

2011-2013 Strategic Marketing Plan

City of North Port, Florida



CONTENTS

Introduction	4
About ROI Media	
Project Purpose and Goals	7
Rationale and Process for Strategic Marketing Plan.....	8
SWOT Analysis of Strategic Marketing Plan.....	15
Focus, Objectives and Goals of Strategic Marketing Plan	23
Target Audiences.....	27
Core Message.....	33
Audience + Message.....	37
Proposed Model.....	41
Integrated Marketing – Core Components	
Brand Advertising	47
Marketing Communications	63
Events	75
Technology Marketing	83
Public Relations	105
Media Relations	111
Tactics and Timeline	149

This Strategic Marketing Plan will be dually purposed for the Community Outreach and Economic Development divisions to design a unique marketing program that will reflect North Port's community characteristics from a quality of life aspect as well as its potential for offering an educated workforce that will attract companies interested in expanding to a strategic location, business incentives and or relocating to the area.

About ROI Media

Since its inception, ROI Media has been recognized as one of the unsurpassed full service marketing, advertising, publishing, design and public relations firms in Southwest Florida. We have assisted hundreds of businesses, governmental departments and non-profit organizations in their marketing efforts. ROI Media has maintained a commitment to providing the residents of North Port and the surrounding areas with information, entertainment and opportunities to increase the scope of their own endeavors. As such, we established North Port Magazine as a means of connecting the citizens, government, businesses and organizations with their desired colleagues and potential consumers.

ROI Media's CEO, Adam Bartolotta, was awarded the Enterprise Charlotte and Charlotte County Economic Development Entrepreneurship Award in 2007. In 2009 ROI Media was awarded the Medium Sized Business of the Year by the North Port Area Chamber of Commerce. In 2010 Adam was named one of the Top 25 People to Watch by Biz941 Magazine and earned a 2010 Savvy Competition Award of Excellence for the marketing materials created for North Port's Economic Development division. Other awards include Second Place in Overall Graphic Design, Third Place for Editorial Page and Third Place in General Excellence from the Florida Press Association, as well as over 100 Golden Web Awards for internet design and having the highest number of 5 star reviews on e-lance, the world's largest online professional marketplace in 2001.

The staff of ROI Media consists of 8 highly creative individuals, 6 of which have called North Port home for a combined total of over 70 years. Our team is keenly aware of what makes North Port a desirable destination for businesses and residents. This agency and all its employees remain committed to building a sense of pride in the North Port community, focusing its creative and marketing efforts on the City's positive aspects. ROI Media and its staff hold a personal interest in the growth and prosperity of this region, and want to see it grow to take its rightful place as one of Florida's largest cities and the best place to call home.



Project Purpose and Goals

Rationale

Current economic conditions have created unique challenges and opportunities for communities throughout Florida, the region and across the country. In order for a community to continue to be able to operate, deliver vital community services and thrive, it is critical to proactively establish measures that will create jobs, develop sustainable revenue streams and differentiate itself from communities that compete for industries, jobs and people.

The City of North Port has recently taken several significant steps toward positioning itself for economic growth and community brand building. In addition to creating a new brand identity, recently the community completed a Citizen Master Plan and the City has held focus groups with various community members to identify opportunities, challenges, priorities and values.

As a result of these steps, the City wanted to create a roadmap that would provide structure, guidance and to periodically measure progress against goals based on the values and interests culled from the community during the brand building and master planning processes. While the City has been actively engaging in economic development activity and community outreach efforts, the consultants did not find any documentation or evidence to suggest that the City has been quantifying the effectiveness of these activities. In day-to-day operations, the City's efforts fall into one of four generally recognized categories:

- Important and Urgent
- Urgent but Not Important
- Important but Not Urgent
- Not Important or Urgent

In these tough economic times, it is imperative that the City be engaged in only the most important and pressing priorities. This strategic marketing plan will provide staff and the taxpayers with an objective measuring stick to gauge which activities should be attended to on a priority basis.

Process

We began the Strategic Marketing Plan for the City of North Port with an assessment of the City's recent economic development and community outreach efforts. An overview of the analysis is presented in the following pages.

Findings were summarized and categorized into strengths or advantages, weaknesses or disadvantages and opportunities and potential threats that would impede the overall success of the plan.

All research and findings can be found in the City's Business and Economic Development Strategic Plan; Business and Economic Development Advisory Board reports; Imagine North Port: A Citizen's Master Plan; and the City's BrandPrint documents.

Below is a recap of recent activities performed by the Economic Development and Community Outreach divisions. Some items were outlined and performed according to the North Port Business and Economic Development Strategic Plan created in 2007. That plan and these activities formed the foundation upon which this Strategic Marketing Plan has been developed and designed.

2007

- City adopted a Business and Economic Development Strategic Plan

2008

- City hired an Economic Development Manager and established a Business and Economic Development advisory board with an executive committee and task forces
- In an effort to become more competitive in attracting businesses, the City began identifying incentives to offer business and development prospects
- The City developed an Entrepreneurial Academy and a Lunch and Learn program to assist in the retention and expansion of small, local companies

2009

- The City adopted five target industries as a focus for business recruitment: Education, Healthcare, Hospitality, Light Manufacturing and Retail Trade

2010

- Completed the development of a comprehensive branding and community identity process to accurately define the City's current image and to shape its future development
- The City hired an Economic Development Coordinator to expand the business retention, expansion and recruitment efforts, as well as to help implement the Strategic Marketing Plan

2010 - Economic Development Division Activities

- Implemented the City's Small Business Assistance Program to nurture local businesses and start-up entrepreneurs.
- Identified five target industries that serve as the basis for the city's business recruitment efforts.
- Developed new marketing opportunities (Inside Business video; collaboration with EDC in establishing the SW Florida Economic Development Partnership).
- Attracted the University of South Florida to the City.
- Attracted health care, retail and commercial uses, creating new job opportunities for local residents.
- Developed incentives, with a preference for local vendors; and reduced impact fees as inducements to attract new business and development opportunities.
- Participated in the development of Sarasota County's 5-year Economic Strategic Plan, designed to diversify the local economy.
- Provided support to and participated in local events that promote existing North Port businesses (Business Park Bash; North Port Business Expo; public library small business seminars).
- Developed projects to recognize and honor local businesses.
- Provided support to Vision North Port in the development of a Citizens Master Plan.
- Developed an economic development e-newsletter.
- Continued the implementation of the 3-pronged marketing approach: online, print and face-to-face.
- Created the Small Business Revolving Loan Guarantee Fund to provide alternative financing to new, growing and relocating micro businesses.
- Residents approved a referendum establishing Ad Velorim property tax exemption for new and expanding businesses.
- Began placement of ads in Florida airports.
- Expanded the placement of print advertising in economic development trade magazines.

2010 - Community Outreach Division Activities

- Launched page on Visit Florida website and visited I-75 and I-95 welcome centers.
- Reached out to news agencies looking for story ideas for Florida cities.
- Developed a Parks and Recreation Guide Map.
- Developed a beaches rack card that showcases North Port's accessible location in the region and proximity to Southwest Florida's premier beaches.
- Developed a presence on Discover Natural Sarasota, the County's eco-tourism website.
- Working with the Sarasota Convention and Visitors Bureau, including tours, conversations with their PR consultants, worked on their strategic plan, placing a North Port presence inside their welcome center, and more.
- Brought back North Port Distinction, the City's monthly publication in conjunction with the North Port Sun.
- Began placing North Port Currents inside North Port Magazine which is distributed throughout the community.
- Launched the new City website in mid-September 2009.
- City sponsored the first Greenest Citizen Award in which people nominated and voted for their top choice.
- Celebrated October's annual "City Government Week" by offering a photo opportunity in which the community could submit photos of their favorite aspect of North Port.
- Utilized the website to gain citizen feedback on the Strategic Planning Workshop - both before the event and afterward.
- Expanded Flickr coverage with the creation of business cards leading those whose picture had been taken to the City's website to view.

- Offered on-line surveys for business retention and the new website.
- Increased e-notification subscribers.
- Increasing Citizen Awareness. The City of North Port's news content includes more than 30 stories per month.
- Increasing areas where residents can find the City's news as follows: e-mail inbox with e-notification system; on the City's website; or what has been shared by their friends and family on Facebook or other social networking sites.
- Launched a YouTube channel which features PSAs and other video content to expand awareness and knowledge of their community.
- Oversaw the sales of "Out of the Wilderness" by Marshall Grove, which catalogs North Port's first 50 years.
- Co-sponsored the Women's EXPO of SWFL again alongside Women's OutLook Magazine. The event drew a crowd of 3,500 people and was publicized on television, radio, print and internet throughout the state.
- Continue successful sponsoring of the North Port Newcomer Day alongside the North Port Area Chamber of Commerce and the North Port Library. On May 1, 2010, the event had 40 agencies and 200 residents attend, the largest response to date.
- Purchased a banner in the back field of North Port Nightmares and the North Port Mustangs to further its community support.
- Purchased key chains for the graduating seniors at Project Graduation; placing a piece of North Port in their hands.
- Assisted Vision North Port with its "Town Hall Meetings" series and its "Know Your City" series.
- Hosted tables at various community events.

In the course of researching the background to prepare this Strategic Marketing Plan, it was obvious that the City staff resources dedicated to Community Outreach and Economic Development have been good stewards who have dutifully performed to expectations; however, they all expressed frustration and dissatisfaction about the lack of a system that definitively told them if their efforts were producing results, and if so, to what extent. A strategic marketing plan with measurable goals and objectives will alleviate the mystery, help to make their processes and functions more readily transparent to the public and help the City determine when or if a change of course is warranted.

During our analysis of the City's previous efforts, we did not uncover many ineffective activities, but rather, activities that could not be quantified nor attributed to a specific target – whether that be a target industry or specified City goal. For this reason, we have included many, if not most of staff's current outreach efforts, but have aligned them to goals, target audiences and channels and integrated the marketing mix to give the City greater likelihood of success and better overall performance from their efforts.

The City's Economic Development and Community Outreach staff, under direction from the City Commission, has requested the development of a Strategic Marketing Plan in order to effectively market and brand itself and enhance the City's competitive position in the region. The Strategic Marketing Plan will present a clear plan of action for improving the City's overall outreach efforts as well as help North Port map out the surest way to attract, retain and expand employment opportunities for its citizens.

The key to an effective Strategic Marketing Plan is accurately identifying goals, purpose and timeline, and aligning them with appropriate outcome measurements and available resources. Because the functions of the City's Economic Development and Community Outreach divisions are so interwoven, this Strategic Marketing Plan will be dually purposed to design a unique marketing program that will reflect North Port's community characteristics from a quality of life aspect as well as its potential for offering an educated workforce, well designed incentives and a strategic location that will attract companies interested in expanding or relocating to the area.

SWOT Analysis

Strengths

Activities and Festivals: North Port is a young community with many families who enjoy festivals and events during the year. Most of the events are family-oriented, affordable, educational and entertaining for every age group.

Affordability: Many families move to North Port because of the low cost of living and affordable real estate. Home prices have reached affordable levels, which enable families of every income level to live their dream of home ownership.

Aggressive economic development: Business development entities within the City are eager, progressive and steadily making a name for North Port as an up-and-coming location for businesses.

Available land: Unlike neighboring cities, which are built out, North Port still has a large percentage of undeveloped, available land. With ample space to grow, North Port is a blank canvas whose opportunities are unlimited.

Beautification efforts: The City of North Port created stunning entrances into the City by planting striking landscapes, constructing peaceful gazebos which are connected by weaving sidewalks and classic street lights.

Diverse workforce base: Having such a diverse and educated workforce in North Port is a benefit that most businesses are looking for when considering relocation.

Education: North Port is home to nearly 10,000 students and has quality schools that employ award winning teachers. The University of South Florida has recently opened a campus within the City limits and North Port is getting attention from additional higher education institutions.

Housing options for every income level: Due to the abundance of available homes and lots, North Port is a city where a family can find the perfect location to call home.

New brand: The City has recently completed its branding process, that has given the City a new identity and invites people to seize the opportunity to make North Port (and all it has to offer) their own.

Location - Interstate connectivity: North Port is conveniently located in Sarasota County with access to I-75, making it easy to connect to anywhere in West Florida. The City is strategically located between Tampa and Ft. Myers, making it attractive to both prospective businesses and residents. This location offers residents the peace and serenity of country living along with easy freeway access.

Natural environment: Warm Mineral Springs is a top draw for visitors, particularly eastern European tourists. North Port is also known for the Myakka State Forest, Myakkahatchee Creek, miles of beautiful pine trees, a variety of colorful birds and interesting wildlife. Numerous canals run throughout the City, and a diversity of trails and parks offer additional opportunities to enjoy the gifts North Port has to offer. All of these come together to create a unique natural environment different from the stereotypical Florida environment.

Quality of life: The City of North Port offers wide-open spaces, a beautiful clean environment, excellent educational opportunities and a variety of churches for every religious belief. The residents are a mixture of several ethnic groups which bring different cultures and traditions into the City.

Staff: The Economic Development Manager, Economic Development Coordinator and Community Outreach Manager are a small group of motivated, talented and hard-working professionals dedicated to help the City gain recognition as a world-class destination. The supportive City Commission is also willing to make improvements and position this community strategically in the marketplace.

Vibrant Arts Community: The North Port Performing Arts Center, the North Port Arts Center, theater shows, bands and dance studios are a constant source of artistic inspiration to its residents and visitors alike.

Youthful mindset: At only 50 years old, the City of North Port is still relatively young compared to neighboring communities. City leadership is very open to the input of its citizens and makes an effort to include resident opinions in major city decisions. Residents consist of younger families with children, bringing the City's median age to 38. All of these factors come together in North Port to make it a city that truly is driven by the youthful mindset of its residents.

Weaknesses

Business attraction: The nationwide recession was felt in North Port, and it has become increasingly difficult to recruit new businesses in the down economy. It is important that the City continues to offer encouragement to residents to support the local businesses and to “buy local.” It is unfortunate that North Port does not have the shopping resources that residents desire; they are forced to take their money to neighboring cities.

Close to the beach, but not on the water: Although the City has miles of canals and waterways, North Port cannot provide boaters, visitors or residents the perceived “true Florida water experience” as neighboring cities do.

Growth management: The City’s incredible growth potential is not a strong asset. The City must manage the growth carefully to preserve the character and affordability which made it so attractive to residents and businesses in the first place.

Housing and economy: North Port’s economy had been linked closely to the real estate market in recent years. When that industry took a tumble, so did North Port, with many lost jobs and houses going into foreclosure. This not only took a toll on the City’s economy, but on the psyche of its residents. Some residents have relocated to other areas where job and housing markets are more appealing.

Labor force: Although cited as having a hard-working labor force, nearly all of North Port’s citizens currently commute outside the City limits for work. More businesses will need to relocate/open in North Port to stem this leakage.

Lack of city center: The City lacks a focal point and downtown gathering place because it was originally laid out in a neighborhood-style by General Development Corporation. However, the City has a gathering area in its government office complex where the 50th anniversary events, KidFest and numerous festivals and expos are held.

Lack of entertainment: A challenge for resident attraction, the City offers little in terms of entertainment for any age level. Most residents must leave the City when seeking diversions offered in more developed cities.

Lack of shopping choices: The City of North Port does not currently have the shopping choices which can be expected from a city its size.

Lack of hotel accommodations: This is an obstacle for families living in North Port who want their out-of-town relatives to visit them. Residents must recommend hotels in other cities to accommodate their visitors. Businesses and organizations do not have many choices for holding large events, seminars or conferences because of the lack of hotel accommodations and meeting venues.

Lack of identity: Basically unknown on the state or national level, but popular among the young, up and coming, mobile families.

Lack of media relations: Unknown to many media outlets; those who know of the City have an incorrect perception.

Reputation: North Port is a young city that is still establishing its identity, thus it is still relatively unknown by many potential residents and businesses. Research showed that those who do know North Port, only think of it as a small town. The City's new branding effort has an enormous potential to change those attitudes.

Tourism: Although Warm Mineral Springs brings in 88,000 people annually, there is currently no other tourism draw for the city. The people visiting the springs are not really spending more time and money in the City. This is a challenge in a state where tourism is a main economic driver for so many communities.

Opportunities

Additional future medical facilities: The Sarasota Memorial Health Care Center Emergency Room, Peace River North Port Health Park and the North Port Medical Specialists of Venice Regional Medical Center can assist in attracting a variety of physician specialists. The potential to support a fully staffed hospital is being considered.

Available land: The City's biggest asset should continue to receive top billing as the community looks to attract bigger and more diverse businesses.

Canal systems: The City has a hidden gem with its miles of canals and waterways. Having rowing races in the CocoPlum Waterway and kayak races in the Myakkahatchee Creek can draw the adventurous visitor to North Port and introduce them to its unique natural environment.

Ecotourism: Once the master plans for the redevelopment of Warm Mineral Springs are complete, the City will have a strong basis to create an ecotourism reputation. Assets include the trails systems, state forest and Myakkahatchee Creek.

Engaged citizenry: North Port residents want to make a difference, and this is apparent in groups like Vision North Port, North Port CHAT, North Port Connects and many other organizations that strive to improve the quality of life for all fellow residents. Harnessing that energy is an excellent way to amplify North Port's story telling efforts.

Events: North Port's citizenry is keen to be involved in all things related to their city. More events could be held to foster the sense of community, while at the same time attracting outsiders to visit the City, see what it has to offer, and spend their money here.

Higher education facilities: The University of South Florida has recently opened a new campus in North Port. Other institutions of higher education are looking at North Port and its nearly 10,000 students. These institutions offer the opportunity for students to stay local while learning and working.

New home grown businesses: There has been a rise in home-based businesses. These business have the opportunity to grow into larger companies and employ more of North Port's residents.

Retail and restaurants: The City has the population base and disposable household income to support these types of businesses, and will have to continue to work with these businesses to convince them to come to the City. A good proportion of local disposable income is being spent outside of the City.

Vacant land along I-75: The area along and north of I-75 present prime locations for large-scale commercial and industrial developments, with a majority of the tracts zoned appropriately and development-ready.

White collar industries: Growth industries in the Sarasota area of Florida have been cited as medical, technology-related and retail. North Port's workforce and location are well-suited to these industries, making them prime opportunities for the City's business recruitment efforts.

Threats

Competition: North Port competes with well-known and established communities of West Florida such as Sarasota and Port Charlotte. The community will need to assert its unique strengths of available land and growth potential in order to stand out in this competitive marketplace.

Managing change and growth: North Port has gone through many changes in the past decades and will likely continue to transform as it faces new challenges. Retaining a proactive attitude in business development and its strong community spirit will be key for North Port to remain true to itself as it grows into a city over the next decade and beyond.

National economic stability: Until we recover from this recession, the City of North Port, along with the rest of the nation, will remain in this depressed economy. Unemployment figures are rising every day and if we cannot find a way to create new jobs, our economy will continue to fail. Unemployment figures are rising every day; so it is imperative that the City creates employment opportunities and businesses successes to counter this macro trend.

State economic stability: The recent oil spill in the Gulf destroyed the “positive” image of Florida to worldwide tourists. Hurricanes are a constant threat. With the foreclosure numbers remaining constant, and with the decline in property values, the City continues to face decreased revenues.

Lack of metrics systems: Inability to track return on investment or success of advertising campaigns and events.

Staff’s time: With only one person in the Community Outreach division and two people in the Economic Development division, the City’s staff is stretched thin. It is important to allocate the right resources to match stated objectives, especially for new and important projects which future growth and success depends on.

Focus, Objectives and Goals

Focus

In today's very competitive marketplace, a strategy that ensures a consistent approach in a way that helps North Port stand out and distinguish itself from competitive communities is critical. However, in conjunction with defining the marketing strategy, it is also imperative to have a well defined methodology for day-to-day process implementation. It is of little value to have a well defined strategy without the resources or expertise to implement it.

