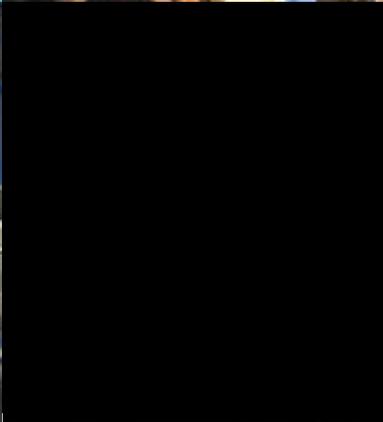


# Excellence

IN SEMINOLE COUNTY, FL  
2013-2014 Corporate Guide



Published By  
**SPECIAL EDITIONS**  
PUBLISHING, INC.

# corporate guide

Seminole County Florida





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# 2013-2014 EXCELLENCE EDITION

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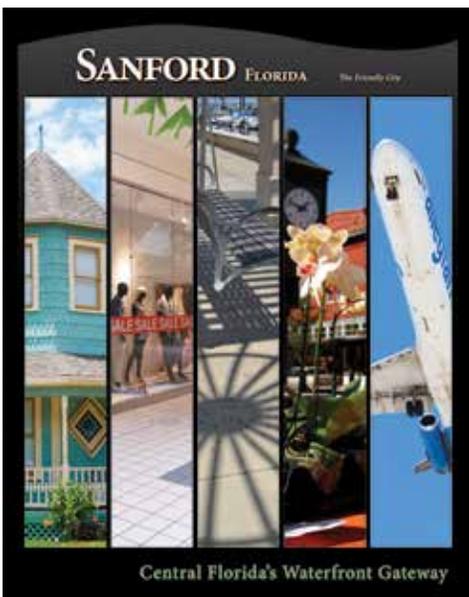
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- Compared to the 17 largest districts in Florida, SCPS is ranked #1 in reading, math and science
- SAT scores above the state and national averages
- Seminole County Public Schools is one of only five districts state-wide to be rated an "A" district by the Florida Department of Education

**21st CENTURY CHOICES  
FOR ALL 21st CENTURY STUDENTS**  
College • Career • Citizenship

**"A" Rated  
Academically High-Performing  
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See inside for expanded Academic opportunities.

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**SPECIAL  
EDITIONS  
PUBLISHING, INC.**

Vol. 14

No. 12

Seminole County, Florida, is known throughout the world for its ecosystem and it ranks second in the nation for future business growth. *Excellence In Seminole* is an annual publication published for Seminole County. It is intended to be a source for business and quality-of-life issues in Seminole County.

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*Excellence In Seminole* is published annually by **Special Editions Publishing, Inc.**

P.O. Box 953813 • Lake Mary, FL 32795-3813

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# CENTENNIAL CELEBRATION

## A CENTURY OF SUCCESS

In 2013, Seminole County celebrated a major milestone with the centennial of its founding in 1913. This benchmark was commemorated as “Seminole Celebrates – A Century of Success” with a 100-day celebration that started on January 16, 2013, and concluded with a community-wide Seminole County Centennial Festival on April 20, 2013. This daylong festival, held at Seminole State College’s main campus, featured community and historic organizations, local food and agricultural vendors, businesses, arts and education expos, entertainment, and a “fun spot” for children.

Seminole Celebrates highlighted five of the county’s “Points of Pride,” and was designed to celebrate Seminole County’s past while embracing its future. Collaboration among the business community, faith-based organizations, art and historical societies, civic groups, and educational institutions provided county residents with numerous family-oriented events and activities over the 100 days of celebration.

The first event was a kickoff barbecue followed by the “Century Trek,” a 100 mile self-paced walking, cycling, rollerblading, and running adventure on Seminole Coun-

ty’s Trails, held Wednesday, Jan. 16, 2013. Those who completed the “Trek,” received a special memento t-shirt.

That same day, the Museum of Seminole County History held the grand opening of its Pole Barn Replica Exhibit and Special Centennial Exhibit: “100 Years of Agriculture in Seminole County: Our Stories.” The grand opening included an “Old Florida” barbecue and live local entertainment.

Starting Saturday, Jan. 19, 2013, the county inaugurated its Centennial Saturdays, Exploring Seminole County’s Heritage series, where visitors could explore Seminole County’s heritage sites through April 2013 using an exclusive passport. Visitors attending a minimum of six sites were entered into a prize drawing.

Other events included a Centennial Lynx Bus Unveiling on Tuesday, Jan. 22, 2013, which honored the artwork of Seminole County Public School students who designed the Seminole Centennial-themed bus wrap; a Centennial Educator’s Open House on Thursday, Jan. 24, 2013; a 2013 Centennial State of the County Luncheon, held on Wednesday, February 27, 2013 at the Westin Lake Mary; the Seminole County Public Li-



brary’s Sunshine Storytelling Festival, held Saturday, March 9, 2013; a “History Hike” on Saturday, March 16 at the Lake Harney Wilderness Area; a “Bike from Work” event held Thursday, March 21, 2013; a Seminole County Centennial Farm Tour of the county’s top farms on Friday, April 5, 2013; and a time capsule ceremony on Sunday, April 14.

And on Thursday, April 25, 2013, Seminole County commemorated its actual birthday with an “Eat Local” Centennial Birthday Dinner Cruise. This celebration, hosted by the St. Johns Rivership Company, was held in coordination with local farmers, and highlighted opportunities to eat local while honoring agriculture’s \$465 million dollar economic contribution to the county.

Speaking of Seminole County’s actual founding, no examination of its present or future would be complete without a look at its past, which started on April 25, 1913, when Seminole County was created out of part of the northern portion of Orange County by the Florida Legislature. It was named for the Seminole people, who historically



house on the condition that it stay in Orlando. The commissioners accepted Summerlin's offer, and repaid the loan in five years.

It was most likely bitter politics such as these that ultimately brought about the creation of Seminole County. Regardless, on November 17, 1912, the Commercial Club

of Sanford met, and the next day's headlines read "County Division Now." On April 22, 1913, a bill to separate the two counties and create Seminole County was passed by the Florida House 59 to 5, and on April 25, 1913, Seminole County was officially established with Sanford as the county.

## SEMINOLE COUNTY IS TALKING BUSINESS

**B**usinesses have plenty of good reasons to head for Seminole County, as it has everything a successful enterprise could need: a warm



and sunny climate, a superior quality of life, a highly ranked education system that provides the best educated workforce resources in the region, and a high transferee acceptance rate among employment recruiters.

It's no wonder that's the case, as Seminole County has prepared for growth in every way, with everything from a new expressway to pre-approved development sites, specialized job training, and infrastructure incentives. This is a community well prepared to do business with business, and as such it is one of the fastest growing markets in the country.

Each session will consist of a presentation by the economic development organization, followed by a question and answer period.

To further facilitate this growth, the county has launched its Talking Business in Seminole presentation series, which connects Seminole County businesses with valuable programs and services offered by area economic development partners. These informative sessions are held bi-monthly (every two months), with each session led by a local economic development partner. Talking Business in Seminole will communicate the benefits of various business programs that may be available to eligible local firms.

Past presenters have included organizations such as Workforce Central Florida, the authority for employment opportunities in Central Florida, providing job seeker services, employment resources and job openings. The opportunity for business and development in Seminole County is at an all-time high, with over 12,211 business start-ups in one year alone. According to a recent report by the Metro Orlando Economic Development Commission (EDC), "Seminole County has prepared for growth with everything from a new expressway to pre-approved development sites, specialized job training and infrastructure incentives. This is a community well prepared to do business with business."

As part of that preparation, the county offers local incentives to businesses that are expanding in or relocating to Seminole County. In partnership with Enterprise Florida and the EDC, the Seminole Board of County Commissioners has provided financial incentives to 39 companies, resulting in the creation of 12,057 new jobs for area residents with an annual average salary of \$43,668.

lived throughout the area.

The county's history is closely tied to that of Sanford, the county seat. During the Seminole Wars of the 1830s, the area was the site of a U.S. Army post named Fort Mellon. As settlers moved into the area, the town of Mellonville was established, later becoming a distribution point for goods essential for growth. When Orange County was created in 1845, Mellonville became the county seat.

In 1870, General Henry Shelton Sanford purchased 22 miles of land in north Orange County, and started his namesake city, which soon grew large enough to absorb the community of Mellonville on the shores of Lake Monroe. On September 29, 1877, the city of Sanford was incorporated, and Mellonville was annexed six years later.

In 1875, General Sanford traveled to Orlando to try and persuade the Orange County Commission to shift the county seat to his city with the offer of free land for a courthouse. But Sanford was outbid by Orlando cattleman Jacob Summerlin, who offered to lend the county \$10,000 to build its court-

# LAKE MARY



## Total Quality of Life

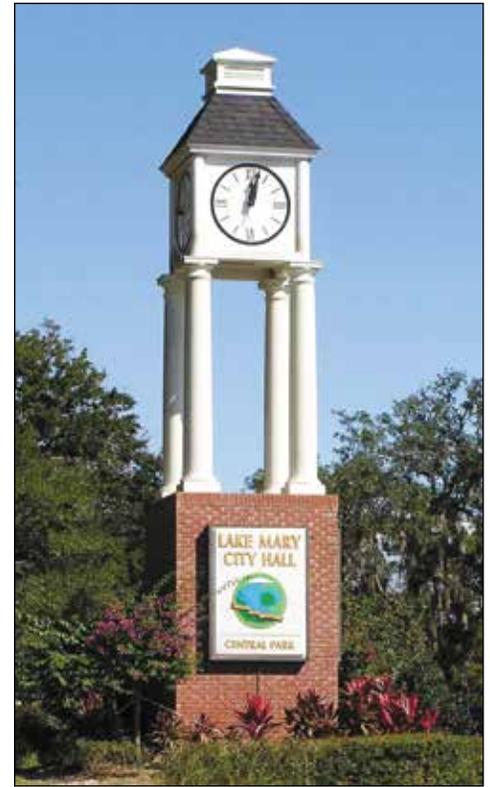
Lake Mary is positioned between two major highways, is 20 minutes from Orlando and only a drive away from the beach. Choosing the right site is integral to the success of your business venture. Two of Lake Mary's premier locations are the High-Tech Corridor, located just off I-4, and the Downtown Development District, which has increased potential due to the arrival of SunRail in May 2014. Offering your company a community in which to thrive is our business. Lake Mary has the distinction of hosting many corporate offices within its jurisdiction, and it also has room for more with hundreds of acres of undeveloped property reserved for Class A office space. Two of the most recent companies to take advantage of the opportunities Lake Mary has to offer are Verizon and Digital Risk. We have the location and incentives to support the success of your business along with a fantastic community to enhance the quality of life for your employees and their families.

We are still one of the fastest-growing areas in Central Florida. It's no secret that the City's lakes, picturesque trail system, tree-lined streets and a great golf course provide the ideal Florida lifestyle. Don't just take our word for it; CNN ranked Lake Mary as one of the

best places to live in the country!

A large part of the City's redevelopment effort is centered within Lake Mary's Downtown Development District, a walkable community with a cutting-edge personality located just off Lake Mary Boulevard. Downtown is home to fine dining, sandwich shops, clothing boutiques, offices, a beautiful park and gazebo shaded by giant oaks, and City Hall. Every Saturday, hundreds come out to enjoy the gorgeous Florida weather, local produce and crafts by local vendors at the Lake Mary Farmer's Market. If an evening atmosphere is more your style, you can attend WineART Wednesdays, which are held the first week of each month. The event includes food trucks, a wine/beer garden, artists, live music, shopping, restaurants and more.

