



We are here in Fort Lauderdale, a subtropical urban epicenter, because somewhere along our life's path of discovery we chose to stay and make it our home. Fort Lauderdale is our City of choice. It is the place where we apply our energy and creativity through our work, and the community where we forever want to spend our time. This is the City where we find excitement, where we can truly relax, and where we always have FUN!

## WE ARE HERE

*We are an urban center and a vacationland in the heart of South Florida.*

The Visioning effort highlighted the need to create strong **Fort Lauderdale identifiers** - **beautiful gateways, stunning bridges, iconic landmarks** - and memorable effects that would bring about a unique **sense of place**. To accomplish this, artistic community leaders convened neighbors to draw inspiration and worked with local planners and architects to identify opportune locations and attractions. They worked with business leaders to develop the image of the Fort Lauderdale brand, something that the entire community is now proud of, and that earns us local and international recognition.

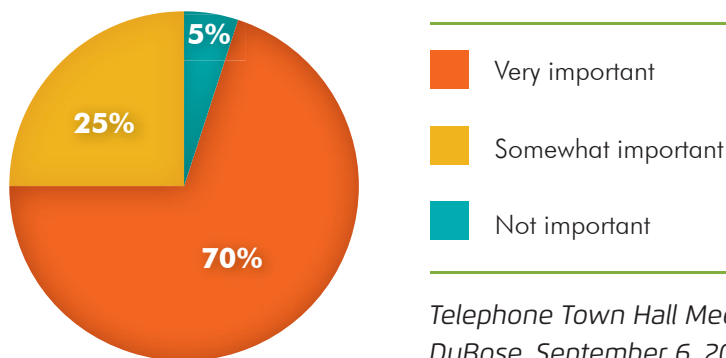
The Visioning effort helped us realize that all of the qualities we needed to live a full, healthy and balanced lifestyle existed here in Fort Lauderdale. In 2012, we could play tennis outdoors, year-round at Holiday Park, cruise along the New River on a Water Taxi, and stroll along the Riverwalk after dinner on our way to seeing a show at the Broward Center for the Performing Arts. We discovered that being here meant never wanting to leave. It occurred to us that we were at the cusp of transcending above and beyond our imagination. We were already in a place where countless opportunities existed and, at the time, we were confident that our dreams for this City could be achieved if our unique beach, waterways, Riverfront, and public spaces were given the attention they needed in order to realize their true potential.



*“People are social animals and want to gather. We look for places where we can live, work, and play...” - Big Ideas Event, 2012*

Now, in 2035, these assets have been remarkably updated and enhanced. Riverwalk is an active, vibrant destination that connects the Broward Center for the Performing Arts with Riverfront, the Museum of Art, and Las Olas Boulevard. During the day and at night, people of all ages gather in our new City Center to **experience Fort Lauderdale’s artistic and cultural offerings, scenic beauty, and vast array of shopping, dining and entertainment amenities.** Our reenergized downtown has created greater access to the **outdoors, more active green spaces lined with fountains, playgrounds, statues, and local public art.** In 2035, it is easier to enjoy a healthy **outdoor lifestyle** in our public spaces. People now choose to walk, rather than drive, down the block to embrace our **cultural festivals.** People maneuver along wide pathways by foot, on bikes, rollerblades, and skateboards, enjoying plenty of room to safely connect to their favorite places.

How important do you think arts and culture are to the future of Fort Lauderdale?



*Telephone Town Hall Meeting with Commissioner DuBose, September 6, 2012*

The 2012 Visioning outreach effort captured 88 ideas that expressed an interest in having **increased parks and green space** and 47 ideas for **community centers**. From adding more **community and recreational facilities**, to building a **fishing pier, amusement park and water park**, to opening an **aquarium and downtown zoo**, residents and stakeholders provided an endless amount of ideas to enhance Fort Lauderdale. The City began **converting unused open and vacant spaces into parks** and lively public places. Today, these **family-friendly** spaces are enjoyed year-round by neighbors and visitors.



