

2025 ANNUAL REPORT

COMMUNICATIONS & MARKETING

Prepared By:
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October 2025



City of PALM COAST

Communications and Marketing Department

To: Lauren Johnston, Acting City Manager
Date: 10/8/2025
Department: Communications and Marketing Department
Director: Brittany Kershaw *Brittany Kershaw*
Reporting Period: FY 2025 Department Recap

Department Summary

The mission of the Communications & Marketing Department is to deliver the right information to the right people at the right time. The services delivered by each City department play a critical role in the lives of those in our community. We have a unique story to tell within each department, project, and program that the City initiates and oversees. The Communications & Marketing department helps to both create and sustain productive connections between City services and Palm Coast community members, businesses, and visitors to tell the City's story, and listen to and share our community's stories.

This is accomplished through a variety of mediums including in-person meetings and events, media relations, social media, the City website, videos, flyers, signage, and more. The goal is to be the best source of information about the Palm Coast city government by creating and sharing effective messages, educational campaigns, and compelling stories that foster positive community engagement and connection with our stakeholders. This allows the organization to better understand public sentiment in order to share information quickly with accurate and tangible information to better inform and engage the community.



Key Performance Indicator Updates:

The Key Performance Indicators for the Communications & Marketing Department are focused on increasing the ease of getting information to our residents and visitors. These two focus areas include the City's website and use of social media. Both KPIs measured for Fiscal Year 2024 have exceeded their targeted goal.

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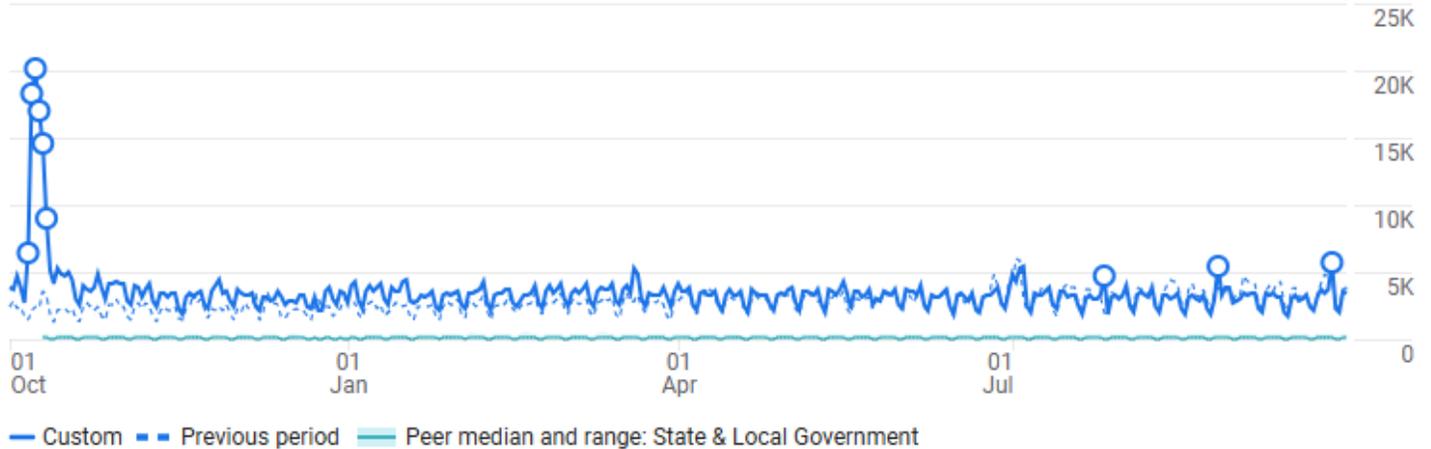


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KPI GOAL	TARGET PERCENTAGE	ACTUALS	SUMMARY	OUTCOME
Increase website visits annually	20%	19.7%	Website visits are up nearly 20% in FY25 from FY24. There have been extensive efforts to drive people to the website for self-service, news information, project updates, and engagement.	Familiarity with the website will bring down call volume to Customer Service and encourage self-service.
Strategy	Consistently pointing to the website, encouraging the use of Palm Coast Connect, referencing areas of the website in news releases and social posts, etc.			

