

# *Trust by Design*

LEADING PUBLIC CONVERSATIONS IN AN AGE OF  
AI, MISINFORMATION & UNCERTAINTY



# Let's Talk Numbers

COMMUNICATING THE BUDGET



City of Winter Haven

# Public Affairs & Communication

## FIVE-YEAR CAPITAL IMPROVEMENT PLAN - DETAIL - FY 2025-2029

CAPITAL IMPROVEMENT PROGRAM DETAIL FY 2025 - FY 2029 CIP Number: UT-00 Project Code:

|                                      |                                      |                      |            |
|--------------------------------------|--------------------------------------|----------------------|------------|
| Project Name:                        | WWTP #2 Upgrades Design/Construction | TOTAL Project Cost:  | 10,100,000 |
| Location:                            | 3190 Lake County Dr. W               | Any GRANT Revenue:   |            |
| Department:                          | Winter Haven Water                   | If yes, Total GRANT: |            |
| Project Lead:                        | Todd Gooding                         | ADD to Fixed Assets: |            |
| Start Date:                          | 10-01-2024                           | ADD to Insurance:    |            |
| Complete Date:                       | 10-31-2026                           |                      |            |
| Account Code(s):                     | 400-08-304-6304                      |                      |            |
| Comprehensive Plan Element Category: |                                      |                      |            |

**PROJECT OVERVIEW:**  
WWTP #2 is reaching the end of its useful life expectancy, with plans of decommissioning. Prior to the decommissioning and planned WWTP #3 expansion complete various upgrades to the plant will be required to continue the successful functionality of the plant.

**Project Benefits:** How Project Addresses Existing or Future Level of Service or Implements Goals of Comprehensive Plan

Wastewater Treatment Plant #2 receives 1 Million Gallons per Day of sewage. A progressive schedule for the decommissioning of the facility and upgrade/replace WWTP #3 to continue to produce the required effluent discharge and reclaim water standards is ongoing. A continuing effort to repair, upgrade and expand the plant to provide quality reclaimed water service to the City is a priority of the Capital Improvement program and staff.

| CAPITAL EXPENSE:                     | Five-Year Future Planning |         |           |           |      | Total      |
|--------------------------------------|---------------------------|---------|-----------|-----------|------|------------|
|                                      | FY25                      | FY26    | FY27      | FY28      | FY29 |            |
| WWTP #2 Upgrades Design/Construction | -                         | 100,000 | 3,000,000 | 7,000,000 | -    | 10,100,000 |
| Total:                               | -                         | 100,000 | 3,000,000 | 7,000,000 | -    | 10,100,000 |

| FUTURE FUNDING SOURCE:           | Five-Year Future Planning |         |           |           |      | Total      |
|----------------------------------|---------------------------|---------|-----------|-----------|------|------------|
|                                  | FY25                      | FY26    | FY27      | FY28      | FY29 |            |
| WaterConnectionFees              | -                         | -       | -         | -         | -    | -          |
| SewerConnectionFees              | -                         | -       | -         | -         | -    | -          |
| SER Loan                         | -                         | -       | 750,000   | 1,820,000 | -    | 2,570,000  |
| WFLA Loan                        | -                         | -       | 1,470,000 | 3,430,000 | -    | 4,900,000  |
| PRWC Funding                     | -                         | -       | -         | -         | -    | -          |
| Revenues/Bonds                   | -                         | -       | -         | -         | -    | -          |
| Operating Revenues               | -                         | 100,000 | -         | -         | -    | 100,000    |
| Interlocal Agreement             | -                         | -       | -         | -         | -    | -          |
| Rentals (Payment in Lieu of Fee) | -                         | -       | -         | -         | -    | -          |
| Developer Contributions          | -                         | -       | -         | -         | -    | -          |
| Grants (Confirmed)               | -                         | -       | -         | -         | -    | -          |
| Grants (FDEP-Proposed 25%)       | -                         | -       | 750,000   | 1,750,000 | -    | 2,500,000  |
| Total:                           | -                         | 100,000 | 3,000,000 | 7,000,000 | -    | 10,100,000 |

| FUTURE OPERATING IMPACT: | Five-Year Future Planning |      |      |      |      | Total |
|--------------------------|---------------------------|------|------|------|------|-------|
|                          | FY25                      | FY26 | FY27 | FY28 | FY29 |       |
| New Personnel Staff      | -                         | -    | -    | -    | -    | -     |
| Personal Service Costs   | -                         | -    | -    | -    | -    | -     |
| Utility Costs            | -                         | -    | -    | -    | -    | -     |
| Maintenance Costs        | -                         | -    | -    | -    | -    | -     |
| Other Operating Costs    | -                         | -    | -    | -    | -    | -     |
| Total:                   | -                         | -    | -    | -    | -    | -     |

|                                       |   |         |           |           |   |            |
|---------------------------------------|---|---------|-----------|-----------|---|------------|
| FIVE-YEAR PROJECTION OF FUTURE COSTS: | - | 100,000 | 3,000,000 | 7,000,000 | - | 10,100,000 |
|---------------------------------------|---|---------|-----------|-----------|---|------------|

Return to the Table of Contents

City of Winter Haven | FY25 Budget | Page 442

## FIVE-YEAR CAPITAL IMPROVEMENT PLAN - DETAIL - FY 2025-2029

CAPITAL IMPROVEMENT PROGRAM DETAIL FY 2025 - FY 2029 CIP Number: UT-01 Project Code:

|                                      |                                                           |                      |            |
|--------------------------------------|-----------------------------------------------------------|----------------------|------------|
| Project Name:                        | ONE Water Peace Creek Projects Development (Bradco Farms) | TOTAL Project Cost:  | 14,000,000 |
| Location:                            | Parcel ID 25023300000001000/TBD                           | Any GRANT Revenue:   |            |
| Department:                          | Winter Haven Water                                        | If yes, Total GRANT: |            |
| Project Lead:                        | Todd Gooding                                              | ADD to Fixed Assets: |            |
| Start Date:                          | 10-01-2025                                                | ADD to Insurance:    |            |
| Complete Date:                       | 10-31-2026                                                |                      |            |
| Account Code(s):                     | 400-08-304-6304                                           |                      |            |
| Comprehensive Plan Element Category: |                                                           |                      |            |

**PROJECT OVERVIEW:**  
Bradco parcel project will consist of a wetland recharge area, an ASR well, a trail system with connectivity to future planned trail residential development and a planned admin./utility facility (Admin facility - separate project 2027-2029-002).

**Project Benefits:** How Project Addresses Existing or Future Level of Service or Implements Goals of Comprehensive Plan

The One Water approach to specific projects provides benefits to the community and area resources. The community/natural area and the natural process education that will be provided. The area resources will benefit through wetland area protecting and contributing to the overall conservation of the resources. The organization benefit in provide services to our residents.

| CAPITAL EXPENSE:                                          | Five-Year Future Planning |           |           |           |      | Total      |
|-----------------------------------------------------------|---------------------------|-----------|-----------|-----------|------|------------|
|                                                           | FY25                      | FY26      | FY27      | FY28      | FY29 |            |
| ONE Water Peace Creek Projects Development (Bradco Farms) | 1,000,000                 | 5,000,000 | 3,000,000 | 3,000,000 | -    | 12,000,000 |
| Total:                                                    | 1,000,000                 | 5,000,000 | 3,000,000 | 3,000,000 | -    | 12,000,000 |

| FUTURE FUNDING SOURCE:           | Five-Year Future Planning |           |           |           |           | Total      |
|----------------------------------|---------------------------|-----------|-----------|-----------|-----------|------------|
|                                  | FY25                      | FY26      | FY27      | FY28      | FY29      |            |
| WaterConnectionFees              | -                         | -         | -         | -         | -         | -          |
| SewerConnectionFees              | -                         | -         | -         | -         | -         | -          |
| SER Loan                         | -                         | -         | -         | -         | -         | -          |
| WFLA Loan                        | -                         | -         | 5,625,000 | 1,000,000 | 1,000,000 | 7,625,000  |
| PRWC Funding                     | -                         | -         | -         | -         | -         | -          |
| Revenues/Bonds                   | -                         | -         | -         | -         | -         | -          |
| Operating Revenues               | -                         | -         | -         | -         | -         | -          |
| Interlocal Agreement             | -                         | -         | -         | -         | -         | -          |
| Rentals (Payment in Lieu of Fee) | -                         | -         | -         | -         | -         | -          |
| Developer Contributions          | -                         | -         | -         | -         | -         | -          |
| Grants (Confirmed)               | -                         | -         | -         | -         | -         | -          |
| Grants (FDEP Resilient Florida)  | -                         | -         | 1,000,000 | 5,375,000 | -         | 6,375,000  |
| Grants (Proposed)                | -                         | -         | -         | 1,000,000 | 1,000,000 | 2,000,000  |
| Total:                           | 1,000,000                 | 5,000,000 | 6,000,000 | 2,000,000 | 2,000,000 | 16,000,000 |

