

**Palmetto Pride
 Florence Chamber of Commerce Video
 May 2001**

VISUAL	AUDIO
<p>Begin with beauty shots of Florence--creeks, flowers, neighborhoods, parks, other landmarks--that reflect the personality of the community set to upbeat music or possibly just sounds of nature.</p>	<p>Florence, South Carolina. It's our home.</p> <p>When we think of home, we see images in our minds that hold a special place in our hearts.</p>
<p>Narrator:</p>	<p>Florence is that special place. A quaint southern town, in the heart of the Pee Dee region--there are many things to love about our home...</p> <p>But perhaps its greatest appeal is a unique blend of heritage and vision that has become such an integral part of our everyday lives.</p>
<p>Museum, statue, landmark images</p>	<p>A heritage rich in tradition and history,</p>
<p>Maybe the cover of the revitalization plan, or the city/county complex.</p>	<p>Blended with a dynamic vision for the future.</p>
<p>New buildings, planned neighborhoods, streets, etc. Perhaps Flo-Dar tech and/or Francis Marion University--images that convey growth, prosperity, but not gaudy sprawl.</p>	<p>Since its inception, Florence has been one of the fastest growing areas in South Carolina.</p>
<p>Show magazine, CG over it: Top 50 places to relocate</p>	<p>It was recently picked by a national magazine as one of the top 50 places to relocate.</p>
<p>Some industrial footage (Honda, others)</p>	<p>The city continues to attract a diverse collection of domestic and international businesses into its large family of industries.</p> <p>And, we welcome new residents to our community with traditional southern hospitality.</p>

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<p>Begin to overlay the beautiful images from earlier (or new footage) with images of trashed areas.</p> <p>Rapid sound bites/CG names: Freddie (#3)</p> <p>Husband/wife team (#6)</p> <p>Narrator Show collection of images (perhaps an on-screen collage of different citizens)</p> <p>KAB literature, logo. Florence charter or anything related.</p> <p>CG: First Annual Keep Florence Beautiful Clean Up Day April 7, 2001</p> <p>673 volunteers 1,220 bags of trash</p> <p>Rapid sound bits/CG names: Mayor CG Frank Willis, Mayor of Florence</p>	<p>But a dark cloud threatens our bright tomorrow. It's an enemy we call Litter.</p> <p>Litter trashes everyone and everything--old or young, rich or poor, park or playground, church or school, business or neighborhood...</p> <p>We've to do something about the trash in this city.</p> <p>Florence is a beautiful city. It's a shame we have a litter problem.</p> <p>There is certainly a litter problem, but there is also a solution. That solution is you.</p> <p>Our southern pride is a powerful weapon in the battle against litter. Our community has taken the first steps to make a difference.</p> <p>In record-breaking time, Florence became a certified Keep America Beautiful city. There were just five months to plan a Clean Up day--the first of several citywide efforts to rid out beautiful town of unsightly litter and debris.</p> <p>On Saturday, April 7th, 673 volunteers gathered to participate in the first annual Keep Florence Beautiful clean up day. They collected enough trash from our streets, our parks and our community to fill more than 1,220 bags.</p> <p>On that clear spring morning, these volunteers did more than a year's worth of garbage collection. Why? Because Florence is our home.</p> <p>When you get this many people to come out and do a clean up, it shows that the community wants to see a clean</p>
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	community.
Linda Williams (#1)	We're giving back to our community.
Cut to Carrie Appleton (#9)	Our mission is to inspire individuals to take responsibility for their own areas.
Freddie (#3)	Here we are--Let's keep Florence Beautiful.
Billy (#7)	The Keep Florence Beautiful program is ongoing--it's positive for Florence. It's positive for people.
Dissolve to images of the recycling efforts. CG Household Hazardous Waste recycling	Two weeks after the clean up day, Keep Florence Beautiful and Project Impact sponsored Household Hazardous Waste recycling at South Florence High School.
Mayor:	The goal today is to clean up household hazardous waste that people have stored in their garages or in their house that may be dangerous chemicals, or paint--things like that.
Narrator Images of HHW day CG 250+ households participated	More than 250 cars came to drop off their materials.
Mayor	We can keep Florence beautiful and that's what we're all about.
Freddie (#3)	It's not a one shot thing--it has to be an ongoing effort if we're going to make Florence a beautiful city.
Narrator	It's your city. It's your community. It's your choice. You can stay at home or you can get involved on a local, regional or national level.
May need to transition from one to another: CG Keep Florence Beautiful 665-0515	(Mayor voice over the CG: I challenge the people of Florence every day to do something to make our

