



Website (2025-2026)

Category Description

Submit a link to the homepage of your local government website.

Judges will assess criteria such as user-friendly design, intuitive navigation and the seamless delivery of essential services and information.

SUPPORTING DOCUMENTATION SUGGESTIONS: A compelling summary of citizen engagement with the site and any unique web features, such as interactive tools, community forums and real-time communication channels that facilitate a two-way dialogue between residents and government officials.

Name of Individual Submitting Entry

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Entry Title

LargoArts.com Website Refresh

Social Media

<https://www.facebook.com/largoarts/>

Video Link (YouTube or Vimeo)

<https://www.youtube.com/largotv1>

Supporting Documentation

FMCA Award Submission - LargoArts.com.mp4

CPPAC website feedback survey summary.pdf

FMCA Award Submission - LargoArts.com.pdf

What are the goals and objectives of the website (include target audience)?

The LargoArts.com redesign was completed as part of a scheduled five-year refresh under the City's contract with Revize, following the site's original launch in 2018. The update focused on strengthening the Central Park Performing Arts Center (CPPAC) brand and creating a seamless, mobile-friendly experience that makes it easier for visitors to discover performances, purchase tickets, explore rental opportunities, and learn about arts education programs.

Key objectives included:

- Improving navigation and search tools for upcoming shows and events.
- Streamlining the ticket purchasing process for a more intuitive user experience.
- Showcasing the CPPAC brand through a modern, visually engaging design.
- Ensuring mobile optimization and accessibility for all users.
- Differentiating the site from a traditional government website by emphasizing arts and entertainment.

Primary audiences include performing arts patrons, community members, City Leadership and team members, and visitors seeking tickets, event details, and venue information.

Describe the supporting documentation submitted with this entry.

The website can be viewed at LargoArts.com. Supporting documentation includes internal design mock-ups illustrating updated layouts and navigation improvements, a press release announcing the website refresh and its new features, and screenshots of key pages highlighting ticketing functionality, performance calendars, and mobile responsiveness. Also included is a summary of a post-launch feedback survey with 114 responses, demonstrating strong user satisfaction with navigation and visual design. Together, these materials reflect a user-focused redesign aligned with the Central Park Performing Arts Center brand and overall visitor experience.

Interactive supporting documentation can be viewed at LargoArts.com/FMCAOutstandingAward2026 or via the Canva presentation link:

<https://www.canva.com/design/DAHAZQ5jNnc/y9uwVvcOLqjcgic4cePo9Q/view>

What is new, innovative or creative about the website?

The redesigned LargoArts.com introduces a streamlined ticketing experience, improved navigation, and enhanced search tools that make it easier for patrons to plan visits and purchase tickets. The site's design reflects the CPPAC brand through vibrant visuals, dynamic layouts, and interactive elements, clearly setting it apart from a traditional municipal website.

Innovation also came through intentional accessibility improvements and mobile optimization, ensuring a consistent experience across devices. By aligning the digital experience with branding enhancements at the venue, including updated signage and printed materials, the website creates a cohesive connection between the online and in-person arts experience.

The refreshed LargoArts.com features:

- An enhanced, inviting design aligned with CPPAC branding.
- Streamlined ticket purchasing for faster, easier transactions.
- Clear navigation for performances, rentals, education programs, and volunteer opportunities.
- Mobile optimization and accessibility enhancements across all devices.
- Visual continuity between the website and on-site branding, creating a cohesive visitor experience.

Describe how the website is successful (include your evaluation process and metrics).

Success was evaluated using website analytics and user feedback collected six months after launch to measure engagement, usability, and overall effectiveness. Performance metrics demonstrate strong interaction with key content areas, including more than 13,000 homepage visits, over 8,200 visits to the Performance Calendar, and more than 6,200 visits to the Upcoming Shows page.

User survey results further reinforce the success of the redesign, with 95% of respondents reporting the site is easy to navigate and 98% rating the design as very or somewhat appealing. Together, these results confirm the website achieved its goals of improving navigation, simplifying access to ticketing information, and enhancing the overall visitor experience.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

This project reflects the City of Largo's ability to deliver a high-impact website refresh through in-house leadership, intentional collaboration, and strategic vendor partnership. The redesign was guided by an interdepartmental project team consisting of four Communications and Engagement team members and four Central Park Performing Arts Center staff members, working closely with the City's website vendor, Revize, LLC. The Communications and Engagement team led the development of internal design mock-up concepts that established the site's overall look, feel, and user flow, ensuring strong brand alignment before technical development and launch.

CPPAC staff played a critical role in shaping the site based on their direct, day-to-day interaction with patrons. Their input helped ensure the website supports the needs of the venue's primary audience, which includes a significant number of visitors age 45 and older. Design decisions prioritized clarity, readability, intuitive navigation, and simplified ticket purchasing to support confident use by patrons with varying levels of technical comfort.

As a mid-sized city serving approximately 83,000 residents, Largo prioritized accessibility, mobile usability, and brand consistency while maintaining budget discipline. By leveraging in-house expertise for strategy and design direction and partnering with the vendor for development and launch, the City delivered a vibrant, user-friendly platform that elevates the arts experience and demonstrates responsible stewardship of public resources.