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OUR CREATIVE ECONOMY ANNOUNCES LOGO COMPETITION AWARD WINNERS
SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL AND VISIT FLORIDA

FORT MYERS, FL – (May 30, 2014) – The Southwest Florida Regional Planning Council (SWFRPC) and Visit Florida is pleased to announce the Our Creative Economy logo competition award winners.

Out of seventeen entries received, the Citizen Creative Economy Advisory Committee narrowed the logos down to six entries for the final cut. Final votes were determined by a variety of public workshops, meetings and online votes.

Background

“Our Creative Economy” – A Regional Strategy for Southwest Florida’s Public Art and Cultural Venues, was a concept inspired by the diverse, yet often overlooked, world of public art and cultural venues in Southwest Florida. The SWFRPC has partnered with several art and alliance groups in the region to develop a strategy to improve awareness of and visits to the region’s public art and cultural venues. The strategy will be implemented in three phases: 1) Asset Mapping, 2) A Regional Strategy for Enhancing Public Art: A SWOT, and 3) A field guide and interactive mapping tool. The SWFRPC is currently applying to several funding sources to implement this project.

The project grant award from Visit Florida funded six public workshops held within the six counties in Southwest Florida. The purpose of the workshops was to educate the leaders and citizens on the benefits of cultural, ecotourism and heritage tourism and gain input and support for the project. The workshops demonstrated the role cultural tourism (culturetour) has in producing economic benefits in Florida's urban and rural communities. The workshops also explained the need to offer visitors who are unfamiliar with the area, a coordinated, easy-to-use method for identifying and finding local arts’ amenities and activities.

Additionally, a logo design competition was held between local artists who designed a proposed logo for the project which will be used to brand and market project deliverables across all funding sources.

The winning logos are listed below:

First Runner Up - Steve Pennisi was awarded \$2,000.00. SWFL is highlighted with the “L” as a paint brush painting the beach. Art and culture was also highlighted in this logo.

Second Runner Up - Dana Myers was awarded \$650.00. Our creative economy is highlighted with a more tourist type display in each of the different colored square images.

Third Runner Up - Doug MacGregor was awarded \$350.00. Our creative economy is also highlighted, with a mixture of art, music, and beaches of southwest Florida.

Logos will be used at the sole discretion of the SWFRPC.



First runner up



Second runner up



Third runner up

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