This Strategic Marketing Plan incorporates a Differentiation Strategy as its focus. It is intended to help create a unique market position for North Port, one that will aid the community in continuing to be developed based upon desirable community values (those community values that were identified through the branding strategy process and through the Imagine North Port master plan exercises). The emphasis will be on brand image, unique community characteristics, special features, superior service levels and business incentives, and a strong community desire to work with compatible industry to quickly resolve challenges and objections.

Objectives

- Create and expand strategic partnerships for the benefit and growth of the community.
- Position North Port as a desirable community with a unique environment and youthful mindset that invites residents and newcomers alike to contribute to shape its future.
- Lay out activities, tactics and strategies that will help the City develop to its full potential.
- Incorporate analysis, evaluation and feedback that will enable staff to assess the value and cost effectiveness of marketing plan tactics.
- Provide focus to keep on time and on budget while identifying and capturing opportunities.
- Realign priorities and discard activities that are delivering weak or no return on investment.

Goals

Based upon an analysis of the City's initial Business and Economic Development Strategic Plan, BrandPrint Final Report and the Community Outreach division's plan, key goals for the Strategic Marketing Plan include:

Goal 1) Execute North Port's brand identity platform and provide accountability measurements while standardizing design elements for brand identity.

Goal 2) Integrate Community Outreach messaging and marketing activities with economic development efforts to build synergies, mutual support an ongoing momentum to further accomplish defined goals in each area.

Goal 3) Position North Port, Florida in a way that differentiates the City, sets it apart and helps it stand out from prospective competition when it comes to attracting and securing high wage employers that fit the profile of the five target industries identified by North Port residents and leaders (Education, Healthcare, Hospitality, Light Manufacturing and Retail).

Goal 4) By incorporating tactics designed to strengthen community awareness, understanding and a sense of connectedness, the Strategic Marketing Plan will work to create "brand ambassadors" throughout the community who will help carry the message to internal as well as external audiences.

Goal 5) Align North Port's identity with regional economic development branding efforts. North Port's convenient, strategic location between Tampa and Ft. Myers, offers marketing advantages that can be leveraged by correlating North Port's economic development efforts with others already underway in the metro areas to the north and south of the City.



Target Audiences

Target Audiences

This represents an initial universe of internal and external stakeholders with whom an ongoing relationship and marketing outreach efforts by the City of North Port will help contribute to the goals and success of the Strategic Marketing Plan. These target groups may be re-prioritized, refined, expanded or altered as needed to accomplish the plan objectives and/or to respond to changes in the marketplace dynamics.

Residents

Families
Retirees
Workforce

Visitors and Seasonal Residents

Southwest regional, national and international visitors
Visiting friends and family

Stakeholders

Elected officials – local, state, federal
City staff
County staff
Community organizations

Businesses

The identification of certain target industries for recruitment has been addressed by the City Commission and the Business and Economic Development Advisory Board through its designated task forces.

Target Business Industries

- Education
- Health Care
- Hospitality
- Light Manufacturing
- Retail

Employers and prospective employers need to know that a trained workforce is readily available in a market before considering a relocation or expansion. Workers and job seekers who desire career advancement opportunities look for a community that has resources in place for them to achieve advanced training and sharpen their skills. The tactics in this plan will help North Port's economic development officials identify educational needs and opportunities as well as coordinate and align resources to respond and communicate with educational providers and the community at-large to deliver and promote the availability of those resources.

Access to quality healthcare is an important consideration to everyone - individuals or businesses - evaluating a new community for a potential relocation. Healthcare is a field with sustained, ongoing demand that offers job growth opportunities and desirable pay scale. This marketing plan will address areas where North Port economic development officials can improve and expand this targeted industry as part of the City's strategic objectives.

Florida's hospitality and tourism industries have historically provided other areas of the state with a reliable means of attracting visitors that become permanent residents. North Port's many amenities need to be developed and harnessed effectively so that the City can capitalize on its assets and realize its fair share of converts and transplants. Tactics in this marketing plan will address these objectives. Light manufacturing is a clean industry that provides good paying jobs and a sustainable tax base to a community. Utilizing incentives, such as the ad valorem tax exemption, the marketing plan strategies will help North Port position itself to attract job creating businesses that offer stability and growth potential.

Following through on a community goal to be able to offer a diverse variety of retail experiences, the economic development plan will help officials identify gaps and prospective vendors that will enhance North Port's community profile.

Partners

To ensure the success of North Port's Strategic Marketing Plan, we recognize the valuable contributions of a collaborative network. It is our recommendation that the City create strong partnerships with local, regional and state organizations and businesses that share the City's goals. The following organizations represent a partial listing of those we consider to be in partnership with the City and/or with whom we share mutually beneficial goals. A database of partners that will be used to implement this plan will ensure future contributions are at their maximum and the response rate of participation and/or educating the partners is increasing.

Automobile Association of America (AAA Auto Club South)
Benderson Development
Pat Neal Communities
Kitson & Partners
Chambers of Commerce – Regional
Charlotte Harbor and the Gulf Islands
Economic Development Corporation of Sarasota County
Englewood Community Hospital
Enterprise Charlotte
Enterprise Florida
Florida Economic Development Agencies
Florida Gulf Coast University
Florida Tourism Officials
Florida League of Cities
Fort Myers Regional Partnership
Gulf Coast Community Foundation of Venice
Gulf Coast Medical Group
Manasota League of Cities
Members of the Business Economic Development Advisory Board
Millennium Physicians Group
North Port Art Center

North Port Performing Arts Center
Peace River Medical Center
Private and Charter Schools
ROI Media - North Port Magazine
Sarasota County Arts Council
Sarasota County Convention and Visitors Bureau
Sarasota County Public Schools
Sarasota County Tourism and Economic Development Council
Sarasota Memorial Hospital
Sarasota/Manatee Metropolitan Planning Organization
Sarasota County Area Transit
Sarasota County Openly Plans for Excellence
Service Corps of Retired Executives
Southwest Florida Regional Planning Council / Tampa Bay
Southwest Florida College
State College of Florida
Tampa Bay Partnership
Tampa Bay Area Regional Transportation Authority
University of South Florida
Venice Regional Medical Center
Visit Florida *
Warm Mineral Springs

** Indicates that North Port is a Premier Partner with Visit Florida. Partner list subject to change.*



Core Message

Core Message

Unlike more established cities and towns that are deeply set in their ways, North Port is a promising community that is still flexible and full of opportunity. Here, residents and business owners aren't just names in the phone book, they are vital members of a city that is still being shaped by the people who live and work in it. In North Port, everyone is invited to take ownership. In other words, the fact that the City is so open to possibility makes it easy for anyone to "make it yours."

The opportunity to make a difference and shape the future still exists in North Port. With only 50 years of history behind the City, the greatest portion of the future of North Port is still waiting to be written.

This message speaks to a future that is filled with potential.

Anything is possible in North Port, which allows people to create their own paths. By making North Port yours, you can go anywhere you want. Simply put, North Port wants people to know that they are invited to seize the opportunity and make the City (and all it has to offer) their own.



Audience + Message

Audience + Message

The following groups have been identified as target audiences that are considered integral to the success of the City's Strategic Marketing Plan. In order for the staff members of the Community Outreach and Economic Development divisions to accomplish their respective goals and objectives as directed by the City Commission, the following thematic messages will be incorporated in the various strategies and tactics outlined in the plan.

Residents – North Port allows residents to plant deep roots and create a future that is personalized to each community member's ideals and values. The City has the option and ability to grow, where other cities may not have this choice. This is a community that attracts people who want to be involved in making the place they live and work in better. It is a community that welcomes new ideas, fresh approaches and invites different perspectives. The community's openness and accessibility empowers its residents and consequently, makes it a city that delights in innovation. Available housing options for every income level gives young families access to the American Dream. North Port is a city that attracts people who are active and who appreciate its unique natural environment.

Businesses – With an enviable inventory of developable land, its strategic location on Florida's Gulf Coast and excellent access to regional transportation channels, North Port beckons businesses which are expanding and relocating, and entrepreneurs who are getting ready to realize big dreams. North Port is an "emerging city," with a culture that is open, receptive and willing to accommodate enterprise. Businesses will appreciate various incentives that enable them to put down roots and impact their community in positive, meaningful ways. Because North Port attracts engaged citizens, celebrates cultural diversity and places a strong emphasis on quality education, the City is cultivating a skilled and educated workforce. This is a community where it is not only possible for businesses to thrive, prosper and grow – but community leaders make every effort to ensure commercial success is attainable.

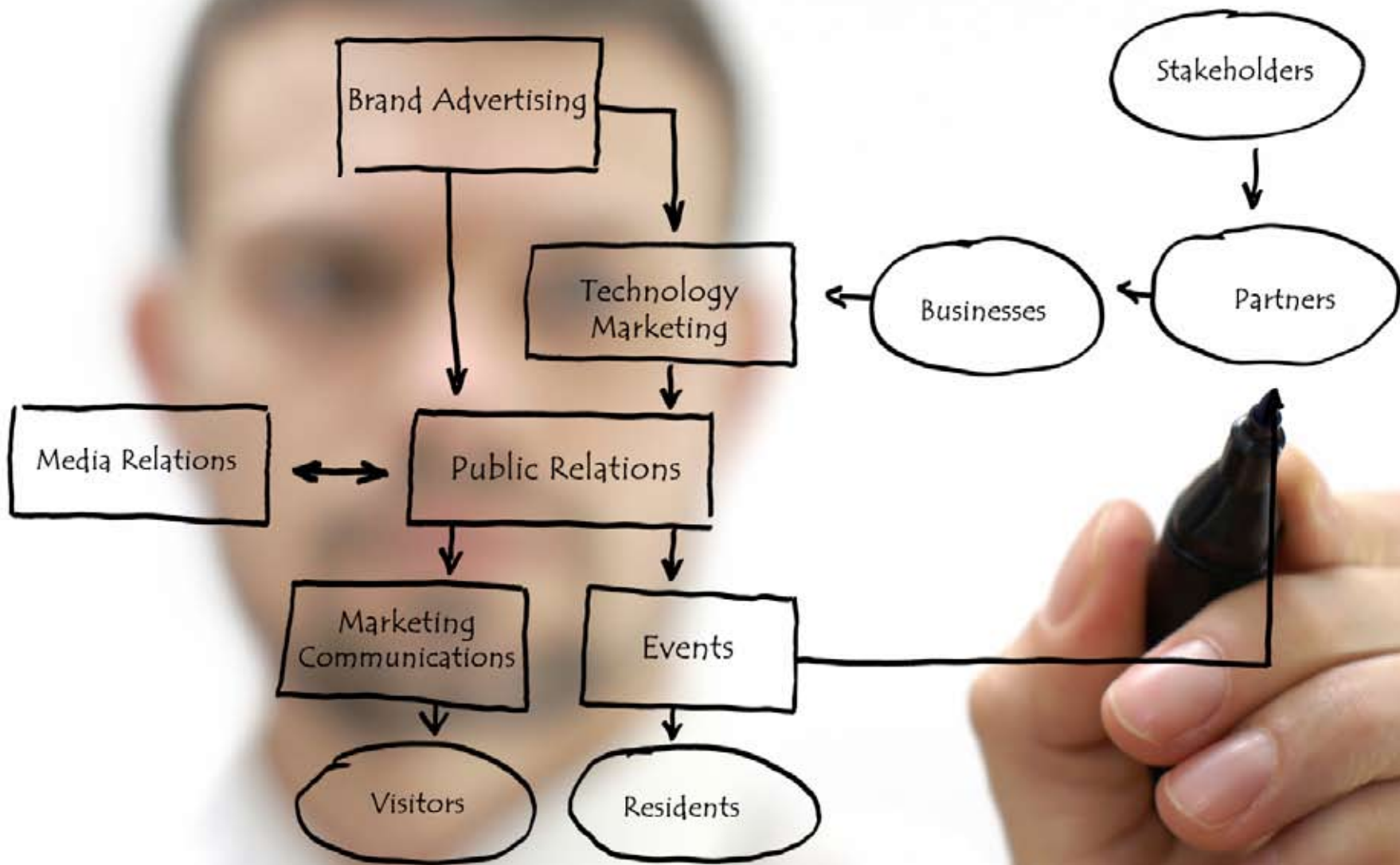
Some of the elements businesses appreciate about North Port are:

- Quality public schools and higher education in the City
- College classes for students and adults
- Strategic location with easy access to I-75, Port of Manatee and three international airports
- Modern infrastructure- 6 new parks, new schools, road improvements and other community investments
- Young and educated workforce
- Housing choices for every income level
- Family-focuses community with over 10,000 school-age children
- Competitive incentives
- Readiness to support more retail and leisure facilities
- City is “pro” business
- Unique natural environment
- Close to beaches, shopping, nightlife and other popular amenities

Visitors and Seasonal Residents – In just about every way, the City of North Port is young. With a median age of 39, home to 10,000 school children and incorporated only fifty years ago, the phrase “You’re only as old as you feel” holds true for the residents of the City. That radiant feeling reflects upon the visitors of North Port. Believed to be the legendary Fountain of Youth, Warm Mineral Springs draws thousands of visitors each year to soak in it’s healing waters. It is the only warm water mineral spring in Florida and the largest warm mineral water spring in the world. North Port is likely to attract adventurous people who want to explore native Florida by land or sea. Whether one is exploring by boat, canoe, kayak, mountain bike or hiking, visitors can experience this unique natural environment that offers something a little different than the beach. North Port has diverse cultural amenities and extends a hospitable welcome to visitors – including international guests – as well as seasonal residents.

Stakeholders – As community leaders of the largest city in Sarasota County and one of Southwest Florida’s fastest growing cities, it is important to continue to cultivate civic engagement because citizen involvement is at the heart of North Port’s vibrant, energetic character and helps set it apart from other communities.

Partners – North Port invites collaboration, innovation and ideas. North Port is a city where progress and potential are cultivated, celebrated and encouraged.



The 3-Year Strategic Marketing Plan is driven by six core components:



The Strategic Marketing Plan will be an integrated plan, meaning that in addition to traditional advertising and marketing communication components, we recommend deployment of complementary elements such as technology marketing, media relations, public relations and event marketing.

Activities may be added or omitted if it is determined that changes in economic conditions, an unforeseen market opportunity, or a more effective and innovative activity warrants a change in the marketing focus.

We are recommending this integrated marketing communications approach because a multi-platform program will maximize limited marketing dollars most effectively by leveraging engagement efforts – both Community Outreach and Economic Development – in more than one sphere. Just public relations or only concentrating on advertising, is no longer effective in today’s rapidly growing online, multi-messaging communications environment.

Each program has its own unique advantages and shortcomings. By measuring how much and how many of the ingredients the City incorporates to achieve each of the stated goals and objectives, the preparation and development needed for one component can be adapted and repurposed for another component, thus extending the shelf life and capabilities of each of these marketing tools.

Marketing efforts are successful when sufficient reach, penetration and repetition are achieved and directed at a strategic target audience with a message that motivates them to take action. Integrated marketing provides additional opportunities for the City to achieve these success drivers. Due to the fact that the City has limited staff, time and budget, adding additional staff and funds to execute a minimum cost yet effective campaign will be critical to the overall success of this plan.

Think of these components as tools in a toolbox. Depending on the target audience, message and desired outcome, the Strategic Marketing Plan will coordinate the best tactic and strategy and deploy them in a strategic system that will track results and measure progress and affect.

Each component comprises broad-based objectives to meet the long-term strategies of the 3-Year Strategic Marketing Plan. While objectives are outlined individually by program, they are integrated by design.

Cohesive brand messaging throughout all programs is extremely important and vital to the overall success of this plan.

The following section outlines objectives, key initiatives and metrics for each marketing program. Metrics that will be employed for each component will fluctuate based on the component, as one might imagine. They provide effective means to quantify advertising exposure to the specific audiences.



**“Not everything that counts can be counted, and
not everything that can be counted counts.”**

- Albert Einstein

“Be wary of focusing entirely on job creation as the one true measure of success. Focusing on metrics other than job creation realizes the layered nature of economic development, and that there are other ways to succeed aside from recruiting that one big company”.

- International Economic Development Council



Brand Advertising

The City has recently completed their branding process. The execution of North Port's marketing and branding efforts will refine North Port's brand promise and expand its appeal, reach and influence. We recommend that all advertising reinforce the brand. Targeted advertising is not part of this advertising component. Targeted advertising will be carried out with the other components, such as events, and technology marketing. Ad buys will be leveraged with media relations and public relations to ensure maximum effectiveness of the campaign.

Strategic Brand Platform

The brand platform is used as a filter for the formation of creative concepts and implementation initiatives. All marketing, advertising, communications, actions and product development should connect to the essence of this relevant and defining statement.

Target Audience: For those who want to be part of an up-and-coming, accessible community

Frame-of-Reference: North Port, FL in Sarasota County is conveniently located between Tampa and Ft. Myers

Point-of-Difference: Where a unique natural environment and youthful mindset invite you to shape its future

Benefit: So it is natural to feel vital and potential is unlimited.

Brand Advertising Objectives

- Facilitate top-of-mind awareness that North Port's youthful citizenry and open style of leadership has created an environment where growth – whether individual, business or for the city as a whole – has unlimited potential.
- Educate the public about the positive aspects of the community and encourage tourism and business relocation—connect North Port's unique natural environment with would-be travelers, and improve the overall perception of North Port with the selected target business industries.
- Drive traffic to the City's website—encourage visitors to the website to take action and register to receive future news and getting into the City's databases. This will assist in strengthening the communications between the City, residents, businesses and visitors.
- Inspire engaging communications and repeat visitation—give residents, businesses and visitors new reasons to become North Port's brand advocates.
- Improve City design elements and standards.

Brand Execution

Marketing and branding begin with the internal structure of the City and extends outward. Educating staff and elected officials will enable them to effectively share the key messages and improve word of mouth communications. The City staff and all marketing and communications materials must embody the essence of the brand. It is recommended that the City follow North Star's initial 10 action plans in addition to what is presented in this strategic marketing plan. Details on North Star's "Must Do" ideas are included in the final BrandPrint document.

Actions

- 1.) Assign a brand leader.
- 2.) Create a brand PowerPoint.
- 3.) Develop a Brand Toolkit for select staff and elected officials. This toolkit will be a simplified version of the City of North Port's Brand Guide that can be used as a quick reference for key messages, suggestions for developing written and verbal communications and graphic standards.
- 4.) Develop brand training for select staff and elected officials.
- 5.) Brand the website.
- 6.) Develop stationery.
- 7.) Identify easiest consumer touch points and brand them.
- 8.) Brand cost-effective, relevant signage.
- 9.) Develop branded merchandise, if any will be needed in the next year.
- 10.) Engage private sector organizations as well as large and small businesses, art groups, hospitals, universities, museums, media and even individuals.
- 11.) Specify infrastructure to carry the brand.
- 12.) Create a media plan. A single source of contact for media relations should exist within the community.
- 13.) The Brand Manager should meet regularly with the Market North Port Partnership and/or its representative advisory board after it is developed.
- 14.) Organize the power of potential. Assemble a group of some of North Port's most creative brain power.
- 15.) Reward super achievers. Develop a civic award that businesses, organizations, schools, government, neighborhoods – anyone – can use to reward their members or participants who demonstrate a higher level of thinking or dream realization.

Increase City Design Elements and Standards

To improve the City's image library and talent base, a number of projects can be put into motion that will enhance community involvement and create "buzz" about the City.

Talent Pool

Create a talent pool of local models, actors and voice-overs by hosting open auditions that members of the community can record/model and be placed into a database. When projects arise in the future, the City can pull from this database to find the perfect match for the project. Businesses can be used "on-location" for photography purposes. The City will benefit by having the images readily available and the businesses benefit from the extra exposure the City provides.