| FUTURE OPERATING IMPACT: | Five-Year Future Planning |      |      |      |      | Total |
|--------------------------|---------------------------|------|------|------|------|-------|
|                          | FY25                      | FY26 | FY27 | FY28 | FY29 |       |
| New Personnel Staff      | -                         | -    | -    | -    | -    | -     |
| Personal Service Costs   | -                         | -    | -    | -    | -    | -     |
| Utility Costs            | -                         | -    | -    | -    | -    | -     |
| Maintenance Costs        | -                         | -    | -    | -    | -    | -     |
| Other Operating Costs    | -                         | -    | -    | -    | -    | -     |
| Total:                   | -                         | -    | -    | -    | -    | -     |

|                                       |           |           |           |           |           |            |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|------------|
| FIVE-YEAR PROJECTION OF FUTURE COSTS: | 1,000,000 | 5,000,000 | 6,000,000 | 2,000,000 | 2,000,000 | 16,000,000 |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|------------|

Return to the Table of Contents

City of Winter Haven | FY25 Budget | Page 443

## GENERAL FUND - PUBLIC SAFETY - FIRE SERVICES - 001-06-213

### MISSION STATEMENT

The Winter Haven Public Safety Department is committed to the delivery of the most reliable, professional, and quality service to the citizens we serve through best practices, engagement, and community services.

### PERFORMANCE METRICS

Visit [MyWinterHaven.com/480/Transparency](http://MyWinterHaven.com/480/Transparency) to see up-to-date data on each performance metric listed below.

| Metric   | 3         | COMMUNITY SAFETY                                                        | FY24 Metric |
|----------|-----------|-------------------------------------------------------------------------|-------------|
| Goal     | 3-2       | Ensure the ability to meet the service demands as the population grows. |             |
| Strategy | 3-2.5     | Additional 3-2 Metrics                                                  |             |
| Metric   | 3-2.5.1   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.2   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.3   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.4   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.5   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.6   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.7   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.8   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.9   | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.10  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.11  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.12  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.13  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.14  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.15  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.16  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.17  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.18  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.19  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.20  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.21  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.22  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.23  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.24  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.25  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.26  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.27  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.28  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.29  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.30  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.31  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.32  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.33  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.34  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.35  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.36  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.37  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.38  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.39  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.40  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.41  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.42  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.43  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.44  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.45  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.46  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.47  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.48  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.49  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.50  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.51  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.52  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.53  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.54  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.55  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.56  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.57  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.58  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.59  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.60  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.61  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.62  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.63  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.64  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.65  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.66  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.67  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.68  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.69  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.70  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.71  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.72  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.73  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.74  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.75  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.76  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.77  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.78  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.79  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.80  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.81  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.82  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.83  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.84  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.85  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.86  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.87  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.88  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.89  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.90  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.91  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.92  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.93  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.94  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.95  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.96  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.97  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.98  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.99  | Population served per fire station.                                     | New in FY23 |
| Metric   | 3-2.5.100 | Population served per fire station.                                     | New in FY23 |

## GENERAL FUND - PUBLIC SAFETY - FIRE SERVICES - 001-06-213

### BUDGETED EXPENDITURES

| Account Number                   | Account Description                      | 2023 Actual Amount | 2024 Amended Budget | 2024 Estimated Amount | 2023 Final Budget |
|----------------------------------|------------------------------------------|--------------------|---------------------|-----------------------|-------------------|
| <b>Expenditures</b>              |                                          |                    |                     |                       |                   |
| <b>Personnel Services</b>        |                                          |                    |                     |                       |                   |
| 1201                             | Salaries & Wages-Regular                 | 4,354,453          | 4,991,713           | 4,610,733             | 5,691,100         |
| 1305                             | Police/Security/Detail                   | -                  | -                   | 14,437                | -                 |
| 1307                             | FIRE/Incentive                           | 24,363             | 24,750              | 27,083                | 29,760            |
| 1401                             | Overtime                                 | 163,339            | 600,000             | 983,988               | 800,000           |
| 1501                             | Special Pay                              | 238,499            | 381,000             | 27,049                | 336,000           |
| 1501                             | Vehicle Compensation                     | -                  | -                   | 2,400                 | 2,400             |
| 2001                             | FICA Taxes                               | 396,344            | 439,243             | 415,991               | 529,323           |
| 2202                             | Police/Pension/Contrib                   | 6,304              | 921                 | 11,775                | 1,238             |
| 2203                             | Fire Pension Contrib                     | 1,550,004          | 1,444,968           | 1,526,068             | 1,714,714         |
| 2304                             | 401(a) Pension Contribution              | 48,666             | 14,723              | 15,262                | 15,335            |
| 2301                             | Life, Health & Vision Insurance          | 911,731            | 1,044,481           | 802,248               | 1,150,399         |
| 2302                             | Director's Life/Disability               | 2,880              | 2,469               | 3,169                 | 3,169             |
| 2303                             | Disability Benefit - 401(a) Participants | 187                | 73                  | 41                    | 83                |
| 2401                             | Worker's Compensation                    | 190,424            | 193,509             | 193,309               | 288,203           |
| <b>Personnel Services Totals</b> |                                          | <b>8,488,066</b>   | <b>10,084,333</b>   | <b>8,433,103</b>      | <b>11,631,727</b> |

| Operating Services |                               |         |         |         |         |
|--------------------|-------------------------------|---------|---------|---------|---------|
| 3201               | Prof.Svc.-Engineering         | 430     | -       | -       | -       |
| 3202               | Prof.Svc.-Medical             | 49,464  | 58,360  | 60,360  | 60,360  |
| 3203               | Prof.Svc.-Other               | 5,778   | 13,000  | 13,000  | 10,000  |
| 3204               | Contract Svc.-Custodial       | 1,115   | 6,000   | 5,340   | 6,000   |
| 3205               | Contract Svc.-Dry Clean       | 1,354   | 1,200   | 1,200   | 1,350   |
| 3206               | Contract Svc.-Other           | 198,080 | 245,250 | 245,250 | 274,723 |
| 3207               | Ins.-Claims/Deductibles       | 143,947 | -       | -       | -       |
| 3208               | Investigation/Expense         | -       | 7,900   | 7,900   | 8,000   |
| 3209               | Travel-Nonlocal               | 4,024   | 16,000  | 12,000  | 10,000  |
| 3210               | Travel-Required/Instructional | 26,689  | 87,300  | 70,000  | 80,000  |
| 3211               | Travel-Per Diem               | 422     | 1,050   | 800     | 1,050   |
| 3212               | Travel-Per Diem               | 431     | -       | 230     | -       |
| 3213               | Travel-Per Diem               | 82,952  | 70,000  | 81,041  | 85,093  |
| 3214               | Travel-Per Diem               | 17,446  | 15,700  | 20,369  | 21,083  |
| 3215               | Travel-Per Diem               | 4,363   | 4,200   | 4,597   | 4,712   |
| 3216               | Travel-Per Diem               | 3,107   | 2,900   | 3,370   | 3,660   |
| 3217               | Travel-Per Diem               | 6,008   | 6,200   | 5,118   | 5,660   |



City of Winter Haven

# Public Affairs & Communication

## Budget in Brief

FY 25 - 26

Curious about where your tax dollars go and how your city is investing in the future? This guide provides an easy-to-understand snapshot of the City's financial priorities, from essential services to exciting community projects.

### Budget Highlights

**6.5900**  
FY 25 - 26 Millage Rate

*Did you know?*  
The City of Winter Haven's Millage Rate has not been raised since 2018 - it was actually lowered in 2022 and has not changed since. A millage rate is the amount per \$1,000 of property value used to calculate local property taxes. If your City property taxes have increased in the last six years, it is because your property value has increased.

**\$250,000**

Allocated to the Affordable Housing Trust Fund, which includes a Residential Infill Affordable Housing Program.

**\$295,000**

Funding to Heart 4 Winter Haven's Housing Partnership of Winter Haven Program.

