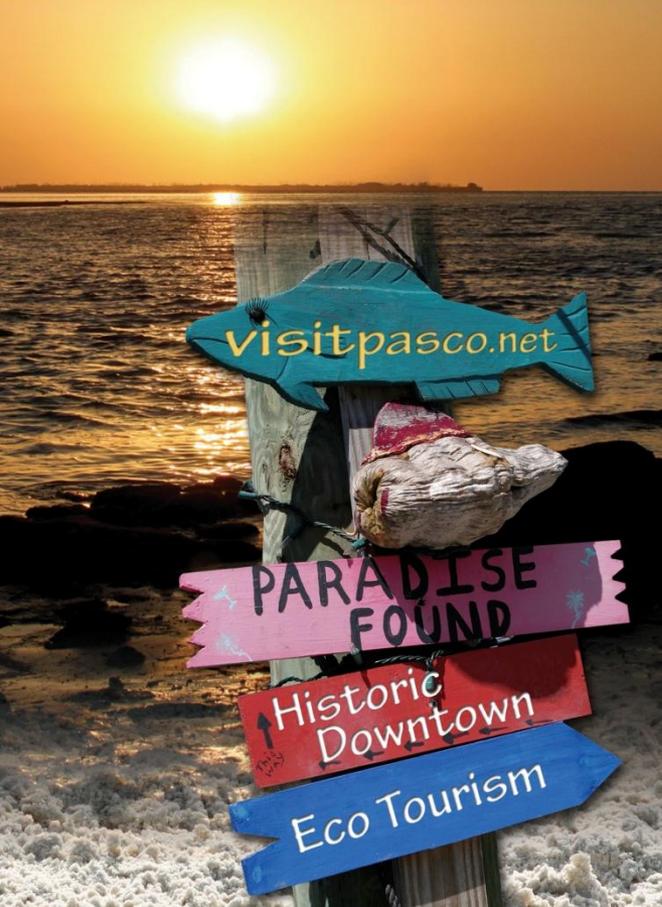


PASCO

County
Florida

it's only natural.



Branding Roundtable Regional Collaboration Committee October 19, 2012

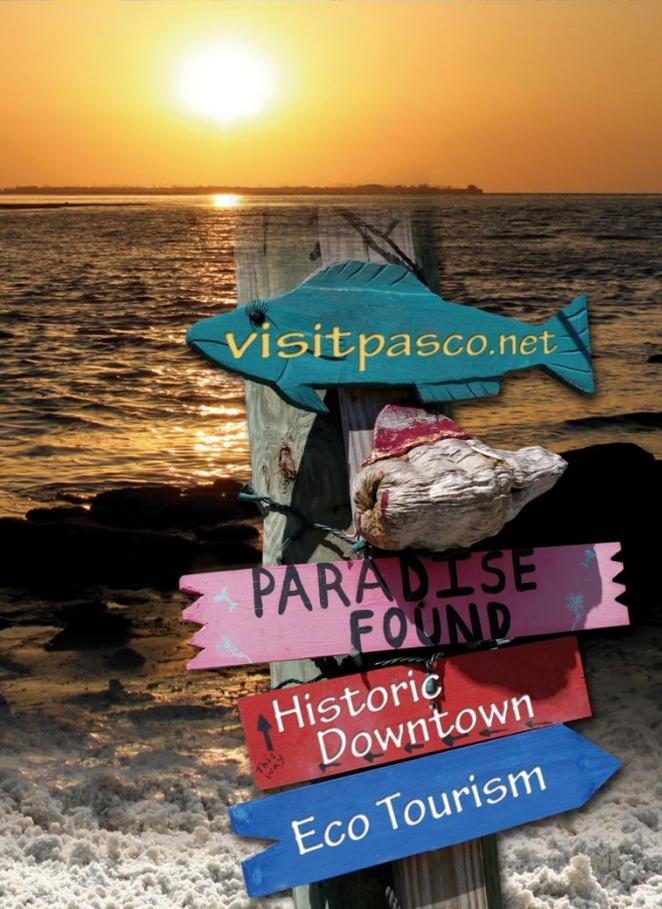
Eric Keaton

Public Communications Manager
Pasco County

PASCO

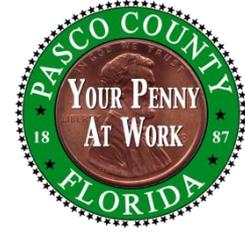
County
Florida

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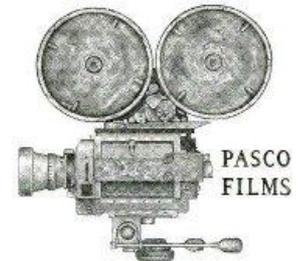


