

A photograph of the Marion Theatre in Ocala, Florida, at night. The building is illuminated with pink and blue lights. A large, white, 3D-style text overlay reads "OCALA: STATE OF THE CITY". A person is walking on the sidewalk in front of the theatre. The street is paved with cobblestones.

OCALA: STATE OF THE CITY

APRIL 17, 2019

A photograph of the Marion Theatre building at night. The building is illuminated with pink and white lights. A vertical neon sign on the left side of the building reads "MARION" in red letters. A horizontal neon sign above the entrance reads "THEATRE MARION" in red and white letters. The sky is dark blue, and a street lamp is visible on the left. A blue banner with white text is overlaid on the bottom half of the image.

Ocala: THE STATE OF US

★

APRIL 17, 2019

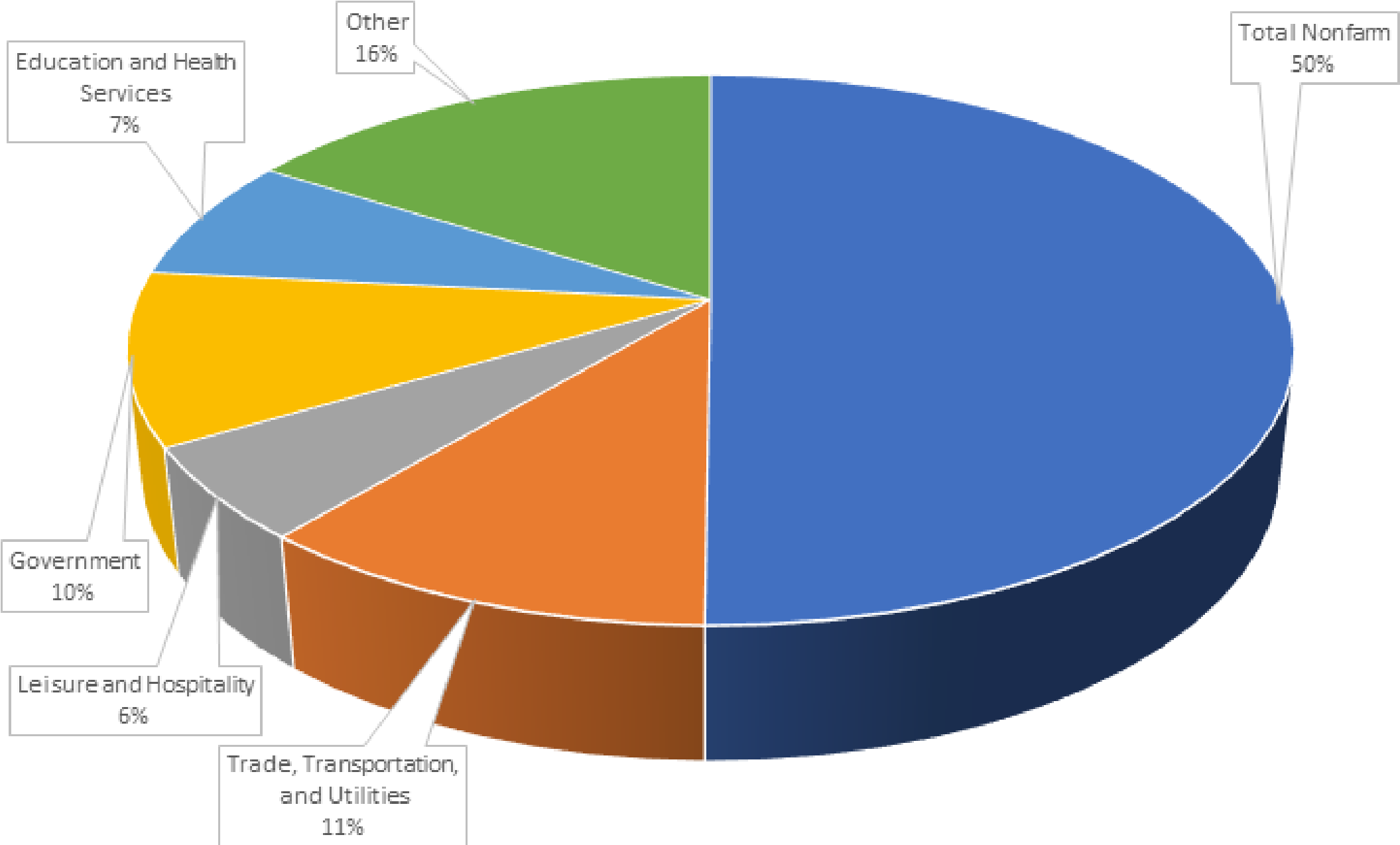




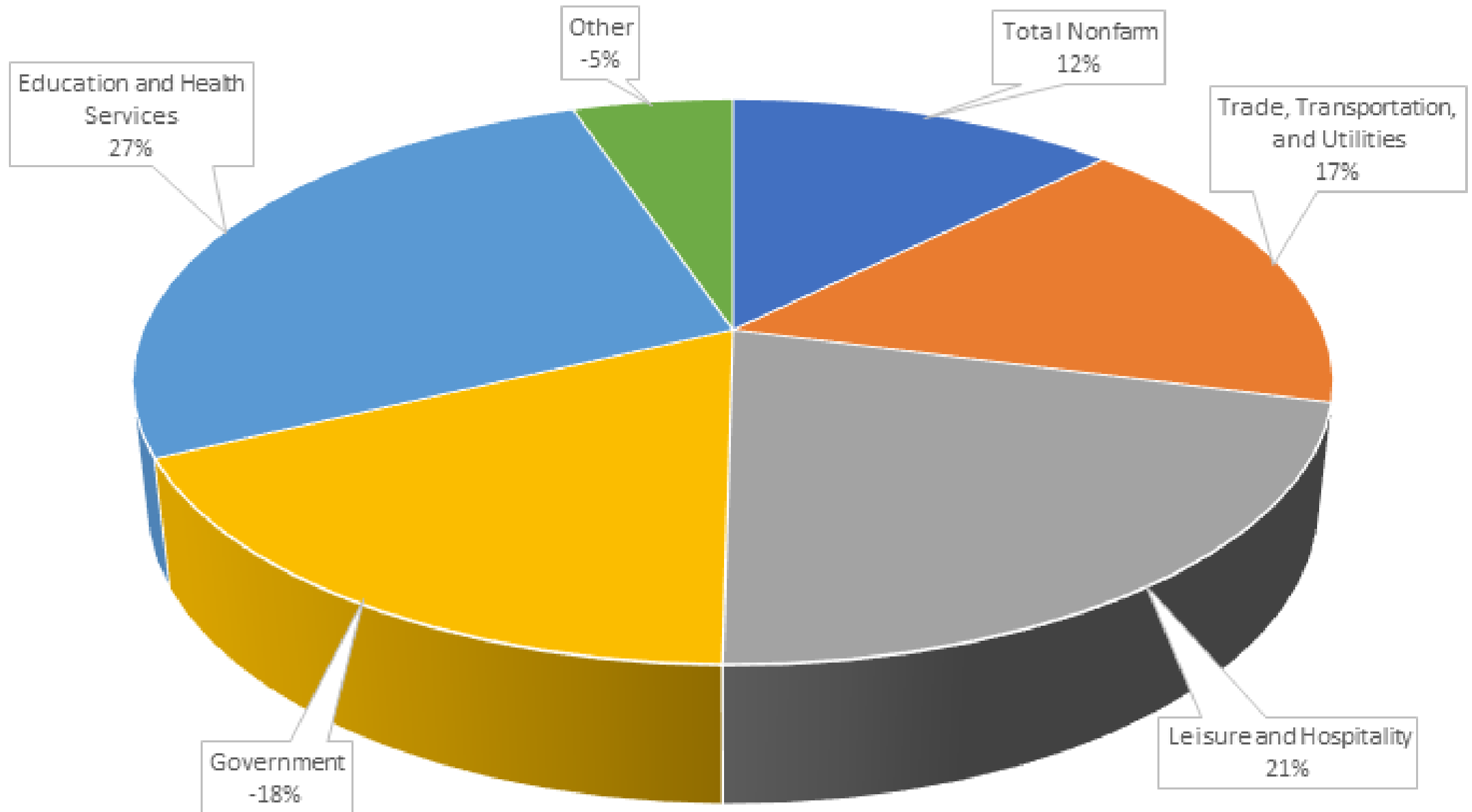
STRATEGIC PRIORITY 1: ECONOMIC HUB



2010 Top Five Industry Sectors



Percent Employment Change in Sector Between 2010 and 2019



BY THE NUMBERS

CITYWIDE TOTAL TAXABLE VALUE INCREASE 2017-2018 – 4.3%

- 2017 - \$4,362,345,438
