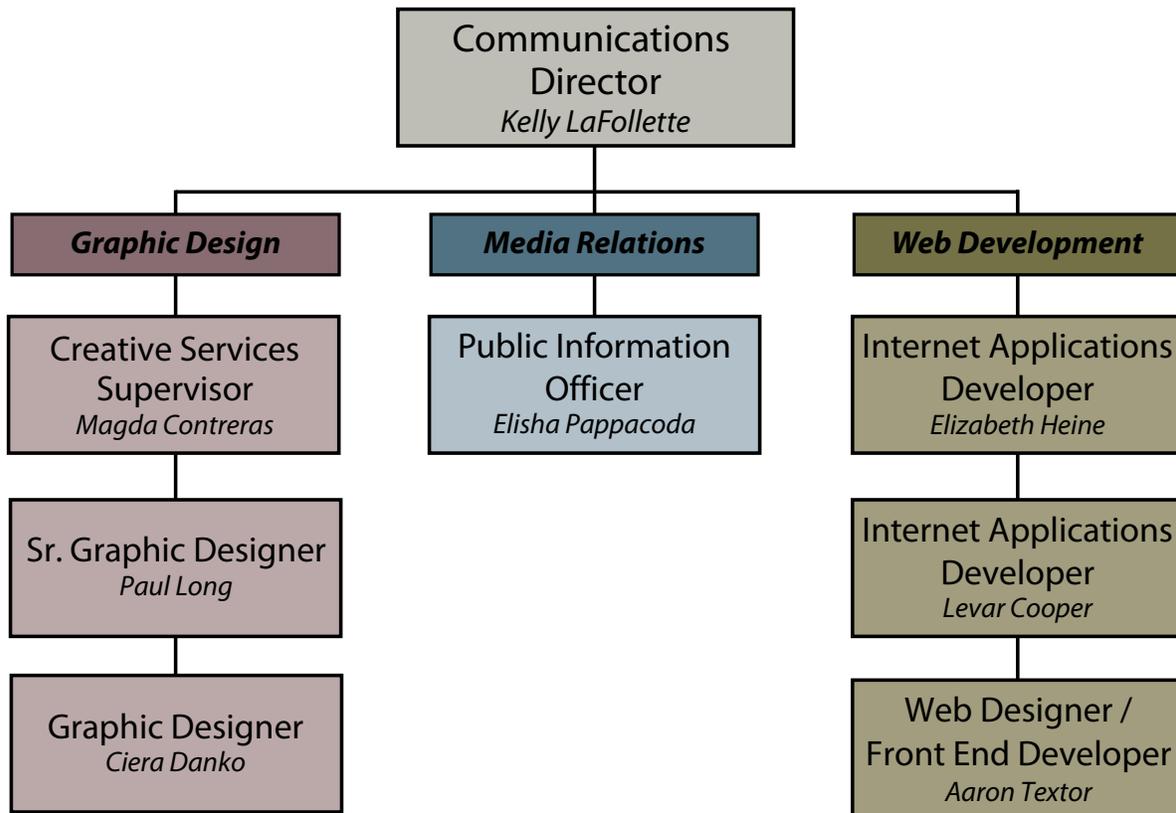


COMMUNICATIONS  DEPARTMENT

ABOUT COMMUNICATIONS



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.

ABOUT COMMUNICATIONS

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:

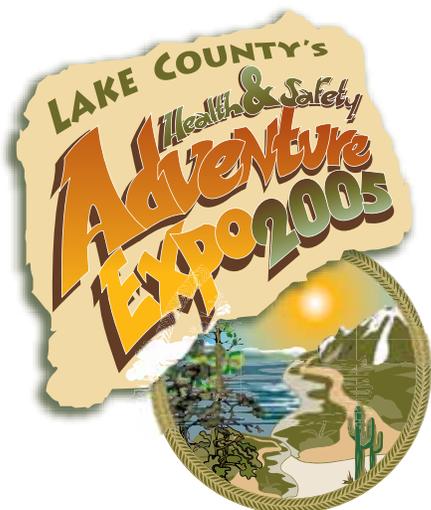
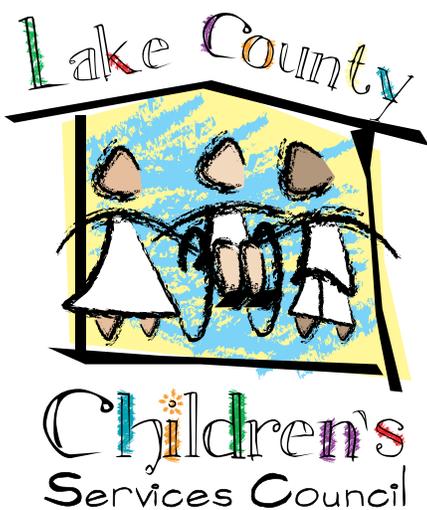
- Lake County Board of County Commissioners
www.lakecountyfl.gov
- Intranet Portal
<http://bccnet.co.lake.fl.us>
- Tourism & Business Relations
www.lakecountyfl.com
- Economic Growth & Redevelopment
www.businessinlakefl.com
- Lake County Library System
www.mylakelibrary.org
- LakeXpress
www.ridelakexpress.com
- 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