Speaking of redevelopment, we have two exciting new projects planned just east of City Hall. Adjacent to the SunRail Station, which is already under construction, a private mass-transit station will offer SunRail riders the opportunity to get out of the elements and utilize private retail services, and even pay their water bill via a City kiosk. This project will be submitting for site plan approval within the next year. Just across the street, a 200-



**Clock Tower in Downtown Lake Mary**

unit luxury apartment complex is scheduled for construction by the end of the year and will create upscale living opportunities for those who prefer a more urban lifestyle, but with all of the conveniences Lake Mary has to offer.

Situated on the shore of West Crystal Lake is the pinnacle of the Downtown redevelopment area; the Lake Mary Events Center. Its gorgeous view provides the ideal setting for weddings, receptions, banquets, parties, retreats, and business meetings. The City is



**Station House Rendering**

also in the process of renovating a building in the Downtown area with a goal of bringing back a once popular community facility. The Community Center will provide a space for people to hold birthday parties, baby showers, community gatherings/meetings, and other activities that the old Lake Mary Community Building once provided space for before it was taken down to make way for the Lake Mary Events Center. The size and rental rates at the Lake Mary Events Center are not conducive to many of these smaller gatherings. In addition, the new Community Center will once again provide a space for the Parks & Recreation Department to bring back Summer Camp for children and possibly expand recreational offerings for adults.

Lake Mary is known for its well-planned residential communities and excellent schools. In fact, our schools are "A-rated" by the Florida Department of Education and have been ranked in the top four percent in the country by Newsweek Magazine. According to the Metro Orlando Economic Development Commission, 28.5 percent of Lake Mary residents have a bachelor's degree, and 14.9 percent have a graduate degree. In addition, the many area colleges and universities provide a great place for families to establish or continue their professional and personal development.

The beauty of Lake Mary is natural. Whether you bike, run, walk or rollerblade,

you can appreciate and enjoy its appeal. The Rinehart Trail, part of the Cross Seminole Trail system, runs through Lake Mary. Our Parks and Recreation facilities are not only beautifully maintained, but they offer something for everyone. The ideal Florida weather will make you want to take advantage of every opportunity to be outdoors.

As a family-oriented community, Lake Mary offers a wide variety of youth recreation opportunities. Whether your child is interested in baseball, softball, soccer, golf, or tennis, we have a program for them! The City also has a state-of-the-art splash pad with a collection of modern play/exercise equipment which is very popular with both kids and adults. For our seniors, those 55 and older, we provide an atmosphere of camaraderie and entertainment at the Senior Center and through various events. Whether

it's a game of bridge, sewing, chair aerobics or line dancing, it's sure to be a good time!

Offering a "Commission/City Manager" form of government, Lake Mary is often recognized for its efficient government and progressive attitude. A "Total Quality" managed city government provides a true customer oriented style of leadership. Full-time professionals manage the daily processes, and an elected City Commission maintains policy objectives and strategic planning practices. Lake Mary has the lowest property tax rate in Seminole County at 3.5895 mills. The sales tax is 6%, and Florida has no personal income tax. The result is a vibrant, well-planned community offering residents and businesses alike what can be best described as "Total Quality of Life!" To learn more about Lake Mary, please visit our website at [www.lakemaryfl.com](http://www.lakemaryfl.com).

# LAKE MARY: ONE OF AMERICA'S TOP 100 CITIES



A beautiful view of Downtown Lake Mary at night

# OVIEDO



## A Progressive City on The Rise OVIEDO, infinite opportunities in a family oriented community!

Oviedo is a progressive city poised to become one of the best places in Central Florida to enjoy life. Oviedo is located northeast of Orlando and is a growing city featuring historic pockets as well as a new development, Oviedo on the Park; an urban, mixed use development in the center of the City, an ER facility, and in-town neighborhoods all carved out of the hammocks along Lake Jesup.

Oviedo has become a preferred location to raise a family and establish a business. The city was recognized as a Top 100 City to Live In by Relocate America, by Family Circle as a best town for families, and by Bloomberg Businessweek as one of the best places to raise kids 2013. This city of approximately 35,000 residents has a median age of 34 and household incomes that are some of the highest in Central Florida. It boasts an exceptional educational system with A-Rated schools and numerous recreational amenities just steps away from resident's homes. Downtown Orlando and the attractions area of Disney World, Sea World and Universal Studios are easily accessible as are Port Canaveral and the Atlantic Ocean beaches.

Oviedo's more traditional business community includes retail, finance, medical, real estate and insurance sectors, which provide employment opportunities and the daily services and products utilized by the growing population in the Central Florida region.

### THE BENEFITS OF LIVING AND DOING BUSINESS IN OVIEDO:

#### LOCATION, LOCATION, LOCATION!

Our proximity to Central Florida's newest high-technology corridor, SeminoleWay, positions us for dynamic business growth and success. SeminoleWay, the high-tech corridor along SR 417, is the northern portion of Orange County's Innovation Way. It links the Orlando and Orlando-Sanford International Airports, the University of Central Florida, Orange County's new "Medical City" at Lake Nona, Seminole State College and the Kennedy Space Center.

These key components contribute to the burgeoning simulation, digital media, medical sciences and photonic industry clusters growing in the Oviedo area. Capitalizing on this strategic

position will enable Oviedo the ability to recruit technology oriented companies and start-ups.

#### QUALITY OF LIFE

Oviedo combines small town flair with numerous recreational opportunities and unique special events such as Taste of Oviedo and Great Day in the Country. Central Florida's natural environment and unique ecosystems make Oviedo special. They provide the backdrop and stage where we live, work, play and raise our families. Oviedo residents enjoy easy access to rivers, trails and other natural recreation areas providing many choices for outdoor activities.



#### EDUCATIONAL OFFERINGS

As part of a much lauded educational system, Oviedo offers A-Rated schools from kindergarten to post graduate studies all within five miles of the City.

Educational attainment by Oviedo residents exceeds those of both the State of Florida and Seminole County, and boasts the region's highest concentration of bachelor and advanced degree holders providing Oviedo businesses with an available, highly skilled workforce.

#### OVIEDO'S GREEN STEWARDSHIP - A SUSTAINABLE COMMITMENT TO OUR CITIZENS

Although Oviedo is one of the remaining

### DOMINIC PERSAMPIERE MAYOR OF OVIEDO

On behalf of the Oviedo City Council, thank you for your interest in the City of Oviedo! We continue working toward providing everything potential citizens and businesses could want: convenient location, excellent quality of life, a top tier educational system, and a pro-business government committed to responsible economic development.

Oviedo is also one of the few cities where you can bicycle or walk to school. From kindergarten, all the way to graduate school, the area provides a quality education as well as opportunities for research and development. Oviedo is a short distance from the City of Orlando, two international airports and major highway systems affording easy movement around Central Florida and the world.

Major priorities for the City of Oviedo include: aggressively pursuing economic development opportunities that result in a more balanced diversification of the local tax base, a continued effort focused on working with the developer of Oviedo on the Park, and redevelopment of the historic downtown. As we strive to meet these priorities, our City Council along with an involved citizenry continues to be an attendant steward of the City's natural resources and infrastructure while prudently managing future growth and development.

Oviedo is a modern suburban City that is poised to take advantage of its location in the Central Florida region with its strategic proximity to the University of Central Florida and emerging technology centers in Seminole and Orange Counties. All of this and more makes our City one of the best places to live, work and play as well as raise a family. Join me and my colleagues on the

City Council as we embark on this exciting journey!





### OVIEDO CITY COUNCIL

From L to R: Council Members Steve Henken, Cindy Drago, and Stephen Schenck, Deputy Keith Britton, and Mayor Dominic Persampiere.



cities in Seminole County with growth potential and open spaces, the City recognizes its obligation to protect the environment. We are dedicated to good stewardship of these resources and to conserve and utilize its limited resources prudently.

Oviedo continues to promote the popular and award-winning H2Oviedo Water Conservation program, recognized through a variety of awards, as one of our success stories. Our efforts to reduce potable water consumption by encouraging the use of Florida Friendly plant species and low impact irrigation systems for new development and redevelopment of existing properties continues to be a popular method of landscaping changes. The program offers financial incentives for installing xeriscaping and other types of water saving landscaping.

### PRO-BUSINESS CITY GOVERNMENT

Oviedo is committed to planned growth, creating job opportunities for residents and increasing our tax base. The City stands ready to provide relocating or expanding businesses the support they need to become successful.

Access to a Small Business Development Center through Seminole State College and

network business incubators make Oviedo a city that can offer something for every industry to be successful.

### OVIEDO ON THE PARK

The new town center will become the crown jewel at the center of the city. The initial phase of construction will include infrastructure, and site work for the amphitheater park. A minimum of 250 residential dwelling units is also planned for the initial phase. The site plan for the Center Lake amenities calls for Interactive fountains/Splash pads, an overlook Gazebo and Pavilion, Boardwalk, fishing dock, kids playground area, Decorative Sculpture, Green Space for quiet contemplation and a Lake Promenade. Final phases will include additional residential units and a minimum of 85,000 sq. ft. up to 250,000 sq. ft. of commercial, office, restaurant and

entertainment uses. Substantial build-out is anticipated in five years.

### HIGH MARKS FOR CITY SERVICES & QUALITY OF LIFE

Citizens gave high marks to the City on questions related to City services, quality of life and public trust in local government based on the results from the 2011 National Citizen Survey.

The survey identified Oviedo as a city with an excellent quality of life for its citizens. Those who responded said they plan on staying for the next five years and would recommend Oviedo as a place to live.

Residents also gave high marks to Oviedo as a community that is safe from crime which was reflected in the high ratings given to the City's Police and Fire Departments.

Other high ratings were given for Oviedo as being an excellent place to raise children, for providing a sense of community, overall image and reputation and accepting attitudes towards people of diverse backgrounds.

More impressive is that Oviedo's survey results scored higher in most areas when compared to other cities of similar size throughout the nation!

This periodic sounding of resident opinion provides elected officials, staff and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and amenities for long-term success. The city will undertake the National Citizen Survey again in FY 2013-14.



Oviedo on the Park Conceptual Drawing

# SANFORD

HISTORIC, WATERFRONT CHARM



The City of Sanford combines a historic downtown with a picturesque waterfront of palm trees, walkways and sailboats.

The tranquility of Lake Monroe

## SANFORD HAS GOT IT ALL

As one of the oldest incorporated cities in Central Florida, Sanford is home to a wealth of history and is listed on the National Register of Historic Places. Brick-lined streets, elegant storefronts and large Victorian-era homes throughout the downtown area immediately remind visitors of the City's 19th Century origins.

Sanford is home to the Orlando-Sanford International Airport, Amtrak AutoTrain Station, a regional shopping mall, a retail mega center and the soon to be SunRail station, a commuter train targeted for operation by 2014. The downtown, which once featured feed stores and dry good sellers, is now a vibrant commercial center with antique shops, restaurants and art galleries. The Saturday morning Farmers Market in historic Magnolia Square is a popular weekly fixture attracting visitors from a large area. "We recognize it is Sanford's unique sense of place which draws people to our community. We have struck the right balance of urban convenience with a hometown feel," explains Sanford's Mayor, Jeff Triplett.

