



Economic Development Advisory Board Regular Meeting

Agenda

January 9, 2024 @ 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/meetings/ and include virtual meeting instructions.

assistance & appeals

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please note

Times are projected and subject to change.

-
- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of the November meeting. 1 minute
 - b. Approve the minutes of the October meeting.
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. Incentive - Build-Out Program Approval 15 minutes
 - 5. Non-Action Items**
 - a. Winter Park Enhancement Area Program 10 minutes
 - b. Placer Ai Review 10 minutes
 - c. Winter Park Business Academy Next Steps 5 minutes
 - 6. Staff Updates**
 - a. EDAB Commercial Performance Report 1 minute
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Economic Development Advisory Board

agenda item

item type

Consent Agenda

meeting date

January 9, 2024

prepared by

Charisma Lowery, Board Coordinator

approved by**subject**

Approve the minutes of the November meeting.

motion | recommendation

Approve as presented

background**strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. EDAB-DRAFT MINS-2023-11- 14



Economic Development Advisory Board Regular Meeting Minutes

November 14, 2023 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Kevin McClanahan, Sarah Grafton, Ginny Enstad

Absent

Betsy Gardner Eckbert, Elijah Noel, Drew Madsen, Tracy Liffey

Staff Present

Director of Office of Management & Budget Peter Moore, Assistant Director of Economic Development/CRA Kyle Dudgeon, Board Coordinator Charisma Lowery

1. Call to Order

The meeting was called to order at 8:26 a.m.

2. Consent Agenda

- a. Approve the minutes of the regular meeting on October 10, 2023.

Quorum was not reached; therefore, approval of minutes will be placed on the January agenda.

3. Public Comments (for items not on the agenda)

4. Action Items

- a. Direction on Retail Target List

Quorum was not reached, resulting in this item not being voted on during this meeting. However, staff gave their suggestions and outlined the direction of the retail target list. The board was tasked with directing staff on upcoming projects based upon their opinions and views.

5. Non-Action Items

- a. Winter Park Business Academy Update

Staff elaborated on the 2021 EDAB strategic and action plan which entails, the opportunity to evaluate new programs for expanding businesses in Winter Park (Focus

Area 3, strategy 1) and to establish roundtable sessions with market and subject matter experts for educational outreach (Focus Area 4, strategy 1). EDAB approved a pilot program with the National Entrepreneurship Center (NEC) in August to support the development of small entrepreneurial, minority, and home-based businesses with the goal of improving awareness of resource availability, technical skill, and financial acumen. The city hosted its first event on October 10th with a significant draw of 60 individuals. A follow-up event was held on October 24th which saw 35 individuals. A brief discussion followed.

b. Retail Strategies Glossary List/Definitions

The purpose of the retail strategies, includes educating the community, and coordinating a list of businesses of interest that add value to the area. Staff continues to implement programming that supports various programs. The Community Redevelopment Agency Economic Development Incentive research showed that 39 communities have been reviewed, 17 of those are in Florida. A brief discussion followed.

c. Retail Program Development

A discussion ensued regarding the retail strategies, program development and staff proposed possible target industries related to the recommendations provided by MJB consultants. Various reports and a program framework were provided for further discussion to help identify potential pathways for businesses to locate and grow within Winter Park's commercial corridors. The board provided feedback including their vision for the Avenue.

Staff recommendations were highlighted, such as build out programs to encourage tenant-based improvements (increasing thresholds for occupancy and minority/woman owned small businesses), and designating a portion of the CRA as an enhancement area. A discussion ensued regarding the CRA, the extension request submitted to Orange County, and permitting fees.

Closing remarks included upcoming steps/projects and businesses that would best fit into the various corridors. Staff updated the board on the National Entrepreneurship Program (NCP). Two engagement sessions were held, totaling 100 plus attendees resulting in 88 of those individuals registering for the one on one coaching/mentorship with SCORE through the WPBA Bizlink landing page. The program contract is set to expire in Spring 2024. As part of the contract NEC will showcase where they have made impacts to businesses in an after-action report. A video capturing moments from the business event/engagement session was shown to the board, a brief discussion followed.

d. EDAB Commercial Performance Report

There was no report.

6. Staff Updates

Staff recognized the board for their assistance and direction on current and upcoming projects. The December 12th meeting was canceled.

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:03 a.m.

Approved by the board on _____

/s/ Charisma Lowery, Board Coordinator



Economic Development Advisory Board

agenda item

item type

Consent Agenda

meeting date

January 9, 2024

prepared by**approved by****subject**

Approve the minutes of the October meeting.

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. EDAB-DRAFT MINS-2023-10-10



Economic Development Advisory Board

Regular Meeting Minutes

October 10, 2023 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Sarah Grafton, Tracy Liffey, Ginny Enstad and Kevin Mcclanahanh; Virtually: Elijah J. Noel.

Absent

Betsy Gradner Eckbert and Drew Madsen.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon.

1. Call to Order

The meeting was called to order at 8:22 a.m.

2. Consent Agenda

- a. Approve the minutes of the regular meeting September 12, 2023

Motion made by Tracy Liffey to approve the minutes as presented; seconded by Ginny Enstad. Motion carried unanimously with a 4-0 vote.

3. Public Comments (for items not on the agenda):

There were none.

4. Action Items

There were none.

5. Non-Action Items

a. Retail Strategies Program Development

An at-length discussion ensued about the retail strategies program development and staff proposed a detailed conversation related to target industries related to the recommendations provided by MJB consultants. Various reports and a program framework were provided for further discussion to help identify potential pathways for businesses to locate and grow within Winter Park's commercial corridors. The board provided feedback and spoke about setting into place parameters to ensure equal distribution and diversity of businesses within the corridors, while keeping the program broad.

Staff recommendations were highlighted, such as buildout programs to encourage tenant-based improvements (increasing thresholds for occupancy and minority/woman owned small businesses), and designating a portion of the CRA as an enhancement area. A discussion ensued about the CRA and the extension request submitted to Orange County, and permitting fees. Closing remarks were made about upcoming steps and what types of businesses would best fit into the various corridors.

b. Pedestrian Count Analysis

Detailed information and data were provided for pedestrian counters, as requested at the last meeting. Various assumptions of the counters were highlighted, noting that it is difficult to calculate foot traffic at various places/times due to how the activity is distributed. Staff noted recommendations to assist with gathering more accurate data, such as expanding the program (previously approved by the board). A discussion ensued and the board asked questions.

6. Staff Updates

a. National Entrepreneurship Center Partnership

Staff briefly spoke of the upcoming National Entrepreneurship Center (NEC) meeting that will focus on helping small businesses- 85 registrations have been submitted thus far.

b. EDAB Commercial Performance Report

No discussion was held.

7. Board Comments

No discussion was held.

8. Upcoming Agenda Items

No discussion was held.

9. Adjournment

The meeting adjourned at 9:25 a.m.

Minutes approved by the board on November 14, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator



Economic Development Advisory Board

agenda item

item type

Action Items

meeting date

January 9, 2024

prepared by

Anne Sallee, CRA Coordinator

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Incentive - Build-Out Program Approval

motion | recommendation

Approve as Presented

background

Over the past year, staff has worked with EDAB on the development of target industry initiatives related to retail synergies across the city's commercial corridors. To that end, staff is proposing programs to encourage the recommendations provided by MJB consultants. At the November meeting, staff introduced the item, explored analysis, and suggested that the board review the incentive research matrix for any additional programs that would add value to the work completed to date. At the conclusion of the item, direction to staff was to come back with a drafted program for discussion and approval.

strategic objectives

Ensure the city's economic development toolkit is proactive to support city priorities
Enable Retention and Recruitment Opportunities
Reformat the city's ED programs to take advantage of supporting Winter Park businesses
(2021 Goals, Strategies and Actions)

alternatives | other considerations

Amend the program
Do not consider the program

fiscal impact

Impact has been provided for in the OMB budget

attachments

1. Retail Business Build-Out Guidelines
2. WP Citywide Retail Business Buildout Application



Business Retail Build-Out Grant Program Guidelines

The City of Winter Park has established the Business Retail Build-Out Grant Program to provide a financial incentive to property and business owners, within specified key retail commercial corridors to renovate, update, adapt and reinvest in their business or commercial property. This program was created as the result of input from the Economic Development Advisory Board. An economic consultant was retained to help guide the process of evaluating the retail strengths and opportunities that exist within the business corridors within city limits to maximize synergistic potential. The consolidation of that report is attached as Exhibit "A".

Business that wish to apply for this grant must be located within the boundaries of the City of Winter Park AND be situated in the retail commercial corridors of Park Avenue, Hannibal Square, Fairbanks Avenue, Orange Avenue, 17/92 (The Golden Mile), or Aloma Corners, as detailed on the attachment, found at the end of this document.

The Business Retail Build-Out Grant program specifically encourages redevelopment and reinvestment of commercial properties located in the Winter Park. The grant rebate ("grant") provides an incentive to improve the interior appearance, functionality and utility of commercial properties for the purpose of attracting retail owners/investors, and to improve the marketability of commercial properties. This may also be utilized to reduce the impact of the costs and requirements incurred when contemplating a change of use.

Potential Retail applicants for these purposes are identified as:

- 1) Businesses that sell products on a transactional basis to end consumers,
- 2) Food and beverage establishments,
- 3) Businesses wishing to expand the goods they offer, i.e. adding an additional retail experience as allowed by code,
- 4) Providers of services targeted toward the general public (Other than health care, legal, or financial advisory).

Businesses operating exclusively or primarily on a membership or appointment basis, and not welcoming walk-in customers, shall generally not meet this definition, unless approved on a case-by-case basis.

ELIGIBLE APPLICANTS

- The grant applicant must be a property owner or a business owner leasing a storefront;
- If applying as the tenant, an affidavit must be signed by the property owner consenting to the improvements (see application);
- Proposed project must be a small business as defined by the U.S. Small Business Administration. For more information visit www.sba.gov/size;
- Business may be an individually owned franchise as long as it meets all other criteria;
- Tenant must have at least two years remaining in lease at location of proposed project;
- Buildings with multiple occupants may be considered on a case by case basis;
- The project applicant must owe no outstanding property taxes, fees, judgment, or liens to the City of Winter Park or Orange County and have no outstanding code violations.

Ineligible Applicants: National corporate franchises, government offices and agencies (non-governmental, for-profit, tenants are eligible), businesses that exclude service to minors, properties primarily in residential use, properties exempt from property taxes.

ELIGIBLE PROJECTS

The Retail Build-Out Grant program is funded through the City of Winter Park. The Grant will match the Owner/Lessee up to fifty percent (50%) of the total cost of eligible improvements up to \$20,000. Project cost must exceed \$2,500 of eligible improvements to be considered for Retail Build-Out Grant. All work must be done within the retail customer accessible portion of the building.

