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Flagler County video debuts in Times Square

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[Carole Hawkins](#)

Reporter- *Jacksonville Business Journal*

[Email](#) | [Google+](#) | [Twitter](#)

Start spreading the news.

Word about the great business climate — and the climate, in general — in Flagler County has made it all the way to New York's Times Square.

For the next three months, a 10-second spot featuring Flagler Beach will appear on Times Square's 520 square-foot screen. The video — aimed at promoting Flagler's business-ready climate and quality of life — shows a businessman walking up the beach, dropping his tie and jacket and picking up a surf board.

Times Square is visited by more than 450 million people a year, a county news release said. The spot will be displayed hourly 18 times a day, including throughout the holiday season and on New Year's night when the ball drops.

"That ad will look better and better as the weather in New York turns colder," Council Member [Robert Cahill](#) said.

Recent coverage of Flagler County drew the attention of the New York ad screen's owners. A last minute cancellation prompted them to offer the slot to the county's **Department of Economic Opportunity** at a substantial discount.

See Flagler County's Times Square video ad below.

Business to Beaches



Carole covers logistics and transportation, technology and manufacturing