## HISTORIC DOWNTOWN

Picturesque First Street, the center of downtown Sanford, was revitalized to add historical elements such as a two-lane brick street and traditional lightposts. The City of Sanford and the Sanford Community Redevelopment Agency have worked with its community partners, such as businesses, property owners and residents of Sanford to create the design for a new streetscape on Sanford Avenue between 1st and 6th Streets. This \$2.3 million project will redevelop the six-block area of Sanford Avenue. Sanford Avenue is also a cultural corridor that when re-developed will be an ideal location to attract new businesses to Sanford. The Sanford Avenue Streetscape concept design integrates the needs of business owners, pedestrians, cyclists, residents and visitors.

This includes the installation of an 8-foot wide cultural pathway where there will be opportunities to feature artistic elements to this area such as street sculptures and murals. The cultural pathway of the streetscape will be a direct connection to Sanford's RiverWalk. This pathway will also be an opportunity to provide heritage markers fea-

turing information on the historical role Sanford Avenue and the Georgetown neighborhood has played in Sanford's history. The City also created a rehabilitation loan subsidy program for building owners in the downtown area to facilitate private investment in the revitalization.

These changes have transformed the City's downtown from a sleepy, historical site to a vibrant and enticing destination. Visitors and residents can be seen seven days a week strolling the City's downtown while enjoying the shops, boutiques and restaurants. A popular event held the second Thursday of each month, called Alive After Five, brings thousands more downtown for live music, wine tastings and art displays. "Sanford's investment in the downtown area has set the stage for numerous events and festivals," says Triplett. "Downtown Sanford is an engaging place with an authentic and eclectic flavor." Through the support of the Community Redevelopment Agency (CRA) the City has created a partnership with Sanford's Amtrak Auto Train to provide free round trip shuttle service for waiting passengers to visit and enjoy Historic Downtown.

## WATERFRONT STYLE

Lake Monroe, a 9,406-acre expanse of shining blue water, borders the city of Sanford on the north side. On breezy days, sailboats depart the Monroe Harbor Marina and dot the lake with their white sails and bright spinnakers. Pedestrians enjoy the palm-lined RiverWalk with its gazebos and swinging benches while fishermen sit near the water's edge.

The completion of the \$11.2 million RiverWalk in 2004 was one of Sanford's biggest park improvement projects since the 1930s. The lakefront amenity features a 1.2 mile pedestrian path and the Gateway at RiverWalk, completed in 2007, a six story architectural masterpiece along the RiverWalk that includes luxurious million dollar townhomes, office space, restaurants as well as specialty retail shops. Sanford continues to expand on this unique amenity with RiverWalk Phase II; a \$4.6 million dollar project currently underway. The expansion of Florida's award winning and internationally recognized RiverWalk will continue westward another 3,100 feet extending the existing Sanford RiverWalk from French Avenue to Central Florida Regional Hospital. Fort Mellon Park, another waterfront feature of the City, was recently transformed into a showcase recreational facility with a unique and dynamic splash pad feature popular with residents and visitors. The park and adjacent Seminole Avenue provide additional venue opportunities for large festivals and events.

## MOVING IN THE RIGHT DIRECTION

Sanford is now the largest city in Seminole County, with 53,867 residents, and the City shows no signs of slowing down. Sanford has had a 39% growth in population since the 2000 Census, a growth rate which is 13% higher than any other City in Seminole County.

Sanford has seen a continued increase in development activity since the market low of 2008/2009. This permit activity is a broad mix of commercial and residential development and re-development spread throughout the City. The City has several large mixed-use development projects in the permitting process or under development, which when complete, will provide over 200,000 square feet of mixed-use office, retail, and restaurant space with more than 200 hotel rooms.

Development of the City's 4,600+ acres of commercial and light industrial designated lands continues to enhance the City's jobs base. Along with existing business growth, the City has benefited from a number of company relocations to Sanford. This growth is adding quality jobs in the aviation, manufacturing, and medical device fields.

## QUALITY OF LIFE

Sanford boasts a robust variety of parks and recreation programs for all ages and interests. Whether it is softball, basketball, an aquatic interest or something a little more unique, like the City's famed Soap Box Derby, Sanford has something to keep your interest and keep you active. The City produces or sponsors numerous holiday and youth programs such as an Easter Egg Hunt, Youth Summer Camp, and Spooky Hollow just to name a few. "In a time where many cities have cut holiday functions due to fiscal constraints, Sanford remains one of the few communities with a broad base of programs, events and parades," says Triplett. "This is due in large part to the strong relationship we have with civic and business partners throughout the community."

Sanford's education options are among the best in the State including Seminole State College in Sanford. The College's first and largest

campus, SSC offers a complete curriculum that is sure to meet even the most unique needs. The campus is home to dozens of degree and certificate programs in the construction, technology and healthcare fields. It is also home to the University of Central Florida at Seminole State, which allows UCF students to complete select bachelor's degree programs on the Seminole State campus. Seminole State recently completed an \$85 million makeover of the Sanford campus.

The Seminole County Public School system is recognized as one of the premier school systems in the State. They have been named an "Academically High Performing School District" by the Florida Department of Education with an "A" rating since the inception of district grading in 1999. Seminole County Public Schools are ranked # 1 for all Central Florida School Districts as measured by standardized testing (FCAT) for Math, Reading and Writing. Crooms Academy of Information Technology located in Sanford ranked number 1 in the 2011 U.S. News and World Report as the most connected school by quantifying its comprehensive high school online infrastructures and the access students, parents and faculty have to them at school and at home.

Sanford's transportation network is also a major quality of life asset, whether it is the City's international airport with a growing number of domestic and international destinations, easy access to Interstate 4 and the 417 Expressway or the Sanford SunRail commuter rail station, it is easy to get around Sanford and travel to the Metro-Orlando area and beyond.

"Sanford has experienced the most growth of any Seminole County city in the last ten years because we have it all!" says Triplett. "We have historic charm, a one-of-a-kind waterfront, quality of life amenities, and the right infrastructure in place, and we plan to continue that growth."

## JEFF TRIPLETT

### MAYOR OF SANFORD

Jeff Triplett moved to Seminole County in 1992 after graduating from Missouri Southern State University. He has been a community banker for 18 years, and he is currently the Senior Vice President at United Legacy Bank. He is responsible for a multi-million dollar loan and deposit portfolio that consists of small business and commercial real estate holdings throughout Central Florida, with a primary focus on North Seminole County.

Prior to being elected Sanford Mayor in November 2010, Jeff served as Chairman of the Downtown Sanford Community Redevelopment Agency. Mayor Triplett currently serves on several regional boards as City representa-

tive. They include: Metroplan Orlando, the Mayor/Managers Council, the Seminole County Chamber, Envision Seminole, the Seminole County Tourism and Development Council and as liaison to the Sanford Airport Authority.

Jeff is a former Chairman of the Seminole County Port Authority and the Sanford Chamber of Commerce, including a former Vice-Chairman of the Sanford Airport Authority. He has also served on the board of directors of the Sanford Rotary, Sanford Main Street, the Seminole County Small Business Advisory Board and the Sanford River Rats baseball team over the years.

Jeff and his wife Brandi have been married since 1996. They have two sons, one who attends Goldsboro Elementary School and one who attends Millennium Middle School.



# WINTER SPRINGS

## FLORIDA'S NEXT TECHNOLOGY CORRIDOR

**W**inter Springs is a premier city in which to raise a family and locate your next business venture. Located along the south shoreline of Lake Jesup in Seminole County, Winter Springs is an upscale, highly educated community, in a full service city of approximately 35,000 residents. Residents actively enjoy an extraordinarily high quality of life, exceptional, award winning public services and facilities, and fiscal integrity. There is little wonder that Winter Springs is rapidly becoming one of the best known residential and business addresses in the State of Florida. Winter Springs is well known for its many excellent residential neighborhoods that are a testament to the City's focus on family and community. The City features award winning parks and recreation facilities, and a town center district that offers the traditional true "heart" of the city commerce and emphasizes a traditional neighborhood design with its mixed use development at a pedestrian scale. The town center features a broad mix of professional businesses and retail shops with beautiful architecture and landscaping for a relaxing shopping and dining getaway. The city's strategic location along US 17-92, SR 417 and SR 434 provides quick access to other economic, educational, cultural and recreational assets throughout central Florida. The University of Central Florida, State Colleges, and downtown Orlando are just 20 minutes away. Area attractions, including scenic waterways, nature preserves, world famous theme parks, the space coast and Port Canaveral cruise ships are less than an hour away. The city focuses on attracting highly educated, high-wage jobs and businesses to our up-scale neighborhoods for a better quality of life. It's easy to see why Winter Springs is one of Central Florida's premier cities.

### GREENWAY INTERCHANGE DISTRICT



Winter Springs Greenway Interchange District is open for business and represents a large undeveloped land area available along the Seminole County 417 corridor. Nestled just off the exit in one of the most convenient locations on the 417 Greenway is this prized jewel. This choice location is set to be the next High Tech Corridor for Central Florida. Just minutes from either the Orlando International airport or the Sanford airport is this well planned, vertical mixed use, premiere Research Center for High Tech. The innovative high tech fields being targeted for opportunities are, Aviation and Aerospace, Digital Media, Modeling, Information Technology, Life Sciences, Medical Robotics, Nanotechnology, Simulation and Training, Optics and Photonics, and Sustainable Energy, which could further benefit from the city's highly educated workforce. Planning is underway with the goal to create a sustainable, walkable, research community designed to incorporate a residential and business office park development with commercial enterprises. The GID will infuse the working environment with easily accessible amenities and all the comforts of home to live, work, and play. Currently the GID is comprised of up to 26 development sites with over 378 acres of contiguous developable land.



### CHARLES LACEY MAYOR OF WINTER SPRINGS

A young, vibrant community with a rich history, Winter Springs is one of Florida's premiere destinations. The City offers a top-tier educational system and an excellent quality of life. Situated on Central Florida's newest technology corridor, the Greenway Interchange District, our pro-business community's growth center will be fueled by technology industry clusters and collaborative relationships with educational and research leaders. The City Commission has established strategic objectives to enable our City to become an economic engine for Seminole County while maintaining the services and public amenities enjoyed by our residents, businesses, and visitors. I invite you to experience all that is Winter Springs.





**COMMUNITY DEVELOPMENT**

Well-Planned residential communities, exceptional schools, and regular community events are just some of the things Winter Springs does to grow and support family lifestyles. Winter Springs hosts many cultural events throughout the year providing opportunities for families and visitors to enjoy the many public facilities and amenities offered by the City. Local artisans and businesses thrive as well, benefitting from the thousands of visitors drawn to these events each year. One of the City's signature events is a free art, wine, and jazz festival, attracting guest from surrounding cities to enjoy the events.

**WINTER SPRINGS**

**ONE OF AMERICA'S TOP 100 BEST PLACES TO LIVE**

by MONEY MAGAZINE



**ECONOMIC DEVELOPMENT**

Winter Springs supports Business growth by providing an efficient delivery of public services through innovative planning and development. The city promotes a better quality of life by working with our customers to protect health and safety, improve economic vitality, and enhance neighborhood livability. Our pro-business community growth is fueled by technology industry clusters and collaborative relationships with educational and research leaders. The City of Winter Spring's business community is composed of a concentration of many professionals with a high level of educational attainment.





