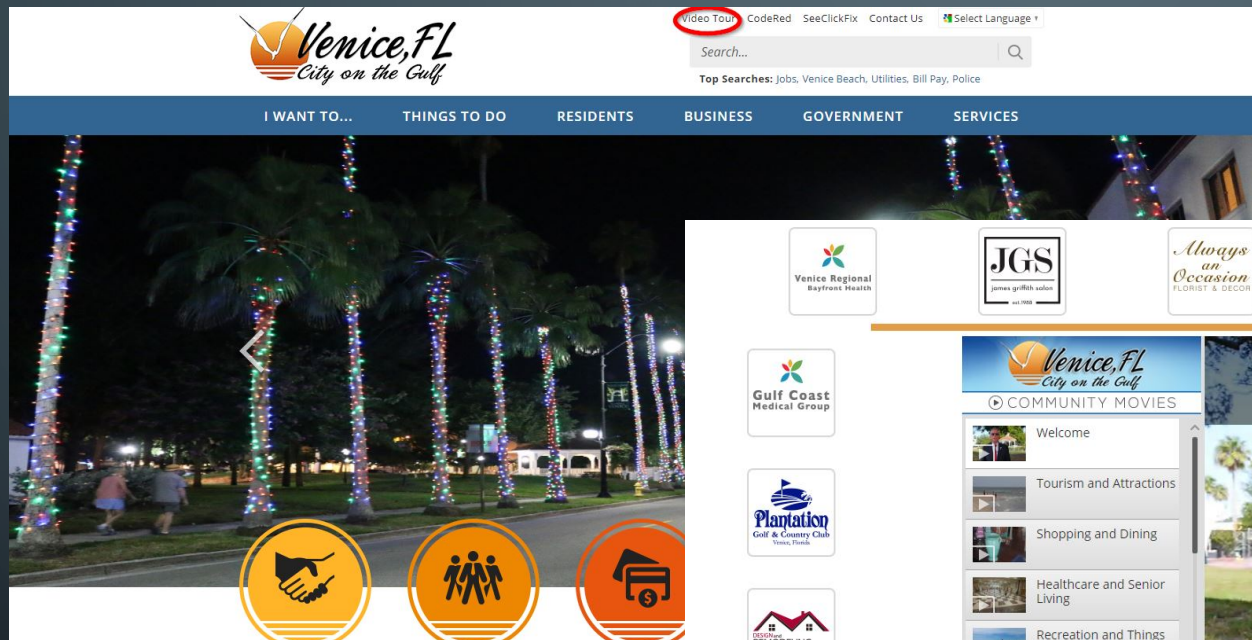
The image features a dark blue gradient background. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles connecting them.

“CGI Communications”