- 2018 - \$4,456,000,000

BUSINESS LICENSES ISSUED

- **2013 – 6,047**
- **2017 – 6,448**
- **2018 – 6,469**

NUMBER OF NEW BUILDING CONSTRUCTION INSPECTIONS

- **2013 – 11,562**
- **2017 – 18,424**
- **2018 – 21,291**

VALUE OF RESIDENTIAL BUILDING PERMITS

- **2013 - \$25,959,073**
- **2017 - \$53,539,832**
- **2018 - \$89,565,999**

VALUE OF COMMERCIAL BUILDING PERMITS

- **2013 - \$65,921,501**
- **2017 - \$105,926,181**
- **2018 - \$190,170,717**

**NEW
LARGE-SCALE
DEVELOPMENT**

MCLANE COMPANY





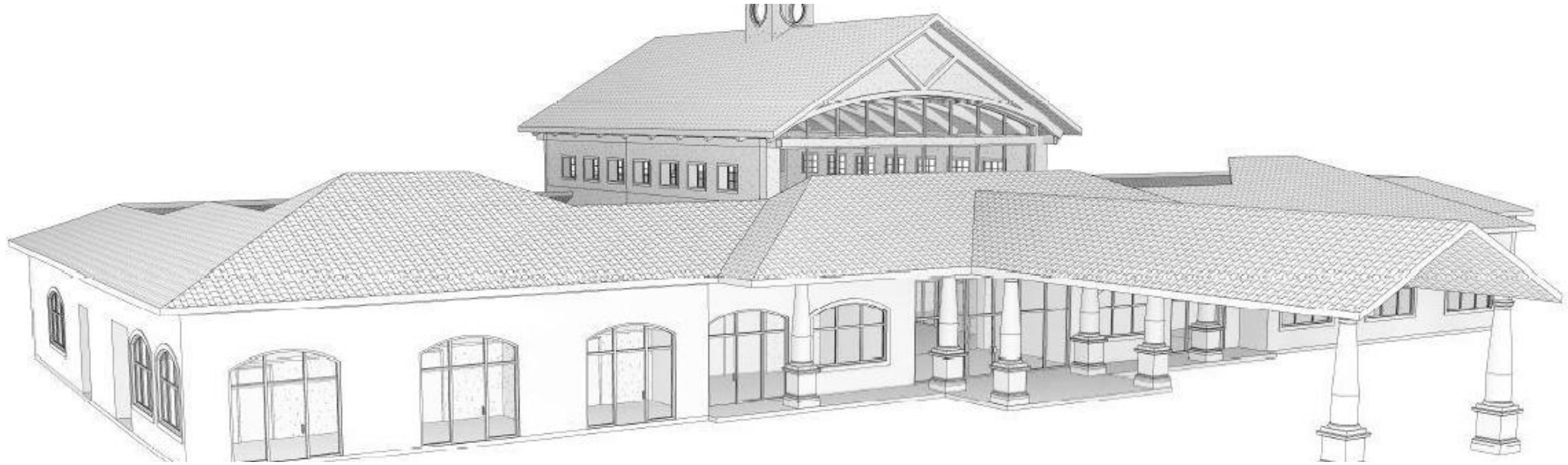
