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Historic Downtown Sebring Goes Social

SEBRING, Fla. (April 12, 2010) – Downtown Sebring has gone social...social media that is. Through the Community Redevelopment Agency (CRA)'s marketing initiatives, Downtown Sebring now has a Facebook Fan Page, Twitter Page and its own YouTube Channel.

What's the benefit of social media? In addition to acting as another communication avenue to get information and messages out, social media is also beneficial because your target audience can respond and provide helpful feedback. Downtown Sebring has already gained valuable insight from its more than 300 Facebook Fans when asked, "What's your favorite thing about Downtown Sebring?" Comments ranged from specific businesses, the charm of the Circle, to childhood memories.

Become a Downtown Sebring Facebook Fan (www.Facebook.com and search Downtown Sebring) to read all 17 comments received to date. Also, visit Downtown Sebring at www.Twitter.com/DowntownSebring and www.YouTube.com/DowntownSebring.

The mission of the CRA is to bring about the economic revitalization of an established target area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. To acquire the funding necessary to make the infrastructure improvements necessary to attract investment dollars and improve the assessed taxable value of district properties and to assist the Chamber of Commerce and Downtown Merchants in their efforts to market the downtown businesses.