

#FLCITIESWEEK

Recap of Florida City Government Week

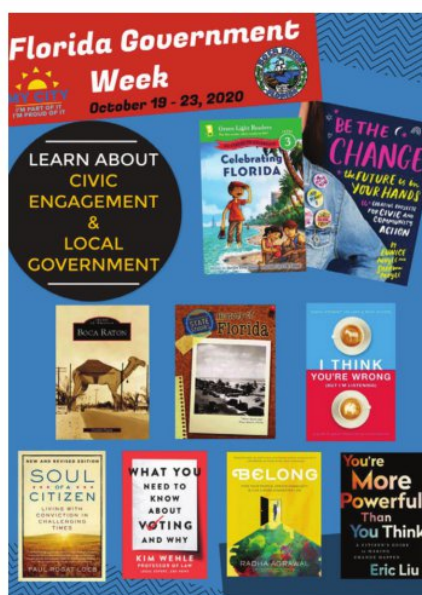


by Shwanda Barnette
Florida League of Cities

Florida City Government Week 2020 was as unique in many ways as the year itself. While several of the activities and events municipalities typically engage in were not feasible due to the pandemic, it was just as important this year to highlight the great work of local officials and staff in serving their residents. Many cities got creative using virtual tools to engage residents. Local government officials and staff make our communities better every day. The summaries that follow recap how municipalities celebrated Florida City Government Week 2020 despite these challenging times.

BOCA RATON

Boca Raton hosted three virtual activities to engage their youth around literacy. At "The City That Talks" virtual storytime, city staff and council members read the Florida League of Cities' children's book to learn from the people who make up local government. Residents were encouraged to take photos of what they think is the best part of the city and share the photos with the hashtags #LoveBocaRaton and #FLCityWeek. For "Boca Raton 101," residents were asked to join Boca Raton Library's Youth Services team as they shared history and fun facts about the city and local government. Boca Raton also presented a list of recommended books for all ages. Photos and links were shared on social media.

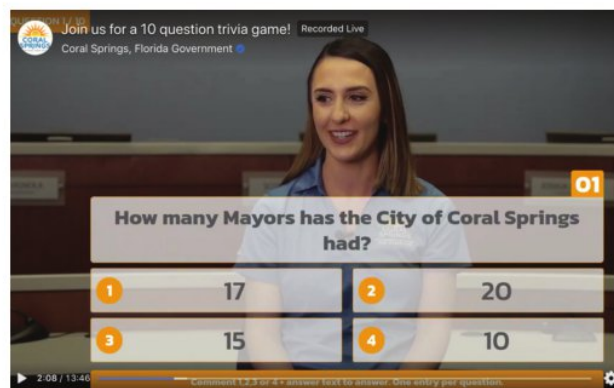


COCONUT CREEK

Coconut Creek promoted activities and city information during Government Week. A message from Congressman Ted Deutch was promoted on social media. Eleven videos of city staffers highlighted their jobs on social media and in an e-newsletter. The city educated the community on city charter amendments on social media and the e-newsletter. City trivia, contests and promotions of the city's public art were featured on social media. The city promoted Government Week activities on the website. Six virtual school presentations were given by Commissioner Sandy Welch and city staff.

CORAL SPRINGS

Coral Springs hosted a Facebook Live trivia game testing residents' knowledge of local government. The city also hosted "The City That Talks" virtual readings in which commissioners helped the youngest residents understand city services through the fun and friendly story.




CRESTVIEW

From learning about more than 30 community organizations to dedicating the new radio-controlled car racetrack, residents had opportunities to learn what makes the county seat tick. City services, recreational and involvement opportunities were highlighted. Public officials turned up at events and public gatherings, sparking conversations with residents. In-person and online events found city leaders speaking with civics classes at a middle school, receiving residents' questions during a Facebook Live forum and participating in public outreach including service club meetings.



DEBARY

In DeBary, the Communications and Government Affairs Department photographed all employees and featured a department on Facebook and Instagram each day with a short description. They used hashtags to boost exposure.




FLORIDA CITY GOVERNMENT WEEK

DeBARY PUBLIC WORKS


The City of DeBary created the Public Works Department in FY 2013. The Department is responsible for the operation and maintenance of storm water systems, sidewalks, City roadways, including pavement repairs and median maintenance along 17/92. The department maintains all City-owned equipment, and provides a variety of services to the public and to other city departments.

www.debary.org/publicworks


Meet your Public Works Team!





