



## MEET YOUR MAYOR AND CITY MANAGER

During his tenure in office, Maitland has completed many important projects such as annexation of areas west of I-4 and Dommerich Hills, adoption of the Greenwood Gardens, Ridge-wood and Dommerich Estates Quality Neighborhood Programs, development of a Parks Master Plan, building of our Public Works Facility along with our West Side Fire Station and creation of a Community Redevelopment Agency which will allow for the revitalization of downtown Maitland. Also the city has embarked on its Town Center Project which will include a new Public Safety Complex, City Hall and provide citizens of Maitland with a center piece for their new downtown area.

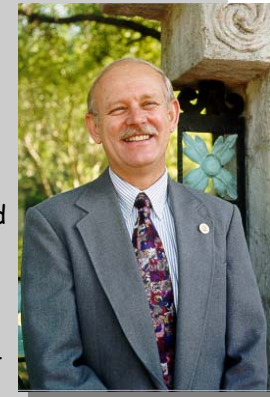
Prior to his election as Mayor in 2000, Sascha was Vice-Mayor of Maitland and served on Maitland City Council from 1996 to 1999. While on City Council, he was Chairman of the Maitland Police and Firefighters Pension Board, served on the Cultural Corridor Trust Fund Committee and was Council Liaison to the Senior Citizens Advisory Board. Before being elected to City Council in 1996, he served as Chairman of the Lakes Advisory Committee and helped write the Stormwater Lakes Management Plan.

Sascha Rizzo graduated from Rutgers University with a degree in economics before moving to Central Florida to attend Rollins College, where he earned his MBA. Sascha has earned the right to use the Chartered Financial Analyst designation and is a member of the Orlando AIMR Society

He is a First Vice President for the Sun Trust Private Client Services. Sascha and his wife, Linda, live on Lake Sybelia Drive with their children Skylar and Sam.

### Major Achievements:

- Bachelor of Arts in Economics - Rutgers University
- Master of Business Administration - Rollins College
- Chairman and member of Lakes Advisory Committee from 1993 to 1996
- Vice Mayor and City Councilman for City of Maitland from 1996 to 1999
- Chairman Maitland Police and Firefighters Pension Fund from 1996 to 1999
- Council Liaison to the Senior Citizens Advisory Board from 1998 to 1999



Dean Sprague was born in Belfast, Maine, and is extremely well traveled having lived in the states of California, Pennsylvania, South Carolina, North Carolina, Georgia, Virginia, and Florida. Dean attended and graduated from California State University at San Diego, Georgia Institute of Technology, and the University of Central Florida. He has obtained a Bachelors and Masters Degree in Public Administration.

His well-rounded professional career began in the fast-paced advertising/marketing world where he owned his own marketing agency. He then turned to the government arena because of the opportunity to make a real contribution in the public sector. He started out working on a 208 water quality management project for Volusia County, which inspired him to return to school and achieve a Graduate Degree in Public Administration.

Career wise, "watching people use and enjoy the services and facilities of the city" is what motivates him day in and day out. Success is measured by task completion and watching his children develop into productive citizens while pursuing and achieving their own dreams. Dean's motto or credo in life is "success, honesty, character, integrity, trust, and teamwork, without them nothing is sustainable." The most enjoyable part of his career is working with people; team building to address issues, problems, and opportunities. The next potential hurdle left to leap is returning to school to earn his PH.D in Public Policy.

In 1997 the University of Central Florida's Alumni Association named him "Health & Public Affairs and Public Administration's Alumni of the Year." Dean and his wife Bev have two sons, Jason and Christopher and a daughter Britany.

