



Longboat Key News

October 10, 2025

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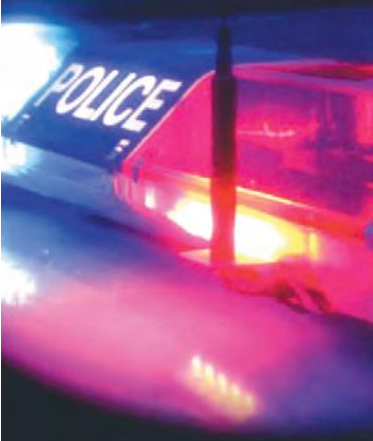
LBK road name debate rages ...page 3



LBK renovation transforms home ...page 11



Controlling the digital airwaves ...page 4



Damaged wing needs SOS ...page 10

Residents road name opinions pour into Longboat Town Hall

The volume of emails and letters – the majority against renaming Gulf of Mexico Drive to Gulf of America Drive, continue to pour into Longboat Key Town Hall.

It all started when on a hot summer night last August. The green road signs along Longboat Key’s Gulf of Mexico Drive vanished, sparking a furious and complex local controversy. Florida state crews removed the signs to comply with a new federal and state-level rebranding of the “Gulf of Mexico” to the “Gulf of



America,” which was ordered by the Trump administration and subsequently adopted in Florida law. Although the Town of Longboat Key’s official street name remains

unchanged for now, the unannounced removal of the signs created a dilemma and has ignited a heated community debate.

Controversy comes to a head
For generations, the 10-mile-long Gulf of Mexico Drive has been the primary artery connecting
See Road name, page 2

Mote: The Anatomy of a Grand Opening

It all began in a steady caravan of climate-controlled vehicles, a migration 45 years in the making.

It all began in a steady caravan of climate-controlled vehicles, a migration 45 years in the making. The familiar, aging aquariums on City Island had been home for decades, but for the hundreds of marine animals at Mote Marine Laboratory, a new chapter was beginning.

For months, the meticulous, species-specific process unfolded. Sharks and reef fish, accustomed to the slow currents of their old habitats, were transported in water-filled vessels with carefully maintained oxygen levels, often under the cloak of night to avoid traffic and reduce stress.

The gentle giants, the manatees, traveled in specially designed, air-conditioned trucks, a journey overseen by the dedicated rehabilitation team.

The playful river otters, like Stella and Fynn, were secured in custom-built cages, their trip across the bridge a testament to careful planning.

The destination was the new \$130 million Mote Science Education Aquarium (Mote SEA), a 146,000-square-foot facility near Nathan Benderson Park.

After a year-long delay due to a severe hurricane season in 2024, the anticipation had been building for both staff and the public. The new complex promised larger, more authentic habitats and a chance to double the annual visitor count.

Upon arrival, the animals entered a period of quarantine and careful acclimation, a slow and steady process to help them adjust to their new surroundings. The aquarists and vets watched over every creature, monitoring their health and behavior with unwavering attention.

The new habitats were state-of-the-art, with the star attraction being a 400,000-gallon Gulf of Mexico tank that is now home to the sharks and
See Mote, page 13



Conservative leaders to flock to Sarasota for Kirk memorial

“As he had a home on Longboat Key, we felt it was important to honor his life and legacy here in Sarasota.”

A memorial for slain conservative activist Charlie Kirk will attract conservative leaders to the Florida county where he owned a home.

The Republican Party of Sarasota will host the memorial at Roberts Arena on Oct. 18 at 11 a.m.

High-profile speakers include Agriculture Commissioner Wilton Simpson, Republican Party of Florida Chair Evan Power and Rumble CEO Chris Pavlovski.

U.S. Rep. Greg Steube, a Sarasota Republican, plans to address the crowd as well, as does state Sen. Jim Boyd, a Bradenton Republican in line to become Senate President. State Reps. James Buchanan and Fiona McFarland, both Sarasota County Republicans, will also speak, as will Republican National Committeewoman Kathleen King.

“We know the incredible importance of Charlie to the shift in young Americans toward traditional American, Christian conserva-
See Memorial, page 2

Road Name, from page 1

Longboat Key to the mainland. The road is a part of the island’s identity and history, even though its official state designation is State Road 789. When the FDOT removed the signs, residents and town officials were caught off guard and a storm of dissent brewed.

In a story that has unfolded in local news and town meetings, the controversy has revealed several layers of community concern:

Political overreach

For many residents, the renaming order was an example of unwanted political influence forcing change upon a local community. Longboat Key’s Mayor Ken Schneier noted that very few residents actually wanted the name to change. Critics viewed the state mandate as an imposition of ideology rather than a response to local needs.

Administrative burden and cost

A new name would create significant hassle for Longboat Key’s thousands of residents, particularly the large population of elderly residents. A resident’s open letter detailed the massive administrative headache of changing addresses on Medicare, Social Security, the DMV, insurance, and other crucial documents. Businesses would also need to update costly signage and marketing materials.

Public safety concerns

With the potential for confusion over a new name, residents feared that emergency services could be delayed in urgent situations. For decades, emergency responders have known the main road as Gulf of Mexico Drive, and a change could cause life-threatening confusion say some.

Historical preservation

The name “Gulf of Mexico Drive” has been used since 1957, having been chosen over alternatives like “Longboat Parkway”. Longtime residents saw the name as part of the island’s unique heritage. One resident compared the state’s actions to a “Cultural Revolution” and argued that a temporary political movement should not erase local history.

A local stand for identity

At a September 2025 meeting, town staff reported that the overwhelming majority of resident feedback was against the renaming. With a final decision looming at an October 20 Town Commission meeting, the options are stark:

Change the name to “Gulf of America Drive” to align with state and federal changes. The state offered to pay for new signs.

Maintain the status quo, meaning the local name remains “Gulf of Mexico Drive” while the state continues to refer to it as State Road 789 and does not replace the signs.

Or, rename the road to Longboat Key Drive, which some argue avoids politicizing the situation and puts Longboat first.

Find a compromise, such as using an abbreviation like “GMD” on temporary signs.

As Longboat Key waits for the final decision, residents grapple with core questions about their community, politics, history and identity.

Memorial, from page 1

tism,” said Republican Party of Sarasota County Chair Jack Brill.

“As he had a home on Longboat Key, we felt it was important to honor his life and legacy here in Sarasota, and do what we can to support and encourage the movement he launched.”

Kirk, founder of Turning Point USA, purchased a condominium unit at Longboat Key Club in 2019.

The county notably became a haven for many conservative leaders around the same time. Rumble announced it would move its headquarters to Longboat Key in 2021, a year before Truth Social made Sarasota County its corporate home.

Two members of Florida’s congressional delegation live in Sarasota County, including U.S. Rep. Vern Buchanan, a Longboat Key Republican and Vice Chair of the U.S. House Ways and Means Committee. National Republican Committee Chair Joe Gruters also hails from the county. And Michael Flynn, a former National Security Adviser to President Donald Trump who has become a voice in right-wing politics, now operates from south Sarasota County.

Kirk died at age 31 after being shot while speaking at Utah Valley University on Sept. 10.

SRQ Airport Community Meeting

The Town invites residents to the SRQ Airport Community Update Meeting to be held in the Town Commission Chamber at Town Hall, 501 Bay Isles Road, on October 13, 2025, from 10:00 AM – 11:00 AM.

The program will include a presentation by Lionel A. Guilbert, C.M., Senior Vice President of Operations and Public Safety for Sarasota Bradenton International Airport, followed by a question-and-answer. This meeting will provide updates regarding airport operations, as well as an opportunity for residents to engage directly with airport leadership.



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EditorLetters



Longboat Key News and Sarasota City News encourages Letters to the Editor on timely issues. Please email to: letters@lbknews.com or mail to PO Box 8001, Longboat Key, FL 34228. We also print letters sent to Town Hall that address Longboat Key issues. We reserve the right to edit.

