



Economic Development Advisory Board Regular Meeting

Agenda

May 14, 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

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

-
- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of March 12, 2024 1 minute
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - 5. Non-Action Items**
 - a. Economic Gardening - Winter Park centric programming 30 minutes
 - 6. Staff Updates**
 - a. Winter Park Business Academy Pilot Report 20 minutes
 - b. EDAB Board Appointments 5 minutes
 - c. EDAB Commercial Performance Report 5 minutes
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Economic Development Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

May 14, 2024

prepared by**approved by**

Peter Moore, Director of Office of
Management and Budget

subject

Approve the minutes of March 12, 2024

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

1. EDABmin-2024-03-12 draft



Economic Development Advisory Board Regular Meeting Minutes

March 12, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Roda Carter, Sarah Grafton, Kevin McClanahan, Ginny Enstad, and Tracy Liffey (Virtual).
Absent: Betsy Gardner Eckbert and Elijah Noel.

Also Present

Director of O&M Peter Moore, Assistant Division Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, and Deputy City Clerk Kim Breland.

1. Call to Order

Chair Grafton called the meeting to order at 8:24 a.m.

2. Consent Agenda

- a. Approve the minutes of the regular meeting, January 9, 2024

Motion made by Kevin McClannahn to approve January 9, 2024, regular meeting minutes; seconded by Ginny Enstad. Motion carried unanimously with a 4-0 vote. Due to technical difficulties, Ms. Liffey was unable to vote during the motion.

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

4. Action Items

- a. National Entrepreneurship Center Partnership - Winter Park Business Academy program continuation

Mr. Dudgeon said that in the fall of 2023 the board discussed different ways to expand city resources and offerings to businesses in the area. He added that the commission asked staff to find programming that allows for mentorship for entrepreneurs that would attract some of the smaller niche elements of improving our business community. He said the city has engaged with the National Entrepreneurial Center (NEC) to develop the Winter Park Business Academy. Belinda Ortiz-Kirkegard, President of NEC, outlined programs that provide opportunities and entrepreneurship and reviewed the WP Business Academy Executive Summary, program area, participation, and future plans, programs, coaching and mentoring.

In response to questions, Mrs. Ortiz-Kirkegard explained the program is not geared solely toward Winter Park residents, but the entire Greater Orlando area. In depth discussion

followed on funding, ideas to market to Winter Park residents such as social media channels, adding information to the utility bill and developing an application to vet participants and determine which classes are right for them. The Board agreed that this program would benefit the city and in addition, would like staff to research other programming that can be specifically geared toward Winter Park residents.

Motion made by Roda Carter to approve the continuation of the National Entrepreneurship Center Partnership - Winter Park Business Academy program with the following amendment: Staff will research and find a parallel program that addresses and targets more targeted issues; seconded by Tracey Liffey. There were no public comments. **Ms. Grafton, Ms. Carter, Ms. Liffey and Mr. McClanahan voted yes. Ms. Enstad abstained. After being advised that she was unable to abstain from voting, Ms. Enstad voted yes. Motion carried unanimously with a 5-0 vote.**

5. Non-Action Items

a. CRA Plan Modification and Update

Mr. Dudgeon gave an update on the CRA Modification Plan. He spoke about opportunities to develop enhancement areas through the extension/expansion. He reviewed the existing CRA, new boundary area and explained the basis for the inclusion of the Fairbanks corridor in the expansion. He reviewed stakeholder and community engagement efforts and spoke about the redevelopment focus areas (affordable housing, environmental sustainability and transportation safety). He reviewed plan elements, capital projects and programming and TIF projections.

Mr. Dudgeon said staff is presenting the plan modification to the commission on March 13 and March 27 with inter local adoption in the spring. In response to questions about how Fairbanks was chosen as part of the new boundary area, Mr. Dudgeon explained that Orange County wanted to address some of the commercial areas in that section. He reviewed key elements of the day-to-day operations and implementation focus areas included in the plan. Further discussion was held on affordable housing and ideas on how to assist the community with housing programs.

6. Staff Updates

a. EDAB Commercial Performance Report

7. Board Comments

Ms. Carter gave a presentation on the microentrepreneur certificate program offered by the Center for Micro-Entrepreneurial Training. She noted that the CMET program focuses on retention to ensure participants stay in the program, assess progress and assist with launching businesses. She added that the CMET program is similar to a "Mini MBA" and proposed the board consider looking at the program in depth to understand how it can enhance what the NEC offers.

8. Upcoming Agenda Items

a. Winter Park Enhancement Area

Mr. Dudgeon said the enhancement area discussion will take place after the CRA extension has been finalized.

9. Adjournment

The meeting adjourned at 9:18 a.m.

Respectfully,

Kim Breland
Deputy City Clerk



Economic Development Advisory Board

agenda item 5.a

item type

Non-Action Items

meeting date

May 14, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Economic Gardening - Winter Park centric programming

motion | recommendation

N/A

background

At the March 2024 EDAB meeting, board members suggested that while the Winter Park Business Academy (WPBA) was achieving success, staff should research the opportunity for Winter Park centric programming for development. This also included context of previous board discussions regarding feeder systems to the program and how to engage once businesses completed the mentorship coursework supplied by the WPBA. Ultimately, staff was asked to research this type of program for consideration at a future meeting. As a discussion item, staff will walk through the research including opportunities for feedback including:

- What is the cost of a program?
- Are there opportunity costs?
- What is the cost for applicants?
- How does a WP-centric focus limit the market pool?
- How does the board encourage enrollment?
- What is the timing for consideration?

The end goal of the discussion is to take direction from the board and formulate an application and guidelines package (should consensus be to move forward) based on the details discussed in the meeting.

alternatives | other considerations

fiscal impact

attachments

1. City of West Park program
2. City of St. Petersburg - Greenhouse program



ENTREPRENEURIAL TRAINING WORKSHOPS FOR ASPIRING LOCAL ENTREPRENEURS AND FUTURE BUSINESS OWNERS!

Simple Steps for Starting a Business: Have a Great Idea?

This is a 4 module workshop series that will take you through the basics of starting up a business. If you are willing to roll up your sleeves & work with the instructors, you'll come away with a good understanding of the specific challenges & opportunities you will face. You will have a financial plan, a marketing plan, and an estimation of the funding you will need to get started.

On the following dates, training will include:

- November 15, 2023 - How to Refine your Business Idea and Steps to Develop and Fine Tune Your Business Concept;
- November 22, 2023 - How to Perform Market Research, Steps to Identify Your Target Audience and Learning How They Buy;
- November 29, 2023 — How to Know and Understand Your Customer;
- December 6, 2023 — How to Determine How Much Money You Can Make; and If You Need Capital, Where To Get It!

EVENT LOCATION: Carver Ranches Public Library (Multi-Purpose Room)
4735 SW 18th Street, West Park, Florida

TIME: All workshops will be held at 6:00 p.m. to 8:00 p.m. (Please be on time).

FOR MORE INFORMATION: Contact (954) 989-2688, Extension 222 or 223

About the Presenter:



Marty Fishman is a shareholder partner and CBI, Certified Business Intermediary with Transworld Business Advisors since 2003. Business sales, Franchises, Mergers & Acquisitions.

For my clients I bring the advantage of having worked with thousands of business owners over the past 38 years; 18 in media sales and 20 in practice as a senior advisor/intermediary - top producer at Transworld. I've represented clients in all sectors of the market. And, I understand and respect the serious responsibility to represent a business owner in what may be the most important decision of their life.

