

The Perdido Community

Perdido is the Spanish word for “lost” or “hidden”, a rather fitting description for the area situated in the far southwest corner of Escambia County, the westernmost point in the state of Florida on the Gulf of Mexico, bordering Alabama. Despite being a geographically secluded part of our state and county, Perdido Key and the greater Perdido area are home to around 20,000 people. Representing just 6% of the county population, our community holds 16% of our county’s taxable real estate value and produces 20% of the Tourist Development Tax. **In all, Perdido generates an estimated \$60M in annual revenue for Escambia County. Putting that in perspective, over the past decade we contributed close to *half a billion dollars* to our county.**

Perdido is proud to be a hidden slice of paradise, thirty minutes from just about everything. But this isolation makes us an inconvenient location for the delivery of many county services. Adding to this, Escambia County is stretched to the limit with regard to code enforcement, road and pond maintenance, and calls from our concerned residents on all manner of local issues.

Our area is home to bright and committed citizens who care deeply about our community’s well-being and have a keen understanding of its unique needs. Given the chance, we would love to self-govern. **In fact, a recent Perdido Key Association survey showed 78.5% support for municipal incorporation. And we have found a similar sentiment on mainland Perdido and Innerarity.**

By incorporating Perdido as a municipality, we can directly address local concerns. Handling issues ourselves would alleviate the stress on Escambia County, and free up resources to be focused elsewhere. Most importantly, municipal incorporation provides the opportunity to build value in our community. As a municipality, we can:

- Ensure that zoning and planning align with our local way of life
- Improve street conditions for local neighborhoods, along with traffic flow
- Increase pedestrian safety with sidewalks, crosswalks, multi-use paths, and street lighting
- Provide a fire station in the northern part of our area, something missing for over four years
- Increase law enforcement patrols as needed
- Establish uniform code enforcement to protect property values and beautify our community
- Create and implement a comprehensive stormwater management plan

Again, while each of these might be addressed separately by our county, doing so would create unnecessary strain on our neighboring communities. Operating as a municipality, we can keep local issues local, and control our own destiny. At the same time, **we can improve the quality of life for our neighbors in Escambia County by reducing their load.**

A key benefit of incorporation is the creation of a 20-year comprehensive plan. This roadmap expresses our community’s collective vision and ideals. To help achieve these goals, we can take advantage of previously inaccessible funding sources to further enhance our area with the addition of desirable amenities like bike trails, roadway beautification, an aquatic center, parks, or even a community center. We can work to offset tourism impacts in our area through infrastructure projects.

Our community is uniquely positioned to incorporate under the "government lite" model. This model addresses common concerns by limiting government size and taxing capacity to instead focus on cost-saving, transparent, intelligent budgets, minimizing taxes, and encouraging innovative solutions. The methodology is akin to a private corporation that works to reduce expenditures with the goal of product excellence, all for the shareholders' benefit. Here, citizens are the shareholders and greatest beneficiaries, and our community becomes our excellent product.

Many successful, **award-winning** examples of government-lite cities exist in Florida. Consider Weston, DeBary, and Fort Myers Beach. These all run bare-bones governments, to create local control without reinventing the wheel. Each city contracts out the bulk of services to precisely the level citizens require and directly manages these service contracts to preserve their quality of life at an affordable price point, all while utilizing less than a dozen paid employees.

Government lite is a proven model that addresses common concerns of bureaucracy, higher taxes, and unnecessary service duplication while empowering the collective community's voice, goals, and ideals. The model is an excellent fit for the Perdido community, and we believe that municipal incorporation is the most efficient means to address our needs in a community-centric manner. It will benefit not only Perdido but all of our neighbors in Escambia County.

The Florida Constitution grants county and municipal governments Home Rule authority, which allows them to better self-govern by adopting and enforcing unique laws. Our community desires this authority. The process of municipal incorporation starts right here, with our citizens, community workgroups, and local support. Over the coming months, Perdido's citizens will work together to propose boundaries and guide the creation of a feasibility study, a five-year projected budget, and a proposed city charter. The results will be submitted to our local delegation (Sen. Broxson, Rep. Andrade, and Rep. Salzman), and a House subcommittee by September 1, 2023, to become a local bill. The Florida House and Senate vote on the bill; if it passes, our citizens within the proposed boundaries can vote to become a municipality in 2024.

We believe municipal incorporation will preserve and enhance the quality of life within our community.

We believe municipal incorporation allows us to directly address the challenges we face.

We believe municipal incorporation under the government lite model is the most fiscally responsible means to facilitate the wishes of our citizens.