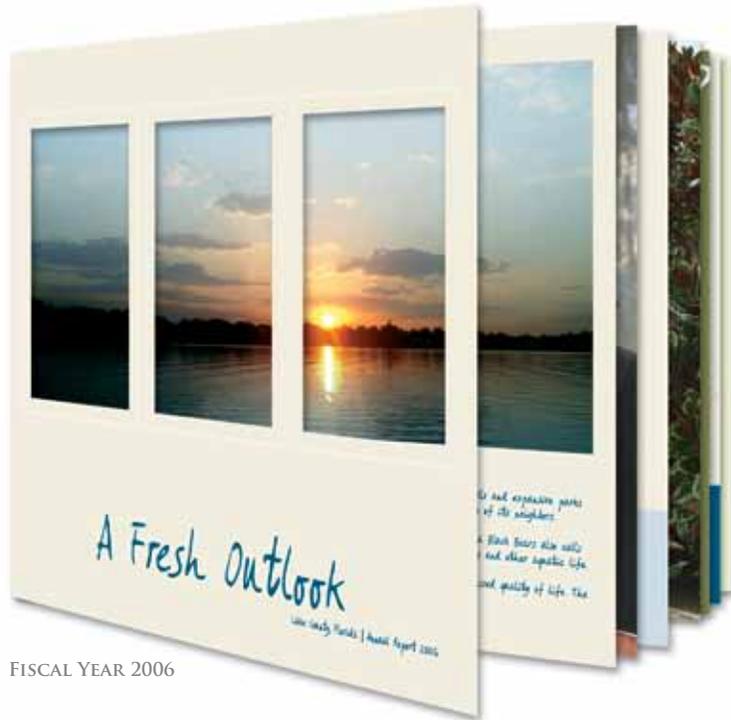
LOGOS AND PROGRAM IDENTITIES



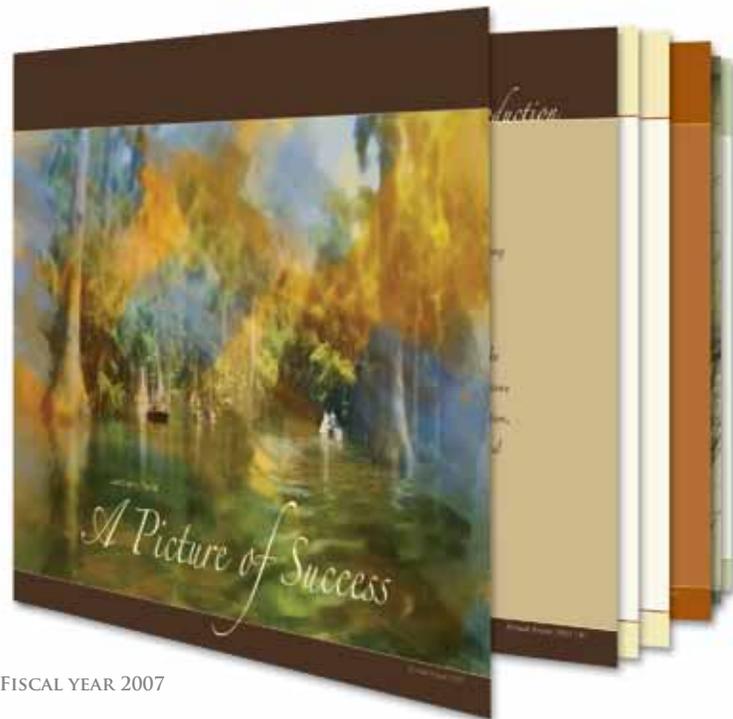
STATE OF THE COUNTY VIDEO PRESENTATION



ANNUAL REPORTS

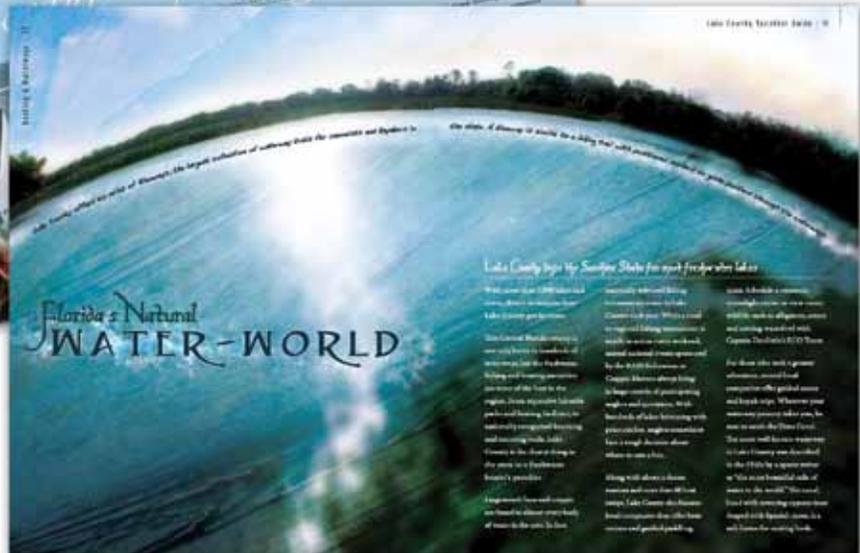
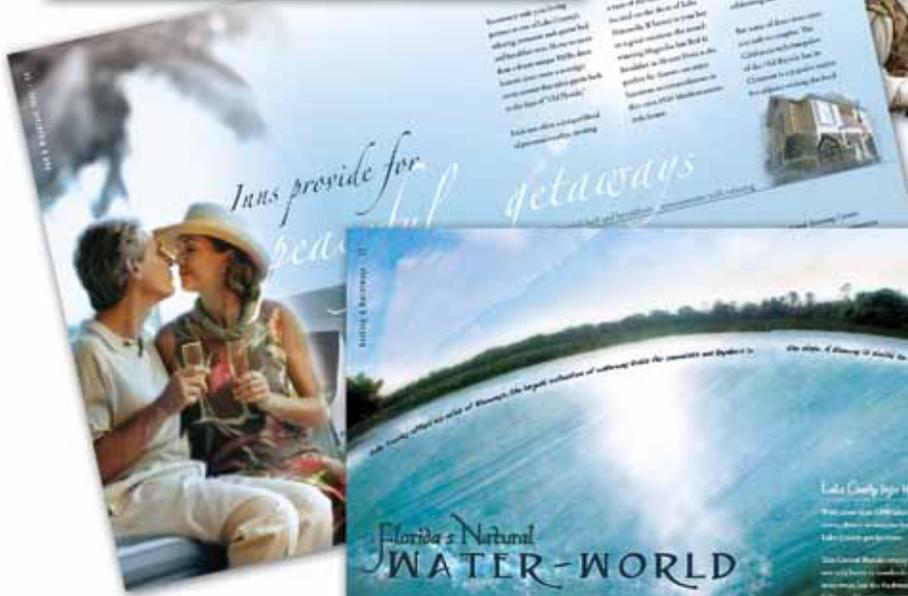
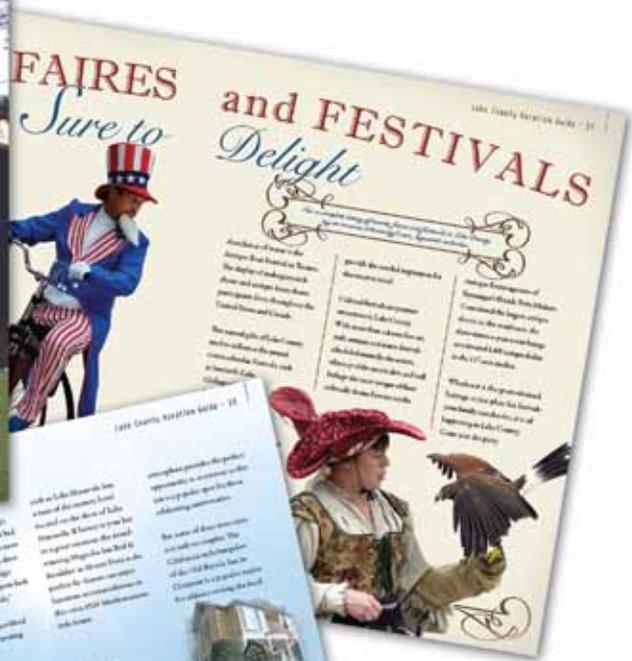
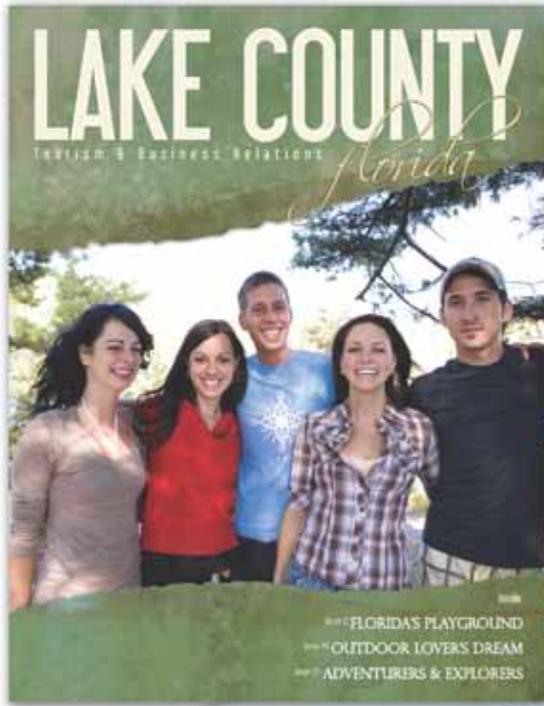


