



EXECUTIVE DIRECTOR/CEO'S

ANNUAL REPORT

2024-25



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MESSAGE FROM OUR EXECUTIVE DIRECTOR/CEO



I'm proud to present the 2024-25 Annual Report, which reflects the commitment and dedication of League staff and members across the state. Guided by our five organizational goals, we continue to focus on advocacy, events and training, resources, and services to meet the needs of Florida's cities.

This year brought meaningful progress on several fronts. Our legislative work continued to protect local decision-making and ensure that city voices were heard. More members than ever joined our advocacy efforts, strengthening our impact in Tallahassee. We know there are challenges ahead, but together, we are prepared to meet them through partnership and collaboration.

We also introduced and expanded programs designed to serve you. FLCityJobs is the League's newly revamped jobs portal connecting municipalities with qualified talent and helping cities build strong teams to serve their communities. The Public Service Pathways Scholarship awarded its first five recipients, each with a \$5,000 scholarship and a job shadow day with city leaders. These initiatives reflect our commitment to supporting today's leaders and inspiring the next generation.

Engagement is at an all-time high. Participation in League events and trainings continues to grow, and members are taking advantage of resources, recognition, and networking opportunities at record levels. Your involvement is what fuels the League's success.

Our culture remains rooted in the values of Home Rule, Integrity, Public Service, and Excellence. These principles drive our work every day and inspire us to plan boldly for the future. In the year ahead, I remain steadfast in ensuring the League provides innovative programs that strengthen and support our cities.

It is my privilege to serve as your Executive Director/CEO. Thank you for your continued partnership and for the extraordinary work you do for your communities.

Respectfully,

A handwritten signature in blue ink that reads "Jeannie Garner".

Jeannie Garner
Executive Director/CEO





MISSION

Founded in 1922, the Florida League of Cities is the united voice for Florida's cities, towns, and villages. As a nonpartisan organization, we advocate for Florida's cities and support our local leaders through specialized events and training. We believe in local voices making local choices, which focuses on the impact citizens and city leaders have on enhancing Florida's communities. As the government closest to the people, Florida's cities are best positioned to address the unique needs of their communities.

CORE VALUES

Home Rule, Integrity, Public Service, Excellence

MOTTO

Local Voices Making Local Choices

GOALS

1. Advocate for local self-government and represent the collective interests of Florida's municipal governments.
2. Increase public awareness and support for local self-government.
3. Deliver exceptional training, resources, and engagement experiences for city leaders that improve municipal operations and help plan for the future.
4. Offer insurance and financial services and other innovative business services to meet the needs of Florida's local governments.
5. Uphold principled governance of the League's assets and a value-driven culture guided by Home Rule, Integrity, Public Service, and Excellence.



The FLC continues to advocate for local self-government, influencing state and federal policy to support Florida's cities, towns, and villages.

LEGISLATIVE SESSION SUCCESS

The 2025 regular Legislative Session was anything but regular. What was originally a 60-day session scheduled to end on May 2 was extended into June amid significant differences between the House and Senate over the state budget. But while legislators wrangled over appropriations, Florida's cities showed up united.

Thanks to relentless behind-the-scenes work – educating lawmakers, testifying in committees, sharing real-world impacts, and reinforcing the value of local decision-making – many bills failed.

- ▶ Community redevelopment agencies
- ▶ Sovereign immunity
- ▶ Land use and development regulations
- ▶ Utility services

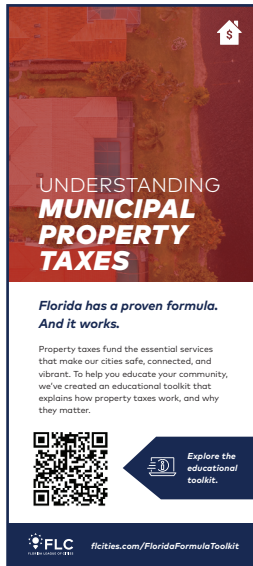
In addition, numerous tax-related bills that were filed failed:

- ▶ Property tax benefits for certain residential properties subject to a long-term lease
- ▶ Local option taxes
- ▶ Local business taxes



For a full summary of the legislative session and the bills above, visit flcities.com/advocacy to view the **Legislative Session Final Report**.

LAUNCHING THE PROPERTY TAX TOOLKIT



To help members communicate clearly with their communities, the Florida League of Cities developed a **Property Tax Toolkit** with resources designed for local outreach. The toolkit includes:

- ▶ Downloadable detailed city-level reports
- ▶ Ready-to-use materials with talking points and key messages
- ▶ Shareable videos for presentations, meetings, or social media

View the toolkit at flcities.com/FloridaFormulaToolkit.

