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innovators**
network

P R E S E N T S

Public Innovation Champions

Your Innovation Narrative: How Storytelling Increases Impact



Global Event

Wednesday, September 18, 2024

1:00 p.m. to 2:00 p.m. U.S. Eastern Time



Championing Innovation in a City in Transition: Storytelling through Strategic Planning in Port St. Lucie, FL



Port St. Lucie's Story

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Announcing
The **OPENING** of
PORT ST. LUCIE

BY THE BUILDERS OF PORT CHARLOTTE, FLORIDA'S MOST TALKED ABOUT COMMUNITY
A NEW NAME **A NEW LOW PRICE**

The name of the community has been changed from RIVER PARK to **PORT ST. LUCIE**

Choice 80'x125' homesites will be nationally advertised and sold for \$995*

A WISE INVESTMENT

\$10 DOWN \$10 A MONTH which includes 5% interest


AERIAL VIEW OF PORT ST. LUCIE
LOOKING WEST. U.S. 1 IN FOREGROUND.


A FRIENDLY GROUP ENJOYS
A PICNIC IN THE PARK AT PORT ST. LUCIE.


ONE OF MANY SCENIC
VIEWS OF THE BEAUTIFUL ST. LUCIE RIVER.





HOW WILL YOU SHAPE PORT ST. LUCIE'S FUTURE?

To be a leader in finding innovative solutions that put residents first and support opportunities for all people to thrive.



Building community



Building a Culture of Innovation

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83%

of PSL employees share that the **mission and vision of the City** make them feel their job is important, higher than the national benchmark.
(National Employee Survey, 2023)

95%

of PSL employees rate **opportunities to collaborate on innovations** as very/somewhat important
(NES, 2022)



Strategic Planning using Human-Centered Design

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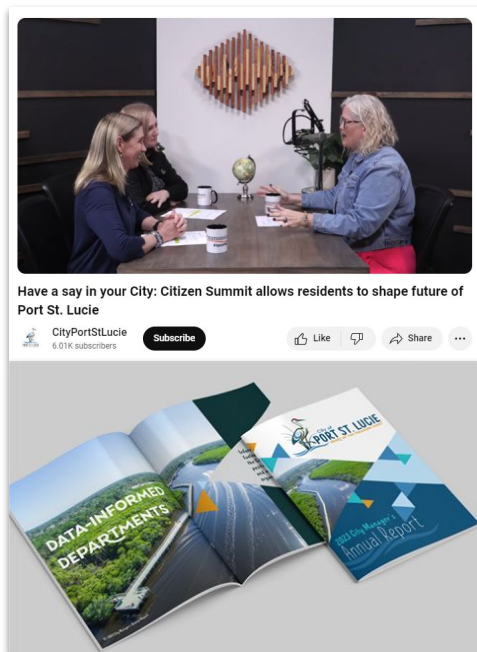


Insights & Learnings

Grounding our Story of Change and Innovation in the Strategic Plan

PSL Mentions
on the
Mic Podcast
and
The Pulse
Annual Report

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Insights & Learnings

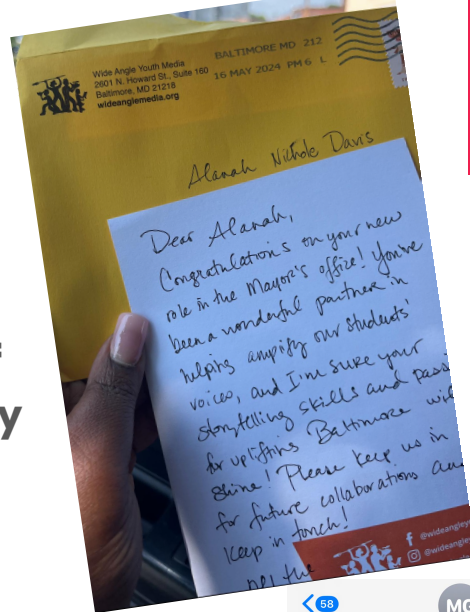
Alanah's Baltimore Story

My first day as Chief
Storyteller at the City
of Baltimore was on
May 28th 2024.