FISCAL YEAR 2006



FISCAL YEAR 2007

VACATION GUIDE



ADVERTISEMENTS

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 biking, and hiking to horseback riding, an outdoor adventure is waiting around every corner in Lake County.

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

LAKE
FLORIDA
YOUR KIND OF FACE.

BEGIN YOUR JOURNEY

DISCOVER THE MAGIC OF NATURE IN
LAKE COUNTY, FLORIDA.

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

LAKE
FLORIDA
YOUR KIND OF FACE.

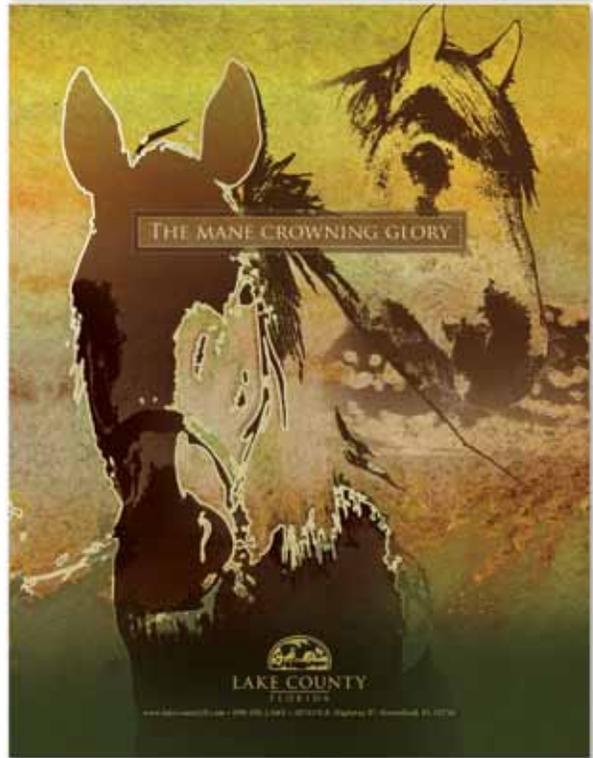
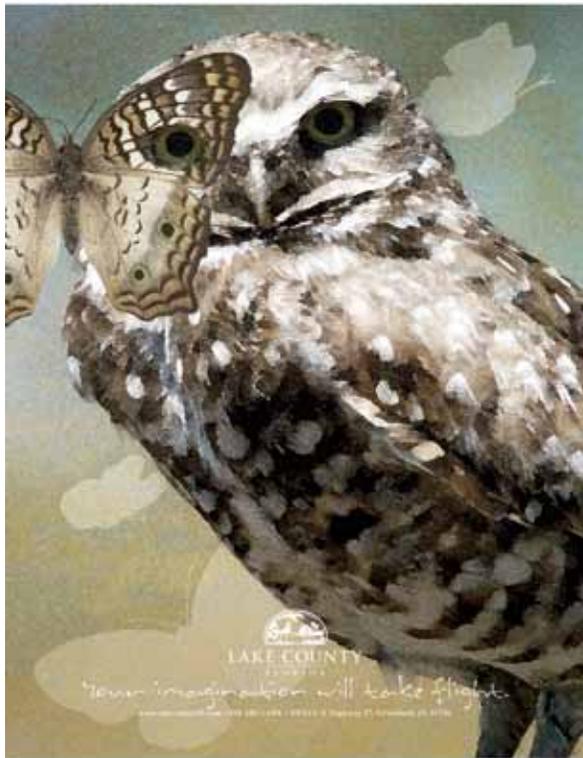
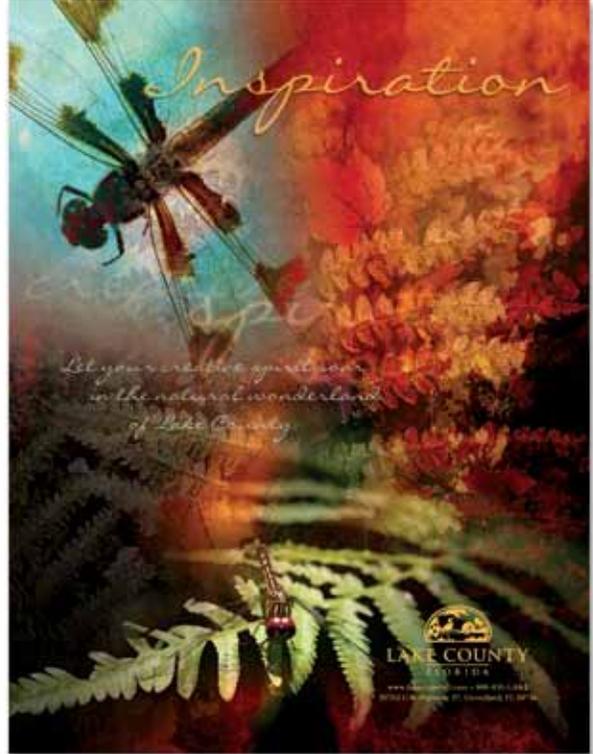
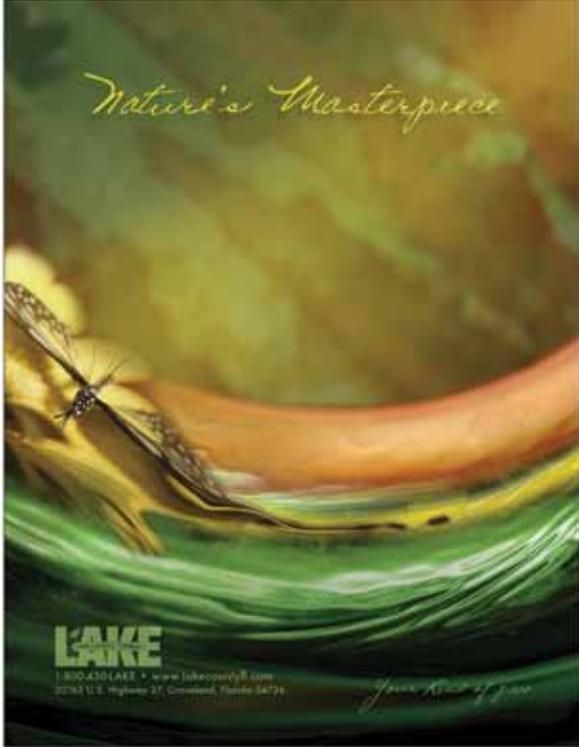
BEGIN YOUR JOURNEY

