



WE ARE ON OUR WAY: *The State of the City of Winter Park*

January 11, 2011 (1.11.11)

Presented by: The Honorable Kenneth W. Bradley, Mayor
City of Winter Park, Florida

CITY OF WINTER PARK

401 Park Avenue South

Winter Park, Florida

32789-4386

OFFICE OF THE MAYOR

Kenneth W. Bradley

P 407.599.3234

F 407.599.3436

I. INTRODUCTORY VIDEO: “Higher & Higher” by Jackie Wilson

A. Highlights of the year 2010 in Winter Park

II. STATE OF THE CITY OF WINTER PARK, FLORIDA 2011:

A. Introduction:

Mike Thomas on August 23, 2010, in an Orlando Sentinel commentary said, “I’d rather run for Prime Minister of Iraq than (run for) Mayor of Winter Park.” Mike, I beg to differ with you. Being Mayor of Winter Park is one of the greatest positions of service in our nation. But some days I have wondered: do they have dog parks or commuter rail stations in Iraq?!

B. The State of our City is Sound...and getting better each day:

The state of our City is sound. We are weathering one of the most difficult transition periods in history. The economics of our country have definitely impacted our region and City. Yet, the resiliency of Winter Park is evident. The people of Winter Park are tough, optimistic and forward thinking.

With God’s grace, Winter Park in 2011 will rise “Higher and Higher”. *We are on our way to much better days.*

C. Thanks:

1. A program such as this is not possible without much help. I want to thank the following individuals who have worked hard to make this day exciting:

a. Ms. Jackie Gardner, SPARK Manager and the exceptional students of Full Sail.

Full Sail has been a wonderful partner with the City by advancing numerous videos and enhancing our City's multi-media communications. Thank you.

b. My fellow Commissioners:

While we spend far too long in meetings together, I publicly thank my fellow Commissioners for their tireless devotion to our City. I wish Commissioners Anderson and Dillaha well as they transition into private service this March.

c. Great staff of the City of Winter Park:

We are blessed with outstanding staff in all areas of our City. These individuals help make our City what it is today.

We recognized three of our outstanding employees of the year today:

- Mike Stiff, Building maintenance
- Stuart "Trey" Merrick, Fire Department
- Detective Murray Daniel, Police Department

d. Our City Manager, Randy Knight, whose birthday is celebrated today

e. Clarissa Howard

III. 2010 WAS A YEAR OF CELEBRATIONS IN WINTER PARK:

A. We celebrated major accomplishments in 2010:

In 2010, we celebrated many major accomplishments and milestones.

1. Winter Park High School Boys Basketball team won the State championship. Also, the Girls Cheerleader squad was state champions along with the cross-country team. “Go Wildcats!”
2. We celebrated the 75th anniversary of the Bach Festival choir.
3. One of my proudest moments as Mayor was leading the time-honored, “town and gown” procession along with President Lewis Duncan and Commissioners Anderson and McMacken, from our City Hall to Rollins College to celebrate the 125th anniversary of our own, beloved college. Winter Park is better because of Rollins College. And Rollins College is better because of Winter Park.
4. In December we celebrated the 125th anniversary of the one of the best libraries in the State of Florida—the Winter Park Public Library.

B. The City of Winter Park also accomplished much in 2010:

1. In April, we celebrated the 110th anniversary of the founding of the Winter Park Fire Department. No doubt, our Police and Fire officers are local heroes. Every day they come to work, placing themselves in harm’s way to serve, protect and help our Citizens. Thank you.
2. Parks Department accreditation:

In October, I traveled with our Parks and Recreation Director John Holland to Minneapolis, Minnesota for the final evaluation of our Parks and Recreation department national accreditation process.

This review culminated the many years of hard work with Winter Park becoming only the 95th agency in the United States to receive accreditation! Winter Park is only of three municipalities in the State of Florida with our Fire, Police and Parks departments to be nationally accredited. Without Parks, we would just be Winter! *We are on our way!*

3. Our City Commission took decisive action on many matters including:

- Re-negotiating a better agreement with Orange County for our upcoming SunRail station.
- A Mead Botanical Garden master plan greatly improving this urban jewel
- Our Electric Utility staff and the Utilities Advisory Board negotiated a major, new contract for bulk power which is greener, less expensive (cheaper) and better for all our Citizen customers.
- Over the past two years, our City and Utility finances are much stronger, our reserves have almost tripled and we are better rated by credit authorities.
- We also intentionally have been building for our future and maintaining our great resources, including the renovation of our beloved Central Park.