Eligible work: Rehabilitation of building interiors which will be accessible and viewable by the retail customers, including:

- Remodeling, renovation, rehabilitation, installation and additions to the interior of a commercial building eligible for such funding. Grant funds may not be used for normal maintenance or repair.
- Ground floor interiors;
- Second floor interiors, IF they serve retail customers;
- Staircases;
- Interior window coverings if they are permanently affixed;
- Interior painting and masonry work;
- Change of use that incurs interior modifications, such as fire suppression or other code requirements are eligible for this Grant;
- New construction may be considered on a case-by-case basis if the applicant is upgrading the current retail enhancement of a property.

Ineligible Activities:

- Roofs;
- Structural foundations;
- Billboards;
- Security systems;
- Office equipment including computers, printers, scanners, copy machines or similar items;
- Non-permanent fixtures, such as moveable cubicles or temporary partitions;
- Personal property and equipment;
- Security bars; razor/barbed wire fencing;
- Sidewalks and paving;
- Conversions from retail to business-to-business, or from office space to residential;
- All necessary government approvals and fees for building permits, and taxes;
- Moving expenses;
- Working capital;
- Services performed by a non-licensed contractor;
- Work performed prior to grant award;

PROGRAM FUNDING USES

- a) Grantee must remain in the location for two (2) years and create two (2) or more net new full-time equivalent jobs (which may include the owner-operator) during the term of the agreement for a minimum of thirty-two (32) operating hours per week during which time the doors must be open to the public.
- b) Applicants proposing to use Grant funds to help relocate from one downtown building to another are not eligible to receive this Grant **UNLESS** the proposed move is necessary for business expansion that includes new job creation, involuntary displacement from current space, unrelated to financial or operating disputes, or similar circumstances.
- c) Applicants proposing to construct new buildings are not eligible under this program unless expressly defined otherwise elsewhere within these guidelines.
- d) Non-eligible projects include business to business companies, non-profits, or governmental agencies.
- e) Eligible Grant Expenditures include (among other items as may be determined in underwriting:
 - a. Interior demolition or site preparation costs as part of a comprehensive renovation project.
 - b. Permanent building improvements, which are likely to have universal functionality. Items included but not limited to moving walls, exterior lighting, bringing restrooms and building up to code compliance and accessibility rules, updating electrical wiring and HVAC systems.
 - c. Improvements to meet Fire and Life Safety codes and/or Americans with Disabilities Act requirements.
 - d. Plumbing and/or sanitary sewer modernization and/or improvements.
 - e. Grease traps, within the structure.
 - f. Elevator Installation for retail access and/or ADA compliance.

AWARD TIMELINE

Applications will be collected on a rolling basis as funds are available. Businesses may apply during any part of the fiscal year which begins October 1, but are encouraged to submit their applications as soon as possible to ensure funds are available for commitment.

First time applicants are encouraged to participate as they will be given priority over businesses who have previously participated in a Business Grant Program. Staff will also review safety repairs and total leverage of available funding to determine award.

AWARD REIMBURSEMENT

Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements, not to exceed \$20,000 per storefront. Larger buildings with more than one storefront and/or more than one side visible (on a corner) may be considered for a larger grant on a case by case basis by the Economic Development Director. Projects totaling less than \$2,500 in qualified improvements are not eligible.

Approved applicants may request up to 50% of the estimated awarded grant funds in advance of completion, with proof of paid invoice(s). The remaining grant funds will be paid once the project is complete. Grants are awarded on a first come, first served basis, as long as funding remains available in the program.

The Economic Development Division reserves the right to refuse reimbursements in whole or in part for work that is not completed within 9 months. The Economic Development Division cannot reserve funds indefinitely. Grants may be subject to cancellation if not completed or significant progress has not been made by the completion date. Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.

Due to the uncertain nature of budget availability in any given year, the City cannot guarantee that funding will be available in future budget periods or if any applicant will be reimbursed.

Multi-Tenant Building: Business tenants in a multi-tenant property may apply to the program as long as the tenant has a clearly definable independent entrance into the storefront that is clearly visible from public rights-of-way (ex. strip-mall tenants). Business tenants in multi-tenant buildings that do not have independent storefronts are not eligible to apply, however the property owner may still apply if they meet the eligibility requirements.

Multi-tenant property owners may apply if they meet all other eligibility requirements. If no other tenant in the property has utilized the program then the property owner may apply as the applicant and receive up to \$20,000 for the entire property.

COMPETITIVE BIDDING Applicants are required to get three (3) competitive bids for every type of proposed work. Please be advised, applicants are not permitted to use their own business as one of the required bids. The City will match up to 50% of the cost up to \$20,000. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and contractor.

APPROVALS

The City has the sole authority to determine eligibility of proposed work and confirmation of completed work. Certain work may be required or precluded as a condition of funding. Participants will be responsible for obtaining necessary regulatory approvals, including any needed by City departments or boards and including, but not limited to, building permits and any other necessary permits. All work must comply with city, state and federal regulations.

CONTRACTUAL AGREEMENT

Accepted applicants must enter into a contractual agreement with the City prior to disbursement of grant funds.

SUBMISSION REQUIREMENTS

Application packages must include documentation that illustrates the visual impact of the project and its cost.

Failure to provide required information will delay the review and/or approval process.

The applications must include the following attachments:

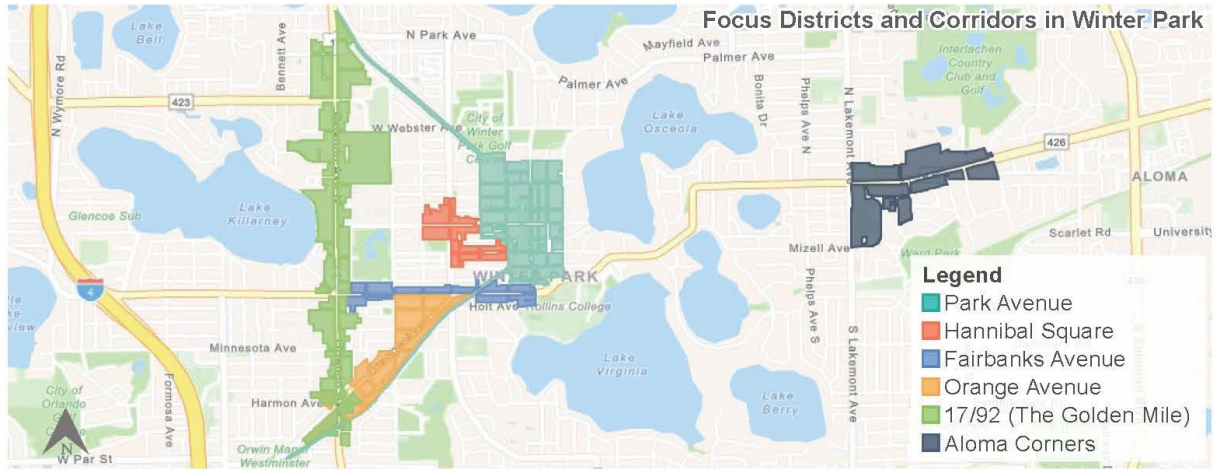
1. Complete application form
2. Copy of current business license
3. Copy of current property insurance
4. Written consent from property owner giving permission to conduct Retail Build-Out Enhancements *(if necessary)*
5. Digital photographs of existing conditions of project
6. Written description of project improvements including material list and color selections
7. Simple sketch of improvement project
8. Three competitive bids for each type of work proposed

Submit complete applications to:
Economic Development Department
Attn: Retail Enhancement Grant Program
401 Park Avenue South
Winter Park, FL 32789

For more information about the City's Business Retail Enhancement Program, please contact our office at 407-599-3225.

WINTER PARK RETAIL VISION

For more information, see Phase I memorandum.



PARK AVENUE

Current Positioning

- Metro's premier walkable/authentic shopping destination
- Upmarket, skewing middle-aged and older

Potential

- Additional **soft goods** co-tenancy
- Broadening of customer base
- Side-street opportunities



ORANGE AVENUE

Current Positioning

- Continuation of neo-hipsterdom to the south/west
- Affordable **eclectic**ism
- "Every-so-often" uses

Potential

- Home design/improvement
- Craft food and beverage
- Vintage/resale



HANNIBAL SQUARE

Current Positioning

- Park Avenue **spillover/extension**
- Local orientation
- Food and beverage skew

Potential

- Destination concepts/brands
- Better connectivity/in-fill



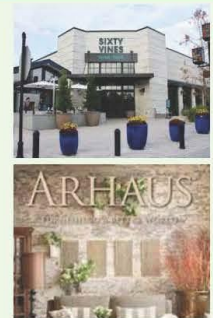
17/92 (THE GOLDEN MILE)

Current Positioning

- **Upmarket/specialty strip commercial**
- "Restaurant Row" for north metro

Potential

- Comparison shopping (both upscale and value)
- "Non-commodified" conveniences
- Sophisticated/first-in-market food & beverage chain-lets



FAIRBANKS AVENUE

Current Positioning

- Park Avenue spillover + **Rollins**
- "Every so often" uses
- Primary gateway to I-4

Potential

- Hybrid college/general bookstore
- Home design/improvement, bridal
- Clinic (medical, dental, vet, etc.)
- Ongoing beautification



ALOMA CORNERS

Current Positioning

- Mid-market conveniences
- **Local draw**

Potential

- Fast casual/casual food and beverage
- Mall staples going "off-mall"





City of Winter Park Retail Business Build-Out Program Application

1. APPLICANT

Name: _____

Address: _____

_____ Zip _____

Contact Name: _____ Phone Number: _____

Email: _____ Fax Number: _____

Legal Form: Sole Proprietorship ☐ Partnership ☐

Corporation: Profit ☐ Non-Profit ☐

In which State are the incorporation and/or organization documents filed?

Tax Identification Number: _____

2. BUILDING/BUSINESS TO BE IMPROVED

Name: _____

Address: _____

_____ Zip _____

Legal Description: _____

Property Tax Parcel Number: _____

Select Business Corridor the building is located in - pick one from the list below:

☐ Park Avenue

☐ Orange Avenue

☐ Hannibal Square

☐ 17/92 (The Golden Mile)

☐ Fairbanks Avenue

☐ Aloma Corners

3. OWNER OF PROPERTY (if not applicant)

Name: _____

Contact Name: _____

Address: _____

_____ Zip _____

Phone Number(s): _____

4. AUTHORIZATION TO UNDERTAKE WORK

If the applicant is not the owner of the property, provide a completed Property Owner Authorization using the form attached.

(See last page of this application for authorization form)

5. BRIEF DESCRIPTION OF PROPOSED IMPROVEMENTS

6. ADDITIONAL INFORMATION

Provide any additional detail specific to the proposed project not otherwise addressed, i.e. expansion, relocation required to accommodate growth/new job creation, involuntary displacement (unrelated to financial or operating disputes), change of use, multi-tenant property, etc.

7. ESTIMATED COST OF WORK FROM BIDS RECEIVED *(Applicant may make multiple copies of this page if the applicant is collecting bids from more than three vendors to ensure a complete scope of work. Please be advised, applicants are not permitted to list their own services/business as a potential vendor for use of grant funding. List each type of work separately under item 5 and enter the required bids below.)*

Bid #1:

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Bid Amount for Total Work: \$_____.