For a free guide to family events call 1-800-430-LAKE
or visit www.lakecountyfl.com

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

LAKE
FLORIDA
YOUR KIND OF FACE.

ADVERTISEMENTS



ADVERTISEMENTS



**LAKE COUNTY
FLORIDA**



Lake County Events

Date	Event	Location
6 APR	Sail Boat Regatta	Lake Dora, Mount Dora
0	10th Annual Leeburg Bbqfest	Downtown Leeburg
0	Cinco de Mayo	Mosaic
0	Blue Moon Festival	Mount Dora Plaza, Mount Dora
7 JUN	12th Annual Lakebridge Winery Harvest Festival	Lakebridge Winery, Clermont

For a complete listing of events, please refer to the quarterly Lake County Events Guide or visit our website. Our Welcome Center is located at 20763 U.S. Highway 27, Groveland, FL 34736.

www.lakecountyfl.com • 1-800-430-LAKE



**LAKE COUNTY
FLORIDA**



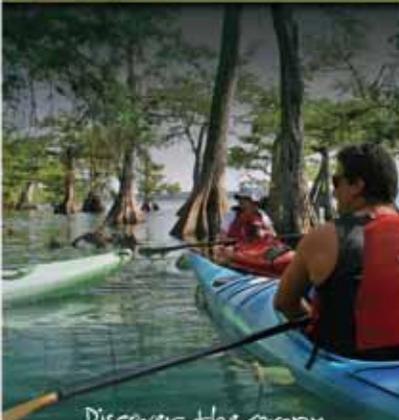
Lake County Events

For a complete listing of events, please refer to the quarterly Lake County Events Guide or visit our website. Our Welcome Center is located at 20763 U.S. Highway 27, Groveland, FL 34736.

Date	Event	Location
JUL	Old Fashioned 4th of July Celebration	Downtown Mount Dora
AUG	3rd Annual Art Car Weekend	Downtown Mount Dora
SEP	Jazz at the Winery	Lakebridge Winery, Clermont

www.lakecountyfl.com • 1-800-430-LAKE

BEGIN YOUR JOURNEY



Discover the many adventures awaiting you in Lake County, Florida.



**LAKE COUNTY
FLORIDA**

1-800-430-LAKE • www.lakecountyfl.com

Do you have a passion for the arts?



**LAKE COUNTY
FLORIDA**

Enjoy a theatrical performance, classical music concert, or the unique art centers, galleries and exhibits throughout Lake County.

Please visit our website for a listing of upcoming events.

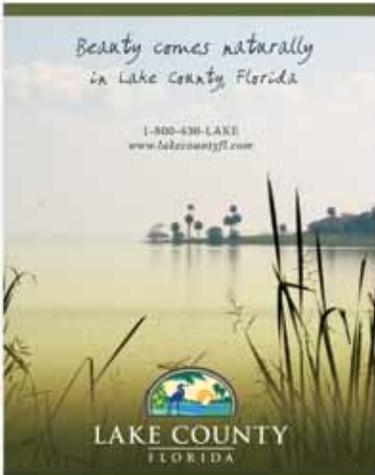
1-800-430-LAKE



www.lakecountyfl.com

Beauty comes naturally in Lake County, Florida.

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




**LAKE COUNTY
FLORIDA**

Get up close and personal



LAKE COUNTY
FLORIDA
YOUR KIND OF PLACE

To receive a free guide to Bird Watching in Lake County, Florida call 1-800-430-LAKE or log on to www.lakecountyfl.com

Get up close and personal




**LAKE COUNTY
FLORIDA**

To receive a free guide to Bird Watching in Lake County, Florida call 1-800-430-LAKE or log on to www.lakecountyfl.com

ADVERTISEMENTS

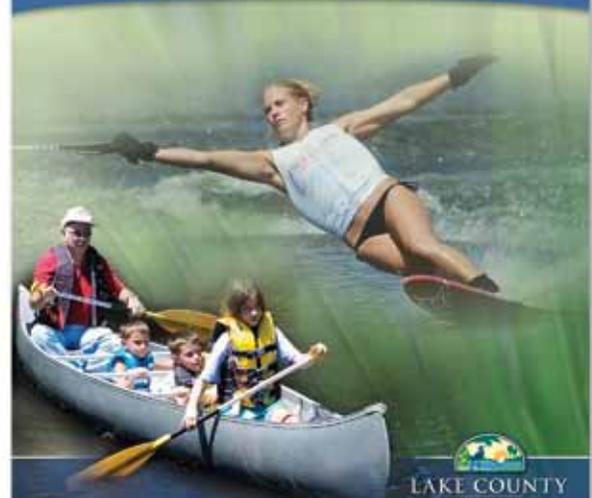
THE ROAD TO
ADVENTURE
STARTS HERE



LAKE COUNTY
FLORIDA

1-800-430-LAKE • www.lakecountyfl.com
The Lake County Welcome Center is located at 24761 U.S. Highway 27, Crossland, Florida, 34736.