Gulf of America Drive

To: Longboat Key Commission
For what it’s worth, I am in favor of the change to “Gulf of America Drive.”
Note: my wife and I are only part time residents, so I would pay less attention to my opinion than that of full-timers and long-timers.
Reasons to change:
a. There is no “Gulf of Mexico.”
b. Starting 10 years from now, keeping the name Gulf of Mexico Dr. will look like some sort of offbeat protest against the change. So, we kind of need to make the change at some point.
c. Frankly, I like the new name (not that that matters much).
Yes, it will be a pain to change addresses on many things. But, sooner or later, changing the name is the right call.
Timing?
Something else?
a. Will the next Democratic administration change it back? If so, I don’t want to get whip-sawed. I think they won’t but I have thought they wouldn’t do a lot of other things, either.
b. I don’t think anyone really cares what that street is called right now and it won’t make a difference in the grand scheme of things to wait to make the change effective. Maybe pass it now, but put it into effect on, say January 1, 2029. And, if the wind changes direction, adapt.
c. What about the name “Longboat Key Drive?”
Just some thoughts. Best wishes and thank you for caring for our community.
Thomas R. Larson
Longboat Key

Name change

To: Longboat Key Commission
If a name change is eminent, I would prefer Gulf of America Drive over a route number.
Carol Peschel
Longboat Key

Road name
To: Longboat Key Commission
We live at 6201 Gulf of Mexico Dr. My husband and I are in favor of keeping the road name as Gulf of Mexico Dr. Simply for ease.
Cynthia Heit-Welch and Randall Welch
Longboat Key

Name Change of Gulf of Mexico Dr.

To: Longboat Key Commission
Town Commissioners of Longboat Key, I am the owner of 1925 Gulf of Mexico Dr., G8-304, Longboat Key. Unfortunately, I will not be in town for the public meeting on Oct. 20th to discuss the possible name change of Gulf of Mexico Dr to Gulf of America Dr. I am, therefore, writing to you to voice my opinion on the matter. I am vehemently opposed to the name change. It is an absolute waste of time, energy and money to change the name of a road that is so central to so many addresses associated with it. Thank you for your kind consideration.
Mary-Ann Ziluca
Longboat Key

Name Change to Gulf of America

To: Longboat Key Commission
I am an owner of a condo at Club Longboat. I would love to see the name change. I think that is a fantastic idea! Thanks for considering Gulf of America!
Stephanie Heyroth
Longboat Key

Investment Advisory/Finance Committee reminder

To: Longboat Key Commissioner Penny Gold
I certainly can do that, but I have two members that I think are not able to come. Let’s wait and see if we have a quorum...I may need to reschedule. Have a good night.
Susan Smith
Finance Director
Town of Longboat Key

Investment Advisory/Finance Committee reminder

To: Longboat Key Finance Director Sue Smith
Yes Sue, I will be there. If you have time, I’d like to meet with you prior, just to be sure I’m ready to properly chair the meeting.
Penny Gold
Commissioner
Town of Longboat Key

Investment Advisory/Finance Committee reminder

To: Longboat Key Commissioner Penny Gold
We have our regular quarterly meeting scheduled for Friday Oct 31st at 1 p.m. I am just verifying attendance to make sure we have a quorum. Please respond to me directly at your convenience.
Susan Smith
Finance Director
Town of Longboat Key

Gulf of Mexico

To: Longboat Key Commission
This is absolutely ridiculous. To go through all of this because one person wants it, who will not be in office in a few years is terrible. Just the work of Changming addresses on everything will be a big pain for everyone. People know Gulf of Mexico Drive is Longboat! Vote no!

See Letters, page 5

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EditorialOpinion

A Blueprint for a Fairer Digital Future

Selling public airwaves while regulating algorithms strikes a Goldilocks balance.

D. RUTLEDGE
Guest Columnist
news@lbknews.com

In an era where information flows faster than ever, the government’s role in shaping public discourse feels increasingly anachronistic—and uneven. For decades, we’ve treated the electromagnetic spectrum—the “public airwaves” used for radio, TV, and wireless communications—as a sacred commons, tightly regulated by bodies like the FCC to ensure “public interest.” Yet this well-intentioned stewardship has often morphed into bureaucratic inertia, stifling innovation while generating little tangible benefit for taxpayers. Meanwhile, the real powerhouses of modern media—algorithms powering social feeds, search results, and recommendation engines—operate in a Wild West of opacity and unchecked influence. The solution? Sell off the airwaves to unleash market-driven progress, and pivot government oversight to where it matters most: mandating transparency and accountability in algorithms. This isn’t about deregulation for its own sake; it’s about reallocating scarce regulatory resources to protect democracy in the 21st century.

Why Sell the Public Airwaves? Let the Market Breathe

The airwaves aren’t infinite; they’re a finite resource, like land or oil, with immense economic value. Governments worldwide, including the U.S., have already dipped into auctions—raising over \$200 billion since 1994 for spectrum licenses—and it’s time to go all in. Privatizing the remaining public holdings would inject vitality into an industry that’s been coasting on outdated rules.

First, efficiency and innovation would soar. Under public management, spectrum allocation is a top-down slog: the FCC doles out licenses based on vague “public interest” criteria, often favoring incumbents like broadcasters who sit on underutilized bands while 5G and beyond beg for bandwidth. Private ownership flips this. Companies racing to monetize spectrum—think telecom giants or startups building satellite networks—have every incentive to repurpose it dynamically. We’ve seen this in mobile data: auctioned spectrum fueled the smartphone revolution, dropping costs and expanding access. Why hobble wireless broadband with the same relic rules that once micromanaged three TV networks?

Second, it’s a fiscal windfall without the strings. A full auction could net hundreds of billions more, funding everything from infrastructure to debt reduction—without raising taxes. Critics decry “giving away public assets to corporations,” but that’s a straw man: auctions ensure competitive bidding, and safeguards like open-access requirements can prevent monopolies. More importantly, privatization ends the government’s role as media arbiter. No more FCC meddling in content.

Finally, it levels the playing field for underserved communities. Public spectrum has historically underserved rural areas, where broadcasters prioritize urban ad dollars. Private markets, hungry for growth, would deploy spectrum where demand is—rural 5G for telemedicine, urban mmWave for VR. The result? Faster, cheaper connectivity for all, democratizing access without government picking winners.

Selling the airwaves isn’t abandonment; it’s evolution. The spectrum was never meant to be a perpetual government fiefdom but a tool for progress. By auctioning it off, we trade outdated paternalism for agile capitalism.

But Why Regulate Algorithms? The New Gatekeepers Demand Oversight

If privatizing airwaves shrinks government’s media footprint, regulating algorithms expands



it—strategically—into the digital domain where influence is concentrated and consequences are global. Algorithms aren’t neutral code; they’re the invisible curators of what billions see, shaping opinions, elections, and even revolutions. Left unregulated, they amplify the worst of us; with smart rules, they can elevate the best.

Consider the stakes: Facebook’s algorithm once boosted divisive content to juice engagement, contributing to events like the Rohingya genocide or January 6th. Google’s search tweaks can bury truths or spotlight fakes. These aren’t accidents—they’re profit-maximizing designs, often black-boxed to evade scrutiny. Traditional airwave regs ensured diverse voices and fair play; today, algorithms demand similar guardrails, not to censor but to enforce transparency.

A targeted regulatory framework could include...

- **Mandatory Audits and Disclosure:** Require platforms to publish algorithm “nutrition labels”—explaining how recommendations prioritize content (e.g., “This feed boosts 70% engagement-driven posts”). Independent auditors could stress-test for biases, much like financial regs probe banks.
- **Bias Mitigation Standards:** Algorithms affecting public spheres (news, ads, hiring) must prove fairness, with penalties for systemic harms like racial skews in loan approvals or echo chambers fueling polarization. Think EU-style GDPR but for code, with opt-outs for users to tweak feeds.
- **Liability for Harms:** Shift from Section 230’s blanket immunity to accountability—platforms liable if algorithms foreseeably spread misinformation (e.g., deepfakes in elections). This incentivizes ethical design without chilling speech.

Why now? Algorithms wield airwave-level power but without the checks. Privatizing spectrum cedes control there, but digital realms demand intervention because markets alone won’t self-correct externalities like societal division. Regulation here isn’t nanny-state overreach; it’s enlightened self-interest, ensuring tech serves people, not just shareholders.