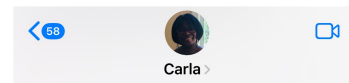


Amanda Daflos • 1st
Executive Director, Bloomberg Center for P...
2mo • Edited •

💖 Chief City Storyteller? Yes! I am so excited to follow the work of **Alanah Nichole Davis** as the first Chief Storyteller in Baltimore city history working with the i-team. Take a look and listen to learn more about this continuously emerging job title in cities and to hear about Alanah's unique point of view on the opportunity to advance Baltimore. 💖



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Awright now!!! CHIEF
STORYTELLER!!!
ALL PRAISES!

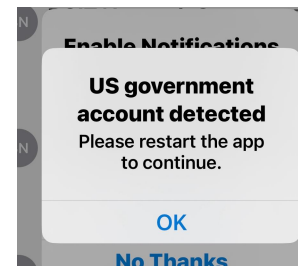


Thank you so much!!

Delivered



Chief Storyteller!!! Love
it. You will need to show
the new iTeam leader all
the Baltimore ropes.
Would it be fun to
collaborate on a thing
once you're fully settled
in?



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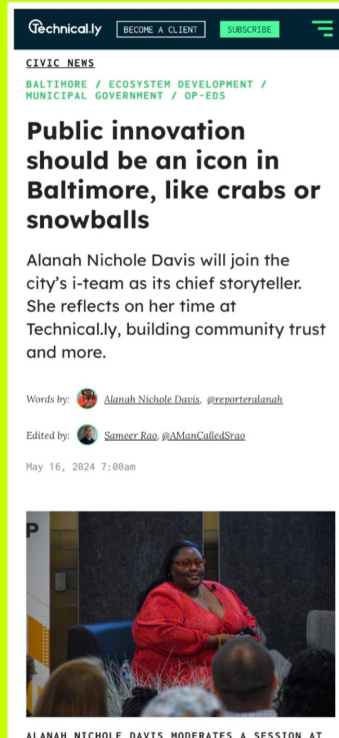
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Building on momentum

My first story championing public innovation in Baltimore was published on May 16th 2024. But I knew that the Baltimore i-Team story would have to move quicker than the newscycle in order to build trust between city government and Baltimoreans as we worked to help remedy some of Baltimore's toughest issues, housing vacancy and public safety.

So I did what I know how to do best...





Insights & Learnings

Show up for Baltimore and it will show up for you.



4th International
**Placemaking
Week**

June 5–8, 2024
Baltimore, USA

Welcome to Baltimore!

Alanah Nichole Davis
Chief Storyteller, Mayor's Office of
Performance and Innovation

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Insights & Learnings

Give Baltimore room for humanity & authenticity and it will be...

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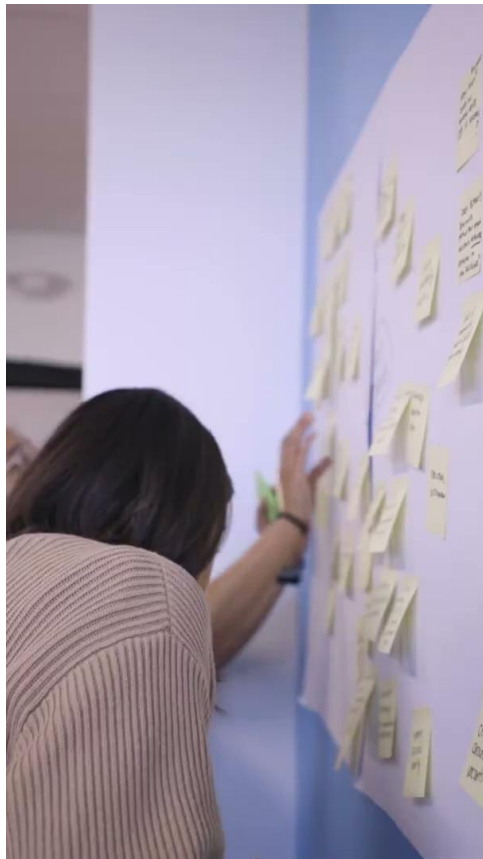
...authentic and human with you back...





