



# Results through Collaboration: The Power of Partnerships



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**Updated June 2020**

# The Message Today is Clear

The only measure for success is performance and results.

Whatever the roadblocks, it's our job to help remove them.

And who is “our” – it's the public sector, private sector and community at large.

And how do we get there – through collaboration and partnerships.

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# What Are We Trying To Achieve

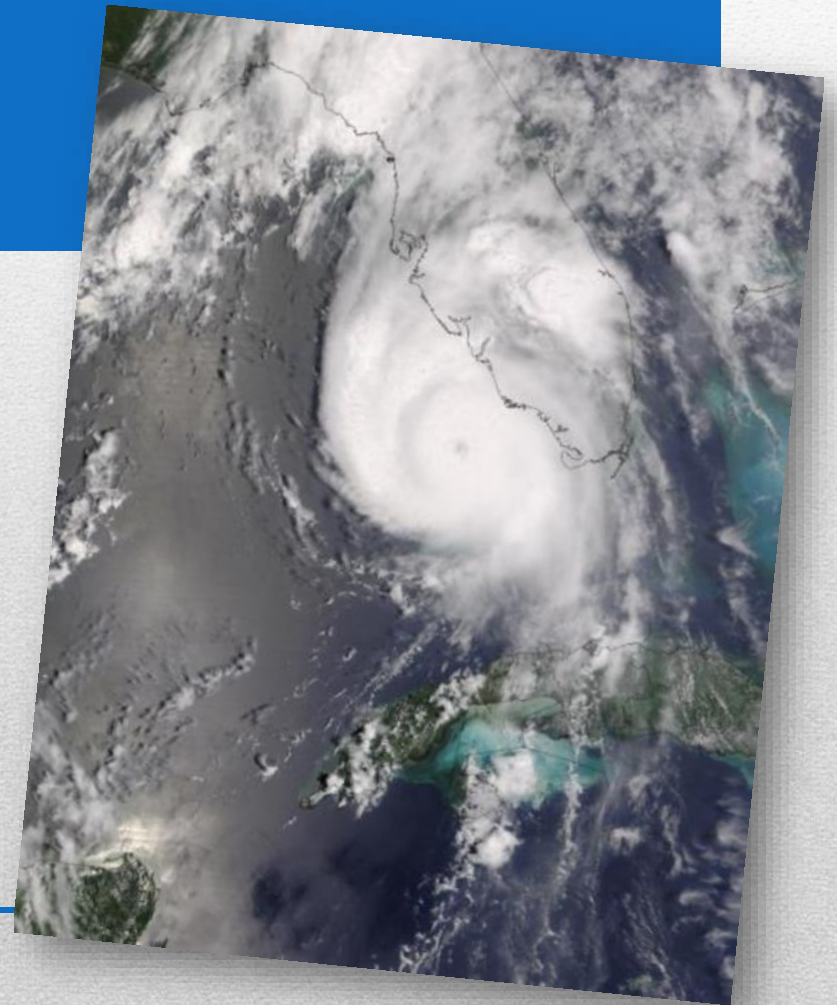
## **A Transparent Community –**

one that all stakeholders are held to standards of performance, accountability and actively engaged in identifying solutions and producing results.

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# Hurricane Charley

Hurricane Charley strengthened rapidly just before suddenly changing track and making landfall on the southwestern coast of Florida on August 13, 2004.



As a Category 4, it was the strongest hurricane to hit Florida since Hurricane Andrew in 1992.





With sustained winds of over 150 mph, Charley destroyed nearly everything in its path.



