Results through Collaboration: The Power of Partnerships

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.

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.

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.

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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

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

Strategic Communications Positioning

Community Branding Logo

Market Punta Gorda Assets

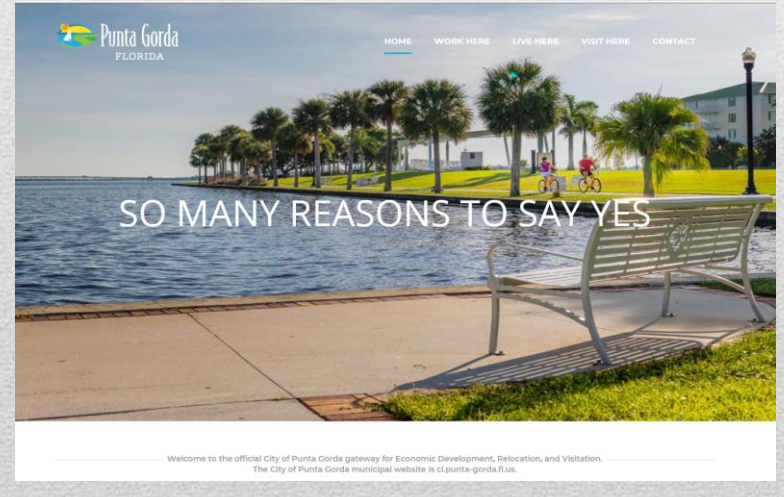
Communication Tools

- 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
- Communication Tools
  - Weekly Highlights Report
  - Information Sharing
  - Action Register
  - Punta Gorda Developments
  - Facebook & Twitter

Punta Gorda

Florida's Harborside Hometown

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

City of Punta Gorda

TEAM Punta Gorda

Main Street Punta Gorda

Florida Department of Transportation

Downtown Streetscape

City of Punta Gorda

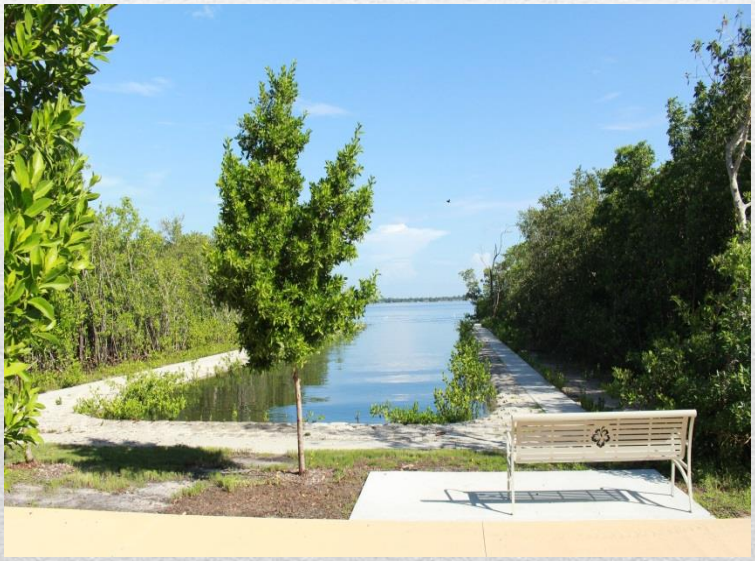
Volunteers

Street Re-bricking

City of Punta Gorda

Florida Division of Emergency Management

Federal Emergency Management Agency



Downtown Flood Mitigation

City of Punta Gorda

Charlotte County

TEAM Punta Gorda

Main Street Punta Gorda

Florida Department of Transportation

Welcome Signs – 2016

City of Punta Gorda

Charlotte County

Welcome Signs – 2018

City of Punta Gorda

Charlotte Community Foundation

Charlotte County Chamber of Commerce

Punta Gorda Historical Society

A.C. Freeman House

Herald Court Centre

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

Charlotte County

City of Punta Gorda

Friends of Punta Gorda Library

Punta Gorda Charlotte Library

Charlotte County

City of Punta Gorda

Friends of the Courthouse

Historic Charlotte County Courthouse

City of Punta Gorda/Community Redevelopment Agency

Private Sector

Federal/State Agencies

TEAM Punta Gorda

Sunloft Center

Private Sector

City of Punta Gorda/Community Redevelopment Agency

TEAM Punta Gorda

Four Points by Sheraton

Private Sector

City of Punta Gorda/Community Redevelopment Agency

Wyvern Hotel & Alleyway

Private Sector

City of Punta Gorda/Community Redevelopment Agency

Federal/State Agencies

Punta Gorda Historic Mural Society

Dean's South of the Border

Neighborhood Community Association

City of Punta Gorda

Federal/State Agencies

Bernice Russell Community Development Corporation

Neighborhood Economic Development Association

City of Punta Gorda

Federal/State Agencies

Trabue Woods Economic Development Corporation

City of Punta Gorda

Florida Power & Light

Trabue-Woods United Association

Bailey Brothers Park

Punta Gorda Housing Authority

City of Punta Gorda

Federal/State Agencies

Gulf Breeze Development

City of Punta Gorda

Charlotte County

Habitat for Humanity

TEAM Punta Gorda

Affordable Housing

City of Punta Gorda

TEAM Punta Gorda

Quality Independence

Agripreneurial Garden

Punta Gorda Housing Authority

City of Punta Gorda

Federal/State Agencies

Verandas Senior Housing

Punta Gorda Historical Society

City of Punta Gorda

Private Sector

History Park & Historical Buildings

Punta Gorda Historic Mural Society

Charlotte County

Private Sector

Charlotte County School District

City of Punta Gorda/Community Redevelopment Agency

Historic Mural Program

NEW THEATRE

Charlotte County Art Guild

City of Punta Gorda

Visual Arts Center

New Operation Cooper Street

Federal/State Agencies

City of Punta Gorda

Charlotte County

Community Volunteers

Community Center

City of Punta Gorda

YMCA

Peace River Power Squadron

Sailing Center

Bayfront Center

City of Punta Gorda

Friends of Gilchrist Park

Gilchrist Park Playground

City of Punta Gorda/Community Redevelopment Agency

Charlotte County

TEAM Punta Gorda

Private Sponsor

Marina Park, LLC &
Smuggler's Enterprise

Laishley Park

CHARLOTTE COUNTY
MARINE 2
941-575-0142
MARINE PUMP-OUT

SWFL Vietnam Wall Committee

City of Punta Gorda

Charlotte County

State of Florida

Community Volunteers

Private Sector

Veterans Park

Florida Power & Light

City of Punta Gorda

Solar Canopies

Events & Festivals

- 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

- 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)*

- 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

Punta Gorda Pathways

Harborwalk

Linear Park

Multi-Use Recreational Trails

Bicycle Amenities

Parks That Teach

Fitness Zone

Gilchrist Landing

City of Punta Gorda

Private Sector

Federal/State Agencies

Harborwalk

City of Punta

Federal

Punta Gorda Rotary/Home Depot

Linear Park & Fitness Zone

City of Punta Gorda

Federal/State Agencies

Multi-use Recreational Trails

Mariners of PGI

City of Punta Gorda

Gilchrist Park Beach Area Cleanup

City of Punta Gorda

Rotary Club of Punta Gorda

Royal Order of Ponce de Leon Conquistadors

Peace River Wildlife Center

Ponce de Leon Park

PGI Green Thumbs

City of Punta Gorda

Nature Park Landscape Revitalization

TEAM Punta Gorda

Charlotte County Community Foundation

City of Punta Gorda

Punta Gorda Pathways Wayfinding Signs

University of Florida's Master Gardeners

Private Sector

City of Punta Gorda

Parks That Teach

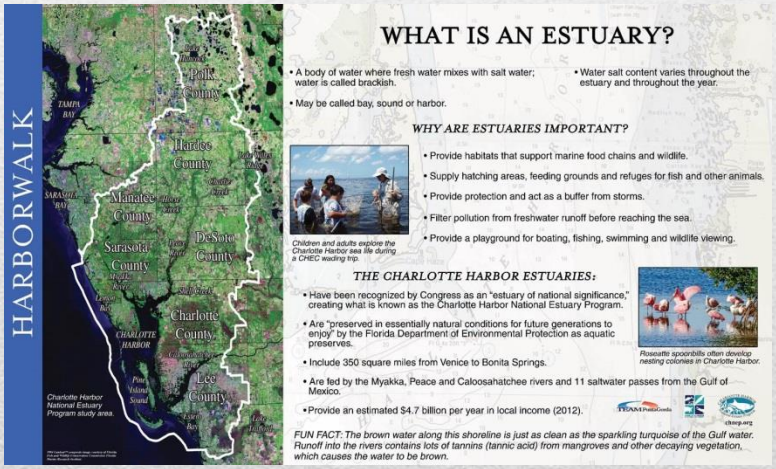
Charlotte Harbor National Estuary Program

Charlotte Harbor Environmental Center

TEAM Punta Gorda

City of Punta Gorda

Private Sponsors



Trails That Teach

City of Punta Gorda

TEAM Punta Gorda

Volunteers in Policing

AMI Crossroads

Community Gardens

Charlotte Harbor National Estuary Program (CHNEP)

The Nature Conservancy

City of Punta Gorda

Community Volunteers

Oyster Reef Restoration

Charlotte County Marine Advisory Committee

City of Punta Gorda

Punta Gorda Boat Club

Gilchrist Landing & Small Boat Launch Area

TEAM Punta Gorda

City of Punta Gorda

Private Sector

Bicycle Art Program

TEAM Punta Gorda

Private Sector

City of Punta Gorda

Charlotte Harbor National Estuary Program

Bike Loaner Program

City of Punta Gorda

Charlotte County

TEAM Punta Gorda

Private Sector Bicycle Advocates

Bicycle Routes Program

TEAM Punta Gorda

City

Bike Medic Program

Habitat for Humanity

Comcast

TEAM Punta Gorda

City of Punta Gorda

Community Volunteers

Paint Your Heart Out

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

City of Punta Gorda

TEAM Punta Gorda

Charlotte County

Private Sector

Punta Gorda: Journey to the Future

City of Punta Gorda

Charlotte County

Punta Gorda Boaters Alliance

State of Florida

Private Sector

Buckley's Pass

(Additional Harbor Access)

City of Punta Gorda FEMA State of Florida

Hurricane Irma Seawall Restoration

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

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+/-.

“ The Spirit of Punta Gorda ”
The Power of Partnerships