



Legislation Text

File #: 22-2869, **Version:** 1

TO: Honorable Mayor & Members of the North Port Commission

FROM: A. Jerome Fletcher II, City Manager

TITLE: Recognize the Parks & Recreation Department for Receiving Four Awards from the Central West Coast Chapter of the Florida Public Relations Association and Acknowledge the Contributions of the Rotary Club of North Port Central to the Water Safety Campaign.

Recommended Action

Recognize the Parks & Recreation Department for receiving four awards from the Central West Coast Chapter of the Florida Public Relations Association (CWC-FPRA) and acknowledge the contributions of the Rotary Club of North Port central to the Water Safety Campaign.

Background Information

The CWC-FPRA is a network of more than 100 communications professionals in the heart of Florida's Suncoast. Members from Sarasota, Manatee and Desoto counties come together for professional development and to build a network of folks in the communications field. An active part of the oldest statewide public relations organization in our country, the CWC-FPRA takes pride in its nearly 55-year history of stimulating programs and the professional growth of its members. The mission of the Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.

Conducted annually, the Image Awards competition provides public relations practitioners an excellent platform to be recognized in their home markets for their outstanding public relations tools and programs. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution, and evaluation of results and budget. An Image Award is presented to the top scoring entry in each category based on predetermined criteria.

The Parks & Recreation Department received an Image Award in category 2A "Public Service" for the North Port Aquatic Center's Water Safety Campaign. The Water Safety campaign was launched in 2021 to combat the increase in unintentional drowning deaths and raise awareness about the importance of water safety throughout North Port through the provision of immersive experiences.

North Port Parks & Recreation also took home an Image Award in category 7A "Promotional/Marketing" for the Warm Mineral Springs Park "Experience Vintage Florida" marketing campaign which drove record-setting attendance and revenue over the past year. Due to these results, the campaign also received the Judges' Award - which is presented to entries that achieve outstanding return on investment, along with the Grand All Image Award - given to the best Image Award-winning entry in Division A - Public Relations Programs.

Laura Ansel, Marketing & Engagement Coordinator, will accept the FPRA award recognition on behalf of the Parks & Recreation Department and will be recognizing the Rotary Club of North Port Central for their contributions to the water safety program at the North Port Aquatic Center.

Strategic Plan

Quality of Life/Good Governance

Financial Impact

N/A

Procurement

N/A

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