



Video Produced In-House: Promotional/Special Event (2025-2026)

Category Description

(This category is exclusive to municipalities only.)

Submit a single video promoting an event or product/service launch produced entirely using department staff/resources.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

SUPPORTING DOCUMENTATION SUGGESTIONS: Summary of the video's goals and objectives, as well as the production process, target audience and overall impact.

iMIS ID
38241

Order #

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Entry Title
Love Your Block program promotes community engagement, one block at a time

Social Media
Facebook.com/CityofPSL

Video Link (YouTube or Vimeo)
https://youtu.be/_zGUFQAQriY?si=zX9IB_hzVjkjiBqs

Supporting Documentation
2.9.26 Love Your Block award nomination.docx

What are the goals and objectives of the promotional/special event video produced in-house (include target audience)?

The primary goal of the Love Your Block video was to raise awareness and inspire community participation in a transformative neighborhood revitalization initiative. Produced entirely in-house by the City of Port St. Lucie's Communications Department, the video aimed to showcase the collaborative spirit behind the program and highlight its alignment with the City's Strategic Plan to build a Smart and Connected City. By visually illustrating the partnership between city leaders, residents, and local organizations, the video sought to foster a sense of pride and ownership among community members.

The target audience included residents of Port St. Lucie, particularly those in the Whispering Pines neighborhood, along with local stakeholders, neighborhood groups, and potential volunteers. Additionally, the video was designed to engage a broader audience of civic-minded individuals who value community improvement and innovation. Through compelling storytelling and authentic visuals, the video encouraged viewers to learn more about the program and take an active role in shaping the future of their neighborhoods.

Describe the supporting documentation submitted with this entry.

The supporting documentation includes the full-length Love Your Block video produced in-house, which serves as the centerpiece of this submission. The video features interviews with city leaders and residents, dynamic footage of neighborhood spaces, and clear calls to action for community involvement.

What is new, innovative or creative about this promotional/special event?

The Love Your Block initiative itself is innovative, and the video reflects that spirit by leveraging storytelling to make it feel personal. Port St. Lucie was one of only 16 cities nationwide selected to participate in this Bloomberg Center for Public Innovation program, and the video creatively communicates that distinction while emphasizing grassroots involvement. Unlike traditional promotional content, this video was designed to be conversational and community-focused, featuring real voices and authentic neighborhood imagery rather than scripted messaging.

The production approach was also innovative. By creating the video entirely in-house, the City maximized resources while maintaining creative control, ensuring the final product aligned with local values and priorities. The video utilized drone footage for dynamic neighborhood perspectives, integrated on-screen graphics for clarity, and employed a narrative structure that highlighted both the challenges and opportunities within Whispering Pines. This combination of techniques resulted in a compelling, visually

engaging piece that resonates with viewers and motivates action.

Describe how the promotional/special event was successful (include your evaluation process and metrics).

Love Your Block as a whole continues to be popular content across our social media channels for its innovative, thoughtful and helpful initiatives. This video has played a role in that. It also can be shown to different audiences, either in-person presentations or as a virtual tool to help people understand what Port St. Lucie's Love Your Block program is all about. Port St. Lucie was named an All-American City in 2025, in part because of citizen engagement like Love Your Block.