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Marketing / Branding structure



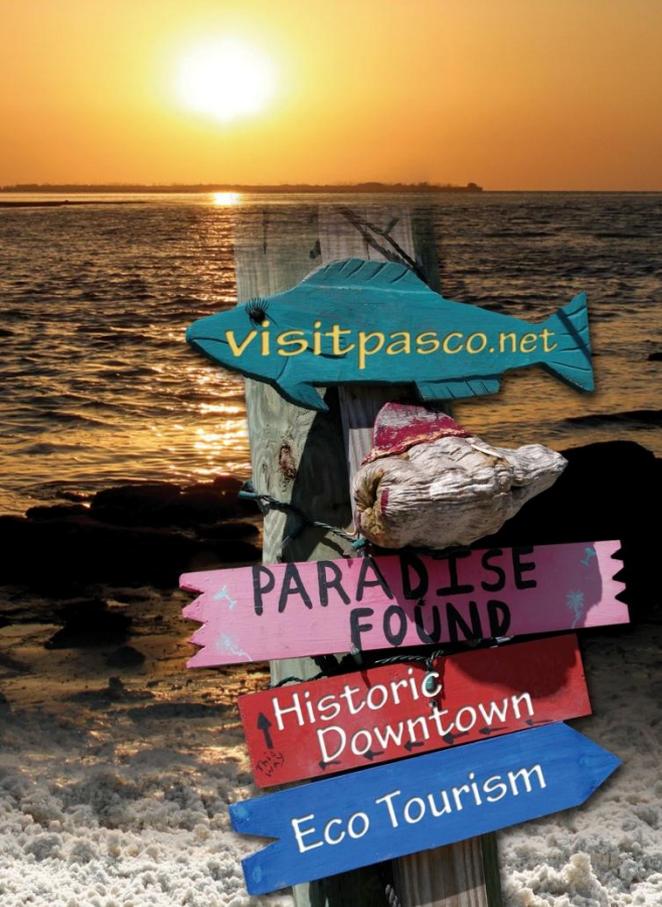
Sport is our nature.



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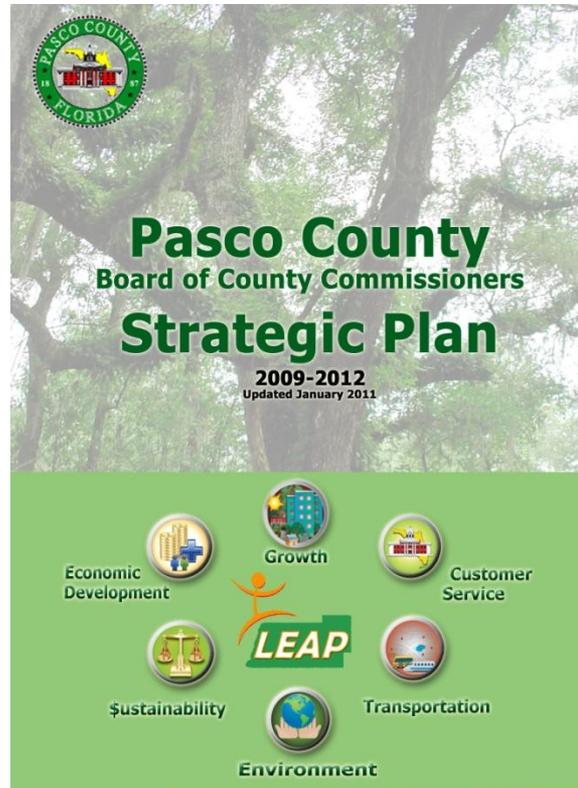
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Branding strategies



“Bringing Opportunities Home”