Active users ▾	Event count ▾	Key events ▾	Views ▾
820K	10M	0	3.7M
↑ 19.7%	↑ 22.6%	-	↑ 22.4%



Oct 1, 2024 - Sep 30, 2025 ▾

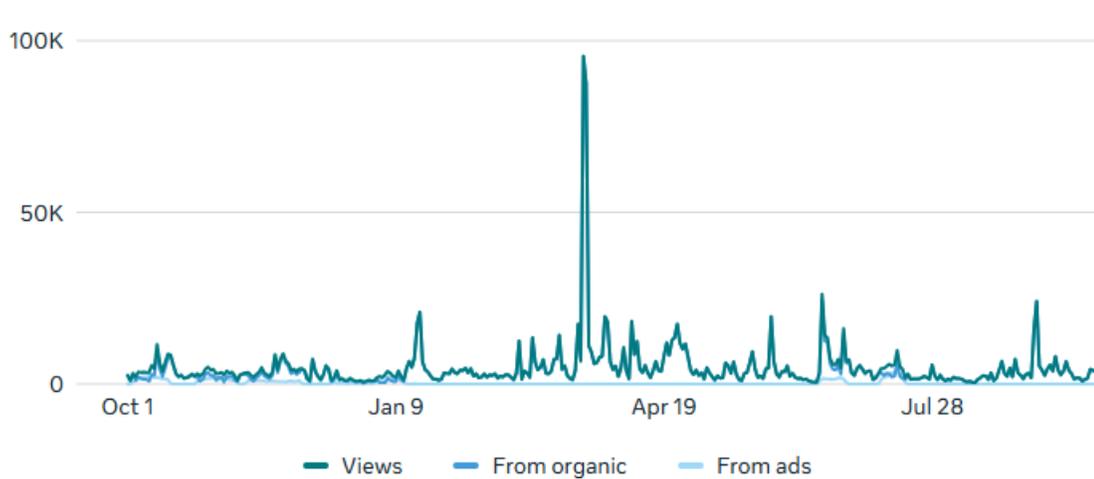
KPI GOAL	TARGET PERCENTAGE	ACTUALS	SUMMARY	OUTCOME
Increase social media followers annually	2%	13.9%	The most active social platform continues to be Facebook, which earned 3,535 additional followers in FY25. All other social channels have seen steady growth as well, with a total of 5,678 new followers across all channels.	Bringing innovative and engaging social opportunities has been successful in earning more subscribers.
Strategy	This goal was accomplished by having a robust social media presence with many engaging campaigns, including short informational videos, several promo videos for events and initiatives, and event marketing.			

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Views breakdown

Oct 1, 2024 - Sep 30, 2025

Total
1,747,617

From organic
1,622,968

From ads
124,649

Viewers ⓘ

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Director's Goals:

Continue to be the Coach:

In 2025, my main focus continued to be coaching and supporting our Communications team so everyone could shine, even with a busy year full of major projects, events, and emergency responses. We worked hard to create a culture where our team feels empowered to use their strengths, share ideas, and take on new challenges. Regular mentoring and feedback helped the team stay confident and proactive, even when unexpected obstacles came up.

This year brought some real challenges. In June, our Communications Specialist position became vacant and hasn't been filled yet, which meant the team had to pick up extra responsibilities. On top of that, losing the Parks & Recreation Marketing Coordinator added even more work to our plate. Despite this, the team stepped up, stayed flexible, and kept delivering high-quality results.

Continue to Drive Innovation:

Innovation has always been key to reaching our residents, and 2025 was no exception. We leaned into creative ways to share information—from social media and video content to newsletters, in-person events, and printed materials—to make sure we connected with everyone, no matter how they like to receive information.

Even with added workloads, we found ways to keep residents informed and engaged on big projects, from infrastructure updates and utility programs to community events and planning initiatives. Using

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multiple communication tools helped residents feel connected to the City's work. Moving forward, we'll keep looking for new ways to make city communications more approachable, inclusive, and effective, while supporting the team we rely on every day.

Department Highlights:

In FY 2025, the Communications & Marketing Department focused on keeping Palm Coast residents informed, engaged, and connected through strategic storytelling, proactive outreach, and multi-platform communication efforts. The team successfully balanced crisis communications, infrastructure updates, community engagement, and promotional campaigns, focusing on transparency, public safety, and civic pride throughout the year.

Quarter 1: October – December 2024

The department began the fiscal year by enhancing public outreach, crisis response, and engagement initiatives. Major achievements included:

- Launched the Special Events Portal, streamlining event requests and logistics coordination.
- Supported the appointment of Council Member Charles A. Gambaro Jr., creating onboarding materials, biography, and official portrait.
- Promoted the closure of the Utility Office lobby and expanded hours at the Southern Recreation Center.
- Produced and promoted the 25th Anniversary Celebration at Central Park.
- Supported the Food Truck Tuesday finale, the Pink on



Parade 5K, and Hall of Terror 2024 with multi-channel coverage and creative campaigns.

- Facilitated a Town Hall with Council Member Pontieri, encouraging resident participation.
 - Issued crisis & public safety communications regarding Hurricane Milton, including pre-storm alerts, sandbag information, and emergency preparedness campaigns reaching thousands of residents.
 - Communicated road closures, traffic signal outages, and emergency water conservation alerts.
 - Promoted post-storm recovery efforts, including deployment of tank trucks, debris removal, and contractor safety guidance.
- Shared updates on Indian Trails Sports Complex traffic changes, stormwater and wastewater protocols, and ongoing city projects.