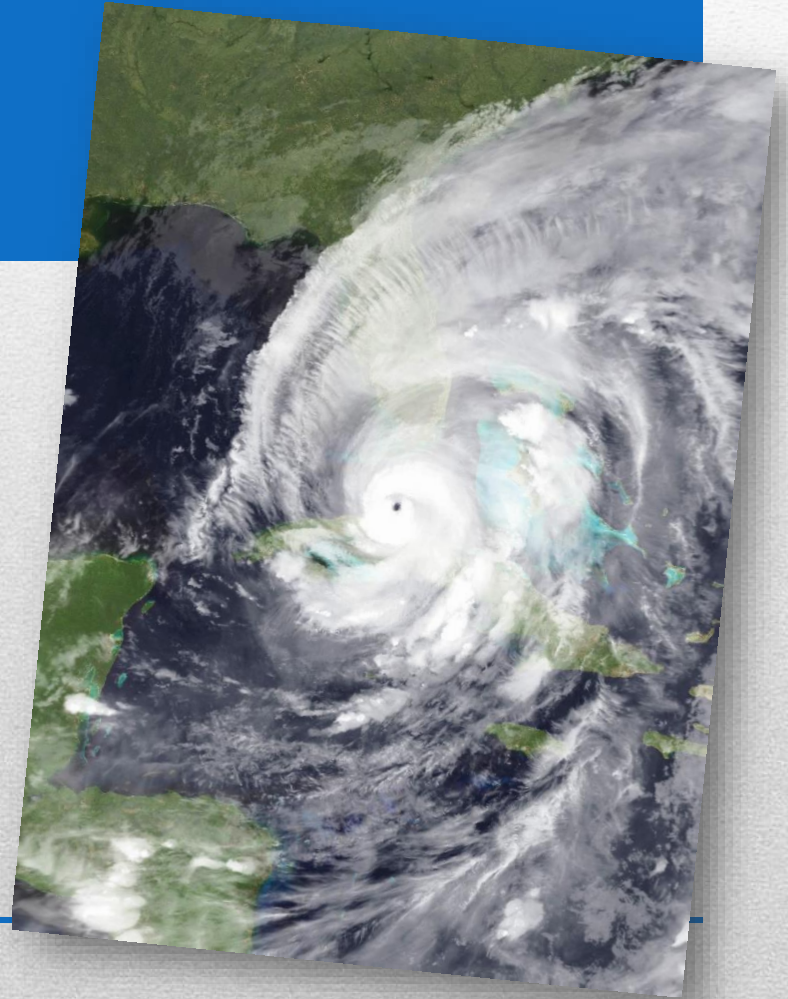






# Hurricane Irma

On September 10, 2017  
Hurricane Irma impacted  
Southwest Florida and the  
Punta Gorda area as a  
Category 3 hurricane.



The community suffered wind damage, flooding and catastrophic seawall failure.



# How We Use Partnerships to Get Results

Public Sector, Private Sector and Community At Large

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# Community Partners

- Arts & Humanities Council of Charlotte County
  - Boaters Alliance
  - Chambers of Commerce, Punta Gorda and Charlotte County
  - Charlotte County and Punta Gorda Historical Societies
  - Downtown Merchants' Association
  - Drug Free Punta Gorda
  - Economic Development Partnership
  - Gulf Coast Partnership
  - Neighborhood & Property Owner Associations
  - One Community One Message
  - Public Safety
    - Community Emergency Response Teams
    - Volunteers in Policing
    - Volunteers in Fire Service
    - Neighborhood Watch
    - Marine Patrol
    - Trail Watch
    - Resident and Business Advisory Councils
  - Punta Gorda Business and Economic Development Group
  - Punta Gorda Historic Mural Society
  - South Charlotte County Coalition
  - TEAM Punta Gorda
  - Together Charlotte
  - United Way of Charlotte County
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# Strategic Communications Positioning

Community Branding Logo

Market Punta Gorda Assets

Communication Tools

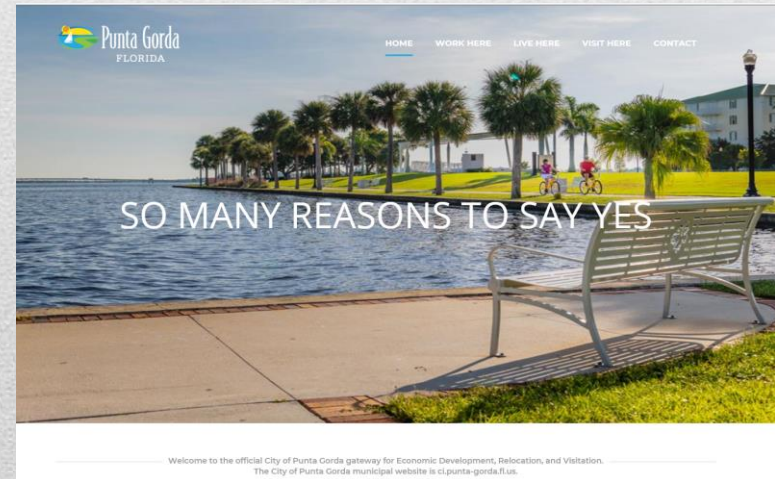
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- More than just a new logo for the city
- Positioning to differentiate Punta Gorda from other communities - *Florida's Harborside Hometown*
- Partnership with Allegiant in flight magazine
- Brochures distributed on Allegiant flights
- Microsite & Social Media Marketing
  - Weekly Highlights Report
  - Information Sharing
  - Action Register
  - Punta Gorda Developments
  - Facebook & Twitter