The graphic features a background image of a brick building under a bright sky. At the top left, the text 'GREENHOUSE' is in green with a small house icon, followed by 'STRATEGIC PLAN' in black and '2024-2026' in white on an orange bar. Below this, a grey box contains the text 'All efforts for this three-year plan stem from this guiding statement of work:'. In the center, a white box contains the guiding statement: 'FOSTERING THE DEVELOPMENT OF A PROSPEROUS LOCAL ECONOMY WHERE AN ENTREPRENEUR CAN START, GROW AND THRIVE'. Below the white box, another grey box contains the text 'We focus our efforts on five primary objectives:'. At the bottom, five hexagons are arranged in a row, alternating in color between orange and green. The first, third, and fifth hexagons are orange and contain the words 'NAVIGATION', 'AWARENESS', and 'COORDINATION' respectively. The second, fourth, and sixth hexagons are green and contain the words 'CONNECTION', 'CAPACITY', and 'COORDINATION' respectively.

GREENHOUSE STRATEGIC PLAN 2024-2026

All efforts for this three-year plan stem from this guiding statement of work:

**FOSTERING THE DEVELOPMENT OF A PROSPEROUS LOCAL ECONOMY WHERE
AN ENTREPRENEUR CAN START, GROW AND THRIVE**

We focus our efforts on five primary objectives:

NAVIGATION

CONNECTION

AWARENESS

CAPACITY

COORDINATION

Greenhouse Strategic Foundation

MISSION

Serve as St. Pete's home to small business empowerment to encourage the entrepreneurial mindset and create opportunity for all.

VISION

Fostering an equitable community where all business owners have access to the resources necessary to start, grow and thrive.

VALUES

Culture of Collaboration and Service; Commitment to Connectivity and Engagement; Fostering Innovation and Entrepreneurship; Equity in All Things

Navigation

CURATE BUSINESS ASSISTANCE WITH RESULTS-BASED SOLUTIONS

Connection

LINK ST. PETE'S ENTREPRENEURIAL ECOSYSTEM THROUGH PROGRAMS AND EVENTS

Awareness

PROMOTE, TELL THE STORY, AND ADVOCATE FOR SMALL BUSINESS AND ENTREPRENEURSHIP



How We Help

Capacity

PROVIDE CAPACITY DEVELOPMENT AND EQUITABLE ACCESS TO THE TOOLS, KNOWLEDGE AND RESOURCES NECESSARY FOR BUSINESS SUCCESS

Coordination

ADMINISTER LOCAL BUSINESS INCENTIVES AND PROGRAMS TO HELP BUSINESSES START, GROW AND THRIVE

Greenhouse 2024 Action Plan

Our goal is to deliver programs, services and resources centered on mission-driven impact that encompasses all touch points of the business life cycle.

The team is committed to cultivating information and fostering connections with the focus on assisting businesses across the spectrum achieve success based on their unique opportunity of access and capacity building.

Through the lens of our five objectives, we seek to inspire and ignite the innovative entrepreneurial spirit that creates the vibrant economic development landscape in our sunshine city.

Tracey Smith + Ronnell Montgomery, Greenhouse Co-Managers

Navigation

CLIENT LIFE CYCLE GAP ANALYSIS
TARGETED BUSINESS NAVIGATION SERVICES
NAVIGATORS IN COUNCIL DISTRICTS

Connection

CONVENER & CONNECTOR TO SUPPORT
SMALL BUSINESS
EXPLORE & ENGAGE INTENTIONAL INCLUSIVE
PARTNERSHIPS

Awareness

DEVELOP COMMUNICATIONS STRATEGY FOR
COMPELLING, COLLECTIVE STORYTELLING
BUILD ON TRANSPARENT DATA REPORTING
COMMUNITY ENGAGEMENT AND OUTREACH
EXPAND EQUITY SCORECARD REPORTING



Capacity

COHORT PROGRAM EXPANSION
ADVANCED TRAINING AND CERTIFICATION FOR
BUSINESS GROWTH, INNOVATION AND
WORKFORCE NEEDS
COLLABORATE ON SUPPLIER DIVERSITY OUTREACH
AND CAPACITY BUILDING

Coordination

CREATE OPPORTUNITIES FOR ACCESS TO CAPITAL
AND ACTIVATE LOCAL INCENTIVE PROGRAM
CURATE AND DISSEMINATE EXTERNAL FUNDING
OPPORTUNITIES



Economic Development Advisory Board

agenda item 6.a

item type

Staff Updates

meeting date

May 14, 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 Business Academy Pilot Report

motion | recommendation

N/A

background

Staff is including the recap report from the first six months of the Winter Park Business Academy (WPBA). Staff will present the item, successes, trends, and list priority elements moving forward. The report was also presented to the City Commission on April 24, 2024.

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

1. WPBA Pilot Recap 4-1-24



WINTER
PARK
BUSINESS
ACADEMY



6-Month Pilot Program Recap Report

October 2023 – March 2024

Prepared by:



OVERVIEW

The National Entrepreneur Center is pleased to provide this initial WPBA Recap Report to the City of Winter Park and its CRA.



Executive Summary

Provided by the
National Entrepreneur
Center



Program Timeline

- 6-Month Pilot Program
- Started October 2023
- Ended March 2024



Program Analysis

Take an in-depth look
at the services
provided.



Participants

Learn more about
who engaged with the
WPBA.



Statistics

Social media, website
traffic, and more.



Program Cost

WPBA provided a
great value to the
business community.



Executive Summary

April 2, 2024

The National Entrepreneur Center (NEC) is thrilled to unveil the outcomes of our collaboration with the City of Winter Park and its Community Redevelopment Agency through the 'Winter Park Business Academy.' This partnership seamlessly integrated NEC resources into Winter Park, highlighted by the establishment of a comprehensive webpage serving as a central hub for entrepreneurial assistance and Winter Park economic development information. Notably, this initiative contributed to several successes, including attracting a new medical practice to invest in the City, as detailed in this report.

Throughout its initial 6-month pilot phase, the Winter Park Business Academy achieved noteworthy engagement metrics, as outlined below:

- **237 Participants:** Entrepreneurs from various backgrounds eagerly participated in our workshops, webinars, roundtable discussions, and mentoring sessions.
- **31% Local Representation:** Nearly a third of our participants are Winter Park locals, highlighting the program's impact within our community.
- **1,000+ Webpage Views:** Our webpage has become a valuable resource, with over 1,000 views from 651 users seeking entrepreneurial assistance and economic development information.
- **8,000+ Social Media Impressions:** Our social media efforts have successfully reached over 8,000 people, creating a buzz around town.
- **Earned Media Recognition:** Media coverage has helped spread the word about the Winter Park Business Academy and the support we are providing to small businesses.

In the past 25 years, small businesses have played a crucial role in job creation, generating two-thirds of all employment opportunities in the United States. Recognizing their significant contribution, cities investing in the growth of their small business communities are not only fostering economic prosperity but also infusing vitality into their localities. We are deeply thankful to the City of Winter Park for actively supporting small businesses, reflecting a shared commitment to nurturing entrepreneurship and fostering a vibrant business environment.



Executive Summary

Continued

Our collaboration is more than just a partnership; it is our shared journey to ignite and sustain the entrepreneurial spirit. Together, we transform Winter Park into a welcoming hub for dreamers like us. As a regional organization, our reach extends beyond city limits, showcasing Winter Park as an opportunity-rich destination for entrepreneurs across the region. We proudly declare it as "Open for Business," inviting visionaries to leave their mark in our thriving community.