Shoot-Out Photography Contest:

Encourage professional photographers to enter in a contest. The images will have "shared-rights" with the photographer and the City. Secure prizes at least 30 days in advance of contest launch.

North Port from Your Eyes Contest:

Encourage local residents, photographers and artists to capture North Port as they see it. This will spark the creative market and assist in showcasing North Port's thriving art community.

People's CHOICE Awards: Achieve Anything in North Port Video Contest:

Each year, the City of North Port recognizes City Government Week throughout the month of October. As part of the outreach efforts, the City asks the residents to help tell the story of THEIR North Port by creating a video no more than 5 minutes in length with the theme "Achieve Anything in North Port." The video will be uploaded to YouTube and entered into a People's Choice Award on the City's website. The winner will have his/her work aired on the City's television show, during a City Commission meeting, and will receive a gift certificate. This will add to the video library for the City to use in future productions and save funds by using clips and not hiring videographers to film North Port.

Improve design standards with all City departments

Create a design standards guide for all City departments to use so the brand can be executed correctly.

Create "templates" for software used by departments to ensure the overall look of the brand is correct.

Training for City staff on design standards is vital to the overall success of the brand implementation.

Training for City staff on software applications will create a standardized look and feel of the materials the City produces.

Create a "last line of defense" system for artwork so the message that is revealed to the market is correct and on target.

Success Measures

In order to ensure North Port's brand advertising program is meeting the designated objectives, the City must invest in advertising effectiveness studies to measure attitude and awareness, and conversion/ROI. It is recommended that the City uses North Star's evaluation measures which are included in the BrandPrint document and on the following pages. Information may be gathered from concept pre-testing, campaign impact in the marketplace and tracking studies to measure the brand's performance over time.

Two basic questions must be answered:

- 1.) Have responses to the brand among target audiences changed in the way the Brand intended?
- 2.) Have these changes resulted in consumer action that will achieve the desired objectives of the brand?

North Port Community Brand Barometer

The purpose of the Community Brand Barometer measures the strength of the North Port brand according to:

- Resident satisfaction/advocacy with the brand as a place to live, work and play.
- Brand satisfaction/advocacy relative to the nation.

The Community Brand Barometer should be conducted annually.

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant by North Star.

Participants answer three questions:

- 1.) Would you recommend living in North Port to a friend or colleague?
- 2.) Would you recommend visiting North Port to a friend or colleague?
- 3.) Would you recommend conducting business in North Port to a friend or colleague?

Responses are measured on a 10-point scale with 1 being “Not at all likely” and 10 “Extremely likely.” Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:

Promoters (9 or 10) – Loyal residents who will continue fueling your growth and promoting your brand.

Passives (7 or 8) – Satisfied but unenthusiastic residents who are vulnerable to other opinions and brands.

Detractors (1-6) – Unhappy residents who can damage your brand and impede growth through negative referrals.

North Port’s Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. Scores represent a stratified random sample of the entire U.S. population and are updated on a regular basis. The City can use this information to track the brand performance relative to national trends over time. In addition, the City can repeat the Community Brand Barometer after a designated period and compare the results to benchmark scores for an ongoing metric of how community attitudes change over time and in response to specific events or activities.

Brand Barometer and studies

The City departments can execute these studies in their everyday tasks such as:

Customer Service

Phone Calls

Expos and Events

Meetings

Family and Friend Conversations

Email Surveys

Online Surveys

Partnership program with other organizations

North Port Visitation Study

Although the City has qualitative information about the perceptions of visitors and what motivates them to visit, there is little information on the fundamentals of North Port visitors: length of stay, party composition, trip expenditures, etc. It would be valuable to have this information in order to monitor any change in visitor trends.

Methodology

- Conduct survey annually
- Gather samples from lodging records from each season
- Include a signed cover letter (with real ink) to brand the personal and friendly side of North Port

Findings

- a. Destination Awareness
 - i. Destination and Attribute Ratings
 - ii. North Port Overall Rating
- b. Specific Importance/Performance Attribute Ratings of North Port
 - i. Location of the Destination
 - ii. Overnight accommodations
 - iii. Restaurant experiences
 - iv. Entertainment offerings
 - v. Activities for the whole family
 - vi. Overall Value
- c. Trip Attributes
 - i. Primary purpose of trip
 - ii. First-time/past visitation
 - iii. Party size
 - iv. Party composition (age/relation)
 - v. Length of stay
 - vi. Trip Activities
 - vii. Trip Expenditures
 - viii. Future visitation
- d. Visitor Profile and Demographics
 - i. Internet Usage
 - ii. Members in the household
 - iii. Household Income
 - iv. Occupation
 - v. Racial Background
- e. Other Issues
- f. Product Development Desires

North Port Conversion Study

The City must conduct a Conversion Study in order to evaluate media. The findings from this study will help refine the media plan in order to ensure media efficiency.

Methodology

- Capture inquiry contact information (name/address/media vehicle at a minimum).
- Append phone numbers to inquiry addresses using a data append service.
- Conduct telephone interviews.

Findings

- a. Information request process
 - i. Information request prompt
 - ii. Information receipt - Length of time before receipt
 - iii. Past information requests
- b. Travel Planner Evaluation
 - i. Recall of specific travel planner content
 - ii. Impact of travel planner on destination perception
 - iii. Information adequacy
- c. Conversion
 - i. Resulting visitation decision
 - I. Reason for visitation decision
 - ii. Trip characteristics (if visited)
 - I. Length of stay, 2. Party composition, 3. Trip expenditures
 - iii. Impact of travel planner on trip decisions (if visited)
 - I. Impact on lodging decisions, 2. Impact on attraction decisions, 3. Impact on restaurant decisions
- d. Intent for future visitation
- e. Advertising
 - i. Medium recall
- f. Visitor Profile and Demographics
 - i. Age
 - ii. Gender
 - iii. Members in the household
 - iv. Household income
 - v. Occupation
 - vi. Full time workers in the home
 - vii. Racial Background

North Port Visitor Perception Study

The City has an understanding of current brand perceptions among visitors. Because the brand strategy encapsulates those brand perceptions and takes them even further with the refined North Port positioning, this study would allow the City to evaluate refinement of the brand further in the eyes of the visitor. If brand perception did not change as intended, fine-tune the media and messaging accordingly.

The primary purpose of this study is to track brand perception, although it is vital that the City explores the issue of business development to see what the consumer desires in this arena.

Methodology

- Conduct annually
- Gather samples from lodging records
- Include a signed cover letter (with real ink) to brand the personal/friendly side of North Port.

Findings

- Past Visitation
- Brand Source
- Medium
- Timing
- Messaging
- First Impression of Brand Experience
- Brand Perception – Qualitative Research*
- Word Association
 - First word (s) that come to mind when thinking of the area
- Brand Imagery Exercise
 - Consumer chooses images from a database of images that reflect North Port
- Brand Experience Comparison
 - Visitor compares their experience to an action, such as a daily activity
- Brand Personification
 - Visitor describes North Port as a person
- Brand Perception –Quantitative Research**
- Best statement fit
 - Visitor chooses which brand statement is most fitting

Semantic Differential Scale

Visitors rate North Port on several contrary perception characteristics, such as those listed below. This can be done with competitors and be used to develop a perceptual map.

Semantic Differential Scale								
Peaceful	1	2	3	4	5	6	7	Busy
Economical	1	2	3	4	5	6	7	Expensive
Personal	1	2	3	4	5	6	7	Impersonal
Traditional	1	2	3	4	5	6	7	Modern

*These qualitative techniques are just a few of the many techniques that can be used to reveal brand perception in a qualitative research setting. They are best employed when conducted in person in an informal setting; however, they can be employed via a telephone/mail/online survey with open-ended questions, although much is lost through these mediums.

**These are just a couple of quantitative techniques to measure brand perception.

Quantitative studies to measure brand perception cannot provide in-depth brand perceptions, but rather measure the general perception if statistically significant results are needed.

Overall Advertising Metrics

In order to evaluate the overall success of advertising placed by the City, it is recommended that in addition to the Community Brand Barometer and studies, the following advertising metrics will be used to assist in measuring the overall effectiveness of the brand advertising component.

Reach - measurement of the size of the audience to whom you will communicate.

Frequency - average number of times your ad will be shown to an individual or household.

Gross Rating Points (GRPs) - equal Reach times Frequency.

Target Rating Points (TRPs) - equal Gross Rating Points times the ratio of the specifically targeted audience to the total audience.

Impressions - equal the number of exposures of an ad or commercial to people or households in your audience.

Cost per Thousand (CPM) - the cost to reach 1,000 people or households.

Cost per Point (CPP) - the cost to reach one percent of the audience.

Website statistics will round out the success measures of the brand advertising component, including overall site traffic, surveys and opt-in database growth of Community Outreach and Economic Development newsletters.



Marketing Communications

Traditional marketing tools, such as collateral materials, remain relevant and valuable even in today's digital environment. Historically these tools were typically printed in large quantities in order to reduce unit costs and stored – often for years – until the supply was exhausted or the content became outdated.

Because of digital advances, many of these traditional tools can remain “virtual” and live in a dynamic state on the City's website or through email and social media connections. Or they can be customized and printed on demand for more personalized, relevant and effective representation to prospects and leads.

Marketing Communications Objectives

- To support North Port's brand message.
- To reach targeted audiences in local, regional and international markets.
- To inform and encourage participation in City programs and opportunities.
- To attract target industry businesses and start building relationships and leads.
- To provide public relations and advertising support.
- To improve the quality of collateral material in each of the City's departments and divisions. Low quality design and printing looks unprofessional and does not reflect well on the brand image.

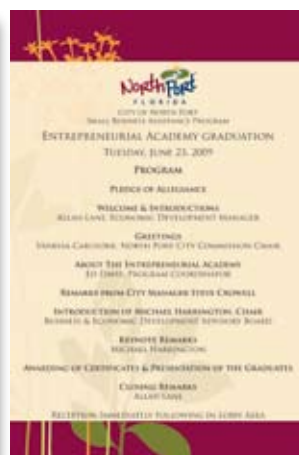
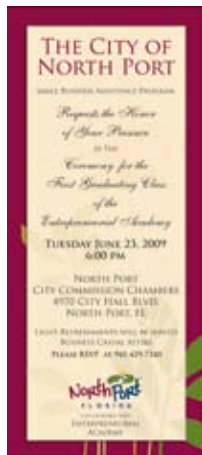
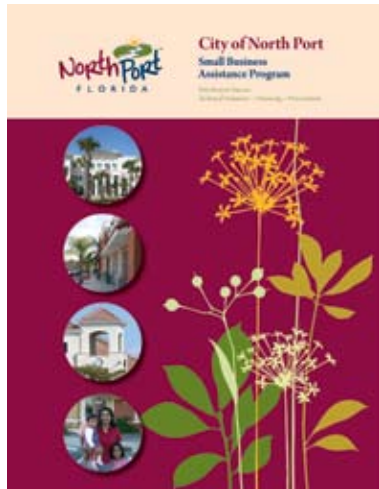
These objectives will be met by:

- Developing promotional materials such as; brochures, post cards, business cards, flyers, presentation charts, news releases, banners and point of purchase displays, to facilitate rollout and execution of new brand strategy.
- Utilizing new technologies, such as Quick Response Codes (see page 100), integrated variable data printing (see page 94) and custom personalized websites with printed materials and advertising.
- Creating new print collateral, virtual tools such as the Community Outreach and Economic Development tool kits, identity systems and brand standardization, outreach and promotion of collaborative or City-owned ventures. This collateral material will also support and reinforce the media advertising campaign.
- Redesigning the City's printed newsletters, Currents and North Port Distinction, as well as the City's internal newsletter, City Insight.
- Redesign the City's billboard on I-75.
- Redesign e-newsletters.

Marketing Communications Success Measures

In order to ensure the Marketing Communications program is meeting the designated objectives, the metrics need to be developed to have on hand for business-to-business contact opportunities. The best way to measure effectiveness from marketing collateral communications is to have a specific "call to action" that will give a quid pro quo direct result to the marketing tool. Internet based tracking systems will be used with integrated printing and other elements of this component when available.

Examples of new branded collateral materials:



These marketing materials created for North Port's Economic Development division recently earned a 2010 Savvy Award of Excellence from 3CMA. They are shown here redesigned with the new brand colors and logo.

Guide to City Services brochure:

City of North Port Services:
www.cityofnorthport.com

City Clerk's Office	(941) 429-7064
North Port City Commissioners	(941) 429-7000
City Manager's Office	(941) 429-7077
Communications Services	(941) 429-7463
Economic Development Division	(941) 429-7003
Building Department	(941) 429-7044
Building Department – Inspections	(941) 429-7224
Building Department – Licensing/Permits	(941) 429-7068
Building Department – Rentals	(941) 429-7044
Building Department – Property Violations	(941) 429-7106
Fire Department	(941) 429-7107
Fire Rescue (Non-emergencies)	(941) 740-0333
General Services Department	(941) 429-7002
Human Resources Division	(941) 429-7100
Public & Recreation Division	(941) 429-7002/7171
Planning, Zoning & Engineering Department	(941) 429-7100
Police Department (Non-emergencies)	(941) 429-7100
Police Department Records/Information (Non-Emergency)	(941) 429-7107
Purchasing Division	(941) 429-7171
Public Works Department (Road and Drainage District, Solid Waste District)	(941) 240-8000
Special Services Division	(941) 429-7100
Utilities Department (Billing)	(941) 240-8000
Utilities Department (Billing)	(941) 429-7122

Sarasota County Services:
www.sarasota.com

Sarasota County Government	(941) 561-3000
Sarasota County Clerk of Circuit Court	(941) 561-1100
Sarasota County Supervisor of Elections/Office of the Clerk	(941) 423-0544
Health Services	(941) 561-5100
Waste Management	(941) 561-5140
North Port Library	(941) 561-1100
Sarasota County Property Appraiser	(941) 561-0200
Sarasota County Tax Collector	(941) 561-0300
Sarasota County Jail/Inmate	(941) 561-1100
Sarasota County Veterans Services	(941) 429-7234/(941) 561-3047

Visit cityofNorthPort.com

Get Connected...
Your News Now!
cityofNorthPort.com
and subscribe to our e-news.
Updated daily!
• Subscribe via RSS
• Share Your City's news with your friends
• Sign up for E-mail notifications

• Scan with your smart phone to view

City of North Port
4970 City Hall Boulevard
North Port, FL 34286
(841) 429-7000

Achieve Anything

Electric/Gas/Phone/Television:

Florida Power and Light (FPL)	1-800-275-2849
AmeriGas	1-800-480-4800
Comcast	1-800-256-2176
DirectTV	1-800-775-2844
Earthlink	
Verizon Wireless	1-800-747-8800
AT&T	1-877-833-4242

Hospitals:

Sarasota Memorial Hospital	(941) 571-0000
Manatee Regional Medical Center	(941) 766-4122
Westcoast Regional Medical Center	(941) 485-1711
Englewood Community Hospital	(941) 475-4107
Seaward Memorial Hospital	(941) 428-1101

Community Resources:

North Port Area Chamber of Commerce	(941) 425-1000
United Way (Financial Information and Referrals)	211
Wells, FL	(941) 429-7100

Sarasota County School Districts:

Manatee School District	(941) 571-0000
Manatee County School District	(941) 251-2207
Seaside School District	(941) 561-1400
Central Manatee County	(941) 430-0107
Manatee School at North Port	(941) 426-2000
Longwood School District	(941) 638-1071
Seaside School District	(941) 426-1100
Manatee County Schools	(941) 561-1071
Woodland Middle	(941) 264-0100
North Port High	(941) 425-0100

Entertainment:

Orange Bay Resort (Swims, Tennis Courts) (941) 236-4970/4407	
Manatee Museum Springs	(941) 426-1000
Division of Forestry	(941) 460-7123
Sarasota Commission and Wetlands Bureau	1-800-898-1986
North Port Zoo Center	(941) 423-1400

Utilities Department
6044 Port Boulevard, North Port, FL 34281

North Port Utilities operates 24-hour, day, seven-day-a-week operations and distributes a reliable supply of quality, safe drinking water and a wastewater collection system that meets the needs of our customers and protects our natural environment. We have over 70,000 customers that utilize approximately 40,000 customers to the City of North Port and surrounding Sarasota County.

Building Department
City Hall, 4970 City Hall Boulevard, North Port, FL 34286

The North Port Building Department provides for the safety, health, and welfare of the residents of North Port by maintaining and enforcing building codes. Excellent customer service is provided as the Department serves the permitting, inspection and licensing needs of residents, businesses, contractors and developers. The Department maintains the highest standards of professional conduct to assure a fast and efficient development process.

Achieve Anything

General Services Department
City Hall, 4970 City Hall Boulevard, North Port, FL 34286

The Department of General Services is responsible for providing community support programs, customer focused services, and other programs that enhance the quality of life in North Port. The City of North Port organizes a wide and varied range of events. The City's community services and programs are delivered through the Division of Human Resources/HR Management, Public & Recreation, Social Services, and Information & Technology.

Planning, Zoning & Engineering Department
City Hall, 4970 City Hall Boulevard, North Port, FL 34286

The Planning, Zoning & Engineering Department advances the North Port community's vision. Our Department accomplishes this by providing quality engineering and design services for roads and transportation, water utility improvement, land and property rights, and regulation of public and private sector development for compliance with City rules. The Department also strives to keep a strong focus on addressing current and future environmental sustainability and environmental stewardship. The Department also focuses on current planning and long-range planning and works to ensure a high quality and connected way of life for North Port. The Senior Services Management Division is a full-time unit that provides a dedicated balance between two equally important priorities: 24-hour monitoring that the public and private sectors are the best design and management practices to control the flow of water in order to protect flooding potential, and 24-hour planning and providing water quality and quantity in this same system to ensure a reliable source of water for the City.

City Clerk's Office
City Hall, 4970 City Hall Boulevard, North Port, FL 34286

The City Clerk's Office administers the citizens on the behalf of the community and serves as the administrative and clerical support for the City and various departments. The City Clerk and the Deputy City Clerk and their staff are supported by the North Port City Commission. The Clerk is the custodian of all official records of the City. The City Clerk serves on the City Commission, is the secretary of all official actions, prepares minutes for Advisory Boards and Committees, works at the election effort, attends all public hearings and meetings on behalf of the City, administers oaths and sworn statements of public employees.

City Manager's Office
City Hall, 4970 City Hall Boulevard, North Port, FL 34286

The City of North Port has a Commission/Manager form of government in which the City Commission appoints a City Manager to exercise the day-to-day operations of the city. As a charter office, the City Manager answers to the City Commission. The City Manager's Office recognizes the importance of accountability and strives to work in partnership with employees, staff, customers, vendors, and the community. The City Manager's Office also includes the Economic Development Division and the Community Outreach Division.

Finance Department
City Hall, 4970 City Hall Boulevard, North Port, FL 34286

The primary mission of the Finance Department is to protect the financial integrity of the City of North Port, while ensuring the availability of funds to accomplish the City's goals. The following services are provided: financial services, budgeting, accounting, and auditing. Financial responsibilities include budgeting, account payable, investment management, debt management, direct and capital resources management, and oversight of the City's annual budget.

North Port Fire Rescue
Fire Rescue Station #1, 4900 City Center Boulevard, North Port, FL 34286

The North Port Fire Rescue provides exceptional public safety services in a safe, compassionate, and professional manner. Our services include fire suppression, vehicle accident response, emergency medical services, disaster preparedness, response and recovery, and the operation of fire stations. The Station provides emergency services to the City of North Port, and is under mutual aid and mutual aid agreements to jurisdictions of Manatee County and Citrus County.

