



AGREEING ON "WHO WE ARE" (LOCAL)

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Key Discussion:

Agreeing on "Who we are" is a very tough assignment considering the number of individual cities and entities we have in our region. Each entity has its own unique personality and brand image it wants to expose to the region and to the world.

It was agreed the best process to get the message out would be to utilize existing communication and public relations infrastructure such as universities, government entities and the tremendous social media network at our disposal. It was agreed that a common regional story must be developed and told and if one exists today it must become well known through the community. It was determined that the "Millennium Generation" is the missing variable in the equation.

Innovation:

- Framing the issue
- Effective communication

Barriers to success:

- Communication among leaders
- Communication with the masses

Where is this issue in the "Six Steps to Civic Innovation"?

This group of Civic Innovators concluded the region is currently on Step 2: *Research* and Step 3: *Convene Stakeholders and Leaders*. The issue has been identified and research is being conducted to determine needed changes and the impact of trends and issues.



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What's next?

We can move forward by developing partnerships, by involving the Millennium Generation and by utilizing Central Florida assets using virtual online technology. A significant stakeholders meeting must be held to convey or galvanize the community to have the same spirit of interest and concern for the issue. In other words we must get buy in from the Stakeholders on who we are and who we want to be.

Who owns the next step?

The next step is owned by the Stakeholders (businesses) and the public at large. However, Chambers of Commerce, EDCs, Visitors and Convention Bureaus also have a great connection to this issue. Significant conversations with elected officials should also be held to determine their view of this issue.