As we look ahead with this initiative, we are excited to see the impact of the empowerment and education we have provided to these businesses. With ongoing support from our partners, we are confident that these entrepreneurs will thrive, adding to the economic prosperity and dynamism of Winter Park.

Please let us know if you have any questions, or if we can ever be of any assistance to you.

Smile,

Belinda O. Kirkegard
President





2023-24 Program Timeline

Contract Term: October 1, 2023 – March 31, 2024

Current Status



- Recap Report Submitted
- Awaiting Contract Renewal

OCT

NOV

DEC

JAN

FEB

MAR

APR

Launch

Landing Page
Workshop #1
Survey #1
Workshop #2

Activities

Sizzle Reel Created
3 Roundtables
1:1 Mentoring

Activities

Marketing Flyer
Digital Signage
Logo Created
Newsletter Created
Video Testimonial

New Term

We are
looking
forward to
the next six
months!



Program Summary

237

237
Services Provided

Total number of services provided including workshops, webinars, and mentoring sessions.

152

1.5
WPBA Participants

Total number of participants in WPBA and number of services received per person.

57

38%
Mentoring

Number of participants that attended a mentoring session.

47

31%
WPBA Zip Codes

Number of participants with Winter Park Zip Codes: 32789, 32790, 32792.



Kick-Off Events – October 10 & 24

STARTING & GROWING YOUR BUSINESS
INTRODUCING THE FREE "WINTER PARK BUSINESS ACADEMY"

TUESDAY, OCTOBER 10, 2023 | 5:30 - 7:00PM
WINTER PARK EVENTS CENTER | 1050 W. Morse Blvd., Winter Park, FL 32789

Have you heard the news? The City of Winter Park and its Community Redevelopment Agency (CRA) are launching the Winter Park Business Academy (WPBA), in partnership with the National Entrepreneur Center (NEC).


Katy Cook
Program Manager
National Entrepreneur Center


Lois Perry
Chapter Chair
SCORE

Join us for this inaugural, interactive session to learn about the WPBA, participate in our Hot Topic Survey, and hear about all the FREE resources that are available to assist you on your business journey.

The event is FREE & refreshments will be provided.

WINTER PARK BUSINESS ACADEMY IS POWERED BY:

FREE EVENT | REGISTER TODAY | [BIZLINKORANGE.COM/WINTERPARK](https://bizlinkorange.com/winterpark)

TIME TO GROW SALES
— utilizing —
Social Media & World Markets

October 24, 2023 | 5:30 - 7:00pm
at the Winter Park Events Center • 1050 W. Morse Blvd., Winter Park, FL 32789

WINTER PARK BUSINESS ACADEMY

Discover how to leverage your social media and website to increase revenue! Learn about the correlation between online sales and international trade. This interactive workshop will get you thinking about growing sales with digital tools and introduce you to a world of opportunities!


Lois Perry
Chapter Chair
SCORE


Bo Harvey
President
Compass Marketing


Chris Leggett
Program Manager
National Entrepreneur Center

WINTER PARK BUSINESS ACADEMY IS POWERED BY:

FREE EVENT | REGISTER TODAY | [BIZLINKORANGE.COM/WINTERPARK](https://bizlinkorange.com/winterpark)

A *Hot Topic Survey* was conducted at the 10/10 event. Results are included in the following slides.

“

The Time to Grow Sales class showed me that I'm on the right track. It was a great lecture – just wish there was more time for the presenter to go into greater detail.
- Attendee



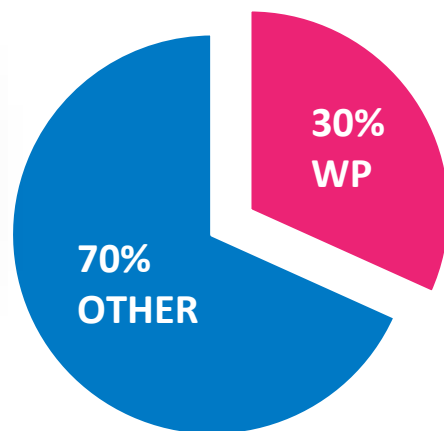
10/10/24 Starting & Growing Your Business: **58 Attended**
10/24/24 Time to Grow Sales: **28 Attended**



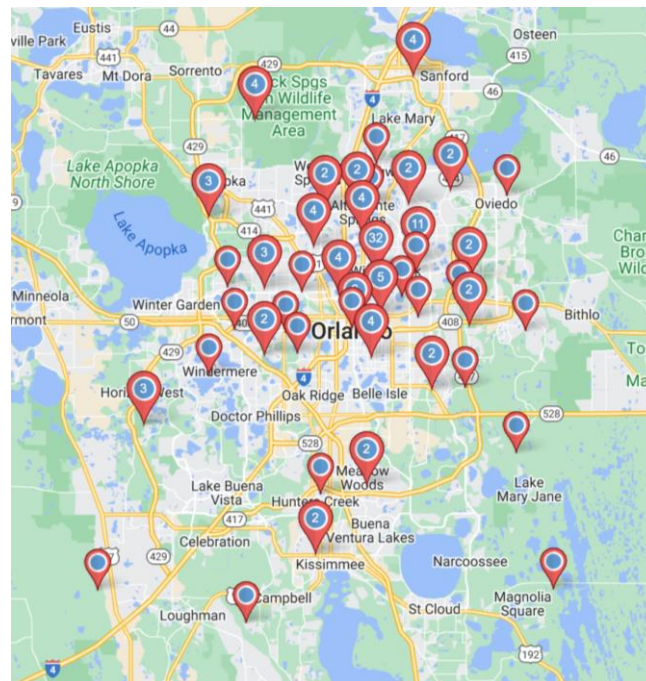
A full list of Event Attendees is available in Appendix A.

About WPBA Participants

The WPBA is open to anyone that wants to open a new business or grow an established business within Winter Park city limits.



WPBA ZIP Codes
 Winter Park
 32789, 32790, 32792 (30%)
 Other Areas (75%)



FUN FACT

4 Participants came from: Port Orange, Satellite Beach, Palm Bay, and San Jose, CA

PARTICIPANTS BY GENDER



35%



65%

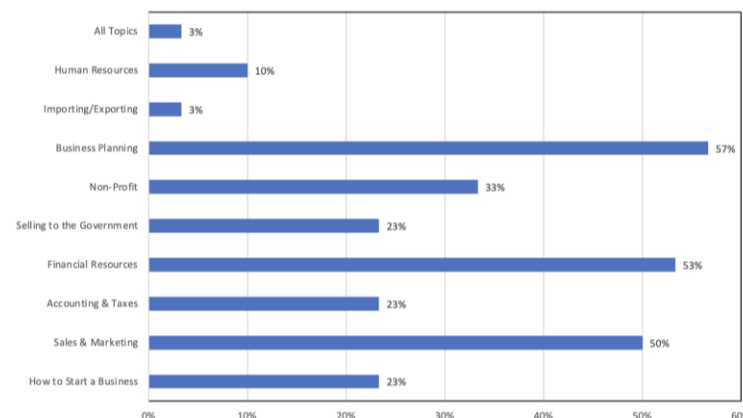
LEARN MORE

To see the full list of WPBA Participants, refer to Appendix B.

Survey Analysis

The survey was conducted on October 10, 2023.