# THE CITIES OF SEMINOLE COUNTY

OFFER MUCH TO SEE AND DO FOR VISITORS AND RESIDENTS ALIKE

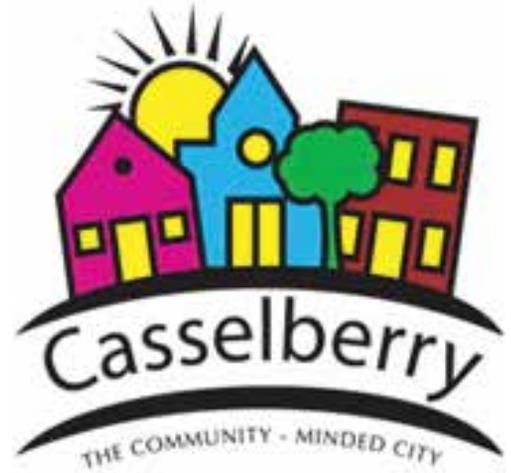


## Altamonte Springs

Altamonte Springs is located in the northern suburb area of Orlando, on the State Road 436 corridor. As a matter of fact, this general area east of Interstate 4, along with Cranes Roost Park, is considered the city's central area.

Altamonte's main attraction is Uptown Altamonte, an outdoor town center that is the city's central business district, incorporating large-scale apartment buildings and high rise condominiums, shops and retailers. The Cranes Roost park area includes a square for weddings, festivals, and city holidays.

Uptown Altamonte has become popular with both Altamonte Springs residents and visitors, mainly due to the number of free festivals offered in the area throughout the year. A major area event is Red Hot & Boom, an annual fireworks festival that takes place every July 3 in celebration of Independence Day. Red Hot & Boom draws over 100,000 local residents and visitors yearly, includes musical performances by famed entertainers, and is Central Florida's largest Independence Day celebration.



## Casselberry

Casselberry is located in Seminole County, just 20 miles northeast of downtown Orlando. Two major roadways, U.S. Highway 17-92 and S.R. 436, connect the city of Casselberry to all of Central Florida. The population of Casselberry was 26,241 at the 2010 census.

The city is known for its recreational areas, as it features over 30 lakes and ponds, the largest being Lake Howell, the Triplet Chain of Lakes, Lake Kathryn, and Lake Concord. The city of Casselberry also maintains 17 parks, ranging from small neighborhood parks to large centers for recreation.

Casselberry is currently engaged in development and redevelopment along the U.S. Hwy 17-92 corridor, which presents mixed use, retail and residential, governmental and recreational opportunities.

## Longwood

Longwood is a unique and historic community in Seminole County that provides a small-town atmosphere near a larger metropolitan area. It is located just north of Orlando, has a population of approximately 14,000 residents, and is conveniently located on major state and county roads, including I-4 and S.R. 434.



No description of the cities of Seminole County would be complete without including the metropolitan areas of Altamonte Springs, Casselberry, and Longwood, each offering residents and visitors alike their own unique feel.

# QUALITY OF LIFE



There's a reason why companies like Verizon, Chase, Digital Risk, BNY Mellon, Liberty Mutual and AAA have chosen Seminole County over so many other choices. Let us introduce you to some of those who've made the choice and let them tell you more.



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# TRANSPORTATION

## MASS TRANSIT

Seminole County is rolling its way into the future with state-of-the-art commuter rail transportation

**S**eminole County is meeting the growing need for modern, safe and efficient transportation, with its state-of-the-art airport and commuter rail chugging to Central Florida starting in spring 2014. Located in Sanford with flights across the U.S. and overseas to Europe and South America, Sanford International Airport (SFB) is a convenient way for residents to get around, and at a lower cost thanks to dozens of discount carriers. And thanks to the SunRail system of commuter rail, in spring 2014 area residents will have an even more convenient way to commute to work, with easy to find rail stations in Lake Mary, Longwood, Altamonte Springs, and Sanford. With all of these transportation innovations, Seminole County is truly on the move.

### SunRail

Construction on the four SunRail stations in Seminole County began on January 27, 2012, with groundbreaking ceremonies held at the Altamonte Springs station. When service begins next spring, SunRail

will operate along a 32-mile route, with 12 stations serving commuters from DeBary to Sand Lake Road. On July 1, 2011, it was announced that Governor Rick Scott had authorized the full funding grant agreement for the SunRail project in Central Florida, a commuter rail transit project that will run along a 61.5-mile stretch of existing rail freight tracks in Central Florida. The major funding partners for the project are the Florida Department of Transportation, the Federal Transit Administration, Orange, Seminole, Volusia and Osceola counties and the city of Orlando. The 32-mile first phase of SunRail will serve 12 stations, linking DeBary to Sand Lake Road in Orlando. Phase II will include five additional stations, north to DeLand and DeBary, and south to Poinciana. Service is expected to begin in 2014, with Phase II expected to begin service in 2016.

Existing CSXT railroad tracks were purchased for \$432 million on Nov. 3, 2011, and will be utilized for SunRail's planned route. SunRail trains, which use steel wheel technology, will consist of one to three cars,



in addition to a locomotive, and can carry about 150 seated passengers per car. Average operating speed will generally be 45 mph. It will operate primarily during peak commuting times, namely morning and evening rush hours. SunRail trains will operate every 30 minutes during peak morning (5:30 a.m.-8:30 a.m.) and afternoon (3:30 p.m.-6:30 p.m.) rush hours; and at two-hour intervals during non-peak hours on weekdays only. As the system matures, local officials would be able to increase the frequency of trains to every 15 minutes during peak hours and every hour during off-peak times, as well as expand service to



SunRail is expected to move as many people as one lane of Interstate 4 during peak travel times (about 2,000 cars per hour), at a cost less than building a single lane of I-4 (cost for 30 miles along I-4 is \$2.3 billion vs. 61.5 miles of SunRail at \$1.05 billion for right-of-way and construction).



weekends. However, that's not expected to happen for at least 20 years, and then only in response to community demand.

A total of 17 stations are proposed at build-out, along with pedestrian connections, two intermodal centers at Lynx Central Station in downtown Orlando and in the Sand Lake Road area, enhanced bus and other transportation services at station stops, station amenities, and 12 park-and-ride lots in outlying areas, offered at no cost to users. Maintenance facilities for the trains are will be located in the Sanford area.

For commuter comfort and convenience, restroom facilities will be available on all double-decker trains, as will wireless Internet connectivity and luggage and bicycle accommodations. Benefits will include establishing a commuter rail spine to build upon in the future, with potential connections throughout the region and state in the future, and a reduction in traffic congestion.

SunRail is expected to move as many people as one lane of Interstate 4 during peak travel times (about 2,000 cars per hour), at a cost less than building a single lane of I-4 (cost for 30 miles along I-4 is \$2.3 billion vs. 61.5 miles of SunRail at \$1.05 billion for right-of-way and construction).

Federal Transit Administration projections show opening day ridership for the 32-mile initial operating segment of SunRail at about 4,300 passenger trips per day, escalating to 7,400 trips by 2030. And for Seminole County and the rest of Central Florida, SunRail construction also means jobs: the

potential includes 13,508 new jobs statewide with \$1.55 billion in economic benefit, and 245,855 new transit development jobs and nearly \$7.1 billion in economic benefit.

Capital funding for the project is \$615 million. Of that, it is expected that the federal government will pay 50 percent, the state 25 percent, and local governments in the four counties the remaining 25 percent. A full funding grant agreement with the federal government was awarded in 2011 for Phase I, and preparations are underway to apply for Phase II funding later this year or early next year. State and local dollars are already in place for this project, as unanimously approved by Orange, Volusia, Osceola and Seminole counties, as well as the city of Orlando. The Federal Transit Administration on July 18, 2011 also committed to pay half of the Phase I capital costs for SunRail. SunRail costs will continually be re-assessed as the project moves forward. Capital costs will be re-assessed during the design phase of project development. The state will also pay for the operations and maintenance costs for the first seven years the system is in service. Local government will pay an operating subsidy starting with year eight and beyond. Operations and maintenance costs for the system are being evaluated by the Florida Department of Transportation, which will pay for the operations and maintenance costs of the system for the first seven years of operation. After the first seven years of operations by FDOT, the system will then be turned over to the Cen-

tral Florida Commuter Rail Commission, which is composed of elected officials from Volusia, Seminole, Orange and Osceola counties, as well as the city of Orlando. The commission will assume all responsibilities for operations and maintenance, and pay for the full operation of the SunRail system for year eight and beyond, and local communities will pay for all costs of the system beyond what the revenues from the system can sustain. Each local funding partner will be responsible for the housekeeping and appearance of its platforms, as well as the maintenance, security and law enforcement for station and parking areas.

The reasons for the development of commuter rail are myriad. To start, the population of Central Florida is expected to more than double in less than five decades, and population growth equals more traffic delays, due to an increase in the number of cars on Central Florida roads. To put it another way, between 2004 and 2008 more than 100,000 additional vehicles were registered in Central Florida. Vehicle miles traveled in Central Florida have almost tripled since 1982, and gasoline consumption has increased an average of 34 percent in the last decade. More than 88 percent of Central Florida residents polled by the University of Central Florida believe that the region needs a more balanced transportation system, including increased transit options such as passenger rail and buses.

In addition, Interstate 4 – which roughly parallels the SunRail corridor – is expected

## Meeting the growing need for modern transportation.

Seminole County has a state-of-the-art airport and commuter rail chugging to Central Florida starting in spring 2014. Located in Sanford with flights across the U.S. and overseas to Europe and South America, Sanford International Airport (SFB) is a convenient way for residents to get around, and at a lower cost thanks to dozens of discount carriers. And thanks to the SunRail system of commuter rail, in spring 2014 area residents will have an even more convenient way to commute to work, with easy to find rail stations in Lake Mary, Longwood, Altamonte Springs, and Sanford.



to be under construction with the addition of new lanes beginning in late 2014.

Besides residents, the number of tourists coming to Central Florida is expected to grow as well, by 77 percent by the year 2030, adding to the region's congested road network. As such, SunRail will help provide a transportation alternative for residents and visitors alike and alleviate some of this traffic by providing an alternative travel mode for tourists.

Operations of SunRail and regional bus systems will be coordinated to maximize the efficiency and effectiveness of mass transit in Central Florida.

Various private businesses and corporations have made commitments to Governor Scott on investing hundreds of millions of dollars in developing areas around the stations and along the corridor. These include: Florida Hospital, Orlando Health, Walt Disney World Resort, Tupperware Brands Corporation, Rida Development Corporation, Orange Crown Holdings, Avatar Properties Inc., and SeaWorld Orlando.

And good news for Seminole County, which will have SunRail stations in Sanford, Lake Mary, Longwood and Altamonte Springs: Experience from other cities with commuter rail shows that improvement comes to the areas around the stations. This includes higher-density residential development for commuters and restaurants, and shops catering to those workers and visitors taking advantage of the commuter line. The stations will provide an opportunity to focus new development, enhance bicycle and pedestrian access and connectivity, and improve streetscapes. Each station will be constructed with public safety in mind, including plenty of lighting and cameras on both the platforms and vehicles, and will be designed with accessibility for local residents, pedestrians, bicyclists and motorists.