**\$423,992**

Of State Housing Initiatives Partnership (SHIP) FY25 revenue to create & preserve affordable housing.

**\$704,761**

Awarded in Grant & Aid to local Not-for-Profit Organizations dedicated to serving Winter Haven residents.

**\$293,825**

Funding for the Winter Haven Area Transit mass transit bus system.

**\$55.3 million**

In Current Year Capital Investments

**\$17.64/hr**  
Minimum starting hourly wage for new hires.

**+6%**  
Incumbent Market Rate Pay Adjustment

**+2.5%**  
Step Plan Wage Increase on Employees' Anniversaries.

**\$25.2 million**  
In General Fund Available Fund Balance



(Left to Right) Brian Yates, Mayor Pro Tem; Clifton E. Dollison, Commissioner; Tracy Mercer, Commissioner; Bradley T. Dantzier, Commissioner; Nathaniel J. Bredson, Jr., Mayor

*Did you know?*  
Winter Haven maintains a 30% General Fund Balance. The fund balance gives us financial stability, ensuring we can maintain services in tough times without borrowing more or raising taxes.

*Questions?*  
The Financial Services team would be happy to help! 863.291.5667

**WINTER HAVEN**  
THE CHAIN OF LAKES CITY



**At A Glance**

**\$251.9 mil**  
Total Budget

**\$46.1 mil less**  
than FY24/25

**60,000+**  
Population

**42+**  
Square Miles

**50**  
Lakes

**55**  
Miles of Shoreline

**479**  
Acres of Parks

**134**  
Miles of Roads

**766**  
Total Employees

## Dedicated Funds

All dollar amount numbers indicated are in the millions. Amounts are fund expenditures for FY25/26.

### Special Revenue Funds

Funds designated for specific purposes, typically funded by restricted revenue sources such as grants, taxes, or fees.



### Construction Funds

Funds used for construction and infrastructure projects, primarily funded by grants, bonds or designated tax revenues.



### Proprietary Funds

Funds supporting City services that generate revenue through user fees or charges.



### Internal Services Funds

Funds for services provided internally between City departments, funded by internal charges to the departments.



**FY 25-26  
Budget  
Breakdown**

**Special  
Revenue  
Funds  
\$23.9**

**General  
Fund  
\$79.6**

**Construction  
Funds  
\$19.7**

**Proprietary  
Funds  
\$113.4**

**Internal  
Services  
\$15.1**

## General Fund

### Where do your property taxes go?



### Where do the General Fund Revenues Come From?

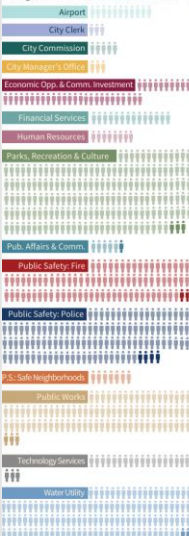


### Where do the General Fund Expenditures Go?

| Public Safety                       |        | Parks, Recreation & Culture       |         |
|-------------------------------------|--------|-----------------------------------|---------|
| Police                              | \$18.5 | Parks & Grounds                   | \$ 4.1  |
| Safe Neighborhoods                  | \$ 0.9 | Parks & Recreation Administration | \$ 1.3  |
| Fire                                | \$15.3 | Aquatics                          | \$ 0.8  |
| Infrastructure Management           |        | Senior Adult Center               | \$ 0.3  |
| Streets                             | \$ 3.8 | Fieldhouse & Conference Center    | \$ 2.1  |
| Administrative & Government         |        | Tennis Center                     | \$ 0.3  |
| City Commission                     | \$ 0.2 | W.H. Recreation & Cultural Center | \$ 1.0  |
| City Clerk                          | \$ 0.4 | Leisure Park Rentals              | \$ 0.2  |
| City Manager's Office / Grant & Aid | \$ 1.2 | Activity Fields                   | \$ 2.6  |
| Finance                             | \$ 1.6 | Rita Theatre                      | \$ 0.02 |
| Legal                               | \$ 0.5 | Nora Mayo Hall                    | \$ 0.5  |
| Public Affairs & Communication      | \$ 0.6 | Growth Management                 |         |
|                                     |        | Planning                          | \$ 1.0  |

## Employees by Department

**653 Full-Time | 113 Part-Time**  
Brighter Color = New Position in FY 25 - 26.



## Major Investments

**One Water Master Plan**  
The ultimate goal of the One Water Master Plan is to construct a series of natural water storage facilities throughout the local watershed that would create water supply, prevent flooding, improve water quality, protect lakes and provide recreation and scenic beauty. The City's mission is to align resources, policies and funding to achieve the One Water Vision working cooperatively with local and regional partners.

**Water Resource Facility**  
The existing Waste Water Treatment Plant #3 has reached the end of its useful life and needs extensive upgrades and renovations. The new facility will combine two wastewater treatment facilities into one and feature new technology and expanded capacity to meet current and projected 2045 wastewater flows.

**Public Safety Complex Five**  
This project located in the northwest section of Winter Haven is a complete design/build for an 11,000 square foot multi-use public service building. The new facility will enhance emergency response times and strengthen community safety and law enforcement presence in this area as it will serve as a permanent, safe, and secure station accommodating fire personnel across three shifts and also serve as a Winter Haven Police Department Substation.

**Chain of Lakes Phase 2**  
The Chain of Lakes Complex provides four new collegiate-level baseball fields, multipurpose areas, lakeshore perimeter loop trail system, and an access road and parking facilities. By attracting over 30 annual baseball events, including the nationally recognized RussMott Collegiate Invitational, the park will draw more than 25,000 visitors and generate an estimated \$19 million in local economic impact. Phase 2 of the project will add 230 paved parking spaces and 120 stabilized grass parking spaces for a total of 350 additional parking spaces at the complex. With these additional spaces, the total parking spaces for the complex will be approximately 1,450 spaces.

**DiamondFlex Renovation**  
The DiamondFlex originally opened in 1998. The softball complex features five lighted fields, a central concession/multipurpose building, picnic areas, playground and fan amenities. The complex hosts the Polk State College Lady Eagles Softball team, recreation and senior leagues, travel softball tournaments and a six-week collegiate spring break tournament each year. The renovation project is geared towards converting the field lighting to modern LED lights, fence upgrades & replacement, field upgrades, building upgrades and the addition of amenities such as batting cages and bull pens.

**T-Hangar Taxilanes Rehabilitation**  
The existing taxilanes between T-hangar buildings that are located in the south quadrant of the airport have a Pavement Condition Index (PCI) as poor in accordance with the FHOT PCI Index Ratings. This project will include a mill and overlay of the asphalt pavement and replacement of markings. Grant funding will be provided by the U.S. Department of Transportation and Federal Aviation Administration.

### Want to Know More?

You can view our full Budget online!  
Use your phone to scan the QR code to access the budget book, or visit [bit.ly/CHWY26Budget](http://bit.ly/CHWY26Budget).



**Where Local Meets Innovation,  
the Extraordinary Happens.**

[MYWINTERHAVEN.COM](http://MYWINTERHAVEN.COM)



City of Winter Haven

## Public Affairs & Communication



## FIVE YEAR CAPITAL IMPROVEMENT PLAN DETAIL (FY26-31)

### 3rd Street NW Complete Street Project

#### LOCATION

3rd Street NW from Avenue D NW to S. Lake Silver Drive

#### DEPARTMENT

Streets

#### PROJECT CONTACT

Brittany Hart

#### START & PROJECTED COMPLETION DATES

10/01/2024 - 12/30/2026

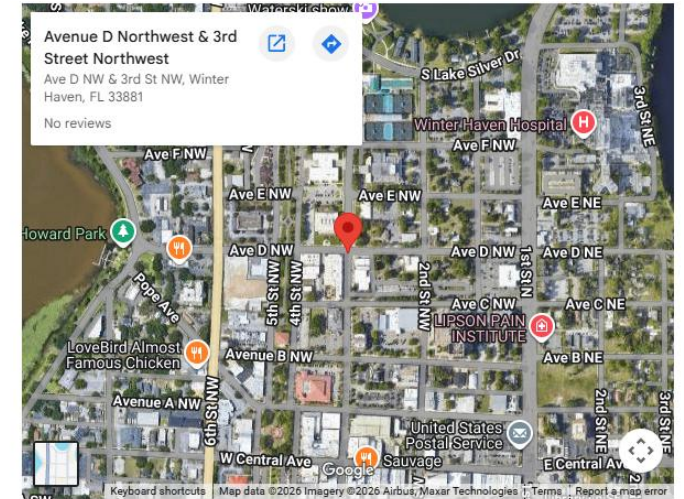
#### CIP NUMBER - PROJECT CODE

ST - Streets

#### STRATEGIC PLAN ALIGNMENT

Infrastructure

Take a comprehensive approach to transportation planning and maintenance of transportation assets.