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Public Works Director
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386-681-0205



Juan Serrano
Public Works Superintendent
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DEERFIELD BEACH

 **City of Deerfield Beach, Florida - Government**
October 21 at 12:05 PM · 🌐

#FLCityWeek #DFB #GovernmentWeek #CityGovernmentWeek

GAME TIME! Because it is Florida City Week (aka Government Week) we are going to test your knowledge of the City with a virtual scavenger hunt. Follow this link for the game and #MayTheOddsBeEverInYourFavor : <http://ow.ly/8eU450BY0rl>



Deerfield Beach used Facebook to highlight employees from a number of departments. They had storytime with a Broward Sheriff's Office deputy and Micah the dog reading "The City that Talks." They highlighted City Hall photos and shared what the commissioners do. They provided a virtual scavenger hunt using the Florida League of Cities' "City Trivia

for Middle School Students" as well as more questions from the city's historical society and city website. Prizes were awarded. Friday was an opportunity for community service with the Clean Swell App.

DEFUNIAK SPRINGS

At a council meeting, Mayor Bob Campbell read a proclamation recognizing Florida City Government Week. A letter was sent to the school superintendent asking that principals and teachers of each city school work with city staff to make the week fun and educational. Students of every grade participated.



I'M PART OF IT I'M PROUD OF IT

DESTIN

In a video message, Mayor Gary Jarvis highlighted the city's strategic plan, achievements and information on meeting the community's needs. To engage youth on how city government works, the library staff aired an online storytime with "The City That Talks" children's book. The city hosted a photo contest and encouraged people to submit high-resolution digital images of what they love about Destin. A total of 135 submissions were received, and staff members picked their favorites. Images included city amenities such as beaches, parks, historic landmarks, public art, natural conservation areas, recreational activities, special events and wildlife. The winners were highlighted on social media and will be considered for the new website.



FERNANDINA BEACH

Fernandina Beach presented a virtual reading of "The City that Talks." Sixteen staff members read the pages corresponding to their job descriptions. The combination of voices was well-received.



FORT MEADE

Fort Meade participated in a community event sponsored by the Fort Meade Chamber of Commerce called "Scarecrow Row." Three displays represented the city. For City Hall, there was the "City of Fort Meade – Stronger Together" with scarecrows representing the mayor, vice mayor, three commissioners and city manager. Each department was displayed in groups with the library clerk holding "The City That Talks." For the Fire Department, the display was "I Got Your Back," and for the Library, the display was "Head over Heels for the Library."



FORT MYERS

Fort Myers partnered with Florida Gulf Coast University to give students the opportunity to earn service-learning hours along with being educated about the city's waterways and environmental efforts. It was a three-day event with a creek cleanup on October 15-16 and a neighborhood cleanup on October 23.



**I'M PART OF IT
I'M PROUD OF IT**

FORT WALTON BEACH

Throughout 2020, Fort Walton Beach used social media to share employee spotlights as a way of celebrating the staff who serve the community and to highlight the jobs and responsibilities of the workforce. During Florida City Government Week, the city compiled and shared these spotlights and thanked the residents and businesses for the opportunity to serve.



GOLDEN BEACH

Golden Beach celebrated by hosting a socially distanced ceremony with the town residents, local dignitaries and the media to commemorate the groundbreaking of the Civic Center project. The \$5.5 million comprehensive facility will house Town Hall offices and the Police Department and include event and leisure spaces for residents. To meet the challenges of climate change, this first-of-its-kind Civic Center will be built on columns that will elevate it 25 feet in the air.



HOLLYWOOD

The Hollywood Department of Parks, Recreation and Cultural Arts presented the Virtual Halloween Photo Contest. Participants submitted photos in three categories: Pumpkin Carving, Pumpkin Decorating and Group/Family Costume. Three winners were selected in each category. This challenge was fun, exciting and family-friendly.



LAKE LAND

Lakeland presented a proclamation declaring Florida City Government Week at the commission meeting. Lakeland partnered with the Florida League of Cities for resources to teach citizens about municipal government through projects and information. The city conveyed to residents that they can influence government through their civic involvement and positively impact lives by volunteering.



LANTANA

In addition to presenting a proclamation, Lantana coordinated a student essay contest. The topic was "If I Were Mayor for a day, I would" The schools provided the town with their top three picks, and the mayor selected a first-, second- and third-place winner from each school. The winners were announced at a town council meeting and posted on Facebook. The essays were displayed at council chambers. Gift cards were given to the winners.



LARGO

The Largo Advisory Board members were interviewed, and their stories were highlighted in LargoToday, a weekly e-newsletter from the city manager. Interviewees shared their experience volunteering on city boards and encouraged others to get involved. Largo also hosted a Virtual Trivia Night with questions about the city's award-winning services. Participants joined virtually and played to win tickets to a show at the Central Park Performing Arts Center. To reach a younger audience, the city partnered with a local elementary school to educate students on city services and asked students what they would do if they were mayor for a day.

