

Scenic Watch



Covering
News From
Nov
2018

20 Holiday Towns in Florida to Visit

"When it comes to celebrating the holidays, the North Pole has nothing on Florida, where Santa gets to wear swim trunks and his reindeer frolic in the sand. Here are some of jolliest holiday happenings in the Sunshine State."

Sarasota:



Photo: Coastal Living, Visit Sarasota



Fun Festivals and Events

Central

Thru Dec 30
Christmas in the Wild at
Tampa's Lowry Park Zoo,
Tampa
Thru Dec 31
Snowing Nightly,

"During the most wonderful time of the year, Sarasota comes alive with holiday spirit. Don't miss the magical light shows at Marie Selby Botanical Gardens or Holiday Night of Lights on St. Armands Circle.

The Mall at University Town Center builds a skating rink each year to compliment and endless landscape of colorful lights, and will take it further this year with real snow tubing..."

Apalachicola:



Photo: Coastal Living, Franklin County TDC

"In Florida's oyster capital, Santa's preferred method of transportation is via shrimp boat! Every year, the Apalachicola Bay Chamber of Commerce hosts an old-fashioned Christmas celebration in the streets of the downtown historic district. As tradition dictates, Santa shows up on a shrimp boat at the City Dock on Water Street..."

Seaside:

Celebration
Thru January 1
Space Coast Light Fest,
Melbourne
Dec 1
Sanford Historic Trust
Tour of Homes, Sanford
Dec 1
70th Annual Downtown
DeLand Christmas Parade,
DeLand
Dec 1
Christmas Parade, Mount
Dora
Dec 1
Lighted Boat Parade,
Mount Dora
Dec 1
Main Street Holidays, New
Port Richey
Dec 1
Santa Fest and Christmas
Parade, Tampa
Dec 1-2
Sarasota Craft Show,
Sarasota
Dec 1-2
Gem, Jewelry and Bead
Show, Sarasota
Dec 1-2
Siesta Beach Seafood &
Music Festival, Siesta Key
Dec 2
Port Orange Christmas
Parade, Port Orange
Dec 2
Festivals of Speed,
Orlando
Dec 6
Christmas in the Park,
Winter Park
Dec 7-9
Wine and Chocolate
Festival, Clermont
Dec 7-16
The Nutcracker, Orlando
Dec 8
Parade of Lights, Sanford
Dec 8
66th Annual Ye Olde
Hometown Christmas
Parade, Winter Park
Dec 8
Christmas Parade, Sanford
Dec 8
Hillsborough River Half &



Photo: Coastal Living, Visit South Walton

"With their small-town appeal, the beach destination like Seaside in South Walton offer lots to do this holiday season. Kick off the celebration with an annual Christmas Parade in Seagrove Beach, then see Santa again with a lively countdown to 'turn on the town' holiday lights event..."

-- Coastal Living

[Read entire article](#)

"Sign of the times:

Billboards are an old but booming ad medium

Innovations developed by online advertisers are working for billboards"

Quarter Marathon,
Hillsborough River State
Park
Dec 8-9
Lido Beach Holiday of the
Arts, Lido Beach
Dec 14-15
Candlelight Tours of Fort
Foster, Thonotosassa
Dec 15
Cruisin' Downtown DeLand
Classic Car Show, DeLand
Dec 15-16
Holiday of the Arts, St
Petersburg
Dec 16
Carillon & Chorale Holiday
Concert, Lake Wales
Dec 16
Snow Fest, Maitland
Dec 22-23
Next Generation Ballet's
Nutcracker, Tampa
Dec 28
Camping World Bowl,
Orlando
Dec 29
Florida Citrus Parade,
Orlando
Dec 31
EVE at Universal CityWalk,
Orlando