RED ROCK DEVELOPMENT

FLORIDA CROSSROADS LOGISTICS CENTER



CARDINAL LG EXPANSION



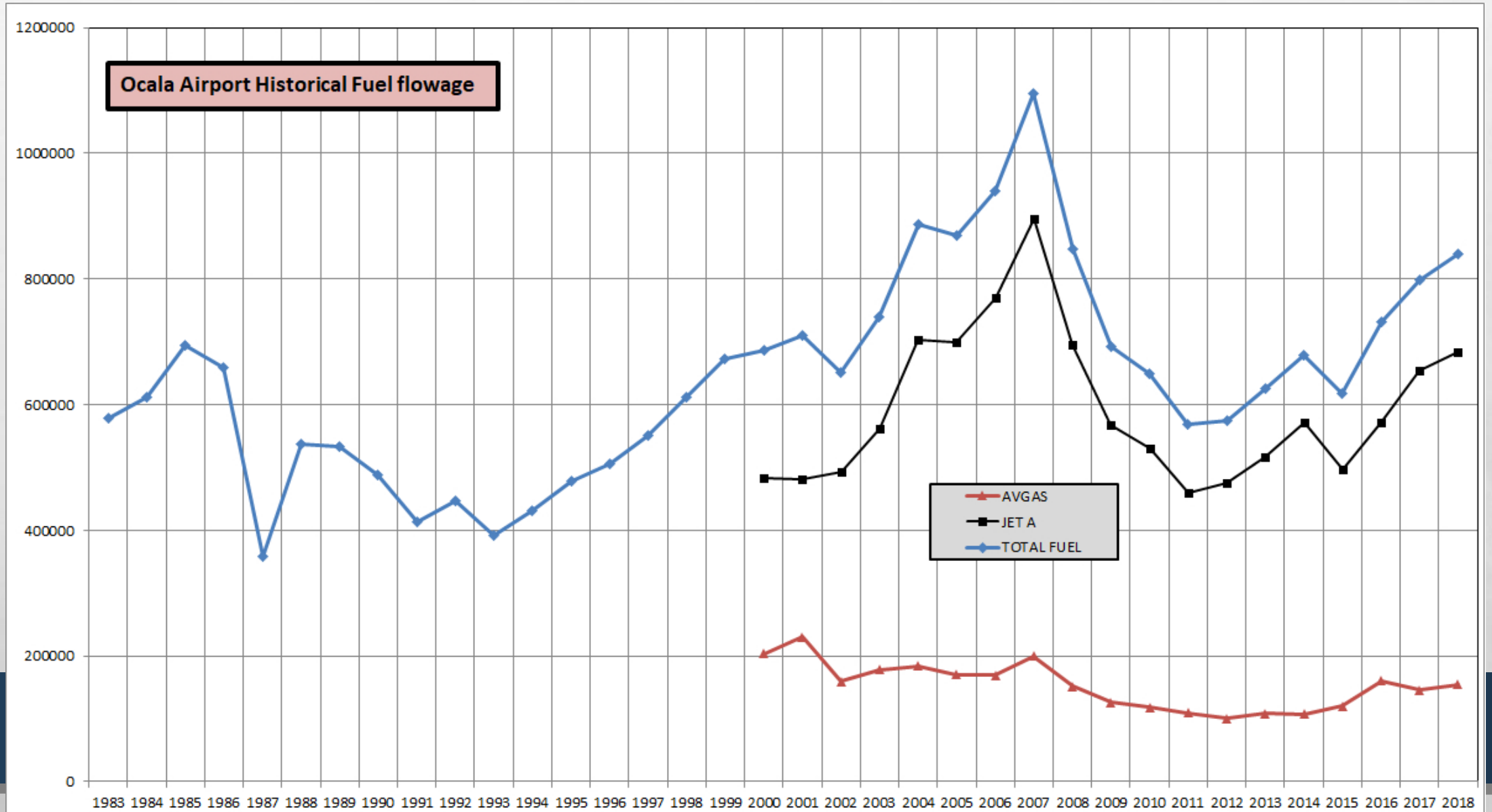


OCALA INTERNATIONAL AIRPORT

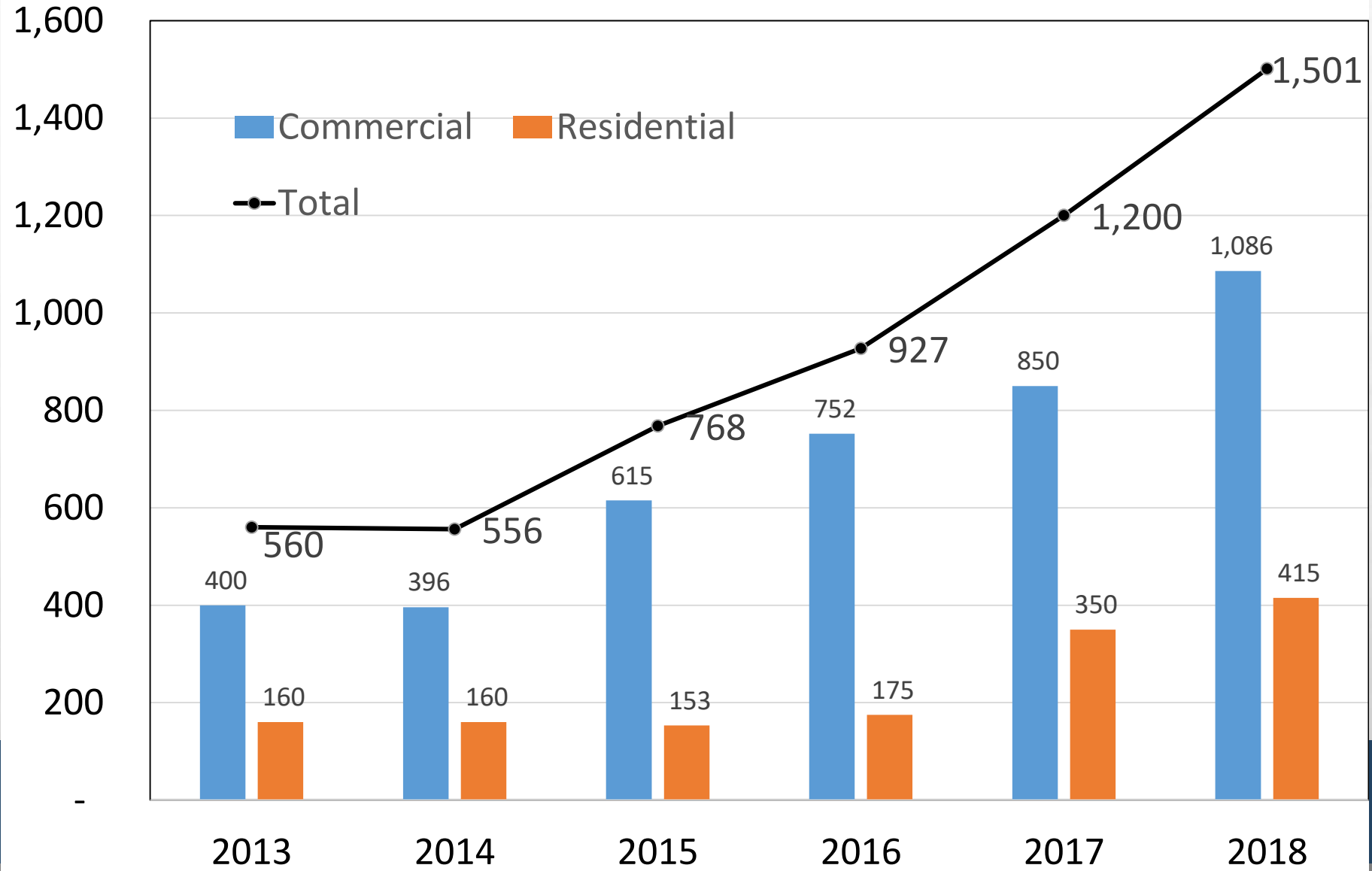
GENERAL AVIATION TERMINAL



AIRPORT ACTIVITY – FUEL SALES



Ocala Fiber Network - Customer Connections

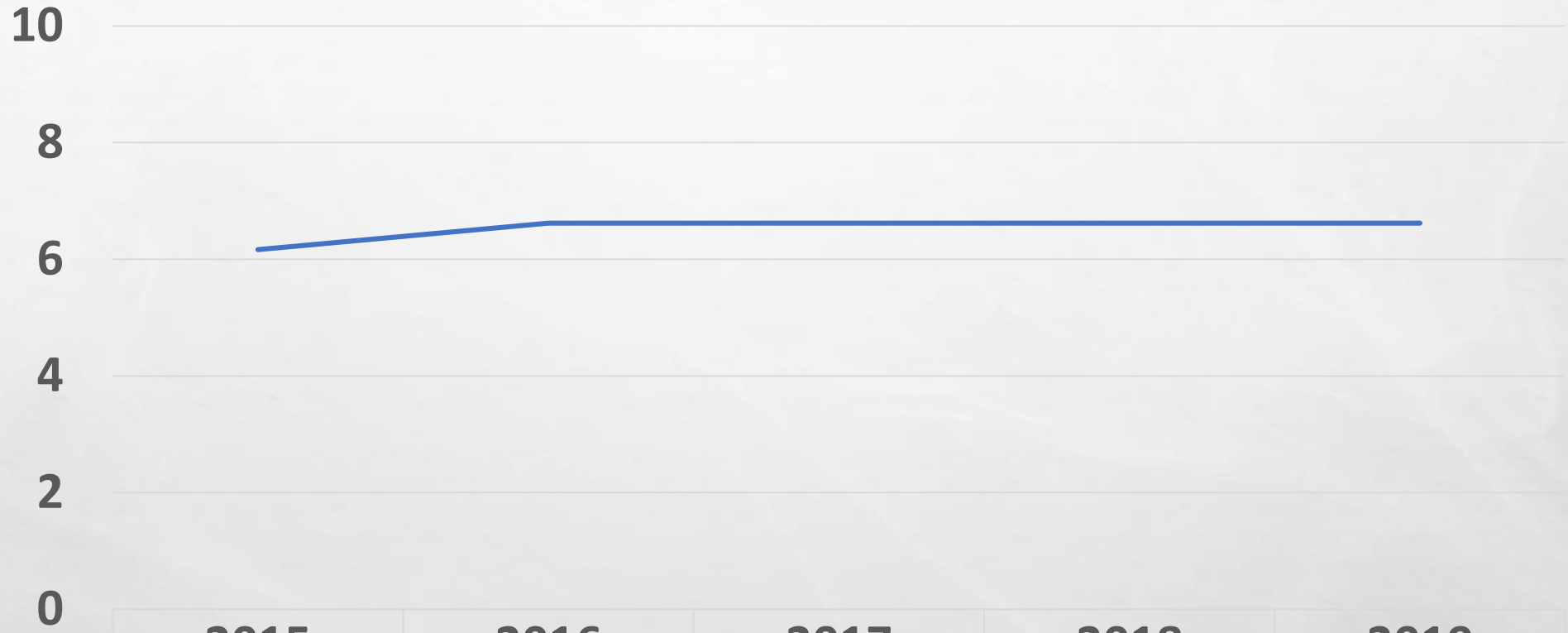




STRATEGIC PRIORITY 2
FISCAL SUSTAINABILITY



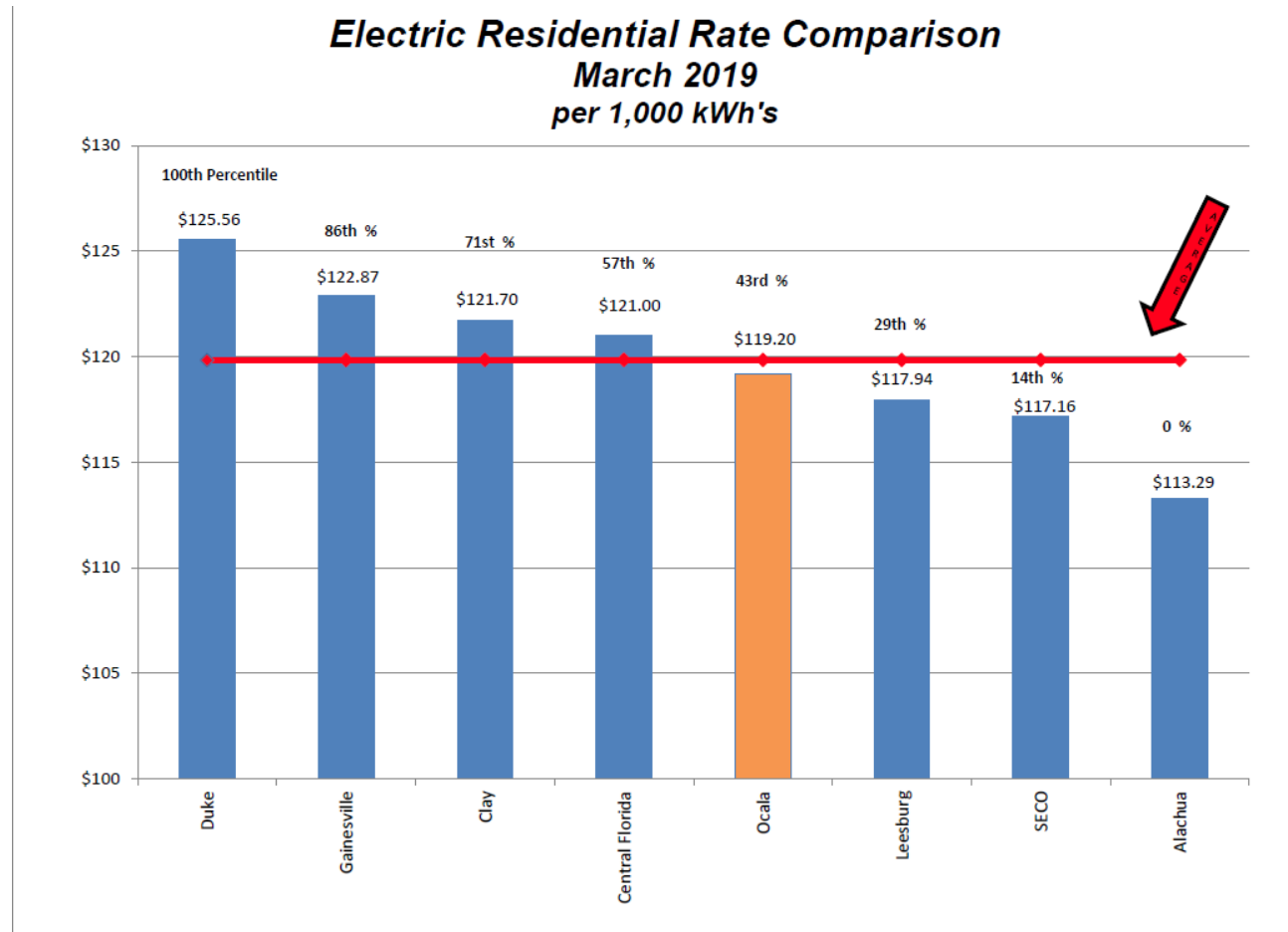
Millage Rate



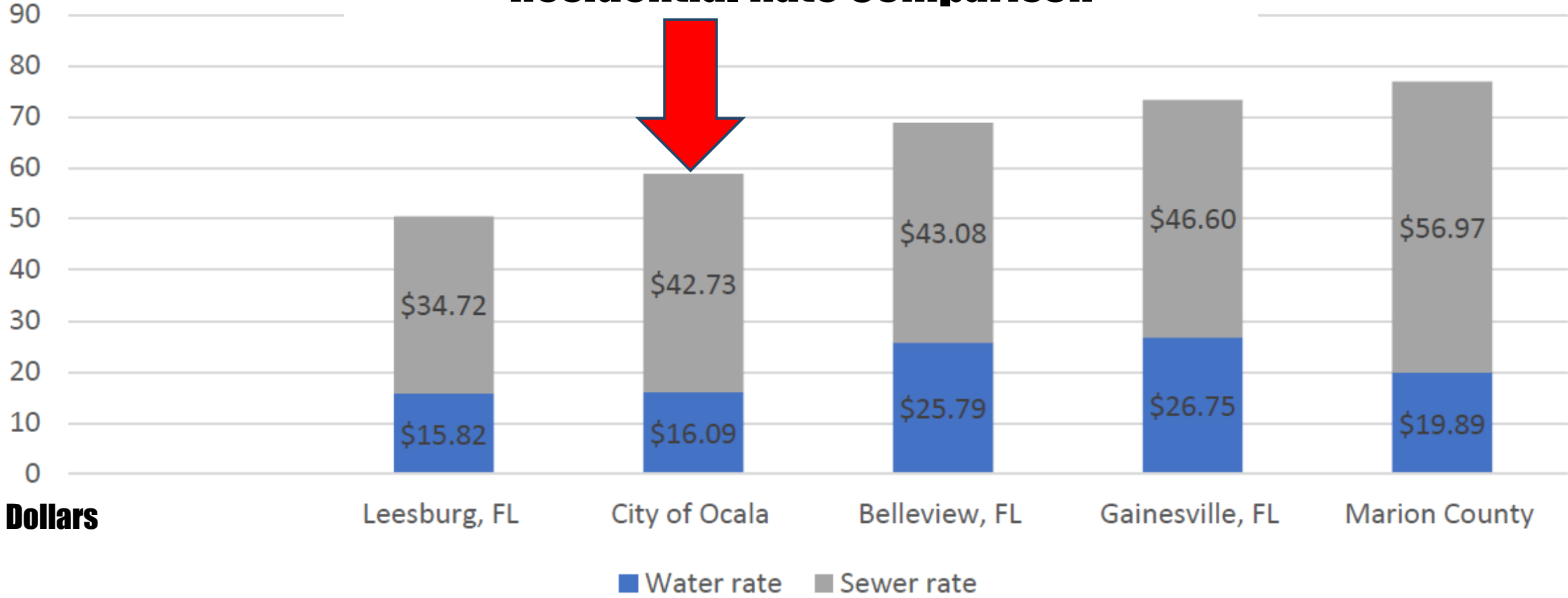
	2015	2016	2017	2018	2019
— Millage Rate	6.1638	6.6177	6.6177	6.6177	6.6177