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- Supported seasonal events, including the Tree Lighting Ceremony, Starlight Parade, Holiday Boat Parade, and Christmas Come True charitable initiative.
- Facilitated the Palm Coast Citizens Academy graduation and the city's first Workforce Development Roundtable.

Quarter 2: January – March 2025

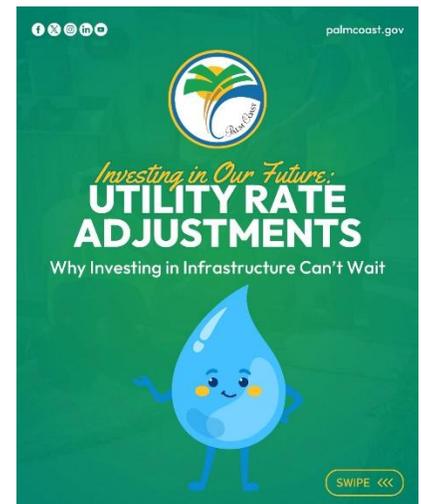
In Q2, the department emphasized community engagement, infrastructure updates, and strategic public education.

- Celebrated Imagine 2050 Plan winning the Regional Award for Excellence in Planning and Growth Management.
- Launched the Traffic Calming Pilot Program, Palm Coast Connect enhancements, and Utility Strategic Plan webpage.
- Supported District 3 City Council vacancy communications and utility rate adjustment outreach.
- Coordinated the Connecting Palm Coast Expo, Mayor's Office Hours, Vincent's Clubhouse grand opening, and Food Truck Tuesday 2025 kickoff.
- Promoted Black History Month celebrations, Palm Coast Open USTA Tournament, and spring Egg'Stravaganza promotions.
- Hosted stormwater town hall meetings and water treatment plant tours to connect residents with city operations.
- Communicated traffic signal upgrades, Old Kings Road force main construction, micro surfacing projects, and the London Waterway project completion and ribbon cutting.
- Expanded digital outreach through Palm Coast Connect campaigns, e-newsletters, and multi-platform social media campaigns to improve resident engagement and city service awareness.



Quarter 3: April – June 2025

Q3 focused on civic engagement, event promotion, and infrastructure communications, with an emphasis on connecting residents to city initiatives.





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- Supported the State of the City 2025, highlighting public safety, infrastructure, and economic development.
- Coordinated communications for Whiteview Parkway Safety Project, David Sullivan appointment to City Council, and launch of GIS Open Data Hub.
- Advanced accessibility through AV upgrades in the Jon Netts Community Wing for hybrid meetings and live streaming.
- Promoted Keep Palm Coast Clean 2025, Tunnel to Towers 5K, MedNexus Innovation Challenge, and Cultural Arts Grant Round 2.
- Celebrated Arbor Day 20th Anniversary, Touch-a-Truck + Spring Arts Festival, and the Citizens Academy spring graduation.
- Hosted Connecting to Palm Coast Expo and the statewide CLOAF conference.
- Highlighted traffic calming pilot results, micro surfacing projects, and joint training exercises between Palm Coast Fire Department and Flagler County Sheriff's Office.
- Addressed public safety and water management messaging through timely outreach on infrastructure maintenance and emergency preparedness.



Quarter 4: July – September 2025

In Q4, the department continued its focus on infrastructure, community engagement, and strategic communications.



- Supported the Let's Talk Palm Coast town hall series with City Council Members and City-Wide Risk Assessment launch.
- Promoted Jon Netts Community Wing dedication and recognition of the award-winning Imagine 2050 Comprehensive Plan.
- Prepared the community for upcoming holiday events, including the Starlight and Holiday Boat Parades.
- Promoted the United Flagler 4th, Father's Day Lacrosse Tournament, water plant tours, and ongoing stormwater education campaigns.
- Delivered timely public messaging for road closures,

access hazards, and traffic safety.

- Managed communications for emergency situations, including sinkhole-related road closures and infrastructure improvements.
- Coordinated joint public safety training exercises, emphasizing readiness and inter-agency collaboration.

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Fiscal Year Highlights

- **Civic Engagement:** Expanded resident participation through town halls, expos, volunteer events, and Citizens Academy programs.
- **Infrastructure & Safety:** Communicated over 50 major projects, traffic improvements, and stormwater initiatives, ensuring residents remained informed and prepared.
- **Emergency Response:** Led timely, multi-channel messaging for Hurricane Milton and other critical public safety events.
- **Community Events & Culture:** Promoted hundreds of events—from arts festivals and Arbor Day to Touch-a-Truck and Tunnel to Towers—strengthening community pride and involvement.
- **Digital Innovation:** Expanded e-newsletters, social media campaigns, GIS mapping tools, and accessibility upgrades to improve public access to city services.



Through these efforts, the Communications & Marketing Department successfully enhanced transparency, public engagement, and community connection, demonstrating a full year of strategic, resident-focused communications in Palm Coast.