



# A Toolkit for Celebrating What Makes Your City Great



CENTURY



SUNNY ISLES BEACH

**FLORIDA CITY GOVERNMENT WEEK**

HELD ANNUALLY IN OCTOBER

**#FLCityWeek**



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

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

Visit the **Florida City Government Week** portal, [FLCityWeek.com](http://FLCityWeek.com), for this year's dates.

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

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

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

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

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

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

If you have any questions, contact Eryn Russell at 850.222.9684 or [erussell@flcities.com](mailto:erussell@flcities.com).

## LEGEND

- **Level one:** Simple, low- to no-cost activities
- ▲ **Level two:** Activities requiring a higher level of coordination
- ◆ **Level three:** Activities requiring more planning and resources
- 📡 **Can be completed virtually**

## COMMUNITYWIDE OUTREACH:

- **Adopt a resolution or proclamation.** Explain the importance of **Florida City Government Week** to residents at a council meeting by adopting a resolution or proclamation.
  - ▶ **Include your legislators:** Highlight the strong relationship between the state and municipal government and encourage your legislators to adopt a resolution or proclamation of their own.
- 📡 ● **Highlight employees.** Highlight municipal employees on social media and the city's website. Include their job description and ask employees to share why they love their city.
- 📡 ● **Post videos.** Share videos on your social media platforms and website about municipal-related topics, such as the city's history or frequently asked questions.
- ▲ **Partner with a local radio station.** Host a karaoke hour at the same time every day. Ask residents to vote for their favorite song via social media and have a different elected official or municipal staff introduce the winning song each day.
- 📡 ▲ **Create a social media filter.** Encourage residents to use and post photos with the filter throughout the week. Share photos on your social media platforms and website.
- ◆ **Offer tours of city hall.** Host an open house at city hall or a city facility. Host tours so attendees can meet city employees to learn about their city's services.
  - ▶ **Include your legislators:** Invite your legislators to join the tour to provide a better understanding of the services and programs you offer to residents.
- ◆ **Sponsor a community service day or week.** Coordinate with city staff, elected officials, local volunteer groups, charity and nonprofit organizations, schools and civic clubs. Some ideas include a cleanup beautification project at a city park, a workday at the animal shelter or spearheading a conservation initiative.





## ADULTS:

- **Talk to your residents about the importance of local decision-making.** Send officials and staff to speak to local chambers and civic clubs or share resources on social media.

- ▶ **Include your legislators:** Invite them to learn about your city's local priorities and what they mean to your community.

- ▶ **Tip:** For more information and resources, visit [localvoicesunited.com](http://localvoicesunited.com).

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

- ▲ **Host a "coffee with a Council/Commission Member or the Mayor."** During this meeting, residents can ask questions and hear updates on city projects and issues.

- ▶ **Include your local businesses:** Host this event at a local coffee shop or restaurant.

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

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

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

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

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



## YOUTH:

- **Sponsor an essay or poster contest.** Coordinate with area schools for an essay or poster contest. Students could be recognized at a City Council meeting and their schools, and their winning entries could be publicized on social media and the city's website.
  - ▶ **Include your legislators:** Ask your legislators to get involved by making the winner's presentation at their local office or inviting them to make a special announcement on social media.
- **Send guest speakers to schools.** Contact local schools or after-school programs to coordinate general or specific information sessions on municipal government and its services.
- ▲ **Showcase city equipment.** Display police, fire or utility vehicles at area schools or recreation centers. Have personnel on hand to educate and answer questions.
- ▲ **Coordinate a story hour at a library, city hall or recreation center.** Invite youth to attend, and have a special guest reader like a firefighter, City Manager, Council Member or Mayor.
  - ▶ **Tip:** For students ages 4-8, purchase a physical copy or use "The City That Talks" free digital copy available on the League's website.
- ◆ **Allow for shadowing.** Work with teachers to match students with city leaders and department heads. Provide materials to help students prepare for and understand job requirements.
- ◆ **Hold mock City Council meetings.** Have city officials go into the schools or invite students into council chambers to tackle a real-life issue. Coordinate ahead of time with teachers to familiarize students with the procedures and rules for running a council meeting and the roles of elected officials, department heads and residents.
- ◆ **Work with local high school(s) to create a youth council program or student advisory committee.** These citywide advisory boards provide advice and counsel to the Council/Commission. The board also implements and participates in youth-identified community initiatives.
  - ▶ **Tip:** For more information, check out the Youth Council Development Guide available on the League's website.



## PUBLICITY TIPS AND STRATEGIES

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

Involve print, television and radio outlets as early as possible. Send a press release with the schedule and description of activities and/or a special article or editorial authored by city hall leadership. Designate a contact for media inquiries if you do not already have one. (A sample press release is enclosed, see page 7.)

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

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

Shoot and share photographs with print/online outlets throughout the week. A great photograph goes a long way, and most need to be sent to print media outlets with only a short description. Photos may also be saved for use on your website and to publicize next year's **Florida City Government Week**. Smartphones now shoot as well, if not better, than point-and-shoot cameras.

## GET CREATIVE WITH DIGITAL AND SOCIAL MEDIA

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

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

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





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

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

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

## LOGO USAGE

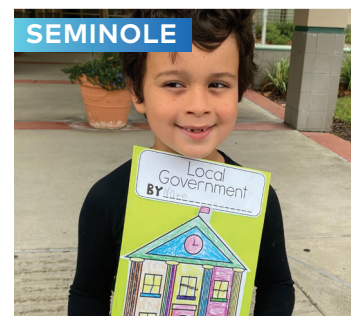
Here are some best practices for using the logo.

### DO'S

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

### DON'TS

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



## SAMPLE CITY PRESS RELEASE

[Your Municipality's Logo]

FOR IMMEDIATE RELEASE

[Month Day, Year]

Contact:

Contact Name

Contact Email Address

Contact Phone Number

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

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

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

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

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

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

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



## SAMPLE RESOLUTION

### Florida City Government Week

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

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

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

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

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

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

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

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

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

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

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

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

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

# #FLCityWeek



**Florida City**  
Government Week