OEU RESIDENTIAL RATE COMPARISON

*Electric Residential Rate Comparison
March 2019
per 1,000 kWh's*



Ocala Water Resources Residential Rate Comparison



GENERAL FUND

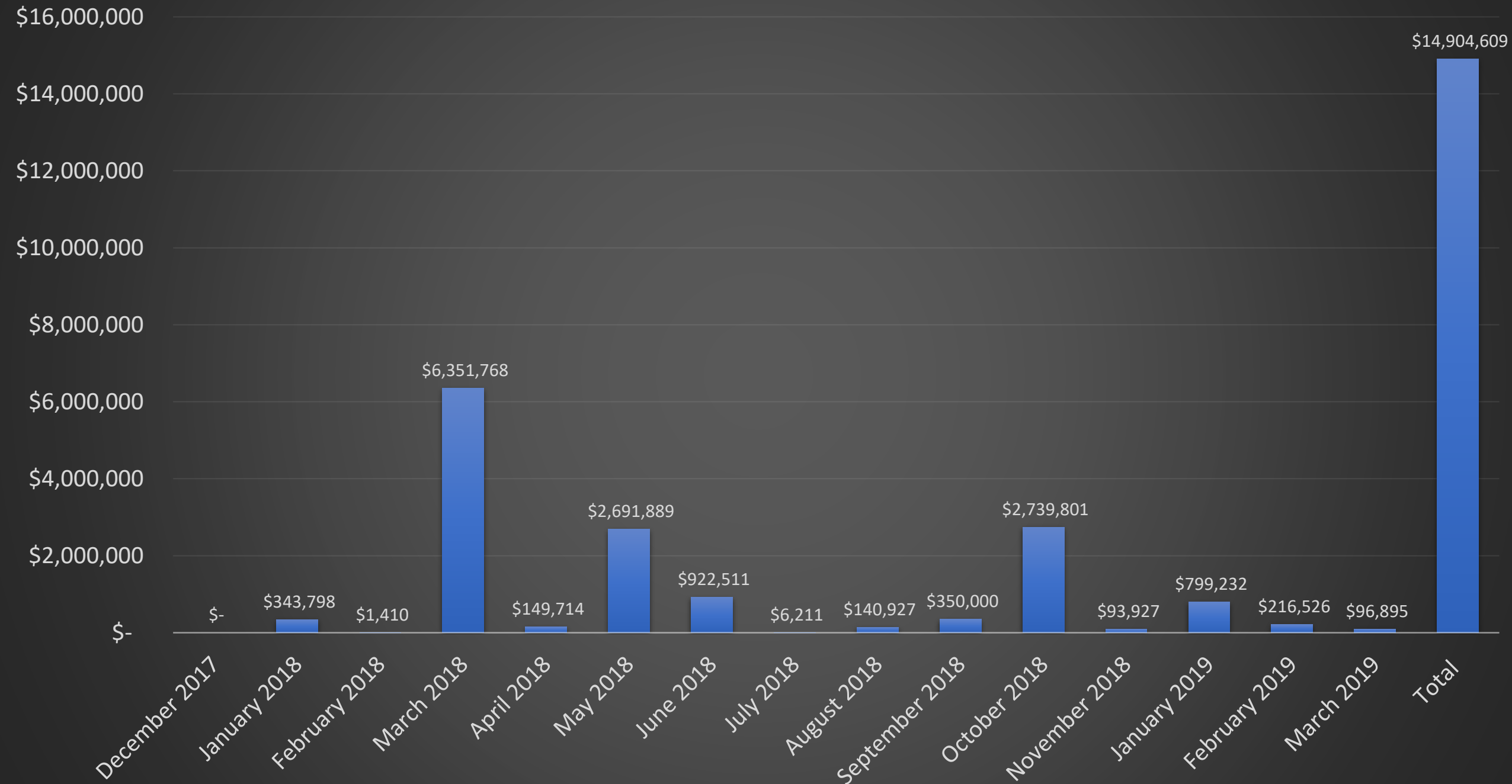
DEBT RATIO - 2.75

ENTERPRISE FUNDS

DEBT RATIO – 3.01



Grant Award Amounts



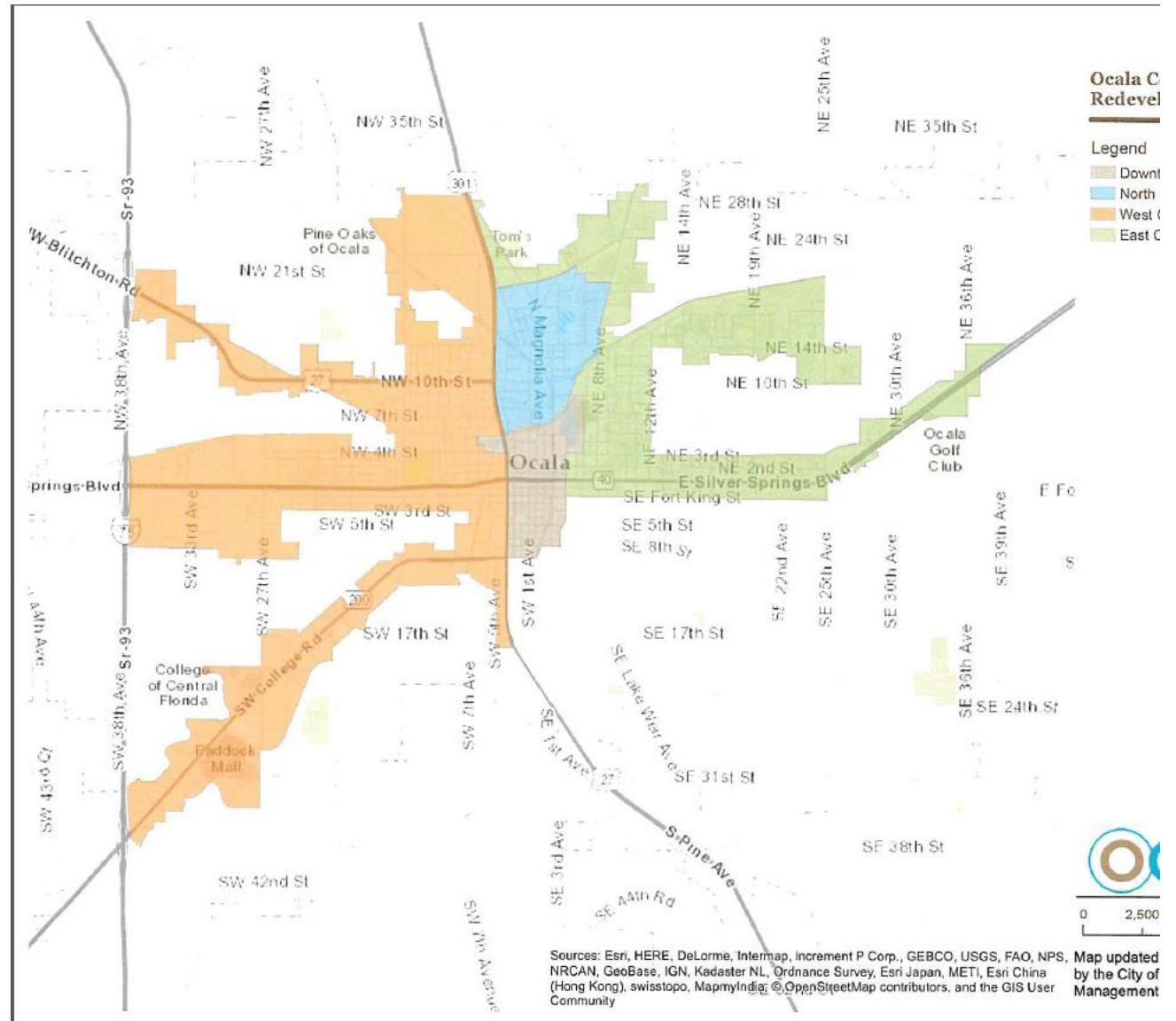
COMMUNITY REDEVELOPMENT AREAS

WEST Ocala

NORTH MAGNOLIA

DOWNTOWN

EAST Ocala



PINE OAKS REDEVELOPMENT PROJECT





Royal Oak







2 STREET ELEVATION (WEST)
3/64" = 1'-0"



1 ENTRY ELEVATION (SOUTH)
3/64" = 1'-0"

MLK FIRST RESPONDERS CAMPUS







DOWNTOWN DEVELOPMENT



WATULA SOUTH



Midtown Catalytic Development Opportunity: Concord Lot