### Major Achievements:

- In 1997 the University of Central Florida's Alumni Association named him Health & Public Affairs and Public Administration's Alumni of the Year..
- Master of Public Administration- University of Central Florida
- Past President of UCF Alumni Association- Public Affairs
- 1997 Alumni of the Year, UCF, College of Health & Public Affairs
- Member of PI ALPHA ALPHA - National Honor Society for Public Affairs & Administration
- Adjunct Professor, College of Health and Public Policy, UCF
- Board of Director member of the Maitland Rotary Club

# Maitland History

Maitland, one of the oldest incorporated municipalities in Central Florida, is a city rich in history. The area was once called Fumelchiga (Musk Mellon Place) by the Seminole Indians before it was established as Fort Maitland in 1838 by the U.S. Army. The fort was named after captain William Seton Maitland, a hero of the Seminole Wars who, ironically, was never in this area, having died in a battle near Tampa. At that time, the only way of getting to Central Florida was by boat from Jacksonville down the St. Johns River to Fort Mellon (Sanford), then by horse or foot. Fort Maitland was a small fort built on the west shore of Lake Maitland as a rest stop between Fort Mellon and Fort Gatlin (Orlando). What is now Maitland Avenue was part of the Old Black Bear Trail, which ran from Montreal, Canada to St. Petersburg, Florida, and passed by the fort.

When the Indian wars ceased and the fort had been torn down, people began settling in this area because of the natural spring water and extensive pine forests. At the close of the Civil War, settlers came buying large tracts of land, clearing them and planting citrus groves. The first deed for property in the city was written in 1873 to George H. Packwood who built a large hall for town meetings and social gatherings. Packwood Hall, since burned down, was located where City Hall now is. There was a large hotel, Park House, built between Park Lake and Lake Catherine, which became the winter resort for famous people of the time, including two presidents, Grover Cleveland and Chester Arthur.

By 1876 the orange trees were coming into production and difficulty in marketing the fruit caused Dr. Haskell, of the Boston Herald newspaper, to form a syndicate and construct a railroad from Jacksonville to Maitland. This was completed to Maitland in 1880 and for several years, Maitland had an ice factory, two livery stables, and besides the citrus groves, a large packing house in the center of town. As many as 300,000 boxes of fruit were to be shipped each season. The city was incorporated as the Town of Lake Maitland in 1885. After two years of devastating, tree killing freezes in 1894 and 1895, many of the grove owners were so financially affected that they left Florida. The town survived, however, and wealthy visitors kept coming to enjoy the climate. By 1926, Maitland had its largest year in citrus.



In the 1950's the space age had the eyes of the nation on Central Florida. The Martin Marietta Corporation, as we know it today, moved from Baltimore to Orlando. Families were moved down in contingents of two or three hundred at a time. Due to its proximity to the plant, Maitland became a natural place for them to come. In 1959 a new city charter changed the name from Lake Maitland to Maitland.

# Maitland History

In the 1960's, Maitland Avenue and Orlando Avenue (U.S. Highway 17-92) came alive with building construction. Supermarkets opened, as did restaurants, service stations, condominiums, garden apartments and churches. Even though the nation was in a recession, the arrival of Disney World, in 1971, to the Orlando area, had a strong impact on the continuous growth of Maitland. New buildings were sorely needed and numerous older buildings were demolished, including those on the site of the new City Hall, Fire, and Police Departments Buildings with the new City Hall complex being completed in 1975.

The growth of the city continued to spiral during the 1970's. Between 1972 and 1979, five branch banking establishments moved to Maitland, and twelve new residential subdivisions were developed. Late in the 1970's, 226 acres of land were purchased by an Atlanta, Georgia firm and developed into Maitland Center west of Interstate 4. Maitland Center is within the city limits and continues to grow.

While growth continues, residents of the city are proud of the city's past and actively pursue preservation of historical residences. A "historical corridor" has been established. This corridor encompasses old residences still standing and occupied in the Lake Lily-Lake Catherine area and extending through the Central portion of the city. Examples of these homes are: the Arthur O'Heir House (1885), Chadburne Hall or High Oaks (1890), the James Arch House (1885), the Robert L. Wagner House (1881) and the Hill-Stone House (1908). Also, the Florida Audubon Society was founded in Maitland and continues in its protection of wild birds on Lake Sybelia.



