

AMPLIFYING VOICES, STRENGTHENING NEIGHBORHOODS

How Lift Orlando Chronicled Their Impact to Drive Meaningful Change



About the Project

Lift Orlando aimed to capture and share the story of their transformative community work in the Communities of West Lakes, near Camping World Stadium. Over the course of ten years, Spoken Motion Studio and Lift Orlando collaborated to visually tell the story of the neighborhood's return back to a thriving community with resources and amenities desired by residents. These compelling visuals raised awareness and attracted vital funding resulting in over \$120 million reinvested back into the area.

Key Challenges



Lack of Documentation: When Lift Orlando began its work, there was a need to capture and preserve the progress and vision of their community transformation efforts.



Building Credibility: Demonstrating the credibility of Lift Orlando's mission and showcasing their genuine commitment to community involvement and improvement.

How We Did It

Spoken Motion Studio took on the vital task of capturing the incredible journey of the historic West Lakes Community and the remarkable transformation by Lift Orlando, residents and partners. Our process aims to capture the progress as well as showcasing project achievements. We actively involve residents, recording significant events and milestones, gathering valuable feedback on their vision for community development. Utilizing these visuals, Lift Orlando strategically leveraged marketing channels to raise brand awareness, demonstrate the positive impact, and establish credibility with city and county leaders.

- **Visual Storytelling**
- **Community Engagement**
- **Strategic Marketing**

Outcomes of the Project

\$120 Million Investment:

Lift Orlando successfully attracted over \$120 million in investments and funding back into the community for additional resources and improvements.

Brand Awareness & Credibility:

The visual storytelling strategy played a vital role in establishing Lift Orlando as a credible community-oriented organization, garnering support and goodwill among stakeholders.

Transformative Community Impact:

The project showcased significant positive changes in the West Lakes Community over a ten-year period, turning a divested area into a thriving community.



“The team at Spoken Motion Studio has made our complex projects simpler, more manageable, and less stressful.”

Eddy Moratin
President, Lift Orlando

