

2004 SPECIAL EVENTS

APRIL

2-4 St. Cloud Spring Fling & Florida State Offshore Boat . . .
 Championships, St. Cloud Lakefront
 800-831-1844 ext. 410

3 Bluegrass Jam, Pioneer Center 407-348-4278

5 Cracker Day, Kissimmee Sports Arena 321-228-1660

9 Friday Night Live, Downtown St. Cloud 407-498-0008

25 Jazzfest Kissimmee, Kissimmee Lakefront Park
 407-846-0699

MAY

1 Bluegrass Jam, Pioneer Center 407-348-4278

8 Symphony in the Park, Kissimmee Lakefront Park
 407-933-8368

14 Friday Night Live, Downtown St. Cloud 407-498-0008

JUNE

5 Bluegrass Jam, Pioneer Center 407-348-4278

11 Friday Night Live, Downtown St. Cloud 407-498-0008

JULY

3 Bluegrass Jam, Pioneer Center 407-348-4278

4 2004 Old-Fashioned July 4th Celebration,
 Kissimmee Lakefront Park 407-933-8368

4 4th of July Lakefront Celebration,
 St. Cloud Lakefront 407-892-3671

9 Friday Night Live, Downtown St. Cloud 407-498-0008

AUGUST

7 Bluegrass Jam, Pioneer Center 407-348-4278

13 Friday Night Live, Downtown St. Cloud 407-498-0008

BeautiVacation

W. 192 REDEVELOPMENT
 4845 W. Irlo Bronson Memorial Hwy.
 Kissimmee, Florida 34746
 (407) 390-1700



Resort tax funds paid by visitors to Kissimmee-St. Cloud are used to produce and distribute this newsletter.

BeautiVacation

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Construction Begins on Phase 2C of West 192

2004 signals new beginnings for the West 192 Redevelopment Project. On January 18, the West 192 Redevelopment Board and the Florida Department of Transportation (FDOT) initiated construction on a 3.1-mile stretch from Hoagland Boulevard to east of State Road 535 in Osceola County. The project, anticipated for completion in summer 2006, will improve safety and traffic flow efficiency on West 192.

And not a moment too soon. According to the FDOT, approximately 51,300 vehicles traveled this stretch of road every day in 2003. The FDOT anticipates this number will increase to 57,200 vehicles per day in 2005, and 118,600 vehicles daily by 2025.

In addition to FDOT's widening of the road from four to six lanes, construction plans include installing sidewalks, bus bays and irrigation along West 192; widening the bridge over Shingle Creek; and rebuilding entrances to Dwarfs Lane, Lake Cecile Drive, Hiawatha Drive, Old Vineland Road, Siesta Lago Drive, Oren Brown Road, Four Winds Boulevard, Bass Road and Yates Road.

The \$29.97-million reconstruction project also includes building five fenced retention ponds, as well as installing approximately 300 drainage structures and six miles of drainage pipe, curb and gutter. Aesthetic improvements are also planned and involve 172 new street light poles with decorative guide-markers, landscaped medians and 16 "oasis plazas." These innovative bus stop areas will have bike racks, benches, trash receptacles, pedestrian light fixtures, seat walls, drinking fountains, kiosks, transit shelters, planting areas, colored sidewalk pavers and ornamental steel handrails.

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For the safety of construction workers, pedestrians and motorists, the FDOT has set the speed limit at 45 mph during construction.

For more information on the Phase 2C Construction, please call West 192 Coordinator Hector Lizasuain at 407-390-1700 or the FDOT Public Information Officer Mary Brooks at 407-709-9840.



Town Hall Meeting

Area businesses met with the West 192 Redevelopment Board and the FDOT on January 28 to discuss the Phase 2C Construction on West 192. This stretch of road incorporates S.R. 535 east to Hoagland Boulevard.

Approximately 25 community and business representatives took advantage of the opportunity to find out more about the project and ask questions regarding access to their businesses and appropriate signage during construction.

The FDOT promised to continuously update all businesses prior to construction start dates that would affect the flow of traffic outside of their businesses.

Linda Goodwin-Nichols, Valerie Sewell, Larry Naddeo and Hector Lizasuain represented the West 192 Redevelopment Board at the meeting. Additionally, Commissioner Paul Owen represented District 1 at the meeting. Also in attendance were members of the FDOT and the Middlesex Corporation, the contractor managing the project.

The West 192 Redevelopment Board would like to extend a big thank-you to Glen Winsor at the DoubleTree Resort Orlando Villas at Maingate for providing the meeting space and the delicious chocolate chip cookies.

W. 192 REDEVELOPMENT BOARD

Linda Goodwin-Nichols
Chairperson
Goodwin Realty & Assoc., Inc.

Jim Murphy
Vice Chair
Osceola Management & Consulting, Inc.

Valerie Sewell
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Central Florida Investments

Bryan Gaines
Walt Disney World

Larry Naddeo
HDE Entertainment Companies

Hector Lizasuain
W. 192 Coordinator
W. 192 Redevelopment District

MARKER
12

West 192: From a Tourist's Perspective

Anyone who has witnessed the changes of West 192 since the redevelopment process began will not argue with the amazing transformation. However, many of the people who travel the road everyday are from outside of Central Florida.

"We often hear positive feedback from tourists and visitors who are impressed with West 192," said Hector Lizasuain, West 192 Coordinator. "This feedback is appreciated and incredibly valuable to us because many of these people did not see the road before the redevelopment began. They are basing their opinions of West 192 as they experience it now."