This site is included in a flexible zoning district that allows for mixed-use, high-density development. The City is seeking creative and sustainable development proposals from experienced urban site developers.



Conceptual Designs



For more information, visit www.bidocala.com or call **352-629-8364**.

Growth Management



TUSCAWILLA ARTPARTMENTS
OCALA, FLORIDA

architecture *studio*
great design shapes the future
rolando sosa, architect

USE OF PENNY SALES TAX FUNDS:

SAFE ROADS

SAFE COMMUNITY





Photo credit to Dinkins Construction



PUBLIC SAFETY

FIRE STATION #7 AND TUSCAWILLA FIRST RESPONDERS' CAMPUS

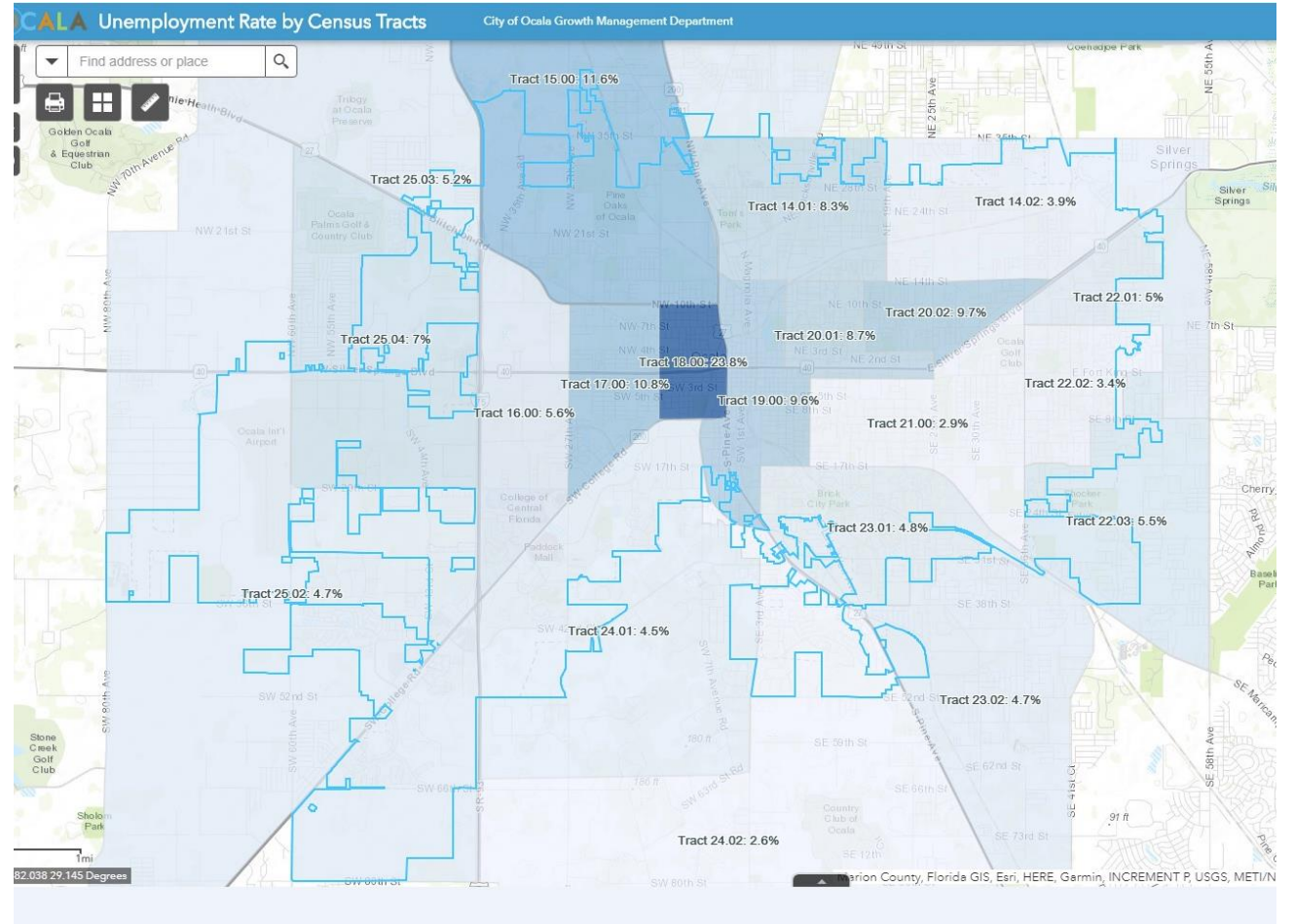


Public Safety - Vehicles

Fiscal Year	Vehicle	Quantity	Amount
2018	Ford Interceptor Sedans / SUVs	38	\$ 1,129,147.62
2019	Ford Interceptor Sedans / SUVs	5	\$ 179,271.50