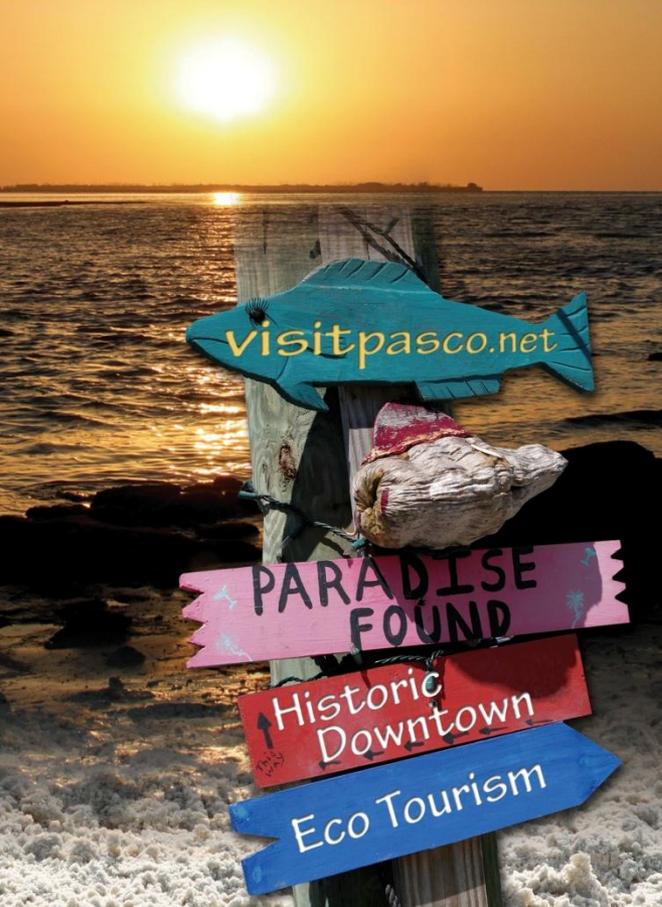
ONE BAY FULFILLING LIFE'S POSSIBILITIES



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Planned changes to programs or strategies



It's only natural.

Dade City ~ New Port Richey ~ Zephyrhills



it's only natural.



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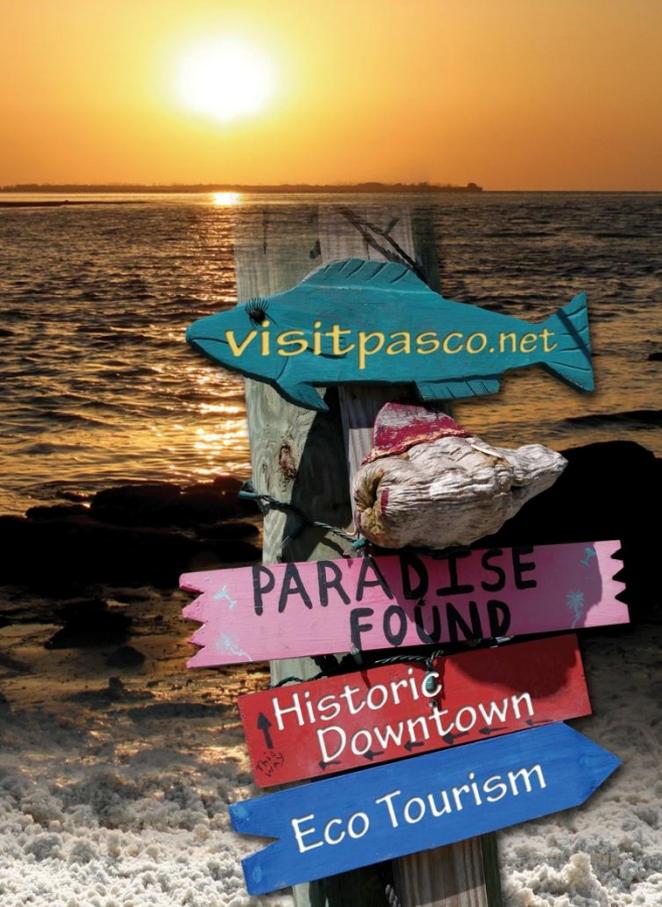
Planned changes to programs or strategies



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Areas for collaboration that would strengthen the region's branding?

