



“EVERY DAY IS EXCEPTIONAL” IN WINTER PARK

Winter Park State of the City Address

Wednesday, January 18, 2012

Winter Park Community Center - 721 West New England Avenue

I. INTRODUCTION:

A. Video of “Every day exceptional”

B. Winter Park is exceptional because the people of Winter Park are exceptional.

Winter Park is an exceptional City. Winter Park is exceptional because the people of Winter Park are exceptional—in service, in caring, in heritage, in culture, in education, in their zest for life.

Today, the State of our City is solid and the outlook for the New Year is very bright.

C. The statement--“Every day is exceptional”--is our new brand for downtown Winter Park.

The statement--“Every day exceptional”--was adopted by the Community Redevelopment Agency Board (CRA) in June 2011 for the branding of downtown Winter Park.

D. Today we feature stories of some of the exceptional accomplishments and exceptional people of our City.

But this motto applies to many of the city’s exceptional accomplishments — from public safety enhancements to infrastructure improvements to national designations — this past year. Every day we hear about regular people doing exceptional things in their everyday lives. Today we will feature some of their great accomplishments.

II. WINTER PARK'S PUBLIC SAFETY IS EXCEPTIONAL:

A. Exceptional Story #1: Cecelia Gutman

On the afternoon of September 27, 2011, firefighters responded to a 911 call about a runner who was experiencing difficulty breathing. When they arrived, they found a teenage boy who had been running and had passed out on the sidewalk. Medical care was immediately given and he was transported to the Hospital.

*But now we hear "the rest of the story"! **Cecelia Gutman**, a seven-year old returning home from school that afternoon, actually witnessed the runner collapse. She ran to her mother to report what she had seen. Together they called 9-1-1. Cecelia then stood by this runner's side until our ambulance took him to the hospital for further treatment.*

Cecelia did everything right. Too often, people simply pass by these scenes and think thank someone else will call or stop to help.

Cecelia, at age seven, is a shining example of leadership. She knew what to do: tell an adult, call 9-1-1 then stand by till further helps arrives.

I want Cecelia, her mother and father to stand and be recognized for their heroism.

B. Our Winter Park Fire Department is exceptional:

- In Winter Park, if you have a heart attack, you have an above average the national average chance of surviving. Exceptional!
- In 2011, our Fire Department was nationally re-accredited, one of only 14 departments in the State of Florida to be accredited.
- In fact, our Fire, Police and Parks Department are all nationally accredited. Winter Park is one of only three cities in the State of Florida to boast this. Exceptional!

C. Crime and traffic crashes are down in 2011:

- DDACTS (Data-Driven Approaches to Crime and Traffic Safety):
 - one of the first eight municipalities in the United States to implement DDACTS
 - officers are placed where traffic crashes and crimes tend to occur more frequently so they are at the right place, at the right time to prevent trouble
 - reduce the incidence of traffic crashes and crime in a neighborhood or specific geographical area
 - Since implementation from January 2011 through September 2011, the Winter Park Police Department has seen dramatic reductions in crimes within the DDACTS designated areas:
 - Burglaries reduced by 23 percent
 - Stolen vehicles reduced by 50 percent
 - Crashes reduced by 7.9 percent

D. Public safety in Winter Park—Exceptional!

III. WINTER PARK'S INFRASTRUCTURE IS EXCEPTIONAL:

A. Winter Park has continued to improve our ways we communicate.

- Our City's website has gone mobile where you can access city information easier right from your mobile phone.
- We have added Facebook, Twitter, Google Maps, and blogs.
- Also in 2011, we invited the public to:
 - Community Conversations
 - A citywide Town Meeting
 - Public forums / focus groups to plan Recreational Programs in Winter Park

Our communication efforts are exceptional. And I want to take a moment of personal privilege to thank Clarissa Howard, our City's Director of Communications, who without her work this day and speech would not have been possible. Thank you Clarissa.

B. Winter Park made many facility and infrastructure improvements in 2011:

- In October 2011, Winter Park opened our new; state-of-the-art LEED certified Winter Park Community Center.
- Visited this week Florida's Second "Platinum" level building right here in Winter Park.
- The City received "gold level" Green Local Government status by the Florida Green Building Coalition for our sustainability and environmental efforts.
- We completed the Lake Baldwin Trail and continue to pave roads and sidewalks.
- New city flag designed by our very own *talented graphic designer--Theresa Broman*.

C. Our Citizens are actively involved in beautifying our city.

New landscaping at the Winter Park post office downtown

Many of us have stood in line at our downtown post office to mail a package or a letter. Some have noticed this important place in our City had become a little run down on the outside.

*For two of our relatively new Winter Park residents, **Bill and Beth Neidlinger**, the post office was more than just a place to mail a letter, but it was a community gathering place.*

Together, they along with SOS Landscaping and Quality Lawn Care, donated almost \$15,000 of their own money to improve the exterior landscaping of the post office. The Orlando Sentinel reported the Neidlingers read the dismal reports about decreasing revenues at the Postal Service and hoped this action would ignite people to take some of the load off what is expected for the government to perform. Now we have a dramatically different and a much improved landscaping.

Bill and Beth did everything right. Too often, people simply pass by poor landscaping and think this is the Federal Government or someone else's responsibility. Bill and Beth are shining examples of leadership. I want Bill and Beth to stand and be recognized for their leadership in beautifying our city.

D. The Winter Park Electric and our Water / Sewer utilities are exceptional.

- Rebated more than \$ 1 million back to you, our customers, during the summer months.
- Offers homeowners the ability to monitor electric usage through devices available at the Winter Park Public Library.
- electric charging stations for electric vehicles
- completed the undergrounding of Aloma Avenue
- Began undergrounding main electric overhead lines along Temple Drive.

