



FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION

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President

James R. Hanson, ICMA-CM
Orange Park

February 26, 2018

President-Elect

Michael Cernech, ICMA-CM
City Manager
Tamarac

To Whom It May Concern:

Secretary/Treasurer

Shannon Lewis
Deputy City Manager
Melbourne

It is a pleasure to provide this letter of recommendation regarding HCP. We worked with them on a statewide communications strategy and public awareness campaign from 2013 to 2017.

Past President

Robert (Bobby) Green
City Manager
City of Auburndale

The FCCMA board of directors authorized a statewide public awareness initiative as our part of a national effort launched by the International City/County Management Association (ICMA) called "Life, Well Run." The Florida initiative was named "Professional Management Matters" by then-president Russ Blackburn, City Manager of Gainesville, and included print, video and digital pieces.

District I Director

Michael D. Beedie
City Manager
Fort Walton Beach

District II Director

Danielle Judd
City Manager
Green Cove Springs

District III Director

Suzanne Sherman
Assistant City Manager
Satellite Beach

District IV Director

Lori LaVerriere
City Manager
Boynton Beach

District V Director

Jorge Gonzalez, ICMA-CM
Village Manager
Bal Harbour

District VI Director

Charles T. Chapman
County Administrator
Hendry County

District VII Director

Matthew Campbell
Town Manager
Kenneth City

District VIII Director

James P. Gleason, ICMA-CM
City Manager
Mascotte

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Mark Cunningham
Assistant County Administrator
Sarasota County

Ryan Leavengood
City Manager
Lake Alfred

Micah Maxwell, ICMA-CM
Town Manager
Belleair

We engaged HCP upon the recommendation of then-Pinellas County Manager Bob LaSala and strategized with them about our goals prior to beginning the work. We focused on three media areas of print, video and web-based coverage and HCP helped to create materials for each type. HCP further developed the training for the team we built, called our Ambassadors, and helped us convey these messages to three target audiences: students, civic associations and city and county governments (primarily the elected officials). The HCP team further assisted in managing the web-based materials and linking them with the ICMA website so users could interface with both associations.

The HCP team was timely, responsive and flexible – all of which helped us meet our objectives throughout the campaign. They worked individually with each Ambassador as to his/her schedule, skill levels and needs and kept me, as executive director, informed throughout the initiative. We found the team to be helpful with budget and expense estimates and actual expenditures and they met our deadlines. We were very pleased with HCP's commitment and thoroughness in developing, updating and promoting the materials – in the first 90 days we reached over 2,000 target audience members – and some are still in use within the Association today.

Sincerely,

Lynn Tipton
Executive Director Emeritus