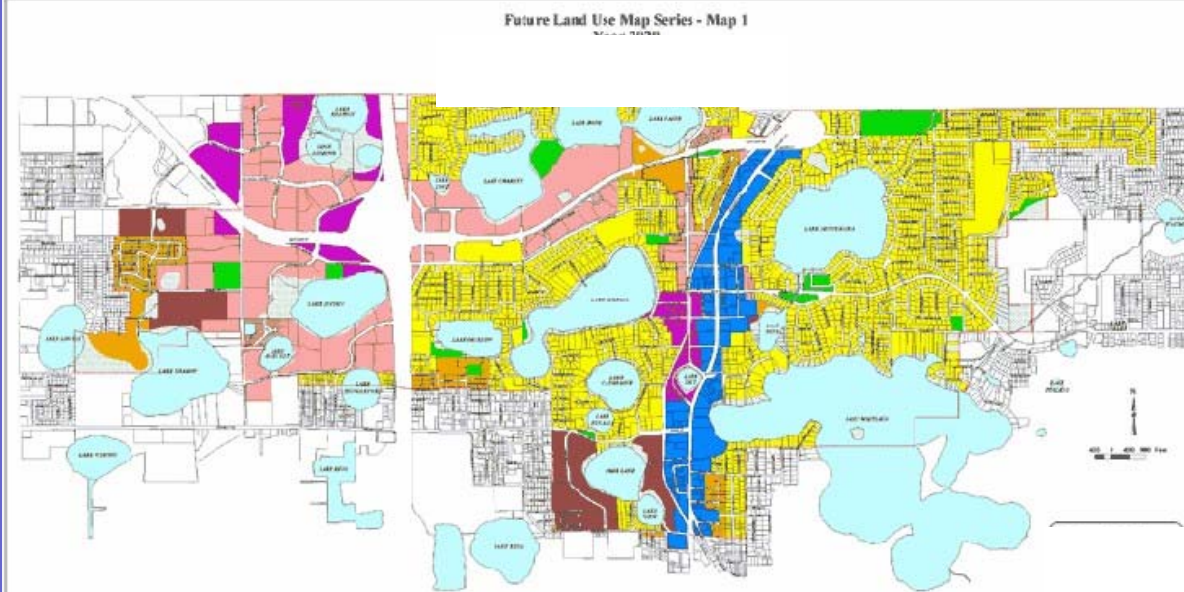
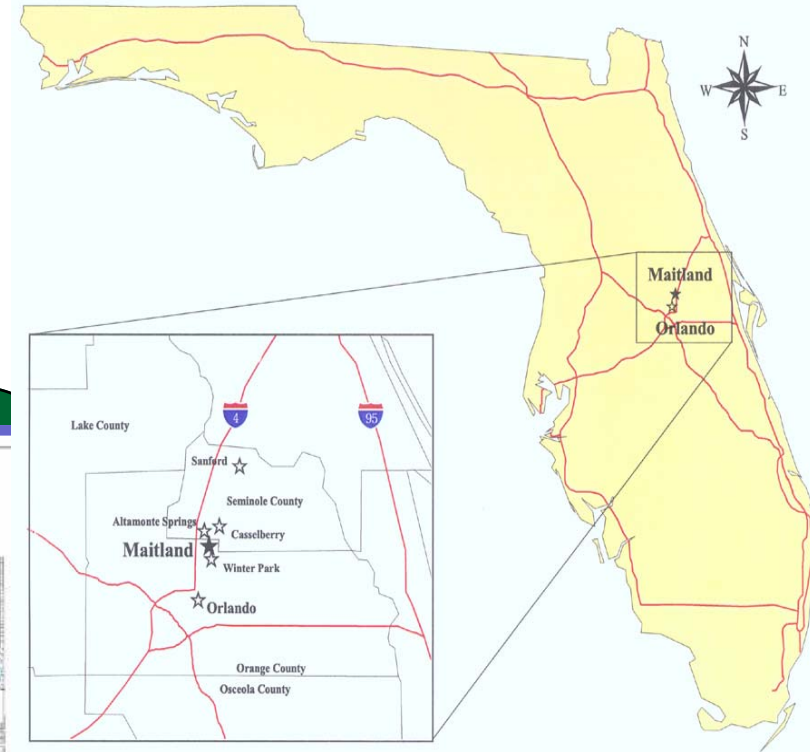
**Sources: Mr. Edwin Rhoads & Maitland Historical Society, "Early Houses of Maitland."**