HOT TOPICS SURVEY



TOP 3 TOPICS OF INTEREST



Business Planning	57%
Financial Resources	53%
Sales & Marketing	50%

TOPICS OF LEAST INTEREST



Exporting/Importing	3%
Human Resources	10%
How to Start a Business	TIED 23%
Accounting & Taxes	
Selling to the Gov't	

ACTIONS TAKEN



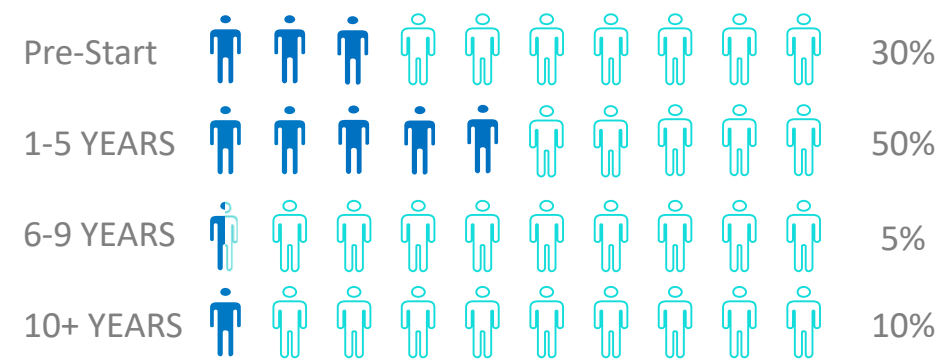
- Provided mentoring that focused on the top 3 topics of interest.
- 57 mentoring sessions were provided via one-on-one virtual meetings and round table discussions.



Survey Analysis

The survey was conducted on October 10, 2023.

YEARS IN BUSINESS



65% of respondents are already in business.



COMING SOON:
Video Testimonial from
Sandi Smith, PelvicPro Therapy

ACTIONS TAKEN



- Mentoring focused more on growth vs. start-up.
- Recommended webinars were tailored to stage of businesses.

FULL SURVEY RESULTS

To see the full survey,
refer to Appendix B.





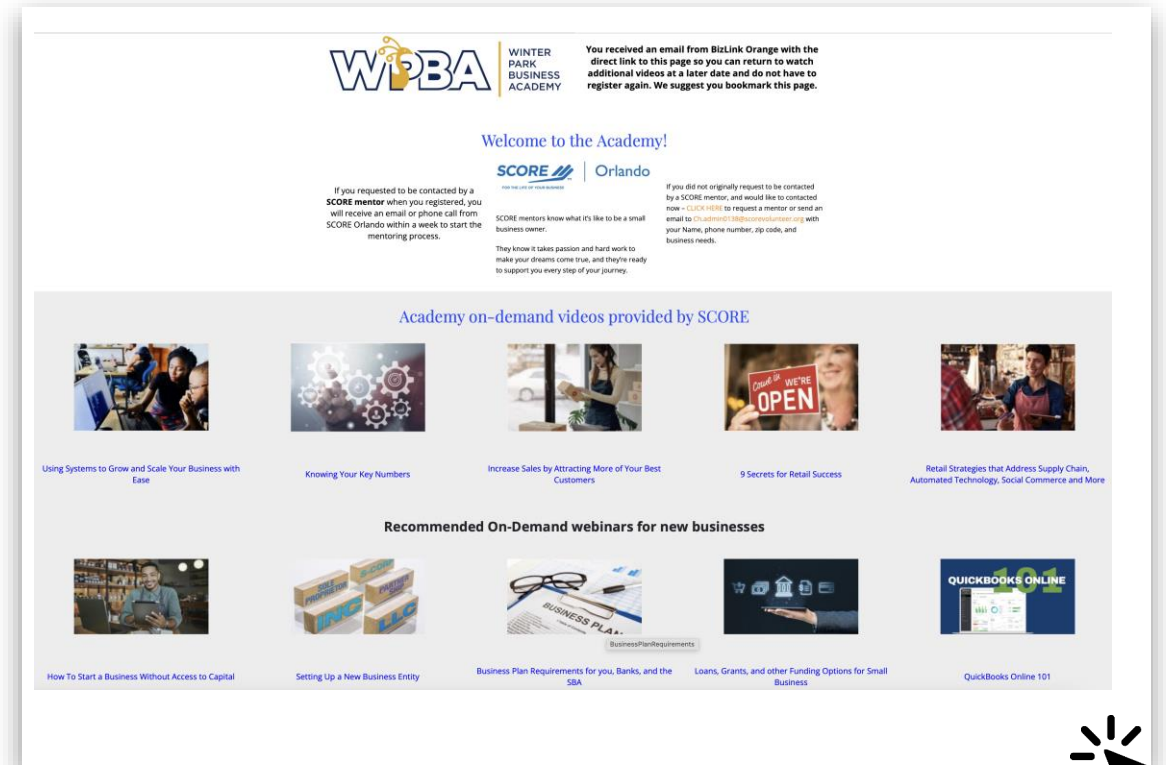
Landing Page Stats

WPBA Landing Page:
<https://bizlinkorange.com/winterpark/>



1,072 VIEWS / 651 USERS

Welcome to the Academy Page for Registered Users:
<https://bizlinkorange.com/winterpark/winterpark-scorelinks/>



318 VIEWS / 134 USERS
Recommended Videos: 17 VIEWS



Social Media

The WPBA is being promoted across all NEC social media channels.

@NationalEC
Wed 11/22/2023 6:06 am EST

When the NEC and @WinterParkFia come together, the winner is YOU! Check out Future FREE Seminars: bizlinkorange.com/winterpark/

Winter Park Business Academy at the Winter Park Events Center

Video Views	87
Impressions	637
Potential Reach	6,191
Engagements	5
Engagement Rate (per Impression)	0.8%

@NationalEC
Thu 10/12/2023 6:56 am EDT

Have a business? Want to grow it? @WinterParkFia and its CRA have partnered with the NEC to provide direct business technical support at the...

Video Views: 9
Impressions: 27
Potential Reach: 6,200
Engagements: 3
Engagement Rate (per Impression): 11.1%

Stay Tuned for more upcoming sessions with the City of Winter Park - Government.
<https://bizlinkorange.com/winterpark/>

It contains a sprinkling of different seminars in person.

Video Views	146
Impressions	693
Reach	640
Engagements	11
Engagement Rate (per Impression)	1.6%

National Entrepreneur Center
Thu 10/12/2023 6:57 am EDT

Have a business? Want to grow it? The City of Winter Park - Government and its Community Redevelopment Agency (CRA) have partnered with...

Video Views: 322
Impressions: 825
Reach: 751
Engagements: 39
Engagement Rate (per Impression): 4.7%

					6-MONTH TOTALS
IMPRESSIONS	7139.	709.	658.		8,506
VIDEOS	840.	105.	270.	36.	1,251
ENGAGEMENTS	74.	10.	57.		141

8,506 people reached on social media during the 6-month pilot program

@NationalEC
Mon 11/6/2023 4:54 am EST

STARTING & GROWING YOUR BUSINESS

TUESDAY, OCTOBER 10, 2023 | 5:30 - 7:00PM

at the Winter Park Events Center | 1000 W. Morse Blvd., Winter Park, FL 32789

FREE EVENT | REGISTER TODAY | [BIZLINKORANGE.COM/WINTERPARK](https://bizlinkorange.com/winterpark/)

NationalEC / National Entrepreneur...
Mon 11/6/2023 4:54 am EST

Winter Park & NEC: Let's Grow Together!
The Winter Park Business Academy is a partnership with the NEC and the City of @WinterParkFia to...