Communications, new facilities, beautification and great utilities—exceptional!

IV. WINTER PARK HAS RECEIVED EXCEPTIONAL DESIGNATIONS IN 2011:

A. “Playful City USA”:

- In September, the city became one of only 151 cities and towns in the country to receive the “Playful City USA” designation by KaBOOM! For its efforts to increase play opportunities for children and its outstanding dedication to play.

B. Downtown National Registry of Historic Places:

- May 2011, the Downtown Winter Park Historic District was placed on the National Register of Historic Places by the National Park Service. The national register is the official list of the nation’s historic places which are worthy of preservation. This preeminent designation honors places by recognizing their importance to the community, state or nation.

*Special thanks to **Lindsey Hayes**, our city planner for helping coordinate the application that put our city on the historical map.*

V. BUSINESS IS THRIVING:

A. Business programs are exceptional:

- Winter Park’s downtown vacancy rate is at a very low 4 percent
- The Winter Park Economic Development Strategic Plan was adopted
- Staff and the City Commission worked to streamline our permitting process.
- We established a Targeted Industry Enhancement program (TIE program)
 - Modeled after the State Qualified Target Industry (QTI) Program the TIE Program offers up to \$200,000 to eligible major employers looking to relocate high wage jobs to Winter Park from elsewhere in the state.

B. Corporate relocations to Winter Park:

Through the creation of this Targeted Industry program, Ruth Chris' relocated their international corporate headquarters to Winter Park. Ruth Chris' headquarters has brought 90 jobs with an annual average wage in excess of 200% of the County average wage to Winter Park.

Mr. Mike O'Donnell, president / CEO of Ruth Chris' and his staff is here with us today.

Ruth Chris' does steak, fish and hospitality right. Now they have moved to Winter Park. Collectively they will make our City better. Thank you Mike! Please stand and be welcomed to your new corporate hometown.

VI. 2012 HOLDS EXCEPTIONAL NEW ACCOMPLISHMENTS AHEAD:

A. Winter Park turns 125 in 2012!

B. Winter Park has many new, exceptional accomplishments to look forward to in 2012:

- Construction of a new Amtrak / SunRail station
- New sewers, repaving and beautification of Fairbanks Avenue
- Construction of the new Alford Inn at Rollins – with many friends in the audience
- Mead Garden improvements (amphitheatre)
- Renovation of City Hall
- Development of the Fallen Heroes Memorial at the Public Safety Complex
- Redevelopment of recently approved State Office Building site
- Martin Luther King, Jr. designation
- Redistricting

VII. IN 2011, WE WERE "ON OUR WAY":

A. Introduction:

Last year at our State of the City address, on 1/11/11 at 1:11 p.m., I challenged you to the "Power of One". Are you on your way? How did you do?

B. Be Healthier:

Last year I challenged you to be healthier in 2011.

- Just passed a resolution in November for tobacco free parks
- *Orlando Business Journal* Central Florida's Healthiest Employers 2011 among organizations with 100-999 employees.
 - This award highlights the city's ongoing efforts to encourage, sustain and increase the overall health of its employees. Companies were selected based on their policies and initiatives that help promote the health and well-being of their staff.

- Lose one pound this year – be healthier
 - Lose one pound. I just weighed today – I lost 0.2 ounces! Weight loss

C. Living Healthy and Exceptionally:

Katherine Ford is the epitome of healthy living. On November 14, 2011, I declared the day Katherine Ford day in celebration of her 106th birthday. In 1962, Mrs. Ford and her family moved to Winter Park and have been here ever since. Her service to the community and her church--Ward Chapel AME--has contributed to her 106 years of life.

Ms. Ford has led an example life of service. 106 years of life—Exceptional!

D. Other 2011 challenges:

- Businesses should add at least one employee this year.
 - We've had a net increase in total jobs in the city of 237
 - Partially due to new businesses such as:
 - Ruth Chris' corporate headquarters
 - Tibby's
 - Floyds Barber Shop
 - Winter Park Meathouse
 - Sassafrass
- I asked each one of you to vote.
 - In 2011 our voter turnout was 27.5 percent.
 - This year our city election coincides with presidential primary which historically has increased voter turnout.
 - Vote on January 31
- Give \$1 a month to city's emergency utility assistance fund.
 - In the city's fiscal year 2011 the assistance available to citizens was \$11,905.61 as compared to \$7,750.00 that was available the year prior.
 - As promised, I dedicated 20% of my Mayor's salary to this great cause last year.

VIII. WHAT WILL YOU DO TO MAKE 2012 EXCEPTIONAL?

A. Will you become an exceptional leader?

*Since 2009, local event organizer, 15-year-old resident **Andrew Weinstock**, has collected over 5,000 pounds of Halloween candy in support of “Operation Gratitude” which is a program designed to collect candy and gifts for American service men and women who are currently deployed in the hostile and remote regions of Iraq and Afghanistan.*

In 2011, he was able to collect 5,600 pounds (2.5 tons) with the help of the local community.

Andrew has done everything right. Too often people say, “I can’t get involved” or “what will one piece of candy do?” Collectively it can make a ton of difference.

*Andrew is a shining example of leadership. I want Andrew and mother **Jodi Weinstock** to stand and be recognized for their example of service and leadership.*

B. What can you do to make every day exceptional?

As we reflect on the State of our City and the New Year 2012, I want you to reflect on how you can make “Every day exceptional” in your home, your neighborhood, your business and in Winter Park. On behalf of the city, our staff and my fellow commissioners, may God continue to bless you and bless the **exceptional** City of Winter Park, Florida.