

MAYOR

RESOURCES	ACTUAL FY02	ACTUAL FY03	BUDGET FY04	PROJECTED FY04	RECOMMENDED FY05
Personnel Expenses	\$ 436,750	\$ 462,821	\$ 369,636	\$ 365,959	\$ 552,664
Operating Expenses	61,620	64,934	85,811	75,590	91,736
Operating Budget	\$ 498,370	\$ 527,755	\$ 455,447	\$ 441,549	\$ 644,400
Capital Outlay	0	0	0	0	0
Budget Allocation	\$ 498,370	\$ 527,755	\$ 455,447	\$ 441,549	\$ 644,400
Authorized Positions	5	5	5	7	7

The Mayor's Office provides services required of the executive branch of city government including administrative functions and public relations. The mayor provides direction to department heads, administers ordinances and resolutions of City Council, meets the public, and provides information on matters of community concern. The mayor, as Chief Executive Officer, provides guidance and executive approval of the annual budget and long range planning for Tampa. High priority goals of the mayor's administration are encompassed within five strategic focus areas:

- **Investing in Neighborhoods:** To keep Tampa's diverse neighborhoods strong, the city is committed to a philosophy of providing quality basic services that taxpayers expect at the best possible value. This philosophy recognizes the importance of constantly investing tax dollars in those quality of life initiatives that make a difference on a day-to-day basis. This includes safe, clean and attractive neighborhoods and a more responsive city government to help neighborhoods grow and prosper.
- **Economic Development in Our Most Challenged Areas:** In some parts of the city, years of decline, neglect and disinvestment have created barriers to new development. This strategic focus area strives to overcome these barriers by focusing a wide range of resources to generate real economic development. Such efforts, if sustained, will transform neglected areas into an urban revitalization effort that could emerge as a national model of community revitalization.
- **Creating a Downtown Residential Community:** This strategic focus area envisions a residential neighborhood in the North Franklin area of downtown. Building upon such assets as the cultural arts district, the Riverwalk, Franklin Street and the waterfront, the city desires to improve the downtown environment and develop strategies to encourage private residential construction to support a sustained, long-term development of a residential neighborhood.
- **Efficient City Government Focused on Customer Service:** Citizens should be able to expect their government to run efficiently with an emphasis on customer service. To that end, this strategic focus area emphasizes strategies to make city departments more responsive to citizen's needs while providing the best value in the delivery of services. This also includes promoting "best practices" initiatives throughout city departments as the city commits to delivering efficient, cost-effective public services.
- **Tampa as a City of the Arts:** In order to develop Tampa into an arts magnet where the arts flourish and add to the quality of life, the city will promote the creation of a unique environment in hopes of making Tampa a cultural destination. This will be accomplished by encouraging the "creative class" of artists and audiences from all ethnic, cultural and socioeconomic backgrounds to help expand arts throughout the community. It will also be accomplished by completing the new museum, making the cultural arts district a showcase for the arts and forging partnerships with area organizations to develop art initiatives.

The mayor serves as a member of the following boards and organizations:

- Hillsborough County Aviation Authority
- Tampa Port Authority
- Tampa/Hillsborough County Expressway Authority
- Tampa Bay Water Authority
- Hillsborough Area Regional Transit Authority
- Criminal Justice Planning Council
- Metropolitan Planning Organization
- Tourist Development Council
- Council of Governments (represented by an assistant)