*For more information, please visit the website at [www.spedpub.com](http://www.spedpub.com).*



Carlton D. Henley

## Orlando Sanford One Busy Airport.

In 2010, the total number of domestic and international passengers was 1,165,435 for the year.

### Sanford International Airport (SFB)

Situated on approximately 2,000 acres in Sanford, Orlando Sanford International Airport is conveniently located in the northwestern section of Seminole County, 18 miles northeast of Orlando. In 2010, the total number of domestic passengers flying through SFB was 767,057, and the total number of international passengers was 398,378, for a total number of 1,165,435 passengers for the year, making Orlando Sanford one busy airport!

It is the mission of the Sanford Airport Authority to operate, maintain, improve, expand and professionally manage the Orlando Sanford Airport for the convenience



and benefit of the air traveling public and economic development of the Central Florida community. To that end, SFB provides its customers with convenient, state-of-the-art facilities and excellent highway access to Florida's renowned beaches and all Orlando area attractions. It is run by the Sanford Airport Authority, which is responsible for the operation, maintenance and development of the Orlando Sanford International Airport and the airport's facilities. The airport benefits from a unique blend of local government and private investing, resulting in a very customer focused airport. As such, SFB is operated through a public/private partnership between the Sanford Airport Authority and TBI Airport Management, Inc., which has been contracted by the Sanford Airport Authority to manage both the international and domestic terminals, develop additional air service, and provide ground handling and cargo services.

New to the airport in 2013 is 787 Dreamliner service into the state of Florida. Beginning with an inaugural flight from



Allegiant Air Jetliner



787 Dreamliner Jet



Manchester, United Kingdom, Thomson Airways, operator of the Dreamliner, plans to fly this aircraft, which carries 291 passengers, to Orlando Sanford on long-haul routes from three additional UK airports in 2013 – London Gatwick, East Midlands and Glasgow. Additional flights from Birmingham, Edinburgh and Newcastle in 2014 will bring the total to seven cities.

Also in 2013 Orlando Sanford and Beau Rivage Resort & Casino announced the start of scheduled, nonstop jet service to Gulfport-Biloxi International Airport (GPT). The service will be offered three days per week on Vision Airlines, on Wednesdays, Fridays and Sundays on 136-seat Boeing 737 aircraft. On Wednesdays and Sundays, flights will depart Orlando Sanford at 1:40 p.m. and arrive at Gulfport-Biloxi at 2 p.m. Flights will depart Gulfport-Biloxi at 10:30 a.m. and arrive at Orlando Sanford at 12:55 p.m. (all flight times are local). Friday flights will depart Orlando Sanford at 5:05 p.m. and arrive at Gulfport-Biloxi at 5:25 p.m. Friday flights will depart Gulfport-Biloxi at 1:45 p.m. and arrive at Orlando Sanford at 4:05 p.m. (all flight times are local).

In addition to the new service, Beau Rivage will offer air-inclusive travel packages starting at \$199 per person, double occupancy, plus taxes and fees, limited and subject to availability. Travel packages will include airfare, deluxe accommodations and round-trip ground transportation between the Gulfport-Biloxi International Airport and Beau Rivage.

Besides the new service in Biloxi, Orlando Sanford will also offer non-stop service to the following nine new destinations through Allegiant Air: Bismarck, ND; Charlottesville, VA; Clarksburg, WV; Concord, NC; Oklahoma City, OK; Portsmouth, NH; Springfield, IL; St. Cloud, MN; and Tulsa, OK.

On July 30, at the annual Florida Airports Council Conference, the Orlando Sanford International Airport won the 2013 Airport Project of the Year for its Runway 9L-27R Extension project. The extension of Runway 9L-27R was grant funded through the FAA and FDOT, and totaled over \$40 million dollars for project design, construction, and associated land purchases.

In August, Orlando Sanford also received the Airport Safety Mark of Distinction Award from the Federal Aviation Administration (FAA) Airports Division for its safe and successful oversight of the Runway 9L-27R Extension.



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Central Florida Regional Hospital



Oviedo ER

# CENTRAL FLORIDA

## Regional Hospital, Sanford, Florida

Central Florida Regional Hospital is a 226-bed acute care hospital and accredited chest pain center serving Seminole and west Volusia counties. Affiliated with Hospital Corporation of America, the largest private operator of health care facilities in the world, Central Florida Regional Hospital employs more than 970 people, and has 225 physicians on its medical staff and 163 volunteers. The hospital is located in Sanford, on the south side of Lake Monroe, just three miles east of the Seminole Towne Center Mall. It offers a wide range of state-of-the-art medical services designed for prevention or early detection of health care problems, in addition to a comprehensive range of services, a full line of non-invasive cardiology testing, a 24-hour emergency department, outpatient surgery, a skilled nursing unit, a wound care and hyperbaric medicine department, a sleep lab and pediatrics. Specialized services include the Heart Institute, the Neurohealth Sciences Center, the Baby Suites and women's imaging services.

Additionally, Central Florida Regional Hospital is the only hospital in Central Florida to be recognized by The Joint Commission for two consecutive years as a top performer on key quality measures for heart attack, heart failure, pneumonia and surgical care. The hospital is an accredited chest pain center, with PCI offered from the Society of Cardiovascular Patient Care and Joint Commission Certified Primary Stroke Center, and it provides the only full-service

cardiovascular program in Seminole and west Volusia counties, including open heart surgery, interventional cardiology, electrophysiology, cardiac rehabilitation and comprehensive diagnostic services.

In addition to complete cardiac care, Central Florida Regional Hospital also offers spine care and the only acute inpatient medical rehabilitation facility in Seminole County, providing comprehensive physical, occupational and speech therapy to help patients minimize physical or cognitive disabilities and gain greater independence after illness, injury or surgery.

Central Florida Regional Hospital offers a wide range of surgical services, including the da Vinci Surgical System, introduced in spring 2013. The da Vinci Surgical System is a robotic system that provides surgeons superior 3D visualization, improved dexterity, and increased precision for optimal performance of minimally invasive surgery. The da Vinci Surgical System is operated by a surgeon sitting a few feet away from the patient at a console. Using a high-powered camera, the surgeon guides the arms of the robot that holds surgical tools, which are inserted into the patient through small, keyhole-sized incisions. The da Vinci's instruments allow the surgeon to move his or her own hands – and the robot's – to conduct precise movements with extraordinary control and range of motion. The da Vinci's video monitoring system provides a three-dimensional view of the surgery with magnification ten times that of the na-



daVinci Surgical System

ked eye. Patients undergoing laparoscopic surgery with the da Vinci robot may experience less pain, blood loss, and scarring than those undergoing conventional open surgery.

In June 2013, Central Florida Regional Hospital opened The Rehabilitation Center, the only facility of its kind in Seminole County that offers rehabilitation for patients with complex conditions that may include stroke, spinal cord injury, amputation or brain injury. The center helps patients minimize physical or cognitive disabilities and gain greater independence after illness, injury or surgery. It has 13 large private rooms, a physical therapy gym, a home care therapy area and 24-hour immediate access to all hospital services.

*For more information, please visit the website at [www.spedpub.com](http://www.spedpub.com).*



Florida Hospital Altamonte Springs, Florida



Cancer Center Expansion Building

# FLORIDA HOSPITAL

## Altamonte Springs, Florida

As the largest satellite campus within the Florida Hospital system, Florida Hospital Altamonte has been providing state-of-the-art healthcare to the community since 1973. The 341-bed hospital cares for more than 183,000 patients a year, including 73,062 emergency patients and 22,087 inpatients, and oversees over 2,200 baby deliveries annually. Physicians at Florida Hospital Altamonte perform approximately 3,187 surgical and 7,719 outpatient procedures, making it the largest and most comprehensive hospital in Seminole County.

Much of the success and growth that Florida Hospital Altamonte has experienced can be attributed to the world-class team of physicians and staff that provide care to the community each day. Florida Hospital is recognized by U.S. News & World Report as one of America's Best Hospitals in eight specialties. Florida Hospital Altamonte has ranked in the top quartile nationally for overall patient satisfaction, and is exceeding national averages in clinical quality.

As Seminole County's preferred healthcare provider, Florida Hospital Altamonte is expanding to meet the growing demands of the community. Currently under construction is a new, 36-bed inpatient unit that will be dedicated to spine and orthopedic patients. All of the patient rooms on this unit will be spacious and private, allowing for a peaceful environment that patients can share with their family members and guests. For spine patients, the inpatient

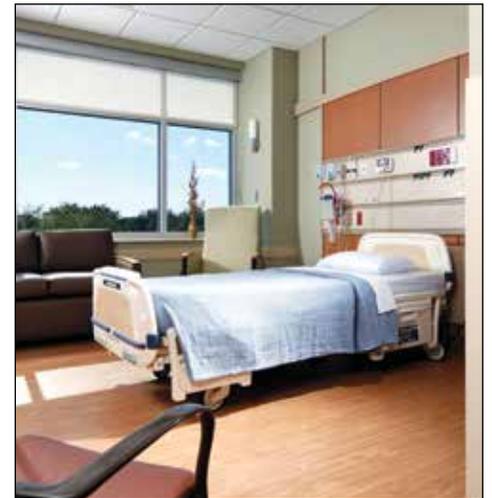
unit will serve as an extension of the Spine Health Institute, a destination spine care center located on the Florida Hospital Altamonte campus that provides cutting-edge, comprehensive services to patients from around the country.

In addition to the construction of a new inpatient unit, other projects that will be commencing in 2013 are the construction of four additional operating rooms to supplement the six operating rooms that are currently in place and a large expansion of The Baby Place that will essentially double the current size of this unit.

As part of a nationally-recognized cardiac center, Florida Hospital Altamonte was named the first accredited chest pain center in Seminole County. It offers an array of interventional and diagnostic cardiac services, including percutaneous coronary intervention. PCI is a non-surgical procedure that relieves chest pain caused by the narrowing and obstruction of the coronary arteries, which bring blood to the heart muscle. This procedure allows more blood and oxygen to be delivered to the heart muscle without having the patient undergo surgery.

In addition to being a premier cardiac center, Florida Hospital Altamonte also offers the county's only comprehensive cancer care, with a dedicated multidisciplinary cancer program.

An important aspect of cancer care at Florida Hospital Altamonte is the Eden Spa. This facility is a full service retail spa that specializes in spa treatments for cancer pa-



Patient Room

tients. This includes services such as wig fittings for patients who may be receiving chemotherapy, bra fittings specifically designed for women who have undergone a mastectomy surgery, and various types of lymphedema therapy including massage and compression garments. All of these services can be provided in a comfortable, spa-like environment. Spa specialists also service the inpatient units of the hospital if a patient can't come to the spa, and visit the chemotherapy floors to give free hand massages to patients during their treatment. Eden Spa accepts most insurance types, and has an assistance program offered through the Florida Hospital Foundation for patients who are uninsured or underinsured.

Other offerings provided at Florida Hospital Altamonte include advanced robotic surgery options and an array of outpatient services including endoscopy, sleep studies, pain medicine and diagnostic imaging with MRI, CT, PET and digital mammography.