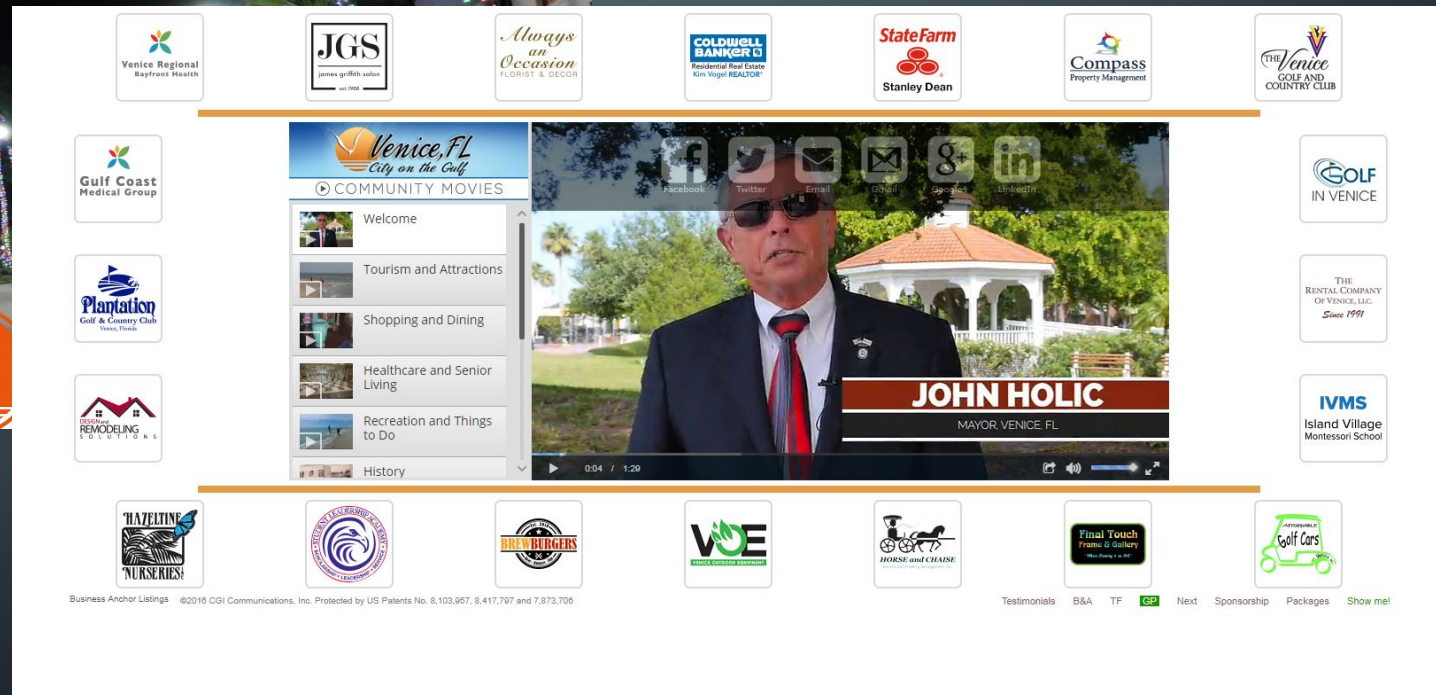
“FREE” COMMUNITY VIDEO/BANNER PROGRAMS

- Produce a total of 6 video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate.
- Could also promote the 60th Anniversary.

CITY OF VENICE AS AN EXAMPLE


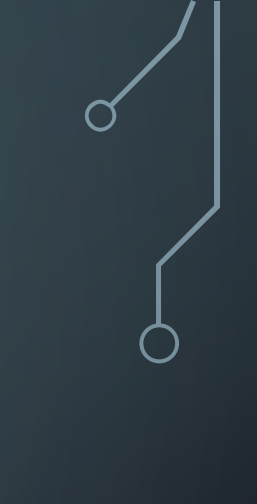



www.venicegov.com





BENEFITS/CONCERNS

- “Free”
 - Little staff time
 - Professionally created
 - Opportunities for not for profit advertising
 - Private advertising
 - Losing some control
- 
- 
- 