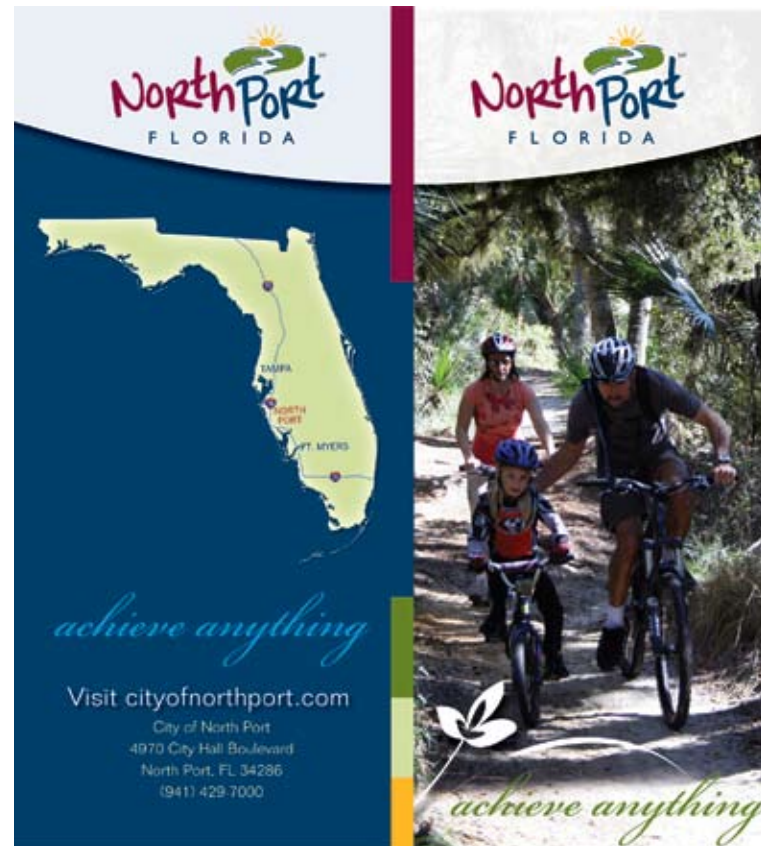
Police Department
4900 City Hall Boulevard, North Port, FL 34286

The North Port Police Department provides the community with the highest level of law enforcement and crime prevention possible and to protect life and property, preserve the peace, prevent, reduce, and detect crime and the fear of crime, enforce the law fairly, protect individual rights and provide safe and secure environment for all citizens.

Public Works Department
1000 West Port Boulevard, North Port, FL 34280

The Public Works Department efficiently maintains the public infrastructure and provides services to ensure the safety and well-being of our residents. Public Works is responsible for maintaining the safe and efficient passage of traffic on the City's 832 miles of roads, bridges, sidewalks and bikeways. It is also responsible for maintaining and repairing storm drains, canals, and other water control structures to protect homes and infrastructure from flooding or flooding potential. Public Works also ensures the integrity of the public water supply for customers whenever water is withdrawn from underground for public water users. The Solid Waste Division, which is part of the Public Works Department, has a mission to ensure the safety and health of our citizens through the proper and efficient collection and disposal of solid waste.

Visitors Guide:





Empower Yourself

For the most visible, you can't forget to get out there and enjoy the beautiful views along the water. One of the ways to do this is by taking a boat out on the water. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The boat house is a great place to go for an out-of-the-ordinary experience. The boat house is a great place to go for an out-of-the-ordinary experience.



"The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work."



Inspire Yourself

Be inspired by a performance tonight. The North Port Symphony Orchestra is a great place to go for an out-of-the-ordinary experience. The North Port Symphony Orchestra is a great place to go for an out-of-the-ordinary experience. The North Port Symphony Orchestra is a great place to go for an out-of-the-ordinary experience.



"The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work."



Ease Yourself

Check out the beautiful views of the water. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The North Port Boat House is a great place to go for an out-of-the-ordinary experience.



"The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work."



Enrich Yourself

Enrich yourself with a variety of activities. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The North Port Boat House is a great place to go for an out-of-the-ordinary experience.



"The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work."



Enjoy Yourself

Play a family game of tag or softball at one of the City's community parks. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The North Port Boat House is a great place to go for an out-of-the-ordinary experience. The North Port Boat House is a great place to go for an out-of-the-ordinary experience.



"The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work. The City of North Port offers a wide variety of recreational activities, making it a great place to live and work."



Economic Development Toolkit

True to its brand, the City of North Port is so fresh and vibrant, that it does not have quality materials that other city's use in their marketing efforts. It is important that the City of North Port start to create professional marketing materials that reflect the brand and assist the Economic Development division.

The Economic Development Toolkit will contain:

- Pocket folder
- Custom sheets for each of the target industries (x5)
- Economic Development identity piece (who we are)
- Economic Development Thank You cards
- Business Cards
- Relevant collateral materials such as custom welcome letter, available inventory sheets, incentives sheet, school information, beach rack card, parks and recreation brochure, etc.
- Inside Business: A Look at North Port Florida DVD
- DVD or CD business card
 - 15 second video - generic business (for podcast commercial - intro)
 - 30 second video focused on target industries (x5)
 - 60 second video focused on target industries (x5)
 - 5 minute video focused on target industries (x5)

Videos will also be used for podcasts, the City's website, organization and publication websites (Chamber of Commerce, NorthPortOnline, etc.), personalized business landing pages, email marketing and television.

Currents

The City is utilizing a newsletter and will continue to reach out to the citizens with this vehicle. Although this newsletter has already been out in the public for years now, the re-branding/re-design of the newsletter is required so it complements the City's new brand.

The objectives of the City's Newsletter, Currents:

- Deliver North Port's brand promise to the local market while providing the residents with inspirational content and useful information about the City.
- Drive readers to the website to sign up for additional City electronic newsletters that can reach specific readers based on their interests. This will help increase the electronic forms of communication so the City can migrate away from expensive "spray and pray" print/mail costs and concentrate on more targeted ways of communication with desired markets.
- Drive readers to the website for more detailed plans, resources, photos, video, multimedia, etc.
- To be a resource for the entire community and assist in building relationships.

The objectives will be met by:

- Providing a venue for specific links, quick response codes or personalized websites that will direct readers to the exact location on the City's website where additional, detailed and more current information can be found.
- Working with community partners to create content for electronic newsletters.
- Being diligent in research to understand current trends and technology advances for print media.

The following are suggestions that the North Port community as well as the Economic Development and Community Outreach divisions can benefit from. These materials may require additional City resources, funds and/or cooperative efforts with other organizations:

Welcome to North Port Toolkit

Media Toolkit

Visitor Guide

City Guide

Resident Handbook

Recreation Guide and Map

Commission and Boards Brochure

Family Service Center Brochure

Family Resource Guide

Waterway Map

Shop Local Brochure

Doing Business in North Port Guide

Home-Based Business Guide

Road Map

Solid Waste Newsletter

How to effectively communicate during a commission meeting brochure

Go Green Business

Entertainment Guide

Youth Sports and Organizations Guide

School Guide

Children's Activities Guide

Trail Maps – miniature pocket guide

Plant and Animal Guides

Bird Watching Collateral Material

City Themed Activity Book for Classrooms

History of North Port Brochure

Mall Outreach (table tent / rack card)

Post Card Calendar

Calendars

Restaurant and Retail Guide

Bicycle, Roller Blading and Running Guide

Suggested new branded stationery:





Events Marketing

For City hosted or co-hosted events, the appropriate divisions must work with event organizers as soon as possible to develop sound strategies that maximize respective advertising budgets and public relations efforts that penetrate the local market and expand the scope of the overall marketing to reach larger regional markets.

Objectives for events held within North Port:

- Drive more traffic and sales to North Port businesses
- Increasing awareness of North Port's amenities and services
- Achieving regional and national media exposure for the City
- Reinforce North Port's Brand
- Encourage visits to the City's website or newsletter subscriptions
- Perform surveys
- Increase lines of communications with community partners
- Inspire residents, businesses and visitors to become North Port's brand advocates

Objectives for events held outside City limits:

- Reinforce North Port's Brand
- Drive traffic to the City's website
- Reach out to additional community partners
- Perform surveys
- Inspire residents, businesses and visitors to become North Port's brand advocates
- Inspire potential residents to move to North Port, business to relocate and visitors to experience the City's amenities

Economic Development Event Marketing Objectives:

- Encourage business relocation by improving the overall perception of North Port with the selected target business industries
- Drive more traffic and sales to North Port businesses
- Generate qualified leads
- Increase the amount of connections and community partners with whom the City shares mutually beneficial goals
- Reinforce North Port's Brand
- Perform surveys

These objectives can be accomplished through new cooperative opportunities, an enhanced media plan, strategic public relations that partner with the efforts of other organizations, website and email marketing, new collateral materials, traditional advertising and sponsorship opportunities.

Event marketing is a critical advertising and promotional tool designed to focus on face to face interaction via a live event, such as a sporting or social event, or to bring a product or service to the attention of the public. The Women’s EXPO of SWFL is a perfect example of event marketing. This promotional event puts the City and local businesses in front of residents from all over Southwest Florida and provides them with information to help in the decision process of where to live, dine, shop, etc. The City benefits from events such as this by reinforcing the brand, assisting in the improvement of face-to-face communications, surveys, newsletter subscriptions, handouts of marketing materials and making new connections with residents and businesses.

If an organization or promoter solicits the City to partner or host an event, the City staff and marketing firm will meet with event organizers to determine a more rounded sponsorship that better leverages the City’s investment in the event. A requirement and screening process needs to be developed in order to determine if the City will host/sponsor an event. Businesses within the City will be encouraged to assist with financial sponsorships to help fund City events. Sponsorship is beneficial for both parties. Local businesses that get involved in sponsoring a City event are expressing their belief in our future growth by their support. They will gain recognition as a partner with the City and profit from displaying their logo/marketing materials to community residents.

Some additional examples of event marketing tactics to achieve economic development goals would be to attend trade shows specifically aligned with the target industry list. Attend, sponsor or host local, regional or national business-to-business conferences and partnership opportunities with local/regional business organizations such as the Economic Development Corporation of Sarasota County’s E.D. Rocks event or Charlotte County Economic Development Green Futures Expo and Energy Options Conference.

An event that benefits both Community Outreach and Economic Development is scheduled for November 13, 2010 at Bee Ridge Park in Sarasota. The Prolympics is slated to be the largest professional networking event in Southwest Florida. SoCo Sports will facilitate this event on behalf of every chamber group and young professional group from Tampa to Naples. This event provides an excellent networking alternative to the standard happy hours. It integrates networking, collaboration and team building, all while having a fun time. All individuals and groups are placed on teams based on professional group association, then by location.

ROI Media has already contacted the organizer and they are interested in hosting an event like this in North Port or moving the location of the Prolympics to North Port in the future. If hosted in North Port, the City can further enhance relationships by hosting a pre-party and after-party at local restaurants, fill hotel rooms, bring in tourism dollars and participate in face-to-face discussions with thousands of entrepreneurs, employees and business owners. The City will have an opportunity for funding assistance by leveraging the event with sponsorship opportunities.

The City should look into developing larger/regional events such as an extreme sporting event with the BMX park, skate park, mountain bike trails and waterways. Having canal races in the Coco Plum Waterway and kayak races in the Myakkahatchee creek can draw the adventurous visitor to North Port and introduce them to it's unique natural environment.

An events database is critical to the execution of this strategy and the overall success of the plan. This database can start as a simple spreadsheet or calendar and grow to be the central hub with all the relevant information to successfully carry out the marketing or participation of the event. The event database will also include meetings such as North Port Area Chamber of Commerce Public Relations committee, Business and Economic Development committee and business after hours, as well as the North Port Business Club, Kiwanis, Rotary and other organization meetings and events. The benefit from this database will come when the City needs to announce a new program, educate the public or request participation and or marketing assistance. The City will be able to look out into the future and see what meetings and events are coming up and what assistance they can receive with little or no expense. The event data will integrate with all of the other components, especially public relations and media relations, and ensure maximum exposure.

The database will also serve as a lead generator as well as a content management system. If an event is missed one year, it should be added to next year's list so appropriate contact time will be allocated to look into sponsorship and/or participation of the event.

Some examples of area events are listed below. We have included additional events in the events database.

City Events:

2nd Nature Environmental Fest
Annual Firecracker 5K Run
Bunny Breakfast and "Egg-Normous"
Egg Hunt
Freedom Festival
Go Skate Day
KidFest and Film
Movie Under the Stars
Poinsettia Parade and Festival
Playful City Events
Women's EXPO of SWFL
City Government Week
Holiday Food Drive
Fire Prevention Week
Annual International Coastal Clean Up
North Port High School vs. City Basketball Game
Holiday Card Lane
Treasure Chest Toy Drive
North Port Newcomer Day

Community Events:

Annual Outdoor Art Exhibit Celebrating Diversity
Boys and Girls Club Day for Kids
Critter Classic Golf Tournament
North Port Area Chamber of Commerce Golf Tournament
North Port Art Center Shows
Festival sARTe'e
People for Trees Annual Fair
Spring Fest
United Way of South Sarasota County Walk-A-Thon
Eco Blast
Annual Harvest Fair
Tour de North Port
Relay for Life
Hob Nob
United Way Golf Tournaments
Annual Duck Derby
Empty Bowls
Achievements Learning Center Holiday Family Fair
North Port Area Chamber Stone Crab Night
North Port Chorale Holiday Concert
"Art in Public Places" program
Heron Creek Wedding Show
National Marina Day
Talk Like a Pirate Day
National Estuaries Day

Economic Development

Economic Development Corporation of Sarasota County's E.D. Rocks
Charlotte County Economic Development Green Futures Expo and Energy Options Conference
Fishermen's Village Technology Expo
Prolympics

Success Measures

In order to ensure the Events Marketing program is meeting the designated objectives, the following metrics will be used to measure the effectiveness of the event.

Cost Per Lead is generated by dividing the total program cost by the number of leads generated. Ranking the annual events/trade show calendar by cost per lead results can serve as a benchmark for making future event-selection decisions.

Cost Per Contact is generated by dividing the entire program investment by the gross number of contacts generated. This metric can be dangerous if used on its own to evaluate the value of the event. It is better to combine it with a metric that emerges later, like cost per lead. If left to stand on its own, the cost per contact metric can encourage questionable trade show marketing practices as fish bowls and contests, and mistakenly focus on contact quantity instead of quality.

Expense to Revenue Ratio is generated by dividing the total revenue associated with the event by the total expense incurred. The benefit of using this metric is that it makes the relative cost of the marketing communications tactic easy to compare with other tactics of its sort. Although the City does not “sell” at all the events, this metric should be used when the event calls for it. Such as a City booth that is selling T-shirts, hats, books, etc.

Activity-Based Metrics can be characterized as based on marketing activity, rather than sales results. These include such indicators as:

- Number of visitors to the booth, year over year.
- Booth visitors by target (industry breakdown).
- Number of qualified leads.
- Number of newsletter subscriptions.
- Lead mix by geography, or by service interest.
- Lead mix by day or hour of the show.
- Cost per qualified lead.
- Cost per contact added to the database.
- Cost per live presentation viewed.
- Cost per visitor reached (people who passed the booth).



Technology Marketing

Technology marketing can help the Community Outreach and Economic Development divisions harness the power and reach of a world-wide audience of prospective visitors and employers. Because of its speed and efficiency, it represents a very cost effective strategy to keep costs reduced, and top of the mind awareness high. The most effective technology marketing strategies are those that bring a steady stream of targeted traffic over time. These strategies will continue to produce website traffic which in return bring attention, brand awareness, reach to target audiences, encourages visitors and business relocation even years down the road.

The Technology Marketing component will be executed with the following tools which are explained on the following pages:

Social Media

Podcasts

Pay per Click and Pay per Impression Advertising

Variable Data Printing and PURL Marketing

Mobile Marketing

QR Code Marketing

Article Marketing

Blogging

E-Marketing

Opt-In Lists

Link Exchange

Success Measures

Technology Marketing requires new approaches to developing marketing strategies and predicting results, which are very different from traditional advertising. Unlike other media, every impression on the Internet is logged and reach numbers are commonly reported. The City will measure effectiveness with click-through rate (CTR), conversion rate, unique visitor numbers and website traffic data provided by the back end of the City website as well as from other sites such as Google, Facebook, publication sites, landing page sites, etc.

Social Media

The Economic Development and Community Outreach divisions must put social media to work by means of a social media strategic plan. The plan should be designed and implemented to achieve specific goals that support the overall marketing strategy. The plan must identify how each service will be managed, including the frequency of updates, who will be responsible for updates and what means will be used to report on the activities and how its effectiveness will be measured.

Social Networking Sites, such as Facebook, provide a virtual community for people interested in a particular subject, to simply “hang out” together or to increase their circle of acquaintances. There are dating sites, friendship sites, websites with a business purpose and hybrids that offer a combination of these. Globally, hundreds of millions have joined one or more social sites such as Facebook, MySpace and LinkedIn. The City can create their own online “profile” and share other information that is relevant. The City can communicate with others by making their latest news and announcements public in a blog-like format or via e-mail, instant messaging, voice or videoconferencing to selected members.

Social media platforms are adaptable to meet a variety of goals. They can assist the City by creating awareness, locating leads and prospects, generating discussion, building local business communities, creating niche communities such as students or artists and increase traffic to the City’s website.

For example, the City of Seattle has positioned itself as being involved with citizens continuously and actively. Every aspect of their websites involve interactively through RSS feeds, blogs, e-mail updates, newsletters, the Seattle Channel LIVE on cable and other social media outlets. Seattle’s Economic Development Department contributes to a blog called “Bottom Line” with a rapid-fire series of announcements, each inviting reader responses.

On May 13, 2010 they reported the results of a national study showing the Seattle-Tacoma-Bellevue economic region to be the strongest in the United States.

Why social media?

With the onslaught of new technology and ways in which audiences are being reached, social media assists by cutting through the clutter. People are more likely to believe their friend or a referral from someone they trust than they are from a stranger. It is necessary for the City to join conversations and have dialog with the audience. This gains trust and makes a great difference in buyer decisions. Social media also offers a way for residents to become engaged and have a stronger voice.

A recent survey sponsored by the International Economic Development Council (IEDC) and Development Counsellors International (DCI) asked more than 300 IEDC members about their use of social media and its role in their organizational strategies and communications efforts.

The survey results clearly indicate that social media is still a “new thing” for economic developers. While 57 percent of respondents use social media in their organization’s communications efforts, most of this use has only begun in the past year. In fact, of those using social media, only 37 percent of respondents have used social media for longer than one year.

And it is not only in the United States that social media is growing with Economic Development and Community Outreach divisions. A 2010 survey of Canadian economic development trends by technology company YLM found that 60% of Canadian economic development teams are using social media and another 18% are planning to have them in use by the end of the year.

Research firm Nielsen Company reports that social media and blogs are now the top online activities. Americans spend a third of their time online on social networking sites and blogs, communicating and networking across social networks, blogs, personal email and instant messaging.

The City of North Port can continue to develop their YouTube presence with broadcasts and participate in NorthPortOnline’s video news section. Post event listings on local/regional websites that have event calendars and launch the new event calendar for www.CityofNorthPort.com. Implementing a strategy for utilizing social media tools to promote the City and provide opportunities for residents and visitors to connect via these tools as well as blogging on relevant websites such as Facebook, Twitter, YouTube, Flickr and LinkedIn is critical to the overall success of the plan.

AdAge states that social media, which will account for \$716 million this year (2010) between social network campaigns and agency fees, will generate \$3 billion in the next five years. This does not count displays ads on social networks. When you look at all the parts of internet marketing, social network marketing is the one poised for the most explosive growth.

Facebook- this website is considered a social network site used by individuals, businesses, organizations, schools, etc. which helps members identify each other with profiles including a picture, name, birth dates, interests, etc. Facebook allows you to have conversations, share photos of events, post reminders, acknowledge awards and keep in touch with the community.

