

Redevelopment Week Toolkit

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Campaign Overview

Join Community Redevelopment Agencies across Florida to celebrate **Redevelopment Week, September 14-18, 2026**. This toolkit provides ready-to-use resources to help your CRA participate in a coordinated statewide campaign that highlights the projects, partnerships, and investments transforming communities across Florida.

Throughout the week, share success stories, highlight redevelopment projects, and show how your CRA is making a difference in your community.. By participating together, we can raise awareness of the important role CRAs play in strengthening Florida's communities.

Consider using these daily themes throughout Redevelopment Week:

- **Monday:** Welcome to Redevelopment Week
- **Tuesday:** Redevelopment in Action
- **Wednesday:** Community Impact
- **Thursday:** Community Partnerships
- **Friday:** Looking Ahead

Getting Started

- ✓ Review the toolkit resources.
- ✓ Customize the templates with your CRA's projects and success stories.
- ✓ Share your content during Redevelopment Week, September 14-18.
- ✓ Use the hashtags **#RedevelopmentWeek** and **#RedevelopmentWorks**
- ✓ Tag the Florida Redevelopment Association so we can share your posts.

Toolkit Resources

Everything you need to participate in Redevelopment Week is included below. Customize the templates with your own projects and photos, and share your success stories throughout the week. Whether you're posting on social media, issuing a proclamation, or sharing your story with local media, these resources will help showcase redevelopment in your community.

The graphics shown in this toolkit were created in Canva, but you may use any design program. *** See note at the bottom about how to use and save Canva files. ***

Redevelopment Week Graphics

Redevelopment Week celebrates the projects, partnerships, and investments that strengthen Florida's communities. The best posts tell a story by showing the challenge, the solution, and the results. Use these templates to highlight your successes and educate your community about the impact of redevelopment.

- Find these templates on Canva at the links below.
- Customize as you see fit to showcase your projects and success stories.

Post Ideas:

- Before-and-after redevelopment projects
- Affordable housing
- Business attraction and expansion
- Historic preservation projects
- Streetscape improvements
- Parks and public spaces
- Infrastructure improvements
- Public art installations
- Public-private partnerships
- Neighborhood revitalization projects

Horizontal Graphic Examples: Canva link [here](#)

Horizontal graphics work well on Facebook, LinkedIn, and X.

RIVIERA BEACH CELEBRATES REDEVELOPMENT WEEK!

*Redevelopment
Week!*
September 14 - 18, 2026

Learn More About Berkeley Landing and
our affordable housing opportunities.



(More info can be added here)

MARGATE CELEBRATES REDEVELOPMENT WEEK!

Learn about how we improve our community
through our redevelopment projects!



*Redevelopment
Week!*
September 14 - 18, 2026
THE FLORIDA
REDEVELOPMENT
ASSOCIATION

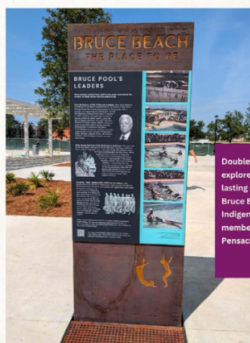
(More info can be added here)

Redevelopment Week!

September 14 – 18, 2026

PENSACOLA CELEBRATES REDEVELOPMENT WEEK!

Learn How Bruce Beach Improves Our Community



Double-sided signs explore the origin and lasting significance of Bruce Beach for Black, Indigenous, and Creole members of the Pensacola community.



(More info can be added here)

ORLANDO CELEBRATES REDEVELOPMENT WEEK!

Learn how public art enhances Downtown Orlando

Redevelopment Week!

September 14 – 18, 2026



(More info can be added here)

Vertical graphic examples: Canva link [here](#)

Vertical graphics work well on Facebook, Instagram, and Meta Stories

POMPANO BEACH CELEBRATES REDEVELOPMENT WEEK!

City of Pompano Beach
Community Redevelopment Agency



Redevelopment Week!

September 14 - 18, 2026

Old Town's Backyard



TAMPA CELEBRATES REDEVELOPMENT WEEK!

City of Tampa
Community Redevelopment Agency

Legacy Credit: Innovation Lies at
the Heart of Community
Redevelopment



**TAMPA
CRA**

Redevelopment Week!