#### PROJECT OVERVIEW

This project advances the City's Strategic Plan by enhancing mobility, improving safety, and expanding access to multimodal transportation options, including walking and biking. By creating infrastructure where none currently exists, it strengthens connectivity to employment centers, transit routes, commercial areas, and essential services for both residents and visitors. Consistent with the Polk TPO's Complete Streets Policy, the project supports sustainable growth, promotes healthier transportation alternatives, and ensures the long-term maintenance and usability of critical transportation assets. Additionally, it strengthens interagency partnerships, including coordination with FDOT, to deliver improved safety and accessibility for all road users.

#### PROJECT BENEFITS

This project advances the City's Strategic Plan by enhancing mobility, improving safety, and expanding access to multimodal transportation options, including walking and biking. By creating infrastructure where none currently exists, it strengthens connectivity to employment centers, transit routes, commercial areas, and essential services for both residents and visitors. Consistent with the Polk TPO's Complete Streets Policy, the project supports sustainable growth, promotes healthier transportation alternatives, and ensures the long-term maintenance and usability of critical transportation assets. Additionally, it strengthens interagency partnerships, including coordination with FDOT, to deliver improved safety and accessibility for all road users.



City of Winter Haven

Public Affairs  
& Communication

# Every Budget Conversation a Service-Level Conversation





City of Winter Haven

# Public Affairs & Communication

## Opportunities to Engage



Closed

5 min

### Help Shape Programming at the New Winter Haven Recreation & Cultural Center

As we prepare for the opening of the new Winter Haven Recreation & Cultural Center, we want to hear from you. Your input will help us design programs, classes, and activities that reflect the needs and interests of our community. This survey takes just a few minutes—thank you for helping us build something meaningful for Winter...

Closed Jan 31, 2026 • Winter Haven Recreation and Cultural Center Improvements Project

132

## Supporting Documents

Public Meeting Summary - FV CRA Advisory Committee 2022.04.11.pdf

WHRCC Project Update April 2022.pdf

2022 Survey Results Report.pdf

Show All Documents

## Important Dates

28

Jun 2023

### Public Meeting for Project Design

Wednesday, June 28 2023  
5:30 - 7:00 p.m. – Open House  
6:15 pm – Brief Presentation  
Winter Haven Recreation & Cultural Center Gymnasium  
801 Dr. Martin Luther King Jr. Blvd NE

6

Jun 2024

### Winter Haven Recreation & Cultural Center Construction Community Open House

Thursday, June 6 2024  
5:00 p.m. – 6:00 p.m. – Open House  
6:00 p.m. – Brief Presentation  
6:30 p.m. – 7:00 p.m. – Q&A with Staff  
Winter Haven Recreation & Cultural Center Gymnasium  
801 Dr. Martin Luther King Jr. Blvd NE

3

Jan 2025

### Groundbreaking Ceremony for the Winter Haven Recreation & Cultural Center

We would like to invite you to join us for a Groundbreaking Ceremony for the Winter Haven Recreation & Cultural Center. The ceremony will take place on-site (801 M.L.K. Blvd NE, Winter Haven, FL 33881) on Friday, January 3 at 9:30 a.m. Parking will be available in the grass and paved lots along 8th Street NE.

30

Apr 2026

### Ribbon Cutting: Winter Haven Recreation and Cultural Center

The community is invited to join the City Commission as the ribbon is cut to officially open the brand new Winter Haven Recreation and Cultural Center! This \$21 million investment, made with deep community engagement and collaboration, marks a great milestone for our community, and we cannot wait to share the beautiful new facility with you.

WINTER HAVEN  
THE CHAIN OF LAKES CITY

## Winter Haven Recreation and Cultural Center Improvements Project

### Project Budget

- \$23.5 million

### Amenities

- 37,616 square feet (20,000 general use, 17,616 gymnasium)
- Double Gymnasium (multi-use) (Two Basketball, Four Volleyball)
- Recreation Programming Space
- Fitness Center
- Activities Room
- Library / Technology Area
- Business Support Area
- Kitchen (Caterer) & Concession
- Support (Offices, Restrooms, Storage)
- New Swimming Pool with Zero-Depth Entry
- Splashpad
- New Playground
- Outdoor Sport Court
- One Baseball Field
- Picnic Areas
- Open Spaces
- Band Storage
- Expanded Parking

### Benefits of Full Redevelopment

- New construction allows for a modern, state of the art design. This will allow for more flexible and efficient spaces.
- Building MEP systems above and below ground will be new and efficient and designed to function with one another.
- Ability to ensure proper mobility and ADA access throughout the facility.
- Feedback on design / layout is not constrained by existing building location, major structural and mechanical components which can't be moved, or other onsite amenities that would otherwise minimize opportunities for an expanded footprint.
- Any effort to improve the site/building either through renovation or new construction should incorporate appropriate homage to historical events and people significant to Florence Villa and Northeast Winter Haven.

### Question? City of Winter Haven Staff Contact:

Andy Palmer  
APalmer@CityOfWinterHaven.com  
863-291-5656 x3014

### OVERALL SITE - CONCEPT PLAN



### Opportunities to Engage



Closed

5 min

### Help Shape Programming at the New Winter Haven Recreation & Cultural Center

As we prepare for the opening of the new Winter Haven Recreation & Cultural

### Project Timeline

- Community Input Session & Survey  
May 2022
- Design  
2022-2023
- Community Focus Group Meetings  
2022-2024

Show All Phases

### Project Updates

Search by Keyword

0 items

### You're Invited: Ribbon Cutting: Winter Haven Recreation and Cultural Center

April 6, 2026

View Update

### Winter Haven Recreational & Cultural Center Update: New 3D Scan Available

See the future WHRCC take shape with a new 3D scan.

January 5, 2026

View Update

### Winter Haven Recreation & Cultural Center Update

Work is moving forward at the Winter Haven Recreation and Cultural Center. Crews are finishing interior details, preparing for paving, and installing furniture, equipment, and...

September 9, 2025

View Update

Show All Updates

### Important Dates

28  
Jun 2023

### Public Meeting for Project Design

Wednesday, June 28 2023  
5:30 - 7:00 p.m. – Open House  
6:15 pm – Brief Presentation  
Winter Haven Recreation & Cultural Center Gymnasium  
801 Dr. Martin Luther King Jr. Blvd NE



BOOK DROP-OFF

SECTION 9 CULTURAL CENTER



City of Winter Haven

## Public Affairs & Communication







# But First ...

LAYING THE FOUNDATION FOR TRUST



City of Winter Haven

# Public Affairs & Communication

BUILDING VISUAL CONSISTENCY

## Color Palette

### Introduction

Using the same colors throughout all City communications strengthens the brand's association with the colors and, by extension, strengthens brand awareness and recognition overall. The color pallet has been developed to be flexible enough to serve all department and communication needs while building brand equity as a whole.

### Questions?

Communications@MyWinterHaven.com

01  
[Color Overview](#)

02  
[Department Colors Usage](#)

03  
[Color Contrast Guide](#)

04  
[Color Codes & Pantone Colors](#)

### Color Overview

Inspired by the City's heritage and accented with vintage hues, the expanded Winter Haven color palette increases the richness of the brand and visual communication. The primary brand colors were intentionally selected to maintain the City's charming identity and further embody the nature and leisure that make it reliable and inviting.

From a tactical approach, each secondary color was identified to represent a different department within the city to create distinction amongst the entities while simultaneously unifying the City as a whole. Fashioned as a reflection of what makes the City of Winter Haven unique and memorable, these colors were inspired by the nostalgic mood included in the Brand Overview section.



### Department Colors Usage

Similar to the usage of City logos, it is imperative that those same guidelines are being applied when using department logos.

- Light colors should only be used on dark backgrounds and vice versa to ensure high contrast and visibility.
- Only Cypress Gardens and Magnolia should be used with department colors.
- Department colors should never be used to accent each other as this compromises the intended objective of making them distinct.

THE CORE OF OUR BRAND IDENTITY

## City Logo

### Introduction

Remember, there is only one version of our brand. Consistency is key. Please utilize the official assets (you can download them from this site), official colors, and approved fonts and templates at all times.