Bid #2:

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Bid Amount for Total Work: \$_____.

Bid #3:

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Bid Amount for Total Work: \$_____.

The City is dedicated to promoting and encouraging diversity in the programs that it supports or funds. Successful applicants in the City's Retail Business Build-Out Program are encouraged to contact contractors that are certified minority owned or small businesses.

8. SOURCE(S) OF ADDITIONAL FUNDING (if any)

9. TOTAL INVESTMENT VALUE OF WORK PROPOSED BY APPLICANT

Include the total cost estimate of all work proposed and being performed at the business, both exterior and any interior improvements being made. \$_____

10. ACKNOWLEDGEMENTS

- ☐ I have read and understand the program guidelines and criteria
- ☐ I have attached a copy of the completed application
- ☐ I have attached a copy of my current business license to this application
- ☐ I have attached a copy of my current property insurance
- ☐ I have attached a copy of the scope of work and available drawings or sketches
- ☐ I have attached written consent from the property owner if applicable
- ☐ I have attached digital photographs of the existing conditions of the project
- ☐ I have attached a detailed written list of the proposed improvements
- ☐ I have attached a simple sketch of the improvement project
- ☐ I have included three competitive bids for each type of work proposed

I understand that final approval must come from all City Departments concerned with any improvement and that award of the grant by the City of Winter Park does not guarantee approval of the project. The applicant and application must meet all City requirements and codes.

Applicant Name: _____

Business Name: _____

Mailing Address: _____

Email Address: _____

Best Phone Contact: _____

CERTIFICATION BY APPLICANT

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a grant and is true and complete to the best of the applicant’s knowledge and belief.

To the best of the knowledge of the applicant, there are no outstanding fines or liens against the business and the business is current on all local, state and federal taxes.

If the applicant is not the owner of the property to be rehabilitated, or if the applicant is not the sole owner of the property, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property. Evidence of this authority must be attached.

Verification of any information contained in this application may be obtained by the City from any available source.

Applicant Signature

Date

Please return a copy of this completed application along with any supporting documentation to the City.

Economic Development/Community Redevelopment Agency Division
401 S. Park Ave
Winter Park, FL 32789

For additional information please contact:

Anne Sallee
CRA/Economic Development Coordinator
Phone: 407-599-3225
Email: asallee@cityofwinterpark.org

Staff Use Only: Application Approved (Y / N) Date: _____ By: _____
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Retail Business Build-Out Program Property Owner Authorization

I, _____, understand that

_____, a leaseholder of my property located at

_____, is considering improvements under the City of Winter Park Retail Business Build Out Grant Program, hereinafter referred to as "Program." For the purposes of this authorization, hereinafter the City of Winter Park as "City".

I have received and reviewed the Program guidelines and reviewed the application submitted by my tenant. I agree to permit the proposed improvements to my building. I understand that I am not financially responsible to complete these improvements under the Program.

I understand and agree that neither the City assume responsibility or liability to me or any other part for any action or failure of any contractor or other third party and in no way guarantee any work to be done or material to be supplied.

I further agree to hold the City harmless from and indemnify them for and against any and all claims which may be brought or raised against the City or any of its officers, representatives, agents or agencies regarding any matters relevant to the participant obligations under the Program.

To the best of my knowledge the property is current on all local, state, and federal taxes

I assure the City that the tenant holds a valid lease with no expiration pending within the next twenty-four months following the date of application for Program funding.

I have read the above statements and acknowledge that they are true and complete to the best of my knowledge. I have no objection to the applicant pursuing the proposed improvements project, and I authorize the leaseholder to make the proposed improvements under the provisions of the Program.

Property Owner Signature

Date

STATE OF FLORIDA

COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 20__

by _____, who is personally

known to me or who has produced _____ as identification.

Notary Public



Economic Development Advisory Board

agenda item

item type

Non-Action Items

meeting date

January 9, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Winter Park Enhancement Area Program

motion | recommendation

N/A

background

The attached draft resolution and map provides for discussion on potential boundaries for a Winter Park Enhancement Area (WPEA) per Florida Statute. Consistent with previous conversations by the board, direction was to explore what the area of a WPEA would look like, and what locations would benefit. As noted in the attached deck slides, enhancement (brownfield) areas, provide several layers of incentive possibilities for rehabilitation and economic development. As approvals for any incentive would locally be either programs based on case specific, there is no downside to participation in the program.

strategic objectives

alternatives | other considerations

fiscal impact

attachments

1. CoWP Brownfield resolution DRAFT
2. Exhibit A_WP Enhancement Area Commercial Parcels
3. WP Enhancement Area Slides

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, DESIGNATING CERTAIN LAND WITHIN THE BOUNDARIES OF THE COMMUNITY REDEVELOPMENT AREA OF THE CITY OF WINTER PARK AS AN ECONOMIC ENHANCEMENT DISTRICT (FOR BROWNFIELD DESIGNATION); AUTHORIZING THE COMMUNITY REDEVELOPMENT AGENCY CHAIR TO NOTIFY THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION OF SAID DESIGNATION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on the 13th of August, 1991, the City Commission of the City of Winter Park approved Resolution 1528, which established the Community Redevelopment Area (CRA); and

WHEREAS, the Brownfields Redevelopment Act, Sections 376.77 - 376.85, of the Florida Statutes, as amended, (the "Brownfields Redevelopment Act" or the "Act") authorizes the City Commission to designate by resolution certain lands as a "Brownfield Area" for purposes of environmental remediation, rehabilitation, and economic development for such areas; and

WHEREAS, the City Commission of the City of Winter Park, Florida serves as the governing body of the Winter Park Community Redevelopment Agency which governs the Community Redevelopment Area; and

WHEREAS, the City Commission of the City of Winter Park, Florida has reviewed the requirements for designation set forth in Section 376.80(2)(b), Florida Statutes, and has determined that commercial properties within the Community Redevelopment Area qualify for designation as a Brownfield Area because the following requirements have been satisfied:

1. The rehabilitation and redevelopment of the proposed brownfield area will result in economic productivity of the area the redevelopment of the site will result in the creation of new permanent jobs at the brownfield area which are full-time equivalent positions not associated with the implementation of the brownfield area rehabilitation agreement and which are not associated with redevelopment project demolition or construction activities pursuant to the redevelopment agreement;
2. The redevelopment of the proposed brownfield area is consistent with the City of Winter Park Comprehensive Policy Plan and is a permissible use under the City's land development regulations;
3. Notice of the proposed rehabilitation of the brownfield area has been provided to stakeholders of the proposed area to be designated, and those receiving notice have the opportunity for comments and suggestions about rehabilitation; and

WHEREAS, said CRA qualifies for designation as a brownfield area under the Act; and

WHEREAS, such brownfield designation will allow for accelerated environmental assessment and if necessary, remediation of commercial properties within the CRA, as well as access to job-related bonus monies; and

WHEREAS, the City Commission of the City of Winter Park, Florida wishes to notify the Florida Department of Environmental Protection of its decision to designate a Brownfield Area for remediation, rehabilitation, and economic development for the purposes set forth in the Act; and

WHEREAS, the procedures set forth in Section 376.80 of the Act, including the notice and public hearing requirements set forth in Sections 125.66 and 125.66(4)(b)(2) Florida Statutes (2010), have been complied with.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA :

Section 1. The recitals and findings set forth in the Preamble to this Resolution are hereby adopted by reference thereto and incorporated herein as fully set forth in this Section.

Section 2. The area within the CRA described in Exhibit "A" attached hereto and incorporated herein by reference, located entirely within the municipal boundaries of the City of Winter Park, is hereby designated as the "CRA Economic Enhancement District" which shall hereafter be known as the "CRA:EED" and as a Brownfield Area for environmental remediation, rehabilitation, and economic development as set forth in the Act, under the following terms and conditions:

a. The designation of the Brownfield Area by this Resolution does not, by itself, render the City Commission of the City of Winter Park, Florida responsible for the costs and liabilities associated with site remediation, rehabilitation, economic development, or source removal, as those terms are defined in the Act, unless the City Commission of the City of Winter Park, Florida specifically designates itself as a responsible person pursuant to Section 376.80(3), thereof.

b. Nothing in this Resolution shall be deemed to prohibit, limit, or amend the authority and power or the City Commission of the City of Winter Park, Florida, otherwise legally available, to designate any other property or properties as a Brownfield area or Brownfield Area, or to modify, amend, or withdraw the designation as established herein.

Section 3. In accordance with Section 376.80(1), Florida Statutes (2007), the City Commission of the City of Winter Park, Florida hereby directs the Economic Development/CRA Department of the City of Winter Park to notify the Florida Department of Environmental Protection of the City of Winter Park, Florida's, decision to designate this Brownfield Area for the purposes of remediation, rehabilitation, and economic development.

Section 4. All prior resolutions or parts of resolution in conflict herewith are hereby repealed to the extent of the conflict.

Section 5. This Resolution shall become effective immediately upon adoption by the City Commission of the City of Winter Park, Florida.

ADOPTED at a regular meeting of the City Commission of the City of Winter Park, Florida, held at City Hall, Winter Park, Florida on the _____ day of _____, 2024.