WHY WALK,
WHEN YOU CAN...



LAKE COUNTY
FLORIDA

1-800-430-LAKE • www.lakecountyfl.com
The Lake County Welcome Center is located at 24761 U.S. Highway 27, Crossland, Florida, 34736.

SPRING FORWARD,
FALL BACK IN LOVE WITH...



LAKE COUNTY
FLORIDA

1-800-430-LAKE • www.lakecountyfl.com
The Lake County Welcome Center is located at 24761 U.S. Highway 27, Crossland, Florida, 34736.

ADVERTISEMENTS

OPEN ROAD INCLUDED

LAKE COUNTY
FLORIDA
1-800-438-LAKE
www.lakecountyfl.com

The Seventh Annual Leaning Skillet raises a roaring roar! April 27-29 in historic Downtown Leesburg. This year's event features live entertainment, contests and more than 300 vendors selling food, beverages, motorcycle gear and accessories.

The way Florida was meant to be enjoyed

Home to 1,000 pristine lakes and scores of natural preserves, Lake County, Fla., is the ideal choice for outdoor enthusiasts visiting the Sunshine State. Healed away from the commotion of Central Florida's theme parks, Lake County offers an small-town charm and scenic views of "Old Florida."

Nature wonders are bountiful in Lake County. With four state parks, one state forest, one national wildlife refuge, one national forest and countless other local preserves and parks, nature is a way of life in Lake County. From watercraft to hiking paths, the Lake County experience is the ultimate outdoor adventure.

LAKE COUNTY
FLORIDA
Where the best comes late in life

#like like place things
1-800-438-LAKE • www.lakecountyfl.com

LIVING DONE RIGHT

LAKE COUNTY
FLORIDA
1-800-438-LAKE
www.lakecountyfl.com

1-800-438-LAKE • www.lakecountyfl.com
The Lake County Welcome Center is located at 3076 U.S. Highway 27, Leesburg, Florida, 34748.

PRINT PRESENTATION MATERIALS



PRESENTATION SHEETS

LAKE COUNTY'S POPULATION TRENDS

- 169% total growth since 1980
- 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

Source: Bureau of Economic and Business Research, Department of Statistics, St. Johns County

TRENDS

...s consistently been below

Legend: Lake, U.S., Florida

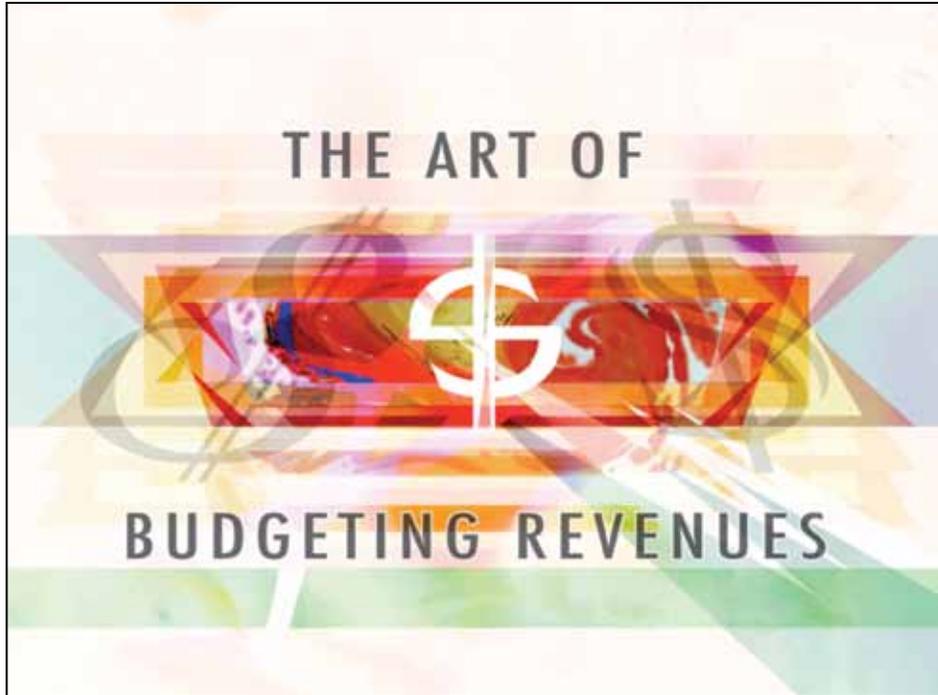
ASSETS

Volume-type Activities	Total			
2005	2001	2005	2001	
13,943	12,876	217,810	190,000	
11,806	10,022	257,243	231,909	
24,749	23,792	474,953	421,909	
5,499	61,893	18,130	18,131	
3,237	2,254	36,012	25,110	
11,262	13,224	44,142	43,241	
3,392	3,331	247,851	222,250	
1,272	1,270	304,500	112,807	
6,157	5,963	77,381	48,125	
Total net assets	417,387	872,752	13,821	16,568

Source: 2004 Year

- meet regularly in a public for
- Organizational chart structure a team approach to manage
- Board has adopted nine long-term goals for Lake County.

POWERPOINT PRESENTATION TEMPLATES



POWERPOINT TEMPLATE

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. Cities may impose tax and share with cities by contract or agreed upon distribution formula.
- F.S. 336.025
County Ordinances 1994-8; 1985-15
- Collected by dealer and remitted to local government on ROR returns proceeds to local government.
- 3 deductions: dealer collection allow refunds, 7.3% service charge



TABLE TOP PRESENTATION DISPLAYS

LAKE COUNTY
An environment for innovation

Lake County Regional Map

AGRI-TECH
AVIATION/AEROSPACE
HEALTH & WELLNESS
CLEAN-TECH

Creating an Environment for Innovation

- Financial Incentives
- Business Incubator
- Commercial Property Finder
- Startup Assistance
- Industry Cluster Analysis
- Relocation Assistance
- Networking Opportunities
- Marketing Assistance

WHAT WILL BE THE NEXT INNOVATION?

<http://egr.lakecountyfl.gov>

PADDLING
Into the Past

The St. Johns River played a significant role in the history of Lake County. Its, get many boats, and even some residents, do not realize this 110-mile paddling waterway's importance as it forms much of the County's natural border.