### Questions?

Communications@MyWinterHaven.com

01  
[Primary Logo](#)

02  
[Approved Logo Variations](#)

03  
[Sizing & Spacing](#)

04  
Downloads:  
[Primary Logo](#)  
[Stacked Logo](#)  
[Logomark](#)

### Primary Logo

The City of Winter Haven logo as we know it today was introduced in the early 2000s. In 2023, it was refreshed with a modern, clean look and an expanded color palette.

WINTER HAVEN  
THE CHAIN OF LAKES CITY

### Responsive Logo System

The City of Winter Haven is preserving its brand identity by keeping a similar look and feel to its original logo, which carries heritage and recognition. To aid in the city's rapid growth, a flexible logo system was created to ensure consistency throughout the brand. Additional versions of the logo were created for usage in various applications.

WINTER HAVEN  
THE CHAIN OF LAKES CITY

PRIMARY LOGO

To be used as the most primary option. Best utilized in most important branded pieces where space isn't an issue.

WINTER HAVEN  
THE CHAIN OF LAKES CITY

STACKED LOGO

To be used when the horizontal logo is too wide to fit a space and a more square orientation is required. Captures elements found in the horizontal logo while avoiding logo misuse.

WH

LOGOMARK

To be used in smaller applications. It can also be used as a graphic element. Design parameters are listed in the Graphic Elements section of this document. When the full logo has already been used at least once on a specific touchpoint, the logomark WH can then be used to eliminate redundancy.

### Logo Color Options

It is important to ensure there is ample contrast to guarantee the logo's clear visibility. The full color version is best suited for light colored backgrounds.

- The full-color logo should be utilized as the primary logo.
- Magnolia variation can be used on dark backgrounds.
- Cypress Gardens color variation can be used on light backgrounds.
- White and black versions are also available for use only when black and white or grayscale printing is required (no colors in the final product).

BUILDING VISUAL CONSISTENCY

## Typography

### Introduction

Our typography helps us communicate our brand to consumers and plays a part in illustrating who we are. Following typography guidelines is crucial in maintaining consistent brand messaging.

### Questions?

Communications@MyWinterHaven.com

01  
[Primary Brand Fonts](#)

02  
[Alternate Brand Fonts](#)

03  
[Typography Hierarchy](#)

### Primary Brand Fonts

Source Sans is a versatile and modern typeface with its clean lines and open, friendly letterforms. It conveys a sense of approachability and professionalism, making it a perfect choice to represent the City of Winter Haven's brand identity. This font is primarily intended for use in header applications and body copy.

Source Serif is a part of the same font family as Source Sans, lending a sense of familiarity while introducing slight variations. The variety of weight options available provides the flexibility necessary to address a wide range of text needs beyond headers and body copy.

Available via Adobe Fonts to City employees with an Adobe license.

#### SOURCE SERIF

Source Serif Pro ExtraLight

*Source Serif Pro ExtraLight Italic*

Source Serif Pro Light

*Source Serif Pro Light Italic*

Source Serif Pro Regular

*Source Serif Pro Italic*

Source Serif Pro Semibold

*Source Serif Pro Semibold*

Source Serif Pro Bold

*Source Serif Pro Bold Italic*

#### SOURCE SANS

Source Sans Pro ExtraLight

Source Sans Pro Light

Source Sans Pro Regular

Source Sans Pro Semibold

**Source Sans Pro Bold**

### Alternate Brand Fonts

Alternate brand fonts have should only be utilized in systems and platforms where the use of Primary brand fonts isn't available—such as Outlook, Microsoft Suites, or web applications. These fonts provide a similar look and feel while ensuring full accessibility throughout all systems and departments.

#### ALTERNATE SERIF OPTION

#### ALTERNATE SANS OPTION







City of Winter Haven

# Public Affairs & Communication

## PERFORMANCE METRICS

### Utility Fund - Wastewater Treatment Plant #2 - 402-08-304

| #        | Name                                                      | Current Value                | Last Updated | Last Comment                                                                                                                                                                                                                     |
|----------|-----------------------------------------------------------|------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.3.5    | Additional 3.3 Metrics                                    |                              |              |                                                                                                                                                                                                                                  |
| 3.3.5.14 | Percent of permitted wastewater capacity utilized.        | 65.6% <div><div></div></div> | 04/30/2026   | 68% of Wastewater capacity utilized in April 2026                                                                                                                                                                                |
| 3.3.5.15 | Wastewater capacity utilized (MGD). (Average Daily Usage) | 5.9                          | 04/30/2026   | 6.3 MG of Wastewater utilized in April 2026                                                                                                                                                                                      |
| 3.3.5.16 | Gallons of reuse water utilized. (Millions of Gallons)    | 403.05                       | 04/30/2026   | Total reuse in April 2026 - 61.09                                                                                                                                                                                                |
| 3.3.5.17 | Gallons of irrigation water saved.                        | 15,342.8                     | 04/30/2026   | Over the past month (04/01/26 - 04/30/26), an estimated 13,862.1 gallons per day of potable irrigation water were saved and 1,480.7 gallons of reuse water irrigation were saved. This totals to 15,342.8 gallons per day saved. |

Trust By Design – 2026 FCCMA

WINTER HAVEN  
THE CHAIN OF LAKES CITY

TABLE OF CONTENTSINTRODUCTIONOVERVIEWFUNDSFIVE-YEAR CAPREPORT LANGUAGE

WASTEWATER TREATMENT PLANT #3

MISSION STATEMENT

Protect the public health, welfare and safety by properly operating and maintaining the City's Wastewater Plant 3 facility in an efficient manner, while protecting our natural environment.

PERFORMANCE METRICS

Utility Fund - Wastewater Treatment Plant #2 - 402-08-304

| #        | Name                                                      | Current Value                | Last Updated | Last Comment                                                                                                                                                                                                                     |
|----------|-----------------------------------------------------------|------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.3.5    | Additional 3.3 Metrics                                    |                              |              |                                                                                                                                                                                                                                  |
| 3.3.5.14 | Percent of permitted wastewater capacity utilized.        | 65.6% <div><div></div></div> | 04/30/2026   | 68% of Wastewater capacity utilized in April 2026                                                                                                                                                                                |
| 3.3.5.15 | Wastewater capacity utilized (MGD). (Average Daily Usage) | 5.9                          | 04/30/2026   | 6.3 MG of Wastewater utilized in April 2026                                                                                                                                                                                      |
| 3.3.5.16 | Gallons of reuse water utilized. (Millions of Gallons)    | 403.05                       | 04/30/2026   | Total reuse in April 2026 - 61.09                                                                                                                                                                                                |
| 3.3.5.17 | Gallons of irrigation water saved.                        | 15,342.8                     | 04/30/2026   | Over the past month (04/01/26 - 04/30/26), an estimated 13,862.1 gallons per day of potable irrigation water were saved and 1,480.7 gallons of reuse water irrigation were saved. This totals to 15,342.8 gallons per day saved. |