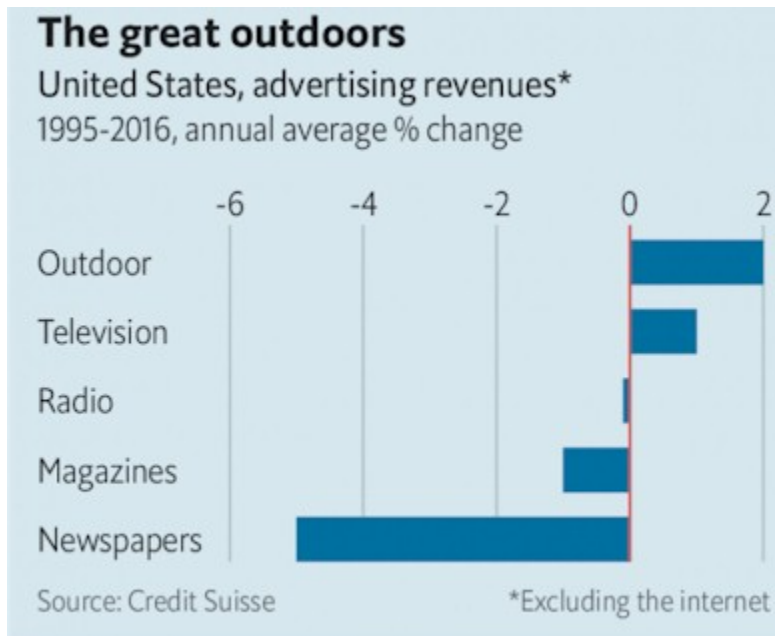
South

During Dec
Christmas Light Canal
Tours, Punta Gorda
Thru Dec 2
St Petersburg Power and
Sailboat Show, St
Petersburg
During Dec
Festival of Lights at
Fishermen's Village, Punta
Gorda
Dec 1
Fort Myers Beach
Christmas Boat Parade,
Fort Myers Beach
Dec 1
Christmas Boat Parade,
Venice
Dec 1
Food, Wine and Beer
Festival, Naples



Photo: Economist/Getty

"..Most forms of conventional advertising—print, radio and broadcast television—have been losing ground to online ads for years; only billboards, dating back to the 1800s, and tv ads are holding their own (see chart).



The Economist

Such out-of-home (ooh) advertising, as it is known, is expected to grow by 3.4% in 2018, and digital out-of-home (dooh) advertising, which includes the lcd screens found in airports and shopping malls, by 16%. Such ads draw viewers' attention from phones

- Dec 1
Snowfest, Naples
- Dec 2
Florida Keys Holiday Festival, Islamorada
- Dec 3
JM Lexus Sunday Jazz Brunch, Fort Lauderdale
- Dec 5-9
Red Dot Fair, Miami
- Dec 6-8
Holiday Pops Concerts, Fort Myers
- Dec 6-9
Art Basel Miami Beach, Miami Beach
- Dec 7-8
Luminary Festival, Sanibel and Captiva
- Dec 8
Holiday Boat Parade, Key Largo
- Dec 12-16
Spectacular Christmas Revue, Cape Coral
- Dec 14
Boynton and Delray Beach Holiday Boat Parade, Boynton Beach
- Dec 15
The Seminole Hard Rock Winterfest Boat Parade, Fort Lauderdale
- Dec 19-23
Flagler Museum Holiday Evening Tours, Palm Beach
- Dec 20
Morada Way ArtWalk, Islamorada
- Dec 20
Alive After Five, Punta Gorda
- Dec 28-29
Key West Home Tours, Key West
- Dec 29-30
Coconut Point New Year's Weekend Art Festival, Estero

North

- Thru Dec 23
Festival of Lights, White Springs

and cannot be skipped or blocked, unlike ads online.

Billboard owners are also making hay from the location data that are pouring off people's smartphones. Information about their owners' whereabouts and online browsing gets aggregated and anonymised by carriers and data vendors and sold to media owners. They then use these data to work out when different demographic groups—'business travellers', say—walk by their ads. That knowledge is added to insights into traffic, weather and other external data to produce highly relevant ads. dooh providers can deliver ads for coffee when it is cold and fizzy drinks when it is warm. Billboards can be programmed to show ads for allergy medication when the air is full of pollen.

Such targeting works particularly well when it is accompanied by 'programmatic' advertising methods, a term that describes the use of data to automate and improve ads. In the past year billboard owners such as Clear Channel and jcDecaux have launched programmatic platforms which allow brands and media buyers to select, purchase and place ads in minutes, rather than days or weeks.

Industry boosters say outdoor ads will increasingly be bought like online ones, based on audience and views as well as location. That is possible because billboard owners claim to be able to measure how well their ads are working, even though no 'click-through' rates are involved. Data firms can tell advertisers how many people walk past individual advertisements at particular times of the day.

Advertisers can estimate how many individuals exposed to an ad for a Louis Vuitton handbag then go on to visit a nearby shop (or website) and buy the product. Such metrics make outdoor ads more data-driven, automated and measurable, argues Michael Provenzano, co-founder of Vistar Media, an ad-tech firm in New York...