MELBOURNE

Melbourne conducted a Florida City Government Week social media campaign highlighting little-known aspects of city service and public servants who support the community.

MOUNT DORA

Mount Dora featured a video every day, all of which were shot, edited and produced by the public information officer. In one video, Mayor Cathy Hoechst read "The City that Talks." Another video offered a behind-the-scenes look at what it takes to keep parks clean and running. Wednesday's video was Hoechst reading the Florida Government Week Proclamation at the council meeting. Thursday's video featured the Fire Department's training, firefighting and community programs. Friday's video featured a 59-year-old resident who came to the library and spent four years in the Adult Learning Program learning to read with a volunteer tutor.



NEWBERRY

Newberry held a "City Fleet Parade" for children attending an after-school program. Trucks and heavy equipment from the Utility/Public Works Department and a city fire rescue station circled twice with horns, lights and sirens. The children watched the City Government Week 101 video and participated in a question-and-answer session.



NORTH MIAMI



Councilwoman Mary Estímé-Irvin hosted the Florida City Government Week Celebration filled with family activities. The activities included a virtual tour of some of the most interactive departments in the city, techniques from the North Miami Police Department on how to survive an active shooter,

a Museum of Contemporary Art Makers course and a community bike ride with Police Chief Larry Juriga. There was also a virtual premiere of the inaugural State of the District Address from the councilwoman. North Miami discussed the importance of civic engagement while reminding participants of resources. The highlight of the week was establishing the North Miami Youth Council.

OLDSMAR

During a City Council meeting, Vice Mayor Katie Gannon (center right) presented a proclamation to encourage citizens, government officials and employees to celebrate Florida City Government Week. Joining her were City Manager Al Braithwaite (left to right), City Clerk Ann Nixon, Assistant City Manager Felicia Donnelly, City Attorney Tom Trask and Mayor Eric Seidel.



ORANGE CITY



Orange City's residents participated in a Halloween drive-by at two schools. The city also held two ribbon-cutting events. The city also started a park ranger program of volunteers acting as park diplomats. Seven people were recruited for training.

PALM SPRINGS

The public library accepted a proclamation from Mayor Beverly Smith that proclaimed "City Government Month in Palm Springs." Smith and Village Manager Rich Reade had a meet-and-greet presentation at an elementary school, where children learned about the importance of local government. The village also hosted an online mock meeting at a middle school. Thirty-five students and their teacher participated in a presentation of how a council meeting works. Village departments were represented by eight of the department heads/directors. Each department head explained their work and the qualifications needed. Children were educated about local government, leadership, decision-making and consideration of what is best for a community.



I'M PART OF IT
I'M PROUD OF IT

PANAMA CITY BEACH

The mayor and three city council members had separate speaking/reading engagements at schools. Mayor Mark Sheldon spoke to an AP Civics class, while Vice Mayor Geoff McConnell spoke to a U.S. History class. Councilman Phil Chester addressed middle schoolers. Councilman Paul Casto read "The City That Talks" to second-grade classes. Councilman Michael Jarman held a "Coffee with the Councilman" at a local restaurant.



PARKLAND

Parkland pre-recorded its traditional Government Day event. Each student was able to interact with classmates while watching segments from the Waste Management, Police and Fire Departments as well as the library and the mayor. Students were able to vote for their favorite book using an online survey.



PORT ORANGE



Port Orange Citizens Academy was held with Fire and Rescue. Fire Department staff provided an overview of fire operations, safety, training and emergency management. The class toured and examined the Quint 72 truck. The city's

latest episode of "The POG Show" podcast focused on Port Orange University and the impact it has made on municipal government. Florida City Government Week was mentioned. The celebration continued with the reading of a proclamation by Mayor Donald O. Burnette at a council meeting.

PORT ST. LUCIE

Port St. Lucie teamed up with the St. Lucie County School District to put together a virtual Youth Town Hall. Students from four schools submitted 56 videos, asking seven city employees how their local government works. Each school's session was 30 minutes. Each school watched virtually as their questions were answered live from council chambers. Panelists included Councilwomen Jolien Caraballo and Stephanie Morgan, Mayor Gregory J. Oravec, Assistant Police Chief Richard Del Toro, Communications Director Sarah Prohaska, Utility Billing/Connection Support Manager Gina Linsley and Community Outreach Coordinator, Parks and Recreation Robert Chenier. City leaders were impressed with the students' open-ended, relevant questions that led to a meaningful dialogue. Each class session was uploaded to the city's YouTube channel so students throughout the city could learn about how their local government serves citizens. Photos and video links were shared on the city's social media platforms.

