Yesterday, Today and Tomorrow!

By H. Gary Morse

Question: How do you build the World's Premier Community for 100,000 Retirees on 25,000 acres?

Answer: We think we're learning!

But there has to be an easier way to start than having your Dad buy out an ailing Mobile Home Park in Florida and telling you to go run it. And ailing it was! They had sold only 390-some homes in 11 years. Orange Blossom Gardens was badly managed, badly operated and losing money. We had 9 employees including office staff, bookkeeping, sales force, security, recreation, common area maintenance and me. I was 46.

The Property Owners Association was out to meet me in full force when I arrived and rightfully so. We worked with them and our staff to find out what needed to be fixed and what should be added. That "to do list" included a water tower, a new well, a new wastewater treatment plant, expanding the Paradise Center and building more golf. Lots of golf! So we did.

They had what our residents called "a cow pasture" executive golf course that our maintenance man had tried to build in an adjacent cow pas-
Residents played it free. We built the Silver Lake Executive Course and then the Hill Top and that was the beginning of the Free Golf tradition in The Villages.

It also began the tradition of the residents working with their developer for the betterment of their Community.

People became proud of where they lived and we became proud of the Community we were building. Home sales kept increasing. 1983 was 97, 1984 was 277, 1985 was 511, etc. etc. Real estate values went up. Residents made profits on selling their homes and we began making a return on our investment.

Where do we go from here?

The nucleus of our Community sat all alone in the middle of 25,000 acres of cattle ranches. And you had to drive 8 miles to Leesburg or 10 miles to Belleview to buy your groceries.

We couldn't move our little Community closer to Leesburg or Leesburg closer to us. The only answer to the problem was to start buying the cattle ranches and build our residents their own town designed to fit their needs and lifestyle.

The vast majority of our residents were small town people and our family grew up in a small town. We would not want to retire to a big city. So we decided to develop a series of 3 small towns just like the small town we grew up in. There was another small town up the road a few miles in each direction.

The Secrets In The Planning

I guess the new generation refers to problems as opportunities. Well the planning process is fraught with opportunities. We learned from these opportunities as we set out to acquire the 25,000 acres and master plan the entire Villages from Hwy 42 in Marion County to Hwy 44 in Sumter County and Hwy 301 in Sumter County to Hwy 441 in Lake County.

As you grow, the most important thing you learn is ratios. The ratio of homes to facilities. How many homes
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**HISTORY, from V1**

**Does it take to support a town or shopping center?** Neither should be too crowded, but must have enough people to support its merchants.

The Towns need to be designed with a small town feeling, but still provide enough parking for shoppers and special events. The shopping centers need to be located at the outer edge of the Community, so they are easily accessible to residents by auto and golf car without drawing outside traffic into the heart of our Community.

How many homes will a recreation, country club or executive golf course support? If you are interested in these ratios, this is what we will have at build-out with 56,000 homes.

1. **Golf Courses** - 621 Holes
2. **Executive Courses** - 315 Holes
3. **Community.**

We learned that the golf car paths were actually alternate transportation trails and should be wide enough to accommodate all users simultaneously. We made this improvement as we moved South of Hwy. 466 and we're glad we did. With the ease of golf car transportation and the price of gas, it's estimated that 35% of the traffic in The Villages is via golf car.

**Where Does All The Money Come From?**

That's a very good question, for obviously it is taking billions and not millions of dollars to develop this Recreational Community with 3 towns and a dozen Shopping Centers for 100,000 residents.

When we started out, we were merely developing a sub-division in Lake County that was annexed into Lady Lake. We owned the land, used it as collateral and local banks financed the development. Lady Lake provided the government.

As we developed out into CDD's 2, 3 and 4 the collector roads became 4-lane divided highways and the golf car paths were moved off the collector roads and ran parallel to them with tunnels when they crossed the road. They were designed for golf cars, but attracted bicycles, joggers, walkers and inline skaters, soon making them over-crowded.

**The Plan**

**Community Development Districts** are designed to be controlled by the developing landowner during the development process, developer's build communities, governments don't. The District is turned over to its residents to govern and operate the District perpetually.

In the case of Disney's District is an amusement park in its own and has no residents. Therefore District Government stays in control of Disney, the developing landowner.

The Villages will have 100,000 homes and will be divided into numbered Districts. These residential districts are governed by the residents who are the property owners. This works well in the Community Development District format.

We will also have 3 Development Districts covering out 3 towns will have no residents, just like ney's District, with the government remaining in the control of our landowners.

**The Problem With The Plan**

These three Districts retain their responsibility to act with us full time to help us execute the plan.
be able to get your favorite tee time Grande and Morse Blvd.) with golf cars lanes along the edge of the road.