BUDGETED EXPENDITURES

Utility Fund - Wastewater Treatment Plant #3 - 402-08-316

| Expenses                               | FY24 Year-End Actuals | FY23 Adopted Budget | FY23 Estimated Year-End | FY23 Final Budget |
|----------------------------------------|-----------------------|---------------------|-------------------------|-------------------|
| Personal Services                      |                       |                     |                         |                   |
| 1201 - Salaries & Wages Regular        | \$1,026,746           | \$1,070,000         | \$1,025,116             | \$1,146,100       |
| 1401 - Overtime                        | \$34,835              | \$60,000            | \$27,000                | \$40,000          |
| 2101 - Auto Fuel Costs                 | \$19,080              | \$64,000            | \$77,112                | \$67,000          |
| 2201 - General Pension Fund Costs      | \$143,005             | \$106,102           | \$178,875               | \$171,000         |
| 2204 - 401(a) Pension Contribution     | \$27,817              | \$20,000            | \$32,280                | \$28,217          |
| 2207 - Life Health & Vision Insurance  | \$203,576             | \$227,000           | \$215,688               | \$244,440         |
| 2302 - Disability Benefits - 401(a)    | \$603                 | \$504               | \$636                   | \$603             |
| 2401 - Workers' Compensation           | \$10,100              | \$20,000            | \$20,000                | \$20,740          |
| PERSONAL SERVICES TOTAL                | \$1,534,667           | \$1,653,000         | \$1,679,824             | \$1,758,140       |
| Operating Services                     |                       |                     |                         |                   |
| 3101 - Prof. Bus. Engineering          | \$59,106              | \$20,000            | \$47,538                | \$70,000          |
| 3105 - Prof. Bus. Other                | \$110,746             | \$120,000           | \$121,754               | \$120,000         |
| 3404 - Contract Bus. - Other           | \$607,323             | \$108,043           | \$475,749               | \$1,029,840       |
| 3407 - Bus. Charges-Telephones         | \$60,040              |                     |                         |                   |
| 4001 - Travel Non Local                | \$7,726               | \$1,000             | \$4,000                 |                   |
| 4002 - Training-Required Instructional | \$4,344               | \$10,000            | \$5,400                 | \$15,500          |
| 4201 - Postage                         | \$50                  | \$500               | \$15                    | \$50              |
| 4202 - Freight & Express Charges       | \$40                  | \$100               | \$100                   | \$200             |
| 4301 - Utility Bus. - Electric         | \$530,036             | \$972,762           | \$973,162               | \$126,000         |
| 4303 - Utility Bus. - Gas              |                       |                     |                         |                   |
| 4401 - Rentals & Leases                | \$14,347              | \$20,000            | \$20,000                | \$20,000          |
| 4601 - Rep & Mnt. Equipment            | \$470,314             | \$20,000            | \$19,722                | \$20,000          |
|                                        | \$714,444             | \$1,010,000         | \$973,722               | \$1,010,000       |

AUTHORIZED PERSONNEL

Utility Fund - Wastewater Treatment Plant #3 - 402-08-316

| Position                     | Pay Grade | Min./Max Hourly | FY24 Budget | FY23 Budget | FY23 Actual |
|------------------------------|-----------|-----------------|-------------|-------------|-------------|
| WWTP Manager                 | 34        | \$4.94-\$9.35   | 1           | 1           | 1           |
| WWTP Chief Operator          | 32        | \$4.74-\$4.87   | 1           | 1           | 1           |
| WWTP Operator A              | 30        | \$5.94-\$6.30   | 2           | 2           | 2           |
| WWTP Operator B              | 27        | \$5.21-\$5.95   | 4           | 4           | 4           |
| Pre-treatment/CO Coordinator | 27        | \$5.21-\$5.95   | 1           | 1           | 1           |
| WWTP Operator C              | 25        | \$5.01-\$6.20   | 2           | 2           | 4           |
| Chief Leader Plant Maint     | 25        | \$5.01-\$6.20   | 1           | 1           | 1           |
| Pre-treatment/CO Specialist  | 25        | \$5.01-\$6.20   | 1           | 1           | 1           |
| Maintenance Mechanic 3       | 22        | \$5.09-\$4.22   | 1           | 1           | 1           |
| Maintenance Mechanic 1       | 22        | \$5.09-\$4.22   | 1           | 0           | 0           |
| Maintenance Mechanic 1       | 19        | \$7.37-\$8.03   | 0           | 1           | 1           |
| WWTP Operator Trainee        | 18        | \$5.80-\$8.02   | 4           | 4           | 2           |

ACCOUNT DETAILS

Utility Fund - Wastewater Treatment Plant #3 - 402-08-316

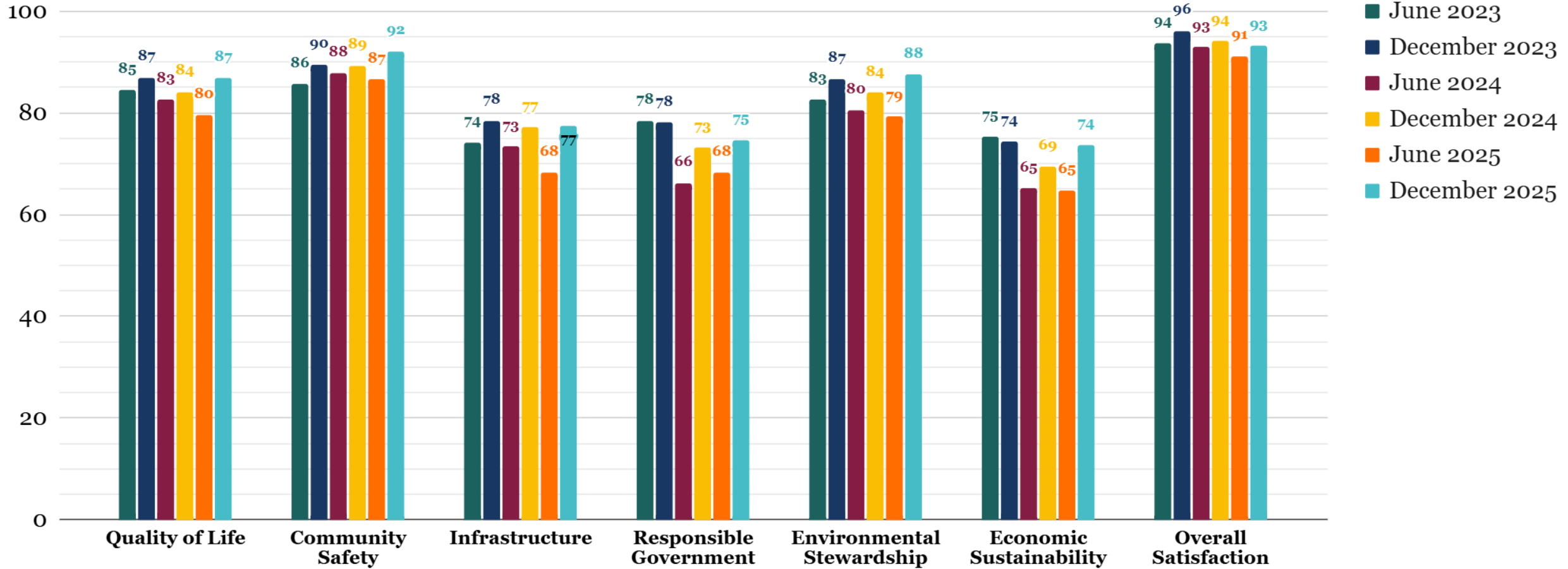
| Account #  | Object Code Description           | Amount      | Detail Description                   |
|------------|-----------------------------------|-------------|--------------------------------------|
| 3105       | Prof Bus. - Other                 | \$0.00      | Business Training                    |
|            | Prof Bus. - Other                 | \$80.000    | Business Training                    |
|            | Prof Bus. - Other                 | \$80.000    | Outside Lab Analysis                 |
|            | Prof Bus. - Other                 | \$0.000     | TCLP Testing                         |
| 3105 TOTAL |                                   | \$160.000   |                                      |
| 3404       | Contract Bus. - Other             | \$0.000     | Assets West Maintenance              |
|            | Contract Bus. - Other             | \$10.000    | ASCO Power Services                  |
|            | Contract Bus. - Other             | \$4.000     | Carbon Dioxide Exchange              |
|            | Contract Bus. - Other             | \$10.000    | FCEP Permitting                      |
|            | Contract Bus. - Other             | \$900       | Fuel Tank Inspections                |
|            | Contract Bus. - Other             | \$60.000    | Generator Upgrades & Inspections     |
|            | Contract Bus. - Other             | \$15.000    | HACH Instrument Maintenance          |
|            | Contract Bus. - Other             | \$20.000    | Industrial Water Service             |
|            | Contract Bus. - Other             | \$0.000     | Instrument Calibrations              |
|            | Contract Bus. - Other             | \$42.500    | Lawn Maintenance                     |
|            | Contract Bus. - Other             | \$1.200     | Onsite Asset Inspections             |
|            | Contract Bus. - Other             | \$872.500   | Budget Training                      |
| 3404 TOTAL |                                   | \$1,039.000 |                                      |
| 4601       | Rep & Mnt. Equip. - Detailed Only | \$1,000.000 | Aeration Basins 1 & 2 Rotors         |
|            | Rep & Mnt. Equip. - Detailed Only | \$40.000    | Aeration Blower Motor #4 Rotors/Rls. |
|            | Rep & Mnt. Equip. - Detailed Only | \$40.000    | Chemical Pump Replacement (W)        |
|            | Rep & Mnt. Equip. - Detailed Only | \$20.000    | Compressor Separator Replacement     |

\* Adopted Budget columns include approved/budget amendments.  
Back to Utility Fund | Back to Table of Contents