Video Views: 12
Estimated Minutes Watched: 3m
Engagements: 4

@NationalEC
Mon 11/6/2023 4:54 am EST

TIME TO GROW SALES

October 24, 2023 | 5:30 - 7:00pm

at the Winter Park Events Center | 1000 W. Morse Blvd., Winter Park, FL 32789

FREE EVENT | REGISTER TODAY | [BIZLINKORANGE.COM/WINTERPARK](https://bizlinkorange.com/winterpark/)

National Entrepreneur Center
Wed 10/18/2023 12:57 pm EDT

The City of Winter Park - Government and its Community Redevelopment Agency (CRA) have partnered with the National Entrepreneur Center...

National Entrepreneur Center

TIME TO GROW SALES

October 24, 2023 | 5:30 - 7:00pm

at the Winter Park Events Center | 1000 W. Morse Blvd., Winter Park, FL 32789

FREE EVENT | REGISTER TODAY | [BIZLINKORANGE.COM/WINTERPARK](https://bizlinkorange.com/winterpark/)

Post Link Clicks	60
Impressions	4,801
Reach	3,063
Engagements	330
Engagement Rate (per Impression)	8%

TOP POST



Promotional Material & E-Mail





WINTER PARK BUSINESS ACADEMY

Free



BUSINESS ASSISTANCE

Free



BUSINESS WORKSHOPS

Free



ONE-ON-ONE COACHING

Do you: { Want to start a new business?
Have an established business that's ready for growth?
Have a side hustle that you'd like to scale up?

The Winter Park Business Academy is here to assist you...for FREE!

• • • • •

GET STARTED TODAY!





[BizLinkOrange.com/WinterPark](https://bizlinkorange.com/WinterPark)

View this email in your browser





WINTER PARK BUSINESS ACADEMY

It's not too late to join us...



BUSINESS ROUNDTABLE
MARCH 6th | 6:00PM

This is a hot one! We will be discussing the issues you are facing and help one another with ideas to move forward. Join us at the Winter Park Community Center, 721 W. New England Avenue, Winter Park. There is a parking lot just to the west of the center. It's FREE!

[RSVP Now](#)



INDIVIDUAL MENTORING SESSIONS

SCORE Orlando offers free individual business mentoring. If you haven't requested a mentor yet, it's not too late! [CLICK HERE](#) to have SCORE contact you!

Click Here for Regional Events & Webinars Available to You!



PERKS FOR BEING PART OF THE ACADEMY

- Free Assistance with your new or existing business.
- Access to Free On-Demand Webinars.
- One-on-one mentoring from hand-selected mentors.
- In-person workshops.

Not enrolled in the Academy yet? [CLICK HERE](#) to sign up.

Already enrolled? [CLICK HERE](#).



 **Winter Park Business Academy - Upcoming Events**
Regular · WPBA Enrollees

Sent Wed, March 6th 9:48 AM to 160 recipients by you.

Edited Wed, March 6th 9:58 AM by you

Sent

60.0% Opens

5.8% Clicks

Classic Builder

Page 27 of 45



Additional Publicity

The initial press release was picked up by 32789 and *The Bungalower*.



401 South Park Avenue • Winter Park, Florida 32789

Media Inquiries: Clarissa Howard
407-599-3428 • 407-948-2044 cell

Communications

PRESS RELEASE

City and CRA partner with National Entrepreneur Center to assist small businesses in Winter Park

WINTER PARK, FL, an internationally recognized, award winning city with multiple accredited agencies (September 22, 2023) The City of Winter Park and the [Community Redevelopment Agency \(CRA\)](#) is proud to announce its partnership with the [National Entrepreneur Center \(NEC\)](#) and launch of the new [Winter Park Business Academy \(WPBA\)](#). The WPBA is open to all businesses in Winter Park city limits and will offer free resources, workshops and individualized business coaching to assist with starting or growing a business.

Those with existing or aspirational small businesses are invited to the inaugural interactive WPBA session, **Tuesday, October 10, from 5:30 to 7 p.m.**, at the **Winter Park Events Center** located at **1050 W. Morse Blvd.** Entrepreneurs will learn about the WPBA and all the free resources that will be available through the academy to assist in making their business successful. Registration for the workshop is recommended and can be accessed at [BizLinkOrange.com/WinterPark](#). The event is free and light refreshments will be provided.

In celebration of the NEC's 20th Anniversary, this new partnership furthers their mission to develop and grow small businesses. Although housed at the Orlando Fashion Square Mall, the creation of the WPBA delivers the valuable NEC resources right to Winter Park.

"We understand the importance of closely aligning NEC services with the vision and goals of all our funding partners. Specifically, in Winter Park, we'll work to complement and grow the existing business support services currently offered. Together we will take our expression of 'Collaborative Impact' to another level," said NEC President Belinda Ortiz Kirkegard.

"The creation of the WPBA brings to life specific areas of the CRA Plan and city's Economic Development Advisory Board's Strategic Plan that focuses on expansion of businesses and also the development of small, entrepreneurial, minority and home-based businesses," shared Assistant Division Director of Economic Development/CRA Kyle Dudgeon. "To have the resources offered by the NEC and the expertise of skilled program managers of [BizLink Orange](#) and [Central Florida International Trade Office](#) teams is a win-win-win for our community."

For more information regarding the WPBA or to sign up for the Academy, please access [BizLinkOrange.com/WinterPark](#).

#

[cityofwinterpark.org](#) • [Facebook](#) • [X](#) • [Instagram](#) • [Vimeo](#) • [YouTube](#) • [@YourRequest](#)

Certified WCAG 2.1 Level AA compliant and usable with JAWS and NVDA by SWH

the32789

Winter Park Business Academy Provides Paths to Success for Local Entrepreneurs

Oct 4 • Jim Carchidi



Bungalower

Winter Park partners with National Entrepreneur Center for new business academy

Oct 4 • Brendan O'Connor



60,000 monthly unique visitors and 200,000+ page views.



Program Cost

WPBA provides a great value to its participants.



\$10,000

Current Contract



\$65.79

Cost Per Participant



\$20,000

Renewed Contract

EXPENDITURES FOR 6-MONTH PILOT PROGRAM

WORKSHOPS	\$2,500	✓
PROGRAMMING	\$5,000	✓
UCF FEES	\$2,500	✓



Looking Forward

Through enhanced collaboration, we anticipate growing interest and participation in WPBA to enrich and empower the Winter Park business community. Aligning with our proposal for services, we also recommend the following:

1. Grow educational offerings (both in-person and online).
2. Introduce additional resource partners.
3. Increase communication with participants.
4. Establish new logo and branding.
5. Increase awareness with a cohesive communications strategy between partnering agencies.
6. Increase data collection.



THANK YOU!

We are grateful to all who worked to make the Winter Park Business Academy Pilot Program a success!
We look forward to our continued partnership!



Services provided by:



3201 E. Colonial Drive, Suite A20, Orlando, FL. 32803 • (407) 420-4848 • NationalEC.org



@NationalEC



Economic Development Advisory Board

agenda item 6.b

item type

Staff Updates

meeting date

May 14, 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 Board Appointments

motion | recommendation

N/A

background

Staff is providing a roster of EDAB members, term durations, and Commission appointments for review by the board. If any member would like to be re-appointed please confirm with your representative commissioner and the city clerk. Any new board members may fill out the citizen board application form on the city's website:

<https://winterpark.granicus.com/boards/forms/667/apply/3903313?code=51dce89d-c5f9-42b3-b9bb-2674f4c6ed34>

Current terms have been extended and will run through May 2024.