Florida's Harborside Hometown

[www.ExplorePuntaGorda.com](http://www.ExplorePuntaGorda.com)





- Best of Brochure
- City Website Redesign
- Updated Community Logo

# One Community One Message

# Community Redevelopment Area

Historic District:

Central Business  
National Register  
Bethel-St. Mark

Medical Overlay District

Public Facilities

Private Investment

Affordable Housing

Festivals & Events

Heritage Tourism

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City of Punta Gorda

TEAM Punta Gorda

Main Street Punta Gorda

Florida Department of Transportation

# Downtown Streetscape

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City of Punta Gorda

Volunteers



# Street Re-bricking

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City of Punta Gorda

Florida Division of Emergency Management

Federal Emergency Management Agency



# Downtown Flood Mitigation

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City of Punta Gorda

Charlotte County

TEAM Punta Gorda

Main Street Punta Gorda

Florida Department of Transportation

# Welcome Signs – 2016

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City of Punta Gorda

Charlotte County

# Welcome Signs – 2018

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City of Punta Gorda

Charlotte Community Foundation

Charlotte County Chamber of  
Commerce

Punta Gorda Historical Society

# A.C. Freeman House

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# Herald Court Centre

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## Community Redevelopment Agency

- Partnered with TEAM Punta Gorda and Main Street Punta Gorda on design features of Herald Court Centre
- Partnered with Florida Gulf Coast University to establish downtown location
- Partnered with Punta Gorda Chamber of Commerce & Florida Gulf Coast University to launch Entrepreneurial Academy





Also partnered with:

TEAM Punta Gorda

Downtown Merchants Association

Arts & Humanities Council

Visual Arts Center

Main Street Punta Gorda

Charlotte Community Foundation

Private Sector





City of Punta  
Gorda/Community  
Redevelopment Agency

Charlotte County

TEAM Punta Gorda

# Charlotte Harbor Event & Conference Center

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Charlotte County

City of Punta Gorda

Friends of Punta Gorda Library



# Punta Gorda Charlotte Library

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Charlotte County

City of Punta Gorda

Friends of the Courthouse

# Historic Charlotte County Courthouse

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City of Punta  
Gorda/Community  
Redevelopment Agency

Private Sector

Federal/State Agencies

TEAM Punta Gorda



# Sunloft Center

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Private Sector

City of Punta Gorda/Community Redevelopment Agency

TEAM Punta Gorda



**Four Points by Sheraton**

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## Private Sector

City of Punta Gorda/Community Redevelopment Agency



# Wyvern Hotel & Alleyway

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Private Sector

City of Punta Gorda/Community Redevelopment Agency

Federal/State Agencies

Punta Gorda Historic Mural Society



**Dean's South of the Border**

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Neighborhood Community Association

City of Punta Gorda

Federal/State Agencies



**Bernice Russell Community  
Development Corporation**

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Neighborhood Economic Development Association  
City of Punta Gorda  
Federal/State Agencies



**Trabue Woods Economic  
Development Corporation**

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City of Punta Gorda

Florida Power & Light

Trabue-Woods United  
Association

# Bailey Brothers Park

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Punta Gorda Housing Authority

City of Punta Gorda

Federal/State Agencies



# Gulf Breeze Development

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City of Punta Gorda

Charlotte County

Habitat for Humanity

TEAM Punta Gorda



# Affordable Housing

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City of Punta Gorda

TEAM Punta Gorda



Quality Independence

# Agripreneurial Garden

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Punta Gorda Housing Authority

City of Punta Gorda

Federal/State Agencies



# Verandas Senior Housing

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Punta Gorda Historical Society

City of Punta Gorda

Private Sector

# History Park & Historical Buildings

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Punta Gorda Historic Mural Society

Charlotte County

Private Sector

Charlotte County School District

City of Punta Gorda/Community Redevelopment Agency



# Historic Mural Program

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Charlotte County Art Guild

City of Punta Gorda



# Visual Arts Center

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New Operation Cooper Street

Federal/State Agencies

City of Punta Gorda

Charlotte County

Community Volunteers



# Community Center

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City of Punta Gorda

YMCA

Peace River Power Squadron

Sailing Center



# Bayfront Center

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City of Punta Gorda

Friends of Gilchrist Park



# Gilchrist Park Playground

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City of Punta Gorda/Community  
Redevelopment Agency