The Balanced Path Forward

Selling public airwaves while regulating algorithms strikes a Goldilocks balance: minimal interference where markets thrive, firm hand where they falter. It honors free enterprise’s innovative spark—unleashing spectrum for a hyper-connected world—while safeguarding the public square from algorithmic chaos. Skeptics might cry “inconsistency,” but that’s the point: tailor rules to the medium. In 2025, with AI agents curating our realities, clinging to broadcast-era policies is folly. Let’s auction the air, audit the code, and build a media ecosystem that’s freer, fairer, and future-proof. The public interest? It’s not in hoarding waves—it’s in wielding wisdom where the waves of data crash hardest.



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Editor Letters



Letters, from page 3

Larry Scofield
Longboat Key

Name change

To: Longboat Key Commission
We own a condo at Club Longboat, Gulf of Mexico Drive. We are strongly opposed to changing the name to Gulf of America Drive.
J. Roderick Heller III
Longboat Key

No name change please

To: Longboat Key Commission
The incredible waste of time and extreme inconvenience that a name-change would cause, is not warranted, please keep the name of the Gulf of Mexico.
Ronald Z. Emmerman
Longboat Key

Gulf of Mexico Drive Name Change

To: Longboat Key Commission
Thank you for all your hard work on behalf of the residents of Longboat Key.
Please do not change the name of Gulf of Mexico Drive. I believe the resources necessary to make a change can be better deployed in other areas.
Hunter Judson Sr
Longboat Key

Opposed to name change

To: Longboat Key Commission
We do not agree with the idea of changing the name of Gulf of Mexico Drive. It would cause us great hassle with our mail having to change all of those addresses on file. And, we like the sound of Gulf of Mexico Drive better.
Jim Bakle
Longboat Key

Opposition to renaming Gulf of Mexico Drive

To: Longboat Key Commission
My name is John Ross. I am a property owner on Longboat Key. I am adamantly opposed to any effort to rename Gulf of Mexico Drive. At a time when we are still dealing with the aftereffects of last year’s hurricanes the last thing we need to be doing is wasting money on this ridiculous effort. Please don’t do this! In addition to wasting resources there will be many man-hours wasted implementing any change. There will be significant harm to residents required to change mailing addresses. Many of those residents are elderly and won’t understand the necessary steps to avoid missing mail, packages and medicine that is sent to them. Please don’t disrupt lives and waste money!
John A. Ross
Longboat Key

Renaming

To: Longboat Key Commission
I am an owner at Club Longboat, and I urge you to please stop this unnecessary, and money wasting project of changing the name of Gulf of Mexico! This is government waste at its worst!
If you move forward with this, I know many residents who will be voting for new management for the Longboat town-ship!
Judy Ross
Longboat Key

Renaming

To: Longboat Key Commission
Please keep Gulf of Mexico Drive name. No need to rename. Too expensive and unnecessary! Thank you!
Kay Heller
Longboat Key

Updated Time – Local Government Day Panel

To: Debbie McDermott
No problem.
Ken Schneider
Mayor
Town of Longboat Key

Local Government Day Panel

To: Longboat Key Mayor Ken Schneier
I hope you’re doing well! I’m reaching out with a quick update regarding the Local Government Day lunch panel on October 22. We need to adjust the start time slightly, and the panel will now be held from 10:45 a.m. – 12:30 p.m. at the Manatee Chamber’s Bradenton Office (222 10th St W). I apologize for the change and completely understand if this new time conflicts with any other items on your schedule. Please let me know if that’s the case, and we’ll do our best to accommodate. I will also be updating the calendar invitation to reflect the new timing.
Thank you so much for your flexibility, and we’re looking forward to having you join us for the panel!
Debbie McDermott
Member Programs Director
Manatee Chamber of Commerce

Canal Navigation Dredge Program Analysis: Follow up

To: Longboat Key Public Works Director Charlie Mopps
To further clarify, does this mean that the highest valuation properties are not represented in these numbers? Is it possible to get the representative minimum, representative average, and representative maximum with the low and high end outliers included? Thank you.
Debra Williams
Vice Mayor
Town of Longboat Key

Canal Navigation Dredge Program Analysis: Follow up

To: Longboat Key Vice Mayor Debra Williams
Vice Mayor Williams, I asked the Funding Consultant to help answer the question. With regard to the minimum and maximum categories, they first eliminated some of the outliers. For example on the low end there were some parcels that have little to no taxable value due to additional exemptions (i.e. disability, etc.). Once the outliers were eliminated (from both the min and max end, if any) they then calculated a representative minimum and maximum based on the 10 – 15 lowest values and 10 – 15 highest values for each category (customer class and direct/non-direct). The average values also excluded the outliers.
I hope this helps answer the question, if there is additional information you need, please ask and I will do my best to get you the answer.
Charles Mopps
Public Works Director
Town of Longboat Key Public Works

Canal Navigation Dredge Program Analysis: Follow up

To: Longboat Key Assistant Town Manager Isaac Brownman
Can you please provide some clarity and additional data on the attached power point slides? Do the “representative minimum” and “representative maximum” represent the actual lowest valuation and highest taxable values, respectively? Additionally, can we get a range of costs for the representative median? This would present a clearer picture of how the taxes will be distributed across properties.
Debra Williams
Vice Mayor
Town of Longboat Key

Canal Navigation Dredge Program Analysis

To: Longboat Key Commission
Based on some feedback at the last commission meeting, Charlie Mopps and the canal program team put together additional information below and attached:
Below is the Total Valuation for canal fronting properties (Direct Access) and the same for the no direct access properties (2025 Values). Also, below is the total number of slips based on current information. Attached are examples of Representative Cost Slides that would be used during Public Outreach, for reference.
Tara Hollis, Principal Consultant, Willdan Financial Services
1. Total valuation of both the Non-Direct Access and Direct Access properties as well as the resulting Ad Valorem and Non-Ad Valorem Assessments. (Based on July 2025 data from property assessors’ offices. Includes only Real Property.)
2. Approximate number of docks/slips on the island.
Note: This is the original number we have been working with since last year.

Parcel Type	Docks/Slips	
Residential/Commercial/Condo/Etc.		1,800
Marina Dry Slips		194
Marina Wet Slips		291
Total	2,285	

Isaac Brownman
Assistant Town Manager
Town of Longboat Key

Change of name

To: Longboat Key Commission
I strongly oppose the changing of the name of Gulf of Mexico Drive! I have been a property owner for forty six years and do not want this change!
Geraldine Kriser
Longboat Key

See Letters, page 6

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Editor Letters



Letters, from page 5
Do not change the name

To: Longboat Key Commission
With the greatest of respect, please do not change the name of Gulf of Mexico Dr. We have been property owners on LBK for 30 years and are very comfortable with the name as it is.
Bruce & Karen Etherington
Longboat Key

Gulf of Mexico drive

To: Longboat Key Commission
We live at Gulf of Mexico Drive. We feel strongly that the street name should not be changed. It would cost significant time and resources to change all legal documents to that address and it would set a bad precedent. Respect the name, leave it alone.
David Kantor
Teena Kantor
Harriet Memitz
Longboat Key

Just say no to road sign change

To: Longboat Key Commission
I am 100 percent against the name change of Gulf of Mexico Drive on Longboat Key. As a resident of over 12 years this would require undue hardship and expense to modify multiple legal documents including trusts, wills, deed, bank accounts, credit cards, utility bills, driver's license, insurance, car registration to name a few. We could go thru all those changes and expense and then have it changed back to Gulf of Mexico under a new administration whether it be in the state or federal government. If signs need to be displayed then the nonpartisan thing to do would be to use State Road 789. Thank you.
Debbie Shapiro
Longboat Key

Gulf of America Drive

To: Longboat Key Commission
Gulf of Mexico properly changed to Gulf of America, makes all kind of sense, very rational! Therefore, it follows to change road name to Gulf of America! Naming road after America, that's great, the best name. attractive for business as well. Naming 789 sounds like rural, no real destination comes to mind.I believe it's awesome for LBK!
Mike Cichon