Beginning in the 1800s, many settlers began their journey to Lake County aboard rowboats on the St. Johns River. Settlers traveled to this land of rolling hills and lush valleys to homestead government property. While steam boats engaged the "honeymoon years" of the new mode of transportation during the late 1800s, vibrant boating began operating along the two dozen miles of the St. Johns River shoreline in Lake County. Crews built Hawkland and St. Francis all failed as fledgling communities along the river, but for many boaters and visitors, the series of Lake County ghost towns make for some recreational side trips.

The Lake County Community Blueways Project identifies scenic waterways that feature nearby amenities for paddlers. A blueway is similar to a hiking trail. Physical and geographically suitable waterways include trail users through the waterways. An ideal blueway trail also includes an abundance of scenery and wildlife as well as easy launch and kayak access.

Lake County's eight blueway trails are within the areas of the St. Johns River, Golden Triangle, Palmetto State, and Citrusville District. Promotion and marketing of Lake County's Blueways trails on the St. Johns River is helping to connect visitors and boaters with Lake County's shared tradition with the river.

LAKE COUNTY
Blueways
FLORIDA

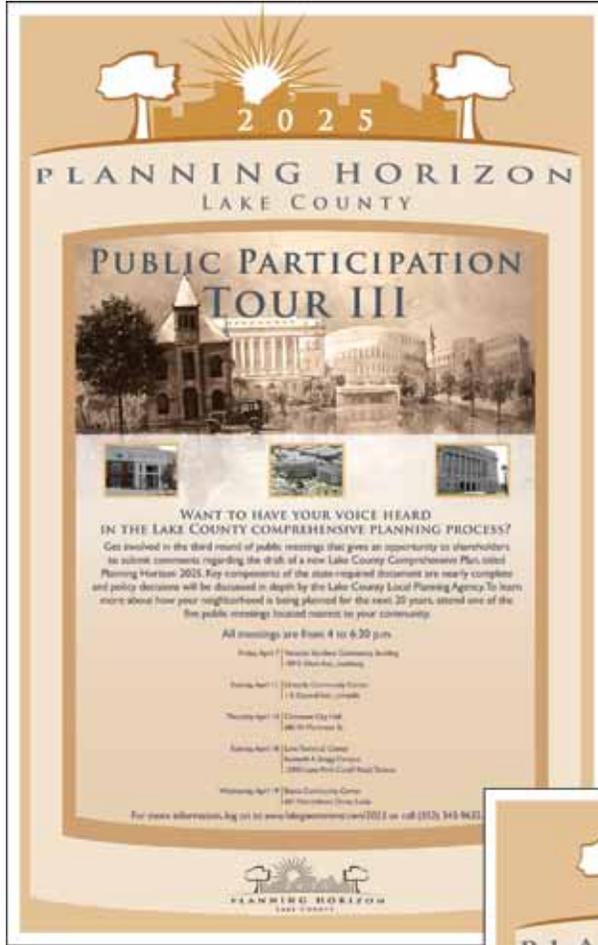
LAKE COUNTY
FLORIDA
LAKE COUNTY BOARD OF COUNTY COMMISSIONERS
WWW.LAKECOUNTYFL.GOV