Steve Kullman is one such impressed visitor. Visiting Central Florida to take

his family to Walt Disney World, between Christmas and New Year's, Kullman stayed in Osceola County and could not keep his enthusiasm to himself.

The Columbia, Missouri native, who serves as the Chairman of Columbia's Bicycle and Pedestrian Commission, expressed that West 192 was designed with alternate transportation in mind.

"In Columbia, we struggle with the competing interests of motorists, pedestrians and bicyclists in our right-of-ways," said Kullman, who works in highway construction. "West 192 serves as a great example of integrating all of these interests in an aesthetically-pleasing way."

West 192: Your Benefits

The West 192 BeautiVacation project is not just about rejuvenating the West 192 corridor. This project also exists to promote area businesses in as many ways as possible. Here are just a few of the ways we work for you!



Business & Consumer Expos

Throughout the past year, Coordinator Hector Lizasuain has promoted the West 192 Project at various business and consumer expos.

Hector will continue to attend these expos, and he welcomes the opportunity to provide information about your business at no charge. If you would like to be included, please provide your promotional items to him as soon as possible. Please deliver up to 100 items to the West 192 Office located at 4845 W. Irlo Bronson Memorial Highway between Guidemarkers 11 and 12, or if you wish to have these items picked up, please call 407-390-1700 and a West 192 representative will be glad to do so. Additionally, some of the expos serve as job fairs that promote economic development. If you have openings at your place of business, please provide this information, as well.

Display Banners

Some of you may have already noticed the BeautiVacation banners that are displayed along the entry points of West 192. The West 192 Redevelopment Board has unanimously agreed to begin accepting applications for banner displays on approximately 300 banner spaces. Local businesses or organizations interested in promoting an event can utilize this cost-effective marketing strategy and reach out to the thousands of people who travel the road daily. If you are interested in learning more about the opportunity to display your banners, contact Hector Lizasuain in the West 192 office at 407-390-1700 for details.



West 192 Is on the Web... Are You?

By visiting Osceola County's website at www.osceola.org, you can link to the West 192 website. In turn, by visiting the West 192 website, visitors can link to your website! Fax your website address to the West 192 Coordinator at 407-390-9089, and we will include you on our site.

The Person Behind the Voice Spotlight: Marsha Johnson



How long have you been involved in the West 192 BeautiVacation project?

I've been involved with the project for more than three years.

What role do you play in the project? What are some of your responsibilities?

My official title is Senior Secretary to the West 192 Coordinator. My day-to-day responsibilities include typing correspondence, creating agendas and recording minutes for committee meetings, research, coordinating map requests, and general marketing of the project.

I'm constantly marketing the project to anyone who is interested in learning more about it. In fact, sitting in an airport in Columbus, Ohio, I overheard some children talking excitedly about visiting Walt Disney World. I pulled a few West 192 maps out of my bag and explained that they may be interested in showing them to their parents.

If you could choose one representative symbol of the project, what would it be and why?

In my opinion, the transit shelters symbolize the project. The shelters represent the safety-first mentality of the redevelopment project, sending the message that we place the safety and security of anyone who uses West 192 above all else.

What do you consider the most important accomplishment of the project?

I remember moving to Osceola County in 1978 and driving up and down West 192. During that time, there were only a few businesses and a lot of fields. Now whenever I look at West 192, I'm reminded of the movie *Field of Dreams*. "If you build it, they will come." The BeautiVacation project has helped to rejuvenate the area and has attracted more businesses. Those fields in 1978 were "fields of dreams." The redevelopment project built West 192, and the businesses have come.

What do you see for the future of West 192 after the project's completion in 2006?

With the development and transformation of the project, we're very proud of what we have to offer anyone who visits Osceola County. Once the project is completed, we'd love to see people think of Kissimmee and Osceola County as **THE** destination vacation spot in Florida.

If you could describe the West 192 Redevelopment Project in one word, what would it be and why?

Awesome. When I think about West 192 now and compare it to what it looked like in the past, I think it's just awesome that new businesses are attracted to the area all the time and take pride in their location.

When you're not working on the West 192 Redevelopment Project, what activities/hobbies occupy your time?

Aside from West 192, I enjoy reading, watching NASCAR races and sitting on my patio to watch wildlife.

Have You Seen This Man?



If you work for any of the businesses along West 192, chances are you know who this man is. Hector Lizasuain, the West 192 Coordinator, is traveling from

business to business to get to know you better. But don't worry if he hasn't made it to your business yet—he will.

"I've talked to many business owners and employees on the phone over the past year, but I wanted to get out and visit with people so I would be easily recognizable," said Lizasuain.

Hector is visiting businesses along West 192 to distribute maps, introduce himself and determine the West 192-related concerns or interests of these businesses.

Guidemarker Maps Available

Guidemarker maps are available to local businesses to assist tourists and help anyone who is new to the area. The maps direct visitors by category with a number on the map that can then be easily found by a coordinating number on the Guidemarker signs near the businesses.

Businesses may now receive up to 1,000 maps per quarter at no charge. This initiative has been taken to help promote the area during the redevelopment process. Maps

may be picked up at the office of Hector Lizasuain, West 192 Coordinator. His office is located at 4845 W. Irlo Bronson Memorial Highway between Guidemarkers 11 and 12. Fax the form below to 407-390-9089, at least 48 hours prior to picking up the maps.



Complimentary West 192 Guidemarker Map Request Form

Fax to : 407-390-9089

Business Name: _____

Contact Name: _____ Phone #: _____

Address: _____ Fax #: _____

Map Quantity Requested: _____

Requested date of pick-up: _____ Time: _____

Please Note: The coordinator will call you if he cannot meet you at the requested date and time indicated above.