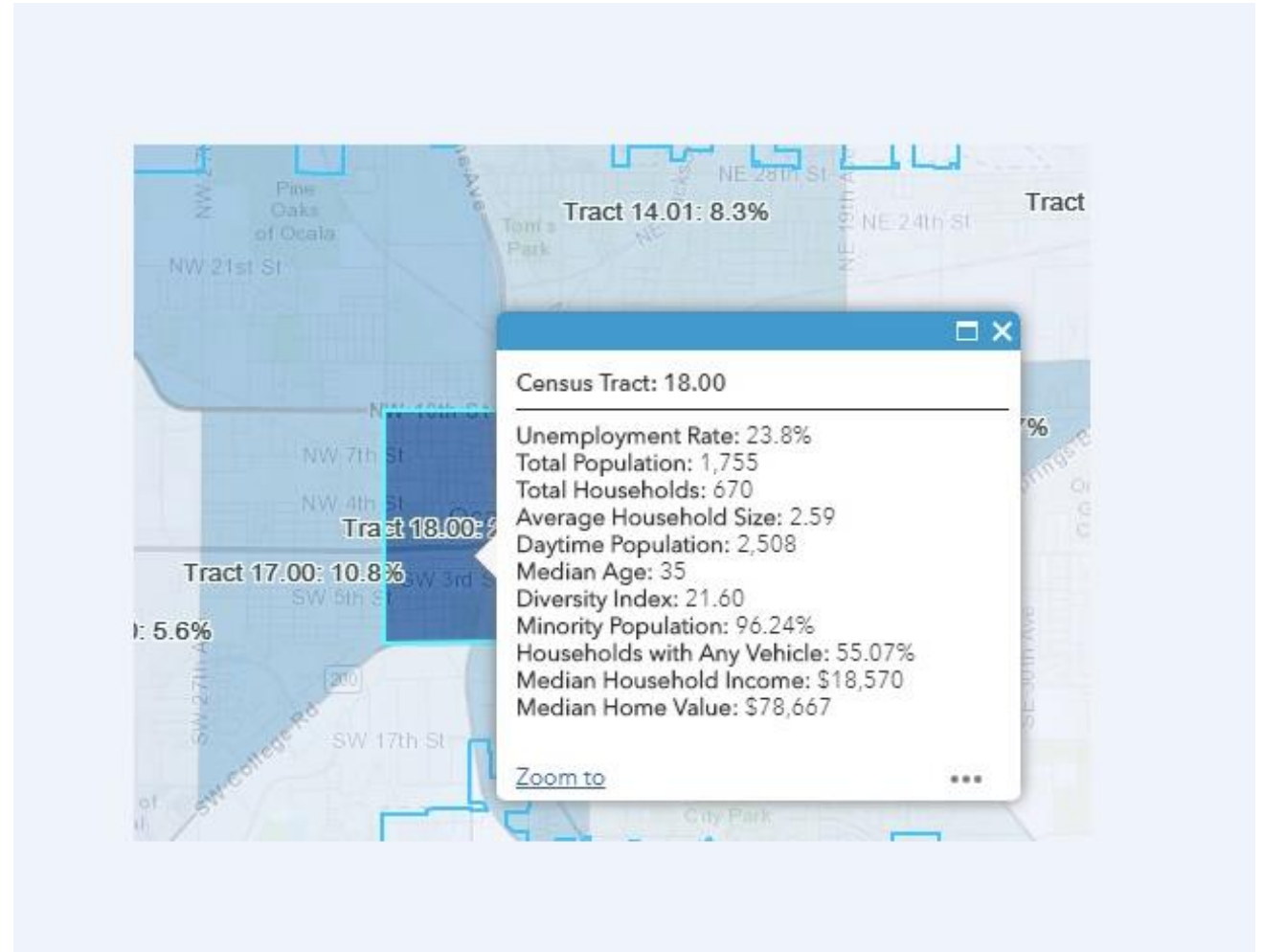


CITY OF OCALA UNEMPLOYMENT RATES BY CENSUS TRACT



Census tract 18.00

Unemployment rate:	23.8%
Total population:	1,755
Total households:	670
Avg. household size:	2.59
Daytime population:	2,508
Median age:	35
Diversity index:	21.60
Minority population:	96.24%
Households w/ vehicle:	55.07%
Median household income:	\$18,570
Median home value:	\$78,667



IMPACTS TO FIRST RESPONDERS BY OPIOID CRISIS



CITY STATISTICS:

→ 2017 – 78 OVERDOSES, 16 DEATHS

**→ 2018 – 182 OVERDOSES, 28 DEATHS, 46 NARCAN
SAVES**

**→ 2019 – 46 OVERDOSES, 6 DEATHS, 10 NARCAN
SAVES**

Ocala Police Department Amnesty program

- * Started in February 2018, guaranteed assistance regardless of ability to pay**
- * To date, 68 people have entered the program**
- * Costs roughly \$6,000 per month to treat patients**
- * City donates drug forfeiture money to treatment centers**
- * Recently increased treatment beds from 5 to 15**

**CULTURAL ARTS
ECONOMIC
IMPACT**



- **IN MARION COUNTY, \$3.00 RETURN ON INVESTMENT (ROI) FOR EVERY \$1.00 SPENT ON CULTURAL ARTS EVENTS**
- **NATIONALLY, \$1.50 ROI FOR EVERY \$1.00 SPENT**

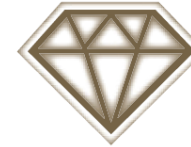


**STRATEGIC PRIORITY 3:
OPERATIONAL EXCELLENCE**





American Public Power Association



Diamond Recipient

Ocala Electric Utility has been recognized with the highest designation for:
Reliability - Safety - Workforce Development - System Improvement

OCALA ELECTRIC UTILITY



CITY OF OCALA: BEST TASTING WATER

REGION 11 – COMPRISED
OF 11 COUNTIES





Blue Seal of Excellence

**RECOGNIZED
BUSINESS**

“We’re Proud of Our Blue Seal Team”

**FLORIDA
REDEVELOPMENT
ASSOCIATION
AWARD:
OUTSTANDING
REHABILITATION/
RENOVATION
PROJECT**







3 HR PARKING
8:00 AM
TO 6:00 PM
MON - FRI
←
METERED
PARKING

GOOD BLDG. OF
6000 BLDG.
PROFESSIONAL
OFFICE SUITE(S)
207-3900

**ISO RATINGS:
FIRE RESCUE
AND
STORMWATER**



LOWER FLORIDAN WELLS

- **WELL #7 CONSTRUCTED BY ST. JOHN'S RIVER WATER MANAGEMENT DISTRICT AND CITY OF OCALA**
- **WELL #8, 9 AND 10 CURRENTLY IN DESIGN; DRILLING WILL BEGIN IN JUNE**
- **EACH WELL COULD PROVIDE APPROXIMATELY 5 MILLION GALLONS PER DAY**

