Media Coverage Report

Neighborhoods Expo
Feb. 28, 2026

Hillsborough County Florida
Communications & Digital Media

Summary of Event

The 2026 Neighborhoods Expo, hosted by the Neighborhood Relations team within the Customer Service & Support department, provided residents and neighborhood leaders with opportunities to connect with County leadership, learn about County programs and services, explore a host of exhibits with information to share, enjoy department demonstrations, and meet other community leaders and neighbors. With the theme of "Love Our Neighborhoods," the event showcased 33 exhibiting departments and agencies and welcomed over 220 households.

Leading up to the event, Communications & Digital Media provided marketing and public relations support that included the following tactics:

- Collateral and promotional development
- HTV videos (commissioner welcomes, promo, media cut, and newsbreak)
- Media relations
- Social media messaging and advertising
- Radio advertising
- Newsroom story
- Web calendar listing
- Survey development
- Run of show and talking point writing



The 2026 Neighborhoods Expo theme was "Love Our Neighborhoods."

Media Coverage

News Release
Feb. 10, 2026: Connect with Hillsborough County at the 2026 Neighborhoods Expo

Newsroom Story
Feb. 2, 2026: Celebrate Your Community: Attend Hillsborough County's Annual Neighborhoods Expo

HTV
May 9, 2026: 2026 Neighborhoods Expo

WTVT Channel 13
Feb. 23, 2026: Hillsborough Neighborhoods Expo Saturday

Feb. 28, 2026: Hillsborough County Neighborhoods Expo

WTTA Channel 38
Feb. 26, 2026: Expo de Vecindarios 2026 Regresa a Hillsborough

WFTS Channel 28
Feb. 28, 2026: Neighborhoods Expo

Cox Media Group
Feb. 9-23, 2026: Pro bono radio advertisement

Beasley Media Group
Feb. 16-23, 2026: Pro bono radio advertisement

WTIS 101.1 FM/1110 AM
Feb. 26, 2026: Spanish interview with CDM staff (No link avaliable)

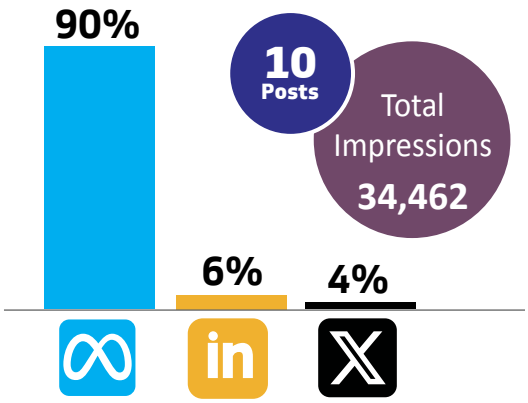
Earned Media Estimated Value:
Total Audience: **190,715**
Total Publicity: **$140,692**



Lola and Leo, the Neighborhood Relations team mascots, on display during the 2026 Neighborhoods Expo.

Social Media Engagement

Includes social media ads/boosted posts.



Social Spotlight

This Neighborhoods Expo 2026 Instagram post highlighted departments that residents could interact with during the event.



Total Engagements: **4,905**