The Communications Department is tasked with assisting the departments within the Lake County Board of County Commissioners, as well as select offices and organizations in expanding internal and external communications. This is accomplished through three key areas: web and multimedia development, graphic design and media relations. The staff, which consists of the Director, Public Information Officer, Senior Graphic Artist, Graphic Artist, Webmaster and an Internet Applications Developer, works as a team similar to an advertising agency, using the creative skills of all its members to produce ingenious solutions to a variety of communication-based projects.

One of the many duties assigned to the office involves working closely with the Economic Development & Tourism Department to prepare advertisements and marketing materials to promote Lake County as a tourist destination. With tourist tax funding 50% of four positions in the department, staff is able to devote resources towards developing tourism promotional pieces, advertisements, events and websites.

From preparing the State of the County presentation to helping inform the public of life-safety issues during times of disasters, Communications strives to provide a consistent and timely message to the citizens of Lake County.
ABOUT COMMUNICATIONS

The following services are provided by the Communications Department.

GRAPHIC DESIGN

The Communications Department assists departments within the Lake County Board of County Commissioners with providing professional and informative materials to citizens and employees. Examples of materials produced include:

- Advertisements
- Banners
- Booklets
- Brochures
- Event Banners
- Invitations
- Large Format Displays
- Mailers
- Pamphlets
- Photography
- Postcards
- Posters
- Program Identities/Logos
- Promotional Materials

The two graphic artists are responsible for designing all advertisements and marketing materials for Lake County Tourism. Staff also is responsible for working with departments on commercial print jobs, which includes the set-up, quoting, proofing and any necessary press checks.

PUBLIC INFORMATION, MEDIA RELATIONS & CONTENT DEVELOPMENT

The Communications Department is responsible for writing and distributing news releases, responding to media inquires and requests in a timely manner, and working with local media on story development.

The staff also assists departments with content development for websites, printed materials and speeches, as well as with planning and organizing public events, such as groundbreakings, ribbon-cuttings, and County-sponsored events.

Staff also works to assist Lake County Tourism with promotion of Lake County as a tourist destination through marketing leads and publications.

During Emergency Operations Center (EOC) activations, the Department has staff assigned to the Emergency Safety Function 14 - Public Information, which helps coordinate the dissemination of life-safety information during emergencies through media outlets and the Web.
WEB & MULTIMEDIA DEVELOPMENT

The County’s Web presence is an important tool that allows information to be accessed 24/7 at a cost savings verses printing material and distributing it. The nature of offering information digitally allows the County to easily fluctuate content to meet the needs of the end user.

The Web and multimedia staff consists of one full-time Webmaster and one full-time Internet Applications Developer. The two positions are responsible for developing and maintaining the County’s existing websites, as well as development of multimedia and video presentations.

The following is a current list of websites maintained by Communications:

- Lake County Board of County Commissioners
  www.lakecountyfl.gov
- Intranet Portal
  http://bccnet.co.lake.fl.us
- Tourism & Business Relations
  www.lakecountyfl.com
- Economic Growth & Redevelopment
  www.businessinlakefl.com
- Lake County Library System
  www.mylakelibrary.org
- LakeXpress
  www.ridelakexpress.com
- Lake-Sumter MPO
  www.lakesumtermpo.com
- Paddle Lake (Blueways)
  www.paddlelake.com
- Property Appraiser
  www.lakecopropappr.com
- Supervisor of Elections
  http://elections.lakecountyfl.gov
- Procurement Officials of Lake
  http://pool.lakecountyfl.gov
- Wings and Wildflowers Festival
  www.WingsAndWildflowers.com

The Web staff is also responsible for development of interactive CD’s, and assisting in the Emergency Operations Center when activated.
Logos and Program Identities

Alert Lake
Emergency Notification System

Lake County Library System

FIRE
Department of Public Safety

Festival of Reading

Green Fair
Lake County, FL • 2010

Beautify Lake
Lake County Board of County Commissioners
LOGOS AND PROGRAM IDENTITIES

Lake County Board of County Commissioners
State of the County Video Presentation

Fostering a Brighter Economic Climate
Seasons of Accomplishments

Lake County Board of County Commissioners
Vacation Guide
BEGIN YOUR JOURNEY

DISCOVER THE MAGIC OF NATURE IN
LAKE COUNTY, FLORIDA.