Charlotte County

TEAM Punta Gorda

Private Sponsor

Marina Park, LLC &  
Smuggler's Enterprise

# Laishley Park

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SWFL Vietnam Wall Committee

City of Punta Gorda

Charlotte County

State of Florida

Community Volunteers

Private Sector



# Veterans Park

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Florida Power & Light

City of Punta Gorda



# Solar Canopies

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- Spirit of Punta Gorda Dedication
- Xtreme Makeover Celebration
- Disabled World Sailing Championships
- USPCA Police K9 Trials
- Power Boats Parade
- Punta Gorda Days Block Party
- Guitar Army
- Third Thursday Wine Walk
- Downtown & History Park Weekly Farmers' Markets



# Events & Festivals



- AMI Crossroads Drive-in Movies
  - Downtown Holly Days
  - Annual Christmas Parade
  - Lighted Boat Parade
  - Veteran's Appreciation Parade
  - Charlotte High School Homecoming Parade
  - Martin Luther King, Jr. Parade
  - Concerts in the Park
  - Arts & Crafts Fairs (*5 annually*)
  - Car Club Shows (*5 annually*)
  - Non-Profit Walks & Marathons (*7 annually*)
  - Fishing Tournaments, Boat Shows & Boating Events (*8 annually*)
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- 4th Fest in Laishley Park
  - Animal Welfare League Party in the Park
  - Artsensation
  - Big Crush Bavarian Bash
  - CDBIA Ultimate Rib Fest
  - Charlotte County Pride Fest
  - Charlotte Harbor Fest
  - Charlotte Harbor Regatta
  - Chili Challenge
  - Circus Italia
  - Clear Channel Boat Show
  - Dragon Boat Festival
  - Florida International Air Show
  - Founders Day Week
  - Funk Fest – Here Come the Mummies
  - Habana Cigar Festival
  - Halloween in the Historic District
  - Hands Across the Harbor Run/Walk
  - Hibiscus Festival
  - Nature Fest
  - Oktoberfest
  - Old Florida Style Seafood Fest
  - Pedal and Play in Paradise
  - Pirate Fest
  - Punta Gorda Pub Crawl
  - Taste of Punta Gorda
  - Wine & Jazz Festival
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# Punta Gorda Pathways

Harborwalk

Linear Park

Multi-Use Recreational Trails

Bicycle Amenities

Parks That Teach

Fitness Zone

Gilchrist Landing

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City of Punta Gorda

Private Sector

Federal/State Agencies



**Harborwalk**

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City of Punta

Federal

Punta Gorda Rotary/Home Depot



# Linear Park & Fitness Zone

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City of Punta Gorda

Federal/State Agencies

# Multi-use Recreational Trails

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Mariners of PGI

City of Punta Gorda



# Gilchrist Park Beach Area Cleanup

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City of Punta Gorda

Rotary Club of Punta Gorda

Royal Order of Ponce de Leon Conquistadors

Peace River Wildlife Center



# Ponce de Leon Park

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PGI Green Thumbs

City of Punta Gorda



# Nature Park Landscape Revitalization

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TEAM Punta Gorda

Charlotte County Community  
Foundation

City of Punta Gorda



# Punta Gorda Pathways Wayfinding Signs

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# University of Florida's Master Gardeners

## Private Sector

### City of Punta Gorda



# Parks That Teach

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# Charlotte Harbor National Estuary Program

## Charlotte Harbor Environmental Center

TEAM Punta Gorda


City of Punta Gorda

Private Sponsors


# Trails That Teach

**HARBORWALK**


### MANGROVE TREES




A mangrove forest in Charlotte Harbor estuaries.



White mangrove (*Laguncularia racemosa*) is the most cold-tolerant of the Florida mangroves and is found the furthest from the water.



Black mangrove (*Avicennia germinans*) is identified by numerous finger-like projections, called pneumatophores, that protrude from the soil around the tree's trunk. A black-crowned night-heron stands among the pneumatophores.




Red mangrove (*Rhizophora mangle*) is easily identified by long, root-like structures called prop roots. A tricolored heron rests on prop roots.

Many species of fish lay eggs between mangrove roots. Small fish hide and feed between the roots, safe from predators. An estimated 75% of game fish and 90% of commercial species in south Florida depend on the mangrove system.


Florida's southwest coast supports one of the largest mangrove forests in the world. The red, white and black mangrove species are all native to Florida.