SEPARATE BANNER PROGRAM



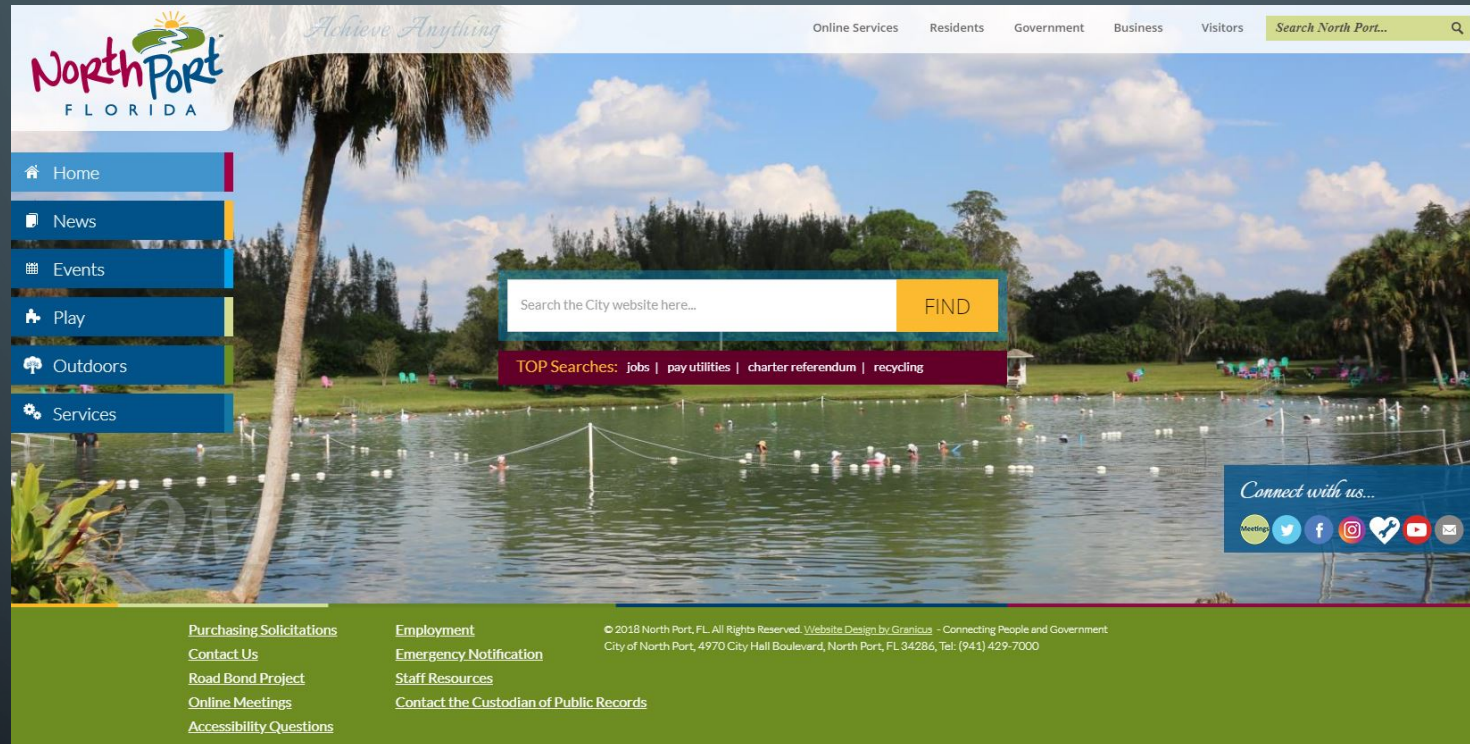
Full-color, custom graphic vinyl banners

- A minimum of 25 banners with business sponsors allowed on the bottom 30% and brackets/hardware
- Design and size customized to meet your Community's specifications (standard size 30" x 72")
- Business sponsors name and/or logo displayed on lower 30% of each banner
- Quantity of banners determined by number of sponsor participants
- Duration of sponsor participation will be three years and CGI Communications, Inc. is solely responsible for sponsorship fulfillment including all related aspects of marketing production, and printing.
- The city shall assume no cost or liability for the sales and production of the banners for this project
- CGI will provide the initial installation and maintenance of banners

The background is a dark blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles connecting them.

QUESTIONS/COMMENTS/CONCERNS

CITY WEBSITE



QUICK LOOK AT OUTREACH NUMBERS

OCT 1 2017 - OCT 1 2018

Facebook Reach

City page - 3,352,523

PD page 4,139,422

Twitter Impressions

City page - 770,200

PD page – 1,455,800

Chief Garrison –
162,700

Instagram Reach

City page – 105,587

PD page – 84,707

Youtube

Views 47,341

Linkedin

City Page

Economic Development

NPPD

Snapchat filters



Social Media total
10,118,280 +

WEBSITE NUMBERS

Website usage

- Oct 1 2017 – Oct 1 2018....1.7 million

Complete total with Website and Social media – 11,818,280

*Complaints about function and formatting of website from public is nearly non-existent.