C. 2010 showed us how far we have come, even during difficult circumstances. Now *we are on our way to even better days.*

IV. OUR BUSINESSES ARE ON THEIR WAY:

A. Winter Park vacancy rates are lower than Orange County.

Retail vacancy rates are 6.1%, almost 2% less than Orange County. Our office vacancy rate is 12.8%, still much too high, but almost 3% less than Orange County and more than a 1% less than 2009. *We are on our way.*

B. Our Economic Development and CRA departments are working to retain current business and lure new businesses to our City.

Our Economic Development and CRA departments are working to retain current business and lure new businesses to our City. Affordability and speed are keys to seeking new businesses. Winter Park is developing the Quality Targeted Industry program structured to provide incentives for new or start-up businesses. Job development is job #1. *We are on our way.*

C. Marketing Park Avenue and Hannibal Square:

1. Unified marketing plan

The City, along with merchants and landlords, has joined forces to develop a common marketing effort for the Park Avenue Area. By the summer of this year, a unified branding strategy will be unveiled and ratified. This will provide a new, appealing and consistent image for the heart of our City. *We are on our way.*

2. Study the Business Improvement District (BID)

In addition, 2011 will be the year for education and gauging interest to see if property owners desire the development of a Business Improvement District (BID). *We are on our way.*

3. Open the newly expanded Morse Museum on February 19, 2011

4. Rollins College Inn received a \$ 12 million gift to make this a reality. *We are on our way.*

D. Economic Development Master Plan:

In 2011, the Economic Development Advisory Board along with staff are developing the Economic Development Master Plan which will focus on our major commercial corridors including Lee Road, US Hwy 17-92, Denning Drive, and Aloma and Fairbanks Avenues. *We are on our way.*

V. WINTER PARK IS INVESTING IN SERVICES AND INFRASTRUCTURE IN 2011:

A. Parks and Recreation Department Services:

1. Maintenance:

For example, the nearly 40 year old Cady Way Park playground was in desperate need of upgrading. With the help of more than 100 volunteers from Foresters InsuranceTM, Pop Warner, other citizen groups and KaBOOM, the new playground—designed by local children—was rebuilt in one day!

The City Commission has budgeted routine monies now for the maintenance of our parks facilities. Monies have also been allocated to upgrade the Winter Park Country Club. *We are on our way.*

2. New Community and Recreational center opens this summer.

The new community and recreational facility is currently under construction and is scheduled to open this summer. The 38,000 square foot facility will have amenities such as a community garden, zero-depth pool, extensive meeting space and classrooms available for receptions and banquet rental. It will also have a regulation-size gym. The Winter Park Health Foundation has graciously provided a planning grant to assure programs and staffing within the Center will be nationally leading, unique and serve all citizens of Winter Park.

We are all looking forward to the grand opening of this exciting new city amenity. *We are on our way!*

B. Major infrastructure improvements:

1. Fairbanks Avenue improvements:

Beginning today and again this summer, you will see most of Fairbanks Avenue under major repair. The Fairbanks improvement project is a combination of sewer installation, roadway, landscaping and pedestrian enhancements. Included are new medians, new mast-arm traffic signals, new street lighting and new pedestrian crosswalks. The City Commission is even exploring the potential undergrounding of the major electrical transmission lines along Fairbanks. *These projects may be disruptive, but working together, we will be on our way to a much improved Fairbanks Avenue—one of the gateways to Winter Park.*

2. Morse Boulevard:

Continuing our work begun in 2010, Morse Boulevard will enjoy improvements including the removal of overhead wiring; installation of wider, more pedestrian friendly sidewalks and the installation of brick paving. *We are on our way.*

3. reLeaf Forestation plan:

This past summer the City kicked off its “neighborhood reLeaf project plan” with the main goal to provide for the reforestation of the Winter Park tree canopy. Supported by the Live Oak Fund and the Tree Preservation Fund, so far we have planted over 140 trees. *We are on our way.*

4. Amtrak Station:

Due to a gracious Federal grant led by House Transportation Chairman John Mica, Winter Park has begun design on the complete rebuilding of our Amtrak Station. *All aboard, we are on our way.*

5. State Office Building (S.O.B.):

Not every acronym in government works well. The City is currently in negotiations to redevelop the old State Office building, otherwise known as the SOB. *We are on our way.*

C. Utilities:

January 1, marked the beginning of a new three-year partnership with Seminole Electric Cooperative and Progress Energy Florida, as the city's new bulk power provider. We also are completing the installation of the one of the nation's most sophisticated automatic meter reading systems. This new technology allows the city to read your meters more efficiently via a satellite system, and serves as an excellent tool for detecting water leaks and promoting water conservation. *We are on our way.*