Longboat Key

Gulf of Mexico Drive rename

To: Mr. and Mrs. Rosen
Thank you very much for sharing your thoughts on the Gulf of Mexico Drive naming issue. I know the entire Commission appreciates hearing from Longboat Key folks on this matter. As you may know, the Commission will be discussing this matter on October 20 at Town Hall. You are both welcome to attend that day to observe or to share your thoughts in person.
Penny Gold
Commissioner
Town of Longboat Key

Gulf of Mexico Drive rename

To: Longboat Key Commissioner Penny Gold
Please see the attached letter from my wife and I concerning the pending discussion of changing the name of Gulf of Mexico Drive. Thank you for your time and attention to this matter.
Robert Rosen
Longboat Key

Street name change

To: Longboat Key Commission
I am a full time resident. My family has owned property on LBK for over 40 years. I am writing to urge you not to change the name of Gulf of Mexico Drive. I have thought long and hard about the pros and cons of this issue and I cannot seem to come up with one pro. There are, however, several cons:
98% of the world still think of the gulf as the Gulf of Mexico.
Taxpayers will bear the cost of making the change. Surely there are better uses for employee time and our taxpayer resources.
This will be a huge burden on all residents. Residents will have to change addresses on home titles, driver license and registration, insurance, banking accounts and records, loans, social security, checks, financial documents, all doctor records, all bills along with stationery and address stamps. Businesses will have to change all of their signage, and printed material. This will be costly and time consuming for all. Additionally, there is a large portion of the population on LBK that is older and many seniors are not computer savvy which will result in making these changes all the more difficult and time consuming for them.
You all have been elected to serve the best interests of our community. This project surely

See Letters, page 12

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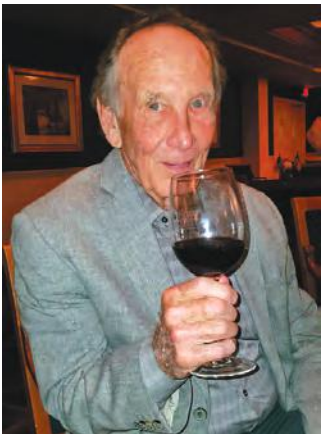
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Recent Trends in Food and Beverage Prices

International markets have demonstrated a knack for withstanding attempts by politicians to disrupt them. This latest attempt will likely be lost in a torrent of new events.

S.W. and Rich Hermansen
Guest Writers
wine@lbknews.com

The St. Louis Bank, one of the banks in the conservative wing of the Federal Reserve System, maintains the Federal Reserve Economic Data (FRED) web source of economic statistics. These statistics include graphs of recent trends in food and beverage prices in the USA. Data on these trends come from the Bureau of Labor Statistics (BLS), which may have difficulties maintaining the usual high standards of BLS data collection. In light of Trump’s very public firing of BLS Commissioner Erika McEntarfer last August after her agency published jobs statistics that the administration did not like, this may be the last chance for a while to see accurate information about what is happening to the price index of food and beverage for immediate consumption last year via the highly useful and impartial FRED website.



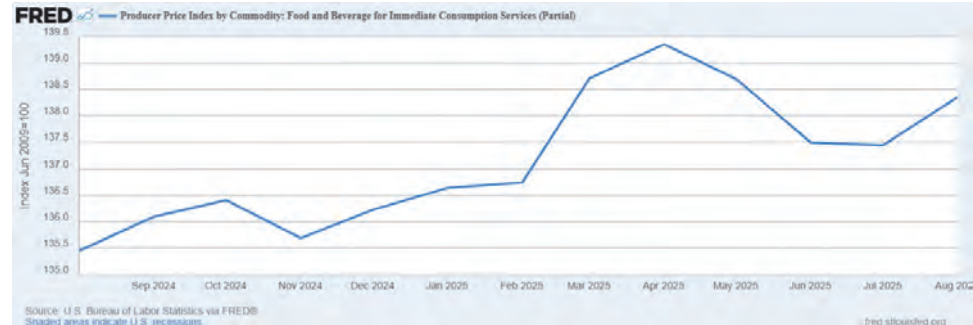
prices occur after Trump backs off his initial threats of tariffs far exceeding those imposed any-time since World War II (except for Trump’s retaliatory late 2019 25% tariffs on still wine less than 14% ABV imported from France and other EU countries). These fluctuations in prices often happen when sellers and buyers are scrambling to dispose of excess inventory, deliver products promised to customers, and maintain market share.

Prices of alcoholic beverages within the US appear to be increasing now that the Trump administration has reinstated historically higher tariffs on imports. The price index of imported alcoholic beverages excluding wine, however, has deceased since its high point in March 2025, while the price index of imported wine made from fresh grapes has risen in August 2025 after falling from its high point in the same month, March 2025. Tariffs appear to affect prices of alcoholic beverages sold in the US in the short-run.

Full disclosure forces us to reveal that alcoholic beverage prices in the long-run trend steadily upward, as do prices of most other processed products, and that fluctuations attributed to historical events show up as minor blips in the series of monthly price levels. We expect to see some acceleration of imported wine and spirits price increases due to tariffs, yet we also expect that vintners, brewers, and distillers will quickly find ways to work around these obstacles. International markets have demonstrated a knack for withstanding attempts by politicians to disrupt them. This latest attempt will likely be lost in a torrent of new events.

S. W. Hermansen has used his expertise in econometrics, data science and epidemiology to help develop research databases for the Pentagon, the National Institutes of Health, the Department of Agriculture, and Health Resources and Services. He has visited premier vineyards and taste wines from major appellations in California, Oregon, New York State, and internationally from Tuscany and the Piedmont in Italy, the Ribera del Duero in Spain, the Barossa Valley and McLaren Vale in Australia, and the Otago Valley in New Zealand. Currently he splits time between residences in Chevy Chase, Maryland and St. Armand’s Circle in Florida.

Rich Hermansen selected has first wine list for a restaurant shortly after graduating from college with a degree in Mathematics. He has extensive service and management experience in the food and wine industry. Family and friends rate him as their favorite chef, bartender, and wine steward. He lives in Severna Park, Maryland.



A more specific FRED graph shows the price index for alcoholic beverages purchased by urban consumers.



The graphs show substantial increases in prices within food and beverage categories during the dramatic initial phase of selective US tariffs on imports. Equally dramatic decreases in

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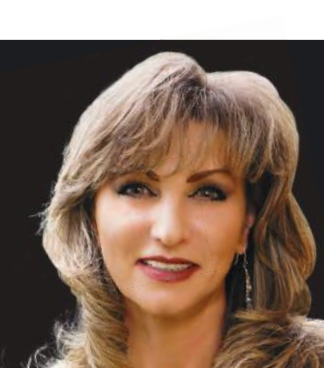


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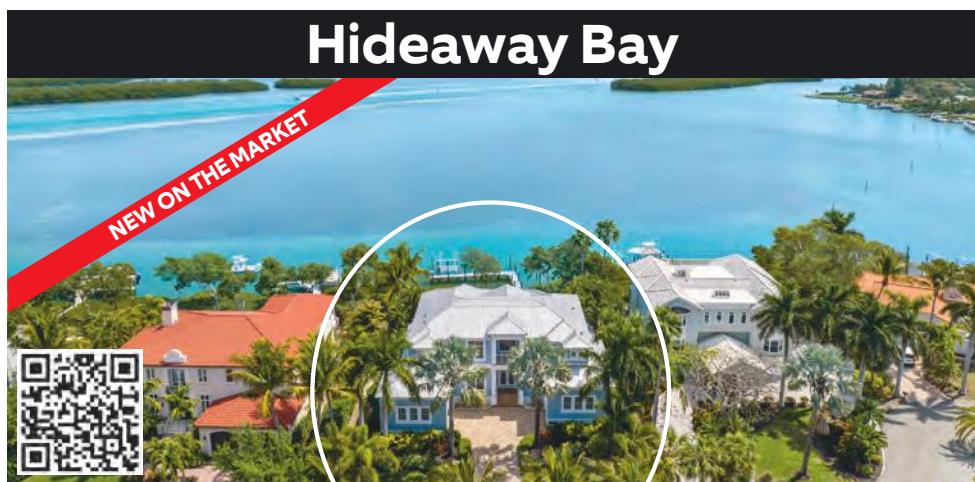
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KeyRealEstate