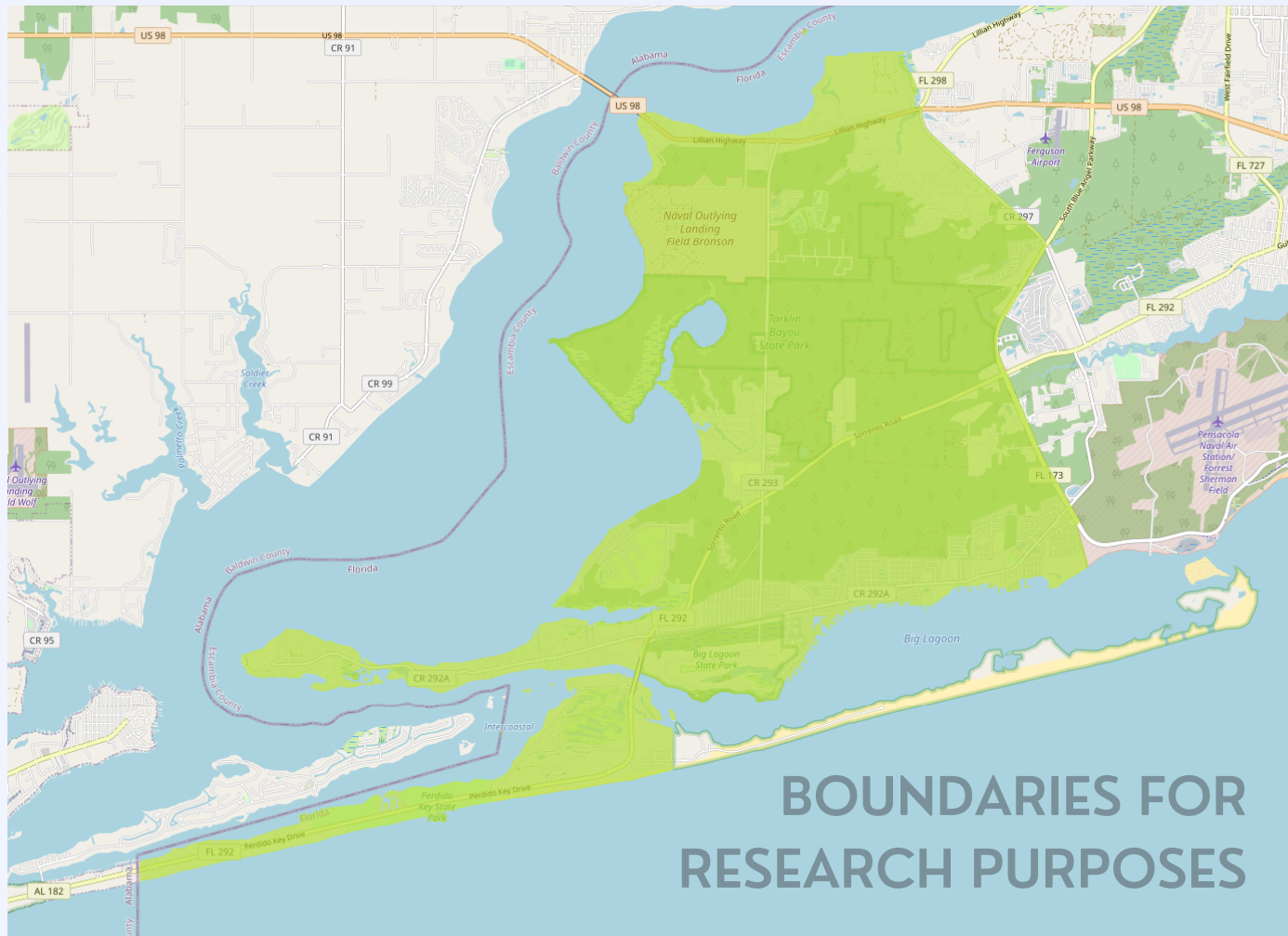
We believe municipal incorporation will, in the long term, benefit both our local community and Escambia County as a whole.

We believe there is no better time to incorporate Perdido than right now.