Orlando Regional South Seminole Hospital



Quality Safety Board

# ORLANDO REGIONAL

## South Seminole Hospital, Longwood

South Seminole Hospital is part of Orlando Health, a \$1.9 billion not-for-profit health care organization and community-based network of nine hospitals and care centers in the Orlando region. The 206-bed acute care hospital was founded in 1984, and is located in Longwood on State Road 434. The hospital's 30-bed emergency department is able to accommodate over 60,000 patients annually. Smart Care service, for minor emergencies, is available. South Seminole Hospital is also proud to be home to Seminole County's only permanently based trauma helicopter, ready to provide immediate access to the region's only level one trauma center at Orlando Regional Medical Center.

The organization is part of a statutory teaching hospital system that offers both specialty and community hospitals. They are: Orlando Regional Medical Center, Arnold Palmer Hospital for Children, Winnie Palmer Hospital for Women & Babies, Dr. P. Phillips Hospital, Health Central Hospital, South Lake Hospital (50 percent affiliation), St. Cloud Regional Medical Center (20 percent affiliation), and MD Anderson Cancer Center Orlando, which is an affiliate of one of the nation's premier cancer centers, The University of Texas MD Anderson Cancer Center in Houston. Orlando Health's areas of clinical excellence are heart and vascular, cancer care, neurosciences, surgery, pediatric orthopedics and sports

medicine, neonatology, and obstetrics and gynecology.

Another specialty of South Seminole Hospital is its reputable behavioral health center for adult and youth counseling. Bilingual patient care is offered at South Seminole Behavioral Health, an 80-bed inpatient department providing comprehensive care for adults, adolescents and children with mental health diagnoses. Outpatient mental health services are provided by the behavioral specialists department, which is located in a building adjacent to the hospital's campus.

New to the family of offerings at Orlando Health is Physician Associates, one of the largest multi-specialty practices in Central Florida. The group, which joined Orlando Health in January 2013, consists of more than 90 physicians in more than 20 locations.

Orlando Health is also one of Central Florida's largest employers, with nearly 16,000 employees and more than 2,500 affiliated physicians supporting a philosophy of providing high quality care and service that revolves around patients' needs. Each day Orlando Health receives over 110,000 inpatient admissions and nearly 690,000 outpatient visits each year. In all, Orlando Health serves 1.6 million Central Florida residents and nearly 3,000 international patients annually. Additionally, Orlando Health provides approximately \$239 million in support of community health needs.

In recent news, Orlando Health is tak-



Dr. Jamal Hakim



Dr. Thomas Kelly

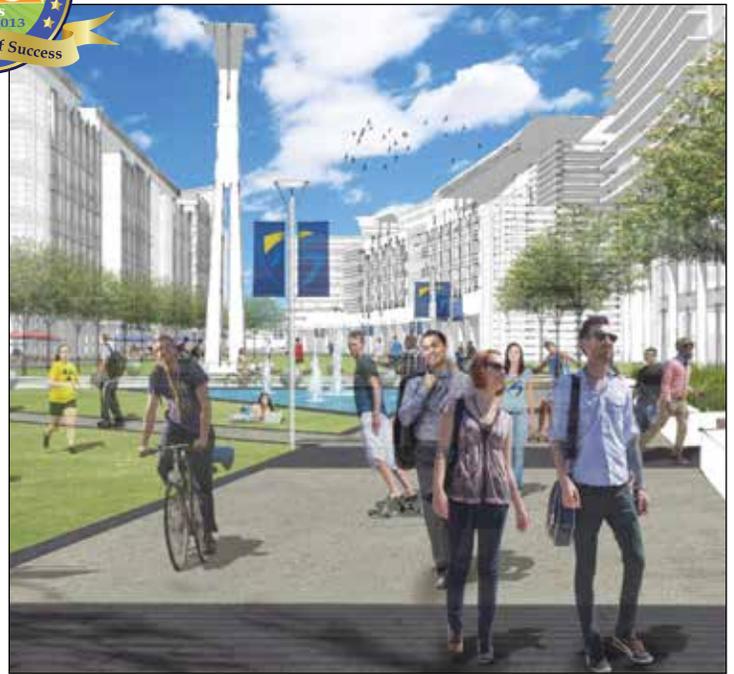
ing its quality and patient care initiatives to the next level by bringing medical outcomes data directly to its patients and their families through digital boards located in patient care units, a program it started in South Seminole Hospital on Wednesday, February 10, 2013. These boards now display information about the number of patients with blood infections, blood clots, urinary infections, falls with injury and bed sores, and include actual outcomes, the hospital's goals for the outcomes, and information regarding how families and visitors can help ensure quality and safety in the health care environment.

"Hospital data has a long history of being reported to government agencies and regulatory entities," said Dr. Thomas Kelly, chief quality officer for South Seminole Hospital. "In recent years, hospital data has become more publically accessible through government reports and other annual releases of information for old or outdated data. What we are doing is new and different from two perspectives – one, we are bringing our information directly to patients, and two, we are sharing very current data."

For more information, please visit the website at [www.spedpub.com](http://www.spedpub.com).



Campus Commons North



Altamonte Springs Master Plan

# EDUCATION EXCELLENCE

Seminole County schools are aiming for success at all levels

## Seminole State College

**S**eminole State opened its doors with humble beginnings, in a former citrus grove in August 1966 with just 800 students in portable classrooms. Today, the college has more than 31,000 students and six sites throughout Seminole County, and offers 192 college degrees, certificates and programs, including five bachelor's degrees, and is the eighth largest institution in the public Florida College System, with campuses in Altamonte Springs, Heathrow, Sanford/Lake Mary and Oviedo.

Currently underway at Seminole State is the college's wellness initiative, which started in August 2013 with the banning of all tobacco products on campus, at all Seminole County sites. As part of this initiative, a wellness center is proposed for the Sanford/Lake Mary campus, which will include 20,000 square feet of space in building H, tennis courts and two acres of adjacent land, and would serve students, employees, and the community. Possible partners for the center include a health clinic, a pharmacy, a physical therapy office and a fitness center.

Besides the new health center, Seminole State's planetarium, a resource in Central Florida for more than 25 years, also has a new facade. The renamed and redesigned Emil Buehler Perpetual Trust



Planetarium at Seminole State College will welcome more than 20,000 visitors, many of them K-12 students. A \$153,000 gift from the Emil Buehler Perpetual Trust funded upgrades that included adaptive seating, an LED lighting system and a fisheye projection system that allows the planetarium to put any type of content on the dome.

Also starting in the fall term of 2013, Seminole State will become the first public college in Florida to offer an associate in science degree in entrepreneurship and small business management. The two-year program will teach students how to identify business opportunities, write business and marketing plans and secure investments. Students who prefer to assist small businesses rather than opening their own will learn how to develop marketing

strategies, appraise other business opportunities from a financial viewpoint and negotiate with investors.

Courses will be offered at the college's Sanford/Lake Mary campus and online. According to the Florida College System, Seminole State is the first among the system's 28 institutions to offer the degree.

Also new for fall 2013, in response to the high demand for professionals trained in cyber security, Seminole State is adding a security specialization within its bachelor of science in information systems technology. The three-course track will prepare students to detect and address computer security threats, including those related to mobile devices and cloud-based computing.

Seminole State will also introduce several new certification programs, starting with an alternative energy certification, an 18-credit hour certificate that aims to expose students to green and emerging technologies in engineering, design and construction. Two other certificates in television production, digital video fundamentals and video editing and post-production, are designed for students seeking employment in the television industry. Then there is a three course certification called the homeland security specialist certificate, which will focus on law enforcement's role in homeland security-related incidents.



John C. Hitt Library

## University of Central Florida

The University of Central Florida, founded in 1963, is the second-largest university in the nation. Located in Orlando, it offers 200 bachelors and masters degrees and two-dozen doctoral programs to students coming from all 50 states and 140 countries to attend classes on UCF's main campus and its 10 regional campuses, located throughout Central Florida. In addition, study abroad programs allow UCF students to study and conduct research in 42 programs in 21 countries.

To date, UCF has become an academic and research leader in numerous fields, such as optics, modeling and simulation, engineering and computer science, business administration, education, science, hospitality management and digital media.

In fall 2012, another 24-hour study space was added to the UCF campus: All Knight Study II, which is located in Ferrell Commons, also home to Pride Commons, a student-run LGBTQ resource center that opened in July. The Knights Helping Knights food pantry also relocated to a larger space in Ferrell Commons in summer 2013, and in spring 2013, a second recreation and wellness center opened in Knight's Plaza, near the Towers communities, to better serve students on that side of campus.

In June, UCF celebrated its 50th birthday with several campus-wide celebrations. During that time, the campus library was also officially renamed the John C. Hitt Library in honor of Dr. Hitt's 20 years of service to UCF as its president.



In sports news, UCF became a member of the American Athletic Conference (the former Big East) on July 1, 2013. The UCF men's basketball team will make its debut in the league on New Year's Eve, when it hosts defending national champion Louisville. A schedule of 17 games will be played on the new blacktop floor at the CFE Arena (formerly the UCF Arena, which was renamed this past summer).

In August, about 80 science, technology, engineering and math professionals started teaching the next generation of thinkers full-time as part of UCF's resident teacher professional preparation program. The program is funded by a \$10 million Race to the Top grant from the Department of Education, and it covers tuition and fees for recent STEM graduates interested in teaching. The program places students working toward master of arts degrees in teaching into local classrooms to help respond to the national need for skilled workers in the science, technology, engineering and math industries. The first cohort of students in the program, known as RTP3, graduated this summer.

A new first-year housing community,

Neptune, opened in fall 2013. Neptune's three buildings are part of the Academic Village area of campus, and they are home to 650 beds. Another off campus property, NorthView, opened in fall 2013 as well, and is being managed by UCF Housing & Residence Life.

A new garage near the Academic Village with just under 1,100 spots is scheduled for a December completion. Classroom II, which will include more classroom space and a home for UCF's ROTC program, is expected to open in early 2014 near Memory Mall.

Also new for fall is a student group called First Knights Organization, which was designed to help first-generation students adapt to campus life and find ways to get involved.





## Seminole County Public Schools



### Choices Department

For more information about:

- Magnet Schools and Programs
- Northeast Cluster and Northwest Region Schools
- Student Transfer Options

### Early Learning in Seminole County

Seminole County is a growing community with growing families. According to recent census data, more than 20,000 children in Seminole County are under age five. These children are at the phase of development that is most critical for building the social emotional and cognitive skills necessary for future success in school and in life. Experts in the field of early childhood development have proven that exposing children to high quality learning environments as early as infancy is essential to developing the language skills, gross and fine motor skills and self-regulation skills needed to be ready and eager to learn when entering kindergarten.

Quality early learning environments can be created in a variety of settings: homes, public schools, private early learning programs or worship facilities. The Early Learning Coalition of Seminole helps parents locate and identify high quality early care and education programs, and offers technical assistance and professional development to child care providers.



**Choices Department**

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Monroe Harbour Marina in Sanford

# SEMINOLE QUALITY OF LIFE

Seminole County offers recreation and entertainment galore to visitors and residents

Just a short drive away from Central Florida's busy theme parks, Seminole County offers visitors and residents alike a few attractions of its own, in the form of pristine, untouched nature and wildlife. It's no wonder that Seminole County is called Florida's natural choice, with its many parks and trails to enjoy. It also has more than enough to keep residents and visitors entertained through its fine dining options, upscale shopping choices and great entertainment, for culture without the clutter.