2018

**12,841 LINEAR FEET
WATER LINES REPLACED**



2018

**13,245 LINEAR FEET
SEWER LINES
REPLACED**



2018
96,850 LINEAR FEET
ROADS
RESURFACED



2018
830 LINEAR FEET
SIDEWALKS
CONSTRUCTED



OCALA WETLAND GROUNDWATER RECHARGE PARK



Ocala Customer Satisfaction Surveys

BY THE NUMBERS

SEVEN YEARS

17 DEPARTMENTS

27 INDIVIDUAL SURVEYS

11 INTERNAL CUSTOMER SURVEYS

17 EXTERNAL CUSTOMER SURVEYS

18 TRANSACTIONAL SURVEYS

NINE BI-ANNUAL SURVEYS

2018 COMMERCIAL PERMIT TIMELINESS

- **% COMPLETED < 1 BUSINESS DAY** **64%**
- **% COMPLETED < 5 BUSINESS DAYS** **86%**
- **% COMPLETED < 15 BUSINESS DAYS** **96%**

2018 BUILDING INSPECTION TIMELINESS

- **% COMPLETED < 1 BUSINESS DAY** **99.8%**

TREES TRIMMED

2018 **607,292 FT**

2019 (YTD) **606,503 FT**





**STRATEGIC PRIORITY 4:
QUALITY OF PLACE**





POINT IN TIME COUNT – JANUARY 2019

TOTAL SHELTERED, JANUARY 2019

- **296**

UNSHelterED HOMELESS, JANUARY 2019

- **ADULTS – 178**
- **CHILDREN - 1**

HOUSING DATA

HOUSING OVERVIEW

- **ESTIMATED 12,026 OUT OF 24,322 HOUSEHOLDS IN THE CITY CLASSIFIED AS, “LOW INCOME” HOUSEHOLDS.**
- **RENTERS OUTNUMBER OWNER-OCCUPIED HOUSEHOLDS 55% TO 45%**

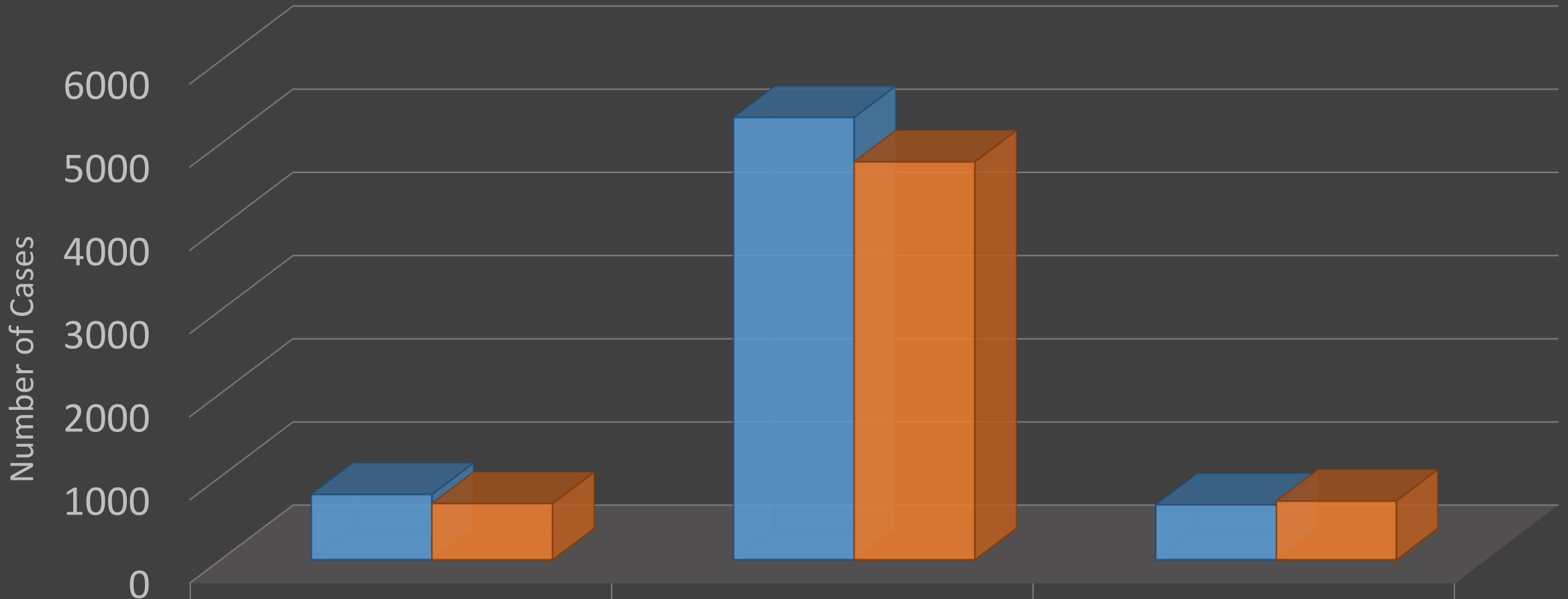
AFFORDABLE APARTMENTS

- **APPROXIMATELY 31% OF RENTERS IN THE CITY ARE SPENDING MORE THAN 50% OF THEIR INCOME ON RENT, COMPARED TO 24% NATIONALLY**

OCALA HOUSING AUTHORITY DATA

- **1,372 APPLICANTS ON THE PUBLIC HOUSING WAITING LIST**
- **2,170 APPLICANTS ON THE HOUSING CHOICE WAITING LIST**
- **NOT UNUSUAL TO REMAIN ON THE WAITING LIST FOR TWO TO FIVE YEARS**

CITY CRIME RATES



	Violent Crime Rate	Property Crime Rate	Domestic Violence Offenses
2017	784.3	5316.1	660
2018	674.5	4781.7	705

Ocala Skate Park

The City of Ocala will construct a skate park with 10,000 to 20,000-square feet of skate-able surface in Tuscawilla Park. This park will be an asset to skaters, BMX bikers and families as a whole, as it will include green space, bathrooms, walking paths, shade trees, benches, vending machines and public art. The park will be lit for nighttime use.

In an effort to reach our fundraising goal of \$447,000, we have implemented a Street Team of locals who are committed to raising funds, as well as established corporate level donation opportunities for business men and women to step in and invest in this park and the benefits of local recreation.



- A** STREET COURSE (PHASE 1)
- B** SNAKE RUN (FUTURE PHASE)
- C** INTERMEDIATE BOWL (PHASE 1)
- D** LARGE BOWL (FUTURE PHASE)
- E** REST ROOM/ VENDING (PHASE 1)



Follow us!
 @ocalaskatepark
www.ocalaskatepark.com

How can you help?

Drop off your donation to:
 Ocala Recreation and Parks
 828 NE 8th Ave.
 Ocala, FL. 34470
 (352) 368-5517

or

Stop by and pick-up a fundraising kit and help raise funds as part of our Street Team.



CONCEPT PLAN

OCALA SKATE PARK
 Ocala, Florida
 April 25, 2018