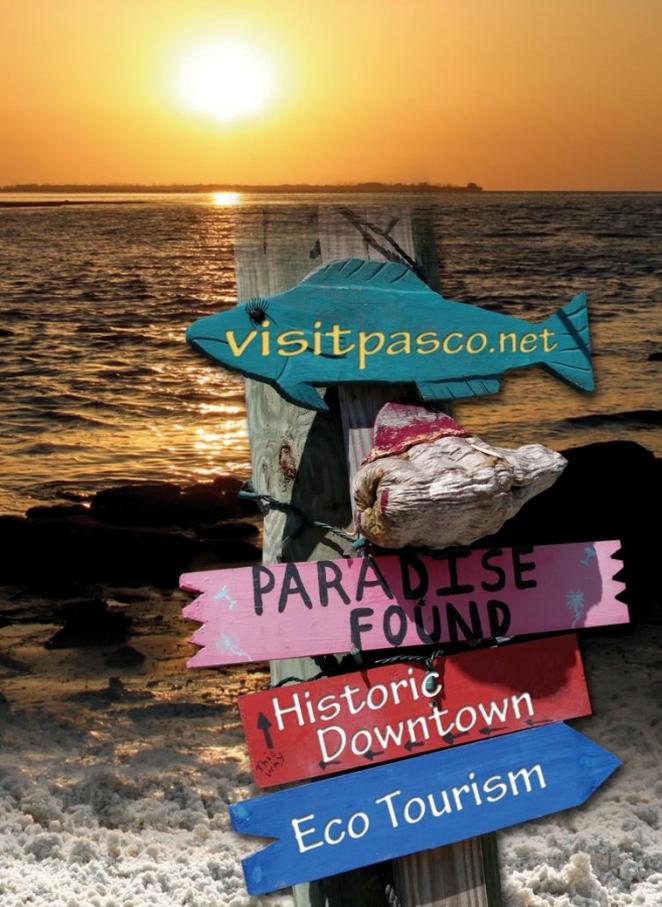


SPORTS

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Are there common goals/messages that can be addressed more easily with collaboration?

Social Media

Web Traffic

Co-op Advertising

Visitor Guides

Signage

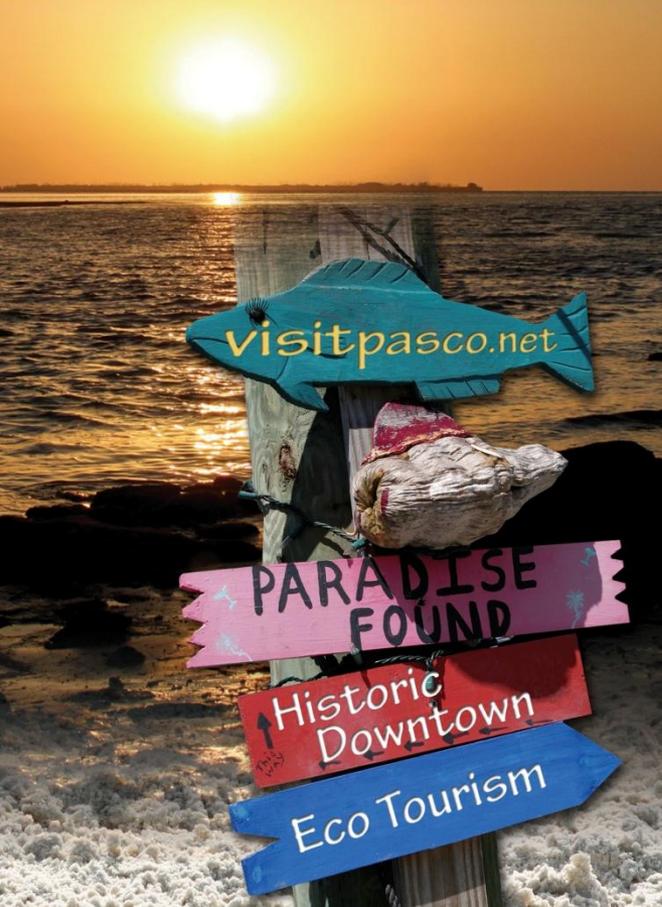
FAM TOURS

Joint Hosting of Events

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Collaboration between the Counties can it
benefit the region?

YES

Are there downsides to collaboration?

Cost of/to partners
Resources not as vast