Escape to a natural paradise of more than 1,000 lakes and endless acres of preserves. From kayaking to fishing, golfing to hiking, and riding to horseback riding, an outdoor adventure is waiting around every corner in Lake County.

1-800-430-LAKE
www.lakecountyfl.com

BEGIN YOUR JOURNEY

DISCOVER THE MAGIC OF NATURE IN
LAKE COUNTY, FLORIDA.

1-800-430-LAKE
www.lakecountyfl.com

BEGIN YOUR JOURNEY
Advertisements
Advertisements

Lake County Board of County Commissioners
ADVERTISEMENTS
Advertisements
Print Presentation Materials

Lake County’s Population Trends

- 169% total growth since 1900
- 4% annual growth over 10 years
- 3.9% annual population increase since 1995 compared to 2.4% increase for Florida
- Prime working age (25-64) is the strongest growing population segment

Trends 1995-2005

Assets

- Board has adopted nine long-range plans for Lake County.
The Art of Budgeting Revenues

Sample Database: 6 Cent Local Option Gas Tax

- Authorization for local government to levy 1 to 6 cents tax per gallon of motor fuel. Diesel fuel is taxed at 6 cents statewide. Counties may impose tax and share with cities by county or agreed upon distribution formula.
- F.S. 336.025 County Ordinances 1994-8; 1985-1
- Collected by dealer and remitted to the FLOROR returns proceeds to local government
- 3 deductions: dealer collection allowance, refunds, 7.3% service charge

Monthly Sales Tax

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Table top Presentation Displays

Lake County Board of County Commissioners
EXTERNAL BRANDING
INTERNAL BRANDING
Outdoor Signage

Parks & Trails Kiosk

Wayfinding Kiosk

Outdoor Building Signage
WEB SITE DESIGN AND DEVELOPMENT
Booklets, Brochures and Pamphlets

Emergency Management

Annual Events Guide

Wedding Guide

Lake County Board of County Commissioners
National Association of Counties honors Lake County with its 26th achievement award

TAVARES — The National Association of Counties (NACo) recently awarded Lake County with a distinguished Achievement Award, which recognizes innovative county government programs. Lake County officials received notice that the program to be honored at the annual NACo conference is the Festival of Reading.

"I am particularly proud of this honor because it recognizes the hard work our library system does to encourage residents to read," said County Commissioner Vincent Cadwell, Chair of the Lake County Board of County Commissioners. "I congratulate library staff for reaching out to the public in new ways and for producing a meaningful event that benefits our community."

The Festival of Reading, which is hosted annually by the Lake County Library System promotes reading and the love of literature through activities such as meeting the authors, sharing thoughts about books and writing, attending music and dance performances of many cultures, and sharing personal poetry and writing.

Since its inception in 2004, the working festival is presented in the spring. The festival hosts nationally recognized authors during a series of events held at each of the 15 library and special venues throughout the County, making them convenient to all residents. Each year, an opening day event is held to heighten awareness for the festival. At the Fifth Annual Festival of Reading held March 29-April 5, 2008, more than two dozen guest authors and an estimated 3,000 residents participated in the series of events.

The Sixth Annual Festival of Reading is scheduled for "Florida" for more information about the Lake County Festival of Reading or to learn more about the new festival, visit http://www.lakecountyfl.gov

Since 1994, Lake County has been recognized. NACo awarded the Lake County Department of Planning and Development's "Green Fair" program $1,000 and a Gold Nugget for a "Show and Tell" program that allows County staff to add or revise a file included with the "Brownstone" map and scrapbook.
INTERACTIVE CD

Lake County Board of County Commissioners
Tourism Initiatives

VIP Vacation Guide & Card

Buttons

Place Mat

Lake County, Florida

For a complete calendar of Lake County events, visit www.lakecountyfl.com or call 1-888-439-LAKE to request a FREE Vacation Guide.