

2007 Florida Cities of Excellence Awards Program ▶

Category (Please check one) See Award Criteria for more information. Please print or type. One nomination per page.

Name of Municipality Nominated _____
Nominated by _____
(Name of City/Town/Village)

CITY SPIRIT AWARD
Name of Municipality Nominated City of Lauderdale Lakes
Nominated Project Senior Resource Fair
Nominated by City of Lauderdale Lakes
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Title _____ Department _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

Name of Individual Nominated _____
Nominated by _____
(Name of City/Town/Village)

[OVER]

Nominating Person

The following person will be the main contact if your city's nominee is selected as a finalist.

Please print or type.

Name Anita Fain Taylor

Title City Manager

Government City of Lauderdale Lakes

Address 4300 NW 36th Street, Lauderdale Lakes, FL 33319

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E-mail Address anitat@lauderdalelakes.org

Resolution of the City Council

This nomination has been voted on and approved by a majority of the city council/commission.

Signed 
City Clerk

The judges will use the narrative and supportive information to select the award winners. Nominators/nominees are asked not to contact the judges directly.

Narrative

In the narrative, please be clear and concise, using the Award Criteria to support the selection of your nominee. Please type (or print in black ink), up to 1,200 words, double-spaced on white 8-1/2" x 11" paper.

Please include a word count: 910
Number of words

Supportive Information

Up to 10 pages of supportive information (newspaper clippings, photographs, letters from constituents, etc.), on 8-1/2" x 11" paper (single-sided) may be provided. Please do not include videotapes, DVDs, CDs or Power-Point presentations.

Submit nominations by **August 10, 2007:**

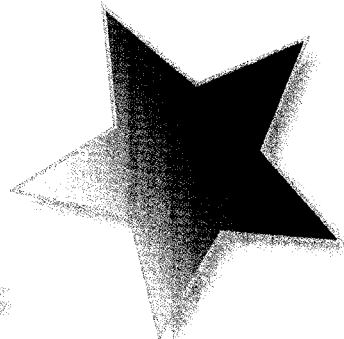
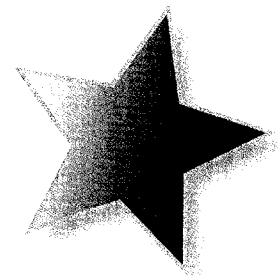
Florida League of Cities, Inc.

Attn: Florida Cities of Excellence

301 S. Bronough Street, Suite 300 (32301)

P.O. Box 1757

Tallahassee, FL 32302-1757



**FLORIDA LEAGUE OF CITIES
2007 CITY SPIRIT AWARD**



**SENIOR COMMUNITY RESOURCE FAIR
CITY OF LAUDERDALE LAKES**

TIMELY – Why was the project needed?

Like many other municipalities, the City of Lauderdale Lakes currently has a number of programs and services that operate particularly to serve its senior population, such as the Alzheimer Adult Day Care Center and Senior Center (a component of the Social Services division). Although these programs work toward the goal of keeping senior citizens in Lauderdale Lakes active, healthy and living independently, there was a need for more comprehensive resources for seniors within Lauderdale Lakes.

Once these deficiencies were identified, City staff needed to determine how to make these resources more readily available and accessible to senior residents through outreach and assistance. Another primary objective was to increase senior enrollment in programs such as transportation, home repair assistance, health care assistance, counseling, and many others available to the elderly population.

INNOVATIVE – Is it a new program or an older program presented in a new and exciting way?

The City determined that the best way to achieve these objectives was to offer its first Senior Community Resource Fair, by using newly-developed and mutually beneficial partnerships with key social service agencies. The fair would be based on the “One Stop Shop” concept, and allow seniors to apply for a variety of programs and services on the spot and

immediately receive information and/or referrals to these services. Since the City of Lauderdale Lakes is located in the middle or “heart” of Broward County, the fair would be easily accessible to all seniors in the county.

EFFECTIVE – How did the program positively affect your municipal residents, pull citizens together, strengthen government relationships and inspire city employees?

- The effectiveness of this event was due to a collaborative effort among key city departments involved with senior services and outreach and education, namely the Alzheimer Care Center, and the Parks and Leisure Services Department (which at the time included the Social Services division and the Senior Center. The Public Information office, a division of the City Manager’s office, also provided invaluable support in the marketing and promotion of the event.
- Key partnerships were formed with a wide range of resource agencies, almost 30 of which (listed below) committed to participating and hosting booths at the fair:
 - Serving Health Insurance Needs of the Elderly (S.H.I.N.E.)
 - Broward County Elderly and Veterans Services
 - St. Joseph Residence
 - St. John's Rehabilitation Center
 - Catholic Home Health
 - Broward Community and Family Health
 - North Broward Hospital District
 - American Cancer Society
 - Broward County Housing and Community Development Division
 - Mental Health Association of Broward County
 - St. John's Nursing Facility
 - The Palms Rehabilitation and Health Center
 - League for the Hard of Hearing
 - Catholic Charities

- Broward County Para Transit
- Coast to Coast Legal Aid
- Alzheimer's Association, South East Florida Chapter
- Social Security Administration
- Aging and Disability Resource Center
- Center for Independent Living of Broward
- Alzheimer's Family Center
- American Eldercare, Inc.
- Senior HIV Intervention Project (SHIP)
- Miami Jewish Hospital and Home for the Aged
- Broward County Health Department
- American Lung Association
- American Diabetes Association

SUCCESSFUL – Who benefited? Did it meet your objectives? How will the project impact your city in the future?

- This inaugural fair greatly enhanced the accessibility of resources to the more than 300 seniors who attended. These resource agencies came into the community instead of the seniors having to find a way to their agencies, or not receiving their information at all. In addition to receiving valuable information and assistance with program applications and/or referrals, seniors were also able to take advantage of and undergo various medical tests and screenings, including blood pressure screening, hearing tests, and bone density tests.
- As an added benefit, many of the partnering agencies agreed to participate in or host ongoing community workshops that will provide seniors the opportunity to apply for additional programs and services and gain valuable information and education throughout the year.

- The project met its objectives to make resources more readily available to senior residents through outreach and assistance; and increase senior enrollment in programs such as transportation, home repair assistance, health care assistance, counseling, and many others available to the elderly population.
- The success of this initial fair underscored the need for additional and/or enhanced senior programs in the City of Lauderdale Lakes. Goals for the future include:
 - Enhancement and expansion of Are You O.K? program, a senior telephone reassurance program
 - Enhancement of information delivery and referral services
 - Planning for an expanded Senior Community Resource Fair for 2008

COST EFFECTIVE – How much did it cost/save?

Considering the wealth of the information and assistance provided to the seniors in attendance, the costs incurred in organizing this event was minimal. The actual costs, which were spent on advertising and promotions, refreshments, and decorations, totaled approximately \$1,000. Various in-kind services and donations of water, drinks, and giveaway bags were provided by participating organizations. There was no fee for the facility rental or maintenance as the event was held on city property and manpower was provided by city staff.

ADAPTABLE – Can it be adapted for use in other cities?

With its relatively low cost and ability to reach a wide audience, the Senior Resource Fair could easily be adapted and replicated by other cities. The long-term benefits of developing partnerships with key agencies to make services more accessible to the senior population are immeasurable.