Twitter- a website where people can write and post short messages about their current activities. Twitter is a quick communication tool that allows messages to be forwarded on and on.

YouTube- a website on which subscribers can post video files to share with the public. The City can archive their videos, television shows and commercials and the public can then share the files and comment on the videos.

Flickr- is an image hosting and video hosting website, web services suite, and also an online community. In addition to being a popular website for users to archive photos of North Port events, share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.

LinkedIn- this website is a “high end” site similar to Facebook that is used primarily for business communication. Over 75 million professionals use this website to exchange information, ideas and opportunities. The City can continually grow its network of business contacts and communicate with thousands at once. The City can also find the people and the knowledge it needs to achieve its goals and control its professional identify online.

RSS feeds- means Really Simply Syndication. This is a family of web feed formats used to publish frequently updated works, blog entries, news headlines, audio, and video—in a standardized format. An RSS document includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. When you subscribe to receive the daily news updates on your home email page, you receive the news via a RSS feed. The City of North Port is currently offering RSS feeds for “Your News Now” and “Event Calendar” sections.

Social Bookmarking Sites: This technique can be used to attract visitors to the City’s website through marketing the website in popular social networking websites (such as Digg, Delicious, MySpace, YouTube, etc.), and thereby attracting visitors to the City’s website. Social bookmarking is a method to organize, store, manage and search for bookmarks of resources online. Descriptions may be added to these bookmarks in the form of metadata so users can understand the content without having to download it themselves. Many social bookmarking services provide web feeds for their list of bookmarks. This allows subscribers to become aware of new bookmarks as they are saved, shared, and tagged by other users. The City can use social bookmarking as an easy way to provide lists of informative links to citizens.

Pay per Click and Pay per Impression Advertising

We have identified pay per click as a tactic that will enable both the Community Outreach and Economic Development divisions to rise to the top of search engine results by advertising with keywords that best describe what they are marketing: North Port's top-notch business and quality of life characteristics. It's a dynamic marketplace – and by properly implementing the brand messages, should result in quite a bit of interest and inquiries about the community.

Pay per click is also a very cost effective form of advertising when the ad is designed correctly. Charges are only incurred when an internet visitor completes a desired response such as submitting a "Request for More Information" and providing you with valuable lead referral data for follow up. There are no hidden or up-front costs with most of these programs.

The following examples illustrate how, where and when we recommend incorporating this tactic, such as on a social media website.

Increase the leads and connections for Economic Development by purchasing ads to the target industries, such as healthcare, on LinkedIn using targeting options such as company size, job function, industry, seniority, gender, age and geography. These ads are extremely flexible and can be scheduled to display at a certain time in conjunction with other ads such as print, radio, television, post card, etc. This will improve the overall reach and frequency of the campaign.

To assist in communications and increase the readership of the City's newsletters, targeted banner ads can be purchased that target a specific demographic of North Port residents on Facebook using location, age, sex, education, workplace and select key words. The ads can be placed in conjunction with the mail/delivery of the City's newsletter; Currents, display ads and other organization newsletters. This will increase the frequency of the advertisements viewed by the target audience.

The ads need to be determined if they should be pay per click or pay per impression based on "branding" or "action."

According to AdAge, during the recession of 2001, online paid advertising increased more than 175 percent and another 210 percent the following year. Paid search has continued to grow and is still very active today. The reasons for this are:

Measurable results - Unlike traditional media, paid search marketing can be closely and easily tracked. A click on a paid search ad is a digital event that can be recorded, analyzed and compared to benchmarks and goals. The City can see at a glance what the return has been on their investment and what factors are affecting these figures.

New competitive opportunities - Paid search will allow the City to buy their way onto the first search engine results page for selected keywords. Research found increases in site traffic per keyword of more than 500 percent after two months and an increased conversion rate of more than 190 percent.

New creative opportunities - Since the arrival of Universal Search from Google in 2007 consumers are seeing different looking search engine results pages (SERPs). The SERPs include images, videos, press stories and maps. Google and others now accept a new generation of Pay Per Click ads consisting of more than text, and incorporating a variety of media such as video.

Delivering a targeted audience - New advertising opportunities offer the City a chance to define and deliver their messages to those they want to reach. Geo-targeting - such as the City advertising on SERPs related only to Southwest Florida travel - makes it possible to purchase ads based on location. Contextual ads on sites of known interest to the target markets provide a more targeted and effective approach.

Tailoring the message to behavior - The latest generation of online ads can match ad placement and content to an individual's online search behavior.

More media flexibility - With most traditional media, once an ad is printed, aired or otherwise published, there's little to be done. With paid search, keywords, creative and copy can all be adjusted quickly before and during the campaign.

Quick results - There are few online marketing tactics that offer quicker results than Pay Per Click ads. In the case of text ads, the turnaround from creative to placement is a matter of minutes rather than days or weeks. With good analytics installed, the feedback can be analyzed and the ad creative modified again and again if necessary.

Podcasts

A podcast is a series of audio or video files that are released episodically and often downloaded through web syndication. The mode of delivery differentiates podcasting from other means of accessing media files over the Internet, such as direct download, or streamed webcasting. A list of all the audio or video files currently associated with a given series is maintained centrally on the distributor's server as a web feed, and the listener or viewer employs special client application software known as a podcatcher that can access this web feed, check it for updates, and download any new files in the series. This process can be automated so that new files are downloaded automatically. Files are stored locally on the user's computer or other device ready for offline use, giving simple and convenient access to episodic content.

The City of North Port can utilize Podcasts in a number of ways such as, showing off its unique natural environment, displaying available inventory to perspective businesses in an exciting way, offering Podcasts of the Lunch and Learn Seminars for businesses that are unable to attend the live presentations and making Commission and special meetings available to view at any time. Customized podcasts can be created for each of the target audiences so they are available in the Community Outreach and Economic Development divisions toolkits, ready to be used at a moments notice.

Many municipalities are using podcasts to assist in their community outreach and economic development efforts. For example, the Denver Colorado Office of Economic Development uses podcasts in a blog-like form that archives the podcasts so the visitor can quickly find current information by recent posts, monthly archives or search for specific information. These podcasts are available for immediate play or to download to play at a later time.

According to AdAge, online video ads, which will be about \$870 million this year (2010), will grow to over \$3 billion in 2014.

Placing ads on podcasts others produce is an excellent way of reaching the City's target audiences. The City can also offset costs by placing ads on the podcasts they produce or create an ad exchange program with whom they share mutually beneficial goals.

According to a new report from Edison Research and the Association for Downloadable Media (ADM), Podcast fans are a fantastic audience for advertisers to reach. Podcast fans are well off financially, they pay attention to ads in podcasts, they're hard to reach with traditional advertising and they are 6 times as likely to "enjoy" the ads in podcasts as consumers of traditional media.

Highlights of the Podcast Consumer Attitudes study include:

- Podcast fans are significantly more affluent than the general population.
- Podcast fans are rapidly turning away from traditional media and "interruption" from traditional advertising.
- 37% of video podcast users and 31% of audio podcast users say they "enjoy" advertising in podcasts. By comparison, only 6% say same of TV and radio.
- Over 70% of active podcast listeners are receptive to sponsorship messages in podcasts.
- One in five active podcast consumers are actively interested in host-read sponsorship messages. Survey respondents believe that podcast hosts or creators are actual users of the goods and services of their sponsors.
- Nearly 4 out of 5 of the survey interviewees listen to podcasts every week, but are not as reachable by other "regular" mass media.
- Podcast fans say it is not just important to be able to "time-shift" their podcast and other media consumption; nearly equally important is the ability to get unique shows [not available outside of podcast medium].
- 90% of those surveyed prefer advertising supported shows vs. ad-free paid subscriptions.
- Three quarters of the respondents use iTunes to find and subscribe and 66% have been listening and watching podcasts for 2 years or more.

Variable Data Printing and PURL Marketing

98 percent of people go to their mailbox daily. While they're there, the City has the ability to greet each homeowner or business personally.

Using Variable Data Printing (VDP), the City can organize information about the target audiences and print individualized information digitally along with custom messages and images that are pertinent to that potential audience.

VDP technology links databases, electronic print files (including text, graphics and photographs) and digital printers. Information in the database determines exactly which text and images will be pulled. Because each unique combination is transferred to paper digitally, rather than on standard presses, marketing materials can be printed quickly and with minimal cost over static pieces.

For a letter related to business attraction, for example, VDP software can pull the business name, contact name, position with company, the address, the industry, custom message and an image that relates to that specific target or demographic. Those items are then digitally printed on the letter along with standard text and images that go to all recipients. Whether the job is 10 or 10,000,000, the information and images can be different with each mail piece.

In studies by InfoTrend/CAP Ventures, VDP users reported 36 percent increases in response rates, 24.5 percent in average orders, 47.6 percent in repeat orders, 31.6 percent in overall profit, and 33.9 percent in response time.

The difference is in personalized and relevant content. The average U.S. consumer is exposed to 5,980 marketing messages every day. They notice 52 of the messages and read or actually pay attention to only four.

By enticing recipients with content and images that relate directly to them and proposing solutions that are relevant to their unique situations, the City will have a better chance of being among the four memorable messages.

A popular technique that works extremely well with Variable Data Printing is the use of PURLs, or personalized urls (web addresses) that take recipients to a custom website designed especially for them. Variable Data Printing allows the PURL to

be printed on the marketing piece along with other data variables by inserting the recipient's name as part of a longer web address. For example, a direct mail piece for Jane Doe Health Care Inc., an economic development target market, might send her to www.CityofNorthPort.com/janedoehealthcare. Studies show that most people would prefer to follow up on a direct mail piece over the Internet than by calling a phone number. By incorporating PURLS and variable data printing, the City should receive a higher response rate.

When the prospective business gets to the website, they will find information tailored for their unique demographic. Whether they choose to request more information, fill out a questionnaire, view additional information on the site or leave it immediately, an online tracking and reporting system will measure the activity and alert the administrator to follow up.

Using this type of interactive technology comes naturally to Gen Yers, the youngest of voters and business owners; it is also easy for Gen Xers and has been acquired by Baby Boomers. Recent studies have found that even older generations are embracing the Internet more frequently. According to the latest report from the Pew Internet and American Life Project, 38 percent of U.S. adults age 65 and older are online as of December 2009, compared to 74 percent of the general population and 70 percent of adults in the next oldest age group (50-64 years old). In addition, only 26 percent of adults in the 65-and-older age group have broadband access at home, compared to 60 percent of all adults and 56 percent of adults 50-64 years old.

The most recent Pew Internet Project data shows that only 16 percent of U.S. adults 65 and older use wireless technology (laptop computers or handheld devices) to go online, compared to 55 percent of all U.S. adults.

According to the U.S. Census Bureau, by 2030 the number of people who are 65 and older will be growing faster than the total population in every state - and 26 states will have doubled their senior population.

Given the dramatically higher number of people just shy of 65 who are already going online and using broadband technology at home, the percentage of seniors 65 and older is sure to start soaring and breaking records very soon.

Mobile Marketing

Marketing to consumer's cell phones has long been viewed as something out of reach by most businesses and organizations. Recently however, new mobile technologies have gone mainstream, making the goal of a constant connection with their desired audience firmly within reach.

The City should harness the power of mobile marketing because;

- There are four times the number of cell phones in the world versus personal computers and 20% of all U.S. households are now "mobile-only."
- Gen Yers (18-29) say their phone is the most important device they own.
- Over 130 billion texts are sent each month, up from practically nothing in 2000.
- According to multiple analysts, mobile marketing and advertising will explode from just a couple hundred million dollars in revenues in 2008 to \$3 – 5 billion by 2012.
- Because text messages are limited in length, most people look at every text message they receive and they read it within 15 minutes.
- The average American is sending/receiving almost twice as many texts than phone calls.
- 83% of people surveyed for the leader in the U.S. mobile marketing HipCricket's second annual Mobile Marketing Survey indicated that consumers are *unhappy about the lack of mobile advertising* by their favorite brands.
- Currently 50 percent of campaigns are directing users to a mobile site and 35-40 percent to a custom mobile application promoting their products and services via Apple, RIM, Android and other application storefronts.

The Community Outreach and Economic Development divisions can benefit by using mobile marketing to communicate in new ways such as:

- Emergency Alerts/Notifications such as Amber Alerts, boil water restrictions, road work and detours, etc.
- Internal Communication
- Send event and meeting reminders
- “Thank You” notes
- Informing the media/residents/businesses of commission, town hall and special meeting agendas
- Reminder of utility bills and property/business taxes and licenses
- Informing the residents/businesses with informative content, from changes in garbage collection schedules to quick news updates
- Business events
- Leading the way for local businesses in technology

The very nature of mobile marketing makes it effective. Residents, visitors or business need to opt-in to receive marketing messages; they trust the City as a messaging source and this makes them highly qualified prospects and more likely to respond to the message. Because the City's mobile marketing message is permission based, end users are far more likely to read the message and therefore respond.

Mobile marketing can open up new markets for the City in innovative and interactive ways. Because mobile messaging crosses all demographic, location and handset limitations, the potential for reaching new markets is greatly increased. In emerging economies such as South Africa, mobile phone ownership is nearly 100% of the population, far more than those who have access to television or Internet access. An enormous number of people, including tradesmen and taxi drivers, rely on mobile phones to run their small businesses, according to a report by the UN's Conference on Trade and Development (UNCTAD). The mobile phone explosion has transformed everyday people into micro-entrepreneurs.

The City can build their mobile database by;

- Creating a mobile sign-up form on the City's website along with the other electronic newsletter sign-up forms.
- Advertise the City's Short Message Service (SMS) in print, radio, television and internet mediums.
- Advertising on scoreboards or announcements at sporting events, such as Stone Crabs/ Rays, little league, soccer, football, etc. and encourage them to text in for newsletters/ surveys.
- Use all forms of printed materials, from water utility bills to posters and billboards. The City must let the public know that they have gone mobile. Ask them to text in for inclusion in a prize drawing or to support a particular campaign.
- Use events to ask residents, visitors and businesses to sign up for the City's mobile services. Hold a special drawing at the end of the event for all new mobile subscriptions signed up the day of the event.
- Offer a VIP service with exclusive news.
- Offer boil water restrictions and other alerts that residents find extremely useful.

City Apps

North Port can benefit from the explosion of applications being created for smart phones. The City can create a parks app that allows the user to view photos, text and/or video of each park and searchable by icon or phrase.

The Economic Development division can utilize an app that runs like a virtual meeting room or contact directory that integrates with social media that will connect the user with a push of a button.

Geo-fencing

A geo-fence is a virtual field around any location that is used to trigger a mobile marketing message to a user when they enter or exit the area.

The City can take advantage of this capability in a variety of ways, such as sending personalized messages to residents or tourists while leaving an event, sending information about a City park when they arrive or sending tips and tricks to users of the skateboard or bike park.

Mobile marketing does not create brand awareness as well as traditional media. Adding mobile marketing to City's marketing mix in print, TV, radio, direct mail, email and other channels will help enhance the frequency and reach of the campaign while tracking the effectiveness of those channels.

Because delivery of SMS text messages can be tracked, campaigns can be monitored in real-time. With two-way messaging capability, the City can judge consumer response immediately and change the strategy if needed. Campaign costs can also be recouped through premium-rated SMS campaigns such as 'text to win' contests or mobile voting campaigns.

Mobile Site

A mobile website can be used parallel with the regular version of the City's website and presented to mobile users only. Or it can be used in a traditional way, such as presented to both desktop computers and mobile devices users.

Augmented Reality

What might seem like the ultimate technology fad or something right out of a sci-fi movie, augmented reality is set to gain momentum in 2011.

The basic idea of augmented reality is to superimpose graphics, audio and other sensory enhancements over a real-world environment in real time.

Using a phone's GPS and compass, the software displays information such as local restaurants, including ratings and reviews, on the cell phone screen. You can touch one of the listings to find out more about a particular restaurant. Some apps even let you point it at a building and see what companies are in it and if they are hiring.

QR Code Marketing

Mobile marketing is the newest trend to reach customers through printed media. Quick Response or QR codes will allow the City to communicate with and engage their target audience in an interactive manner through mobile devices, namely smart phones. By adding a QR code to a printed piece, smart phone users can use their built in camera to scan the code and instantly be sent to a website, custom PURL site, download an electronic business card (V-Card), view a podcast and many other functions.

A "QR" or Quick Response Code is a matrix barcode (or two-dimensional code) readable by QR scanners, mobile phones with a camera and smart phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, images, video/audio, URL information or other data.

There are more than 45 million smart phone users in the U.S. today. That's about 20% of the mobile phone user population. By the end of 2011, that number is expected to grow to 50% of mobile phone users. For many of those users, the smart phone will be their primary interface with the Internet.

The City can transfer the QR codes to printed marketing materials such as stationery/ brochures, ads, hats, mugs, T-Shirts, temporary tattoos and can even be used to gather information on-site in real time during events. Because the code provides additional information to the audience, there are unlimited potential uses for it.

The Economic Development division can truly have a virtual business card which can assist in the overall first impression of the City when used at recruitment visits, trade shows and conferences. These codes can also be used in the Economic Development divisions' recruitment packages and displayed on the collateral sheets for each target industry which will provoke an immediate response from the recipient. Imagine the recipient opening their custom tailored package and using the code to take them to a custom video that explains why North Port is the perfect place for their business relocation. It can also enhance the recipients sense of security and add a "top-secret" or "for your eyes only" theme to the message. If used on a promotion piece for the Lunch & Learn program, the reader can be taken to a podcast of the associated presentation, such as a marketing, finance or networking class. It can also be used to provide additional and up-to-date

information on the revolving loan guarantee fund or to register for the Entrepreneurial Academy, town hall meetings, presentations and other events.

North Port's newsletter, Currents, can also benefit from QR codes. There can be a side bar on one of the pages with multiple codes that direct the user to a specific story that is on the City's website. It can also be used as an interactive graphic with a story that can take the reader to see the entire "plan," or provide additional in-depth information that can't be printed due to space limitations.

The City of North Port can also utilize this strategy to assist with tourism. An example on how QR codes have been used for geo-based reviews and tours is when CitySearch and Antenna Audio started a pilot program in Spring 2008. Reviews and audio snippets were embedded into codes on many San Francisco historical landmarks and restaurants which provided tourists with self-guided tours of the Bay.

This is one of the best ways to integrate print material with links to specific information on the Internet including text, video and audio.

For instance, a QR code displayed in the section of the City's general contact information on the Guide to North Port Services brochure could drive the reader to the home page of the City's website or download a V-Card. If a QR code was displayed next to each of the divisions/departments it could take the reader directly to that particular (specific) page of the website or provide the appropriate V-Card for that division/department, such as commissioners, police, fire, public works, etc. The main purpose of QR codes is to rapidly deliver the most relevant content to the consumer when and how they want it. The more relevant the content, the higher the response rate.

Combining personalized websites, (PURL's) with QR codes is the ultimate in personalized direct mail marketing. Advancements in software and digital print technology allow personalized QR codes to be printed on each piece that will send each customer directly to the PURL you've set up for them. This gives them the option to scan the code with their smart phone or go online via computer to see their personal landing page.

Adding QR codes to the City's printed materials is an inexpensive way to point viewers to an appropriate web page or file, and more importantly, it will help the printed material have a greater impact on the reader. QR codes are both cost effective and efficient, typically ranging from ½" to 2" square.

Print is still the most effective way to spread a message and it is the driving force behind this kind of mobile marketing. The City must integrate their printed material to take full advantage of the power that this strategy provides. The timing is perfect for this due to the new brand execution. New marketing materials are needed and there will be no additional costs if the City creates and manages their own codes.