## Parks and recreation

Located just minutes from Orlando, Seminole County puts patrons close to some of the best natural attractions Florida has to offer, where they can canoe on crystal-clear rivers, enjoy a thrilling airboat ride, or go horseback riding on scenic trails. As a matter of fact, Seminole County has over 2,000 rivers and lakes to explore, including the scenic St. Johns River, Florida's

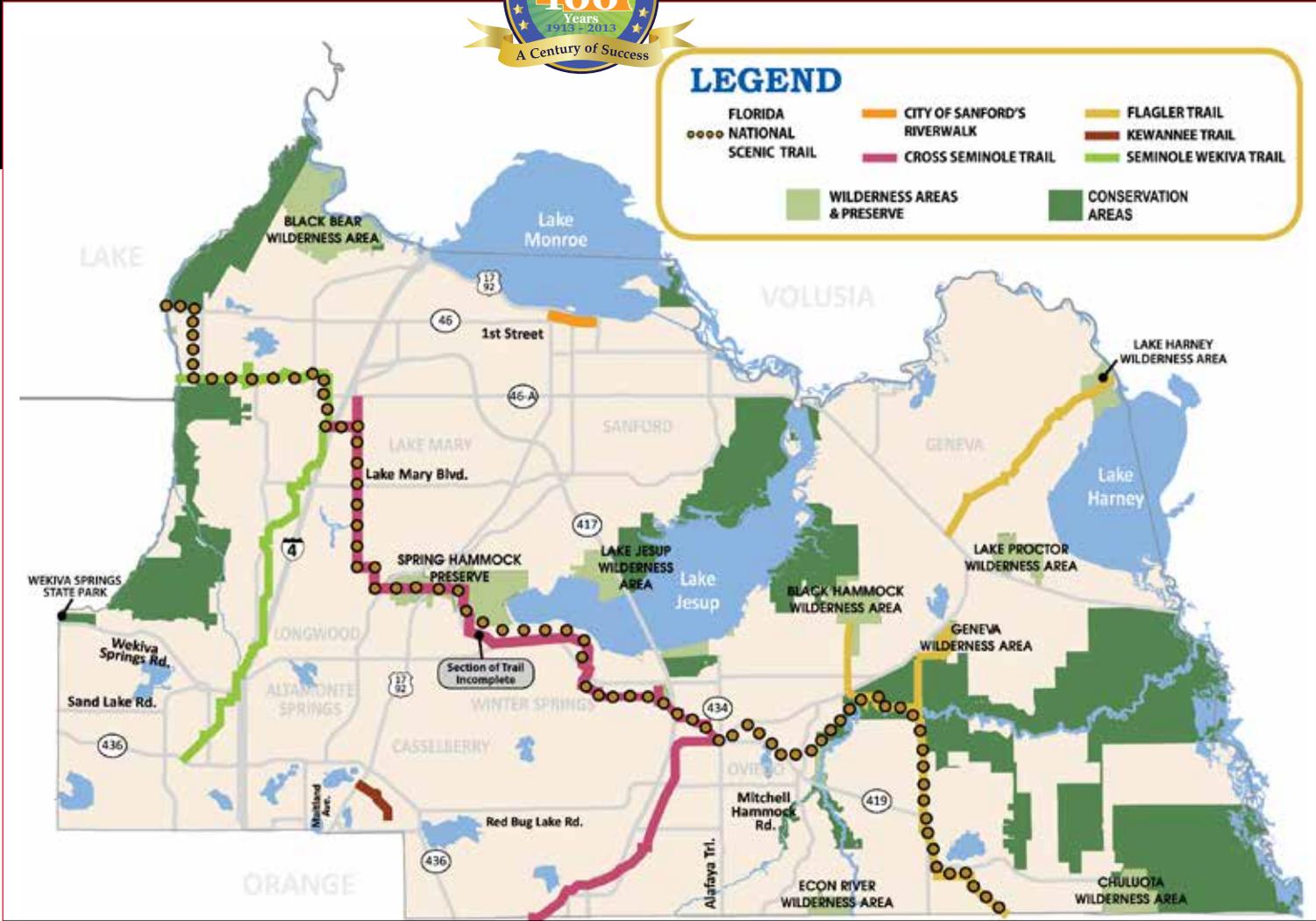
longest at 342 miles, and the Wekiwa River, located in the Wekiwa Springs State Park. The name Wekiwa comes from the Creek Indian word for flowing water. About 42 million gallons of this water well up daily from Wekiwa's main spring, where visitors can enjoy swimming, canoeing, kayaking or tubing. One of Florida's two federally designated "Wild and Scenic Rivers," the Wekiwa River is home to an incredible variety of wildlife. For those who enjoy adventure and nature, Wekiwa Springs State Park offers both outfitted and non-outfitted overnight camping excursions.

Adventurous visitors will enjoy seeing alligators on an exciting airboat ride on Lake Jessup. Those who like sailing will like Monroe Harbour Marina in Sanford, where they can dock their own boat and find an abundance of ramps to quickly and easily get on the water, learn to sail, or rent a sailboat or charter. Daily boat rentals are offered on fully-equipped fishing and pontoon boats, where patrons can enjoy

a day of fishing or cruising on the scenic St. Johns River. In Seminole County, there is plenty of bass or flats fishing on crystal clear lakes, rivers, bays and lagoons.

For those who prefer to stay on land, Seminole County has more than 30 parks and preserves that make it a favorite destination for bird watching, wildlife study, nature photography, hiking and bicycling. Even pets can enjoy Seminole County parks, as there are several dog parks throughout the county.

For those who prefer to see their wild animals behind bars, there is the Central Florida Zoo and Botanical Gardens, a relaxing, entertaining and educational experience for the entire family. Located in Sanford since July 4, 1975, the Central Florida Zoo is accredited by the American Association of Zoos and Aquariums, an independent accreditation commission. The zoo has 400 animals on display, not counting the bugs in the Massey Services Insect Zoo.



**LEGEND**

- FLORIDA NATIONAL SCENIC TRAIL
- CITY OF SANFORD'S RIVERWALK
- CROSS SEMINOLE TRAIL
- WILDERNESS AREAS & PRESERVE
- CONSERVATION AREAS
- FLAGLER TRAIL
- KEWANNEE TRAIL
- SEMINOLE WEKIVA TRAIL

For those who like adventure, Segway x2 Adventure Tours are available at the zoo by reservation. Visitors can also take to the sky and enjoy an aerial adventure course, ZOOM Air Adventure Park, and on the weekends they can experience a rock climbing wall, while children can jump the trampoline bungee.

Also for the kids, the zoo offers the KaBOOM! Playground, in partnership with KaBOOM!, Forester, William and Kathlene Hohn, and over 300 community volunteers. The 2,500 square foot playground features a triple slide, tire swing and many other exciting features for children to enjoy.

For those visitors who like to get wet, they can bring their flip-flops and swimsuits to cool off in the Wharton-Smith Tropical Splash Ground. Domestic animals can be viewed in the Animal Adventure Children's Zoo, or patrons can see the Southeast's largest collection of venomous snakes and non-venomous reptiles in the Central Florida Zoo's Herpetarium. In addition to being open to the public, the zoo is also available for

hosting private events.

Besides its vast variety of parks, Seminole County is also home to several miles of picturesque trails perfect for hiking, biking and enjoying the sights and sounds of nature. The Great Florida Birding Trail runs across several Seminole County wilderness areas, giving visitors the chance to experience some of the world's most enchanting birds. They can also discover some of the most scenic areas of the county on the Florida National Scenic Trail, a 1,300-mile trail that runs from the Panhandle to the Everglades. The Florida National Scenic Trail is mostly unpaved, except through the Lake Mary area, where it crosses the Seminole Wekiva Trail and the Cross Seminole Trail.

Seminole County is constantly making improvements to its trails system, which includes boardwalks, footbridges, scenic overlooks and educational facilities, as well as adding new projects. These include the Black Bear Wilderness Area, the Lake Harney Wilderness Area, and the Geneva Wilderness Area.

At over 1,600 acres, the Black Bear Wil-

derness Area is Seminole County's largest and possibly the most "wild" of its properties. Due to its location on the St. John's River floodplain, a majority of the site is inaccessible due to flooding for most of the year. As such, this project will involve installing a boardwalk traversing a wet and otherwise impassible area, as well as the construction of 2,000 feet of boardwalks to create a six mile loop trail along the St. Johns River and its adjacent swamps and floodplain, enabling greater enjoyment of the area's beauty and wildlife.

The Lake Harney Wilderness Area is a 300-acre property located on the north shore of Lake Harney, which provides expansive views of the floodplain and is quickly becoming a popular destination for picnics, hikers and bird watchers. Unfortunately, much of this site is subject to flooding during the rainy season, making approximately half of the two-mile trail system inaccessible. As such, this project will include installation of a crushed shell trail from the parking area leading to a boardwalk that would gently rise through a forested canopy to its terminus at the



Elephants at the Central Florida Zoo

forested edge of the Lake Harney floodplain, making this site's most attractive features accessible all year.

Last but not least is the Geneva Wilderness Area, which has always been the county's center of educational activities. For over a decade, schools, special interest groups and families have enjoyed a variety of programs in this area. Over the last several years, the demand for these activities has increased, especially from schools, which often come with as many as 125 students, necessitating a second covered area to conduct programs. As such, this project would include the construction of a 50 to 60 seat "Florida Cracker" style pavilion, with restrooms, water fountains, and shade. This project also includes the construction of a 2,500 square foot fishing pier, enabling the expansion of educational and public programming opportunities.

### Shopping

For those who like to shop 'til they drop, Seminole County has a wide array of shopping selections to feed any shopaholic's addiction. To start, there are three shopping malls featuring major chain stores as well as unique specialty shops. These include the Altamonte Mall, which offers major anchor department stores as well as a number of smaller boutiques for all price ranges. With over 180 specialty shops, department stores and restaurants, and an 18-screen AMC movie theater, the Altamonte Mall is the ultimate one-stop shopping experience.

And if that's not enough, there's Uptown Altamonte, which has street shops and a park area with a square for weddings, festivals and city holidays.

Next is the Seminole Towne Center in Sanford, which features five anchor tenants along with 120 specialty stores and an innovative array of dining and entertainment options, including a United Artists movie theater. Whatever your preference, the Seminole Towne Center mall's 1.1 million square feet of retail space has some-

thing to match any interest.

And if that's not enough, the Marketplace at Seminole Towne Center has a dynamic array of retailers and restaurants as well.

Last, but certainly not least is the Oviedo Marketplace, which offers 95 retailers, numerous restaurants and a movie theater.

But malls aren't the only shopping at-

tractions available in Seminole County. One of the oldest is the Flea World flea market. Located in Sanford, the air-conditioned flea market offers aisle after aisle filled with bargains in every conceivable category in its 2,000 indoor booths. Antiques abound in Longwood, at the various shops found in the historic downtown. Then there is historic downtown Sanford, which is sure to be of interest to those looking for something unique, with over 60 shops, boutiques, and restaurants lining brick streets with charming store-



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fronts that sell imported goods and fun, vintage kitsch. With its brick walkways and tropical foliage, downtown Sanford has become a welcoming destination for strolling and shopping.