City of Winter Haven

## Public Affairs & Communication





City of Winter Haven

## Public Affairs & Communication

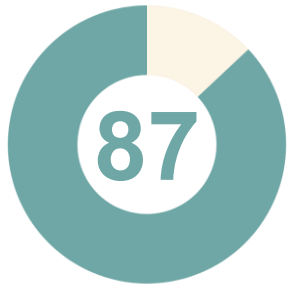
Data: November – December 2025  
402 Survey Submissions



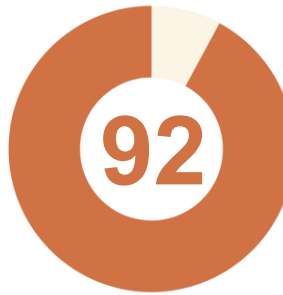
**Overall Satisfaction**

**48**

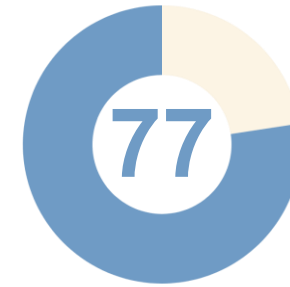
**Net Promoter Score**  
Scale: -100 to 100



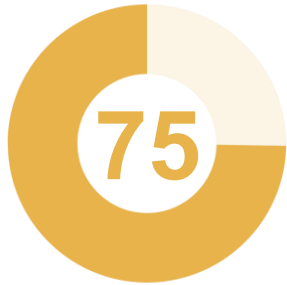
**Quality of Life**



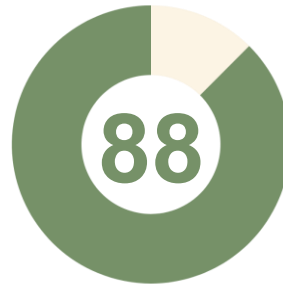
**Community Safety**



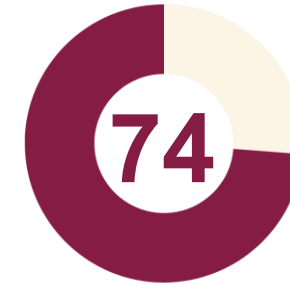
**Infrastructure**



**Responsible Government**



**Environmental Stewardship**



**Economic Sustainability**

**GET READY  
BEFORE IT  
GETS REAL**

TEXT. EMAIL. PUSH ALERTS.  
FROM THE CITY, NOT THE RUMOR MILL.

**WE DON'T  
DO  
RUMORS.**

JUST ACCURATE, OFFICIAL,  
STRAIGHT-FROM-US  
ALERTS.

**GET THE  
ALERT. NOT  
THE RUMOR.**

YOU DON'T HAVE TIME TO FACT-CHECK IN A FIRE.

**SKIP  
THE  
SCROLL**

YOU NEED  
REAL INFO,  
NOT  
REAL-TIME  
SPECULATION.

**DON'T PLAY  
TELEPHONE.**

UNLESS IT'S WITH US.  
TEXT, EMAIL, PUSH ALERTS –  
THE REAL KIND.

**SOCIAL  
MEDIA ISN'T  
AN ALERT  
SYSTEM**

BUT WE ARE.  
LET'S FIX THAT.

**TRUST THE  
SOURCE.**

NOT YOUR NEIGHBOR'S COUSIN  
WHO "HEARD SOMETHING."

**GET  
FACTS,  
NOT  
FRENZY.**

BECAUSE DRAMA SPREADS  
FASTER THAN STORMS.

**YOUR REAL  
EMERGENCY  
PLAN?**

IT'S NOT IN THE  
COMMENT SECTION.  
GET THE FACTS -  
IN REAL TIME.

**THE BEST  
SOURCE IS  
THE CITY**

NOT THE COMMENTS SECTION.

**"I HEARD IT  
FROM MY  
NEIGHBOR."**

IS NOT A NOTIFICATION SETTING.  
SIGN UP FOR EMERGENCY ALERTS.

**SKIP THE  
SPECULATION  
SPIRAL**

GET THE UPDATE,  
NOT THE DRAMA.

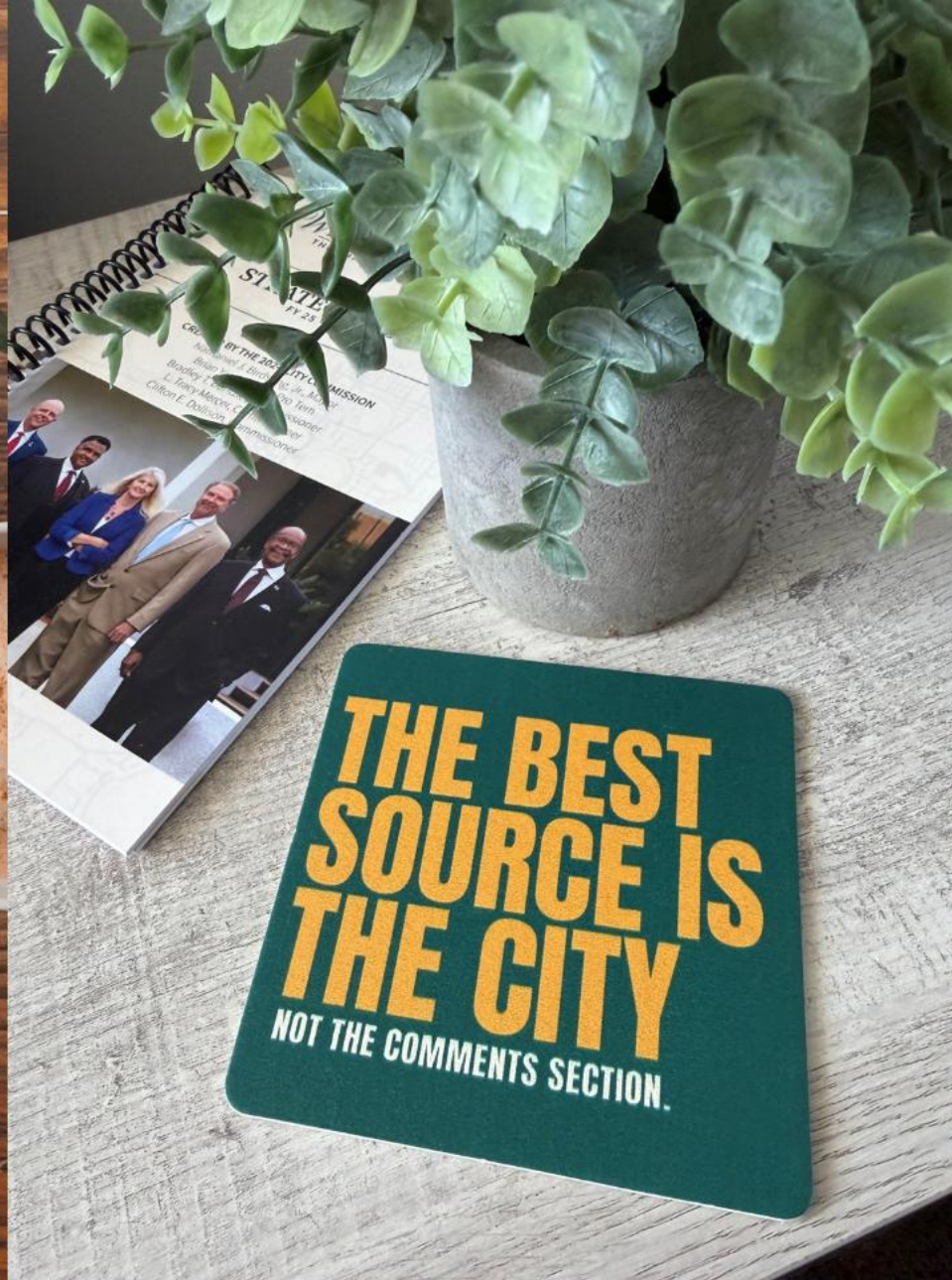
**GROUP  
CHATS  
ARE  
GREAT**

FOR POTLUCKS,  
NOT FOR PUBLIC SAFETY

**YOUR GROUP  
ADMIN DIDN'T  
CALL  
EMERGENCY  
MANAGEMENT  
BUT WE DID**

**CHECK  
YOUR  
SOURCE.**

THAT FACEBOOK GROUP  
SHOULDN'T BE YOUR  
EMERGENCY PLAN . . .