INCREASING MEMBERSHIP INVOLVEMENT



The League saw more member engagement than ever this year. The **FAST Fly-In** to Washington, D.C., had record-breaking attendance, with more than 50 attendees. **Monday Morning Call-Ins** were at an all-time high, with an average of 177 callers each week. FLC's **Advocacy Committee** had 55 members participate in four meetings held during the interim legislative committee weeks and regular session. Legislative staff held 15 different **legislative briefings** for city officials who came to Tallahassee to meet with legislators. **Legislative Action Days** had the largest turnout to date, with over 365 registered and 120 first-time attendees. And 190 individuals were recognized as **Home Rule Heroes**.

135+

city-level data packets completed*

*As of September 12, 2025

50+

FAST Fly-In Attendees

365

Legislative Action Days Attendees

29% Increase

33% First-Time Attendees

190

Home Rule Heroes

13% Increase

GROWING PUBLIC SUPPORT

Increasing knowledge of municipal government, the League continues to promote cities and engage public support for local decision-making.

INFORMING THE PUBLIC



FLCityJobs



FLCityJobs is a robust jobs portal (flcityjobs.com) created in response to the recruiting challenges cities are facing. This one-stop destination for open positions in municipalities across Florida helps cities connect directly with job seekers. Job seekers can search by region, job type, pay, and job area, which include roles across public service, technical, and administrative fields. FLC staff exhibited at two career fairs in Orlando to connect job seekers directly with the new job portal and showcase open positions in cities across the state.



FLORIDA 
CITY WEEK

Florida City Week, held annually in October, is a time for cities across the state to celebrate, showcase, and engage citizens in the work of municipal government. This year, the League evolved the name Florida City Government Week into Florida City Week and presented a new logo to freshen the look.

GRASSROOTS EXPANSION

Local Voices United (LVU), the League's grassroots network dedicated to supporting local decision-making, continues to grow. LVU's logic-driven email strategy and Ambassador program are driving factors of its increased reach.

Emerging from LVU's success, the League launched **LVU+**, a member-only Facebook group that emphasizes action, genuine connection, and community engagement. Members gain access to exclusive content by LVU+ Ambassadors Jeff Branch, Chris Holley, and Eryn Russell.

LOCAL VOICES UNITED



101,009
Total Email Subscribers
up 90%



2,465,626
Total Emails Sent
up 59%



298,257
Post Reactions and Comments
up 45%



5,397,899
Advertising Reach (Unique Users)
up 65%



37 Million
Impressions
up 42%



36,756
Facebook Community Size
up 17%



242
New LVU+ Group Members



In addition to the print magazine, FLC's online

magazine **QualityCities.com** continues to promote timely stories that empower municipalities and highlight local voices making local choices.



11,663
Website Views

ENGAGING AND EDUCATING OUR MEMBERSHIP

The League continues to deliver high-quality membership engagement and training opportunities that provide city officials with timely information and resources.

ENGAGEMENT EXPERIENCES AND RECOGNITION

Participation in the **Certificate Program for Elected Municipal Officials** increased by 102%. In total, 229 elected city officials earned gold, silver, or bronze status by registering for the program and earning points for attending FLC training events from July 2024 through July 2025.

The League continues to inform and engage newly elected officials through the **Newly Elected Official** program, which targets officials entering their first year in office. This program included tailored communications for newly elected officials, which resulted in increased attendance at events across the board. Participation in the **Institute for Elected Municipal Officials** (IEMO) I and II training increased by 25%. The **FLC Leadership Class**, reserved for graduates of IEMO I and II, had 68 attendees. The League's **Annual Conference** had 965 attendees, the largest attendance in over 15 years, which included more than 200 first-time attendees.

The 2025 Florida Municipal Achievement Awards recognized four municipalities for innovative programs and projects that have enhanced their communities:

- ▶ **City of Jacksonville** – Economic Advancement Award
- ▶ **City of Jacksonville Beach** – Public Engagement Award
- ▶ **City of Oldsmar** – Local Action Award
- ▶ **Village of Pinecrest** – Environmental Stewardship Award



229 Recognized

Connected **295** newly elected officials to FLC

165 elected officials graduated from the **Institute for Elected Municipal Officials I and II**

120 First-Time Attendees at Legislative Action Days

200+ First-Time Attendees at Annual Conference

OFFERING EDUCATION AND RESOURCES

The League launched the **Public Service Pathways Scholarship** to support students pursuing careers in local government. As part of the application process, each applicant completed FLC's orientation for newly elected officials to demonstrate their commitment and build a strong foundation in municipal governance. The Scholarship Committee selected recipients after reviewing all applications and interviewing select applicants. Each recipient received a \$5,000 scholarship and will participate in a job shadow day with city leaders.