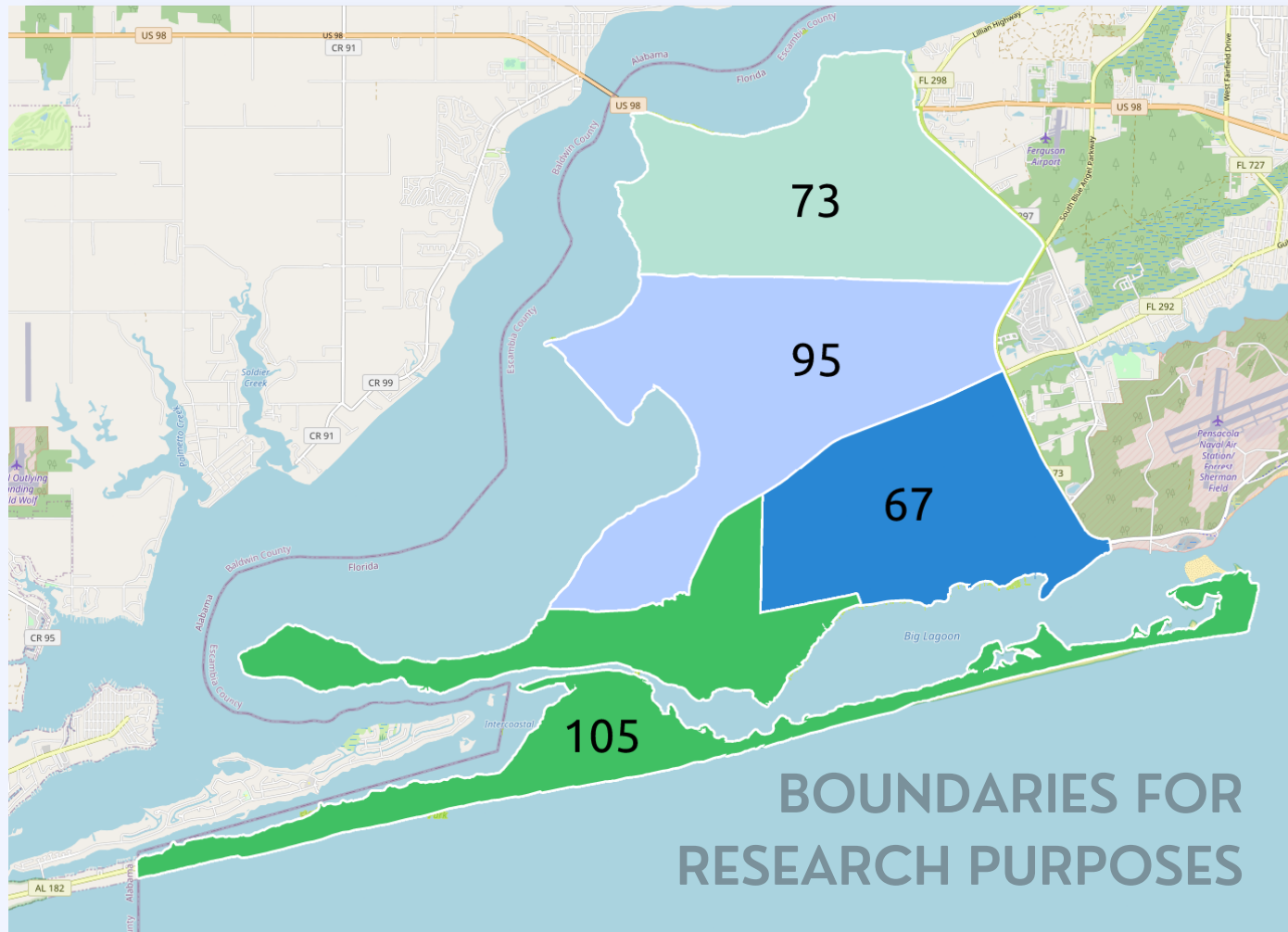
WELCOME TO PERDIDO



THIS IS PERDIDO



FOUR PRECINCTS



BOUNDARIES FOR
RESEARCH PURPOSES

The Community of Perdido, Florida

OUR POPULATION

19.4K

POPULATION

The 2020 US Census pegs our population conservatively at 19,416, with an annual growth rate of 0.75%.

3X

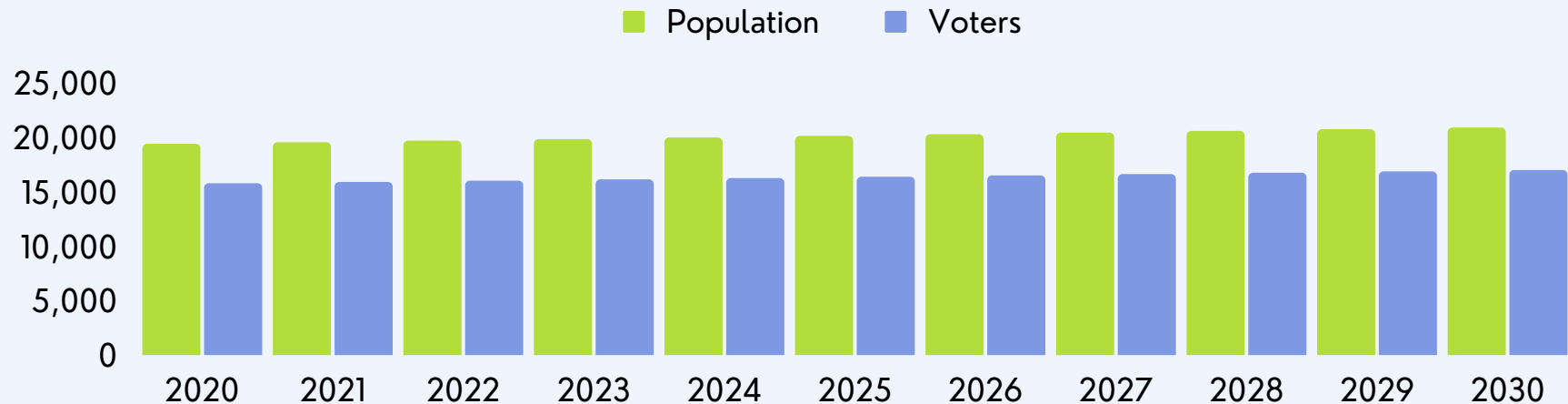
STATE MEDIAN

The median population of Florida cities is around 6351. Our area of Perdido is more than three times that amount!