Bird Key, Lido Key, Longboat Key latest sales

Address	Sq. Ft.	List Price	Bed/Bath/Half Bath			Days On Market	Sale Price
1800 BENJAMIN FRANKLIN DR Unit#A304	2,230	\$2,195,000	2	3	0	294	\$1,850,000
435 L AMBIANCE DR Unit#PH-J	4,711	\$11,200,000	5	5	5	71	\$10,250,000
1591 GULF OF MEXICO DR Unit#511	3,130	\$6,950,000	2	2	2	99	\$6,000,000
260 N SHORE RD Unit#2	2,857	\$2,595,000	3	3	3	43	\$2,450,000
540 GULF BAY RD	1,880	\$1,950,000	3	3	3	124	\$1,850,000
3260 BAYOU RD	3,156	\$1,800,000	4	3	3	0	\$1,800,000
2675 GULF OF MEXICO DR Unit#404	2,180	\$1,675,000	3	3	3	46	\$1,538,000
3491 BYRON LN	2,480	\$1,675,000	3	3	3	239	\$1,450,000
2103 HARBOURSIDE DR Unit#1102	2,448	\$1,285,000	3	2	2	55	\$1,150,000
838 BAYPORT WAY Unit#838	1,601	\$785,000	2	2	2	0	\$755,000
4825 GULF OF MEXICO DR Unit#304	1,393	\$695,000	2	2	2	192	\$640,000



435 L AMBIANCE DR Unit#PH-J



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BIRD KEY • SARASOTA
605 Wild Turkey Lane
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L'AMBIANCE • LONGBOAT KEY
435 L'Ambiance Dr #J703
3BR/2BA/1HB • \$4,795.000



GRAND BAY • LONGBOAT KEY
3030 Grand Bay Blvd #381
3BR/3.5BA • Furnished • \$2,795,000



BEACHES • LONGBOAT KEY
775 Longboat Club Rd #203
3BR/3BA • Gulf front • \$1,999,000



COUNTRY CLUB SHORES • LONGBOAT KEY
510 Wedge Lane
4BR/3BA • Canal front • \$2,215.000

OnPatrol

The following are actual police reports as written by Longboat Key Police Officers. They are edited for length, punctuation and to protect privacy.

Oct. 4 Citizen assist

12:15 a.m.
Officer Puccio while on patrol on North Shore Road, observed a vehicle with its flashers on, parked at a residence. Officer Puccio made contact with the homeowner who advised it was his vehicle and that he was ordering food to be delivered and thanked the officer for stopping and checking. Case clear.

Citizen assist

4:11 p.m.
Sgt. Smith was dispatched to the 2500 block of Gulf of Mexico Drive in reference to a missing personal property. Upon arrival, Sgt. Smith made contact with the caller who advised that he and his spouse had recently been relocated from another unit. The couple stated that staff had been instructed to deliver groceries to their new unit. The complainant advised the items could not be located and were believed to be missing. Contact was made with property staff, who reported that the items had been removed by cleaning staff under the mistaken belief the property was abandoned. Staff further advised they were en route to return the items to the residents. No theft occurred and the incident was reclassified as an officer public service. Case clear.

Oct. 5 Animal

9:06 a.m.
Sgt. Smith was dispatched to the area of Gulfside Road and Gulf of Mexico Drive in reference to an injured seagull. Upon arrival, the bird was located on the beach south of the public entrance. The seagull appeared to have an injury to its right wing. A representative from Save Our Seabirds responded to the scene and took custody of the bird for care. No further action was required. Case clear.

Information

5:28 p.m.
Sgt. Smith while on patrol at the 2100 block of Gulf of Mexico Drive observed a subject operating a motorized bicycle on the sidewalk. The subject was observed traveling in excess of 25 mph, confirmed by the in-car camera and vehicle speedometer. The conduct was a violation of Town Ordinance 73.04 which regulates bicycle operation. Specifically bicycles propelled by human power and mopeds area subject to the same rights and duties as vehicles and use of bicycles on sidewalks requires yielding to pedestrians and adherence to all applicable safety provisions. The operator was advised of the ordinance violation and the requirements under Town Code. The subject departed the area without incident. Written warning through Tracs was completed verbal warning issued to the rider. Case clear.

Oct. 6 Found property

9:20 a.m.
Officer Troyer was dispatched to 6600 block of Gulf of Mexico Drive in reference to a found property. The complainant contacted the Sarasota County Dispatch Center and he reported he found a bag with laptop inside located in the middle of Gulf of Mexico Drive. Upon arrival, Officer Troyer met with the complainant who told the officer he was driving northbound on Gulf of Mexico Drive when he located a handbag in the roadway. The complainant got out and retrieved the bag in hopes of finding the owner to return the bag. The complainant got out and retrieved the bag in hopes of finding the owner to return the bag. The complainant was unsuccessful with finding any identifying information. Officer Troyer inventoried the bag and located an Apple Macbook laptop along with miscellaneous jewelry and other miscellaneous items. Officer Troyer did locate an envelope with an airline ticket inside which was destined for Las Vegas. Officer Troyer responded to the resort and spoke with staff. Staff reported the name



on file and provided Officer Troyer with the phone number. Staff also said the woman had already checked out. Officer Troyer contacted the phone number several times and left voicemail messages but was unsuccessful. Officer Troyer entered the purse with contents into property. Case clear.

Oct. 7 Citizen assist

8:35 a.m.
Officer Mathis was dispatched to the 5100 block of Gulf of Mexico Drive in reference to a citizen assist. Upon arrival, Officer Mathis met with the caller and the caller explained that due to his license suspension he had to Uber from the airport yesterday evening to 5100 block of Gulf of Mexico Drive. The complainant further advised that while he was unloading his luggage and bicycle, he had somehow forgot his backpack containing his government laptop and his official credentials in the Uber. The caller attempted to contact the Uber driver via telephone this morning and was unable to reach the driver to advise of the lost items in the vehicle. While speaking to the caller in the parking lot, the Uber driver returned and gave the backpack to the caller. This report was generated to document the incident. According to the caller, all items that he forgot in the Uber were returned. No further action needed. Case clear.

Vehicle

11:55 a.m.
Officer Troyer while on patrol, received a license plate reader alert whereas the registered owner had a suspended/revoked/cancelled license. The LPR alert was from the south site and informed Officer Troyer the vehicle was driving northbound on Gulf of Mexico Drive. Officer Patrol cleared the license plate through NCIC/FCIC which revealed the driver had a suspended license. Officer Troyer located the vehicle traveling northbound in the 1000 block of Gulf of Mexico Drive when the vehicle passed by the front passenger window was down and Officer Troyer observed the driver who appeared to be the registered owner, the driver based on a driver's license photograph, uploaded to NCIC/FCIC. Officer Troyer asked the driver if he was indeed a traffic stop in the 1000 block of Bogey Lane, Longboat Key. Upon walking to the vehicle, Officer Troyer asked the driver if he was indeed the driver, to which he confirmed he was. Officer Troyer informed they informed the driver the reason for the stop, to which he told the officer to go ahead. Officer Troyer conducted a pat frisk to which he told me to go ahead. Officer Troyer conducted a pat frisk of the man's person and had him stand in front of his vehicle until Officer Troyer was complete with the traffic stop and provided the man with the necessary citation. Based upon his investigation, Officer Troyer found probable cause to issue the man a criminal citation for the driving while license suspended with knowledge. Officer Troyer followed the man to the Mobile fuel station where he could wait for a licensed driver. Case clear.