September 14 - 18, 2026

PENSACOLA CELEBRATES REDEVELOPMENT WEEK!

Bruce Beach Redevelopment Project
more info here



PENSACOLA
COMMUNITY REDEVELOPMENT AGENCY

Redevelopment Week!

September 14 - 18, 2026



ORLANDO CELEBRATES REDEVELOPMENT WEEK!

We improve spaces with outdoor art



**DOWNTOWN
ORLANDO**

Redevelopment Week!

September 14 - 18, 2026

Messaging Ideas:

Use one or more of these messages to connect your project to the broader impact of redevelopment and customize it with information about your project.

- CRAs enhance private projects with public dollars to provide much-needed affordable housing and economic opportunities
- CRAs increase business opportunities for residents, merchants, and investors
- CRAs foster community unity and enhance culture and entertainment
- CRAs reduce crime rates
- CRAs transform streetscapes and improve communities
- CRAs create affordable housing and homeownership opportunities
- CRAs preserve and showcase the area's history and cultural heritage
- CRAs provide clean, safe environments through stormwater system redevelopment
- CRAs support parks and recreation facilities for all residents
- CRAs promote sustainable, "green" practices through reuse and recycling

Hashtags and Tagging

Use these hashtags in your posts: **#RedevelopmentWeek** **#RedevelopmentWorks**

You are encouraged to tag the Florida Redevelopment Association on social media!

- Facebook @FLRelevel [here](#)
- Instagram @fl_redevelopment [here](#)
- LinkedIn @florida-redevelopment-association [here](#)
- X @flrelevel [here](#)

Redevelopment Week Logos

Click [here](#)

Redevelopment Week Media Release and Proclamation Guide

Click [here](#)

*About Canva files:

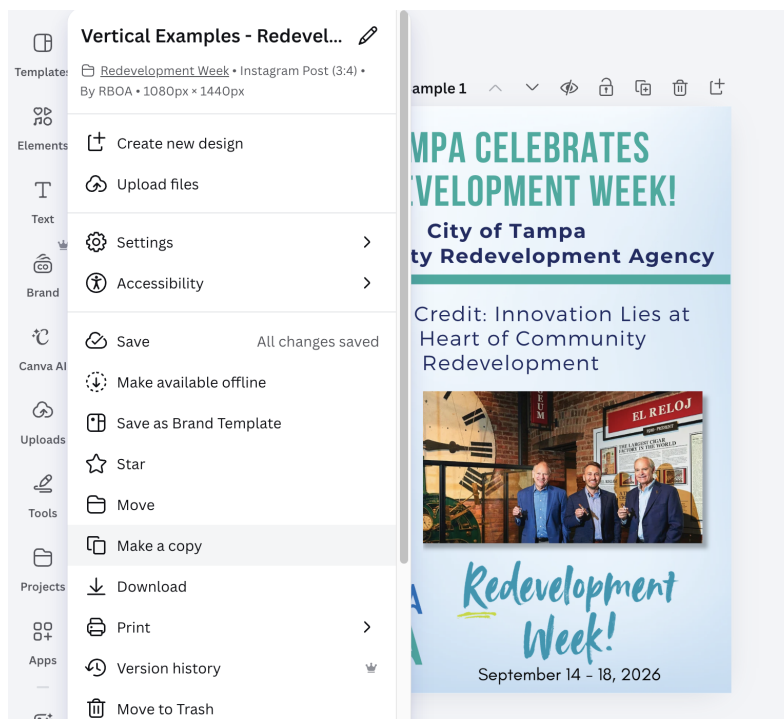
For security reasons, files are set to *View Only*, so you won't be able to edit the original files. To use any design, please make your own copy **(please do not request edit access)**

1. Open the Canva designs using the links provided above.
2. Select: **File → Make a copy.**
3. Your personal copy will open in your Canva account
4. Edit your copy as needed; the original design will remain protected.

Don't have [Canva](#)?

Canva's Basic plan is free to use, and eligible nonprofits can apply for Canva Pro at no cost.

Below is a screenshot of how to make a copy of a graphic for your own use.



Questions? Contact: Merrily Bennett, Affiliate Services Coordinator
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