E-Marketing

The City's website will be marketed to drive local residents and visitors to the site to gather information on the City of North Port via all advertising materials, email marketing and social media sites such as Facebook and Twitter to create a buzz and participation in events, while generating traffic to the website. The digital newsletters for Community Outreach and Economic Development will also provide useful news feeds for citizens and businesses while assisting in the positive execution of the brand.

Opt in email, or permission marketing, is a method of advertising via email whereby the recipient of the email has consented to receive it. This message is more personal and relevant to the consumer than untargeted advertising because the consumer signed up to receive the message. Increasing the readership to the City's E-Notifications and Economic Development Newsletters is vital to improving the City's communication strategy.

Link Exchange

Exchange links with relevant websites such as Enterprise Florida, Visit Florida, North Port Area Chamber of Commerce, North Port Performing Arts Association and others.

Trading links can increase your number of visitors by the thousands. There are three main reasons to have a lot of links on the Internet pointing to the City's site.

1. People will see the link to the City's site and click on it while browsing through your link partner's websites.
2. Search engines will rank the City's site higher if you have high link popularity.
3. Many search engines use "Spiders" to crawl the internet and index new and updated web content. Spiders are a part of software that searches websites for key words. They automatically retrieve Web pages for use by search engines. The "Spiders" will move easily and more often crawl your website if a link to it is placed all over the Internet. The City's site will be listed quicker and it will be revisited more often.

Article Marketing

Article Marketing is a type of advertising in which articles that are related to their respective industry are written. These articles are made available for distribution via online article directories. Most directories receive a high volume of traffic and are considered authority sites by search engines, which can result in receiving substantial free traffic to the City's website.

Keep Wikipedia, Answers.com and other "encyclopedia" sites up to date. Writing articles and posting them on other websites and directories is a long term investment. The article will be archived and will always be available when someone searches for it. Posting articles improves search engine ranking, as long as the article carries a link back to the City's website.

A blog is simply an online journal that is frequently updated like an online diary but generally for public view. A blog usually reflects the personality of the author or the website it represents. It is usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. The City can use blogs that will act as an online diary of what is going on in the community and keep the residents, businesses and neighbor markets informed about City news.



Public Relations

Public relations have been performed for decades by the City staff in the Community Outreach and Economic Development divisions. However, as with other strategies and activities we assessed to prepare this plan, they were performed informally without following a structured strategy shaped by standardized evaluation and measurement. Now that the City has identified target audiences, its brand and its desired messages, public relations may be one of the most strategic and effective tools in the arsenal of resources provided by this plan. In today's economy, collaboration is king. If the City effectively seeks and develops partnerships and collaborative ventures, it should result in sustainable success and growth.

Public Relations is about telling stories. It's about bringing a place to life through stories. The goal is to make North Port "real" by discovering and sharing its stories. We will take a proactive, dynamic, and emergent approach beginning with the City's communicating vehicles - Currents and ED-BUZZ!. It is important that the Community Outreach and Economic Development divisions continuously reinforce the City's brand by spreading North Port's story by word-of-mouth.

Public relations is also about "living the story." North Port's brand promise calls for a unique natural environment where residents can make a difference and achieve anything. The City staff should honor this promise with all their day-to-day activities. A perfect example of "living the story" is City Government Week, Newcomer Day and the City's Customer Bill of Rights.

The City needs to encourage existing businesses throughout North Port to share their stories, successes, and news announcements as a way for the City to generate stories of the community. Serving as a media relations arm for the area's businesses will help position and promote North Port as a business leader.

An editorial calendar marking targeted opportunities for North Port is critical for the public relations component of the plan.

Both public relations and publicity are communication strategies and both serve as valuable tools. Public relations and publicity are also key ingredients of public engagement. The City of North Port's Strategic Marketing Plan will incorporate all three of these functions to help the community build its brand from the inside out and effectively carry that brand to the target markets and audiences previously identified in the Strategic Marketing Plan.

Preparation of guidelines and providing direction to the City staff for the development of a speaker's bureau for the brand roll out is critical. In addition to developing training tools for select City representatives (Commissioners, Community Outreach Manager and Economic Development officials), the guidelines will provide suitable criteria to identify and select key community members for training and inclusion in the speakers bureau. As indicated by the marketing communications strategy, a PowerPoint presentation and collateral material will be developed in order to keep the messages and delivery consistent throughout.

Additional strategies include:

- Design a dynamic public relations program built around a central communications vehicle such as Currents and ED-BUZZ!
- Engage City employees to tell the stories of North Port.
- Create a community news release template for organizations to use in their newsletters and other communication vehicles.
- Coordinate all public relations efforts with overall marketing initiatives, especially the branding statement, key messages and identified marketing niches.
- Create online forms for residents and businesses to use to submit stories.

The following strategies will require additional City resources, funds and/or cooperative efforts with other organizations:

- “Wish you were here” postcards
- Engaging more public involvement with City Government Week
- School essay contests
- Speaking opportunities with community organizations
- Host a six word novel program
- Ambassador program
- Virtual tours of the City
- Virtual town hall meetings
- Virtual tool to chat during community meetings
- Environmental tours
- Video and photo contests
- Business blurbs – offering a way to share business information
- Hosting and participating in Tweet-ups
- Play Day events
- Scavenger hunts – geocaching
- Pet events at Family Paw Park with contests
- Quarterly hob nobs

- Q & A with Commissioners
- Podcasts
- Public Service Announcement (P.S.A.)
- Mobile Gaming (such as Gowalla and FourSquare)
- Post QR codes and banners on park fences to advertise park activities
- Puppy treasure hunt
- Gardening contests
- Food contests such as a chili cook off
- Potluck at the park
- Lesson plan – classroom course about the City for students
- Bird snapping contests
- Write a song or poem contest
- Extreme Game Competition
- Make a Guinness Book of World Records contest
- Chess at the park
- Sunshine games for seniors
- Carolers in North Port
- Flash mobs
- City sponsored Battle of the Bands
- Photo boards - Babies, veterans, anniversary, pets, etc.
- Incorporate interior decoration of North Port images inside local businesses and buildings
- North Port Time Machine (QR Code scavenger hunt)
- Parks and Recreation activities and games
- Parks and Recreation application for mobile phone

Success Measures

When it comes to Economic Development and Community Outreach, public relations is the name of the game. Measurements need to be based against a contact database tracking system that may be integrated with the media relations database. Other ways to measure results include number of valuable contacts created and level of participation of the public relations activity.



Media Relations

Based on the City's specified target audiences, it will be useful to identify and develop a media database (print/online and broadcast channels) that serves those markets. Based on the identified targets and key messages, a bank of "news pitch" ideas should be developed – that is, topics for feature stories and guidelines for generating news interest – to keep a centralized focus on North Port.

Working with City staff, target markets will be matched with specialty media sources (for example Bike, Expansion Management, Motorhome magazine, Convention South and others) to provide additional mass media outreach to target audiences with specific community features and news angles. Additionally, we will help to develop a talent pool of freelance correspondents with targeted periodicals to improve publishing outcomes.

With a robust social networking platform and a communication plan that includes bulletins, quarterly newsletters and regular broadcasts, the City of North Port serves as a primary news source by, for and about itself.

The City's newsletters; Currents, Distinction, ED-BUZZ! and Your News Now pieces will serve as an anchor, the umbrella for subsequent initiatives with an emphasis on media relations.

An effective media relations campaign incorporates both functional and emotional messages, generates third-party endorsements, facilitates communication, and increases visibility. Media relations play an important role in branding and offer North Port an opportunity to build a bridge with its current and prospective stakeholders.

Custom story ideas need to be developed that the City can pitch proactively and selectively to the targeted media outlets on the media lists. These story ideas will be based on several things:

- 1.) The public relations objective
- 2.) The strongest stories/news
- 3.) The media interest/category
- 4.) The editorial calendars/opportunities

Although additional resources will be needed, we recommend:

- Building upon the online media room on North Port’s website to provide journalists access to 24-hour, downloadable information. This section of the website will feature press kit materials, branding guidelines, digital files of the logo, contact information, additional photos, how to request a media tour and recent articles.
- Building personal relationships with key media through specialized events such as media tours.
- Developing and coordinating public relations, advertising and internet programs that support the specific theme to key opportunity feeder markets.
- Continuing to reach key industry groups through speaking opportunities.
- Leveraging media buys to include promotional, on-air mentions.
- Establish and maintain on-going, positive relationships with regional and national economic development, business, and lifestyle media.
- Proactively seek and secure ongoing coverage from regional and national economic development, business, executive, and niche media.
- Create a press release template.

A successful media relations program must be:

- Proactive. Increases the likelihood coverage and offers more control over the message/content.
- Strategic. Incorporate strategic positioning, and consider both the rational and emotional side of a story.
- Targeted. Identify key media, look for relevant editorial opportunities, learn deadlines, etc.
- Clear. Quality, concise writing. Stay on point.
- Newsworthy. Quality is better than quantity. Build credibility by communicating information only when and if it is worthwhile.
- Responsive. Meet the needs and deadlines of the media.
- Honest. Be authentic.

Online Influencers

It is important for the City to monitor bloggers and other website influencers. Because of the gaining emphasis of social media and technology marketing, more and more people are getting their information from outside the traditional media vehicles. These active bloggers are truly influencers, and people are making buying decisions based on their experience. Finding bloggers who are writing about the City's target audiences will become a great asset in the execution of this plan. The City can search for a blogger or theme using Google Blog Search at <http://blogsearch.google.com> or by researching blogging communities. Google Blog Search filters out results that aren't blogs so the City can zero in on what its looking for faster.

When performing outreach to bloggers it is important to remember:

1. Avoid an automated approach. Each conversation needs to be tailored to their particular sphere of interests. It's quality, not quantity;
2. Help the blogger to understand the City's goals;
3. Don't expect the blogger to work for free;
4. Explain what the City wants to achieve, and what the City can do for bloggers;
5. Meet up offline.

Media Tours and Speaking Opportunities:

Group Media Tours - The purpose of media tours will be to allow the media to experience businesses that can achieve anything and to educate them about the community, what it has to offer and special interests. Each tour should be based around a particular theme.

Individual Media Tours - The City needs to serve as a point of contact for writers wanting to visit and write about North Port, particularly in terms of economic development. Providing up-front information, facilitating media tours, and following up with editors/reporters after their visits is critical to the success of the media tours. Facilitating media tours entails developing an itinerary, arranging interviews, setting up tours, coordinating logistics, and providing background materials and images, etc.

Speaking Opportunities - Exploration of speaking opportunities for North Port's economic development, government, and business leaders, as well as for brand ambassadors is an extremely important part of this component. The City must begin by pursuing regional opportunities that help get the word out about North Port's brand position.

For example, research and leverage opportunities must be identified to address groups such as Chambers of Commerce, Rotaries, professional organizations, etc.

Over time, the City must ramp up their efforts hoping to secure presentations outside of Southwest Florida at conferences, media events, workshops, keynotes, professional meetings, etc.

Success Measures

There is no better validation than third party endorsement. Every time the City talks to a prospective media vendor – whether it is for paid or earned media, the goal should be to develop a rapport/relationship that is sustainable and will establish ongoing return on investment over time. These contacts should be tracked and documented for accountability sake. If budget allows, a media clipping service will help determine hits/wins in real time, over time.

Media Lists

We have started to create a custom media list for North Port that includes:

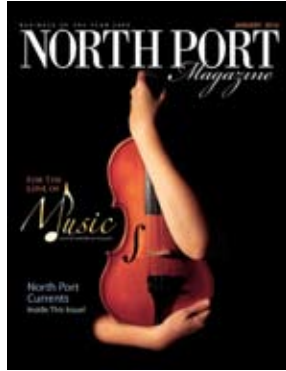
- Target business industry publications
- Regional and national business media
- Economic development media
- Lifestyle and Tourism Media List
- Local/Regional publications
- Local/Regional television
- Local/Regional radio

We have further identified additional information such as a detailed list, including a description of the publication, niche, circulation, area and the name of the targeted editor/reporter. As relationships and new media are created, the contacts in the database may need to be added, redefined or modified. Constant upkeep of these records is vital to the success of the media relations component of this plan.

The City or marketing company will write and distribute press releases to appropriate media outlets. Press releases will center on news relevant to economic development and reinforcing North Port's brand. Topics might include job creation, new business, training and seminars, park updates, awards, community programs, events, educating the public on City services, etc. Press releases need to be distributed to either the entire media list or to specific media based on the content.



Publications



Title: North Port Magazine

Niche: North Port News

Web: www.northportonline.com

Circulation: 7,500

Area: North Port, FL

Profile: North Port Magazine is the elite glossy magazine that connects the people, businesses and places of North Port. The glossy pages of North Port Magazine reflect a modern, sophisticated and worldly look, while promoting the area and the businesses that serve it. North Port Magazine is a dynamic and unique blend of local news, art, culture, lifestyle and entertainment which delivers an unsurpassed level of quality in local periodicals. With a layout that is attractive, captivating and appealing, this edgy and clean publication pulls together and showcases the best North Port has to offer.

Editorial Contact: Danette Bartolotta

Phone# (941) 257-4352

Email address: editorial@roimedia.us



Title: Biz941 Magazine

Niche: Business

Web: www.biz941.com

Circulation: 9,000

Area: Sarasota/Manatee FL

Profile: Reach Sarasota's influential power brokers in this dynamic monthly magazine. Available on newsstands and direct-mailed to executives, owners and business decision makers.

Editorial Contact: Jamie Aymerich, Vice President of Sales and Associate Publisher

Phone# (941) 487-1109

Email address: jameia@sarasotamagazine.com



Title: SRQ Magazine: SRQ: Sarasota's Premier Magazine

Niche: Issues, people and personalities, authoritative food and restaurant news, local shopping and trends.

Web: www.srqmagazine.com

Circulation: 70k +

Area: Regional

Profile: SRQ Magazine is the area's only monthly magazine. Twelve times a year — SRQ is known for its intimate relationship with vibrant, savvy readers in the heart of Sarasota. Puts readers "in the know"...full of informative content and gorgeous photos. Celebrates multi-generational, cosmopolitan and well-informed lifestyles of the baby boomers, young professions, families, active retirees and affluent consumers.

Editorial Contact: Tara Lang, Account Executive

Phone# 941-365-7702 x219

Email address: news@srqmediagroup.com



Title: Scene Magazine

Niche: Social

Web: www.scenesarasota.com

Circulation:

Area: Florida

Profile: SCENE is a community guide to cultural, civic, charitable and social events in Sarasota, Manatee and Charlotte Counties. Every month, SCENE highlights different aspects of living, working and playing in Florida's Southwest coast through informative articles, vivid images and engaging commentary. SCENE is the community guide to the many cultural, charitable and social events that make this community so great.

Editorial Contact: Julie Milton, Executive Editor

Phone# 941-365-1119 x 310

Email address: julie@scenesarasota.com



Title: Sarasota Magazine

Niche: Local

Web: www.sarasotamagazine.com

Circulation: 21,000

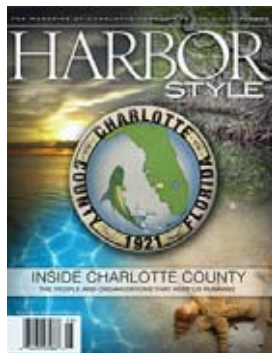
Area: Regional

Profile: Sarasota Magazine has shared an intimate bond with readers, advertisers, organizations and the community at large. With extremely high editorial, advertising and circulation standards, Sarasota Magazine has received more than 100 awards for publishing, writing and design excellence, and is the only publication in Sarasota to qualify for membership in the prestigious City and Regional Magazine Association.

Editorial Contact: Jamie Aymerich

Phone# (941) 487-1109

Email address: jamiea@sarasotamagazine.com



Title: Harbor Style Magazine

Niche: Lifestyle

Web: www.harborstyle.com

Circulation: 12,000

Area: Regional

Profile: Our sole purpose is to attract the most engaged and involved audience in the region so we may better motivate them for our advertisers' benefit. Through compelling content and art, we inspire, entertain, captivate and motivate readers who appreciate the quality and variety of life around Charlotte Harbor.

Editorial Contact: Jimmy Dean, Publisher

Phone# (941) 206-1285

Email address: jimmy@harborstyle.com



Title: Florida Medical Business
Niche: Business; Medicine; Health and Medicine
Web: www.medicalbusiness.com
Circulation: 44,000
Area: Regional
Profile: Written for Florida medical professionals. Surveys the non-clinical and business issues of concern to the medical professional. Reports on developments in the areas allied to health care including the financial, economic and commercial aspects of the industry and presents national issues that affect the medical profession in Florida. Other areas covered are technology, management, marketing, insurance, legislation and new opportunities.
Editorial Contact: Oren Portalatin, Advertising Executive
Phone# 305-893-8771 x132
Email address: aportalatin@csmipi.com



Title: South Florida Hospital News and Healthcare Report
Niche: Physical Therapy and Rehabilitation; Nursing/Nurses; Healthcare; Home Healthcare; Hospitals; Managed Care
Web: www.southfloridahospitalnews.com
Circulation: 30,000
Area: Regional
Profile: Provides news and information on the trends, issues and people for executives and professionals in south Florida's healthcare business. Covers home healthcare, legal issues, rehabilitation, geriatrics, managed care, nursing, staffing, outpatient services, and educational opportunities.
Editorial Contact: Charles Felix, Publisher
Phone# 561-368-6950
Email address: Chihospitalbus@aol.com



Title: AAA Magazine – Going Places

Niche: Automobile drivers across the nation

Web: www.AAagoingplaces.com

Circulation: 2,501,200 (Florida only, 1,973,276)

Area: Florida, Georgia and Western Tennessee

Profile: GOING PLACES “South” edition is issued bi-monthly and gives timely information on travel, featuring domestic and international destinations, weekend driving tours, automobile reports, humorous travel stories, and articles on where to stay, dine, shop, and sights to see.

Editorial Contact: Michael Eismann

Phone: 813-289-5931

Email: meisman@aaasouth.com



Title: Florida Restaurant and Lodging

Niche: Foodservice and Catering; Restaurant Reviews

Web: www.restaurantandlodging.com

Circulation: 51,000

Area: Regional

Profile: Targets the food service industry in Florida. Covers new products and legislation which pertains to the industry. Includes reports on trends, cuisine and key people in the industry.

Editorial Contact: Leslie Baker, Advertising Mgr.

Phone#: 850-545-5023

Email address: Leslie@restaurantlodging.com



Title: Prevue

Niche: Hotels/Motels; Meetings and Conventions; Hospitality; Business Travel; Resorts

Web: www.prevueonline.net

Circulation: 45,000

Area: Regional

Profile: Established in January 2009 and written for meeting and incentive planners and offers the best destinations, hotels and resorts for corporate meetings and conventions. Features interviews with planners and information on how to maximize each destination experience to its fullest. Editorial content also covers planner insights, destination trends, information about hotels, resorts, DMCs, tours, tour operators, attractions and transportation choices.

Editorial Contact: Laurel Herman, Publisher/Editorial Director

Phone#: 800-447-0123 x121, 305-828-0123 x121

Email address: laurel@worthit.com



Title: Florida Design

Niche: Architecture and Design; Visual Arts; Interior Design; Entertainment

Web: www.floridadesign.com

Circulation: 166,552

Area: Regional

Profile: Edited to provide information on Florida design. Offers a practical guide to design ideas and sources that consumers, as well as professionals, can use in decorating and furnishing homes. Showcases designs unique to the sunshine state.

Editorial Contact: Dante Golio, Account Executive

Phone#: 305-764-2211

Email address: dgolio@floridadesign.com



Title: Florida Trend

Niche: Business; Technology; Small Business; Telecommunications; Tourism; Travel; Consumer General Interest; Local News; Business and Finance; Dining Guide

Web: www.floridatrend.com

Circulation: 50,467

Area: Regional

Profile: Established in 1958 for Florida's business and industry executives. Provides a look at the newest innovations in technology and telecommunications, risk management reports, real estate and economic forecasts and advice for small business owners.