In Heathrow/Lake Mary, Park Place and the Colonial TownPark provide upscale shopping and dining options. Another mixed-use development is the Winter Springs Town Center, which features a variety of upscale stores and restaurants, prime office space for businesses and luxury condominiums surrounded by the outdoor beauty of the nearby wetlands of Lake Jesup. Along with parks, plazas, green spaces and architecture reflecting a vibrant Mediterranean style, live entertainment at this location is scheduled around different holidays by the city of Winter Springs.

**Dining**

Dining choices abound in Seminole County, feeding appetites and budgets of all tastes, from the economy to the exquisite.

The city of Sanford has a growing variety of restaurants, with recent additions including well-known chains Carrabba's



**ZOOM Air Adventure Park, a zipline attraction at the Central Florida Zoo**

Italian Grill, Buffalo Wild Wings and Longhorn Steakhouse, and Cheddar's Casual Café, a Texas transplant that offers classic American cooking in large por-

tions, with most entrees under \$20.

In Lake Mary, new offerings include BurgerFi, which serves up classic American hamburgers, fries, and onion rings in an earth-friendly environment. BurgerFi burgers are made from all-natural, grass-fed Angus beef, with no chemicals or additives. Specialty menu items include Kobe beef hot dogs, gourmet toppings, delectable desserts, craft beers and wine, and healthier menu selections like veggie and quinoa burgers.

Furthermore, each BurgerFi is built to be environmentally sustainable, with green elements like chairs made from recycled Coke bottles, tables made out of compressed recycled wood, large fans that use 66 percent less electricity, and a low carbon footprint with recycling programs for all items used.

In nearby Heathrow, diners can take an exotic culinary adventure without ever leaving the county at Istanbul Turkish Cuisine, which, as its name indicates, serves authentic Turkish food in an elegant atmosphere with a convenient location near the Marriott.

In Altamonte Springs, there is Anthony's Coal Fired Pizza, which has locations



**Early Childhood Education**

**School Readiness**

The School Readiness program offers financial assistance to income eligible working families to help pay for child care. Readiness is designed to help children become ready for school by focusing on developmentally appropriate cognitive activities along with social, emotional and character development concepts. Phone: 407-960-2460.

**Voluntary Pre-K (VPK)**

Voluntary PreKindergarten (VPK) is a legislatively mandated program designed to prepare Florida's four-year-olds for kindergarten and build the foundation for educational success. Participation is free for all children who are age four or older before Sept. 1 of the current school year. Phone: 407-960-2460.

**Child Care Referral**

The Child Care Referral Service (CCR&R) offers parents a comprehensive list of child care providers based on criteria of importance as identified by each family (e.g. hours of operation, location, age of children accepted by the program, faith-based, etc.) This service is free and available to all parents regardless of income. Phone: 407-960-2468.

**Inclusion Services**

The Coalition supports children with special needs being included in quality early childhood programs. We work to ensure child care providers and parents have a resource with expertise and knowledge for successful inclusion. Phone: 407-960-2480.

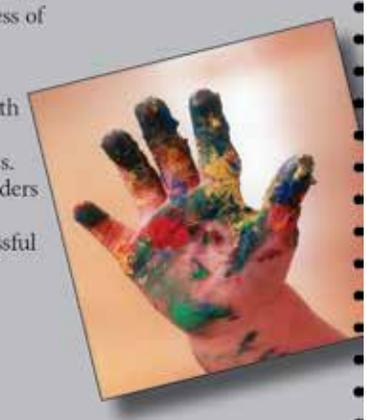
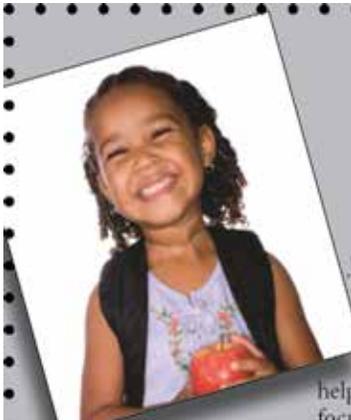
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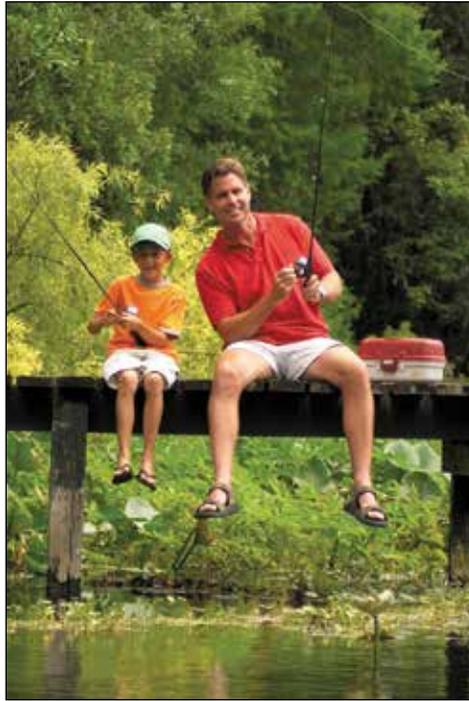




in Florida, Connecticut, Delaware, New Jersey, New York and Pennsylvania. Pizza at this eatery is baked in an 800-degree oven, and takes only four minutes to cook and then enjoy in a classic, casual environment. Other menu offerings include coal-oven-roasted chicken wings topped with caramelized onions, Anthony's signature salad and a variety of classic Italian items, like Eggplant Marino, named for Dan Marino, an Anthony's Coal Fired Pizza partner.

**Entertainment**

Despite being located at a distance from Central Florida theme parks, Seminole County is far from being short on entertainment for all ages. For film-lovers, multi-screen movie theaters are conveniently located at each of the malls, as is The Picture Show, a discount theater located in Altamonte Springs, across S.R. 436 from Uptown Altamonte. This theater offers \$1 movies on Tuesday nights, has digital screens, and now offers 3D movies at incredibly low pricing. Uptown Altamonte itself also offers a variety of fun activities at no cost. Weekend events include family and community activities



for all ages.

Throughout the county, live music can also be heard at many bars and clubs, par-

ticularly on the weekends.

As far as art lovers are concerned, fine art can be found abundantly throughout Seminole County. The Sanford Historical Museum features exhibits on local history and the life of the city founder, and the Casselberry Art House offers exhibits, workshops and art classes.

For live theater, there's the Wayne Densch Performing Arts Center in Sanford, a beautifully restored historic Vaudeville theater that hosts a wide range of performances: plays, musicals, ballets, operas, recitals, pageants and lectures.

Countless spas make it easy to pamper yourself in Seminole County, each offering relaxing services like a full-body massage, manicures and pedicures, a renewing facial or a body wrap. Many are conveniently located near area accommodations, enabling patrons to feel refreshed, rejuvenated and recharged.

Truly, there are so many things to do in Seminole County, too many for a mere article to do more than provide a simple taste. With so many shopping, dining and entertainment destinations, there's more than enough to keep anybody from getting bored.

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### **Overset Page 18-Transportation**

In consultation with local government partners, FDOT has identified 17 potential stations along the eventual 61.5-mile SunRail route through four counties. For these identified locations, FDOT is currently building site-appropriate stations with covered platforms, seating, security, information and ticket kiosks, and parking at suburban stations. Local governments may wish to fund upgraded stations by adding retail opportunities such as coffee shops, newsstands and dry cleaners. These basic station site costs are approximately 25 percent to 30 percent of the total SunRail budget. The capital cost for SunRail will also include a new state-of-the-art signal system for train operations, and upgrades for the at-grade crossing warning system. This new signal system will replace a 25-year-old signal system, and will provide a safe and efficient bi-directional commuter rail operation.

After departing SunRail, commuters can expect to reach their destinations in a number of ways. Most commuters will probably be able to walk to their destinations. The rail cars – the first of which arrived in late July 2013 – will be able to carry bicycles, so cycling is also an option. Large employment centers may choose to operate shuttle services, which FDOT is coordinating through reThink, the department's local commuter assistance program. Finally, the LYNX and VoTran bus systems will serve train stations as part of an enhanced route structure once SunRail becomes operational.

In addition, more trains may be added if locals wish to pay for the service. Fares are expected to be \$2 for a one-way ticket, plus an additional \$1 charge for travel between counties. Half-price fares will be offered to seniors, children and the disabled, and substantial discounts will be provided for frequent riders.

### **Overset Page 33**

The Rehabilitation Center's team of doctors, nurses and therapists is dedicated to improving, maintaining or restoring physical strength, cognition and mobility through a customized plan for each patient.

In recent news, the Oviedo ER, a department of Central Florida Regional Hospital, will open in fall 2013, bringing efficient, high quality emergency care to east Seminole County. This freestanding emergency department will be located on a 26-acre site at the intersection of Red Bug Lake Road and the 417 Greenway. When open, the 11,000-square-foot, one-story facility is expected to serve more than 10,000 Oviedo and east Seminole County residents a year. The \$9.7 million project will feature 12 private patient care rooms, and will employ 35 full-time staff members and four emergency medicine physicians. The freestanding emergency department in Oviedo will operate as a full-service emergency room providing 24/7 emergency care for both pediatric and adult patients. The new facility will offer comprehensive emergency services including a dedicated trauma room as well as laboratory services and diagnostic imaging, including CT scan, ultrasound and x-ray. Oviedo ER will be staffed by physicians specializing in emergency medicine and nurses certified in advanced cardiac life support and pediatric advanced life support.

### **Overset Page 35**

For example, the first digital board reveals zero falls with injury during the first quarter of the fiscal year, for the Progressive Care Unit. The hospital's goal was zero. In another example, five patients developed a blood clot during hospitalization within the same time period, for the same unit. The hospital's goal was zero.

The digital boards will be updated monthly to reflect the previous six month period.

"We recognize this is new territory for hospitals and patients," said Dr. Jamal Hakim, chief of quality and transformation of Orlando Health. "Few facilities are so transparent and forthcoming with this kind of information. We see this as not only an opportunity to share specific information about our outcomes, but also as an opportunity to educate the public about our initiatives, what we are doing to improve and cultivate a more open dialogue with our patients and their families to discuss steps we can all take to ensure better health in the hospital and at home in our community."

Part of the initiative includes strategies for improvement. For instance, components of South Seminole's falls prevention strategy include nurses checking on patients' needs hourly, limiting medications that cause dizziness, and educating all patients and families about fall prevention. For blood clot prevention, solutions include new software and a risk factor assessment to ensure clinicians more readily identify, evaluate and treat higher risk patients.

Clinicians and other team members have been involved in the initiative, and are prepared to explain what the information means to patients and families, and answer any questions or discuss concerns.

"We recognize every outcome will not be easy to share, and we recognize every question from a patient or family member won't be easy to answer," Kelley said. "We have always been committed to quality care, and we have always sought ways to improve. This new journey will allow us to share more information, and share it more often, strengthening our commitment to accountability. Educating patients and families about the reasons behind the hospital's safety and quality requirements and expectations contributes toward diminishing the normal concerns and anxieties associated with a hospital stay."

The initiative is part of Orlando Health's Patient First Strategy, a model of care that puts the patient first by promoting seamless coordination of all aspects of the patient experience by delivering integrated, high quality, outcome-driven care. As part of this program at Orlando Health, health care teams will continue to review data and use it to identify opportunities for continued improvement.