Today, Maitland is comprised of approximately 30% commercial and 70% residential in make-up. The Maitland Center business community is considered to be one of the premiere office parks in the Southeast and boasts approximately eight million square feet of office space and employs approximately 25,000 people annually. 350 corporations call Maitland Center home, including Schwab, Sprint, United Healthcare, Electronic Arts, Star Systems, Federal Express, and CNA Insurance to name just a few.



# Where is Maitland?

Maitland is located in Central Florida, North of Orlando as indicated by the x mark on the map to the right. The large rectangular map shows Maitland's entire area and was produced by the Mapping & GIS Division of the Community Development Department.

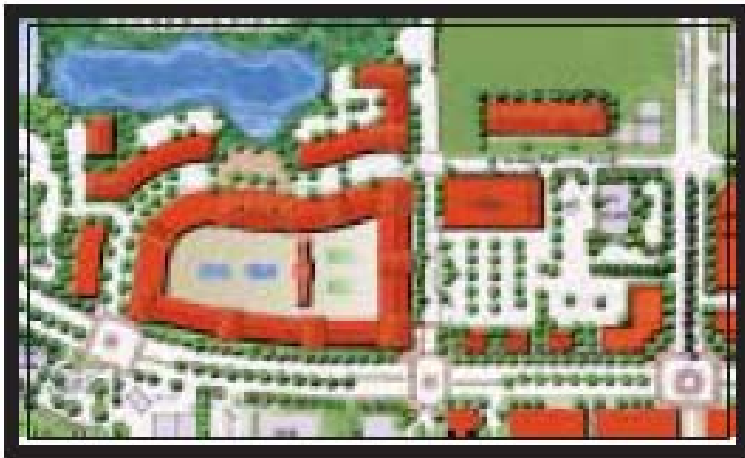


# DOWNTOWN REVITALIZATION

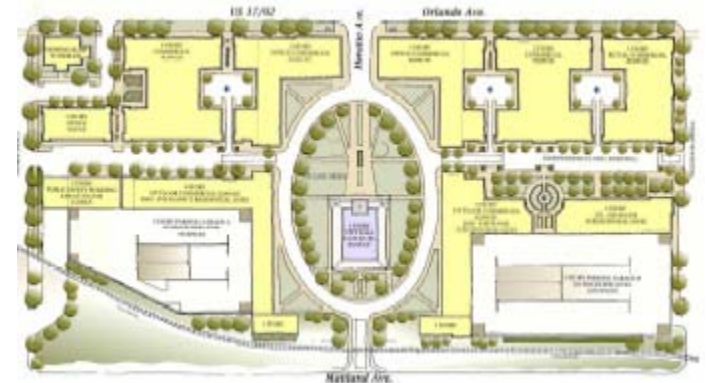
2004 continued to produce positive impacts on Maitland's streetscape and the redevelopment program the City Council began in 2003. Projects making their statement on the City's skyline were The Maitland Place- the new Publix, Starbucks, China Wah On, and Delux Nails, the realignment of Mayo Avenue and the construction of Bill Mahoney's Auto Repair Services and business offices at the corner of Mayo and 17//92; and Park Maitland Scholl was completed and is operating at full blast.