In 2035, Fort Lauderdale beach is **stunningly clean and beautiful**, and a main attraction for visitors and residents alike. It serves a greater purpose now that it is easier to get to, not as crowded with cars, and **has sand dunes** that offer protection from high tides and storm surges. **Public access points to the waterways, pocket parks and kayak launches** along the Venice of America's **waterways, canals, rivers, and Intracoastal** are too numerous to count. Our waterways are very popular and used regularly by visitors soaking up the scenery, paddle boarders stopping by their favorite place to grab lunch, and daily commuters on their way to work in their kayaks. Today, we make bold choices to embrace new challenges, such as mastering the art of riding a wave on a kiteboard, or entering a photo contest after taking pictures of migratory birds during our weekend visits to Fort Lauderdale's iconic **beach**.

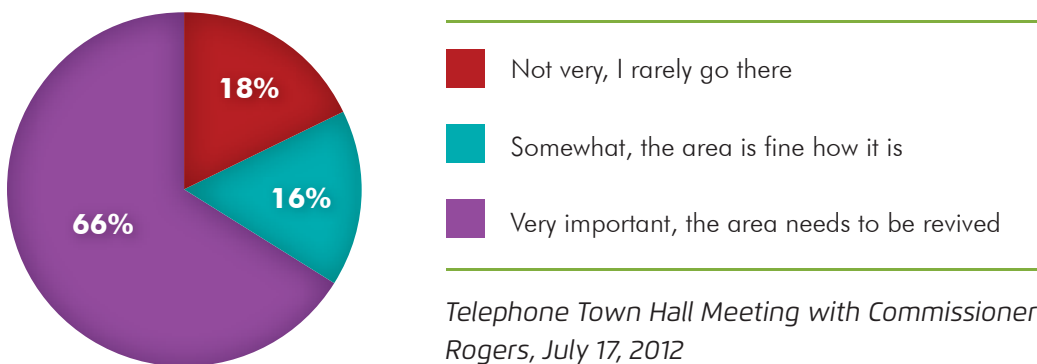
*"I came to Fort Lauderdale for the weather and laid-back activities. It was my escape. There were activities that got people outside. I loved walking along the river. I loved riding bikes. I want Fort Lauderdale to return to many years ago. Natural. More areas to relax and enjoy." - Open House, 2011*

*“There are good bones here. There is a little something for everybody – upscale, downscale, and everything in between. We need to define for ourselves what ‘space’ our City occupies in Broward, in South Florida and in the nation.” - Stakeholder Interview, 2011*

Fort Lauderdale’s swimming heritage dates back to the 1920s when the City first opened the “Casino Pool.” Today, over a century later, the best Olympic competitors are trained and coached here, perfecting their skills at our state-of-the-art **International Swimming Hall of Fame** and **Aquatic Complex** campus. Fort Lauderdale is **recognized as the world’s leading destination for swimming and diving**. Each year, hundreds of thousands of visitors flock to our signature **professional sports stadium** to enjoy these competitive water sports and help support our local economy.

People from all over the world come to Fort Lauderdale to be inspired. We are a world-class destination where visitors can relax and enjoy our iconic beach, historic neighborhoods, arts and cultural offerings, and our unique and extensive waterways that form the fabric of our community. *We are here, and we are prosperous.*

How important do you think the development of Riverwalk is to the future of Fort Lauderdale?



*“Fort Lauderdale should emerge as the premier place to live if you wish to be outdoors.” - Open House, 2011*



## » IMAGINE 2035

*"I was born and raised in Fort Lauderdale. My fondest memory was being able to sit on my great-grandfather's porch and watch the Air and Sea Show." - Open House, 2011*

Fort Lauderdale continues to be the Yachting Capital of the World and the host city for the internationally renowned Fort Lauderdale Air and Sea Show. Growing up in the City, the Air and Sea Show was the highlight of my summers. Today, it continues to be a summer tradition, and is the one event my entire family makes sure to attend every year. Spending the day at the beach with my family and watching my growing children continue to be amazed by the aerial acrobatics of the fighter jets, is truly a special experience that only happens in Fort Lauderdale.

While the Fort Lauderdale Air and Sea Show continues to welcome active military personnel, Veterans, and civilians alike, drawing millions of attendees, a few things have changed over the years. The Air and Sea Show has become a national demonstration in modern, clean energy jets, solar powered gliders, and water-propulsion sea crafts. It has gained a worldwide following and is now the kick-off to Military Week in Fort Lauderdale, a series of events that highlight all of the Armed Forces, particularly the Navy, Air Force and Coast Guard. The Air and Sea show reflects Fort Lauderdale's **strong patriotic allegiance**, and is a national tribute to forever honoring our Veterans' service.