Editorial Contact: Lori Jacoby, SW Florida Senior Marketing Director

Phone#: 954-916-4144

Email address: ljacoby@floridatrend.com



Title: South Florida Business Leader

Niche: Banking; Business; Law; Public Relations; Real Estate; Healthcare

Web: <http://www.businessleader.com/>

Circulation: 31,225

Area: Regional

Profile: Written for professionals living and/or investing in Miami, Fort Lauderdale, Boca Raton and the surrounding south Florida area. Coverage includes regional business and finance news, as well as the following business sectors: public relations, legal services, commercial and private banking, hospitals and healthcare organizations and real estate.

Editorial Contact: Vivian Fried, Publisher, Business Leader, South Florida

Phone# 877-219-3903

Email address: VivianF@businessleader.com



Title: Bay Area Business Magazine

Niche: business owners, professionals and emerging entrepreneurs

Web: <http://www.babm.com>

Circulation: 15,000

Area: Florida

Profile: Bay Area Business Magazine (BABM), a bifocuses on a business genre and showcases successful business owners and entrepreneurs of that industry. Local business leaders share their expertise in departments such as legal, accounting, personal finance, strategic planning, marketing, technology, leadership, sales, entrepreneurship, values and many others.

Editorial Contact: Bev Beirl, Editor-In-Chief

Phone# 727-741-2212

Email address: editor@babm.com

Sales/Marketing: 727-596-9791 -- ads@babm.com



Title: Brevard Business News

Niche: Business, Finance, Real estate, Health-Science

Web: www.brevardbusinessnews.com

Circulation: 10,000

Area: Florida

Profile: Brevard Business News is delivered to professional men and women in our community. The industry recipients include Chamber of Commerce members, medical personnel, banking and finance people, businesses in the leisure and travel industry, those in real estate and development and the financial community, as well as those in education. Just about anyone interested in business and success in and around Brevard County will be a reader of Brevard Business News. For over 18 years, Brevard Business News has been the only continuous independent publication in Brevard County, Florida.

Editorial Contact: Adrienne Roth

Phone#: 321-951-7777

Email address: adrienneroth@earthlink.net



Title: Smart Business South Florida

Niche: Business

Web: <http://www.sbnonline.com>

Circulation: 11,000

Area: Florida

Profile: Smart Business South Florida reaches virtually 100% of the targeted audience of companies with 50 or more employees. Saturation increases as company size increases because multiple decision-makers are reached in larger organizations.

Editorial Contact: Scott Garrison, Account Executive

Phone#: 866-998-9201

Email address: sgarrison@sbnonline.com



Title: Smart Business Tampa Bay

Niche: Business

Web: <http://www.sbnonline.com>

Circulation: 6,000

Area: Hillsborough, Pinellas Counties, Florida

Profile: Smart Business Tampa Bay saturates the targeted audience of companies with 50 or more employees. These businesses account for roughly 80 of all buying power in the local market. Saturation increases as company size increases because we understand that there are multiple decision-makers in larger organizations. Corporate and financial managers make up 90 of our audience. This gives Smart Business Tampa Bay the highest penetration of qualified decision-makers in the market. The quality of our qualified, controlled-circulation audience is validated by BPA Worldwide, the leading auditing organization for business publications.

Editorial Contact: Scott Garrison, Account Executive

Phone#: 866-998-9201

Email address: sgarrison@sbnonline.com



Title: Southeastern Association Executive
Niche: Business

Web: <http://www.spedpub.com>

Circulation: 14,000

Area: Florida

Profile: The Southeastern Association Executive is published monthly and provides professionals throughout the Southeast with in-depth information on the association, meetings and hospitality industries. Issue highlights include news, State and Regional Focus, feature articles, Executive Look and plenty of industry facts and figures. The Southeastern Association Executive Magazine reaches over 13,000 industry decision-makers, including Association Executive Directors and staff; Hospitality, Destination and Convention professionals; and Marketing Executives.

Editorial Contact: Betty Harper, Director of Sales/Marketing

Phone#: 407-862-7737

Email address: successbetty@spcedpub.com



Title: SpaceCoast Business Magazine

Niche: Business, Community

Web: <http://www.spacecoastbusiness.com>

Circulation: 120,000

Area: Florida, Brevard County

Profile: local business, technology, environment/green business, workforce development and economic outlook. Economic development, personal finance, leadership, values, human resources, accounting, legal, community service, entrepreneurship, strategic planning, marketing.

Editorial Contact: Rebecca Wood, Account Executive

Phone#: 321-622-5986

Email address: Rebecca@scbmarketing.com



Title: Northwest Florida's Business Climate

Niche: Business

Web: www.ballingerpublishing.com

Circulation: 12,000

Area: Florida, Alabama

Profile: Northwest Florida's Business Climate is a bimonthly FL and AL business magazine. Northwest Florida's Business Climate is distributed in Pensacola, Fort Walton Beach, Crestview, Pace and Destin Chambers Of Commerce.

Editorial Contact: Aimee Johnson, Account Executive

Phone#: 850-433-1166

Email address: aimee@ballingerpublishing.com



Title: Florida Real Estate Journal

Niche: Commercial Real Estate; Real Estate; Residential Real Estate

Web: www.frej.net

Circulation: 48,126

Area: Regional

Profile: Statewide publication dedicated to the commercial real estate industry of Florida. Reports on the effects of financial, regulatory and tax activity on various local markets around the state with a special emphasis on reporting the details of transactions to serve as a reference guide.

Editorial Contact: Robert Pitts, Editor

Phone# 800-274-2812

Email address: rpitts@frej.net



Title: Lake Legal News
Niche: Business, Government, Law
Web: <http://www.LakeLegalNews.com>
Circulation: 5,000

Area: Florida
Profile: Lake Legal News is a full color quarterly magazine blending current events with both topical and historical profiles of Lake County attorneys, judges, police officers, elected officials and citizens. (Lake County, Florida, is located 45 mins. north of Orlando, and south of Ocala; population 307,000.

Editorial Contact: James Hope, Account Executive
Phone#: 352-408-6338
Email address: lakelegalnews@gmail.com



Title: The Underwriter's Insider
Niche: Insurance, Business, Computers/Internet, Finance, Humor, Politics, Trade, General News, Law, Technology
Web: <http://www.underwritersinsider.com>

Circulation: 100,000 email addresses - Only online – NO print
Area: Entire southeastern United States.

Profile: Highly vertical, highly focused circulation, The Underwriter's Insider drills down through insurance companies, brokerage houses, wholesalers, brokers, agents, vendor companies and regulators reaching 8,500 professional offices. It's a unique industry trade journal that offers value to our advertisers by offering value to our readers. Along with breaking industry news, we include exclusive interviews (Gen. Norman Schwarzkopf, Kim Komando, Chuck Yeagers, with scheduled interviews with Gen. Alexander Haig, Jr. and Jim Lovell of Apollo 13) along with technology (Kim Komando monthly column) and human interest stories.

Editorial Contact: Ron Manera , Account Executive
Phone#: 561-718-0745
Email address: ron@insurmedia.com



Title: Latin Times Magazine

Niche: Business, Community, Hispanic

Web: <http://www.tampabaylatino.com/Directories/LatinTimeByCategories.htm>

Circulation: 15,000

Area: Florida

Profile: Times Magazine is a bilingual cultural publication that caters to Florida's Elite Latino community! Central Florida's premier bilingual publication offers exciting original editorial that focus on the community, people, and business in the area. FREE at over 1,000 in Tampa Bay.

Editorial Contact: Max Martin

Phone# (727) 647-3742

Email address: tampabaylatino@aol.com



Title: DSI Black Pages

Niche: Business, Community, Ethnic/Culture, Organizations

Web: www.dsiblackpages.com

Circulation: 90,000

Area: Florida, North Carolina

Profile: The Black Pages is a business directory, professional advertising, information resource and networking directory/guide that's printed annually. The specific purpose of the Black Pages is to give its advertisers access to the African-American community market place in North Carolina and Florida.

Editorial Contact: Derrick DeVerger, Publisher

Phone#: 813-282-3883

Email address: info@dsiblackpages.com



Title: Onyx Magazine

Niche: Business, Community, African-American

Web: <http://www.onyxmagazine.com>

Circulation: 10,000

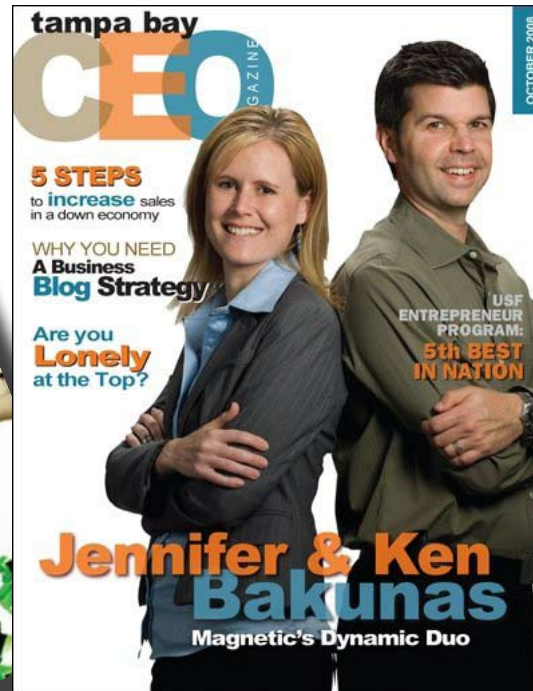
Area: Florida

Profile: The mission of LBS Publications, Inc. d/b/a Onyx Magazine is to empower its readers by offering educational, inspirational and entertaining stories and editorials that focus primarily on the interest and needs of African Americans.

Email address: info@onyxmagazine



Title: Today's Restaurant News
Niche: Business, Food/Dining
Web: <http://www.trnusa.com/>
Circulation: 25,000
Area: Florida, Georgia, Texas
Profile: B2B trade newspaper for the restaurant industry in Florida Texas and Georgia
Editorial Contact: Terri McKinney, Account Executive
Phone#: 561-620-8888
Email address: terri@trnusa.com



The publication database will be a working file that will grow as City resources become available.

Title: New York State Realtor
Niche: Real Estate
Web: www.nysar.org
Circulation: 62,883
Area: Regional
Profile: Established in 2003 for companies working in the real estate industry throughout New York state and who are members of NYSAR. Contains articles specific to the industry, including new projects, market overviews, summaries of NYSAR events as well as current legislative issues, industry news and technological trends.

Title: FloridAgriculture
Niche: Agriculture and Farming
Web: www.floridagriculture.org
Circulation: 143,621
Area: Regional
Profile: Published for the active and associate members of the Florida Farm Bureau and their families. Dedicated to educating and informing readers about agriculture in Florida and building public support for the industry. Provides news on Florida's agricultural industry. Promotes agriculture and industry/legislative issues that support an understanding of agriculture.

Title: The Florida Bar Journal
Niche: Legal Industry
Web: www.flabar.org
Circulation: 428,033
Area: Regional
Profile: Serves as one of the official publications of the Florida Bar and is designed to help shape the legal profession through educational articles, dissemination of ethical standards and information about the evolving court system and the organized bar. Promotes the competence and public responsibility of Florida's lawyers.

Title: The Florida Bar News
Niche: Legal Industry
Web: www.floridabar.org
Circulation: 1,002,312
Area: Regional
Profile: Serves as one of the official publications of the Florida Bar. Contains accounts of every action of the governing board as well as numerous programs and committee activities of the Bar. Spotlights allied groups of the legal profession in Florida and across the nation.

Regional Business Media List

- Associated Press
- Atlanta Business Journal
- Atlanta Good Life
- Atlanta Journal Constitution
- Biz941 Magazine
- Business Florida
- Business Matters (Tallahassee)
- D Magazine
- EconSouth
- Florida Insider
- Florida Times Union
- Florida Trend
- Georgia Trend
- Maddux Reports
- Mobile Press Register
- Northwest Florida Business Climate Magazine
- Northwest Florida Daily News
- Pensacola News Journal
- Tallahassee Magazine
- Tampa Bay Business Journal
- The Gulf Coast Business Review

National Business Media List

- Aviation & Business Journal
- Boston Globe
- Business 2.0
- Business Ethics Magazine
- Business Start Ups
- Business Week
- CIO
- Chief Executive
- Economist
- Edge Magazine
- Entrepreneur Weekly
- Entrepreneur
- Executive Decision
- Family Business
- Forbes
- Fortune Small Business
- Inc.
- Individual Business
- Inside Business Magazine
- Fast Company
- Fortune
- Kiplinger's Personal Finance
- Leaders Magazine
- Manufacturing Today
- My Business Magazine
- New York Times
- Newsweek
- Opportunity World
- Optimize
- Pink
- Red Herring
- Small Times Magazine
- Strategy & Business
- The BBI Newsletter
- The Self Starter
- USA Today
- U.S. News & World Report
- Wall Street Journal
- Washington Post
- Wired
- Working Mother
- Worthwhile
- Venture Capital

Economic Development Media List

- Area Development
- Business Development Outlook Magazine
- Business Facilities
- Business Expansion
- Community Development Digest
- Corporate Location
- Development
- Economic Developer America
- Economic Development
- ED Management
- Employment Review
- Expansion Management
- Fast Facility
- FDI Magazine
- Global Corporate Expansion
- ITE Journal
- Logistics Today
- New Plant Report
- Office & Industrial Parks
- Plants, Sites & Parks
- Real Estate Forum
- Rural Development News
- SBA Resource
- Site Selection
- Southern Business & Development
- Training Magazine
- Top Crop Manager

Lifestyle and Tourism Media List

- AAA Magazine - Going Places
- Adventure Kayak Magazine
- Backpacker Magazine
- Bicycling Magazine
- Bike Magazine
- Bird Watcher's Digest Magazine
- Birder's World Magazine
- Budget Travel
- Camping Life Magazine
- Canoe & Kayak Magazine
- Florida Monthly Magazine
- Florida Outdoors Magazine
- Florida Photo Magazine
- Florida Sportsman Magazine
- Florida Travel + Life
- Florida Travel & Lifestyle
- Outdoor Florida Magazine
- Paddler Magazine
- Recommended
- Skateboard Magazine
- Skateboarder Magazine
- Southern Living



Television

SNN News 6

PR email: news@snn6.com
Newsroom: (941) 361-4800
SNN News 6: (941) 361-4699

Website news email: webmaster@heraldtribune.com

WINK News

Main Station Phone: 239-334-1111
Newsroom Phone: 239-334-8247

WINK News Charlotte County Bureau
Phone: (941) 629-9465
Charlotte Sun Building
23170 Harborview Road
Port Charlotte FL 33948

PR email: assignments@winktv.com
Website: web@winktv.com
Eye on Education: eyeoneducation@winktv.com
Eye on Your Health: eyeonyourhealth@winktv.com
WINK News This Morning: thismorning@winktv.com

ABC 7 WZVN

Fort Myers, Naples, Port Charlotte
Phone: (239) 939-6223
PR email: news@mysuncoast.com
Web: www.mysuncoast.com

Editorial Contact: Darrel Adams, Executive News
Director and Manager of Marketing/Promotions
Email: darrel.adams@water.net

Sales Contact: Bob Beville, General Sales Manager
Phone: (239) 939-6221

Story Ideas: newstips@abc-7.com

News and General: comments@abc-7.com

ABC 7 WWSB

Sarasota, Bradenton, Venice, North Port
Phone: (941) 923-NEWS
PR email: news@mysuncoast.com
Web: www.mysuncoast.com

Jeffrey Whitson, Vice President
and General Manager
Email: jwhitson@wwsb.tv

Gene Ross, Director of News
Email: gross@mysuncoast.com

Vann Smith, General Sales Manager
Email: vsmith@mysuncoast.com

Gilda Dennis, Marketing Director
Email: gdennis@wwsb.tv

FOX News

Main Newsroom: newsmanager@foxnews.com
(national)

FOX 4

621 S.W. Pine Island Rd.
Cape Coral, FL 33991
Phone: (239) 574-3636
PR email: news@fox4now.com
General email: bstruense@fox4now.com

FOX 13

3213 West Kennedy Blvd.
Tampa, Florida 33609
Phone: (813) 876-1313
PR Email: news@wtvt.com
News Tip Line: (800) 334-9888

News Channel 8 - NBC

200-202 S. Parker Street
Tampa, FL 33606
Newsroom: (813) 221 5788

PR email: news@wfla.com
TBO.com
Tampa Bay Online

WTSP 10 NEWS

Newsroom (727) 577-8550

Submit press releases online at www.wtsp.com
(contact page has form)

Ability for events listed on Metromix.com
(http://tampabay.metromix.com/page/get_listed)

WEDU

Main number: (800) 354-9338
1300 North Boulevard
Tampa, FL 33607

PR email: outreach@wedu.org

Jack Conely, Vice President, Content
Email: jconely@wedu.org

Laura Fage, Vice President of Communications
Email: lfage@wedu.org

Larry Jopek, VP of Marketing and Community Partnerships
Email: ljopek@wedu.org

Pam Webb, Studio/Facility Rentals Production Coordinator
Phone: (813) 254-9338 Ext. 2271
Email: pwebb@wedu.org

John Megahan, Online Interactive Manager
Email: jturner@wedu.org

Jack Turner, Webmaster
Email: jturner@wedu.org

WUSF Public Media

Main number: (800) 741-9090
4202 East Fowler Avenue
TVB100
Tampa, FL 33620

Corporate Sponsorship
Scot Kaufman, Media Sales Manager
Email: skaufman@wusf.org
Phone: (813) 974-8667

Member Services
Patricia J. Hickok, Member Services Director
Email: memberservices@wusf.org
Phone: (813) 974-8662

Television

Susan Geiger, Program Director
Email: sgeiger@wusf.org
Phone: (813) 905-6911

Jorge Cunha, Director of Production
Email: jcunha@wusf.org
Phone: (813) 905-6941

Patrick Morris, Special Projects Manager
Email: pmorris@wusf.org
Phone: (813) 905-6917

Website

Willow Wright, WebMaster
Email: webmaster@wusf.org

Reporters

Bobbie O'Brien: bobrien@wusf.org
Steve Newborn: snewborn@wusf.org
Robin Sussingham: rsussingham@wusf.org

NBC 2

WBBH-TV
3719 Central Avenue
Fort Myers, FL 33901

Darrel Adams, Executive News Director and Manager of
Marketing/Promotions
Email: darrel.adams@water.net

Visit www.nbc-2.com and use forms for an anchor/re-
porter request to cover an event, or sponsorship oppor-
tunities

WGCU Public Media

Newsroom:(239) 590-2521

Valerie Alker, Host/Reporter/Producer
Phone: (239) 590-2518
Email: valker@fgcu.edu

Cathy Chestnut, Magazine Editor
Phone: (239) 590-2335
Email: cchestnu@fgcu.edu

Paula Sklodowski, Outreach Coordinator
Phone: (239) 590-2510
Email: psklodow@fgcu.edu

WMOR TV32

7201 E. Hillsborough Ave.
Tampa, FL 33610

Phone: (813) 626-3232

Visit www.wmortv32.com and use forms
to submit press releases

WTTA - My TV Tampa Bay

7622 Bald Cypress Place
Tampa, FL 33614
Phone: (813) 886-9882

Visit www.myvtampabay.com and use forms
to submit press releases

WTOG-TV The CW 44

365 - 105th Terrace N.E.
St. Petersburg, FL 33716
Main Phone: (727) 576-4444
Public Affairs: (727) 570-4458

Laura Caruso, Vice President/Station Manager/Director of
Sales

Visit www.cw44.com and use forms to submit press releases
and contact divisions



Radio

Clear Channel Radio

Clear Channel All Divisions Press Room

Lisa Dollinger, Chief Communications Officer

Phone: 210-822-2828

Email: lisacdollinger@clearchannel.com

200 East Basse Road

San Antonio, TX 78209

Clear Channel Radio Charlotte County

General Manager: Sherri Carlson

WIKX-FM - Country - 92.9 (Kix Country)

WCVU-FM - Beautiful Music - 104.9 (Seaview)

WKII-AM - Nostalgia - 1070 (WKII)

WCCF-AM - Talk Radio - 1580 (News Radio ABC)

WBCG-FM - Adult Contemporary - 98.9 (Beach)

Teresa Evan, Event Coordinator/Advertising

Office: (941) 206-1188 ext. 120

Cell: (941) 815-0324

Email: teresaevan@clearchannel.com

Clear Channel Radio Sarasota County

General Manager: Peter Norden

WCTQ-FM - Country - 106.5 (CTQ)

WDDV-AM - Adult Standards - 1320 and 1450 (The Dove)

WLTQ-FM - Mainstream AC - 92.1 (My FM)

WSDV-AM - Adult Standards - 1320 and 1450 (The Dove)

WSRZ-FM - Oldies - 107.9 (WSRZ)

WTZB-FM - Alternative - 105.9 (The Buzz)

Molly Burns, Event Coordinator/Advertising

Phone: (941) 552-4800

Email: mollyburns@clearchannel.com

Due to the fact that City staff is limited on resources, we recommend contacting multiple station providers, such as Clear Channel Radio, first. It takes the same amount of time to make a relationship for five stations vs one station.