**FUN FACT:** Red mangroves are called "walking trees" because they have prop roots that grow from their branches down into the water. Prop roots make the trees look as if they are walking.



**HARBORWALK**

### WHAT IS AN ESTUARY?




Charlotte Harbor National Estuary Program study area.

- A body of water where fresh water mixes with salt water; water is called brackish.
- May be called bay, sound or harbor.
- Water salt content varies throughout the estuary and throughout the year.

#### WHY ARE ESTUARIES IMPORTANT?


- Provide habitats that support marine food chains and wildlife.
- Supply hatching areas, feeding grounds and refuges for fish and other animals.
- Provide protection and act as a buffer from storms.
- Filter pollution from freshwater runoff before reaching the sea.
- Provide a playground for boating, fishing, swimming and wildlife viewing.



Children and adults explore the Charlotte Harbor sea life during a CHNEC reading trip.


#### THE CHARLOTTE HARBOR ESTUARIES:

- Have been recognized by Congress as an "estuary of national significance," creating what is known as the Charlotte Harbor National Estuary Program.
- Are "preserved in essentially natural conditions for future generations to enjoy" by the Florida Department of Environmental Protection as aquatic preserves.
- Include 350 square miles from Venice to Bonita Springs.
- Are fed by the Myakka, Peace and Caloosahatchee rivers and 11 saltwater bays from the Gulf of Mexico.
- Provide an estimated \$4.7 billion per year in local income (2012).



Roseate spoonbills often develop nesting colonies in Charlotte Harbor.

**FUN FACT:** The brown water along this shoreline is just as clean as the sparkling turquoise of the Gulf water. Runoff into the rivers contains lots of tannins (tannic acid) from mangroves and other decaying vegetation, which causes the water to be brown.





City of Punta Gorda

TEAM Punta Gorda

Volunteers in Policing

AMI Crossroads



# Community Gardens

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Charlotte Harbor National  
Estuary Program (CHNEP)

The Nature Conservancy

City of Punta Gorda

Community Volunteers



# Oyster Reef Restoration

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Charlotte County Marine Advisory  
Committee

City of Punta Gorda

Punta Gorda Boat Club



# **Gilchrist Landing & Small Boat Launch Area**

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TEAM Punta Gorda

City of Punta Gorda

Private Sector



# Bicycle Art Program

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TEAM Punta Gorda

Private Sector

City of Punta Gorda

Charlotte Harbor National  
Estuary Program

# Bike Loaner Program

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City of Punta Gorda

Charlotte County

TEAM Punta Gorda

Private Sector Bicycle Advocates



# Bicycle Routes Program

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TEAM Punta Gorda

City



# Bike Medic Program

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Habitat for Humanity

Comcast

TEAM Punta Gorda

City of Punta Gorda

Community Volunteers



# Paint Your Heart Out

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## The Waterfront

- Our most valuable resource
- Proactive measures must be taken by:
  - City
  - County
  - State
  - Federal governments
- Proactive measures must be taken to:
  - manage & develop this resource
  - benefit our citizens
  - attract visiting boaters & tourists to our community
  - benefit of our commercial sector



Punta Gorda  
Boaters Alliance

City of Punta Gorda

# Waterfront Development Master Plan

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City of Punta Gorda

TEAM Punta Gorda

Charlotte County

Private Sector



# Punta Gorda: Journey to the Future

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City of Punta Gorda

Charlotte County

Punta Gorda Boaters Alliance

State of Florida

Private Sector

# **Buckley's Pass**

## **(Additional Harbor Access)**

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City of Punta Gorda

FEMA

State of Florida

# Hurricane Irma Seawall Restoration

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City of Punta Gorda

Peace River Manasota  
Regional Water Supply  
Authority

Southwest Florida Water  
Management District

State of Florida

# Groundwater Reverse Osmosis Water Treatment Plant

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# Partnership Related Key Performance Measures

- City property tax bill is lower than unincorporated Charlotte County – highly unusual.
  - Ranking between 2 to 5 Lowest Index Crime Rate in State of Florida of 19 cities between 15,000 – 20,000 in population.
  - Arts & Recreation related partnerships result in City not having to fund in-house or contract for recreation and cultural services.
  - Community Logo & One Community/One Message partnership resulted in cost avoidance in range of over \$100,000.
  - Parks and Recreation Master Plan partnership resulted in cost avoidance of \$75,000+/-.
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# **“The Spirit of Punta Gorda” The Power of Partnerships**