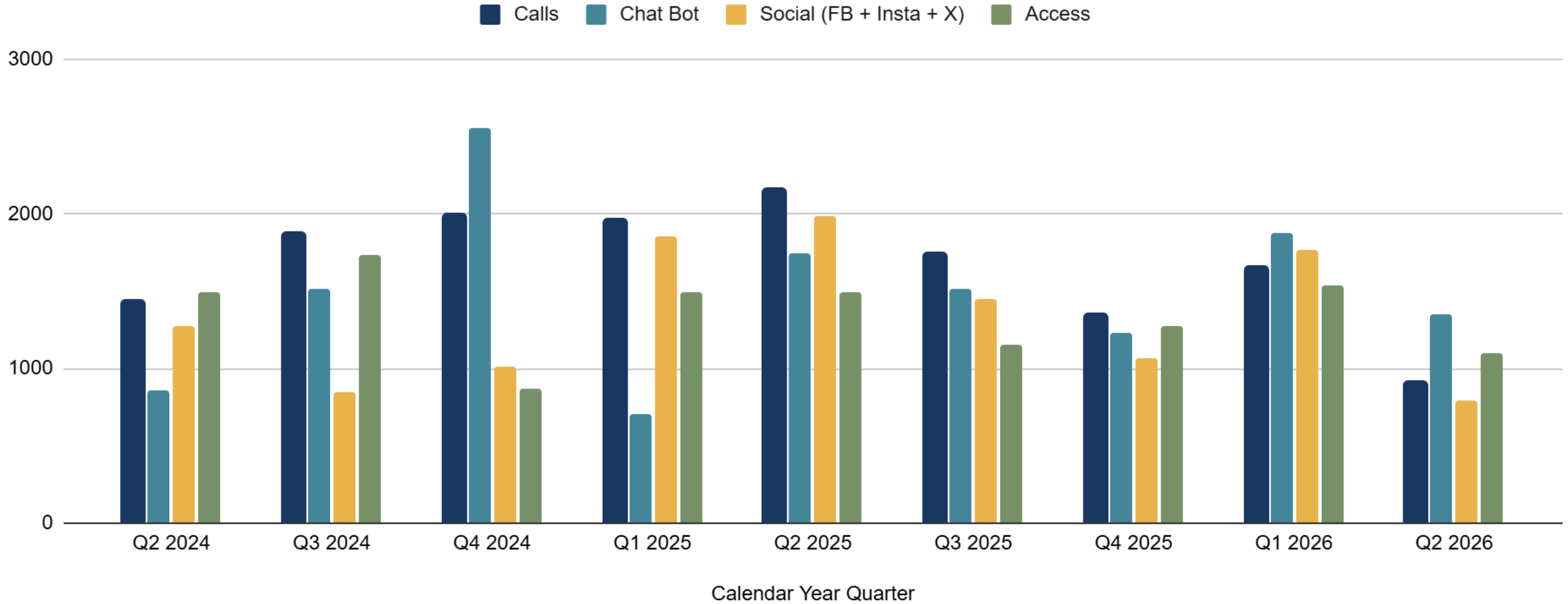




City of Winter Haven

## Public Affairs & Communication

### Calls vs Direct Messages vs Access WH vs Access WH

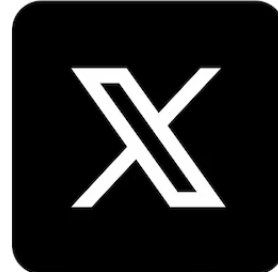




City of Winter Haven

Public Affairs  
& Communication

# The Conversation Is Happening Go Where It Is



ACCESS  
WINTER HAVEN



ASK WINTER  
HAVEN



City of Winter Haven

Public Affairs  
& Communication

# The Conversation Is Happening Go Where It Is

Trust By Design – 2026 FCCMA





City of Winter Haven

## Public Affairs & Communication



Winter Haven's municipal plans include a dedicated \$1.5 million dedicated pickleball complex, budgeted for construction. In the meantime, players can utilize the 4 courts at the Winter Haven Tennis Center (209 Ave F NW) or drop by the AdventHealth FieldHouse. City of Winte... +2

Current and upcoming options include:

- **Future City Complex:** The City of Winter Haven's Capital Improvement Plan has designated \$1.5 million specifically for the construction of a new pickleball complex, with an additional \$500,000 slated for further expansion.



City of Winter Haven

# Public Affairs & Communication



The City of Winter Haven

March 16 · 🌐

Good morning to everyone except the people who treat Spring Break traffic like a personal NASCAR qualifying lap.

Traffic today will be:

- confused tourists making a left turn from the right lane
- teenagers on golf carts with absolutely no survival instinct
- someone towing a jet ski they bought emotionally yesterday
- one guy in flip flops driving a lifted truck like he's late to the Daytona 500

Local grocery stores report a 200% increase in:

- frozen pizza
- Capri Suns
- parents whispering "why are they always hungry"

Meanwhile the beaches will feature:

- college kids who think sunscreen is a government conspiracy
- dads setting up tents like they're establishing a new colony
- someone's Bluetooth speaker playing Pitbull at war crime volume

Reminder:

Spring Break officially begins when a teenager says "I'm bored" 14 minutes after waking up at noon.

Stay safe out there, neighbors.

Hydrate. Avoid going into work, if you can...

And remember: we still have more lakes than Lakeland. See less



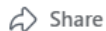
103



Like



Comment



Share

8 comments 10 shares

View more comments



Jen Smith

Requesting more info on how to avoid going in to work... asking from my bathroom break at work. Thanks in advance!

10w Like Reply



4



## The City of Winter Haven

2.6K followers • 145 following

Your satire Haven from Winter since 1844

■ Satire/Parody



Following

Search

All

About

Followers

Photos

Mentions

More

### Details



Not yet rated (0 Reviews)



Always open



Winter Haven, FL, United States, 33880

### Photos

See all photos



Privacy · Consumer Health Privacy · Terms · Advertising · Ad Choices · Cookies · More

### Posts

Filters



The City of Winter Haven

4 days ago · 🌐

We can't really explain it, but, [The City of Eagle Lake](#) feels like reaching into the Florida municipal bargain bin and somehow pulling out a collector's item. Not because it's rare, but because you stare at it for a brief moment and question what exactly it is and how it got there... and honestly? We love that for them.

👍❤️👍 Jamie Beckett, Desirae Alisha and 20 others

13 comments



Like



Comment



View more comments



Nicholas Cottrell

I was the honorary mayor of eagle lake for an evening thanks to my unlikely friendship with the major, J.R. Sullivan. He was the chief of police for eagle lake for quite some time and became mayor after he retired from the police force. He won the mayo... [See more](#)

3d

Like

Reply

Edited



The City of Winter Haven

Courtney Towles you... you do know that they're satire... we're satire... Right?

13h

Like

Reply

View more replies



Comment as Katrina Hill



The City of Winter Haven

4 days ago · 🌐

You may be wondering... where have we been?

Busy at work, as always. After months of careful planning, public feedback surveys we absolutely skimmed, and several closed door meetings over catered sandwiches, we are proud to unveil our bold new vision for the future:

THE DOWNTOWN GIANT MINIFIG INITIATIVE™ ... [See more](#)

👍❤️👍 Sharaya Striker, Jamie Beckett and 21 others

6 comments 1 share



Like



Comment





City of Winter Haven

Public Affairs  
& Communication



Bluesky

TRUTH  
SOCIAL

@ Threads



mastodon



City of Winter Haven

Public Affairs  
& Communication

# The Fediverse

A Decentralized Network of Independent Social Media Platforms That Communicate Seamlessly.





*City of Winter Haven*

**Public Affairs  
& Communication**

# Protect Your Brand

- Could someone reasonably impersonate us there?
- Would residents know if an account was official?
- Does our website clearly establish our official presence?
- Are we thinking ahead, or are we waiting until there is a problem?



# Three Questions to Ask Your Communications Team

1. How can we humanize our message in a way that is authentic, honest, and relatable?
2. Where are we most vulnerable to misinformation or identity confusion right now?
3. Are our official sources strong enough for residents, reporters, search engines, and AI tools to understand where truth lives?



City of Winter Haven

**Public Affairs  
& Communication**

# **Trust is Not Built Through One Big Campaign.**

Trust is built because people see the same organization **show up again and again with clarity, consistency, humility, and a real desire to connect.**



City of Winter Haven

**Public Affairs  
& Communication**

# **Trust is Not Built Through One Big Campaign.**

Trust is built because people see the same organization **show up again and again with clarity, consistency, humility, and a real desire to connect.**

**Katrina Hill, Director of Public Affairs & Communication**

**KHill@MyWinterHaven.com**

**863-291-5600**