



Results through Collaboration: The Power of Partnerships



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.







How We Use Partnerships to Get Results

Public Sector, Private Sector and Community At Large

Community Groups

- TEAM Punta Gorda
 - Punta Gorda and Charlotte County Chambers of Commerce
 - Downtown Merchants' Association
 - Punta Gorda and Charlotte County Historical Societies
 - Arts & Humanities Council of Charlotte County
 - Punta Gorda Historic Mural Society
 - Enterprise Charlotte Economic Council
 - Punta Gorda Business and Economic Development Group
-

- One Community One Message
 - Neighborhood & Property Owner Associations
 - South Charlotte County Coalition
 - Boaters Alliance
 - Public Safety
 - Community Emergency Response Teams
 - Volunteers in Policing
 - Volunteers in Fire Service
 - Neighborhood Watch
 - Marine Patrol
 - Trail Watch
-

One Community One Message

Market Punta Gorda Assets

Best of Brochure

Website Redesign

Community Branding Logo



Develop consistency throughout our community in all marketing and messaging strategies including businesses, community organizations, government and residents.

PUNTA GORDA
THE BEST
SMALL CITY IN FLORIDA

DID YOU KNOW...

• Location: Punta Gorda is one mile from Interstate 75 and situated on beautiful Charlotte Harbor.

• Access: The city airport means convenient arrivals and departures for commercial, charter and private air travelers. Come by air, land, or sea.

• Features: Over 70 miles of navigable canals flow seaward to white-sand barrier islands and the Gulf of Mexico. Around town, shady sidewalks, trails and marked routes invite shopping, exploring, walking and biking.

• Fishing: It's world class. Folks fish Punta Gorda the way they like it: blue-water sport, back bay drifting, marsh and mangrove, or surf and sand.



Punta Gorda is the rarest of places—a gem at the edge of Florida's Gulf Coast, a treasure that charms and delights. Florida's best small city marries the allure of a world-class resort with the pleasures of a hometown welcome. National travel and lifestyle editors tout its premier sports and recreation, blue-ribbon arts and culture, and its variety of casual

and fine dining. If you haven't yet enjoyed the pleasures of Punta Gorda, think of big fishing and snug village shopping. Imagine a community for life and a unique weekend holiday. Historic Punta Gorda is safe, clean, and accessible. Folks never tire of its sunsets (no two are alike!) and celebrations. First-time or returning, visiting or staying, those who discover Punta Gorda find it for life.

*"Come for the weekend
Stay for life."*

PUNTA GORDA
It's Happening On The Harbor

City of Punta Gorda
326 W. Marion Ave. Punta Gorda, FL 33950
(941) 575-3302 | PGORDA.US

Brochure Design - Christopher Frame
www.christopherframe.com

EXPERIENCE

THE BEST

SAILING YACHTING MARINA BOATING



MARINA
of THE YEAR
Marina Dock Age Magazine

TOP 10
PLACES TO SAIL
Sail Magazine

#15 BEST
YACHTING TOWN
Yachting Magazine



Sail Magazine's recent review of Punta Gorda's front door describes Charlotte Harbor as a "Thin-Water Paradise." That's how sailors identify friendly waters perfect for small and medium-size cruisers, yachts and charter boats. Punta Gorda has deep water access, too. National and regional fishing tournaments draw world-class anglers. At the waterfront, Fishermen's

Village harbors boardwalk shops, casual and fine dining, and resort accommodations. Marina Dock Age Magazine evaluated the bustling village's full-service docks and shops, rating it "Marina of the Year." Captains and crews rave about its protected harbor and chandlery services for just about every boating need. Whether arriving by kayak or yacht, maritime visitors find Punta Gorda's snug harbor is an island of enchantment.

EXPERIENCE

THE BEST

ACTIVE LIFESTYLE BICYCLING GOLFING

BICYCLE COMMUNITY of THE YEAR Florida Bicycle Association

THIRD BEST GOLF DIGEST PLACE TO LIVE & PLAY GOLF



Whether pedaling around town with the city's free bike-loaner program, taking a stroll, golfing, tennis, mini-marathons, regattas or races – if it's outdoors, Punta Gorda does it with style. Florida's best small city is a bike-friendly, safe-walking community. Its network of pedestrian sidewalks links historic neighborhoods and parks, connecting strollers and joggers to downtown

attractions and a vibrant city center. Eighteen miles of groomed paths and pet-friendly walking trails are professionally marked and maintained, winning the city Florida Bicycle Association's Community of the Year award. Lifestyle columnists and sports writers – ranging from Golf Digest, Sail, and Money Magazine to Forbes and Rand McNally – keep Punta Gorda at the top of their national "Best of" lists year after year.

LOCAL FARMER'S MARKET
SAFEST SMALL CITY

EXPERIENCE

THE BEST

FARMER'S MARKET SAFEST CITY



Much more than fruit and vegetables, the bounty of Southwest Florida is stacked high at Punta Gorda's famous Farmer's Market. The region's year-round abundance of local fresh-from-the-farm staples is a feast for the eyes and a delicious invitation. Exotics from around the world appear next to bushels of local delicacies. Organic and hydroponic growers offer niche and specialty crops.

Whether it's carrots or carob you're seeking, grab a roomy tote and shop alongside chefs, cooks, restaurateurs, and neighbors. Don't overlook orange-blossom honey, winter tomatoes, juicy mangoes, plump avocados, live herbs, fresh spices, flowering orchids and bouquets of aromatic flowers – and that's the short list!

Photo: Waterlife Magazine



NUMBER ONE LOCATION FOR
TARPON FISHING
 IN THE WORLD
Tarpon Magazine



PLACE TO CATCH
 MONSTER TARPON
FlyFishingFrenzy.com

EXPERIENCE
THE FISHING SPOT
 IN THE WORLD
Sport Fishing Magazine
BEST

WILDLIFE ESTUARY FISHING

LARGEST
 WILDLIFE MANAGEMENT
 IN THE STATE

2nd LARGEST ESTUARY
 IN THE STATE

Florida's southwestern estuaries, mangrove wetlands, historic rivers, and productive uplands comprise one of the largest ecosystems of its kind in North America. Punta Gorda takes immense pride in its ecological riches. Inland, its green-tree canopy shades city streets and residential districts. Surrounding the city, maritime and coastal habitats support over 600 species of birds, fish, and marine wildlife. Punta Gorda's ecosystem is

managed in partnership with state and federal scientists to accommodate a wide range of active and passive uses. Accessible parks and preserves, boat launches, and picnic areas invite family excursions. Fish for the 40-inch snook; catch-and-release the silver king tarpon. Stalk flocks of roseate spoonbills with binoculars; capture pods of dolphin on video. The region's unique environment sustains Florida's best small city.



EXPERIENCE

THE BEST

CHARLOTTE SYMPHONY ORCHESTRA

SE Tourism Society

WINE & JAZZ FEST

ARTS CULINARY DESTINATION FESTIVALS



When it comes to culture, Punta Gorda thinks big. Its attractive, full-service cultural and convention center is accessible by land and by sea. The acclaimed Charlotte Symphony Orchestra is no stranger to standing ovations.

Innovative artists' galleries are tucked throughout the city. Jazz festivals, wine and cuisine affairs, and open-air art shows enliven the community throughout the year.

Spontaneous jams at the city's palm-lined, harbor-front park have been known to serenade the sunset. The community pickup string-and-wind band makes regular, impromptu appearances and welcomes backup musicians to join the sessions. Whether staged indoors or tented on the green, when there's a school reunion, family wedding, or major trade show on the calendar, Punta Gorda offers the perfect venue.





Punta Gorda Chamber of Commerce

TEAM Punta Gorda

City of Punta Gorda

City Boards & Committees

Community Branding Logo

Community Redevelopment Area

Central Business District

National Register Historic
District

Medical Overlay District

Trabue Woods

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

FEMA



Downtown Flood Mitigation



City of Punta Gorda

TEAM Punta Gorda

Main Street Punta Gorda

Florida Department of Transportation

Welcome Signs



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

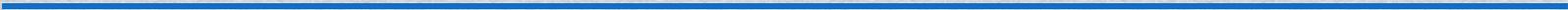
Arts & Humanities Council

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 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 Development

Punta Gorda Housing Authority

City of Punta Gorda

Federal/State Agencies



Gulf Breeze Development

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





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



Cooper Community Center

City of Punta Gorda

Charlotte County YMCA

Peace River Power Squadron



Bayfront Center



City of Punta Gorda/Community
Redevelopment Agency

Charlotte County

TEAM Punta Gorda

Private Sponsor

Marina Park, LLC &
Smuggler's Enterprise

Laishley Park





SWFL Vietnam Wall Committee

City of Punta Gorda

Charlotte County

State of Florida

Community Volunteers

Private Sector



Vietnam Veterans Memorial Wall of SWFL

- 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
- Gallery 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 Trail

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

HARBORWALK

MANGROVE TREES



A mangrove forest in Charlotte Harbor estuaries.

Mangroves obtain fresh water from salt water by blocking absorption of salt at their roots and eliminating salt through their leaves.

Mangroves are essential to the health of the Charlotte Harbor estuaries (from Venice to Bonita Springs). Mangroves:

- Protect shorelines from damaging storm and hurricane winds and floods.
- Help prevent erosion by stabilizing sediments with their root systems.
- Maintain water quality and clarity, filtering pollutants and trapping sediments originating from land.
- Serve as a feeding, breeding and hatching area for fish, shellfish, birds, butterflies and other wildlife.



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



Red mangrove (*Rhizophora mangle*) is easily identified by long, red, 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.



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.

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?

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

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 viewing 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 passes 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



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

Partnership Related Key Performance Measures

- City Property Tax Bill is lower than unincorporated Charlotte County – highly unusual.
 - 2nd Lowest Index Crime Rate in State of Florida of 19 cities between 15,000 – 20,000 in population. Only Marco Island and Safety Harbor have a lower crime rate.
 - 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