November 15, 2000
12,886 homes

The Villages

Gary Moyer is the foremost authority on District Governments in Florida. He helped establish the legislation and formed a company to manage 250 Districts himself. We consulted with him to plan the use of District Governments to turn The Villages into a Disney World for perpetuity. It was called the "Kerry Creek Improvement District". It was Florida's first Community Development District.

Due to the success of the Disney District Government and the economic boom it brought to Florida, the State legislature created and perpetuated the use of Community Development Districts throughout the State. The legislation is known as Chapter 190. There are now over 540 Community Development District Governments in Florida.

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local agreements and elections. But residents in some Districts voted for it and residents in other Districts voted against it, therefore the Districts could not agree on the implementation of the resident Amenity Authority Committee.

In the interim, until a resident Amenity Authority Committee can be established, The Village Center District has established a Resident Advisory Committee, which has been working well to help the District handle amenity matters. It's the first step in the right direction.

Enter Politics

Villages' residents seem to divide up into 3 basic groups. Group 1 is the silent group. They love living here. They don't want to bother with anything. They just want to enjoy the golden years of their retirement. Group 2 wants to help. They love living here and believe they can improve The Villages by working with their Developer. They gravitate to The Villages Homeowners Association. Group 3 ... they love living here. But they believe that the Developer's goal is to take advantage of the residents. They believe they can improve The Villages by challenging the developer and fighting for residents rights. They gravitate toward the Property Owners Association.

The biggest complaint that Group 3 has is that they believe we sell the amenities to the Districts without establishing adequate Repair and Replacement Reserves, and failing to accurately project the future increased costs necessary to maintain consistent service levels, thus taking advantage of the residents.

The common denominator of all 3 groups is "they all love living here". But, it was the different politics between these groups that kept the resident Amenity Authority Committee from becoming a reality the first time around.

The Solution

Group 3's complaint about amenity sales can prove to be the best thing that ever happened for every resident that's here today and those yet to move here. All we need do is get all three groups to work together.

Our attorneys have been working diligently for almost a year with Village Center District. We have found some issues that could have been addressed better at the time of each sale. The most glaring one was not setting aside enough reserves to rebuild Paradise Center out of our first sale. Therefore the District had to refinance the rebuild.

Through the diligent work of the Plaintiff's group and our representatives, a settlement agreement will be presented to the Village Center District for its consideration on December 21, 2007.

The agreed settlement is an immediate payment to the Center District of $11,803,169.00 and annual payments totaling $28,021,000.00 over the next 13 years. All monies will go into the Amenity Division Budget to assure adequate reserves and continuity of amenity services. The filing of a Class Action Suit will bring this settlement before a judge for a "Fairness Hearing" and court approval of a fair settlement.

Included in the Class Action Suit is the formation of an elected resident Amenity Authority Committee who will have the responsibility and authority to manage and spend this money, in addition to the District's regular Amenity Budget.

All affected residents in Groups 1, 2 and 3 should be behind this Class Action Suit.

The Future

The Sumter Landing District which serves CDD 5, 6, 7 and 8, between Hwy. 466 and Hwy. 466A and The Brownwood District (yet to be formed), which will serve CDD 9 and 10 between Hwy. 466A and Hwy. 44 will be formatted the same as The Villages Center District. Just like the numbered Districts, they will remain under our family's control during the development of the numbered districts that they serve. They will operate the amenities with the guidance of a Resident Advisory Committee.

Then the management of the amenities will be turned over to the elected resident Amenity Authority Committee in perpetuity.

Detailed discussions among the attorneys for both sides are progressing and we all hope that soon a Class Action for Lake Sumter Landing District can be commenced which will not only prevent inadequate reserves, but will also create the resident Amenity Authority Committee for that area as well.

This will enable our family to
It will enable our family to complete our dream of building the Disney World for active retirees that you all deserve. And we appreciate all the help you give us in accomplishing this.

I am now the same age as my Dad when he sent me to Florida to run a mobile home park. My children are now the age that I was when I arrived here. The 3rd generation is now actively running the company. Originally I thought my job was selling mobile homes to old folks. Now I find it’s really building a paradise for you young folks. I hope you will all live to see this paradise complete as a self-contained, self-sufficient, self-governed community for future generations of retirees. And I hope you will all be just as proud of it as we are.
The Villages Master Plan

Yesterday, Today and Tomorrow!

The Villages
Florida's Friendliest Hometown!
SUMTER LANDING COMMUNITY DEVELOPMENT DISTRICT
Districts 5, 6, 7, 8

BROWNWOOD COMMUNITY DEVELOPMENT DISTRICT
Districts 9, 10