BLUE CREEK RUN

STAGGER MUD LAKE RUN

ST. FRANCIS/DEAD RIVER RUN

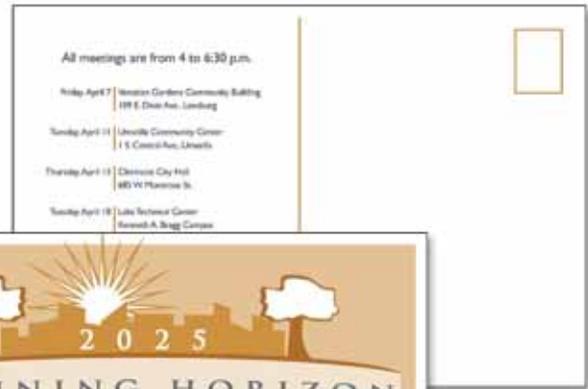
EXTERNAL BRANDING



POSTER



LOGO



POSTCARD



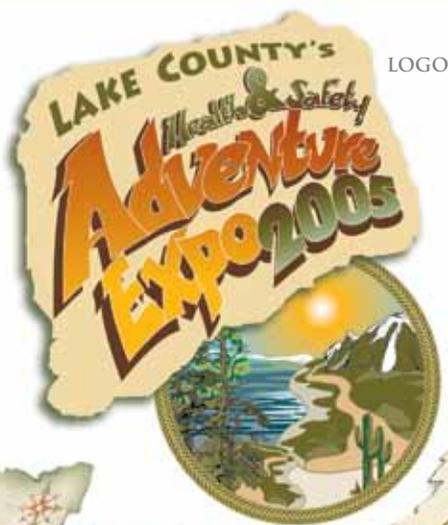
ELECTRONIC NEWSLETTER MASTHEAD



INTERNAL BRANDING



10' BANNER



LOGO

JAR LABELS



LETTER ANNOUNCEMENT



JAR CAP LABELS



POSTER

OUTDOOR SIGNAGE



PARKS & TRAILS KIOSK



WAYFINDING KIOSK

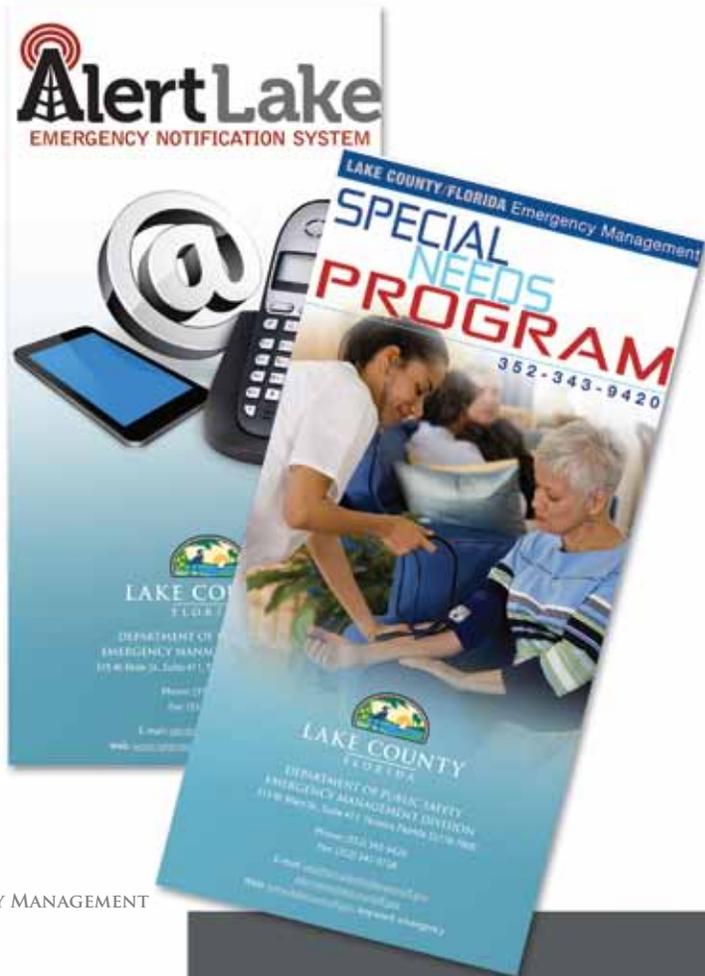


OUTDOOR BUILDING SIGNAGE

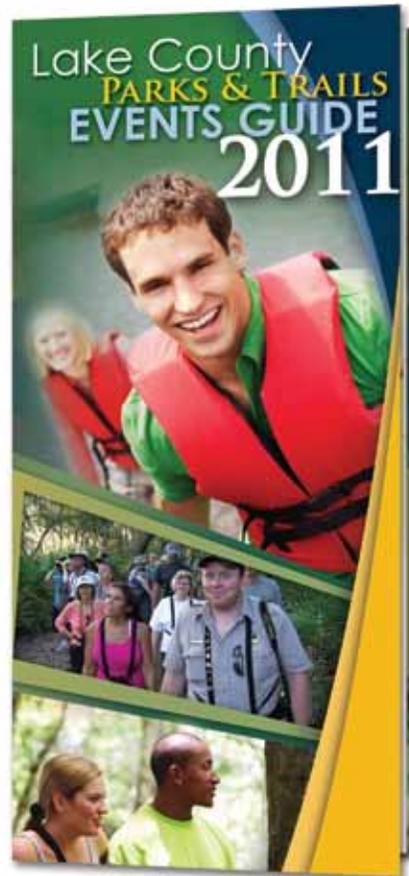
WEB SITE DESIGN AND DEVELOPMENT



BOOKLETS, BROCHURES AND PAMPHLETS



EMERGENCY MANAGEMENT



ANNUAL EVENTS GUIDE



WEDDING GUIDE

NEWS RELEASES

NEWS | Release

LAKE COUNTY BOARD OF COUNTY COMMISSIONERS
Public Information Coordinator
215 W. Main St. / PO Box 7800
Tavares, Florida 32778
www.lakecountyfl.gov



LAKE COUNTY
FLORIDA

Jennifer Hill, District 1
Barry Rattick, District 2
Debbie Silverstein, District 3
Linda Stewart, District 4
Robert G. Caldwell, District 5

Contact information:
Christopher Patton
Public Information Coordinator
Office: (352) 343-9605; Cell: (352) 435-0445
cpatt@lakecountyfl.gov

For immediate release — June 18, 2008

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 Welton Cadwell, Chairman 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."



Festival of Reading

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 weeklong festival is presented in the spring. The festival hosts nationally recognized authors during a series of events held in each of the 13 libraries 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 3,500 residents participated in the series of events.

The Sixth Annual Festival of Reading is scheduled for "Florida." For more information about the Lake County 1st Judy Buckland, Program Coordinator, at (352) 233-6167

Since 1994, Lake County has been recognized 7th NACo awarded the Lake County Department of Flood Determination and Mapping Program, 1st and allows County staff to add or revise a file included digitizing flood maps and scanning

NEWS | Release

LAKE COUNTY BOARD OF COUNTY COMMISSIONERS
Public Information Coordinator
215 W. Main St. / PO Box 7800
Tavares, Florida 32778
www.lakecountyfl.gov



LAKE COUNTY
FLORIDA

Jennifer Hill, District 1
Barry Rattick, District 2
Debbie Silverstein, District 3
Linda Stewart, District 4
Robert G. Caldwell, District 5

Could new bus route benefit downtown businesses?

LAKE COUNTY — Lake County's public transportation service received the highest award from the National Association of Counties (NACo) for its innovative program to benefit downtown businesses. The award was presented to Lake County at the annual NACo conference in Tavares, Florida, on June 18, 2008.

"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 Welton Cadwell, Chairman 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."

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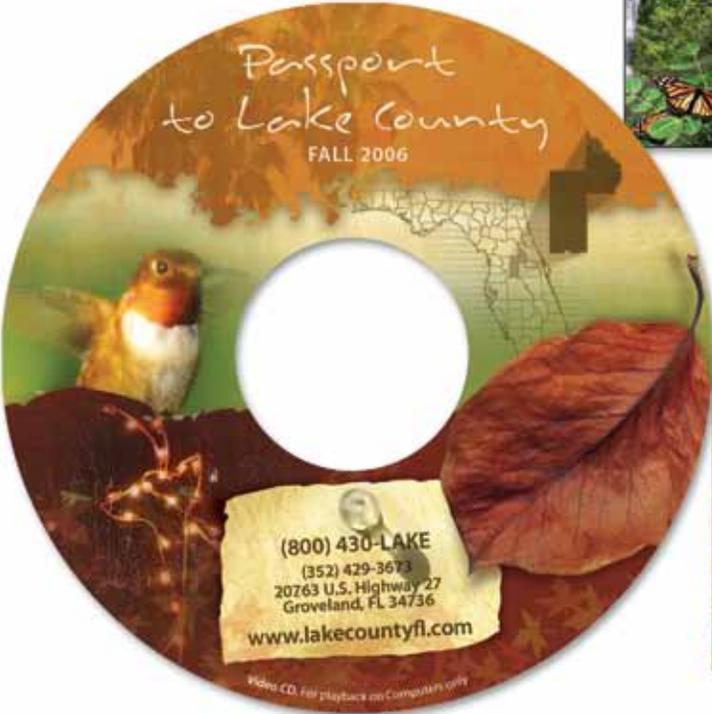
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INTERACTIVE CD