- ▶ **Jacquelin Jia**, Lakewood Ranch, University of Florida
- ▶ **Suzanne Koshy**, City of Weston, Florida State University
- ▶ **Rovena Reid**, City of Miramar, Barry University
- ▶ **Joshua Starr**, City of Auburndale, University of South Florida
- ▶ **Ashley A. Wong**, City of Lauderhill, Florida State University

The League also created the **Education and Training Advisory Committee** to foster innovative ideas and initiatives and produced the ten videos in the **Cities 101** series to educate and engage our communities.



The monthly FLCitiesStrong webinar, which was rebranded **Quality Cities (QC) Live**, covered several timely topics this year, including:

- ▶ Municipal Achievement Awards and New Hire Onboarding
- ▶ Legislative Priorities
- ▶ Redistricting
- ▶ And more!



Meeting the needs of Florida's local governments, the League continues to offer innovative insurance and financial services and other business services.

INSURANCE SERVICES

The League held its second statewide **FLC Insurance Summit** with a continued strong presence from the **Florida Municipal Insurance Trust (FMIT)**. FMIT's retention rate for FY 2024-2025 was over 94% for all coverage lines combined.

To continually meet the needs of members, the FMIT also:

- ▶ Implemented **new underwriting/policy administration system** to enhance efficiency
- ▶ Strategically **balanced reinsurance capacity and retention** to keep rates competitive for membership
- ▶ Partnered with **online benefits enrollment software** provider for FMIT group health members
- ▶ Facilitated **regional roundtables** to engage neighboring members in training
- ▶ Implemented **financial incentives** for members accredited with FMIT's Safety Excellence Initiative

FMIT **Risk and Safety Management** continually recognizes members for their safety management processes. Members who complete the **Safety Excellence Initiative (SEI)**, a voluntary safety accreditation program, are presented an award with continuous improvement levels after completing an SEI level.

The FMIT **TurnKey RecoverySM Program** provides numerous resources to ensure that members are protected from disasters.



94.5%
retention rate

Certificate of Safety
Excellence
39 Members



BETTER. FASTER. CHEAPER.
TurnKey RecoverySM
Managed Direct Repair Program



The **Hometown Health** program partnered with an online benefits enrollment software provider for FMIT Group Health Members.



FINANCIAL AND INVESTMENT SERVICES

The **Florida Municipal Investment Trust** (FMIvT) offers a diversified selection of investment portfolios to local governments across Florida. Governed by a seven-member Board of Trustees, the FMIvT contracts with the League to provide investment management, daily administration, marketing, custodian, and performance monitoring services for its 53 members. FMIvT is projecting \$1.986 billion in total net assets as of June 30, 2025. This is an increase of \$42.5 million over the June 30, 2025, actual assets.



The **Florida Municipal Pension Trust Fund** (FMPTF) offers retirement plan services to local governments across the state. Services include complete administration for defined benefit, other post-employment benefits (OPEB), 401(a) defined contribution, and 457(b) deferred compensation plans. Governed by a five-member Board of Trustees, the FMPTF contracts with the FLC to provide daily administration, marketing, actuarial, and custodian services, investment management, and performance monitoring. The FMPTF has 225 plans covering over 6,600 participants and net assets in excess of \$1.3 billion as of June 30, 2025.



The **Florida Municipal Loan Council** (FMLC) provides a cost-effective way for cities to issue debt for capital improvements, land acquisitions, and building renovations, as well as for refinancing existing debt. To date, the FMLC has issued 139 loans through bond issues totaling more than \$1.2 billion to 60 municipalities. The FMLC has closed an additional 33 bank loans totaling approximately \$157 million.



People and principled governance are core to the League and help provide responsible, honorable administration and a value-driven workplace culture.

FLC STAFF

Embodying the League's four core values of Home Rule, Integrity, Public Service, and Excellence, the **Culture Excellence Award** winners were Selina Smith (Tallahassee), External Affairs Administrator, and Donna Lea (Orlando), Claims Adjuster – Lost Time. The League recognized Lynn Tipton, former Director of FLC University, as the 2024 Employee of the Year.

