



Economic Development Advisory Board Regular Meeting

Agenda

June 11, 2024 @ 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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"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

- a. Board member introductions 10 minutes

2. Selection of Chair and Vice Chair**3. Consent Agenda**

- a. Approve the minutes of May 14, 2024 1 minute

4. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**5. Action Items****6. Non-Action Items**

- a. Presentation: Joseph Simmons of The Center for Micro-Entrepreneurial Training (CMET) 40 minutes

7. Staff Updates

- a. EDAB Commercial Performance Report 5 minutes

8. Board Comments**9. Upcoming Agenda Items****10. Adjournment**



Economic Development Advisory Board

agenda item 3.a

item type

Consent Agenda

meeting date

June 11, 2024

prepared by

Bahiyyah Muhammad-Layton, Board Coordinator

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Approve the minutes of May 14, 2024

motion | recommendation

Approve as presented

background

Minutes from the May 14, 2024 minutes are provided for review.

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

1. EDAB-mins-2024-05-14 DRAFT



Economic Development Advisory Board

Regular Meeting Minutes

May 14, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Kevin McClanahan, Sarah Grafton, Steven DiClemente, Elijah Noel, Roda Carter

Absent

Ginny Enstad, Betsy Gardner Eckbert

Staff Present

Assistant Division Director of Economic Development and CRA - Kyle Dudgeon, Director of Office of Management and Budget - Peter Moore

1. Call to Order

Sarah Grafton called the meeting to order at 8:22 a.m.

2. Consent Agenda

Ms. Grafton moved the approval of the minutes until the end of the meeting and began with non-action items

Approve the minutes of March 12, 2024

Motion made by Mr. McClanahan to approve the minutes, seconded by Roda Carter. The motion carried unanimously with a 5-0 vote.

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

4. Action Items

5. Non-Action Items

Mr. Dudgeon requested to speak on item **6a** and then move back to **5a**

6. Staff Updates

- a. Winter Park Business Academy Pilot Report

Mr. Dudgeon presented the recap report of the Winter Park Business Academy Pilot program from the National Entrepreneur Center (NEC).

The program was also presented to the City Commission.

Mr. Dudgeon summarized the first 6 months of the Winter Park Business Academy as such:

237 total participants

152 services received

57 participants attended a mentoring session

47 or 31% participants with Winter Park zip codes

Elijah Noel and Roda Carter arrived at 8:26 am

Ms. Grafton suggested marketing efforts should focus on Winter Park residents to Winter Park businesses in order to increase the participation from 30%. Ms. Grafton suggested a survey asking participants how they learned of the program.

Mr. McClanahan asked what type of businesses are participating in the academy. Mr. Dudgeon answered that the focus was on where the participants were from.

Mr. Noel asked if there is a procedure to measure the positive impact of the Winter Park Business Academy. Mr. Dudgeon stated that follow up is being done through the CRM program.

Mr. McClanahan asked why the program doubled in cost. Mr. Dudgeon stated that there was a market correction with the cost of the program.

Mr. Dudgeon moved to 5a

a. Economic Gardening - Winter Park centric programming

Mr. Dudgeon stated that in a previous discussion questions were asked if the Academy addressed the specific needs of businesses or individuals that were not quite ready for NEC. In response, Mr. Dudgeon presented three model programs that may enhance the current Winter Park Business Academy. The first program, Greenhouse, is based in St Petersburg, FL and is similar in structure to NEC with roundtable formats and on-demand. The second program is out of West Park, FL with four modules spread out over one month. The final program was CMET located in Orlando with a program consisting of 5 days per week and certification upon completion.

When reviewing the different models, the Board will need to consider the following: Timetable, Market Pool, Cost, ROI and Marketing.

Board members asked many questions about the program models.

Mr. Dudgeon stated that staff was asked to present models that were more centered on the needs of the local Winter Park community as the NEC program is a regional program. Mr. Dudgeon asked the Board for suggestions on how to get the local citizens engaged.

Mr. Moore offered a summary of the three models. He stated that staff time is limited and contracting with third parties is necessary. Mr. Moore suggested during the second six months of partnership with the NEC, to build a database, surveying the current participants on what would be beneficial going forward.

Ms. Carter agreed with surveying the participants, but thinks the program should also reach out to a different sector of people. She suggested contacting Joseph Simmons to present the CMET program. Ms. Grafton asked how to move forward with reaching Winter Park Centric attendees and suggested Facebook marketing. Ms. Grafton stated that she is not opposed to being presented with another program, but the new program will have to demonstrate how it will attract more local people than the current program. Mr. Dudgeon stated he will speak with the CMET representative and discuss how the CMET program could engage the disenfranchised sector and bring them up to speed to participate in the Winter Park Business Academy

b. EDAB Board Appointments

Mr. Dudgeon advised that a list of the board members along with the name of the Commissioner who appointed them is located in the agenda packet. Mr. Dudgeon thanked the Board members for their service.

c. EDAB Commercial Performance Report

Mr. Dudgeon explained to new members that the EDAB Commercial Performance Report is placed at the end of every agenda packet and includes pedestrian traffic on Park Avenue and Hannibal Square, economic occupancy reports for retail and office and a development report.

7. Board Comments

Nominations for Board Chair will be held at the June meeting.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:17 a.m.

