



**FIVE POINT
COMMUNICATIONS**

BUSINESS PROPOSAL

Presented by:

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EXECUTIVE SUMMARY

The City of Ocala's First Friday Art Walk has an opportunity to strengthen how the event is seen and experienced by the public. While the Art Walk already gives the community a free, family-friendly way to celebrate local art and creativity, limited awareness and a dispersed layout have made it harder for the event to build strong engagement and consistent attendance. This campaign responds to that challenge by helping reposition the Art Walk as a more centralized, accessible and engaging downtown experience that better reflects the Cultural Arts Division's mission to make art visible, meaningful and community-centered.

The campaign aims to increase awareness, engagement and attendance by making the Art Walk feel more lively, connected and worth returning to each month. Rather than relying on promotion alone, the plan combines a more intentional event experience with stronger digital storytelling and community-based partnerships. Centralizing the event into a more walkable area, expanding themed nights, incorporating additional vendors and activities, featuring student artwork and using Instagram and Facebook content to highlight artists and event experiences all work together to make the Art Walk more visible and more appealing to the target audience. Influencer support, passport cards, artist spotlights and live art demonstrations further reinforce that goal by encouraging exploration, interaction and repeat attendance.





PROBLEM STATEMENT

Currently, residents of Ocala have limited awareness and engagement with the First Friday Art Walk due to its dispersed layout across the city, which makes it harder for attendees to connect with the event and its offerings. The target audience, primarily residents, may not fully recognize the event's potential or cultural value and many may view it as inconvenient or spread out, rather than a centralized and vibrant community gathering. Communication is necessary to address this issue because it will reposition the event into a more condensed, accessible and appealing experience, making it easier for people to attend and engage. The organization hopes to change the perception of the event, making it a more attractive and approachable experience for Ocala residents and visitors from north and central Florida. Ultimately, the goal is to increase awareness, engagement and attendance, shifting the community's perception of the event as a must-attend, family-friendly celebration.





SITUATION ANALYSIS AND TARGET AUDIENCE

The audience is adults ages 18–35, young professionals and families living in Ocala and surrounding North and Central Florida communities. They are people who enjoy spending time with friends or family, supporting local businesses and choosing experiences that feel social, welcoming and worth their time.



The First Friday Artwalk is a fun and free family-friendly event that brings together members of the community to celebrate art and creativity each month.



Our client is facing issues with the layout and logistics of shifting the event setup, as well as consistent attendance numbers and attendance retention.



The client wants to focus on condensing and enhancing the event and its offerings in hopes that it will not only improve the event overall but also attract more attendees and encourage them to return the next month.





CAMPAIGN GOALS AND OBJECTIVES

The goal of this campaign is to increase awareness, engagement and attendance at the City of Ocala First Friday Art Walk among Gen Z and millennial central Florida residents.

SMART GOAL #1

Increase attendance of 18 to 35 year olds at the Ocala Art Walk by 20% by the first Friday in May 2026 through the implementation of new event concepts and targeted social media campaigns.

SMART GOAL #2

Attract 15% more visitors from north and central Florida to the Ocala Art Walk on the first Friday in June 2026 through regional advertising and collaborations with tourism boards.

SMART GOAL #3

Expand the variety of food and local business vendors at the Ocala Art Walk by 25% by the first Friday in July 2026 to create a more diverse and engaging experience for attendees.

SMART GOAL #4

Increase artist sales and engagement by 15% by August 2026 through the introduction of new features like live art demonstrations and artist spotlight promotions on social media and at the event.





STRATEGY

1

Utilize targeted digital and social media engagement to reach and attract 18 to 35-year-olds.

2

Implement a mix of community engagement initiatives and strategic partnerships with influencers and local businesses to expand awareness among college students and the Ocala community.

3

Enhance event engagement through interactive, incentive-based experiences and a more centralized event layout.

TACTICS



Physically shift the location of the Ocala Art Walk into a smaller, more condensed area where audience members can more easily access all of the events and art the city has to offer.



Incorporating themed nights into the Ocala Art Walk creating a cohesive experience and can attract a larger audience by appealing to specific interests.



Offer more activities, such as local business pop-ups and partnerships with local schools, to feature student art and create interactive opportunities for students to showcase their artistic abilities.



Launch a new social media campaign by activating student influencers at UF to attract a college-age demographic, while rebranding the event's content to focus on short-form storytelling and visually engaging Instagram Reels and Facebook posts.





TIMELINE

January: Conduct research, attend the Art Walk, interview locals and artists, and review attendance and purchases.

February: Finalize campaign planning and introduce the Art Walk passport raffle concept.

March: Develop the social media strategy and content calendar for Instagram and Facebook.

April: Launch campaign content highlighting artists, event details and the overall Art Walk experience.

May: Focus on increasing attendance among 18 to 35-year-olds by 20%.

June: Focus on attracting 15% more visitors from North and Central Florida.

July: Focus on increasing food and local business vendors by 25%.

August: Focus on increasing artist sales and engagement by 15%.

September: Evaluate campaign results through surveys, attendance data and overall performance.





BUDGET

Content Creation and Design

Graphics - \$100

Photography - \$250

Video - \$250

Social Media and Digital Advertising

Paid Promotions - \$1,000

Boosted Posts - \$1,000

Targeted Ads - \$1,000

Event Costs

Signage - \$350

Materials - \$350

Supplies - \$250

Passport Cards - \$100

Media and PR Tools

Canva Pro - \$100

Analytics Tools - \$750

Scheduling Platforms - \$200

Community Outreach and Partnerships

Sponsorships - \$500

Collaborations - \$1,000

Influencer Support - \$1,500

Contingency Fund

10% of the total cost - \$870

Total

\$9,570





EVALUATION & RECOMMENDATIONS

Campaign success will be measured through social media engagement, event attendance, website traffic, survey feedback, vendor participation and artist sales. Hootsuite will track Facebook and Instagram performance, Google Analytics will monitor website traffic, passport cards and headcounts will measure attendance, and post-event surveys will capture visitor feedback and visitor origin. Success will also be tied directly to campaign objectives, including increasing attendance among 18 to 35-year-olds from about 250 to 300, attracting more visitors from North and Central Florida, expanding food and local business vendors by 25%, and increasing artist sales and engagement by 15%. Long term, the City of Ocala should continue consistent content aimed at younger audiences while also maintaining its existing audience through updated website promotion, partnerships with Ocala Square restaurants and more interactive elements such as live art booths. Future growth will depend on working through challenges such as permitting, liquor licensing and platform limitations tied to the city's government status.