Oct. 8 Vehicle

2:00 p.m.
Officer Maple was conducting traffic enforcement operations at the 6900 block of Gulf of Mexico Drive in full uniform and in a marked Longboat Key police patrol car. Officer Maple observed a southbound white sedan traveling at a higher rate of speed than the posed limit. The vehicle was later identified as a 2017 Mitsubishi. Officer Maple utilized the departed radar to determine the vehicle's speed to be 49 mph in a 35 mph zone. Utilizing the emergency lights, Officer Maple conducted a traffic stop and approached the driver to inform him of the reason for the stop and asked for his driver's license, registration and proof of insurance. The driver presented a California license number. When asked for registration of the vehicle, the driver stated it was his roommate's vehicle. Officer Maple asked how long he had been living in Florida and the driver stated for a year. Officer Maple then asked when he obtained employment and if he worked. He said he had obtained employment on Longboat in December. Officer Maple issued the driver a criminal citation for failing to obtain a Florida Driver's license within the required timeframe with a court date of Nov. 18, 2025. Case clear.

LBK
Liquors

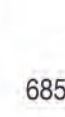


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This L’Ambiance residence on South Longboat Key showcases how a thought-out renovation not only enhances the value of a property, but transforms the experience and livability of the home.

The main goal of the renovation, a collaboration between interior designer Chris Sloan and Markley Construction, was to open the living space up, add clean coastal contemporary finishes, and maximize the views that span from the Gulf of Mexico to the west to the Intercoastal across the Longboat Key Club golf course to the east.

The inherent strengths of the 3-bedroom residence more than justified the scope of the project. After all, L’Ambiance sits in a coveted position nestled behind the gates of the Longboat Key Club on the very south end of the island. Another strength is the expansive views from the windows and balconies. But the downside, prior to the renovation, is the views were blocked by walls, window treatments and ornate décor.

The first step in the renovation was to strip the unit to the studs and remove walls that blocked the kitchen from the sweeping water views. Next, key doorways and entrances were widened. This immediately swept light and views throughout the entire residence. The dark and dated feel of the home’s previous incarnation was gone.

“We have a lot of clients who are opening everything up,” says Sloan.

Next, impact doors and windows were installed and the entire redesign continued the crisp, clean and bright tones allowing the views to literally pop into the residence.

A defining focal point, the white kitchen features Wolf and Sub-Zero appliances and quartzite countertops. A wet bar with a Sub-Zero wine fridge and refrigerator drawers provides a seamless connection from the kitchen to the great room.

Enjoy sunrise and sunset from your expansive balconies — one offering panoramic views of the downtown skyline and Bay, and the other providing a front-row seat to the Gulf sunsets.

Whether you’re relaxing on your terrace or watching the lights of downtown illuminate the evening sky, this residence delivers a front-row view of the best of Longboat Key. Offered for sale by Jeff Rhinelander, Coldwell Banker Realty, Longboat Key, for \$4,795,000.

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Editor Letters



Letters, from page 6

does not seem to be in any way in the best interest of residents of LBK. If you can provide a positive reason for this change, I would welcome hearing from you.

Marjorie Davis
Longboat Key

Gulf of Mexico Dr to Gulf of America

To: Longboat Key Town Commission

This is why we should change Gulf of Mexico Drive to Gulf of America Drive.

During WWII Longboat Key was used by the U.S. Army Air Force based out Sarasota as a bombing and gunnery training range for American fighter pilots. American Pilots flying P-40 Warhawks and P-52 Mustangs used Longboat Key as their training grounds. In 1943 alone, two crashes on Longboat Key killed five American pilots.

For God’s sake, can we at least think about the men and women who fought and died for America and on this beautiful island. Let’s all come together no matter what party you are affiliated with, let’s come together and show respect for them and name it Gulf of America Dr. It sounds a lot better than Gulf of Mexico and SR 789.

And on another note, don’t be surprised if we leave it named Gulf of Mexico Dr. even though the Gulf has been officially renamed Gulf of America, that the state may withhold funding for future LBK projects.

Mark Burke
Longboat Key

Gulf of Mexico Drive potential name change

To: Longboat Key Commission

I wish to express our extreme disappointment in the consideration of a name change for Gulf of Mexico Drive.

Regardless of which entity pays for the change, it is an egregious waste of taxpayer funds, especially considering every road sign along the road was recently replaced. Doesn’t this money have far better uses? Feeding hungry children would top my list, but if it’s already earmarked for FDOT projects, as I assume it is - how about fixing potholes, installing better lighting, and especially creating safer bike lanes and pedestrian crossings?

The Gulf of Mexico has existed for hundreds of years, and catering to the whim of whomever sits in the Oval Office at any given time is frivolous, and wasteful of time and resources. And let’s not forget the less visible but still significant costs to businesses and individuals in updating websites, signage, shipping labels, letterhead, etc. What will happen to mail that arrives with “Gulf of Mexico Drive” as the street address? Will it still be delivered, or will it be returned to sender? Again - a vast waste of time, energy and resources.

Please stand up for the heritage of our beautiful area, fiscal responsibility, and world history and geography.

Amy and Chris Thompson
Longboat Key

Pictures from Commissioner Bishop

To: Longboat Key Commissioner BJ Bishop

The Team went out and checked the drain. The drain was not blocked, however the contractor conducting repairs to the seawall at the residence where the structure drains to, removed the backflow device. The lunar tides forced water up the pipe and through the drain. Hopefully the repairs to the seawall will be complete soon and the backflow device will be reinstalled.

Charles Mopps
Public Works Director
Town of Longboat Key

Pictures from Commissioner Bishop

To: Longboat Key Assistant Town Manager Isaac Brownman

Sir, Tip sent this yesterday and the Marks are looking into it today. There is a full moon and according to Mark R. there was also a king tide at the time of the pics.

Charles Mopps
Public Works Director
Town of Longboat Key

Pictures from Commissioner Bishop

To: Longboat Key Public Works Director Charlie Mopps

Charlie, please see attached. These two came in on Sunday 10/5 at 9:40 am and 12:01 pm, respectively. Not sure what tides were, but you might have team check backflow valve and respond to commissioner.

Isaac Brownman
Assistant Town Manager
Town of Longboat Key

Gulf of Mexico Drive possible name change

To: Longboat Key Commissioner Penny Gold

We understand that the Longboat Key Commissioners are soon to be considering changing the name of our street address from “Gulf of Mexico Drive” to “Gulf of America Drive”. We reside in a condo on Gulf of Mexico Drive that we have owned for nineteen years and own a second condo at the same condo association property.

From experience we know that changing a mailing address is a time-consuming and, at times, frustrating process. The address needs to be changed officially with the United States Post Office, credit card companies, financial institutions, healthcare providers, the Social Security office organization memberships, licenses (drivers, fishing, boating), permits, passes, among many other entities. Voter registration information updates are necessary. Deeds, trusts, mortgage papers, and other documents are impacted. Friends and families must be contacted about the new address. Businesses will incur expenses to notify customers and providers about the address change. Often there is some glitch about the changes and confusion about the present address. Because this address change will be so subtle, there is more likelihood that some issues will develop about the identity of the correct address.

The street address change is being proposed because the President of the United States unilaterally decided to change the name of the Gulf of Mexico, which got its name almost 700 years ago. We have no control over what the federal government chooses to do, but our community does have the opportunity to maintain the street name if it wishes to do so. And, if it was a relatively simple edict that resulted in the change of the name of the Gulf, it’s possible that the next President will change the name back. Would this mean the Longboat Key Town Commission would decide to rename the street the “Gulf of Mexico Drive” again?

We suggest that, at the present time, the street name “Gulf of Mexico Drive” be maintained. The inconvenience, time, energy, and expenses to change are just not worth the bother and expenses right now. If future federal government leaders decide that the Gulf of America should be kept as the permanent name “Gulf of Mexico”, perhaps then the street name change could be revisited at that time. Thank you for your dedication and service to Longboat Key.

Wendy & Ross Borg
Longboat Key

Renaming of Gulf of Mexico Dr. -- A vote No!

To: Longboat Key Commission

I understand the town of Longboat Key is carefully considering the renaming of Gulf of Mexico Dr. to Gulf of America Dr. As fairly new year-round residents, I am reaching out to express our strong disapproval of that idea. In the spirit of “if it isn’t broken, don’t fix it...”, we do not think it’s wise to change the name of the street to reflect the whims of one politician. Additionally, I can only imagine the burden this renaming event will place on the town of Longboat Key, as well as to residents (in having to update their driver’s licenses and mailing addresses, purchase new address labels and stationary, etc.). There are surely more meaningful projects deserving of our resources and attention, such as continued post-hurricane recovery, and also future storm resiliency and infrastructure. We strongly object to any Gulf of Mexico Dr. renaming efforts.

