



REFRAMING FIRST FRIDAY ART WALKS

WHO WE ARE



Account Executive



Research Director



Creative Director



Copywriter



Media Director

THE PROBLEM

The First Friday Art Walk struggles with a dispersed layout, low engagement, and a fragmented event environment, which hinder its potential to create a vibrant, cohesive community experience



01

Too spread out



02

Low engagement



03

Event environment

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 and north Florida residents

SWOT ANALYSIS



Strengths

Consistent schedule and reliable for the artists and the community.



Weaknesses

Attendance, layout and event offerings.



Opportunities

Local partnerships and social media exposure.



Threats

Government limitations and unforeseen circumstances (weather, artist no-shows, etc.)

OBJECTIVES

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.

01

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.

02

03

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.

04

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

STRATEGIES AND TACTICS

How we get more people through the door, keep them coming back, and build something the community is proud of



Centralized Venue

Relocate to Ocala City Center

- Easier access for all attendees
- Stronger community presence
- Boost engagement citywide



Themed Nights

Rotating creative concepts

- Decade-based themes
- "Around the world" nights
- Appeal to diverse groups



Expanded Activities

Local vendors + food trucks

- Feature local businesses
- Food truck programming
- Student art showcases
- Family-friendly activities



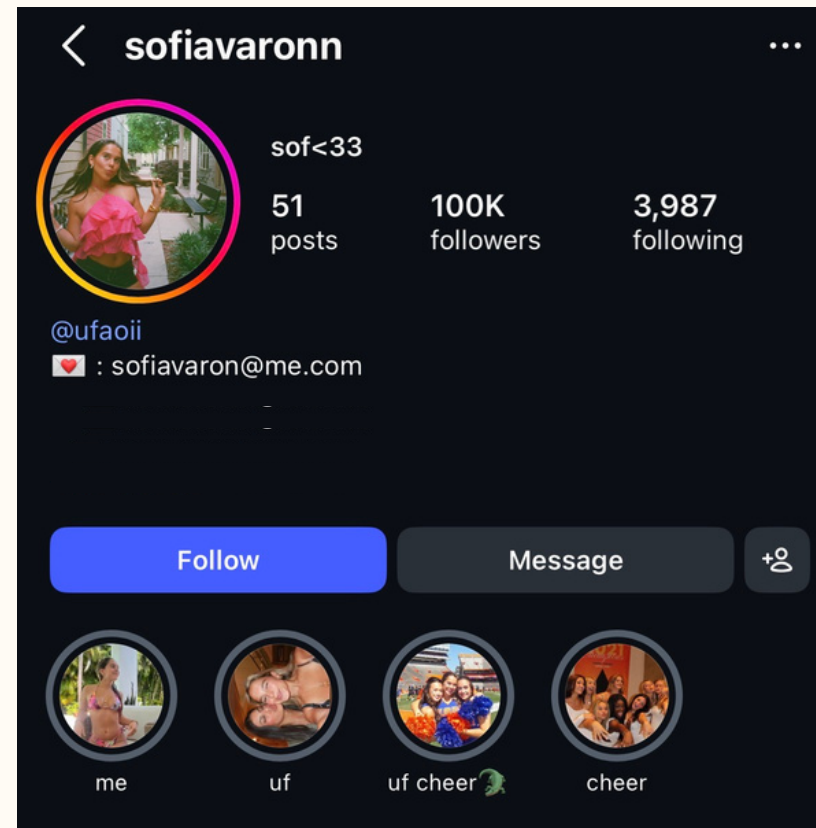
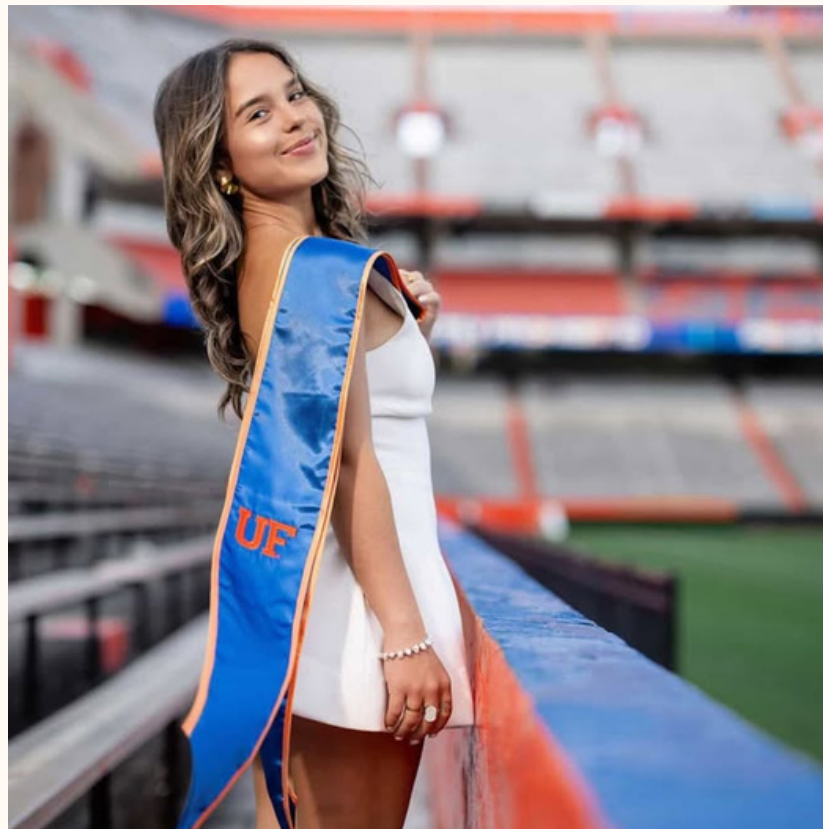
Student Influencer Campaign