15.8K

VOTERS

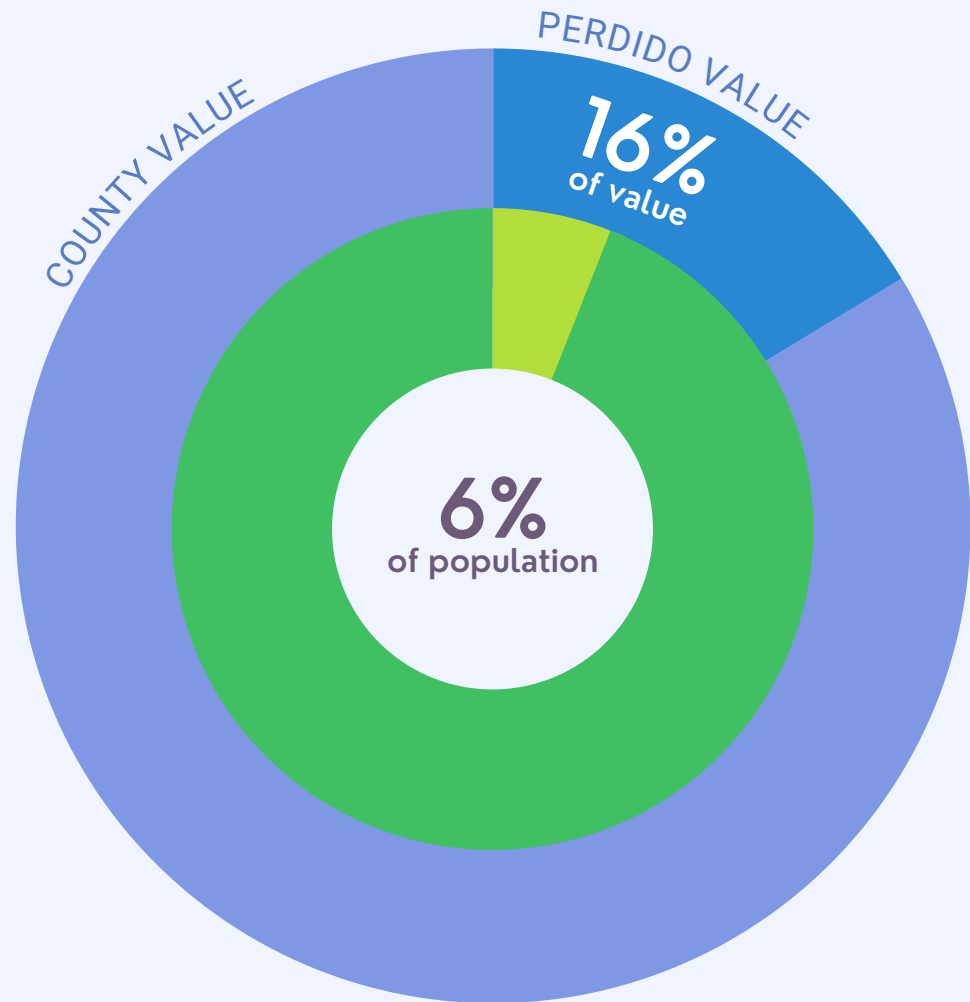
Based on current estimates, the number of registered voters in the Perdido area is nearly 16,000.



Perdido Holds 16% of County Taxable Real Estate Value

While Perdido represents just 6% of the total Escambia County population, our area holds 16% or **\$3.524B** of the county's **taxable real estate value**. In 2022, we generated **\$47.2M** in ad valorem property tax revenue for our county.

This doesn't include revenues from other taxes. This local revenue is utilized throughout Escambia County.

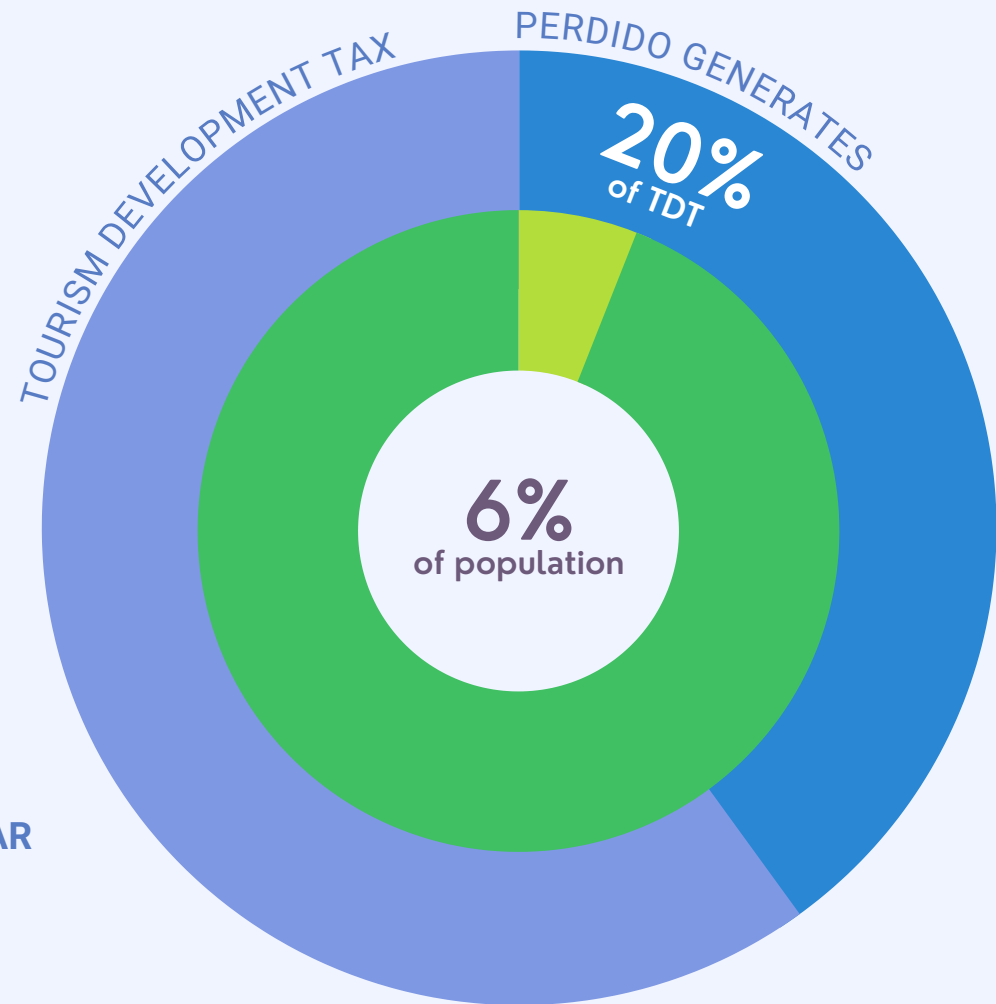


A GREAT PLACE FOR TOURISM

Escambia County collects a 5% tourism development tax (TDT), which it uses to promote tourism in the Pensacola area through the Visit Pensacola organization, along with various capital projects.