If you would like to further discuss, or if we can provide any additional information, please do not hesitate to reach out. Thank you for your ongoing efforts on behalf of LBK residents.

Renee Dillon & Phil Johnson
Longboat Key

No to name change of Gulf of Mexico Drive

To: Longboat Key Commission

I live on Longboat Key full time at Harbourside Dr, Longboat Key, FL 34228.

I do not want the road name to change away from Gulf of Mexico Drive. It would be expensive and difficult.

Margaret Sanchez
Longboat Key

Turn Lane Project

To: Longboat Key Commissioner Gary Coffin

Below is a link to access the revised plans which include the median changes. Julie is printing out a hard copy as well for your use and information. The plans will be here at Public Works, unless you would like us to drop them off at Town Hall.

Jennifer Fehrs
Town Engineer Public Works
Town of Longboat Key

Sea level rise and wastewater treatment - is there reason for concern?

To: Longboat Key Commission, Sarasota City Commission

Last night, we reached Full Moon status. The first full moon of October is known as the Harvest Moon, which gets my vote as one of the least impressive albums Neil Young came out with. But I digress. A Full Moon means that the Sun, Earth, and Moon are in alignment, with the Moon on the opposite side of the Earth as the Sun. During a New Moon, the Earth, Sun, and Moon are also in alignment, but the Moon is positioned between the Earth and the Sun. In both situations, the gravitational pull of the Moon is aligned with that of the Sun, which makes high tides higher and low tides lower. These tides are called Spring tides. The term “spring” does not refer to one of the four seasons, but instead to a tide that “springs” forward with great strength.

As we transition from Full to New Moons, we enter what is called a Waning Moon phase. During those days, the Moon’s gravitational pull is at an angle (up to 90 degrees) to that of the Sun, and so we have lower high tides and higher low tides. These are called Neap Tides. The etymology of the word Neap traces back to the Old English word “nep” as in “nipped in the bud” or a tide that is not as strong as it could have been. As we transition from New to Full Moons, this is called the Waxing Moon phase.

Below is a picture of the tide stage this morning, which I noted to be high enough to give the approach to my community’s kayak launch an upward slope. But note as well that the recorded tide level (the red line) is about 11 inches higher than the predicted level (the blue line). This phenomenon has been repeated all along our coast for most of the last few months. The first inclination of many people, seeing this, is that the wind might have caused more water to pile up on the shoreline. But look at the bottom of the page, and you can see that the winds are about 14 knots out of the Northeast, which would tend to blow water away from our coast, not onto it.

So what’s going on here? Well, I put an earlier version of this phenomenon out on LinkedIn and got nearly 10,000 views. I got a response from Matthew Goolsby, who is a PE and Certified Floodplain Manager and is the Director of Stormwater for the City of Clearwater. Matthew stated that “The difference comes from the fact that the NOAA tide predictions are based only on astronomical cycles and tied to the fixed 1983-2001 tide datum epoch.”

In other words, the blue line represents what the combination of Earth and Sun, and Moon would create, in terms of tides, based on what the sea level would have been 20 to 40 years ago. In contrast, the red line represents what the combination of Earth and Sun, and Moon is creating right now, with the higher water levels that we are seeing with two to four decades of additional sea level rise. Based on our own estimates, 20 to 40 years of sea level rise would give you 6 to 12 inches of sea level rise. The difference between predicted and recorded tides

Editor Letters

Letters, from page 12

shown above is about 11 inches.

Why does this matter? Well, we are concerned about the concept of coastal squeeze, wherein mangroves that cannot migrate “upslope” due to seawalls might sort of drown in place over the next few decades. Mangroves live in the intertidal zone, and if the tide creeps up higher along a gently sloping shoreline, these features might persist over the next few decades by new trees finding a new home at higher elevations. But if the mangroves are next to a seawall, they won’t be able to migrate upslope. A couple of years ago, the TBEP paid for a study that suggested that in those locations, we might lose our mangrove forests by the year 2070. And since most of our bay’s shoreline has seawalls or rip rap or similar features, we may not have many mangroves along our shoreline a couple of decades from now. Unless we recognize the issue, and act accordingly.

Also, about half of the outfalls from storm drains we surveyed a few years ago are likely to be fully submerged on high tides sometime between the years 2055 and 2065 - Director’s Note: Sea level rise – SBEP values compared to FDEP estimates and their implications – Sarasota Bay Estuary Program. Basically, it will be harder in the future to drain runoff from rain events off our streets, as our stormwater pipes could be filled with seawater, making it harder to drain water off our streets when it rains on a high tide. Again, we could get a head start on this problem by recognizing it as a potential problem, and planning on how to respond to it.

Well, here’s another reason to be concerned about climate change and accelerated rates of sea level rise – saltwater intrusion into our wastewater collection systems. Recently, the cities of St. Petersburg and St. Pete Beach have been faced with an incredibly difficult problem - St. Pete Beach in violation of the sewage contract over saltwater intrusion. Basically, the City of St. Pete Beach has older wastewater collection system features that are now filling with saline groundwater. The issue of infiltration of sewage collection systems with groundwater is a big issue for many of our local governments, and the main reason why the City of Bradenton has had overflows at its main wastewater treatment plant.

In St. Pete Beach, the low-lying land around Pass-a-Grille is experiencing saltwater intrusion into the water table. This is not just an event driven by last year’s hurricanes, as the chloride levels (most of the salt in seawater is sodium and chloride) have quadrupled over the past six years, and exceeded criteria four years ago. Why is chloride in wastewater collection systems a problem? For a number of reasons: 1) chloride can cause problems for the machinery for the wastewater treatment system, 2) elevated chloride can cause problems for the bacteria that are used to decompose organic matter in the wastewater treatment system, and 3) high chloride can cause a problem when used for reclaimed water. And since the St. Pete wastewater treatment plant does not treat effluent to Grizzle-Figg standards for nutrient removal, it cannot discharge effluent into the bay, thus reclaimed water systems are the default disposal option.

The City of St. Pete Beach relies upon the City of St. Pete to treat the effluent that they transport from their barrier island communities. That effluent is now out of compliance with the wastewater treatment contract between the two cities, which could leave the City of St. Pete Beach without a destination for its wastewater if it compromises St. Pete’s wastewater plant. This has the City of St. Pete Beach considering a building moratorium.

You can ignore climate change, but it is unlikely that climate change will ignore you. This community has faced the problems of water quality degradation and nutrient pollution directly. Will we do the same for climate change? Or will we just bide our time and only react to new situations when they become impossible to ignore, which is what the City of St. Pete Beach is now facing?

Dave Tomasko
Executive Director
Sarasota Bay Estuary Program

August Tourism Numbers from Visit Sarasota County

To: Longboat Key Commission, Sarasota City Commission

I’ve been thinking about your request of looking for monthly tourism information to share at your various meetings. I love this idea and think it will be beneficial for all.

We send the below each month. What other kind of information would you like to see. I know some folks like to look at bed tax collections by area – and that information is available on the tax collector website, although I do think they are usually a few months behind as to when they share / upload. So that intel may not match up with the same month we’re sharing.

What would be some other helpful information you’d like to see monthly? We were thinking we could send a quarterly recap on campaigns, and content / PR crafted specifically for LBK.

Let me know if that works – or if you can think of anything else.

Erin Duggan
President/CEO
Visit Sarasota

August Tourism Numbers from Visit Sarasota County

To: Longboat Key Commission, Sarasota City Commission

The commencement of October signals the start of our new fiscal year at Visit Sarasota County!

We also extend an invitation to our upcoming Indicators and Insight summit, taking place November 18th at The Carlisle Inn; click here for more details.

(In addition to handing out the Haley Hall of Fame Awards, we’ll also hear from Nicole Porter, VP of Political Affairs with the U.S. Travel Association.).

