

PROMOTE YOUR CRA

Promote your local CRA with the following tools made available to you by the Florida Redevelopment Association.

- 1) Sample Media Kit*
- 2) Customizable PowerPoint Presentation*
- 3) Guide— Shameless Promotion: Why you need it, how to get it*
- 4) “Redevelopment. Building better communities.” Video

* These tools will be available following the 2006 FRA Conference in a “members only” section of the Florida Redevelopment Association’s web site, www.redevelopment.net. FRA members can download these files and customize them to fit your CRA.

1) Sample Media Kit

A media kit was developed for the Cape Coral CRA during the production of other tools available to members, including the guide, video and customizable PowerPoint. FRA members can download media kit materials in Word documents and a PowerPoint file. Use these documents as templates or models for creating a media kit for your CRA. Media Kit materials include:

- Media Pitch Letter
- Backgrounder
- Frequently Asked Questions (FAQ) Page
- PowerPoint Presentation
- PowerPoint Speaking Points
- Brochure*
- Bumper Sticker*
- Press Release
- Annual Report*
- Events Calendar

* These items were produced by the Cape Coral CRA, and are included in the media kit as samples of other materials that can be produced locally and included in your CRA’s media kit.

2) Customizable PowerPoint Presentation

A customizable PowerPoint presentation, accompanied by speaking points and instructions on how to customize the PowerPoint presentation for your local CRA should arm your CRA with the tools needed for “building a relationship with your community.” Use these materials to get out into your community and conduct presentations with local organizations.

FRA members can download the PowerPoint file, the speaking points as a Word document and the instructions in an easy-to-read PDF file.

3) Guide— Shameless Promotion: Why you need it, how to get it

This guide is the ultimate tool for your CRA in its communication efforts. Including seven different sections, the guide is designed to help your CRA:

- Develop an identity
- Be all it can be
- Build a relationship with your community
- Build a relationship with the media
- Communicate more efficiently with the media
- Manage a crisis
- Put its best foot forward

From crafting key messages to hosting a special event, this manual will guide you through each process step-by-step, and let you know the major dos and don'ts.

FRA members can download these seven sections of the guide in PDF format. Print, or simply save an electronic copy of the guide for a quick and easy reference for your CRA.

4) “Redevelopment. Building better communities.” Video

Like what you see? Interested in having a customized video produced for your CRA?

The video will be available on the Florida Redevelopment Association's web site, www.redevelopment.net, for all individuals (FRA members and non-members) to view following the conference. A complimentary copy of the video on DVD will be mailed to all FRA members. Additional copies may be ordered by contacting: Carol Westmoreland, executive director of the Florida Redevelopment Association (FRA) at cwestmoreland@flcities.com, (850) 224-6779 or by mail at P.O. Box 1757, Tallahassee, FL 32302-1757.

VIDEO DESCRIPTION

This video presents the benefits of redevelopment and its contributions to the many communities throughout the state of Florida. It includes encouraging remarks from two Florida mayors, including: Mayor Rick Baker of St. Petersburg and Mayor John Marks of Tallahassee. Inspiring images of redevelopment from around the state, set the stage for the opportunity for your CRA to showcase its successful redevelopment efforts.

Note: The current video features the Cape Coral CRA. If you choose to purchase the production of your own CRA's video segment, footage collected from your CRA will be featured in place of the Cape Coral CRA footage.

YOUR CRA'S COMMITMENT

Easy as 1-2-3.

1. Sign up now.

Sign up to have a video segment produced, featuring your CRA. Let us know who you are and where you are located. Refer a few neighboring CRAs and possibly save money on the production of your video segment. The more CRAs within your region that have a video

produced for their CRA, the more savings for your CRA. For more information, see the attached "Video Pricing Sheet."

2. Let us know what you want.

Provide us with the information and materials you would like included in your CRA's video segment. From renderings to special event photos, RB Oppenheim Associates will serve as the liaison between your CRA and the production team of Mike Vasilinda Productions, and coordinate the electronic files and digital images you would like to feature in your video.

Provide us with a list of redevelopment sites and their locations that you would like to showcase in your CRA's video segment.

Decide who you want to see in your video segment. We recommend the following individuals for interviews:

- CRA's executive director
- Developer of one or more of your redevelopment projects
- Local politician (e.g., mayor)
- Local business owner (affected by your CRA's redevelopment efforts)
- Citizen (affected by your CRA's redevelopment efforts)

Organize and schedule, with the assistance of RB Oppenheim Associates, four to five interviews with your CRA's interviewees.

3. Be accommodating to the production crew on the shoot.

Your CRA's scheduled shoot will take approximately two business days. Please be accommodating and welcoming to the production crew.

Note: All shoots will be scheduled and coordinated by RB Oppenheim Associates and Mike Vasilinda Productions.

PRICING

The cost for video production varies based on three factors: 1) whether or not you are a member of the Florida Redevelopment Association, 2) which of the following five Florida regions your CRA is located in, and 3) how many CRAs participate in the scheduled regional shoot.

Please note: The 3D virtual tour of the proposed project for the Coronado Terrace, featured in the video segment on the Cape Coral CRA was created by the Schneider Corporation. The following pricing for your CRA's video segment does not include this feature.

For information about having a 3D virtual tour built for your CRA, contact Chad Myers, Director of 3D Multimedia at the Schneider Corporation, toll-free at (866) 973-7100 or by email at cmyers@schneidercorp.com.