Again, consider just 6% of the Escambia County population generates such a significant share of county tax dollars.

\$4.5 MILLION OF TDT OVER THE PAST YEAR



The Community of Perdido, Florida

OUR CONTRIBUTION

\$500M+

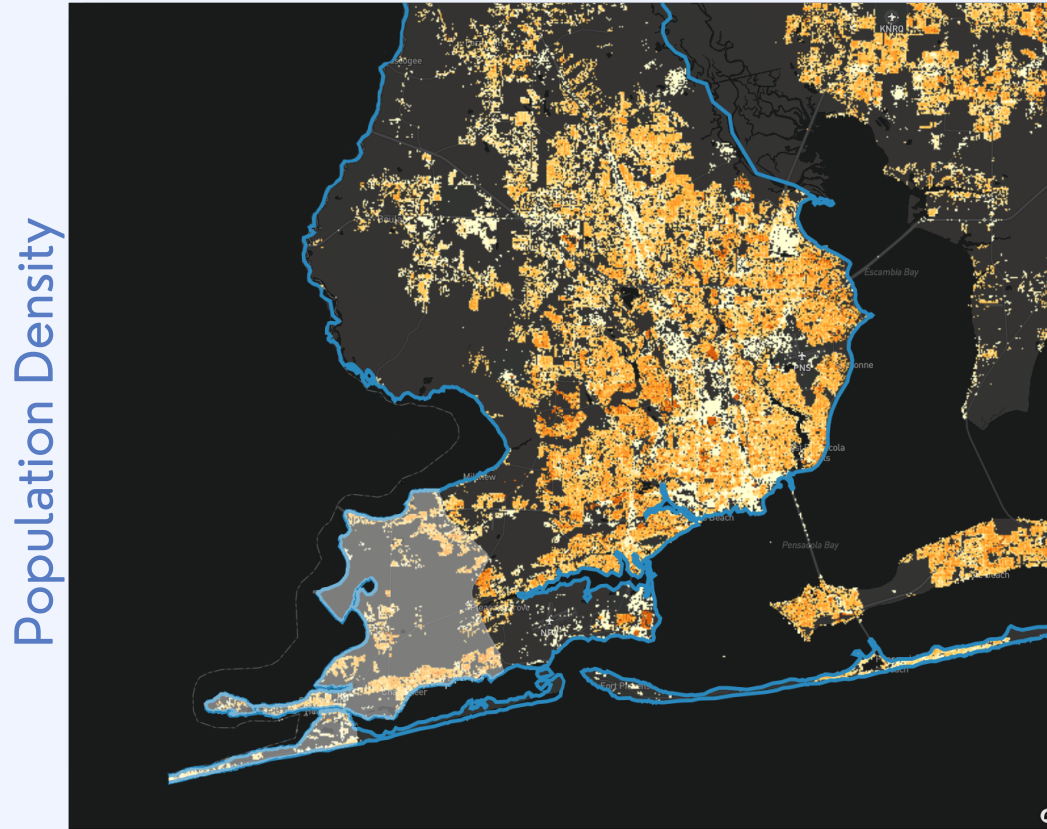
10-YEAR COUNTY TAX REVENUE CONTRIBUTIONS

\$760M+ over the next 10 years



Source: 2021 Escambia Budget vs Actuals, 2022 Escambia Tax Roll, projected based on 3% annual growth.

OFF THE BEATEN PATH



Perdido is proud to be a hidden slice of paradise, thirty minutes from just about everything. **But this isolation makes us an inconvenient location for the delivery of many county services.**

OUR COUNTY IS STRETCHED



CODE ENFORCEMENT...



ROAD MAINTENANCE...



POND MAINTENANCE...



CITIZEN CONCERNS...



OUR CITIZENS



WE'RE COMMITTED



WE'RE CONCERNED



WE'RE TALENTED



HARD-WORKING



Given the chance, we would
love to self-govern.

OWNERS SURVEYED

The Perdido Key Association

- Area's Largest Community Org
- Conducted Survey in 2020
- 3,995 Surveys in Direct Mailing
- 29.2% Response Rate