Adding to these new faces will be four new major projects all of which are scheduled to begin the ground moving/ construction phases by the summer months of 2005 with completion in mid to late 2007. These are:

- **Uptown West** (Broad Street Partners of Winter Park developers)—300+ condominium units, sales price \$270,000 to \$400,000 and 45,000 square feet of new retail space (specialty shops, new restaurants, and other neighborhood service business).
- **Uptown East** (Red Robin Reality Corp of Naples, developers)—80 to 100 condominium units, sales price in the \$300,000 + range and 85,000 square feet of retail and office space



- **Maitland Town Square** (Development team in the formative stage)—50,000 square feet of new retail space, 180 residential units and 260,000 square feet of office and governmental space (New City Hall and Public Safety buildings acting as the center piece of the Development).



- **Construction of New "Off Ramp" - Maitland Blvd. to Highway 17/92**

For updates to the many anticipated developments and opportunities to participate in the entire redevelopment/ development process stay tuned to the City's Web Page—[www.itsmymaitland.com](http://www.itsmymaitland.com).

**" MAKING DOWNTOWN REVITALIZATION A REALITY "**

# COMMUNITY PROFILE

## Population

1970	7,157
1980	8,763
1990	8,932
2000	12,019
2001	13,237
2002	14,441
2003	15,480
2004	16,476

## Age Composition 2000

Under 5	714
5-15	1,825
16-20	738
21-24	412
25-44	3,498
45-64	2,883
65 +	1,949
Total	12,019

## Racial Composition 2000

White	79.3%
African American	9.7%
Hispanic or Latino	6.0%
Asian or Pacific Islander	2.2%
American Indian, Alaska Native	.1%
Other	2.8%

## Household Income 2000

\$25,000 or Less	9.8%
\$25,001 - \$50,000	24.5%
\$50,001 - \$75,000	27.7%
\$75,001 - \$100,000	27.2%
\$100,000 or More	10.9%
Mean Income	\$63,750
Median Income	\$62,500

## Median Age 2000

39.7

## Public Educational System

Elementary	2
Middle School	1

## Gender Composition 2000

Male	47.2%
Female	52.8%

## Elections 2002

Registered Voters	8,133
Voter Turnout	2286
% Voting	28.1%

## Police (Calendar Yr 03)

Employees (FT)	53
Sworn	43
Non-Sworn	10
General Arrests (incl. DUI)	972
Foot Patrol Hours	25,372
Traffic Accidents	842
Citations Issued	6,978
Calls for Service	26,682
911 Calls	8,507
Part One Crimes	511

## Fire/Rescue

Stations	2
Employees (FT)	41
Fire Calls	187
Medical/Trauma	1,579
Vehicle Accidents	387
Patients Treated	1,815

## Public Works

Street Miles	57.0
Lakes	22
Lakes (Acres)	1,060
Sites Maintained by City	128
Miles of Storm Sewer	22
Stormwater structure	1,399
Construction Inspections	131

## Parks & Recreation

Total Parks	15
Natural Resource Areas	5
Lighted Tennis Courts	8
Lighted Soccer Fields	2
Lighted Ball fields	3

## Utilities-Water/Sewer

Miles of Sewer	52
Manholes	900
Lift Stations	38
Mini Lift Stations	28
Water Main Miles	82
Fire Hydrants	583
Water Plants	3
Utility Customers	5474
Gallons Water Produced	1,056 Billion

## Historical Society

Visitors	24,671
The Maitland Historical Museum	753
Telephone Museum	790
Historic Waterhouse Museum	2,285
Waterhouse Carpentry Museum	2,325

## Public Library

Materials	80,258
Annual Circulation	130,884
Attendance	93,896
% Maitland Residents who are card holders	42%