D. Public Safety:

1. Red light safety cameras

The intersection of Temple Drive and Howell Branch Road has the first of six new red light safety cameras. *We are on our way.*

2. Crime:

In October, the Florida Department of Law Enforcement released their mid-year 2010 Uniform Crime Report statistical information report. It showed that for the first half of 2010 as compared to 2009, Winter Park is down 11.6% in tracked Index Crimes compared to a 4.8% decrease in the state and a decrease of 9.2% in Orange County as a whole. Although we are not immune to crime, it is so comforting to know that we live in a city where our public safety officials are doing their best to keep us safe. *We are on our way.*

VI. HELPING OTHERS ON THEIR WAY:

Winter Park citizens, city staff and organizations have been influential in helping and leading others on their way!

A. National leadership through Cannon, Mica and Wilson:

Our City is blessed with state-wide and national leadership with the current Speaker of the Florida House of Representatives, our own Dean Cannon. The nation is blessed to have our own John Mica as Chairman of the U.S. House of Representatives Transportation and Infrastructure Committee. And our nation is blessed to have our own Dr. Cecil Wilson serve as President of the American Medical Association. What tremendous leadership Winter Park citizens are bringing! *We are helping others on their way!*

B. Lee Strickland

Sadly, our citizens have paid the ultimate sacrifice in service. Lee Strickland passed away during the Haitian earthquake. He was there to help them build their infrastructure. May his memory of service and love never fade from our collective minds.

C. Outdoors AED device:

In July, we dedicated a newly installed Automated External Defibrillator (AED) device at Cady Way Park in memory of Bryan Van Valkenburg, an avid softball player who passed away at the park nearly two years ago at the tender age of 31. This new AED device at Cady Way Park was the first device actually installed outdoors. The death of Bryan led to a wonderful partnership with his family, the City and Cardiac Science, who generously donated the AED device to the family in support of this special cause.

D. Andrew Weinstock:

Lastly we were inspired this fall by our own 13 year-old resident, Andrew Weinstock. With the help of our Fire Department, Andrew organized Operation Gratitude, a program designed to collect Halloween candy and gifts for American service men and women who are currently deployed in the hostile regions of Iraq and Afghanistan. Because of Andrew, almost 2 tons of candy was collected. *We have glowing, personal examples of individuals in Winter Park who have helped others on their way.*

VII. THE POWER OF ONE-- HELP ON THE WAY OR GET OUT OF THE WAY:

A. Are you helping our community on its way or are you in the way?

Now it's your turn. Today I ask each one of you to help our City on its way or else get out of the way.

1. Take personal action to become the best you can be physically. Lose 1 pound this year.

Lose weight. Get a little more rest. Stop smoking. Exercise a little more. In 2010, I lost 16 pounds. I am on my way to lose 50 pounds by my 50th birthday this year. *We must be on our way to healthier city—one citizen at a time!*

2. Businesses should add at least one employee this year.

I am asking each business in Winter Park to add at least one new job in 2011. If we do this, collectively we will add 3,600 jobs to our economy, over an 11% increase in our current employment. We would be a wonderful example for economic improvement.

3. Civility:

Scott Maxwell said politics in Winter Park are too “ruff” spelled R-U-F-F. Today I am asking each citizen to be more civil and neighborly. Get involved. Debate vigorously but don't be unkind.

And shouldn't we be known as the City with a 100% turnout rate for our elections? I am asking each one of you to vote.

5. Give:

I have become aware of the many citizens' in need. Just this past year alone, a total of 129 Winter Park families requested over \$33,000 in utility assistance through Heart of Florida United Way's Emergency Fund Network agencies. Now there is only \$4,800 currently available in the fund. We will have citizens in need lose their electricity.

If each one of us gave \$ 1 per utility bill per month, we would raise more than five times the known need. Just \$ 1 would wipe away any needs.

In 2011, I will be dedicating 20% of my Mayor's salary to the City's Utility Emergency Assistance Fund.

We must be known as a giving place.

B. Today is 1.11.11:

Today is very symbolic, 1-11-11. We even were here at 1:11 PM and 11 seconds.

Isn't it time we embrace the power of ONE? Isn't it time we are on our way to becoming the number one healthiest, happiest, most giving City in America? Isn't it time we add one job per business, lose one pound and give one dollar per month? The power of one is astronomical.

Working together, we will be on our way to a greater and better place!

May God continue to bless you in 2011 and may God continue to bless the great City of Winter Park, Florida.