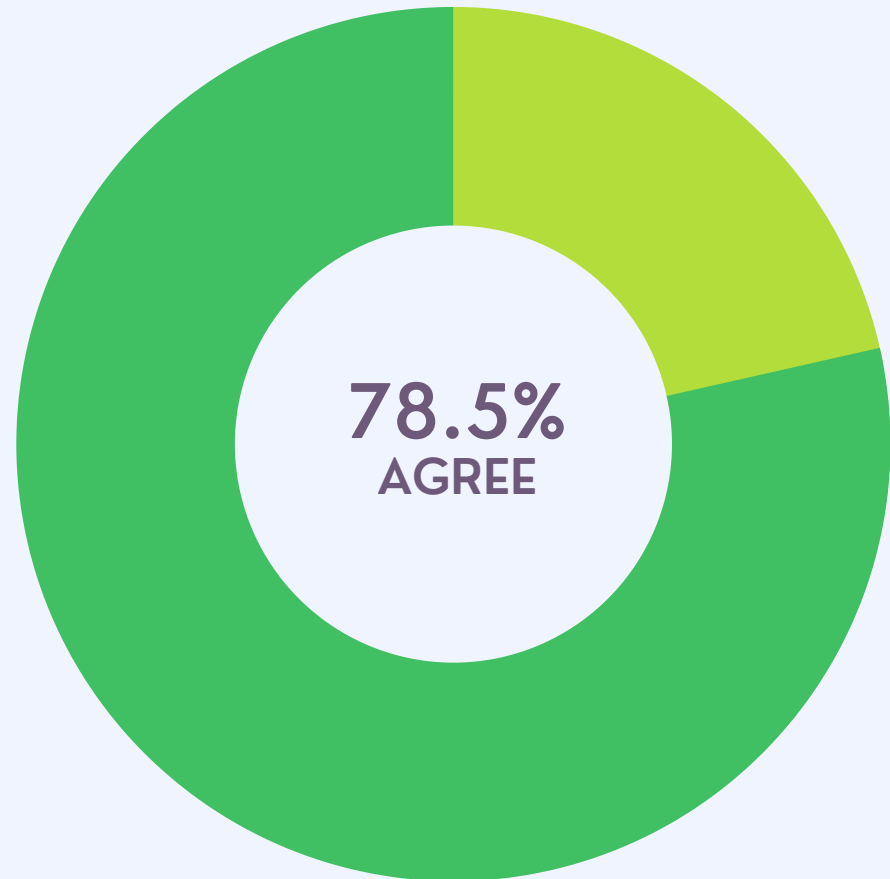


Should residents pursue
incorporation to have
greater control of tax
dollars and our future?

SURVEY RESULTS

**78.5% Support
Incorporation**

The results were *significant*.



WE CAN BUILD VALUE



ZONING

Ensure zoning and planning align with our local way of life.



STREETS

Improve street conditions for our local community and work to improve traffic safety and flow.



SERVICES

Adjust public service levels as needed. In particular, areas would benefit from added law enforcement patrols, and the north part of our community needs a fire station.



SAFETY

Increase our pedestrian safety with sidewalks, multi-use paths, and street lighting.



CODES

Establish uniform code enforcement to protect our property values

EVERYONE BENEFITS



DIRECTLY ADDRESS CONCERNS



LOCAL ISSUES STAY LOCAL



REDUCE STRAIN ON COUNTY



IMPROVE QUALITY OF LIFE



COMMON CONCERNS



HIGHER TAXES?



ADDED BUREAUCRACY?



SERVICE DUPLICATION?



GOVERNMENT LITE



Addresses Common Concerns

Government Lite refers to a unique local government methodology that exerts local control while attempting to keep that control **simple and responsive**, all while **minimizing costs**.

Administrators look to incubate, create, and spin-off community initiatives and ideas with an entrepreneurial mindset.

Contract managers ensure services are delivered affordably and to the exact level required by the citizens. They often contract with existing service providers (i.e., county sheriff for law enforcement).



Limited government, few employees

Established in the charter, it remains small and often requires less than a dozen employees.



Provide local control of issues

By not trying to do everything, government lite is able to focus on key issues in the community.



Intelligent and transparent budget

Citizens benefit from fully transparent, cost-saving, intelligent and responsible budgets.



Focused on smart problem-solving

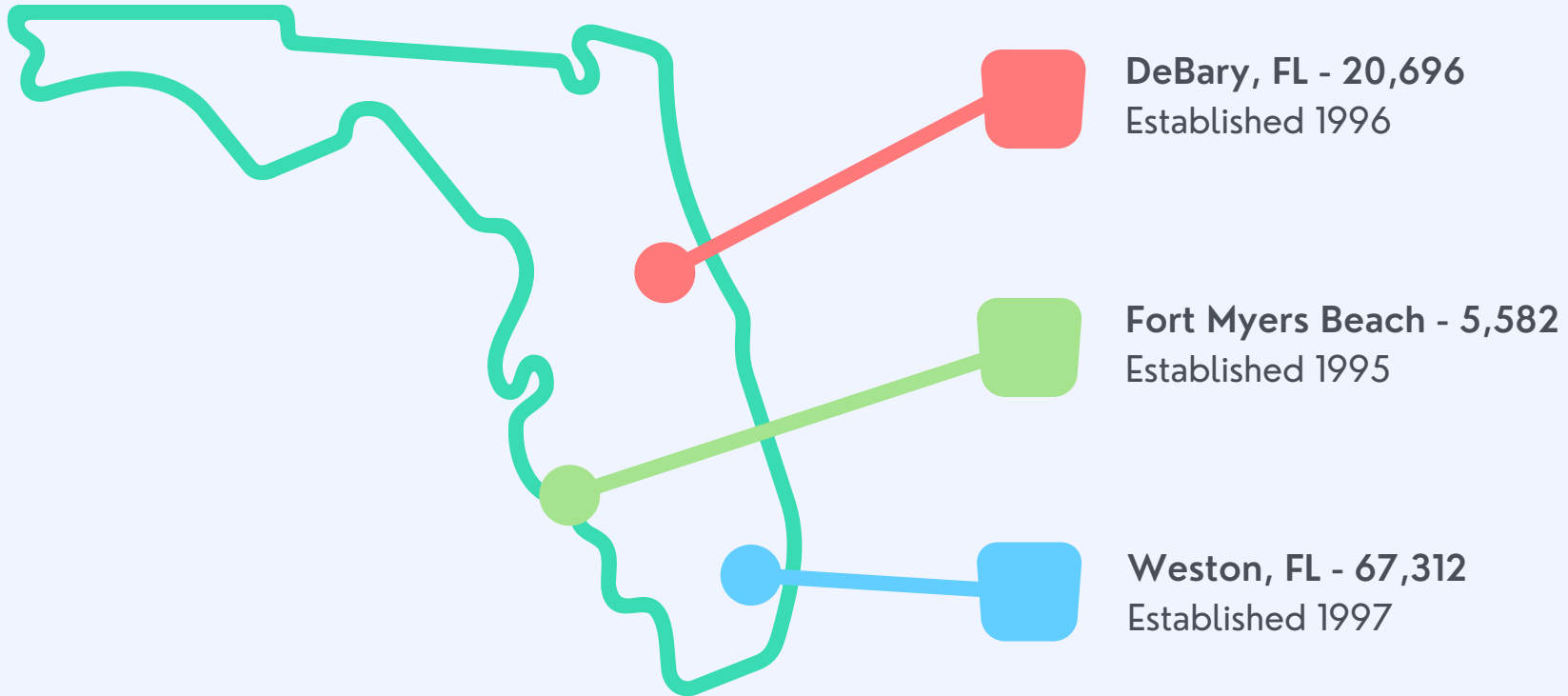
Instead of inward-turning administration, leaders instead look outwards and innovate.



