

TREASURER'S REPORT

By Diane Martens

We currently have \$6,849.84 in our treasury.

LAKE EOLA HEIGHTS HISTORIC NEIGHBORHOOD ASSOCIATION 2012 MEMBERSHIP APPLICATION

Name(s) _____

Address _____

Phone _____

E-mail _____

List any committees you are interested in
(Garden of Month, Holiday Decorations, Traffic,
School Liaison, Roundabout Maintenance)
or comments/suggestions.

Annual dues are \$15 per household
Please make checks payable to LEHHNA

Dues may be submitted at meetings or mailed to:
LEHHNA c/o Diane Martens
229 E. Amelia St.
Orlando, FL 32801-1303

THE 3/50 PROJECT

By Maria Margenot

"What three local businesses would you miss if they were to disappear?"

That is the question Cinda Baxter asked the readers of her blog in 2009. In the midst of the financial crisis, Ms. Baxter realized that more and more local business were on the edge of survival. And she found a way to support local businesses in small, consumable bites. Thus the 3/50 Project was born, and it has gone viral!

Ms. Baxter challenged her readers to frequent three local "brick and mortar" businesses they don't want to see disappear and spend an affordable \$50 per month doing it. Stop in. Say "Hello." Pick up something!

It is all about funneling revenue back into our local economy -- the folks who pour money back into our communities via commercial property taxes, payroll taxes, sales tax and salaries- in short, our neighbors.

Why \$50? If just half of the employed U.S. population earmarked \$50 of their monthly spending to locally owned businesses, more than \$42.6 billion of revenue would be generated annually.

The 3/50 Project Message explains that for every \$100 we spend in local, independent brick and mortar businesses, more than \$68 returns to our local economy. When we spend an equal amount at a big box store or chain, the amount drops to only \$43. Spend it online, and nothing comes home! (Guilty as charged.)

Learn more by going to www.the350project.net. There are terrific (and free) resources for local businesses to use. They have enjoyed extensive media coverage -- CNN, Fox, Wall Street Journal, NBC, Forbes -- and it has made a difference to communities across the nation.

It's time we brought this to our downtown community. Let's get the word out to our local businesses about the 3/50 Project. (Are you listening Mills 50?)

Won't you join me?

I've got my three. Who are yours?

YEAR OF THE INCUMBENTS

By Rachel Elliott

It was the year of the incumbents for the city of Orlando's non-partisan general election held on April 3, 2012.

Mayor Buddy Dyer was re-elected for a third term with 58.27 percent of the votes defeating competitors Commissioner Phil Diamond, Ken Mulvaney, and Mike Cantone. District 4 Commissioner Patty Sheehan was re-elected with 77.04 percent of the votes.

District 4 received a 20.9 percent turnout of voters -- the most among all four districts that were able to vote in this election. As a part of District 4, Lake Eola Heights

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