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

1. EDAB Board Appointments

- [Kevin Mcclanahan](#)

Partial Term

Jan 31, 2023 to Apr 30, 2024

Appointing Authority

City Commission

Dais Seat

Mayor

- [Betsy Gardner Eckbert](#)

2nd Term

Apr 28, 2021 to Apr 30, 2024

Appointing Authority

City Commission

Category

Chamber of Commerce President

Dais Seat

Mayor

- [Ginny Enstad](#)

1st Term

Apr 28, 2021 to Apr 30, 2024

Appointing Authority

City Commission

Dais Seat

Mayor

- [Elijah J. Noel](#)

1st Term

Apr 27, 2022 to Apr 27, 2025

Appointing Authority

City Commission

Dais Seat

Commission Seat 3

- [Steven T Diclemente](#)

1st Term

Apr 24, 2024 to Apr 30, 2025

Appointing Authority

City Commission

Dais Seat

Commission Seat 4

- [Roda Ward Carter](#)

1st Term

Dec 13, 2023 to Apr 30, 2026

Appointing Authority

City Commission

Dais Seat

Commission Seat 2

- [Sarah Grafton](#)

1st Term

Apr 26, 2023 to Apr 30, 2026

Appointing Authority

City Commission

Category

Non-resident city business owner

Dais Seat

Commission Seat 1



Economic Development Advisory Board

agenda item 6.c

item type

Staff Updates

meeting date

May 14, 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

N/A

background

Monthly reports as requested

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

1. April 2024 Development Report
2. Park Avenue.Hannibal ped counters April 2024
3. April 2024 - EDAB Commercial Performance Report

ECONOMIC DEVELOPMENT REPORT



2023/2024 COMMERCIAL PROJECTS

- **Royal Bank of Canada**

360 Garfield Avenue

New two-story financial services office, 5,724 square feet.

Status: Under construction

- **Winter Park Village**

510 Orlando Ave

Work on the \$51 million revival of the Winter Park Village lifestyle center is complete. The retail and office spaces are 100% leased out. Bringing the streets up to sidewalk level allows for a different strolling feel, more like an open air full experience. Exciting new restaurants and stores have opened as well as more green space, sculptures, artwork, and streetscapes.

Status: The Grand Reveal was held April 17th.

- **Rollins College Innovation Triangle**

200 E New England Avenue

Rollins College has received Final Conditional Use approval to build a new 31,791 square foot Rollins Art Museum and a new 47,138 square foot Crummer Graduate School of Business building, on the properties at 200 E. New England and 203 E. Lyman Avenues

Status: Construction date TBD.

REPORT HIGHLIGHTS

TOTAL PROJECTS

17

TOTAL SQUARE FOOTAGE

>500,000 s.f.



- **McCraney Properties Office**

1100 Orange Avenue

Three story, 29,500 sq. ft. office building on the vacant property at the intersection of Orange, Minnesota and Denning.

Status: Approved by City Commission. Start TBD

- **Hill/Gray Project**

900/950 N Orlando Avenue

SE corner of Lee Rd and Orlando Ave

Construction of 3,357 S. F. Wells Fargo bank and an 11,000 s.f Fidelity Investments office building including parking, drainage, and utilities infrastructure.

Status: Under Construction

- **McLaren Dealership**

1111 S Orlando Avenue

Work continues to develop this luxury car dealership, in the footprint of the former Orchid Supply Hardware building. Contractors are working on the mechanical, electrical and plumbing. The site which will include a 38,920 square foot building and 22,000 square feet of green space, is anticipated to open for business during the summer of 2024.

Status: Construction in Process, June-August completion anticipated.

- **Self-Storage Building**

1561 Lee Road

Work is well underway on a 95,000 s.f. storage facility, which includes 4,000 square feet of office space.

Status: Building permit approved, construction in progress.

- **Paradise Grills**

220 N Orlando Avenue

Construction is complete on a 5,300 square foot outdoor furniture store.

Status: Completed April 2024.

- **Ferguson Plumbing**

1133 W Morse Boulevard

Interior finish is underway for a two story 16,000 square foot storefront.

Status: Completion anticipated in July 2024.

- **New Office Space**

1501 Louisiana Ave

construction is nearing completion on six individual 2,000 square foot offices.

Status: Under construction, nearing completion

- **Rollins College Faculty/Staff Housing**

Welbourne Avenue

Rollins College is requesting approval on a three story, 50,671 sq. ft. residential project of 30 apartments to serve college faculty and staff.

- **Storyville Coffee**

111 S Knowles

Proposal for a three story 11,280 sq.ft. building, having a ground floor coffee shop, office space second floor and residence on the third floor.

- **Verex Medical**

Fairbanks/Karolina Avenue

Proposal is for a two story, 18,790 sq.ft. medical office on the former Paco's Restaurant site with parking on the rear portion of the site.

Status: Scheduled for public hearing with the City Commission, May 2024

2023 MULTI-FAMILY & RESIDENTIAL PROJECTS:

Winter Park Commons

W. Swope Ave and W. Webster Ave.

Approval was granted in December 2023, for the redevelopment of the 4.5 acre former Patmos Chapel property on Capen, Swope and Webster Ave., into a 53 unit townhouse rental housing project

Status: Approved by City Commission.

Construction date: TBD

R B Equities

730 Minnesota Ave

Residential development with 4 two-story townhouses, 17,049 square feet.

Status: Construction Date TBD

Lake Spier Crossing Townhomes: Construction is nearing completion on a new project for construction of 10 (two builds of two units and two buildings of three units) new two-story townhomes on the 1.28 acres at 1915 S. Lakemont Ave.

Vilasa Luxury Homes: Construction for 14 new luxury townhomes (twelve two story and two three-story townhouses) and redevelopment of one single-family home