Excellent service delivery

A primary goal becomes delivering cost-effective yet exceptional services to citizens.

A FEW EXAMPLES



All Award-Winning Small Cities

*Lowest Taxes, Best Vacation Destination, Best Small City,
Most Affordable Place to Live, Safest City... **the list goes on!***

GOVERNMENT LITE BENEFITS



Local issues stay local



Less than a dozen staff



Community-centric



Reduces strain on county



Cost-saving and small



Entrepreneurial mindset

A PROVEN MODEL



Empowers Citizens



Improves Quality of Life



Keeps Taxes Low



Award-Winning Cities

Planning & Education

Understand the process, begin to educate our community, and start fundraising



Feasibility Study

A firm is hired to research our area and produce the study, while a committee drafts our new city charter.



Community Work Groups

Keys to the development of our Feasibility Study: public work groups and surveys to identify the citizens' desires.



House Subcommittee / State Legislature

A feasibility study must be submitted by September 1 to legislature for consideration. They review and vote.



Voters Decide

If the measure is approved by the legislature, our citizens can then decide through a public vote.



WE BUILD THIS CITY

The Florida Constitution grants municipal governments Home Rule authority, which allows them to better self-govern by adopting and enforcing unique laws. Our community desires this authority.

THE JOURNEY BEGINS

SO WE'RE A CITY... NOW WHAT?

Elect Leaders

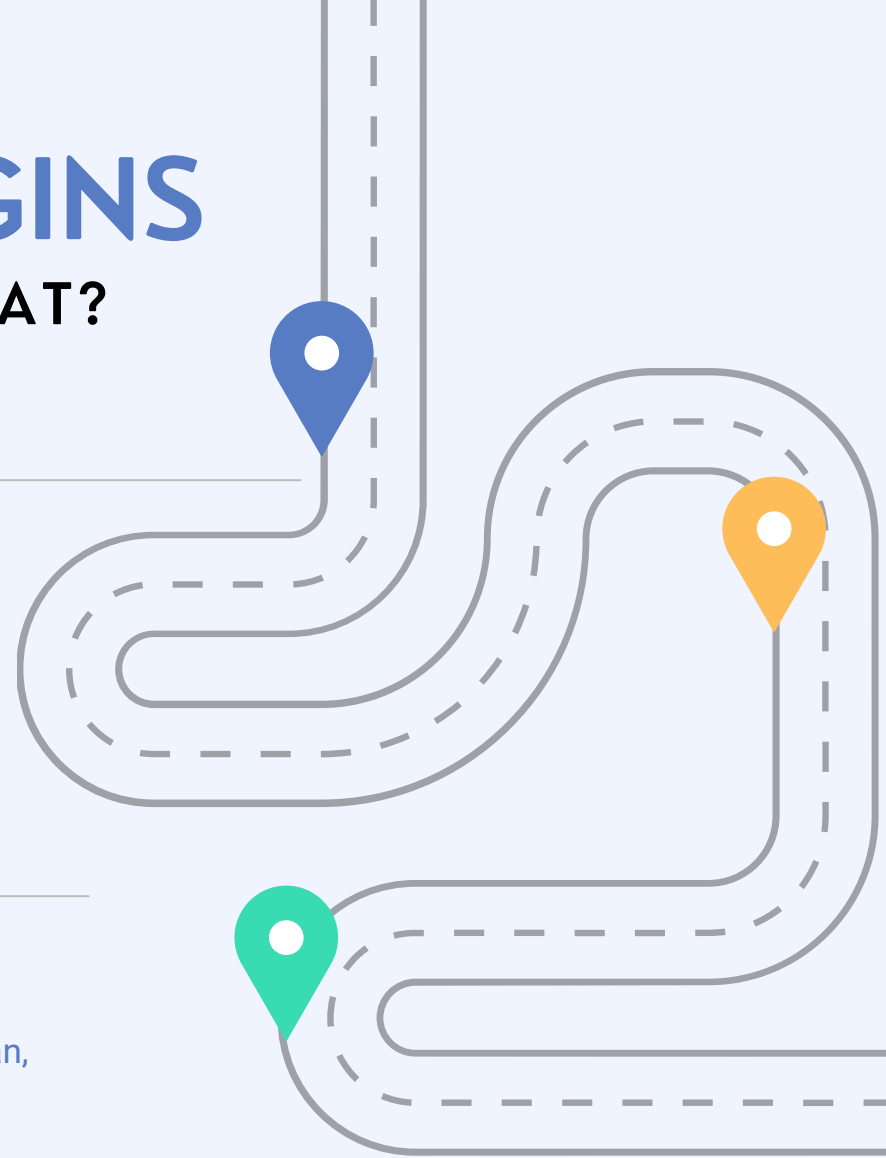
Citizens elect their new city leaders who embody the shared vision of the area.