WENG

News/Talk - 1530 AM and 107.5 FM

Phone: 941-474-3231

www.wengradio.com



Tactics and Timeline

Tactics Overview	150
Benchmarks.....	152
Brand Advertising	154
Marketing Communications	156
Events Marketing.....	160
Technology Marketing	161
Public Relations.....	170
Media Relations.....	173

In assessing the activities of both the City's Community Outreach and the Economic Development efforts, it was evident that the tactics were appropriate to help promote North Port's advantages and assets to business and developer prospects. Although they were not well documented (in terms of outcomes and evaluation systems), strategic (in terms of identifying specific target markets and messages) and not well measured (in terms of results gained compared to investments made). In recognition of this deficiency, the City elected to develop this strategic marketing plan to more effectively position North Port competitively and be able to gauge progress of its efforts.

The tactics that have been identified in the following pages, represent best practice recommendations based on our knowledge of the market, the latest intelligence and trends in community-based marketing and professional experience, guided by insight from City staff. The projected timeframes are also outlined on the following pages.

The most significant distinction between this plan and previous efforts undertaken by the City is the purposeful identification and synergy between audience, message and channel. Additionally, a dedicated commitment to document and evaluate what tactics are employed, at what expense (soft and hard costs) and for what return on investment constitute a sharp contrast to historic undertakings.

Ideally, all of the tactics recommended in this plan, if implemented, would undoubtedly lead to successful results. Because of its cyclical nature as a sales process, there should always be consideration that timing cannot always be pre-determined and that extenuating circumstances can intervene with best-laid plans. Therefore any plan must be able to act nimbly and remain flexible to accommodate unforeseen changes or respond to actual results – whether they be better or worse than projected. However, in reality, resources that are already stretched to capacity may be delayed or altogether unavailable to implement some aspects of this plan.

Therefore, we suggest the following minimum expectations for the tactics and strategies outlined in this Strategic Marketing Plan.

Year One: Prioritize tactics in order to maximize strategic results; develop adequate budget to implement high priority items first; ensure that standardized documentation and evaluation systems are employed; and implement high priority items.

Year Two: Evaluate activities measured against revised goals and objectives; adjust strategic tactics and activities accordingly; develop budget to adequately address subsequent strategic priorities; continue implementation; and establish growth goals for following year.

Year Three: Continue implementation; perform, document, evaluate and report outcomes resulting from tactics and strategies in preparation for the next phase of strategic outreach and economic development marketing.

Benchmarks

The benchmarks for the City of North Port's Strategic Marketing Plan is a performance measure that indicates how a division or functional area is performing. Key performance indicators aid management in objectively analyzing programs, facilities, staff and integration within the community. As benchmarking is repeated, trends and changes in performance can be tracked.

The first year of benchmarking will result in a valuable overall snapshot of the community, the campaigns and outcomes. The true value of benchmarking emerges as the data is collected over the years and shows the changes in results.

Economic Development Benchmarks

- Number of new jobs created within 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of new business start-ups created within 1, 2 and 3 years of implementing the strategic marketing plan.
- Percent of new businesses still operating after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of companies recruited and the number of jobs expanded within target industry sectors at the 1, 2 and 3 year mark.
- Percentage growth of jobs created at the 125% (mid to high) level of median income after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of new businesses signed up on economic development newsletter after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of businesses participating in Lunch & Learn workshops after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of graduates from the Entrepreneurial Academy after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number and status of businesses participating in the Revolving Loan Guarantee Fund.

Community Outreach Benchmarks

- Number of readers signed up on newsletters after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of unique visitors to the City's website after 1, 2 and 3 years of implementing the strategic marketing plan.
- Event or activity participation after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of positive articles and earned media that the City had involvement in after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of feedback responses from the public after 1, 2 and 3 years of implementing the strategic marketing plan.
- Number of visitors and how far the reach is after 1, 2 and 3 years of implementing the strategic marketing plan.
- North Port Community Brand Barometer results after 1, 2 and 3 years of implementing the strategic marketing plan.
- North Port Visitation Study results after 1, 2 and 3 years of implementing the strategic marketing plan.
- North Port Conversion Study results after 1, 2 and 3 years of implementing the strategic marketing plan.
- North Port Perception Study results after 1, 2 and 3 years of implementing the strategic marketing plan.

Brand Execution

Marketing and branding begin with the internal structure of the City and extends outward. Educating staff and elected officials will enable them to effectively share the key messages and improve word of mouth communications.

BRAND EXECUTION	Level 1	Level 2
Create a brand PowerPoint	X	
Develop a Brand Toolkit	X	
Develop brand training	X	
Brand the website	X	
Develop stationery, letterhead and business cards	X	
Identify easiest consumer touch points and brand them	X	
Brand cost-effective, relevant signage		X
Develop branded merchandise		X
Engage the private sector	X	
Specify infrastructure to carry the brand	X	
Create a media plan	X	
Meet regularly with the Market North Port Partnership	X	
Reward super achievers		X
Organize the power of potential		X
North Port Community Brand Barometer		X
North Port Visitation Study		X
North Port Conversion Study		X
North Port Perception Study		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Design Elements and Standards

DESIGN ELEMENTS AND STANDARDS	Level 1	Level 2
Create Talent Pool	X	
Shoot Out Photography Contest		X
North Port from Your Eyes Contest		X
People's CHOICE Awards: Achieve Anything in North Port Video Contest	X	
Create design standards guide	X	
Training for City staff on design standards	X	
Create "templates" for software	X	
Training for City staff on software applications	X	
Create a "last line of defense" system for artwork	X	

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Marketing Communications

MARKETING COMMUNICATIONS	Level 1	Level 2
Guide to City Services brochure	X	
Creation of new stationery (business card, letterhead, fax, etc.)	X	
Creation of banners for events		X
Creation and maintenance of QR codes	X	
Redesign of Currents	X	
Create collateral material for talent pool	X	
Create collateral material for Shoot-Out Photography Contest	X	
Create collateral material for North Port from Your Eyes Contest		X
Create collateral material for Achieve Anything in North Port Video Contest:	X	
Create collateral material for Small Business Assistance program	X	
Create collateral material for Lunch & Learn program	X	
Create collateral material for Entrepreneurial Academy	X	
Create collateral material for revolving loan fund	X	
Create collateral material for Celebrate Achievement Event		X
Create collateral material for Tour of Homes	X	
Create collateral material for Developers Day	X	
Create collateral material for Ambassador Program		X
Create collateral material for Business Appreciation Awards		X
Redesign City billboard on I-75	X	
Redesign e-newsletters	X	
Create metrics system for tracking	X	

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Marketing Communications

MARKETING COMMUNICATIONS	Level 1	Level 2
Economic Development Toolkit		
Folder	X	
Custom sheets for each of the target industries (x5)	X	
Economic Development identity piece (who we are)	X	
"Template" for additional information (incentives, school information, etc.)	X	
Economic development Thank You cards	X	
15 second video - generic business (podcast)		X
30 second video for target industry (x5)		X
60 second video for target industry (x5)		X
5 minute video for target industry (x5)		X

Level 1 - Initiated during the initial 12 months of SMP implementation
 Level 2 - Implemented in years 2 and 3

Marketing Communications

MARKETING COMMUNICATIONS	Level 1	Level 2
Welcome to North Port Toolkit	X	
Media Toolkit	X	
Visitor Guide	X	
City Guide	X	
Resident Handbook		X
Recreation Guide and Map	X	
Commission and Boards Brochure		X
Family Service Center Brochure		X
Family Resource Guide		X
Waterway Map		X
Shop Local Brochure	X	
Doing Business in North Port Guide	X	
Home-Based Business Guide	X	
Road Map		X
Solid Waste Newsletter	X	
How to effectively communicate during a commission meeting brochure		X
Go Green Business		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Marketing Communications

MARKETING COMMUNICATIONS	Level 1	Level 2
Entertainment Guide		X
Youth Sports and Organizations Guide		X
School Guide		X
Children's Activities Guide		X
Trail Maps – miniature pocket guide		X
Plant and Animal Guides		X
Bird Watching Collateral Material		X
City Themed Activity Book for Classrooms		X
History of North Port Brochure		X
Mall Outreach (table tent / rack card)		X
Post Card Calendar		X
Calendars		X
Restaurant and Retail Guide		X
Bicycle, Roller Blading and Running Guide		X

Level 1 - Initiated during the initial 12 months of SMP implementation
 Level 2 - Implemented in years 2 and 3

Events Marketing

EVENTS MARKETING	Level 1	Level 2
Create events database	X	
Create collateral materials for City events (drive web traffic, subscriptions, etc.)	X	
Perform surveys and brand studies		X
Meet with event organizers of select events	X	
Identify additional economic development events	X	
Create cooperative advertising program for events		X
Create sponsorship programs for events		X
Create check list for select City events	X	
Create public relations plan for events		X
Create media relations plan for events		X
Create screening process for event organizers (host/sponsor)	X	
Identify event sponsorship opportunities	X	
Explore additional event opportunities such as the extreme sporting event		X
Create metrics system and check list for events	X	

Level 1 - Initiated during the initial 12 months of SMP implementation
Level 2 - Implemented in years 2 and 3

Technology Marketing

SOCIAL MEDIA	Level 1	Level 2
Create social media policy	X	
Create uniform profile pages/descriptions	X	
Select images for profile and other pages	X	
Join social media sites that meet the policy requirements	X	
Insert data on select sites	X	
Post information and comment on sites (daily/weekly)		X
Create an economic development blog or social site		X
Post information and comment on ED Blog/site (daily/weekly)		X
Encourage fans/connections to follow the City		X
Post videos to the City's YouTube channel		X
Continue to use social bookmarking	X	X
Post information to sites such as local/regional websites		X
Post information to social media sites (Facebook, Twitter, LinkedIn, etc.)		X
Create community events calendar and gain connections		X
Keep Flickr up to date with event/news photos	X	
Aggressively recruit new connections on LinkedIn	X	
Attract new subscribers to RSS feeds	X	

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Technology Marketing

ONLINE ADVERTISING	Level 1	Level 2
Research social media sites and identify advertising opportunities	X	
Identify advertising opportunities on target market websites	X	
Develop campaigns based on target market and message	X	
Leverage website and email advertising with print/television/radio media buys	X	
Create ad exchange program with other websites		X
Identify advertising opportunities on search engines	X	
Create ads (images, videos, press stories or maps) for online campaigns	X	

Level 1 - Initiated during the initial 12 months of SMP implementation
 Level 2 - Implemented in years 2 and 3

Technology Marketing

PODCASTS	Level 1	Level 2
Identify podcast outlets	X	
Create podcast calendar		X
Integrate film when shooting images for events, expos, seminars, etc.	X	
Post podcasts to economic development blog		X
Post podcasts to NorthPortOnline and YouTube	X	
Create ad exchange program for podcasts		X
Implement podcast ad exchange program		X
Identify advertising opportunities with podcasts to target markets		X

Level 1 - Initiated during the initial 12 months of SMP implementation
 Level 2 - Implemented in years 2 and 3

Technology Marketing

VARIABLE DATA PRINTING and PURL MARKETING	Level 1	Level 2
Secure mailing list quotes	X	
Create database	X	
Create budget for campaign and PURLS	X	
Set up PURLS		X
Create direct mail campaigns to Economic Development target markets		X

Level 1 - Initiated during the initial 12 months of SMP implementation
Level 2 - Implemented in years 2 and 3

Technology Marketing

MOBILE MARKETING	Level 1	Level 2
Create a mobile sign-up form on the City's website along with the other electronic newsletter sign-up forms		X
Advertise the City's Short Message Service (SMS) in print, radio, television and internet mediums		X
Advertising on scoreboards or announcements at sporting events, such as Stone Crabs/Rays, little league, soccer, football, etc. and encourage them to text in for newsletters/surveys		X
Use all forms of printed materials, from water utility bills to posters and billboards. The City must let the public know that they have gone mobile. Ask them to text in for inclusion in a prize drawing or to support a particular campaign		X
Offer a VIP service with exclusive news		X
Create Apps for Smart Phones		X
Create a mobile site for CityofNorthPort.com	X	
Research augmented reality	X	
Research geo-fencing	X	
Send Emergency Alerts/Notifications such as Amber Alerts, boil water restrictions, road work and detours, event and meeting reminders		X
Informing the media/residents/businesses of commission, town hall and special meeting agendas		X
Reminder of utility bills and property/business taxes and licenses		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Technology Marketing

QR CODE MARKETING	Level 1	Level 2
Create QR Codes and management system	X	
Create Tag Codes and management system	X	
Create stationery with codes (business card with V-card)	X	
Create "Top Secret" campaign		X
Use codes in promotional pieces	X	
Use codes at parks		X
Scavenger Hunt		X
Create geo-based tours and reviews		X
Integrate with variable data printing and PURLS		X
Create "how to use codes" campaign	X	

Level 1 - Initiated during the initial 12 months of SMP implementation
 Level 2 - Implemented in years 2 and 3

Technology Marketing

EMAIL MARKETING	Level 1	Level 2
Create RSS campaign to gain subscriptions	X	
Create ED-BUZZ! campaign to gain subscriptions	X	
Integrate into social media campaigns		X
Integrate into all advertising		X
Continue ED-BUZZ! newsletter	X	
Continue E-Notifications	X	
Integrate with Public Relations	X	
Integrate with Media Relations	X	
Launch "City of North Port Business News" email/blog		X
Identify additional outlets for sharing news	X	
Participate in co-operative email programs		X

Level 1 - Initiated during the initial 12 months of SMP implementation
 Level 2 - Implemented in years 2 and 3

Technology Marketing

LINK EXCHANGES	Level 1	Level 2
Identify link exchange opportunities	X	
Create link exchange program collateral materials	X	
Execute link exchange program	X	

Level 1 - Initiated during the initial 12 months of SMP implementation
Level 2 - Implemented in years 2 and 3

Technology Marketing

ARTICLE MARKETING	Level 1	Level 2
Identify and meet with additional writers	X	
Reach out to bloggers and create a list of bloggers broken out into specialties	X	
Reach out to media sources and ask for past stories about North Port	X	
Post past stories on City blogs and website	X	
Identify community sites that will allow story posting	X	
Post new stories on community sites	X	
Keep wikipedia, Answers.com and other sites up to date	X	
Identify target market sites that allow posts		X
Post stories to industry sites		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Public Relations

PUBLIC RELATIONS	Level 1	Level 2
Prepare guidelines and develop speaker's bureau for brand roll out		X
Create PowerPoint presentation for speaker's bureau		X
Create collateral materials for speaker's bureau		X
Engage internal audiences to tell North Port's story	X	
Develop partnerships and collaborative ventures with Partners		X
Create City editorial calendar	X	
Encourage businesses to share their stories, successes, and news	X	
Identify and engage in speaking opportunities	X	
"Wish you were here" postcards		X
Engaging more public involvement with City Government Week		X
Extreme Game Competition		X
Speaking opportunities with community organizations		X
Host a six word novel program		X
Ambassador program		X
Virtual tours of the City		X
Virtual town hall meetings		X
Virtual tool to chat during community meetings		X
Environmental tours		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Public Relations

PUBLIC RELATIONS	Level 1	Level 2
Business blurbs – offering a way to share business information	X	
Hosting and participating in Tweet-ups	X	
Play Day events	X	
Scavenger hunts – geocaching		X
Pet events at Family Paw Park with contests	X	
Quarterly hob nobs		X
Q and A with Commissioners		X
Public Service Announcement (P.S.A.)	X	
Mobile Gaming (such as Gowalla and FourSquare)		X
Post QR codes and banners on park fences to advertise park activities		X
Puppy treasure hunt	X	
Chess at the park		X
Sunshine games for seniors		X
Potluck at the park		X
Lesson plan – classroom course about the City for students		X
Photo boards - Babies, veterans, anniversary, pets, etc.		X
Flash mobs		X
City sponsored Battle of the Bands		X
Carolers in North Port		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3

Public Relations

PUBLIC RELATIONS	Level 1	Level 2
Gardening contests		X
Food contests such as a chili cook off		X
Video and photo contests	X	
School essay contests		X
Make a Guinness Book of World Records contest		X
Bird snapping contests		X
Write a song or poem contest		X
Incorporate interior decoration of North Port images inside local businesses and buildings	X	
North Port Time Machine (QR Code scavenger hunt)		X
Parks and Recreation activities and games	X	
Parks and Recreation application for mobile phone		X
Create contact database tracking system	X	

Level 1 - Initiated during the initial 12 months of SMP implementation
Level 2 - Implemented in years 2 and 3

Media Relations

MEDIA RELATIONS	Level 1	Level 2
Develop media list database	X	
Identify additional media sources	X	
Establish relationships with regional and national media	X	
Identify key media	X	
Identify editorial opportunities	X	
Identify media's deadlines and calendar	X	
Identify websites for posting stories about the City	X	
Host media tours		X
Create cooperative advertising program with partners		X
Create pay per performance advertising campaign	X	
Create metrics system for paid or earned media (media clipping service)	X	
Build upon online media room	X	
Leveraging media buys to include promotional, on-air/print mentions	X	
Development of media tours of North Port	X	
Create press release template	X	
Create press releases and distribute to appropriate media outlets	X	
Create talent pool of freelance writers / photographers	X	
Secure coverage with regional and national media		X
Outreach to bloggers	X	
Create or purchase media clipping service		X

Level 1 - Initiated during the initial 12 months of SMP implementation

Level 2 - Implemented in years 2 and 3



Conclusion

We believe that this Strategic Marketing Plan provides a detailed description of the activities that would create a powerful marketing campaign for the City of North Port. The activities represent best practice recommendations based on our knowledge of the market, the latest intelligence and trends in community-based marketing and professional experience, guided by insight from City staff. Activities will be prioritized according to budget and updated to meet the changing needs of the City. The most significant distinction between this plan and previous efforts undertaken by the City is the purposeful identification and synergy between audience, message and channel.

The overall success of this plan will rely on the implementation and tracking of the activities. While implementating this plan, the City must be able to act nimbly and remain flexible to accommodate unforeseen changes or respond to actual results – whether they be better or worse than projected.

This Strategic Marketing Plan will take the marketing and advertising efforts of the City to new heights and into a future that has unlimited possibilities. This plan will position North Port as the City where you can Achieve Anything.



ACHIEVE ANYTHING