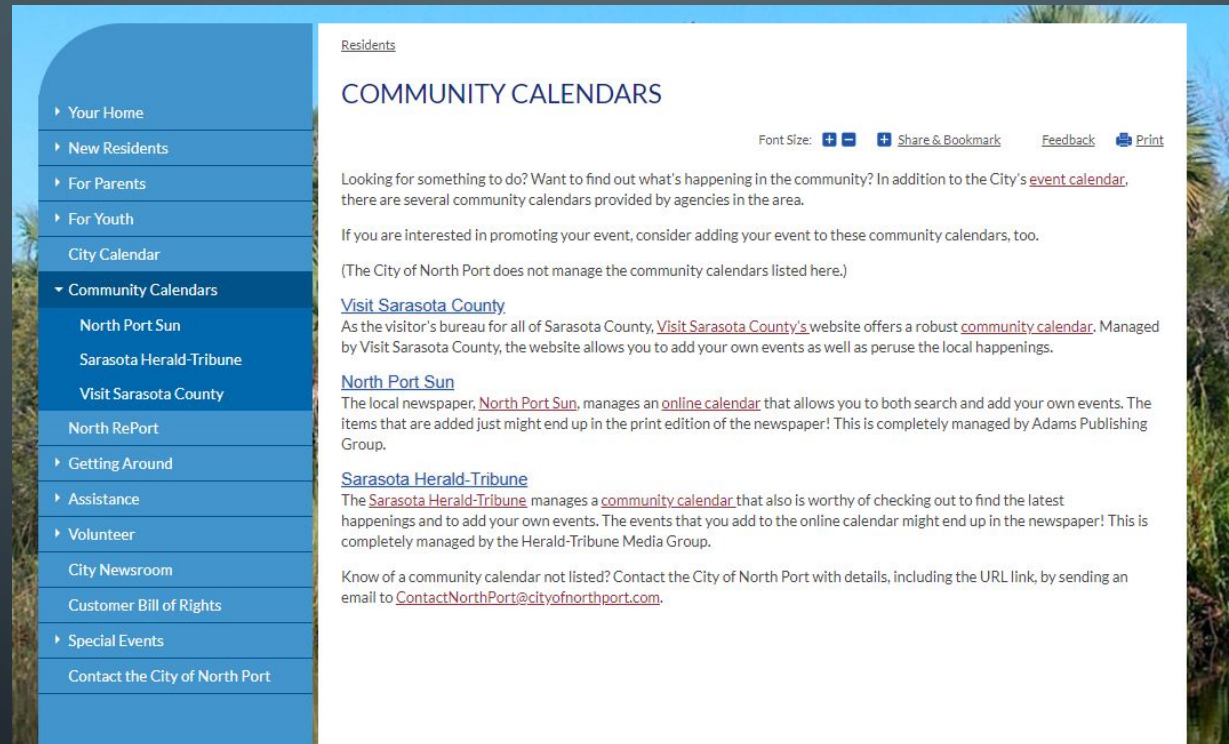


MORE RECENT IMPROVEMENTS

- Youth section
- Improvement to search bar
- Improved photos
- Improved staff directory
- Complete rebuild of the PD section
- ADA compliance
- Addition of See-Click-Fix
- Easier access to meetings
- ULDC/tree ordinance sections
- Improvement to calendar
- Addition of community calendars



MOST RECENT COMMISSION CONCERN - COMMUNITY CALENDAR



The screenshot shows the 'Community Calendars' page on the City of North Port website. On the left is a blue sidebar with a menu. The main content area has a white background with a blue header bar. The page title is 'COMMUNITY CALENDARS'. Below the title, there is a paragraph about finding community events and a link to the city's event calendar. A note states that the City of North Port does not manage the listed calendars. Three community calendars are listed: Visit Sarasota County, North Port Sun, and Sarasota Herald-Tribune, each with a brief description. At the bottom, there is contact information for adding a calendar not listed.