The outdoor-ad revolution is not problem-free. The

Thru January 31
Nights of Lights Festival
and Celebration, St
Augustine
Dec 1
Winter Festival,
Tallahassee
Dec 1-2
Market Days, Tallahassee
Dec 1, 8 and 15
Santa's Storybook Tea
Party, Amelia Island
Dec 2
Annual Garden Club
Christmas Tour of Homes,
St Augustine
Dec 7
First Friday Art Walk, St
Augustine
Dec 7
Holiday Pops! Concert,
Niceville
Dec 8
Artrageous Artwalk,
Fernandina Beach
Dec 10
Destin Magic Dinner
Theater, Destin
Dec 10
Holiday Traditions, A
Musical Celebration,
Gainesville
Dec 14
Holiday Magic,
Tallahassee
Dec 15
Winter Wonder Ride,
Pensacola
Dec 31
10th Annual New Year's
Eve Beach Ball Drop,
Panama City Beach

[For many more events and details please visit the Orlando Times Travel Calendar here](#)

collection of mobile-phone data raises privacy concerns. And criticisms of the online-ad business for being opaque, and occasionally fraudulent, may also be lobbed at the ooh business as it becomes bigger and more complex..."

-- The Economist

[Read entire article](#)

Celebrating 50 years in community: Jacksonville's Murray Hill Library is renamed in Honor of Bill Brinton.



Photo: Leah Powell



"Practically on the eve of its 50th anniversary, the Murray Hill Library will be renamed the Bill Brinton Murray Hill Branch Library in honor of the late William Brinton, an Avondale attorney who spearheaded an effort in 2014 to create an independent library district and was the founder of three Friends of the Library organizations for the Murray Hill, Brentwood and Dallas Graham branches.

The legislation renaming the neighborhood library is just one of many honors Brinton achieved in his lifetime as a preeminent expert on the subject of City Charter amendments regarding billboards, City Council term limits, and the preservation of and/or mitigation for the removal of protected trees during development projects. A shareholder with the Rogers Towers law firm, Brinton passed away June 19, 2017 after a six-month battle with lung cancer.

'Bill did so much to promote our Friends of the Murray Hill Library and advocate for public libraries. His father Harry Brinton's name is on the faceplate on the front of our Murray Hill Library since he was Library Director when the library was built in 1968, but his son Bill Brinton's name will always remain in our hearts for his continuing work to support it,' said Judy Klein, a member of the Friends of the Murray Hill Library board of directors..."

-- Editor, Resident Community News Group

[Read entire article](#)

New Alachua County Ordinance Gives Citizens Right To Throw Away Signs Left On Public Property



Photo: Marianna Faiello/WUFT News

"Signs in colors ranging from the patriotic red, white and blue to eye-catching yellows, oranges, greens and more. You can't avoid seeing them this time of year, especially with an election on Tuesday.

'It's ugly,' said Alachua County Commissioner Mike Byerly. 'They're everywhere...'

While it's permitted for signs to be placed anywhere on private property, the public's land cannot be used for advertising purposes, political or otherwise. And this includes rights-of-ways — areas of publicly-owned land maintained in and around public streets.

A county code prohibited citizens from removing signs illegally placed in rights-of-way because it was state property. The responsibility of removal was left to public work crews — until recently.

Right-of-way sign placement became the focus at a recent board of county commissioners' meeting. By the time the meeting was over, changes were made to an ordinance that limited the removal of signs.

The changes are now in effect.

Now it's legal for regular citizens to remove right-of-way signs and destroy them.

The board of commissioners also changed the code to define illegally placed signs as abandoned property and trash so that public work crews can throw them away. Before, crews had to bring such

signs back to a holding facility.

Byerly worked with Corbin Hanson, a county attorney, to change the ordinance's wording so that anyone can remove signs that are placed illegally — meaning placement that doesn't meet the city, county or state standards set by the Transportation Department..."

-- Marianna Faiello, WUFT

[Read entire article](#)

Walkable Cities: Pensacola: "Maritime Park development plan to utilize world- renowned consultants"



Photo: Jim Little, Pensacola News Journal

"Urban planning expert Jeff Speck told the Pensacola City Council on Thursday that creating and executing the right master plan for Community Maritime Park could 'turn the corner' on the revitalization of downtown Pensacola.

The City Council tapped Quint Studer and his

company Studer Properties to develop a master plan for the remaining seven undeveloped parcels of the park. The master plan would also tie into the development of the former Emerald Coast Utilities Authority site that Studer owns, and connect that site and the park to the public water access at Bruce Beach...

Speck said the biggest challenge to developing any good plan to create a vibrant and walkable urban environment is how it conflicts with city codes that were written for a more suburban community.

'It's legally impossible almost everywhere in America to do that because the zoning ordinances and subdivision ordinances that most cities have are imported from suburbia,' Speck said. 'They're auto-centric. They're organized around an automobile, and they don't let you build the kind of places we love...'

-- Jim Little, Pensacola News Journal

[Read entire article](#)