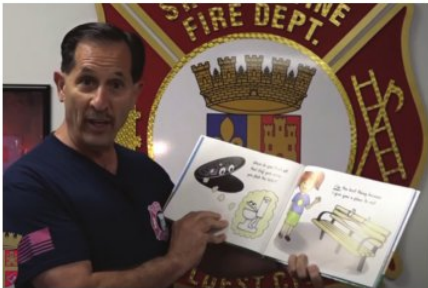


SANFORD

Sanford believes in citizen engagement at all ages. "The City That Talks" picture book is a civics education lesson written with a friendly story to teach the youngest residents (ages 4-8, pre-K through second grade) about city services. Mayor Art Woodruff read the book to students enrolled in the city After School Program. Sanford also hosted a Mayor's Virtual Town Hall. There was good online participation. Citizens brought up many topics including lighting up neighborhoods and increasing golf cart zones. Other topics included traffic circles, the city budget, effects of COVID-19 on the city, the future of the Civic Center, open container laws, the Mayfair Hotel, youth civic education, Heritage Park and Sunrail station land development.



ST. AUGUSTINE



This year was celebrated virtually, with a proclamation passed during a virtual city commission meeting and videos premiering

on the city's Facebook page, @CityStAug and YouTube channel. This video series kicked off with a special presentation of the book "The City that Talks," read by Meredith Breidenstein, assistant city manager, Bob Growick, fire marshal, Caroline Drouin, police officer, and Sam Adukiewicz, municipal marina harbormaster. A video demonstrated full turn-out gear for a firefighter featuring Firefighter James Cosgrove in his gear and Fire Safety Inspector Abby Pedigo explaining the purpose of each piece of gear. This video sends a message to children that even though firefighters may look scary, they are there to help. As one of the few coastal cities that owns, operates and maintains a municipal marina, the city featured the St. Augustine Municipal Marina. The city demonstrated the function of a marina, its capacity and the wildlife there including manatees and dolphins. St. Augustine premiered a grand finale video that celebrated their staff that keep the city running every day.

STUART

Stuart's senior staff shared "The City that Talks" storybook. The Florida Chapter of the American Planning Association announced that Stuart won the seventh annual Great Places in Florida award program.



SUNNY ISLES BEACH

Sunny Isles Beach gave an election presentation to a third-grade class. Students completed a "People in my Community" class project.



TAMARAC

In addition to proclaiming October 19-25 as Florida City Government Week, elected officials participated in a virtual meeting of Tamarac's Teen Council. The Teen Council is an empowerment program for Tamarac residents in grades 8-12 that facilitates leadership and community involvement. The mayor and commissioners led breakout sessions with small groups of teens. They discussed their roles with the city and answered questions. The teens recorded short video clips recapping what they learned. These clips were compiled into a video shared at a Commission meeting and on the city's social media platforms.



TEMPLE TERRACE

Temple Terrace invited its Facebook fans to demonstrate their knowledge of city attractions by playing a game named Where's Temple? City mascot Temple the Orange set out from City Hall to visit his favorite places. One photo was posted on the city's Facebook page at 9:00 a.m. each day. Page followers were invited to submit their guesses as to his location, which mostly featured local parks. One winner from the correct guesses was chosen each day, and that person received a \$50 restaurant gift card that the city purchased with funds from the Business Relations Department to support local enterprises. On the final day of the contest, a grand prize winner was drawn from all of the week's correct guesses. The final winner received three \$50 restaurant gift cards. Temple the Orange gained quite a fanbase, garnering positive comments that included, "Seeing Temple in my feed made me smile. Hope to see more of that cutie soon;" "Please consider more city promotional material with Temple the Orange, we love him!" and "This mascot is giving me life, it's so adorable."



VERO BEACH

Vero Beach passed a proclamation for Florida City Government Week. Council members recorded participation in live readings of "The City that Talks" book under the Florida League of Cities Readers 2 Leaders initiative and facilitated a scavenger hunt.



Proclamations and Resolutions Adopted

Governor Ron DeSantis
Boca Raton
Brooksville
Deerfield Beach
DeFuniak Springs
Fort Meade
Fort Walton Beach
Golden Beach
Juno Beach
Jupiter
Lakeland
Lantana

Largo
Marco Island
Mount Dora
Newberry
North Miami
Oldsmar
Orange City
Palm Springs
Port Orange
St. Augustine
Tamarac
Vero Beach

PLAN NOW TO PARTICIPATE IN THE 30TH ANNIVERSARY OF FLORIDA CITY GOVERNMENT WEEK!

This year is the **30th Anniversary of Florida City Government Week**, and we hope to see you celebrate in a big way **October 18-24**. If your city would like to participate, you can find additional ideas by going to flcities.com. Under "Education and Events," select "City Government Week." Stay tuned for new ideas on how to celebrate this year! We hope to have the most participation ever in #FCGW history!