_____, Mayor

Attest: _____

Rene Cranis, City Clerk

DRAFT

Exhibit A

DRAFT



Winter Park Enhancement Area

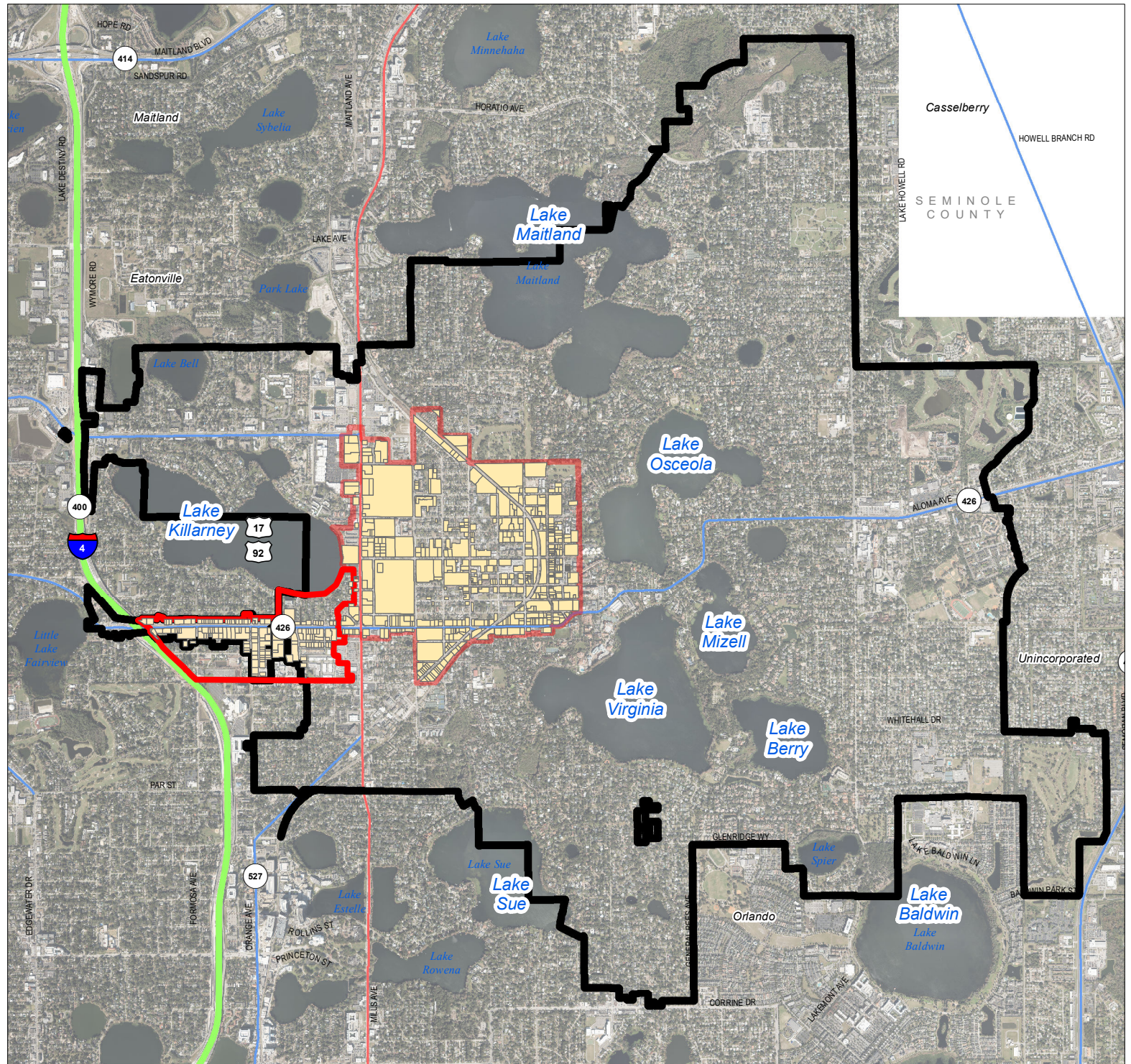
City of Winter Park
Economic Development/
CRA

Legend

-  Eligibility Area
-  Commercial Parcels
- CITY_NAME**
-  Winter Park



*Not intended to be used for
purposes outside the project scope



Waivers for Permit Fees



F.S. 553.80 Enforcement.—

(7)(a) The governing bodies of local governments may provide a schedule of reasonable fees, as authorized by s. [125.56\(2\)](#) or s. [166.222](#) and this section, for enforcing this part. These fees, and any fines or investment earnings related to the fees, **shall be used solely for carrying out the local government's responsibilities in enforcing the Florida Building Code.** When providing a schedule of reasonable fees, the total estimated annual revenue derived from fees, and the fines and investment earnings related to the fees, may not exceed the total estimated annual costs of allowable activities....

The basis for a fee structure for allowable activities must relate to the level of service provided by the local government and must include consideration for refunding fees due to reduced services based on services provided as prescribed by s. [553.791](#), but not provided by the local government. **Fees charged must be consistently applied.**

Enhancement Areas (F.S. 376.79)



(1) Financial incentives (state programs) and local incentives for redevelopment may include, but not be limited to:

- (a) Tax increment financing through community redevelopment agencies pursuant to part III of chapter 163.
- (b) Enterprise zone tax exemptions for businesses pursuant to chapters 196 and 290.
- (c) Safe neighborhood improvement districts as provided in ss. 163.501-163.516.
- (d) Waiver, reduction, or limitation by line of business with respect to business taxes pursuant to chapter 205.
- (e) Tax exemption for historic properties as provided in s. 196.1997.
- (f) Residential electricity exemption of up to the first 500 kilowatts of use may be exempted from the municipal public service tax pursuant to s. 166.231.
- (g) Minority business enterprise programs as provided in s. 287.0943.
- (h) Electric and gas tax exemption as provided in s. 166.231(6).
- (i) Economic development tax abatement as provided in s. 196.1995.
- (j) Grants, including community development block grants.
- (k) Pledging of revenues to secure bonds.
Low-interest revolving loans and zero-interest loan pools.
- (m) Local grant programs for facade, storefront, signage, and other business improvements.
- (n) Governmental coordination of loan programs with lenders, such as microloans, business reserve fund loans, letter of credit enhancements, gap financing, land lease and sublease loans, and private equity.

Enhancement Areas (F.S. 376.79)



(o) Payment schedules over time for payment of fees, within criteria, and marginal cost pricing.

(2) Regulatory incentives may include, but not be limited to:

(a) Cities' absorption of developers' concurrency needs.

(b) Developers' performance of certain analyses.

(c) Exemptions and lessening of state and local review requirements.

(d) Water and sewer regulatory incentives.

(e) Waiver of transportation impact fees and permit fees.

(f) Zoning incentives to reduce review requirements for redevelopment changes in use and occupancy; establishment of code criteria for specific uses; and institution of credits

for previous use within the area.

(g) Flexibility in parking standards and buffer zone standards.

(h) Environmental management through specific code criteria and conditions allowed by current law.

(i) Maintenance standards and activities by ordinance and otherwise, and increased security and crime prevention measures available through special assessments.

(j) Traffic-calming measures.

(k) Historic preservation ordinances, loan programs, and review and permitting procedures.

(l) One-stop permitting and streamlined development and permitting process.

(3) Technical assistance incentives may include, but not be limited to:

(a) Expedited development applications.

(b) Formal and informal information on business incentives and financial programs.

(c) Site design assistance.

(d) Marketing and promotion of projects or areas.



Economic Development Advisory Board

agenda item

item type

Non-Action Items

meeting date

January 9, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Placer Ai Review

motion | recommendation

N/A

background

Staff will be providing an introductory conversation about its new analytics program, Placer Ai.

strategic objectives

Advise on Industry Trends

alternatives | other considerations

N/A

fiscal impact

Impact has been provided for in the OMB budget

attachments

1. Property Overview - Spring Arts Festival Spring Arts Festival_

Property Overview

Property:

SA

Spring Arts Festival

Winter Park, FL, United States

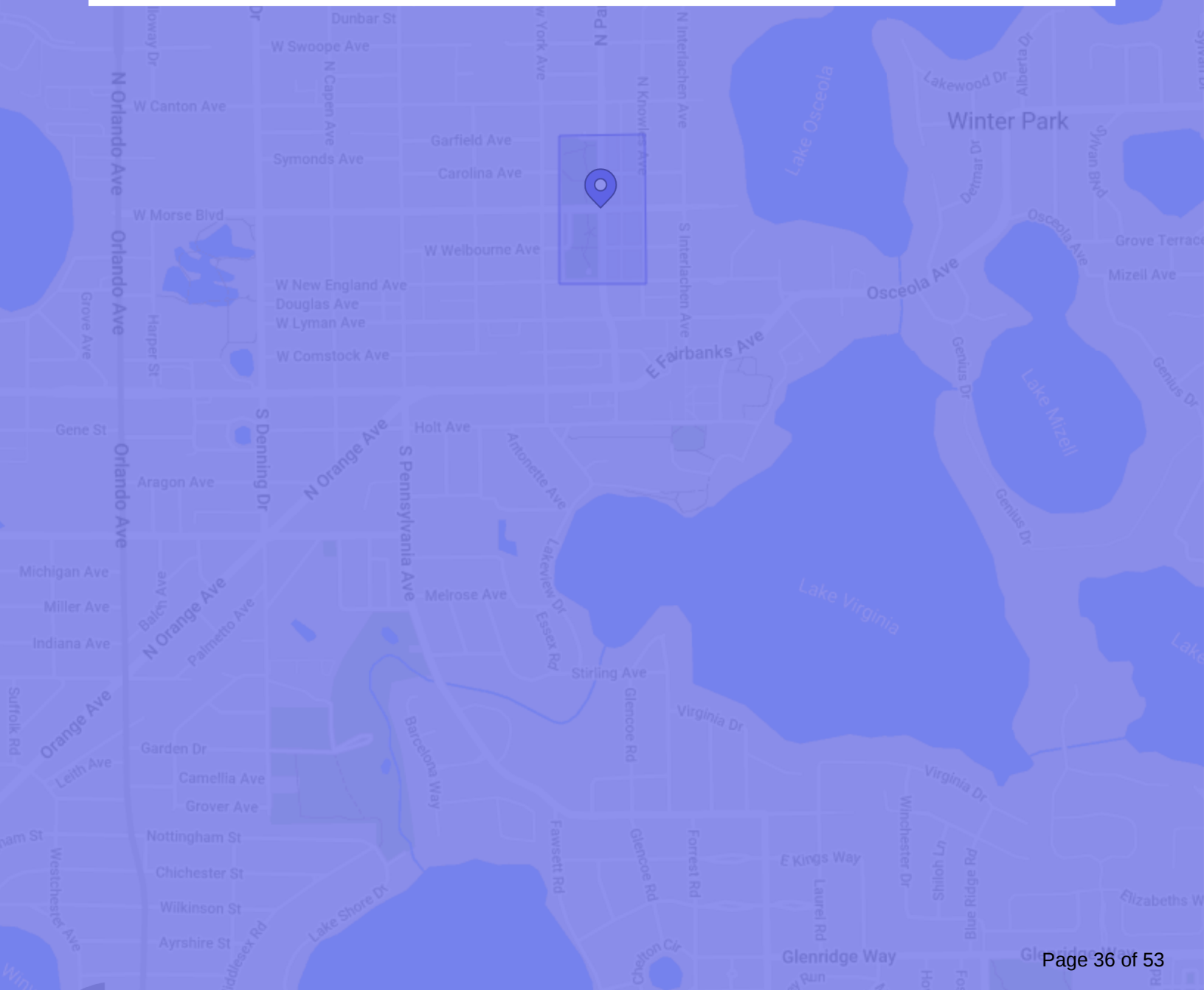
Mar 18 - Mar 20, 2022

SA

Spring Arts Festival

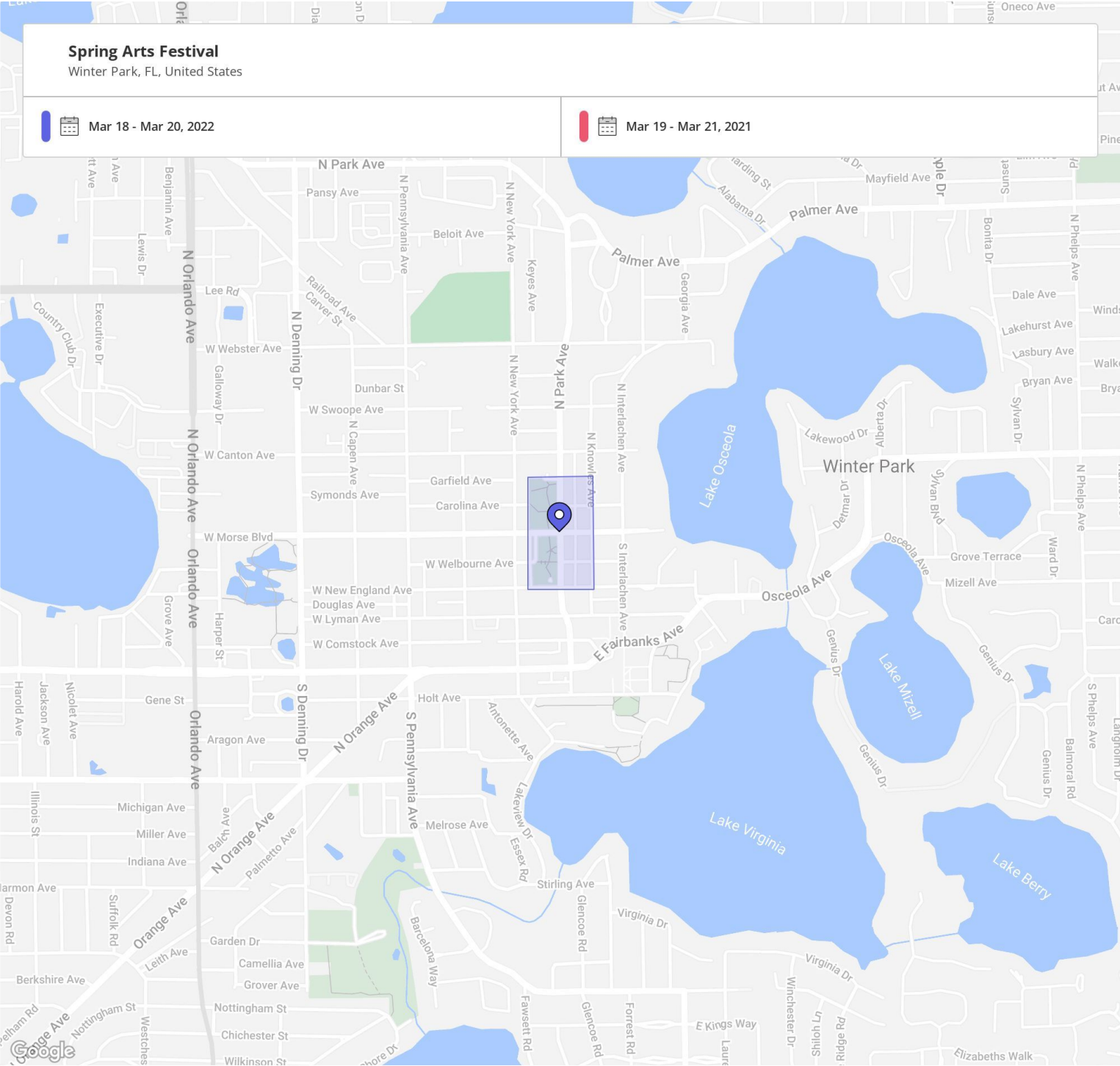
Winter Park, FL, United States

Mar 19 - Mar 21, 2021



Property Overview

Time Compare



Property Overview

Time Compare

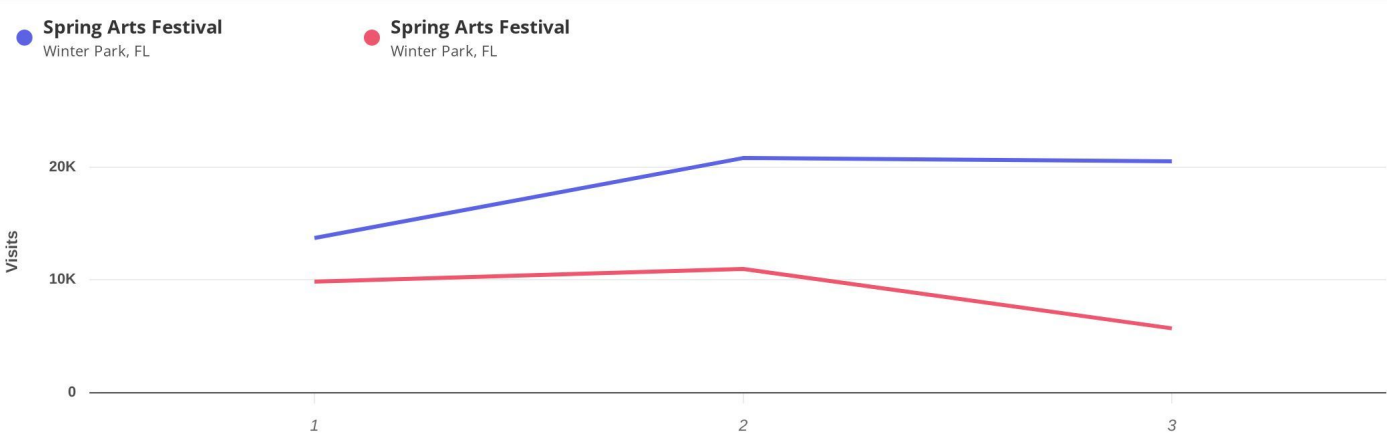
Metrics

Metric Name	Spring Arts Festival Winter Park, FL	Spring Arts Festival Winter Park, FL
Visits	55K	26.5K
Visitors	50.3K	24.7K
Visit Frequency	1.09	1.07
Panel Visits	1.8K	659

Spring Arts Festival - Mar 18th, 2022 - Mar 20th, 2022
Spring Arts Festival - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

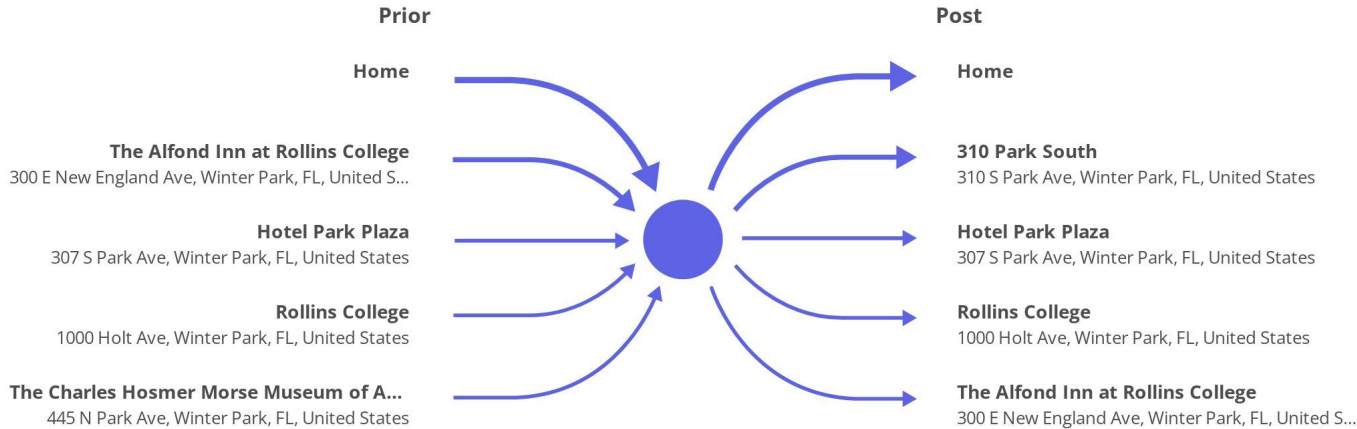


Daily | Visits
Spring Arts Festival - Mar 18th, 2022 - Mar 20th, 2022
Spring Arts Festival - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

● **Spring Arts Festival**
 , Winter Park, FL 32789, 32792

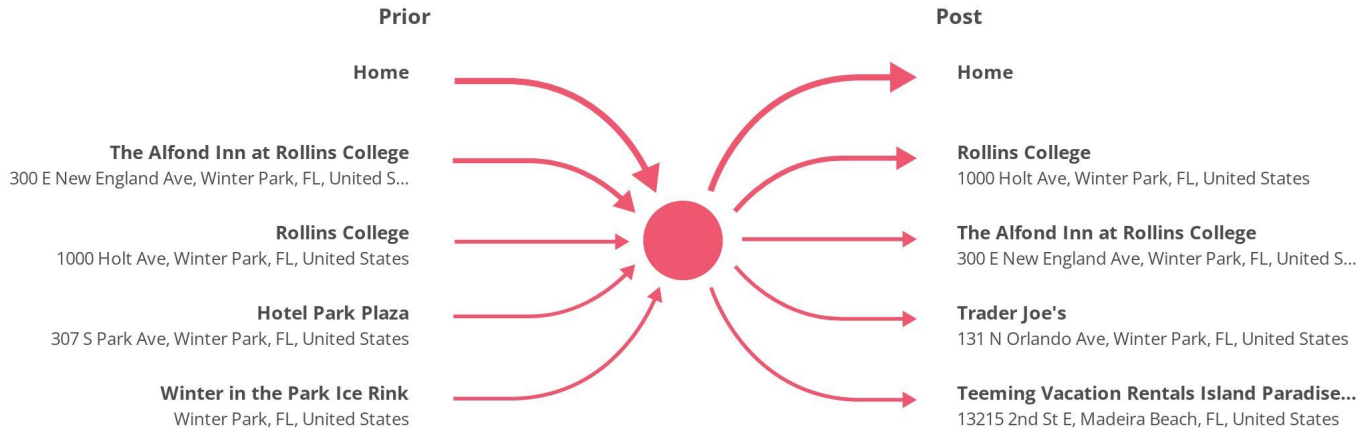


Show by: Location | Mar 18th, 2022 - Mar 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

● **Spring Arts Festival**
 , Winter Park, FL 32789, 32792



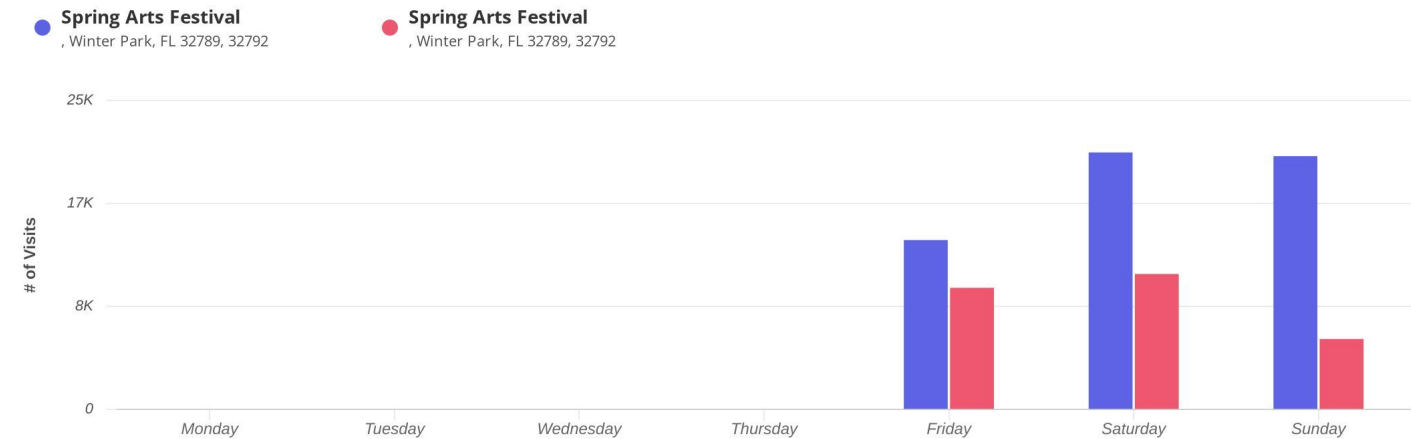
Show by: Location | Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