[Residents](#)

COMMUNITY CALENDARS

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

Looking for something to do? Want to find out what's happening in the community? In addition to the City's [event calendar](#), there are several community calendars provided by agencies in the area.

If you are interested in promoting your event, consider adding your event to these community calendars, too.

(The City of North Port does not manage the community calendars listed here.)

[Visit Sarasota County](#)
As the visitor's bureau for all of Sarasota County, [Visit Sarasota County's](#) website offers a robust [community calendar](#). Managed by Visit Sarasota County, the website allows you to add your own events as well as peruse the local happenings.

[North Port Sun](#)
The local newspaper, [North Port Sun](#), manages an [online calendar](#) that allows you to both search and add your own events. The items that are added just might end up in the print edition of the newspaper! This is completely managed by Adams Publishing Group.

[Sarasota Herald-Tribune](#)
The [Sarasota Herald-Tribune](#) manages a [community calendar](#) that also is worthy of checking out to find the latest happenings and to add your own events. The events that you add to the online calendar might end up in the newspaper! This is completely managed by the Herald-Tribune Media Group.

Know of a community calendar not listed? Contact the City of North Port with details, including the URL link, by sending an email to ContactNorthPort@cityofnorthport.com.

- Your Home
- New Residents
- For Parents
- For Youth
- City Calendar
- ▾ Community Calendars
 - North Port Sun
 - Sarasota Herald-Tribune
 - Visit Sarasota County
- North RePort
- Getting Around
- Assistance
- Volunteer
- City Newsroom
- Customer Bill of Rights
- Special Events
- Contact the City of North Port

NORTH PORT SUN EXAMPLE

397 events in the month of October alone.

North Port Community Calendar

Back

Submit event

December 2018

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Select a Calendar View:

Month

Event Type

[All Event Types]

Community

☐ Bartow

☐ DeSoto

☐ Englewood

☐ Fort Meade

☐ Fort Myers

☐ Frostproof

☐ Haines City

☐ Lake Placid

☐ Lake Wales

☒ North Port

☐ Port Charlotte

☐ Punta Gorda

☐ Sarasota

☐ Venice

☐ Wauchula

Select: All, None

Search for events

DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV

No featured events in the selected community for today.
[Click here to see more](#)

DECEMBER 2018

My Events

All

Add to My Calendar

Email Reminder

More Event Actions

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25 <input type="checkbox"/> 8a Amvets 2000 Special <input type="checkbox"/> 8:30a Amvets 312 Breakfast <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10a Worship Service <input type="checkbox"/> 1p SOA Fry & Grill Day <input type="checkbox"/> 3p Writers on the Air	26 <input type="checkbox"/> 9a Basic Exercise <input type="checkbox"/> 9a Mahjongg <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10a North Port VFW <input type="checkbox"/> 12:30p Duplicate Bridge <input type="checkbox"/> 1p FISH of North Port <input type="checkbox"/> 1p Rummikub <input type="checkbox"/> 5p Amvets 312 Dinner <input type="checkbox"/> 7:30p Amvets 2000 Darts	27 <input type="checkbox"/> 9:30a Scrabble <input type="checkbox"/> 10a Mahjongg <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10a North Port VFW <input type="checkbox"/> 12:15p Line Dancing <input type="checkbox"/> 3p Bingo <input type="checkbox"/> 5p Amvets 312 Dinner <input type="checkbox"/> 5p Youth Boxing <input type="checkbox"/> 6p Amvets 2000 Bingo <input type="checkbox"/> 6p Darts <input type="checkbox"/> 6p Dollar Darts	28 <input type="checkbox"/> 9a Basic Exercise <input type="checkbox"/> 9:15a Amateur Radio Club <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10a North Port VFW <input type="checkbox"/> 11a Amvets Aux 312-Bingo <input type="checkbox"/> 11:30a Deep Creek 2763 <input type="checkbox"/> 12p Hand & Foot (cards) <input type="checkbox"/> 2p Parkinson's Boxing <input type="checkbox"/> 3p Amvets Aux 312-Bingo <input type="checkbox"/> 3:30p Pinochle <input type="checkbox"/> 5p Amvets 312 Dinner <input type="checkbox"/> 6p Amvets 2000	29 <input type="checkbox"/> 9a Corn Hole <input type="checkbox"/> 9a Crafty Ladies <input type="checkbox"/> 10a Conversation Group <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10a North Port VFW <input type="checkbox"/> 12p Mexican Train <input type="checkbox"/> 1p MOVIE <input type="checkbox"/> 4:30p Amvets 2000 Dinner <input type="checkbox"/> 5p Amvets 312 Dinner <input type="checkbox"/> 5p VFW BINGO <input type="checkbox"/> 5p NTHPT 8203 <input type="checkbox"/> 5p Youth Boxing <input type="checkbox"/> 6p Initiation	30 <input type="checkbox"/> 9a Basic Exercise <input type="checkbox"/> 10a North Port VFW <input type="checkbox"/> 11a Ukrainian Food <input type="checkbox"/> 11a North Port Moose <input type="checkbox"/> 12p Pinochle <input type="checkbox"/> 1p Deep Creek 2763 <input type="checkbox"/> 2:30p Amvets 2000 LAUX <input type="checkbox"/> 5p Amvets 312 Dinner <input type="checkbox"/> 5p Holy Name Bingo <input type="checkbox"/> 5:30p Pork Chop Dinner <input type="checkbox"/> 6p Pinochle	1 <input type="checkbox"/> 8a FC Men's Breakfast <input type="checkbox"/> 9a Bobcat Market <input type="checkbox"/> 9:30a Closet of Hope <input type="checkbox"/> 10a North Port Moose <input type="checkbox"/> 10:30a Meditation <input type="checkbox"/> 11a Decorate the Library <input type="checkbox"/> 11:30a Amvets 2000 Euchre <input type="checkbox"/> 12p Parents Day Out <input type="checkbox"/> 1p Bling and Bake Sale <input type="checkbox"/> 1p Deep Creek 2763 <input type="checkbox"/> 3p Family Movie <input type="checkbox"/> 4p Handel's Messiah <input type="checkbox"/> 6p Christmas Dance