City of Winter Park

Kyle Dudgeon
05/08/2024



Key Figures

April 1, 2024 → April 30, 2024

Key Figures Map

Total

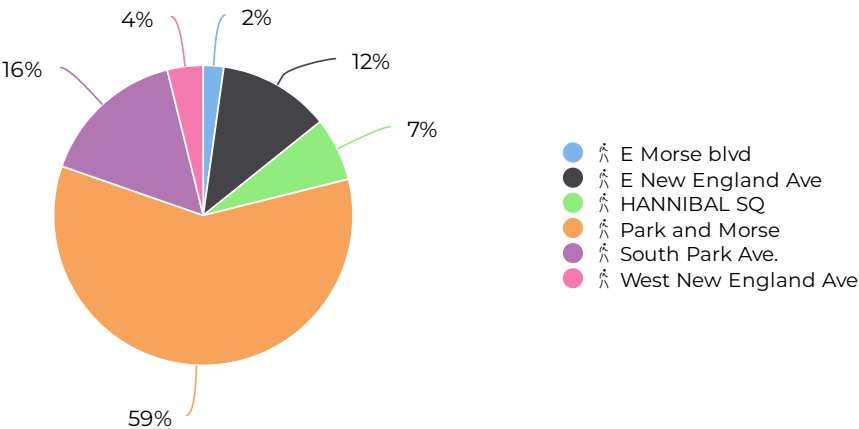
187,311

Peak Day

Saturday
Apr 6, 2024

12,749

Distribution

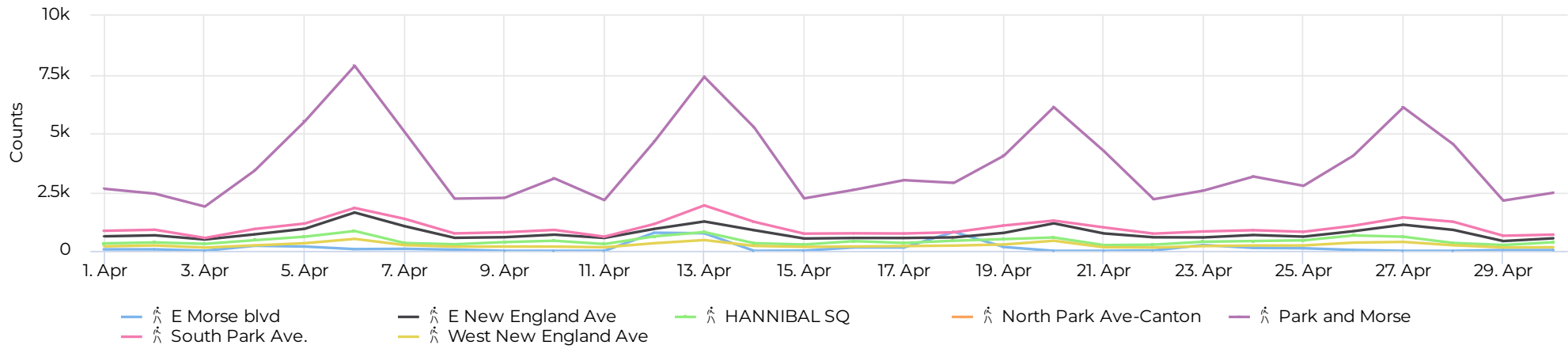


📈 Compared to 04/03/2023 → 05/02/2023

Key Figures

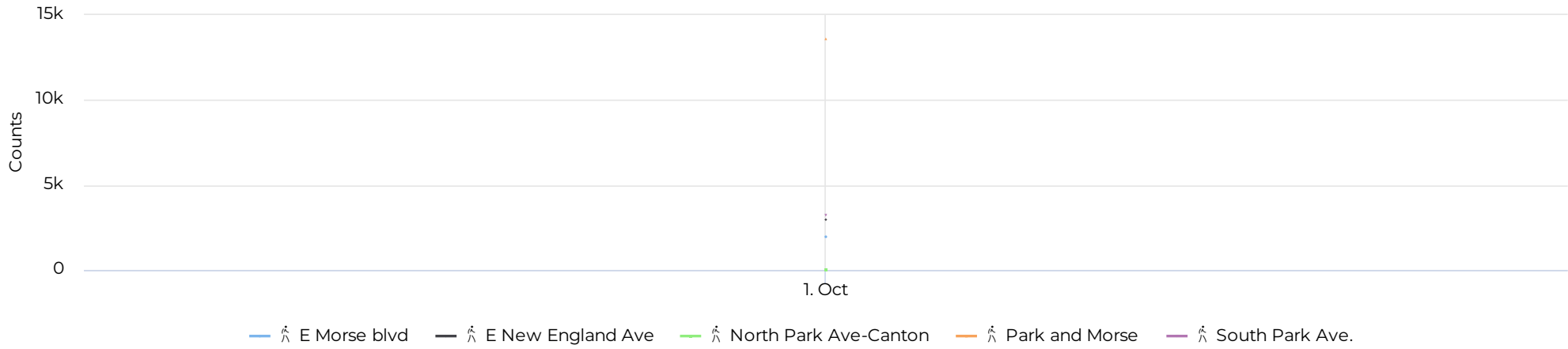
April 1, 2024 → April 30, 2024

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

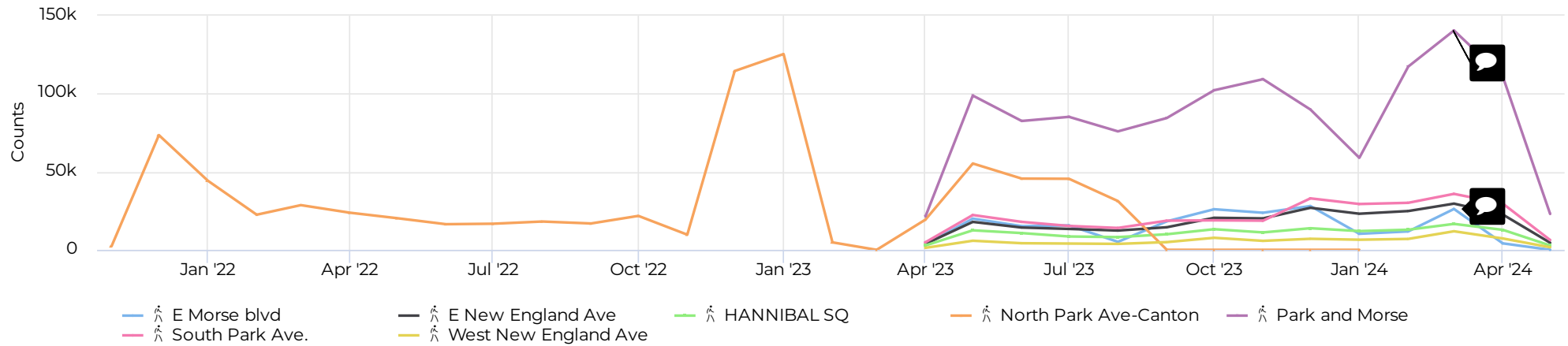


Key Figures

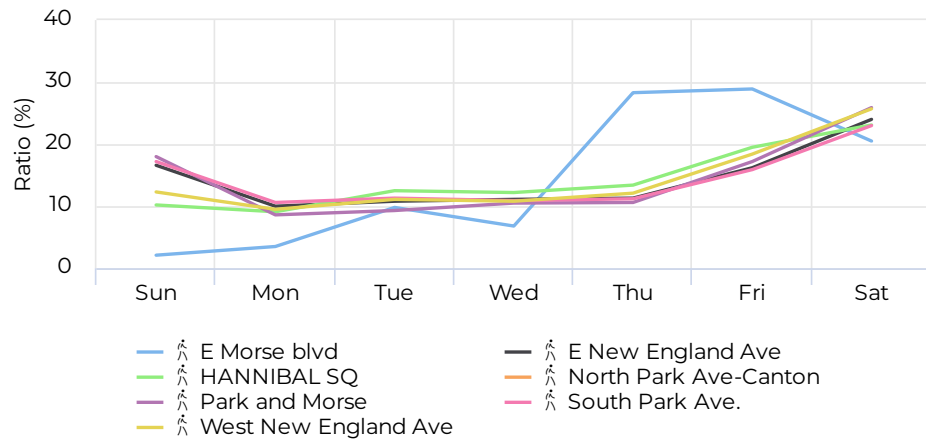
April 1, 2024 → April 30, 2024

Monthly traffic

📅 Whole Period

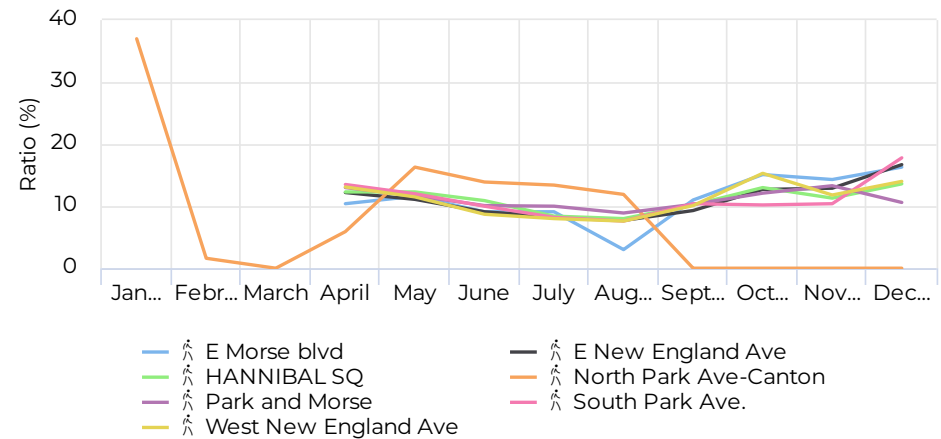


Daily Profile



Monthly Profile

📅 01/01/2023 → 12/31/2023

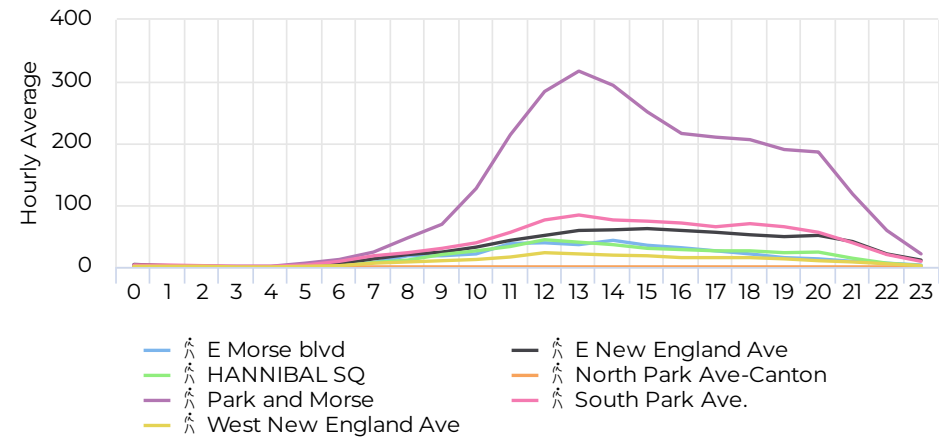


Key Figures

April 1, 2024 → April 30, 2024

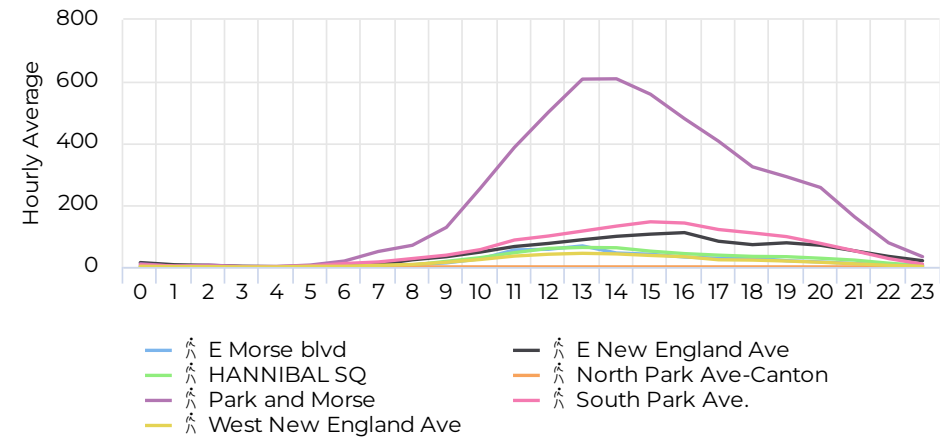
Hourly Profile - Weekdays

01/01/2024 → 05/07/2024



Hourly Profile - Weekend