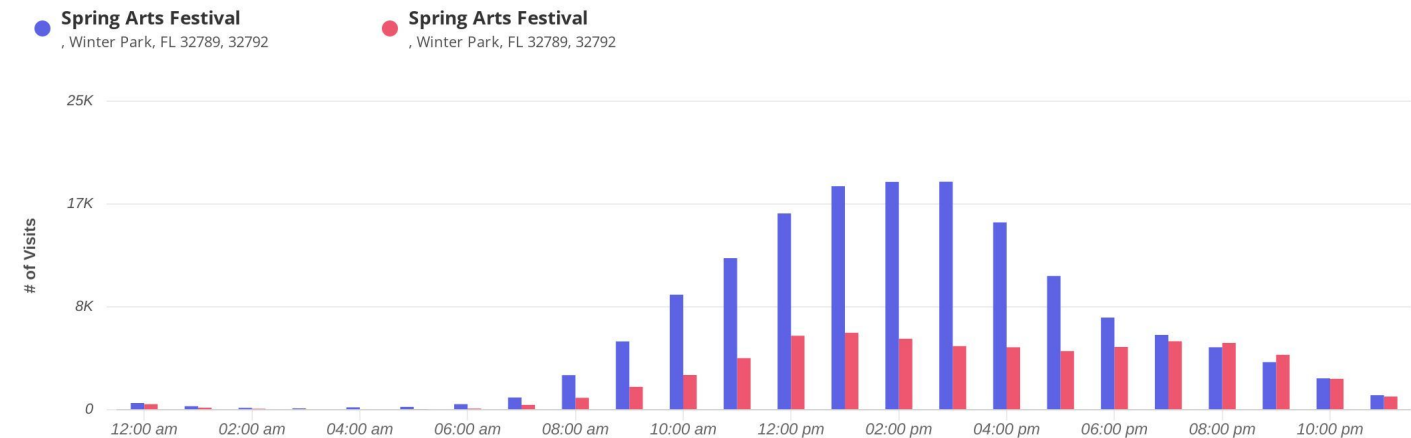
Daily Visits



Visits
Spring Arts Festival - Mar 18th, 2022 - Mar 20th, 2022
Spring Arts Festival - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits
Spring Arts Festival - Mar 18th, 2022 - Mar 20th, 2022
Spring Arts Festival - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Favorite Places

Spring Arts Festival / Winter Park, FL			
Rank	Name	Distance	Visitors
1	Hotel Park Plaza / 307 S Park Ave, Winter Park, FL 32789	0.1 mi	6.4K (12.7%)
2	Winter Park Station / 148 W Morse Blvd, Winter Park, FL 32789	0.1 mi	4.7K (9.3%)
3	Winter Park Village / 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	4K (8.1%)
4	Shops on Park / 200-218 N Park Ave, Winter Park, FL 32789	0.1 mi	3.7K (7.4%)
5	Lakeside and Lakeside Crossing / 111- 131 North Orlando Avenue, Winter Park, FL 32789	0.9 mi	3.2K (6.4%)
6	Waterford Lakes Town Center / 413 North Alafaya Trail, Orlando, FL 32828	9.6 mi	2.9K (5.7%)
7	Orlando International Airport / 1 Jeff Fuqua Blvd, Orlando, FL 32827	11.8 mi	2.5K (5%)
8	Peterbrooke Chocolatier / 300 S Park Ave, Winter Park, FL 32789	0.1 mi	2.2K (4.4%)
9	SunTrust Plaza / 400 S Park Ave STE 100, Winter Park, FL 32789	0.2 mi	2.2K (4.4%)
10	Altamonte Mall / 451 E Altamonte Dr, Altamonte Springs, FL 32701	4.9 mi	2.1K (4.3%)

Category: All Categories | Min. Visits: 1
[Spring Arts Festival](#) - Mar 18th, 2022 - Mar 20th, 2022
[Spring Arts Festival](#) - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Favorite Places

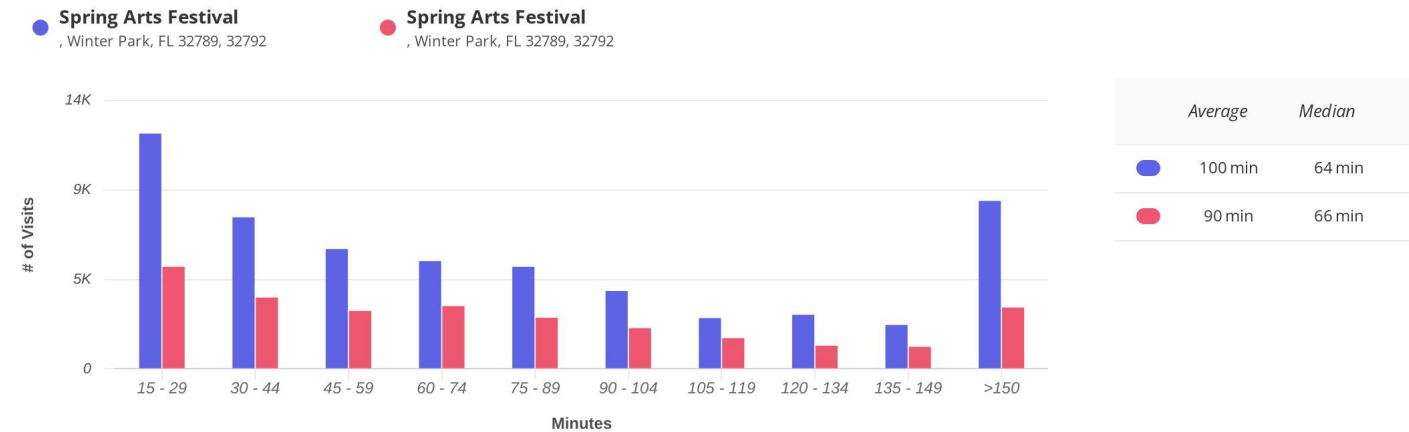
Spring Arts Festival / Winter Park, FL

Rank	Name	Distance	Visitors
1	Winter Park Station / 148 W Morse Blvd, Winter Park, FL 32789	0.1 mi	2.1K (8.7%)
2	Lakeside and Lakeside Crossing / 111- 131 North Orlando Avenue, Winter Park, FL 32789	0.9 mi	1.9K (7.9%)
3	Hotel Park Plaza / 307 S Park Ave, Winter Park, FL 32789	0.1 mi	1.9K (7.5%)
4	Winter Park Village / 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	1.8K (7.1%)
5	Shops on Park / 200-218 N Park Ave, Winter Park, FL 32789	0.1 mi	1.7K (6.8%)
6	Orlando International Airport / 1 Jeff Fuqua Blvd, Orlando, FL 32827	11.8 mi	1.6K (6.6%)
7	The Mall at Millenia / 4200 Conroy Rd, Orlando, FL 32839	9.2 mi	1.4K (5.8%)
8	Rollins College / 1000 Holt Ave, Winter Park, FL 32789	0.4 mi	1.4K (5.6%)
9	Disney Springs / 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	18.8 mi	1.3K (5.3%)
10	The Alford Inn at Rollins College / 300 E New England Ave, Winter Park, FL 32789	0.2 mi	1.3K (5.1%)

Category: All Categories | Min. Visits: 1
Spring Arts Festival - Mar 18th, 2022 - Mar 20th, 2022
Spring Arts Festival - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



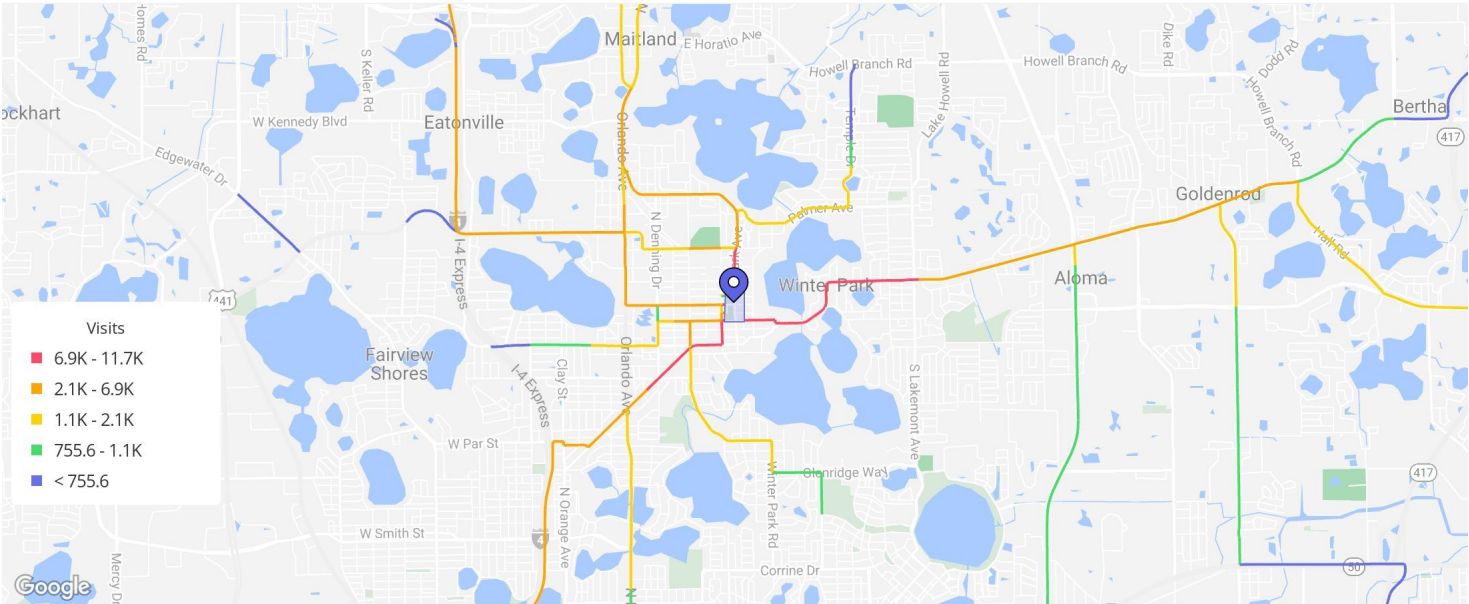
Length of Stay



Visits
Spring Arts Festival - Mar 18th, 2022 - Mar 20th, 2022
Spring Arts Festival - Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