UF creator partnerships

- Instagram Reels content
- Facebook targeted posts
- Drive student attendance

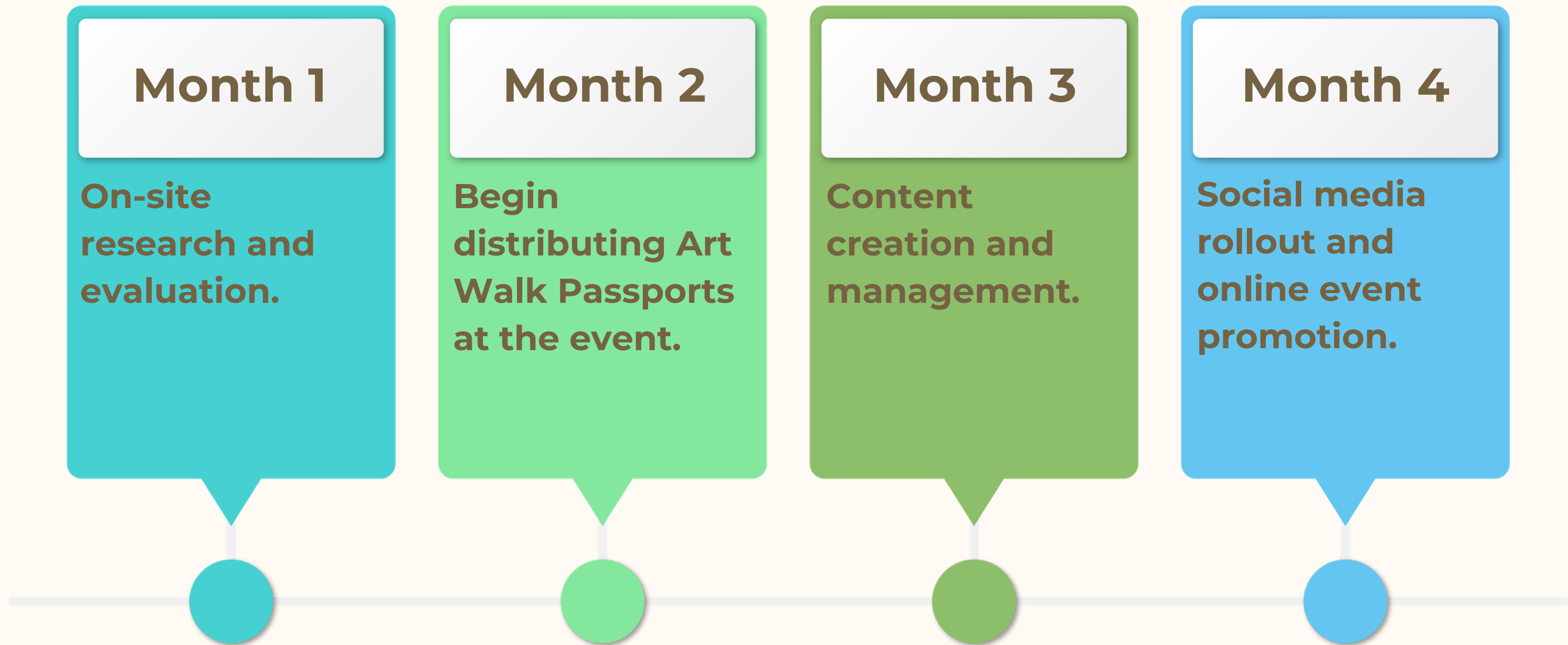
INFLUENCER PARTNERSHIP

Leveraging influencer reach to elevate the City of Ocala's event presence

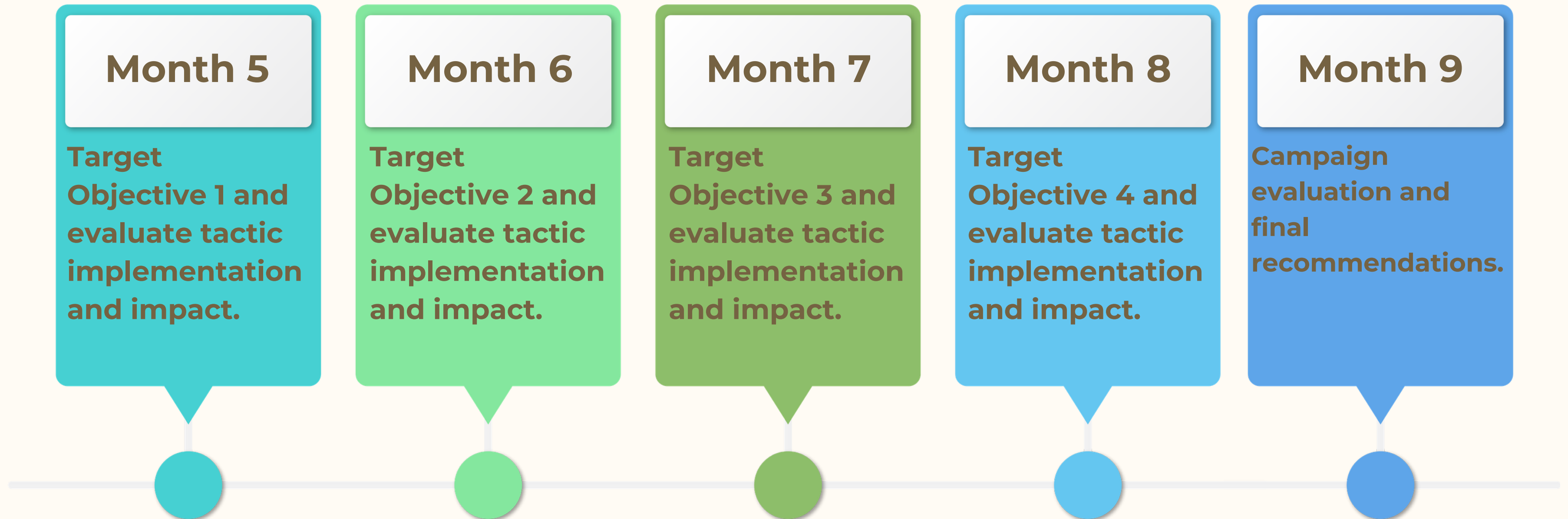


What she brings to the City of Ocala

TIMELINE



TIMELINE



BUDGET

Category	Description	Estimated Cost
Content Creation & Design	Graphics, photography and videography	\$600
Social Media & Digital Advertising	Targeted social media ads	\$3,000
Event Costs	Event Passports and additional signage	\$1,050
Media & PR Tools	Design tools and social media analytics	\$1,050
Community Outreach & Partnership	Sponsorships and collaborations	\$3,000
Contingency Fund	10% of overall budget	\$870
Total		\$9,570

RESULT



**Partner with us to make First Friday the
event Ocala talks about**

THANK YOU

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