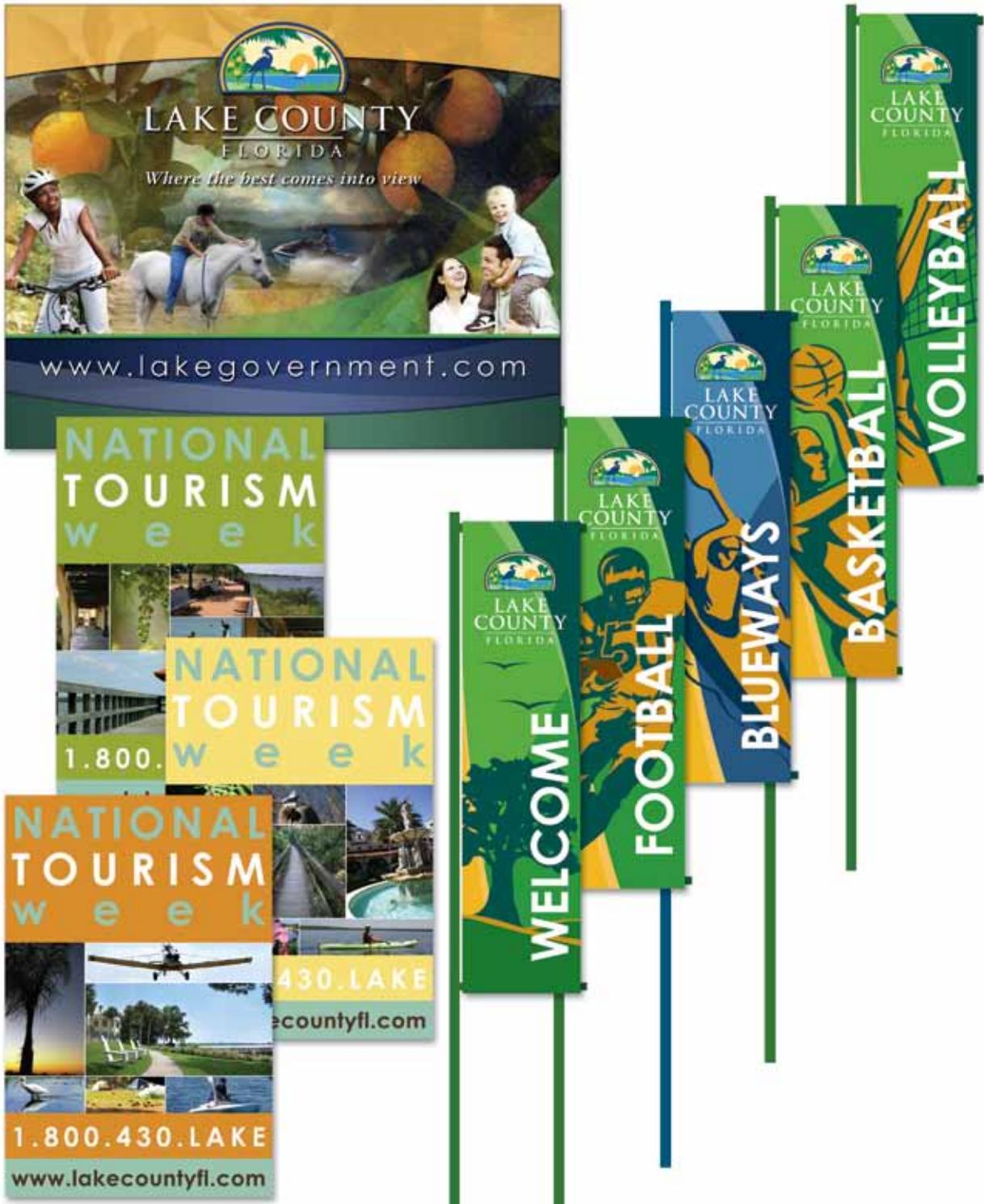


Skip Intro



Video CD. For playback on Computers only

FLAGS, POSTERS AND DISPLAYS



TOURISM INITIATIVES

VIP VACATION GUIDE & CARD



BUTTONS



PLACE MAT

Lake County, Florida

Each year thousands of outdoor enthusiasts escape to Lake County's **outdoor playground**. The most popular outdoor activities in the area are fishing, boating, hiking, biking, wildlife viewing, kayaking and golfing. With the variety of outdoor adventures, attractions, services to the area, the **outdoor playground** of the historic downtown and natural beauty features complete this perfect vacation getaway.

Wildlife viewing is a popular activity in Lake County. Sometimes it may be difficult to see animals, but that doesn't mean they are not present. By learning to read the signs animals leave behind, it will increase your chances of spotting them.

Match the animal to their tracks.

- BLACK BEAR**
Length: bear 4-6 in., foot 4-7 in.
- EASTERN GRAY SQUIRREL**
Length: bear 1-1.3 in., foot 2.3-3 in.
- MARSH BUNNY**
Length: bear 1-1.5 in., foot 3-3.3 in.
- OPOSSUM**
Length: bear 2-2.3 in., foot 2.5-3 in.
- RACCOON**
Length: 2-3 in., foot 2.5-4 in.
- RIVER OTTER**
Length: bear 2.5-3.3 in., foot 3-4 in.

Lake County's **park rangers** present monthly outdoor activities for more information about activities or about wildlife. Write, by us to marketing@lccfl.com or call (407) 432-6486.

With more than 1,200 lakes and rivers, paddling adventures are abundant in Lake County. For more information about Lake County's designated paddling trails called "Stoney" by us to marketing@lccfl.com or call (407) 432-6486.

START

END

Can you help NEARBY the KAYAKER find his way home?

Please join us for Lake County's annual events.

DATE	EVENT	LOCATION	DATE	EVENT	LOCATION	DATE	EVENT	LOCATION
May 2009	Conto de Mayo	Dunlawton, Maitland	September 2009	Jack at the Wheel	Salisbury Winery and Vineyard, Clermont	January 2009	Fla. Lakes Symposium	St. Paul's Catholic Church, Mount Dora, Mount Dora Academy, Mount Dora
June 2009	Clement Traditional Series	Woodland Park, Clermont	October 2009	14th Annual Lakeland Lake Bike Fest	Dunlawton, Mount Dora	February 2009	14th Annual Luree Celebration	Forest Park, Luree
July 2009	Month of July Celebrations	Lake David Park, Crossland	November 2009	Lady of the Lakes Donorware Fair	Hickory Point, Tavares	March 2009	Wagner and Elmore Boat Festival	Wagner Park, Tavares
August 2009	18th Annual Art & Wine Festival	Evansville, Mount Dora	December 2009	Light up Lake County	Dunlawton, Mount Dora	April 2009	Landing Festival	Dunlawton, Landburg

For a complete calendar of Lake County events, visit www.lakecountyfl.com or call 1-800-430-LAKE to request a FREE Vacation Guide.