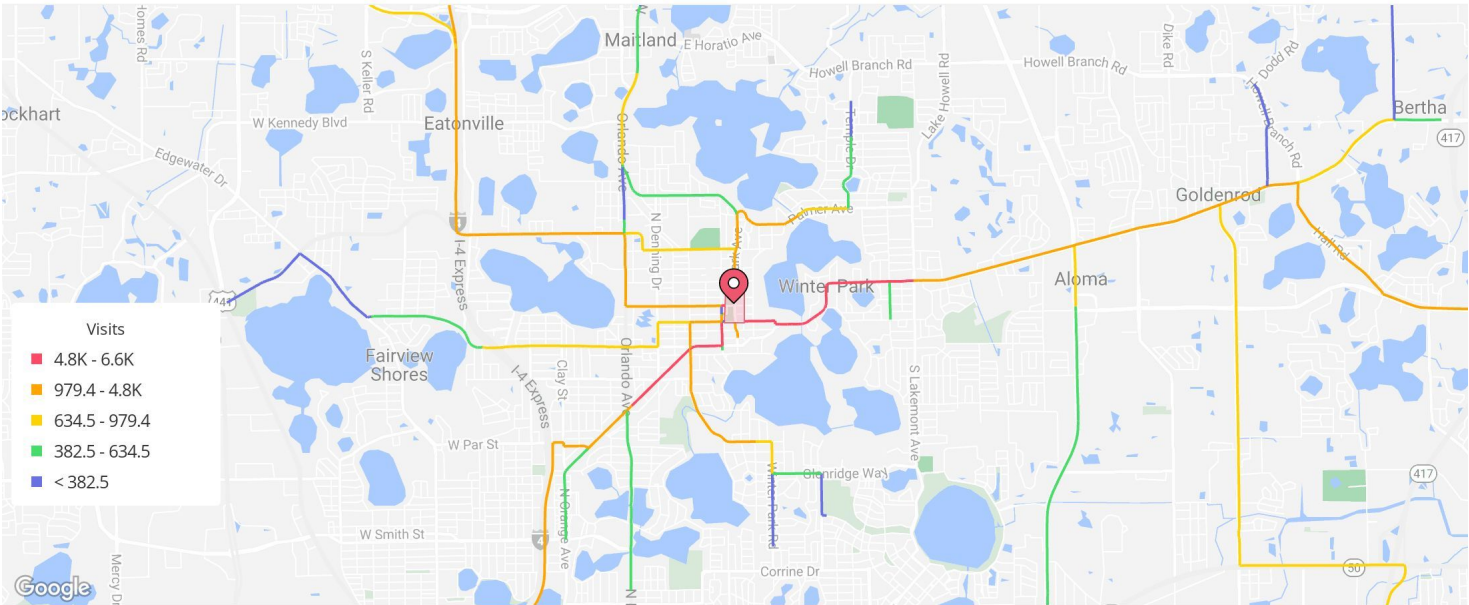


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Mar 18th, 2022 - Mar 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Mar 19th, 2021 - Mar 21st, 2021
Data provided by Placer Labs Inc. (www.placer.ai)





Economic Development Advisory Board

agenda item

item type

Non-Action Items

meeting date

January 9, 2024

prepared by

Anne Sallee, CRA Coordinator

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Winter Park Business Academy Next Steps

motion | recommendation

n/a information only

background

The City of Winter Park, in its commitment to helping members of the community succeed, works to strategically position the City for entrepreneurial growth, and to enable economic gardening. One of the areas that has been a challenge has been to support and create a plan for the creation and growth of small businesses. With this in mind, and after conferring with community members, small business and entrepreneurship organizations, CoWP Advisory Boards, and staff, a plan came together to utilize the strength and partnerships of the National Entrepreneur Center and kick off the Winter Park Business Academy, on October 1, 2023.

The 2021 EDAB strategic and action plan describes the opportunity to evaluate new programs for expanding businesses in Winter Park (Focus Area 3, strategy 1) and to establish roundtable sessions with market and subject matter experts for educational outreach (Focus Area 4, strategy 1). To this end, EDAB approved a pilot program with the National Entrepreneurship Center (NEC) to support the development of small entrepreneurial, minority, and home-based businesses with the goal of improving awareness of resource availability, technical skill, and financial acumen. The city hosted two formal events which saw a yield of approximately 100 individuals. Outside of formal events, the city and NEC are working to coordinate additional roundtables, one-on-one sessions, and resource connection to attending businesses. This has been a mainstay throughout the end of the year. As the program is set to expire in March 2024, staff is opening up the opportunity for dialogue to entertain any possible evolution to the program. Ultimately staff sees value in the program as it is currently being administered and would look for approval on a contract extension at a future meeting. As part of the contract NEC will showcase where they have made impacts to businesses in an after-action report as early as next month.

strategic objectives

alternatives | other considerations

The Winter Park Business Academy began October 1, 2023, as a 6-month pilot project. At the midpoint, halfway through the pilot, it is time to consider next steps.

