



**News Conference Announcement
Poinciana, Florida
January 20, 2012**

I am elated to announce two major events which will take the Central Florida Community of Poinciana from the “Forgotten Community” to “Destination Poinciana, the Beautiful Community”. I would like to thank the PEDA Team for all the hard work you have done; as well as all of the Poinciana business and resident partners.

PEDA Mission Statement: Promote and assist the economic development of Poinciana, creating new businesses, new jobs and edifying the current and future business environment of the community.

First is the Incorporation of PEDA, The Poinciana Economic Development Alliance.

- Through the help and support of many Poinciana Community leaders and businesses, PEDA is becoming an official organization servicing Greater Poinciana and our 83,000 residents. PEDA’s goals are to bring new businesses, new jobs, needed social services, a Professional Master Plan, and a forum for Poinciana businesses and residents. PEDA will represent the Poinciana Community to the Local, State and Federal Governmental entities and leaders, regardless of party affiliation; informing them of our needs, petitioning them for their assistance, and making sure our tax dollars and fees are kept in and returned to the Poinciana Community.
- Poinciana is one of the largest unincorporated areas in the State of Florida, with an approximate population of 83,000 residents with in the Poinciana Planned Urban Development. Poinciana has no local government, is split between Polk and Osceola Counties and has had for decades few if any elected officials from within its boundaries. Property taxes and impact fees have been taken and not returned to assist in the needs of the Poinciana Community. Poinciana’s foreclosure and unemployment rates are and have been among the highest in the state. The solution: roads, businesses, jobs, development.
- The good news about the Poinciana Community, among its highly diverse population is the following:
 1. Poinciana has one of the lowest crime rates over the past two years of any community in Florida, through the great service of the Polk & Osceola Counties’ Sheriff’s Departments and many citizens groups.
 2. Poinciana’s three high schools have ratings of A, B, B.
 3. Poinciana is surrounded by the most prolific park and preserve area anywhere in Florida. The potential for expanding the park and recreational opportunities is unlimited.

4. The “Active Adult Community of Solivita” is located in the heart of Poinciana and is one of the most beautiful and highly rated like Communities in the US. Solivita’s developer, Avatar Holdings is responsible for this fine “award winning” community, as well as being the major developer of Poinciana.

Secondly is the Commitment by a Chicago Consortium to invest in excess of \$100 Million into the Poinciana Community. Their representative approached PEDDA to introduce them to the Poinciana Community leaders and officials.

- The investor’s representative will present the credentials of the Consortium, at a future news conference.
- The Consortium is working with PEDDA to invest in these much needed Poinciana projects.
 1. **Poinciana Parkway:** which the Consortium can economically finance and build, relieving Avatar and the Counties of the large expense burden and use as the springboard project for the entire new Poinciana Community Development.
 2. **Poinciana Public Health Building:** which is now in modular units and has little or no opportunity of government funds to build. Poinciana is the largest community in Florida without a Public Health Building to meet its overflow needs.
 3. **Poinciana Polk Park:** there are currently no large public parks in Poinciana Polk County and only minimal funds have been allocated for this desperately needed complex. The Consortium can have the entire park completed in 2012, with **all** baseball and soccer fields and amenities. Poinciana’s Polk County annual property tax contribution for parks and recreation can more than cover the costs.
 4. **Valencia and UCF College Facility:** The Consortium is interested in financing and building the entire facility and the Poinciana Educational Campus, which will be used by TECO & ALCO as well. This may be the only way to have this facility with the latest “drying up” of Florida’s Educational capital funds.
 5. **The Salvation Army Service Center, Community Building and Public Music School:** with Poinciana being the only community of its size in the State of Florida without in-community social services (Kissimmee has about 23), the Consortium’s assistance in constructing this facility is urgently needed.
 6. **Poinciana Polk County High School:** PEDDA is beginning to assemble a group to document the need for this high school and partner with the Consortium and County to start building this facility by 2013.
 7. **Poinciana Master Plan:** the Consortium will assist PEDDA and community leaders to develop a master plan which will include a civic center, shops, restaurants, theatre & bowling alley, expanded parks and recreation areas, and scores of future amenities.
 8. A True “**Poinciana Community Identity**”.

Cordially submitted

Nick Murdock

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