



Candidate Profile - City Commission

Name Steve Frankenberger

Office Seeking Lakeland SE District D

Do you currently reside in the district? Yes

Years lived in Lakeland? 36

Campaign Address [REDACTED]

Campaign Phone Number [REDACTED]

Campaign Email stevefrankenberger@outlook.com

Campaign Website SteveFrankenberger.com

Party Affiliation Democrat

Education
Associate of Science Degree in Professional Photography

Occupation Manager of Photography

Employer Publix Super Markets

Have you attended a Public Leadership Institute/Political Leadership Institute (hosted by a Chamber of Commerce or Economic Development Council)? No

Have you ever run for office before? No

Describe your civic involvement:

I am dedicated to the Lakeland community and am involved in a variety of clubs, boards, and organizations, including: SPCA (kitten fostering), Peace River Center, United Way, Lakeland Regional Health, March of Dimes and Salvation Army. My family and I are also active members of St. Joseph Catholic Church.

List any Boards on which you serve, including positions of leadership

I currently lead a team in strategic growth as the manager of photography at Publix Super Markets, Inc., where I also take part in multiple philanthropic and community service projects. I have worked and lived in Lakeland for 36 years, and for 20 of those years, I owned and operated my own photography

business. I started from the bottom and worked my way up.

Describe your political involvement:

As a junior in high school I ran for student council. It was a great experience. In 1985 when I moved to Lakeland I was interested in our local political environment. Over those 36 years I have been trained and groomed by one of the most respected companies in the world. Today, I am ready. Since this is the first time I have thrown my hat into the ring for anything political, I believe I will bring a fresh perspective to forging a better Lakeland. I plan to be a new voice, with a new vision. I believe that I can help make a true difference in our community.

Why are you running for office?

It is my desire to bring positive changes for the City of Lakeland. As a candidate for the City Commissioner for the District "D" Southeast Seat, I will proudly pledge to uphold the integrity of my constituents and enact ordinances, resolutions, and policies that positively impact a city we can continue to be proud of. I will always keep Lakelanders' best interests at heart for the future potential of this city, and want citizens to know their voices are heard.

What do you consider to be the top three (3) issues facing the City (listing in order of importance)? If elected, when would you plan to address these issues and hope to see them accomplished?

I.

Lakeland offers many great community facilities but often these facilities become high expenditures of our tax dollars. Through my years of business training at Publix I know we can find creative ways for these expenditures to generate income. My plan would be to listen, learn, and find a win/win negotiation. This process would not only generate income but would also create new local businesses. I believe this could be accomplished before the end of 2021.

II.

Lakeland's offerings are not enough to keep high level executives living in our community. By offering services such as air travel, this would help to attract and retain these executives. We need to be able to satisfy their sophisticated wants and needs. My plan would be to attract airlines that would offer business travel to top cities from Lakeland Linder International Airport. This is an immediate issue to address but will take time to negotiate. I would hope this could be accomplished within two years.

III.

Lakeland is growing exponentially. It is extremely important that we are able to generate cost efficient energy for our businesses and residents. We must find alternative power and be the leaders in this industry. Natural gas may not be our future for power, so proper planning today will benefit future generations.

Rank the following as you see their current order of importance for the City of Lakeland:

- 1: Improving public safety
- 2: Improving roads and infrastructure
- 3: Reducing taxes and government spending
- 4: Improving parks and recreational facilities

a. Other:

continue affordable housing growth

During an economic downturn, how should the Lakeland City Commission handle increasing and decreasing City tax revenues caused by the normal economic cycle? You may check

Cut Spending

more than one choice. Depending on your choice/choices, please state what you would cut and what you would increase.

Depending on your choice/choices above, please state what you would cut and what you would increase.

Postponing or delay infrastructure projects.

Use budget forecasting tools to understand how different scenarios will impact the city's long-term fiscal conditions.

What do you believe are the main issues facing Lakeland's downtown urban core?

The downtown urban core area is continuing to broaden. From Bonnet Springs Park to The Joinery to Dixieland. I believe an important issue is fluid transportation throughout the downtown areas. I would seek to negotiate with a private company to offer a free quick pick up trolley system which would help to bring people into these areas. This system would benefit all small businesses throughout our urban core.

What is your opinion on government providing incentives to businesses?

I am not against incentives to businesses. These incentives need to be looked at on a case by case basis. It will depend on the business, location, and size.

How can the City of Lakeland help attract and retain a vibrant and talented workforce?

Affordability, Cultural attractions, park and rec activities, public transportation system, accessibility, entrepreneurship and technology, and a great family living atmosphere.

*This document will be published on the BusinessVoice Inc. website for public disclosure.