220+/-
Full-Time
FLC positions

DEPARTMENTS:

Accounting and Technology
Executive
External Affairs
Insurance and Financial Services
Legal
Legislative Affairs

NEW OFFICERS

At the Annual Conference in Orlando, FLC membership elected **Sanibel Vice Mayor Holly D. Smith** as President, **Shalimar Mayor Mark Franks** as First Vice President, and **Titusville Council Member Sarah Stoeckel** as Second Vice President.



2024-25 BOARD OF DIRECTORS

The directors below served on the board from August 17, 2024, to August 16, 2025.

Visit flcities.com/board-of-directors for the current FLC Board of Directors list.

PRESIDENT

Michael C. Blake, Mayor, Cocoa

FIRST VICE PRESIDENT

Holly D. Smith, Vice Mayor, Sanibel

SECOND VICE PRESIDENT

Mark Franks, Mayor, Shalimar

DISTRICT DIRECTORS

- (1) **William Schaetzle**, Mayor Pro Tem, Niceville
- (1) **J.B. Whitten**, Mayor, Crestview
- (2) **Rufus Borom**, Commissioner, Palatka
- (2) **Thomas DeVille**, Council Member, Penney Farms
- (3) **Chris Cloudman**, Mayor, DeLand
- (3) **Nancy Miller**, Mayor, Daytona Beach Shores
- (4) **Diana Adams**, Council Member, West Melbourne
- (4) **Sarah Stoeckel**, Councilmember, Titusville
- (5) **Louie Davis**, Mayor, Waldo
- (5) **Cal Rolfson**, Councilmember, Mount Dora
- (6) **John Dowless**, Mayor, Edgewood
- (6) **Joseph McMullen**, Commissioner, Oakland
- (6) **Rosemary Wilsen**, Commissioner, Ocoee
- (7) **Dorothea Taylor Bogert**, Mayor, Auburndale
- (7) **Morris West**, Vice Mayor, Haines City
- (8) **Thomas Reid**, Vice Mayor, South Pasadena
- (8) **Trish Springer**, Councilor, Seminole
- (9) **Ed Dodd**, Mayor, Sebastian
- (10) **Brian Williams**, Commissioner, Palmetto
- (11) **Joanne Ribble**, Mayor, Estero
- (12) **Jeff Hmara**, Mayor, Royal Palm Beach
- (12) **J.P. O'Connor**, Mayor, Westlake
- (12) **Chelsea Reed**, Councilwoman, Palm Beach Gardens
- (12) **Molly Young**, Mayor, Tequesta
- (13) **Felicia Brunson**, Mayor, West Park
- (13) **Traci L. Callari**, Commissioner, Hollywood
- (13) **Joyce Davis**, Commissioner, Dania Beach
- (13) **Todd Drosky**, Mayor, Deerfield Beach

(13) **Denise Horland**, Councilmember, Plantation

(13) **Henry Mead**, Vice Mayor, Weston

(13) **Susan Starkey**, Councilwoman, Davie

(14) **Joseph Corradino**, Mayor, Pinecrest

(14) **Karyn Cunningham**, Mayor, Palmetto Bay

(14) **Rodney Harris**, Mayor, Miami Gardens

(14) **Omarr C. Nickerson**, Mayor, El Portal

10 MOST POPULOUS CITIES

Rahman Johnson, Council Member, Jacksonville

Damian Pardo, Commissioner, Miami

Luis Viera, Councilman, Tampa

Robert Stuart, Commissioner, Orlando

Copley Gerdes, Council Chair, St. Petersburg

Vacant, Hialeah

Stephanie Morgan, Councilwoman, Port St. Lucie

Dianne Williams-Cox, Mayor Pro Tem, Tallahassee

John Gunter, Mayor, Cape Coral

Dean Trantalis, Mayor, Fort Lauderdale

PAST PRESIDENTS

Scott Black, Mayor, Dade City

Joy Cooper, Mayor, Hallandale Beach

Patricia Bates, Mayor, Altamonte Springs

Leo E. Longworth, Commissioner, Bartow

Isaac Salver, Mayor, Bay Harbor Islands

Antonio "Tony" Ortiz, Commissioner, Orlando

Jolien Caraballo, Vice Mayor, Port St. Lucie

FCCMA LIAISON

Michael P. Pleus, City Manager, DeLand

FLC EXECUTIVE STAFF

Jeannie Garner, Executive Director/CEO

Eric Hartwell, General Counsel/Chief Legal Officer

Maclain Benton, Chief Financial Officer

Casey Cook, Chief of Legislative Affairs

Chris Krepcho, Chief of Insurance and Financial Services

Jenna Tala, Chief of Strategy and External Affairs

Michaela Metcalfe, Board Relations Administrator