Insights & Learnings

Show Baltimore stories of innovation that move...and sizzle.



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Insights & Learnings

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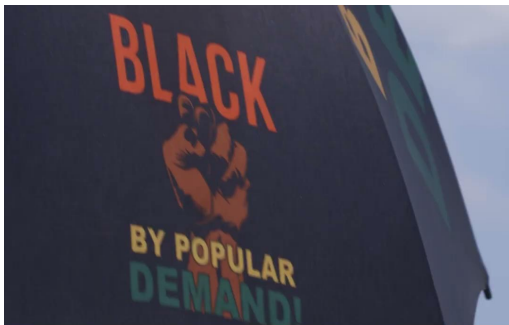
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**Show Baltimore that
The i-team is outside
in real time
collecting data and
understanding its
issues.**





Insights & Learnings



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Let Baltimoreans Tell their own stories.

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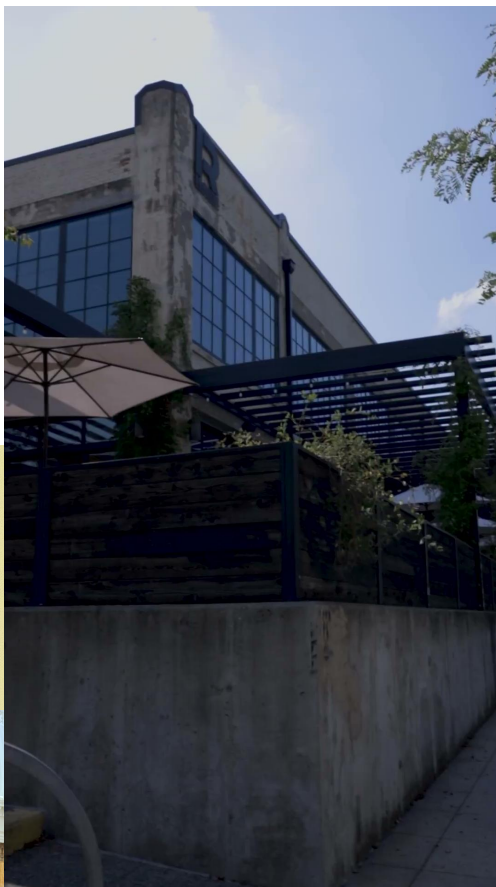


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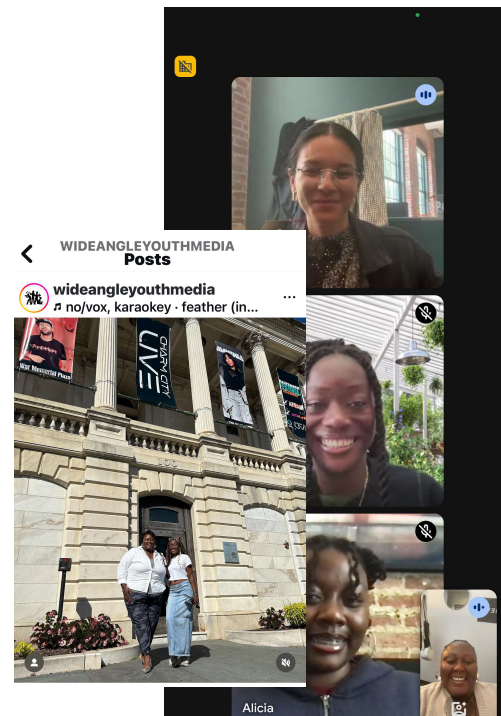
Insights & Learnings

Involve the youth in the story.