01/01/2024 → 05/07/2024



Key Figures

April 1, 2024 → April 30, 2024

Key Figures Summary

Site	Daily Average		Peak Day	Peak Count
Park and Morse	3,697	▲ 14.0%	Sat Apr 6, 2024 Sat Apr 29, 2023	7,868 ▲ 46.7%
South Park Ave.	986	▲ 27.8%	Sat Apr 13, 2024 Sun Apr 30, 2023	1,933 ▲ 84.3%
E New England Ave	753	▲ 26.0%	Sat Apr 6, 2024 Sun Apr 30, 2023	1,630 ▲ 104.8%
HANNIBAL SQ	427	▲ 10.4%	Sat Apr 6, 2024 Fri Apr 28, 2023	844 ▲ 46.0%
West New England Ave	242	▲ 18.5%	Sat Apr 6, 2024 Sat Apr 29, 2023	509 ▲ 71.4%
E Morse blvd	138	▼ -75.1%	Thu Apr 18, 2024 Sat Apr 29, 2023	807 ▼ -19.8%
North Park Ave-Canton				

📈 Compared to 04/03/2023 → 05/02/2023

Commercial Performance Report

4/24

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

Sources: ESRI, CoStar, BLS

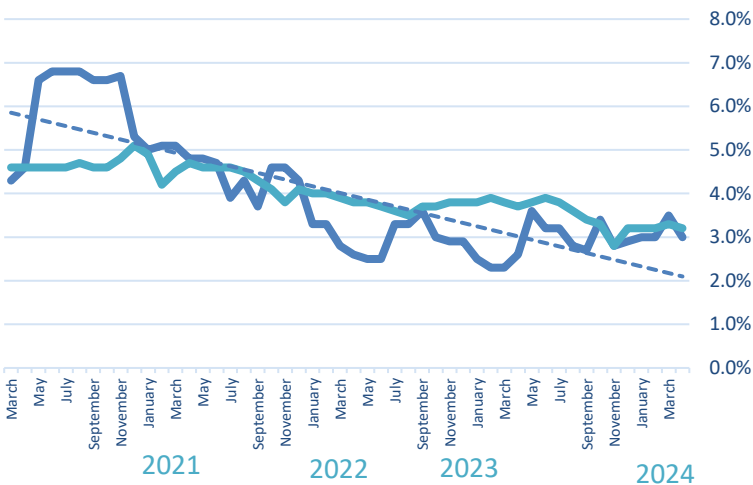
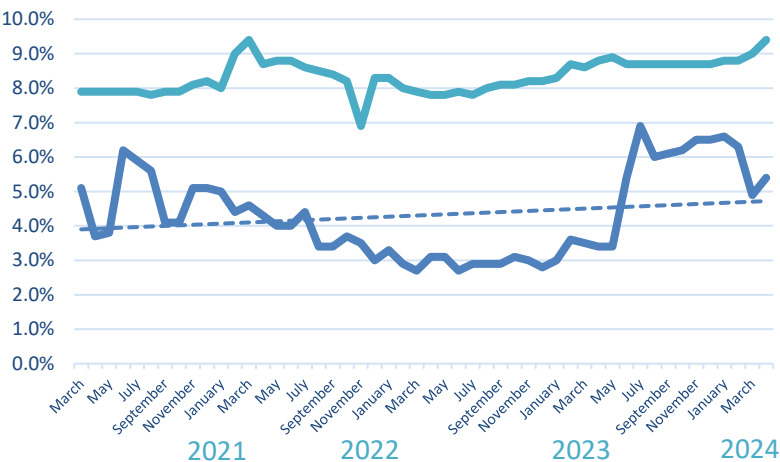
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA

