

1998 Vision

VISION STRUCTURE

- Education
- Economic Development
- Quality of Life
- Infrastructure
- Government
- Private Sector Leadership



1998 Vision

SUCCESSSES

- **Education**
 - Mentoring Alliance
- **Economic Development**
 - High Tech/High Skill Initiative
 - Tree Alliance
- **Quality of Life**
 - Racial & Ethnic Harmony survey
- **Infrastructure**
 - Neighborhood Association Partnership
 - Adopt-A-Lake Alliance
- **Government**
 - Appointed Superintendent
 - Annexation
- **Private Sector Leadership**
 - Established Polk Vision
 - Focus on Leadership



2007...

REVIEW

REVISE

REFOCUS







Our community. Our future.



HOME

ABOUT

MAKE YOUR MARK

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WELCOME

Our community. Our future.

Welcome to LakelandVision.org, the website of your visioning project. Lakeland Vision is an exciting public-private partnership dedicated to developing a community consensus on Lakeland's future -- and then taking the steps necessary to make that ideal future our reality. The visioning process and the organization are all about you, so we invite you to get involved. Now is the time to . . . "Make Your Mark!"

NEWS

Lakeland Vision hosted a [Vision Open House](#) at the Junior League's Sorosis Building on Jan. 12 & 13, 2009. Participants reviewed the community's revised plan for Lakeland's future and helped us determine what strategies need the most immediate attention. If you were not able to attend you can still participate by taking our [online survey](#). The survey is open until midnight

make



your

mark

You can shape Lakeland's future

Make Your Mark

Program Overview

Idea Gathering Meetings – Sept. '08

Goal Writing Meetings – Oct. '08

Mapping the Future – Dec. '08

Vision Open House – Jan. '09



Make Your Mark

EXIT QUESTIONNAIRE RESULTS

Idea Gathering Meetings (Sept. '08)

Total Participants Surveyed: 353

Resident of Lakeland	
Yes	90.8 %
No	9.2 %

Gender	IGM Participant	Lakeland
Female	58.2 %	53.55 %
Male	41.8 %	46.45 %



Make Your Mark

EXIT QUESTIONNAIRE RESULTS

Idea Gathering Meetings (Sept. '08)

Educational Attainment Level	IGM Participant	Lakeland
Less than a high school diploma*	32.7 %	n/a
High school diploma	4.9 %	35.4 %
Some college	9.2 %	20.1 %
College graduate	28.9 %	18.6 %
Masters Degree / Ph.D.	24.3 %	8.1 %



Make Your Mark

EXIT QUESTIONNAIRE RESULTS

Idea Gathering Meetings (Sept. '08)

Ethnic or Racial Group	IGM Participant	Lakeland
Black/African-American	16.6 %*	21.65 %
Asian	2.0 %	1.36 %
Native American	0.3 %	.28 %
Pacific Islander	0.9 %	.06 %
White/Caucasian	75.6 %	74.86 %
Hispanic or Latino	6.8 %	6.4 % (2000 Census)
Other	4.7 %	1.79 %



Make Your Mark

FINDINGS...



Rank	Votes	Strategy	Topic	Subtopic
1	48	Build alliances to strengthen public and private funding for the arts (e.g., City of Lakeland, Chamber of Commerce, Community Foundation of Greater Lakeland).	Arts, Activities, and Entertainment	Arts and Culture
2	48	Promote legislative action to call for a comprehensive (statewide) rail plan that promotes passenger service in cities and diverts freight rail away from populated areas.	Downtown and Neighborhoods	Downtown
3	43	Partner with USF Polytechnic to leverage the new campus for economic development and high wage job creation.	Education / Economy	Higher and Continuing Education
4	35	Encourage high density development in downtown Lakeland to position it as the vibrant urban hub of the community where people live, work, and play.	Growth and Infrastructure	Growth Management
5	34	Work with local, state and federal elected officials to enhance school funding.	Education	Funding and Community Support
6	29	Develop and communicate incentives and revise development codes to encourage a variety of housing options, including downtown residences and mixed-use developments.	Downtown and Neighborhoods	Character of Development
7	27	Establish appropriate zoning, funding, and incentives to create a supportive arts environment in Lakeland for all ages.	Arts, Activities, and Entertainment	Arts and Culture
8	26	Establish incentives to encourage small businesses to occupy vacant space.	Economy	Retail and Small Business
9	26	Encourage regional rail service connecting Lakeland to Tampa and Orlando and, if possible, points beyond.	Transportation	Public Transit
10	25	Develop a comprehensive, city-wide recycling program to include schools, businesses, and public spaces.	Environment	Recycling



Make Your Mark

THEMES

- Downtown Development
- Arts Funding
- Leverage USFP for Economic Stimulus/Diversity
- Passenger Rail Service & Diverting Freight Rail



Make Your Mark

NOTEWORTHY

- Communication (On-Line Calendar & Governance)
- One-Stop This and That
- Update Codes, Ordinances, Zoning
- Homelessness
- City Environmental Department
- Preservation (natural resources & structures)
- Dog Park
- Mental Health Services



Compare/Contrast

The more things change...

1998

Polk County
Annexation
Create Industrial/Office Parks
“Prepare for Growth”

2008

Downtown
Density / Mixed Use
“Green”
“Manage Growth”



Compare/Contrast

...the more they stay the same.

1998 & 2008

- **Small Business Incubator**
- **Art in Public Places**
- **A stop on any future commuter transportation system**
- **Career Training for New Industries**
- **Encourage Volunteerism**
- **Improve Quality of Lakes**



Closing

NEXT STEPS

1. Environmental Scan
2. Create Task Forces/Partnerships
3. Begin implementation

