

## Administration

1769 E. Moody Blvd Bldg 2  
Bunnell, FL 32110



[www.flaglercounty.org](http://www.flaglercounty.org)

Phone: (386)313-4001

Fax: (386)313-4101

Julie Murphy  
Flagler County  
Public Information Officer  
(386) 313-4039  
Email [jmurphy@flaglercounty.org](mailto:jmurphy@flaglercounty.org)

**FOR IMMEDIATE RELEASE**

## Tourism campaign ‘Handcrafted & Homegrown’ taps into what makes Flagler County unique

**December 10, 2019** – Flagler County’s Tourism Department is unveiling its newest video campaign – Handcrafted & Homegrown – just in time for the holidays.

“We started with Flagler Beach businesses because that area has faced several challenges within the past few years, most recently the A1A road construction,” said project manager Candi Breckenridge, tourism marketing assistant. “Part of what makes this area so unique are the ‘mom and pops’ – the locally-owned and operated businesses that offer handmade items, meals prepared from scratch and small-town hospitality.”

The series of five videos (and growing) gives local business owners the opportunity to share the passion behind their products. They will be shared across Flagler County’s social media platforms, but an even stronger emphasis will be placed on the Palm Coast and the Flagler Beaches’ monthly e-newsletters, business listings, blog posts, as well as in paid advertising. Additionally, the short features have their own landing page on [visitflagler.com](http://visitflagler.com) – the tourism website.

“An active ‘buy local’ campaign can boost small businesses and the regional economy,” Breckenridge said. “But to make it work well, people need frequent and convincing reminders of the benefits of shopping locally. And, what better way to get that message across than through video storytelling?”

The video campaign was created using funds from the tourism tax – also known as “bed tax” – paid by hotel visitors to Flagler County. None of the funding comes from property taxes.

“Our department provides a complex scope of services,” said Tourism Director Amy Lukasik. “We don’t just bring visitors to town, we also provide initiatives that support local businesses and the economy here in Flagler County.”

Here is the link to the tourism Eat, Shop & Play Local page: <https://www.visitflagler.com/things-to-do/eat-shop-play-local/> and the YouTube playlist: [https://www.youtube.com/playlist?list=PL3CWnBAstQs5vSpmybmBJgfDR\\_bmsYnAf](https://www.youtube.com/playlist?list=PL3CWnBAstQs5vSpmybmBJgfDR_bmsYnAf).

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Charles Ericksen, Jr.  
District 1

Greg Hansen  
District 2

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District 3

Joe Mullins  
District 4

Donald O’Brien, Jr.  
District 5