Below, we present our August tourism data, illustrating a sustained increase in average daily rate, which boosts visitor expenditures, despite a slight drop in visitor numbers and occupancy. August numbers comparing 2025 to 2024:

Visitors were 118,100 compared to 124,000 in 2024

Visitor direct expenditures were \$96,431,000 compared to \$89,007,300 in 2024

Lodging occupancy was 49.8% compared to 48.0% in 2024

Lodging average room rate was \$237.97 compared to \$225.04 in 2024

There were 199,700 room nights sold compared to 202,300 in 2024

As always, we welcome your questions and feedback, and our team remains committed to supporting the community.

Erin Duggan
President/CEO
Visit Sarasota County

Mote, from page 1

other native species.

The main public entrance leads visitors on an escalator to the third floor, where they begin their journey through the “Florida Waters” exhibit, greeted by Stella and Fynn, the river otters, and Lou and Buffett, the two resident manatees. New residents, including Humboldt penguins and a giant Pacific octopus, also made their debut, showcasing Mote’s expansion.

Last Wednesday, Mote SEA officially opened its doors to the public. Visitors were no longer faced with a long drive to a cramped island. Instead, the aquarium was centrally located and brimming with interactive exhibits and three hands-on STEM teaching labs. The mission is clear: to ignite curiosity, inspire creation, and celebrate the power of science.

Now, the City Island campus can begin its transformation. It will be reborn as an International Marine Science & Technology Innovation Park, allowing Mote to expand its research and conservation initiatives.

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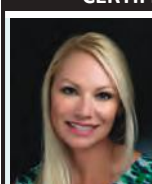
Sherry 'Nef' Price is a USPTR certified professional. She played at IMG and Division 1 College.
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BreakPoints

The key to net positioning

If my partner is at the net, should I also move up? And if so, when?

JACKIE BOHANNON
Guest Columnist
tennis@lbknews.com

It depends upon many factors such as your mobility and your volleying skills, your opponents' groundstrokes and their ability to lob, your positioning on the court, your partner and their skills, and the overall development of the point.

In most cases, blindly running to the net or charging the net regardless of consideration of the shot you have hit is a bad idea.

If you are serving, mixing in some serving and volleying can be a good strategy on a first serve. I highly suggest never serving and volley on a second serve. Don't serve and volley every point as you don't want to be predictable.

You should join your partner at the net when you are being offensive. Look for signs of weakness from your opponent: are they far back behind the baseline, really wide and pulled off the court, or are they stretching to reach the ball? When you see these opportunities you should charge the net. Run to the net, do not walk!

One of the number-1 problems recreational players have when charging the net is they forget to charge. They walk and then get stuck at or behind the service line. Run to the net and split step when your opponent hits or you get half way in the service box, whichever happens first. Also, look for opportunities to take high balls out of the air. The swinging volley is a great offensive shot to hit and transition to the net.

Another time you both could end up at the net is if your

opponent draws you into the net. For example, if they drop shot you or hit a short angle. Sometimes you are forced to play both up even though you are not attacking. When this happens it is important to stagger so one player is closer to the net and one is a little deeper (around the service line) to protect against the lob.

If you and your partner like playing both of you at the net, you have to have a game plan for who is going to cover the lobs. The best players learn to cover their own lobs. I highly suggest trying to cover your own lob by hitting an overhead out of the air. Once you let the ball bounce you are again in a defensive position.

Playing both players at the net can be one of the most aggressive strategies when utilized at the right time. Make sure you are invited in to maximize your success.

Jackie Bohannon is the Director of Tennis at the Bird Key Yacht Club.



BOHANNON



KeyCrossword

"All Together Now"

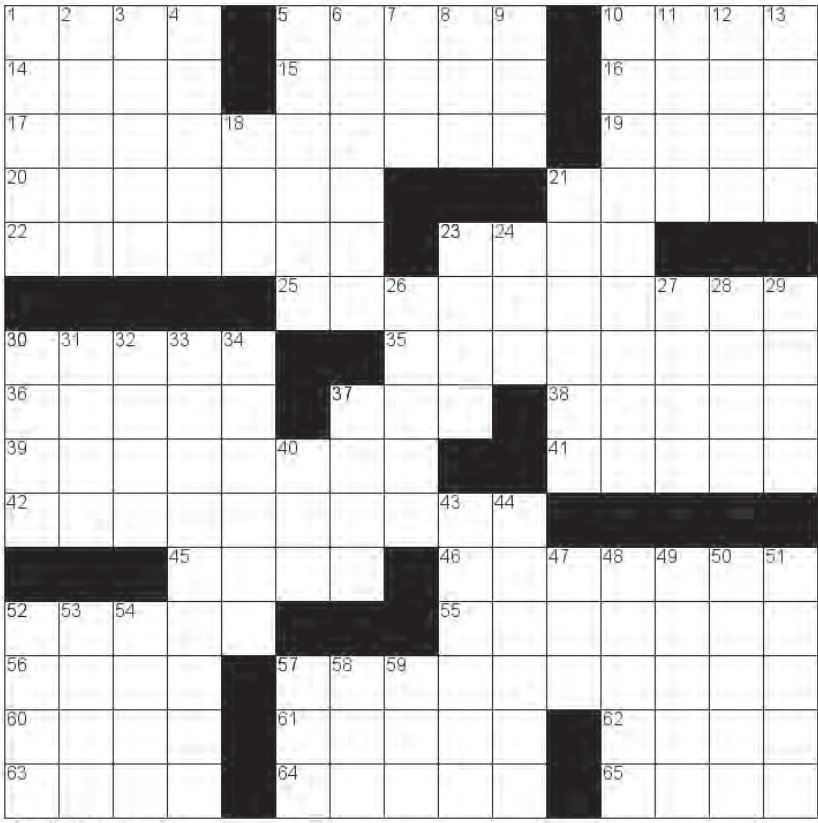
ACROSS

- Big ____ (David Ortiz nickname)
- Moving manga
- Charge to the house
- Id counterparts
- 1-down alternatives
- Act read to a ne'erdowell
- Silversmith immortalized in verse
- Responsibility
- Manatees, scientifically
- Inquired
- "Just add water"
- Smokes, shortly
- Self-styled decider
- Rendolence
- Compound once known by the Kodak trademark "Irtan-5"
- Country constitutionally forbidden from declaring war
- Adjective for a foursome in this puzzle
- Posthumously published Plath poem
- Like one born in the Northern Marianas Islands
- Assemble
- Cash hit
- Dwarf buffalo
- Remove from packaging, as a shipment of produce
- Cancer constituents
- Overstayed a welcome, perhaps
- Type of 'net hookup
- "Cider House Rules" author
- "Axis of Evil" member
- Group of warships
- Simplicity
- Scant

- Vetran's affliction, perhaps
- Big letters in genetics
- It may be set by the chair
- Word after "King" or before "Apple"
- Immune response antibody (abbr.)
- Neighbor of a Yemenite, maybe
- Vilsack org.
- Target of the "Back to Bed" campaign
- Ryegrass, timothy, and alfalfa
- Slightly open
- keyboardist Jaffee of the Wallflowers
- Tournament type
- Country Crock product
- Nitrates or sulfides, for example
- Sophomore Guster album
- Corporate cash coordinator (abbr.)
- Spoiled
- Ill will
- EMS may provide it
- Moves like a Mars lander
- Citizen of the world's most populous continent
- Uptight
- Perimeter
- Do part of a triathlon
- Fatigue
- Where the timid worship from
- Presidential inits.
- UN agency administered by Patricia O'brien
- Egg source

DOWN

- Caffinated beverage
- A second time
- Serves the wine, perhaps
- Langerhans' anatomical structure
- Passing with flying colors
- Update a contract, legally
- Last word in a famous campaign slogan
- Sea, in Strasbourg
- Salt Lake-Denver dir.
- Joist
- Swine sound
- Pout



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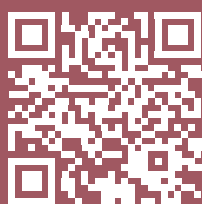
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