



Focus on  
**Strong and Safe  
Neighborhoods**

Lakeland will have neighborhoods where residents enjoy their quality of life.

**GOALS**  
**Sense of Community**

Institutions, organizations, and neighborhoods will create and support a cohesive and engaged community that fosters intergenerational and geographic unity.

**Downtown**  
Downtown Lakeland will be walkable and vibrant with a variety of housing options, restaurants, small businesses, green spaces, and venues for community gatherings and events.

**Beautification**  
Lakeland will be a clean, beautiful city centered around magnificent lakes, attractive streetscapes, quality architecture, and natural features.

**Preservation and Revitalization**  
Lakeland will celebrate its history and support unique, strong neighborhoods through revitalization and historic preservation while striving to eliminate blight.

**Clean Lakeland**  
Our community will seek to eliminate litter, reduce pollution, and protect the health of our lakes and other natural resources.

**Character of Development**  
Lakeland will support diverse housing options for citizens of all incomes.

**Sustainable Lakeland**  
Our community will support a sustainable quality of life by conserving natural resources, preserving green spaces, providing environmental education programs, promoting alternative energy sources and developing many modes of transportation to move people and goods.

**Public Involvement**  
Our citizens will be knowledgeable on how government works and how to communicate with decision-makers.

**Safety**  
Lakeland will have effective law enforcement with community-based crime prevention activities to ensure safe schools, neighborhoods, and streets.

**Government**  
Lakeland will have accessible, capable leaders who are dedicated to providing resources and services to all areas of the community.

**Growth Management**  
Lakeland will be well planned and managed to preserve green space, create vibrant mixed-use neighborhoods, encourage infill and redevelopment, and ensure that public infrastructure can keep up with the needs of a growing population.

**Public Transit**  
Lakeland will provide convenient, modern, safe, and efficient transportation alternatives to enhance livability and improve connections throughout the region.

**Homeless**  
Lakeland will reduce its homeless population.

**Lakeland —**  
***a vibrant community  
of opportunities  
for a lifetime.***

Our Community,  
Our Future, Our Vision.

P.O. Box 1582 Lakeland, FL 33802

[www.lakelandvision.org](http://www.lakelandvision.org)

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Our Future, Our Vision.

**Community-Driven  
Focus Areas**





*Focus on*  
**Jobs for a Vibrant Economy**

Lakeland will have jobs for all to support a vibrant economy.

**GOALS**

**Jobs**

Lakeland will have job growth, with higher wage jobs and careers for citizens of all ages, skill levels, and abilities.

**Business Development and Attraction**

Lakeland will attract a wide variety of high-tech, high-wage employers.

**Retail and Business**

Lakeland will be a business-friendly community.

**Prosperous Lakeland**

Lakeland will be a prosperous, technologically-advanced city that attracts and retains a young, innovative, and talented workforce within a creative environment.

**Marketing and Tourism**

Lakeland will promote its local attractions, events and activities to attract residents and visitors.

**Roadways and Mobility**

Our community will improve the overall mobility of our citizens while ensuring our transportation system supports a strong economy.

**Green Economy**

Lakeland will attract and promote green industries and local green markets to achieve a sustainable local economy.



*Focus on*  
**Lifelong Education**

Lakeland will have quality educational opportunities for all.

**GOALS**

**Funding and Community Support**

Lakeland will support quality education through collaboration among schools, businesses, and other institutions in the community.

**Programs and Curriculum**

Lakeland will support quality curriculum, teaching, mentoring and hands-on experiences to prepare students to succeed in college, in vocations, the workforce, and in life.

**Career Development**

Our educational community will offer life-long training opportunities for an ever-changing job market.

**Early Start**

Lakeland will prepare every child to succeed.

**Higher and Continuing Education**

Lakeland will create strong partnerships with its colleges and universities.



*Focus on*  
**Activities for a Diverse Community**

Lakeland will offer activities for all community members.

**GOALS**

**Arts and Culture**

Lakeland will provide a supportive arts environment that advances, promotes, and funds the arts community to invite community-wide participation in the arts.

**Youth Activities**

Our community will support activities and opportunities for youth and teens that are safe, affordable, and fun.

**Entertainment and Attractions**

Lakeland will be a destination for a variety of entertainment and eating options which support a lively and fun community atmosphere.

**Diversity**

Lakeland will support and celebrate diversity and inclusiveness in leadership, business, and civic engagement throughout the community.

**Communications**

Lakeland will be an interconnected and informed community through community-wide communications.

**Volunteerism**

Lakeland will promote volunteer opportunities that allow all citizens to be actively involved in community service.

**Parks**

Lakeland will build and maintain a network of community and regional parks and trails that support a healthy lifestyle and maximize economic benefits.

**Recreation**

Lakeland will have recreation facilities and programs throughout all sectors of the city for residents of all ages.

**Health**

Lakeland will be a community promoting healthy lifestyles and prevention while providing access to quality health care for people of all ages and income levels.

**Seniors**

Lakeland will provide seniors a variety of life style options which support aging in place.

**Public Transportation**

Lakeland will provide affordable, reliable, and efficient public transportation throughout the community.

**Walking and Biking**

Lakeland will have a well-connected network of sidewalks, bike lanes, and trails throughout the community that integrate safely with roadways.