## Art Center

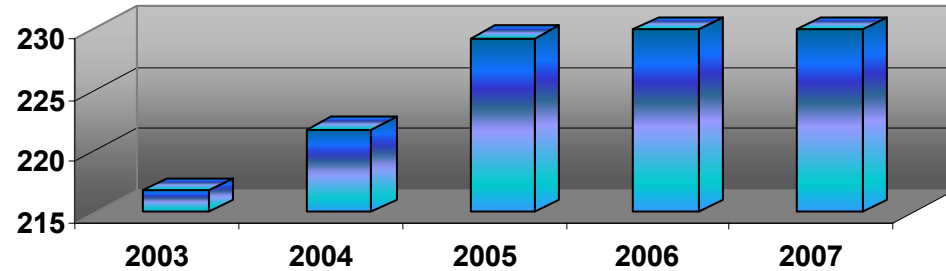
Exhibitions Attendance	14,065
Special Event Attendance	3,792
Student Tours/Visitors	4,125
Class Attendance	367
Wedding & Other Special Event Attendance	16,796

# Personnel/Position Summary FY 04-07

DEPARTMENT	ACTUAL 03		
	Full Time	PT/Seasonal	FTE's
ADMINISTRATION	5	5	7.50
MANAGEMENT SERVICES	19	0	19.00
COMMUNITY DEVELOPMENT	8	1	8.50
POLICE	53	20	63.00
FIRE/RESCUE & BUILDING	43	1	43.50
PARKS AND RECREATION	9	17/4	18.50
PUBLIC WORKS	56	0/3	56.75
<b>TOTAL</b>	<b>193</b>	<b>51</b>	<b>216.75</b>
DEPARTMENT	ACTUAL 04		
	Full Time	PT/Seasonal	FTE's
ADMINISTRATION	5	5	7.50
MANAGEMENT SERVICES	18	1/1	18.75
COMMUNITY DEVELOPMENT	9	0	9.00
POLICE	53	14	60.00
FIRE/RESCUE & BUILDING	49	1	49.50
PARKS AND RECREATION	10	17/3	19.25
PUBLIC WORKS	57	0/3	57.75
<b>TOTAL</b>	<b>201</b>	<b>45</b>	<b>221.75</b>
DEPARTMENT	BUDGET 05		
	Full Time	PT/Seasonal	FTE's
ADMINISTRATION	5	5	7.50
MANAGEMENT SERVICES	29	18/4	39.00
COMMUNITY DEVELOPMENT	18	0	18.00
POLICE	53	13	59.50
FIRE/RESCUE & BUILDING	41	1	41.50
PUBLIC WORKS	63	0/3	63.75
<b>TOTAL</b>	<b>209</b>	<b>64</b>	<b>229.25</b>
DEPARTMENT	PLAN 06		
	Full Time	PT/Seasonal	FTE's
ADMINISTRATION	5	5	7.50
MANAGEMENT SERVICES	29	18/4	39.00
COMMUNITY DEVELOPMENT	18	0	18.00
POLICE	53	13	59.50
FIRE/RESCUE & BUILDING	41	1	41.50
PARKS AND RECREATION	10	17/3	19.25
PUBLIC WORKS	63	0/3	63.75
<b>TOTAL</b>	<b>219</b>	<b>64</b>	<b>248.50</b>
DEPARTMENT	PLAN 07		
	Full Time	PT/Seasonal	FTE's
ADMINISTRATION	5	5	7.50
MANAGEMENT SERVICES	29	18/4	39.00
COMMUNITY DEVELOPMENT	18	0	18.00
POLICE	53	13	59.50
FIRE/RESCUE & BUILDING	41	1	41.50
PARKS AND RECREATION	10	17/3	19.25
PUBLIC WORKS	63	0/3	63.75
<b>TOTAL</b>	<b>219</b>	<b>64</b>	<b>248.50</b>

Note: Part-time EE has a .50 FTE value and Seasonal EE has a .25 FTE value.

## Full-Time Equivalent FY05



## Breakdown by Department FY05