Transition

Our new city begins to take over responsibilities as planned.

Comprehensive Plan

Within two years, the new city must form a comprehensive plan, much like a road map or strategic guide for the community.



PERDIDO CITY INCORPORATION

PHASE ONE

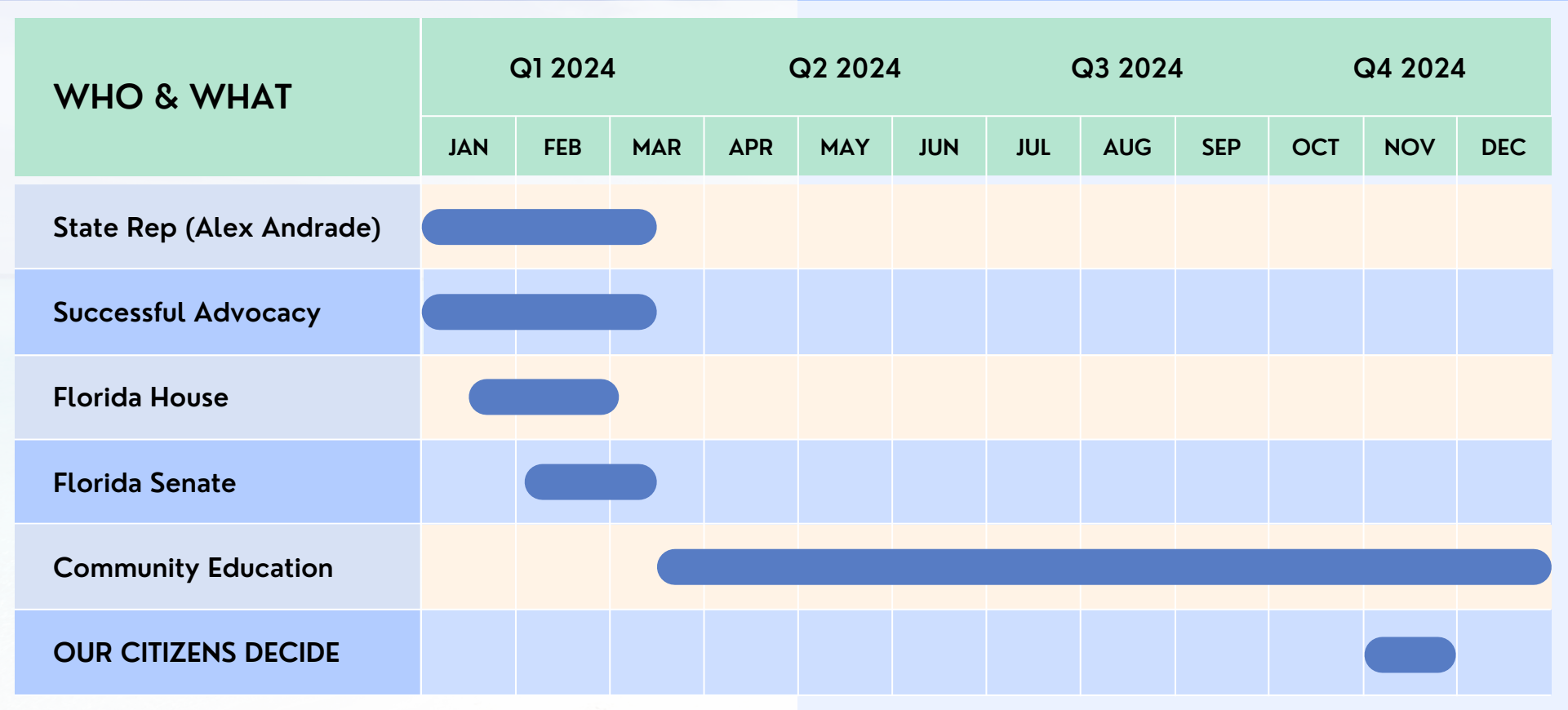
Florida statutes provide the framework and requirements by which new municipalities are formed. The process requires submitting a Feasibility Study, Charter, and Budget to our local delegates. After review, the House and Senate can vote, then the citizens.

WHO & WHAT	Q1 2023			Q2 2023			Q3 2023			Q4 2023		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Community Workgroups												
Feasibility Study (By Firm)												
Info from County Offices												
Draft City Charter (Group)												
Local Delegation												
House Subcommittee												

PERDIDO CITY INCORPORATION

PHASE TWO

Florida statutes provide the framework and requirements by which new municipalities are formed. The process requires submitting a Feasibility Study, Charter, and Budget to our local delegates. After review, the House and Senate can vote, then the citizens.



MORE INFO?



Contact Steven Brendtro
perdido.progress@gmail.com
(850) 303-0089