fiscal impact

Impact has been provided for in the OMB budget

attachments

None



Economic Development Advisory Board

agenda item

item type

Staff Updates

meeting date

January 9, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

EDAB Commercial Performance Report

motion | recommendation**background**

Monthly reports as requested

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

1. Park Avenue.Hannibal ped counters December 2023
2. ED Commercial Performance Report - January 2024

City of Winter Park

Kyle Dudgeon
01/03/2024



Key Figures

December 1, 2023 → December 31, 2023

Total

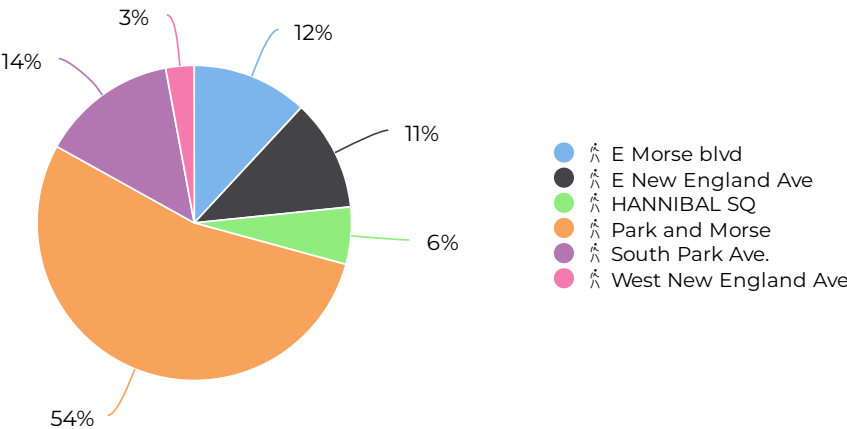
198,460

Peak Day

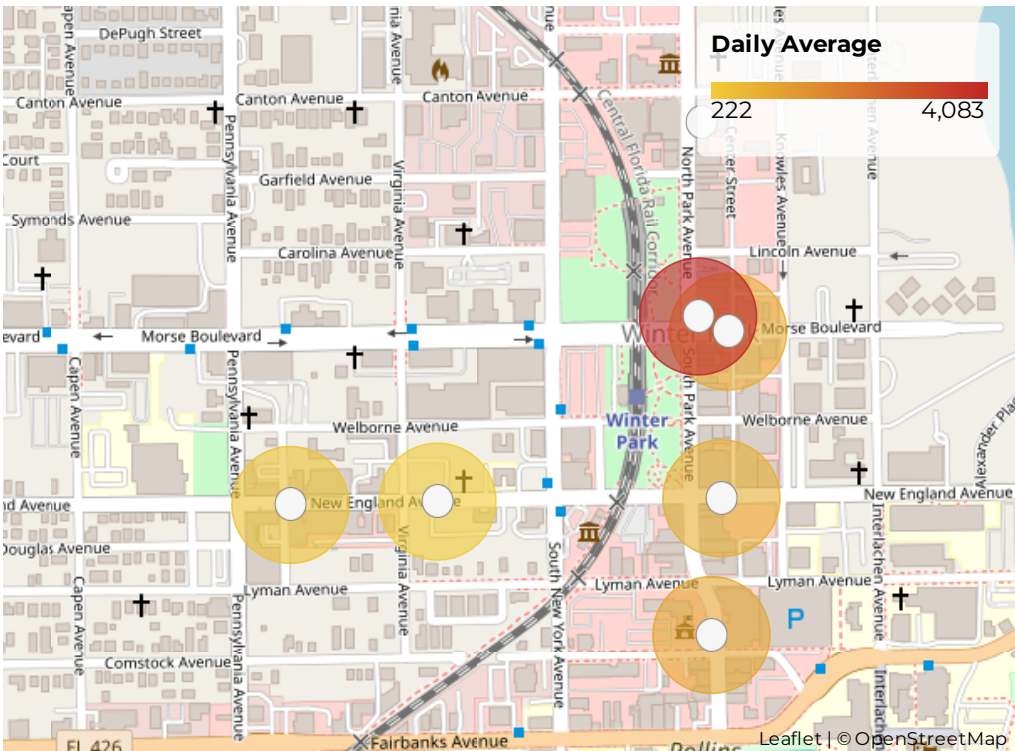
Saturday
Dec 2, 2023

15,057

Distribution



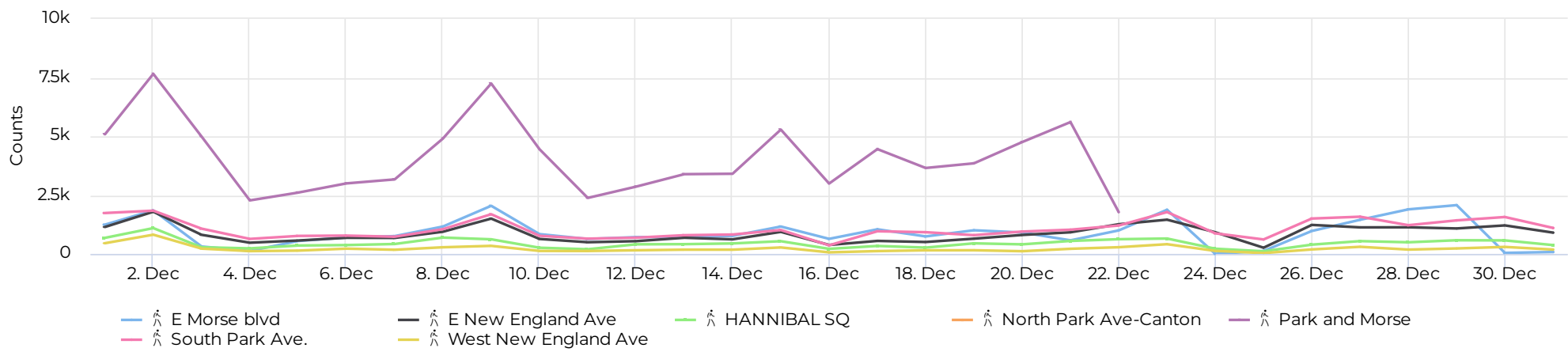
Key Figures Map



Key Figures

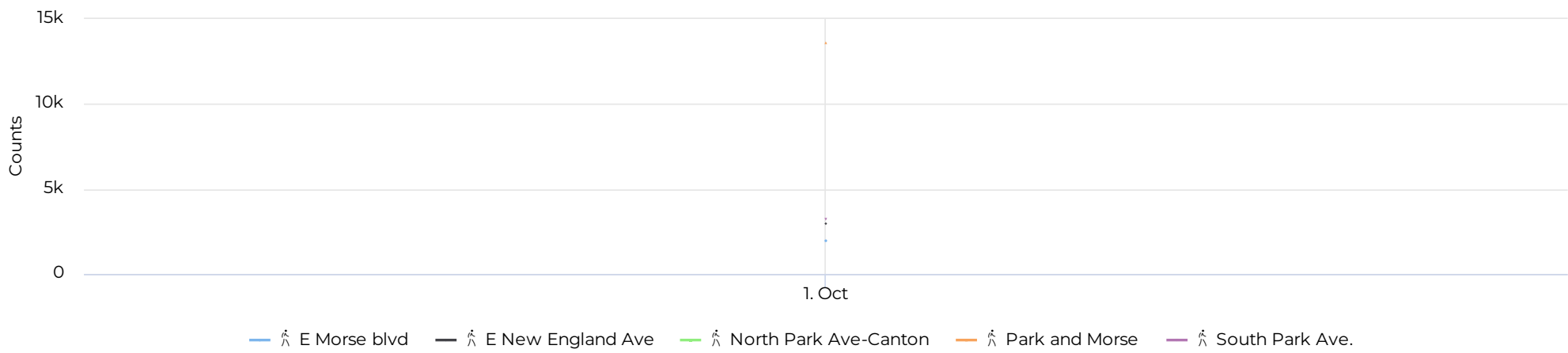
December 1, 2023 → December 31, 2023

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

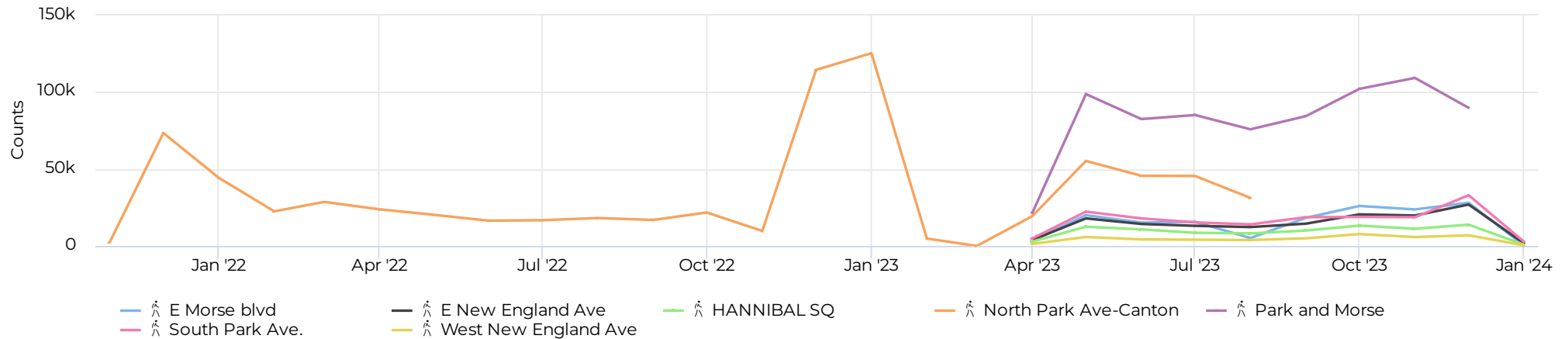


Key Figures

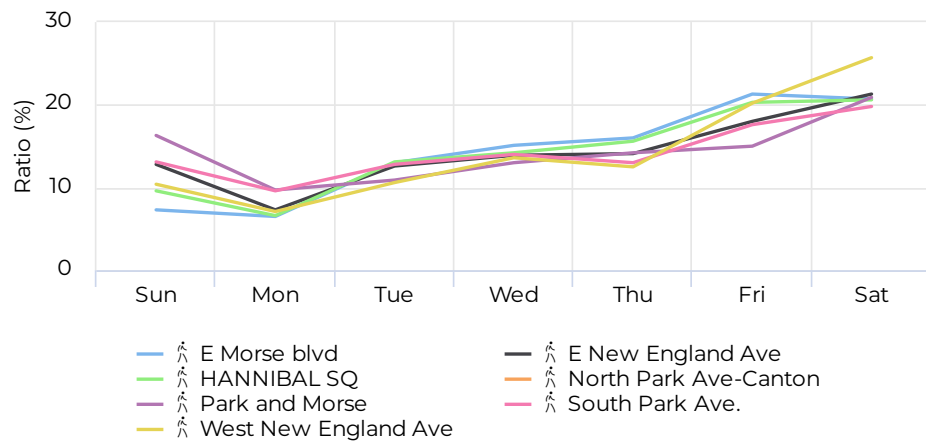
December 1, 2023 → December 31, 2023

Monthly traffic

📅 Whole Period

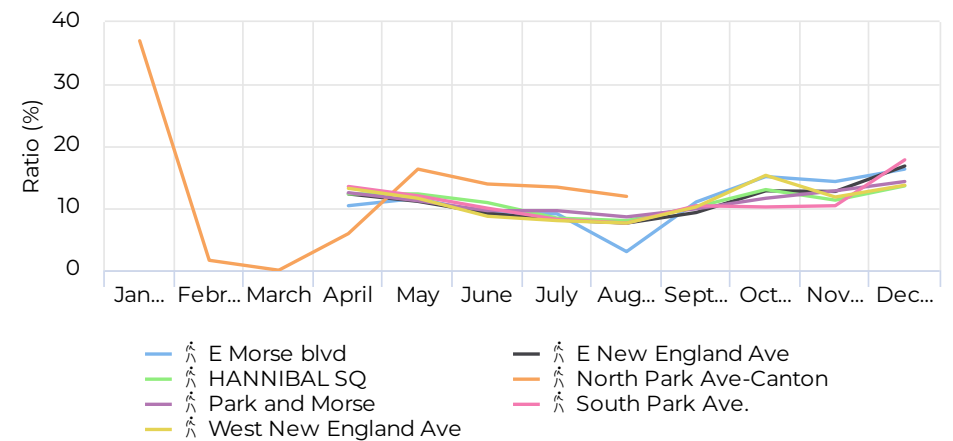


Daily Profile



Monthly Profile

📅 01/01/2023 → 12/31/2023

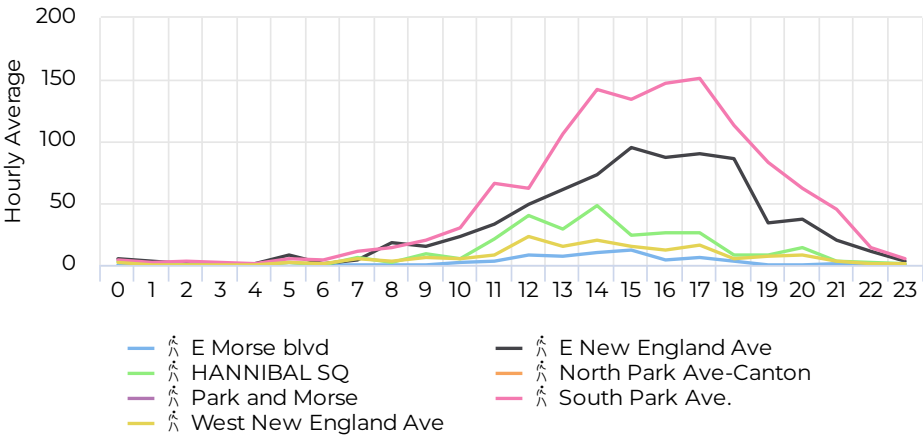


Key Figures

December 1, 2023 → December 31, 2023

Hourly Profile - Weekdays

01/01/2024 → 01/02/2024



Hourly Profile - Weekend

01/01/2024 → 01/02/2024

No Data

Key Figures

December 1, 2023 → December 31, 2023

Key Figures Summary

Site	Daily Average ▼	Peak Day	Peak Count
Park and Morse	4,083	Sat Dec 2, 2023	7,659
South Park Ave.	1,063	Sat Dec 2, 2023	1,839
E Morse blvd	904	Fri Dec 29, 2023	2,074
E New England Ave	869	Sat Dec 2, 2023	1,794
HANNIBAL SQ	446	Sat Dec 2, 2023	1,097
West New England Ave	222	Sat Dec 2, 2023	817
North Park Ave-Canton			

📈 Compared to 12/02/2022 → 01/01/2023

Commercial Performance Report

1/24

Full list of quarterly reports including annually recorded metrics are available at www.cityofwinterpark.org/pm

Sources: ESRI, CoStar, BLS

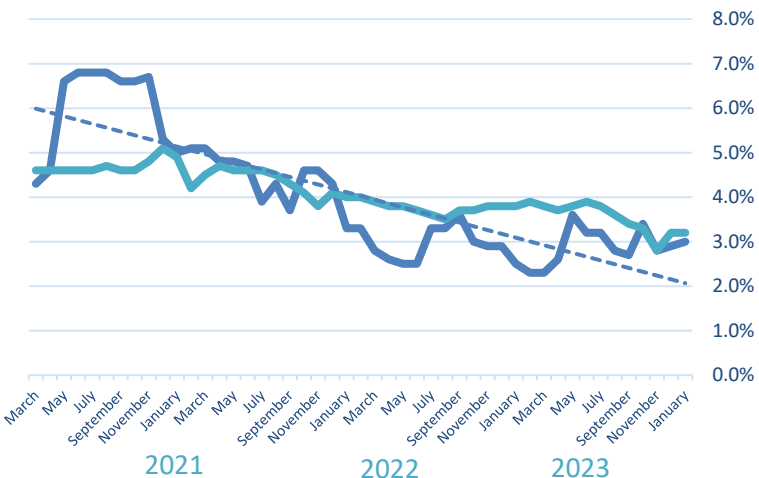
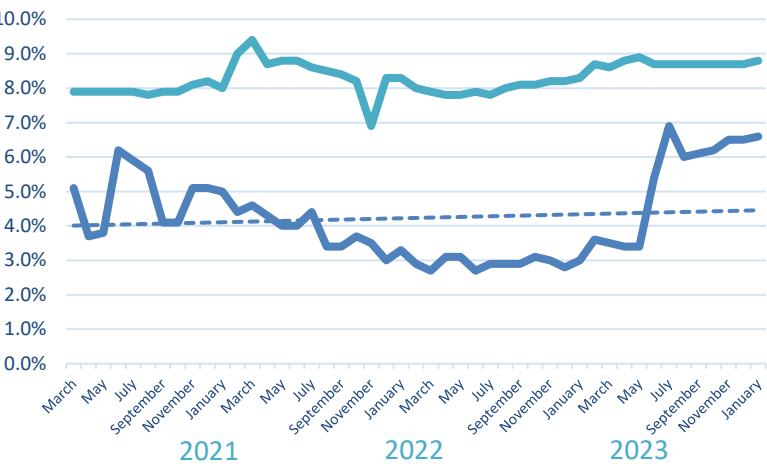
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA