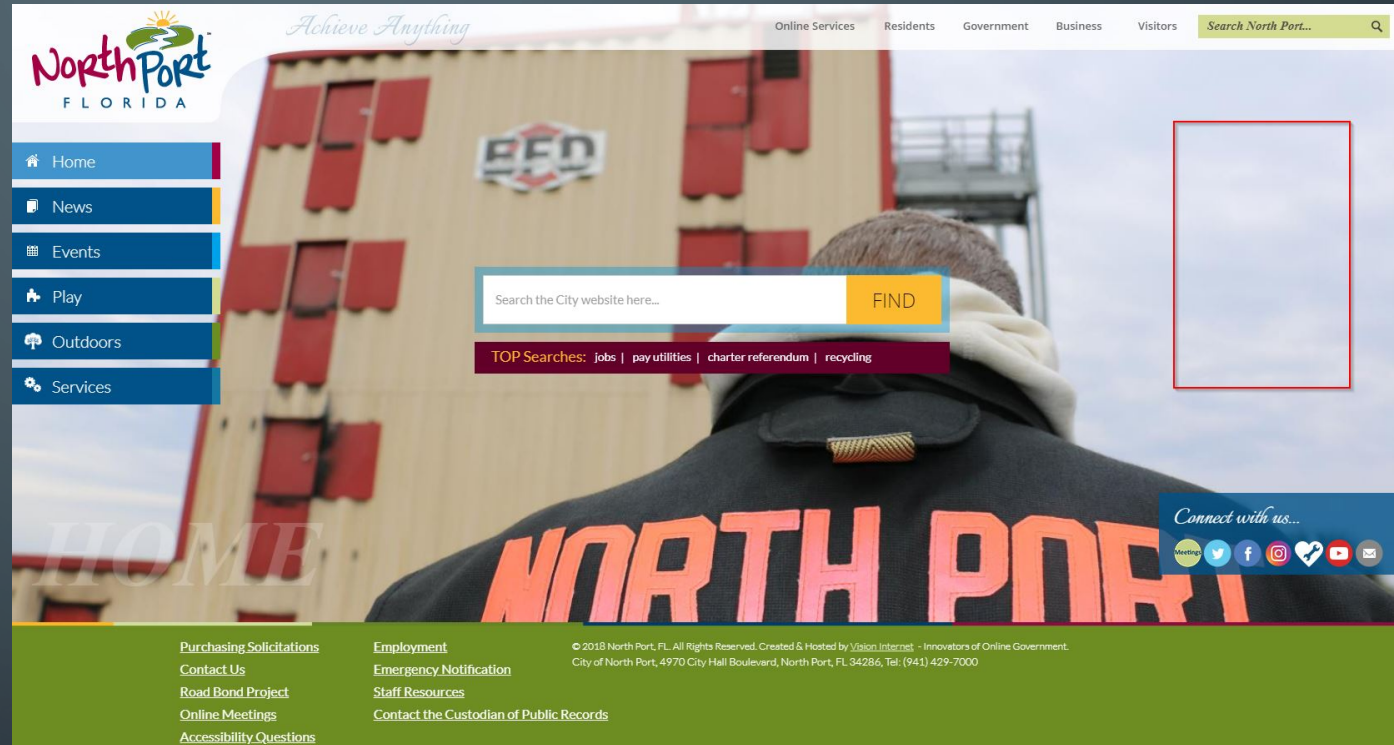
CONCERNS WITH CREATING/MANAGING A COMMUNITY CALENDAR

- Staff time
- Vetting process
- Duplication of services



POSSIBLE SOLUTION

Widget to bring calendars
to front of page



The background is a dark blue gradient. In the corners, there are white line art illustrations of circuit boards or neural networks. These consist of vertical and horizontal lines of varying lengths, some ending in small circles, creating a symmetrical, abstract pattern.

Questions/Concerns/Direction

SENIOR CENTER MURAL DIRECTION

- Facilitate a charrette with art organizations and students to gather input.
 - Ideas should represent purpose of building, senior center
- Find out potential costs.



WHERE WE'RE AT

- Organizing with Senior center to have charrette at Senior Center
- Understanding how the City of Punta Gorda handles their popular mural program
 - Punta Gorda Historic Mural Society, 501c3 not-for-profit
 - Raise funds through grants and private donations
 - 30 murals around the City to date
 - Have an agreement with the City. Must bring designs to the council. Also have agreement to maintain the mural.
 - Other examples of City programs:
 - Venice Area Beautification, Inc. (501c3 non-profit org), St. Pete Arts Alliance (501c3 non-profit org), Murals for Mutts Dunedin (501c3 non-profit org), Mainstreet Deland Association (501c3 non-profit org)

EXAMPLES



“Our First Firehouse” —\$35,000.

“Ladies Remembered” —\$28,000.



The background is a dark blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

QUESTIONS/CONCERNS/COMMENTS

SOME OF THE NEW PROJECTS ON THE HORIZON

- NEXT DOOR
- RING
- SEE-CLICK-FIX IMPROVEMENTS
- North RePort Podcast improvements

- ADA

COMING

SOON!

LOONEY TUNES



"That's all Folks!"