



Legislation Text

File #: 19-1073, **Version:** 1

TO: Honorable Mayor & Members of the North Port Commission

FROM: Peter D. Lear, CPA, CGMA, City Manager

TITLE: Recognition of the City of North Port Parks & Recreation Department for Receipt of Two (2) Florida Festival & Events SUNsational Awards

Recommended Action

Recognition of the City of North Port Parks & Recreation Department for Receipt of Two (2) Florida Festival & Events SUNsational Awards.

Background Information

The Florida Festival & Events Association (FFEA) is a not-for-profit association dedicated to supporting and promoting more than 4,500 festivals, events, and fairs in the State of Florida for 25 years. They accomplish this through education, networking, dissemination of information, and the cultivation of high standards. Every year, the FFEA recognizes members' innovation, individuality, and creative collaboration at the annual SUNsational Awards Luncheon.

In August 2019, more than 500 nominations to the SUNsational Awards were judged by a blue-ribbon panel representing media outlets, printing companies, website designers, photographers, promotional marketing professionals, and social media experts. The Parks & Recreation Department was recognized and accepted two awards for the following:

- First Place in Television Program, Ad, PSA for "Battle of the Paddles" video. The video production was an idea conceived and implemented by Parks & Recreation staff members to cross promote teen programming and a special event, while also increasing the public's awareness of the amenities available at the City's Community Centers.
- Second Place in Community Outreach Program for the Warm Mineral Springs Park Master Plan Campaign. The Warm Mineral Springs Park Master Plan Outreach Campaign was developed to gain feedback and encourage community engagement through public meetings, stakeholder meetings, and via digital or hard-copy surveys. Flyers promoting the project were translated into four (4) different languages and interpreters were on site to provide language support services.

Strategic Plan

Efficient & Effective Government

Financial Impact

N/A

Procurement

None

Attachments:

1. None

Prepared by: Laura Ansel, Communications & Outreach Coordinator

Department Director: Sandy Pfundheller, Parks & Recreation Director