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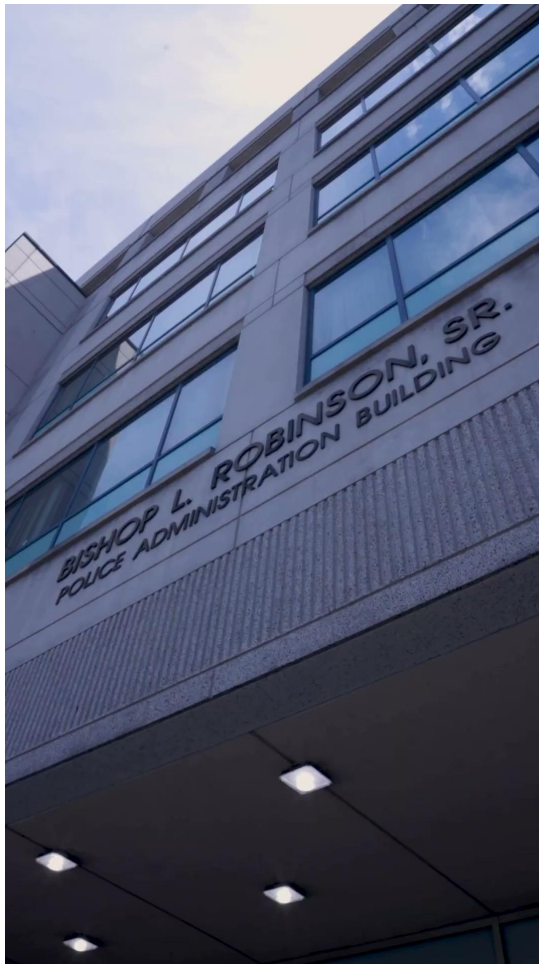


1-4: The social media team filmed with [@alanahasenteredthechat](#) and the [@baltcityinno](#)! Look out for upcoming content 🍷



Insights & Learnings

**Show
Baltimore
That the
i-Team is
made up of
people that are
willing to take
the time to
understand
the
core of its**



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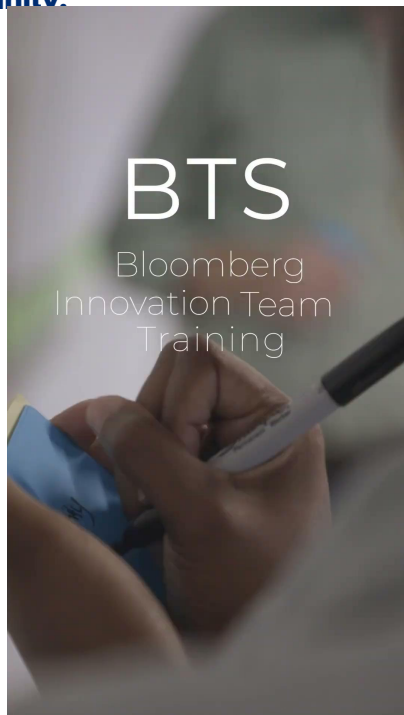
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Insights & Learnings

Show the i-Team that they are all a part of Baltimore and storytellers in their own right and empower them to tell their own stories.

How? By inviting them out into the city to build community.





Insights & Learnings



Follow the Baltimore
City Innovation Team at
@baltcityinno on IG

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September 18th: Industry Social Club “Inclusivity in Education” panel presented by PNC Bank at the Baltimore Museum of Industry. 5:30p until 9:00p

September 27th: The Charmery Ice Cream Collab drop, “Alanah’s Story” flavor!

September 27th: Public Safety Community of Practice event, “A conversation on Public Safety and Career Pathways.” 4:00p until 5:30p

September 29th: Baltimore Book Festival main stage presented by Ivy Bookshop, “Telling Baltimore’s Story” @ NOON feat. Chief Storyteller Alanah, Devin Allen + more.



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Q & A Thank You

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