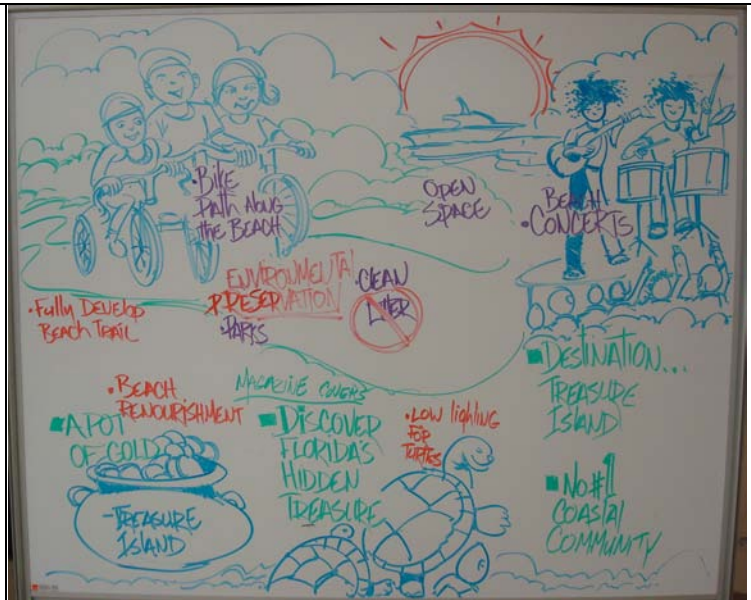
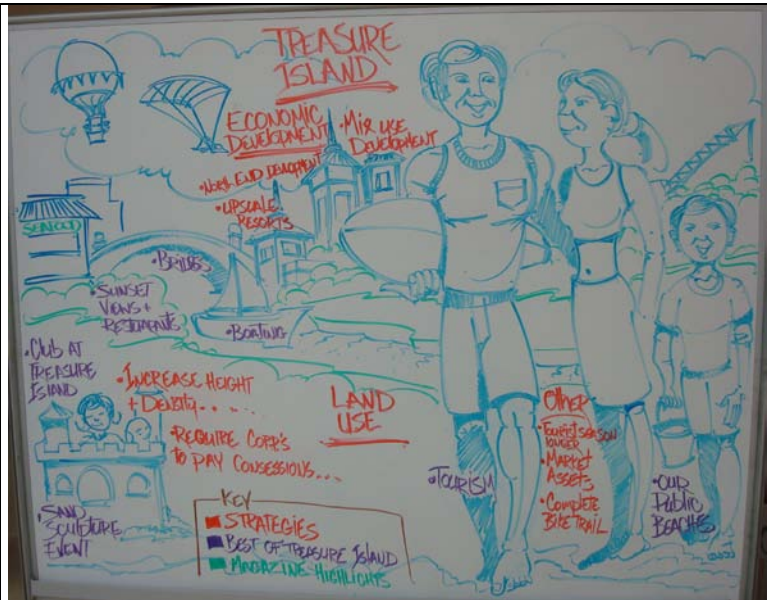


Overarching Themes from Visioning Survey & Three Community Engagements

- **1009 Survey Respondents** (launched on June 26, 2010 and completed on Jan., 2011)
- Approximately **150 Residents** participated in **3 Community Engagements** (held on Oct. 30, Nov. 3, Nov. 30, 2010)



Treasure Island 2020 Vision - Themes

"Best Resident Quality of Life & Tourist Destination"

Environmental Themes:

1. **Beaches** (Beach Trail/Boardwalk; Eco-Friendly/Green; Wildlife)

Economic Growth Themes:

1. **Restaurants** (59% of survey respondents support)
2. **Arts/Entertainment** (45% of survey respondents support)
3. **Retail/Boutique Shops** (44% of survey respondents support)
4. **Resorts** (Retro & Upscale) – (56% of survey respondents support/14% undecided)

Community Themes:

1. **Unique beach community**
2. **Best quality of life**
3. **Vibrant, active resident community**
4. **Family-friendly**
5. **Pedestrian-friendly**
6. **Volunteer community**
7. **Safe**
8. **Clean**
9. **Low taxes**
10. **Recreation/Sports** (Fishing/Boating, etc.)

Top Strategic Priorities

Environmental Preservation & Natural Resources

1. **Beach Enhancement/Renourishment** (87% of survey respondents support)
2. **Beach Trail Development/Enhancement** (64% of survey respondents support/11% undecided)
3. **Preserve Wildlife & Plants**
4. **Clean**
5. **Incent Green/Eco initiatives/Xeri-scaping/Solar Energy**

Economic Growth/Development

(69% of survey respondents support more businesses in order to lower taxes/12% undecided)

1. **Mixed Use Downtown/Redevelopment Plan**
2. **Resorts** (56% of survey respondents support/14% undecided)
3. **Themed Architectural Conformity** (41% of survey respondents support/27% undecided)
4. **Business Development** (incent new businesses)
 - Beachfront Redevelopment/Waterfront Promenade/Pedestrian Mall

Land Use

1. **Height & Density** (Upscale Resorts) – (50% of survey respondents would support modest increase in height/density and 7% undecided)
2. **Mixed Use Downtown & Waterfront**
3. **North End Development**
4. **Undergrounding** (Survey respondents are split on Gulf Blvd – 38% support/40% do not support paying a portion of cost and in neighborhoods – 40% support/38% do not support paying a portion of cost)
5. **Public Parking**