Approved by the board
/s/ Bahiyyah Layton, Board Coordinator



Economic Development Advisory Board

agenda item 6.a

item type

Non-Action Items

meeting date

June 11, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Presentation: Joseph Simmons of The Center for Micro-Entrepreneurial Training (CMET)

motion | recommendation

Motion is at the pleasure of the board

background

At the May 2024 EDAB meeting, the board reviewed opportunities to augment the successful Winter Park Business Academy (WPBA) by reviewing other programs statewide to garner best practices, learn about other models, and discuss the potential of their incorporation to help support a blooming program under EDAB's purview. The board discussed several items including:

- What would be 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?

At the conclusion of the discussion, the board agreed to request a presentation from the Center for Micro-Entrepreneurial Training (CMET) to gain greater clarity on these items. Staff has included background collateral related to CMET as well as included some additional due diligence from the St. Petersburg Greenhouse programs as reference tools to ask questions and for consideration of how the framework of additional programs could look.

CMET has prepared a presentation for the meeting.

alternatives | other considerations

Modify the program
Do not consider the program

fiscal impact

~\$30,000

attachments

1. CMET WBPA Program Survey
2. The South St. Petersburg CRA Microfund Program - Summary
3. CMET WPBA Flyer Example2

After-Program Survey for Winter Park Business Academy Participants

We hope you enjoyed your experience at the Winter Park Business Academy. Your feedback is crucial for improving our programs and better serving future participants. Please take a few minutes to complete this survey.

Personal Information

1. Name (Optional): _____
2. Email (Optional): _____
3. Business Name: _____
4. Position/Title: _____

Overall, how satisfied were you with the Winter Park Business Academy?

1. Very Satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Very Dissatisfied

How would you rate the quality of the content provided during the program?

1. Excellent
2. Good
3. Fair
4. Poor

How relevant was the content to your business needs?

1. Highly Relevant
2. Somewhat Relevant
3. Neutral
4. Somewhat Irrelevant
5. Highly Irrelevant

How would you rate the expertise of the instructors and consultants?

1. Excellent
2. Good
3. Fair
4. Poor

How effective were the training sessions in improving your business skills and knowledge?

1. Very Effective
2. Effective
3. Neutral
4. Ineffective
5. Very Ineffective

How would you rate the organization and logistics of the program?

1. Excellent
2. Good
3. Fair
4. Poor

Specific Components

Please rate the following components of the program:

Workshops:	Guest Speakers:	Networking Opportunities:	Consulting Sessions:
• Excellent	• Excellent	• Excellent	• Excellent
• Good	• Good	• Good	• Good
• Fair	• Fair	• Fair	• Fair
• Poor	• Poor	• Poor	• Poor

12. Which session or topic did you find the most valuable? Why?

13. Which session or topic did you find the least valuable? Why?

Impact and Application

How has the Winter Park Business Academy impacted your business practices?

1. Significant Positive Impact
2. Some Positive Impacts
3. Neutral
4. Some Negative Impacts
5. Significant Negative Impact

15. Have you implemented any strategies or techniques learned during the program?

- Yes
- No

16. If yes, please provide examples of what you have implemented:



Future Improvements

What did you like most about the Winter Park Business Academy?

What did you like least about the Winter Park Business Academy?

Do you have any suggestions for improving the program?

Would you recommend the Winter Park Business Academy to other entrepreneurs?

- Yes
- No

21. Any additional comments or feedback?

Thank you for your time and valuable feedback. We appreciate your participation in the Winter Park Business Academy and look forward to hearing about your continued success!

The South St. Petersburg CRA Microfund Program - Summary

The South St. Petersburg Community Redevelopment Area (CRA) was established to promote reinvestment in housing and neighborhoods, commercial corridors, business development, and education and workforce development within the South St. Petersburg CRA.

The 7.4-square-mile CRA is the largest in St. Pete and one of the largest in Florida. The CRA is comprised of more than 20 neighborhood and business associations, and two Florida Main Street Districts. (In contrast, the City of Winter Park is approximately 10 square miles)

The South St. Petersburg CRA provides programs and resources to the CRA community to support businesses & development, housing & neighborhoods, and people & jobs.

The South St. Petersburg CRA Microfund Program began with a program to help childcare businesses prior to the pandemic, and expanded post-pandemic to include the list of eligible business categories below. The program provides education, training, mentorship, and capital to individuals who own businesses within the CRA.

Lack of capital is one of the biggest challenges to growing and sustaining small businesses throughout Florida and the United States. The City of St. Petersburg's "Grow Smarter Strategy" found that a lack of access to capital, equitable access, and wealth creation are opportunities.

Potential priority strategies outlined within the initiative included **expanding access to capital for individuals who lack access to traditional financing as a key way to move the needle on opportunity creation and entrepreneurial growth**. Improving the growth opportunities for small businesses in the CRA leads to greater job creation.

The program registered its first cohort just over a year ago and is preparing to roll out its second year.

ELIGIBLE BUSINESS CATEGORIES

Grant funding is broken down into five categories as follows:

A. EXISTING BRICK AND MORTAR - \$10,000 EACH

Applicants who are primary occupants of commercial brick-and-mortar business locations are eligible to apply for one \$10,000 grant under this program. Applicants must also meet the applicable eligibility criteria for their specific business type.

B. EXISTING FAMILY CHILDCARE - \$10,000 EACH

Applicants with existing licensed family childcare brick-and-mortar commercial or residential locations within the South St. Petersburg CRA are eligible to apply for one \$10,000 grant under this program.

C. EXISTING HOME-BASED (INCLUDING FOOD TRUCKS) - \$5,000 EACH

Applicants with home-based businesses are eligible to apply for one \$5,000 grant under this program.

D. EXISTING SHARED COMMERCIAL SPACE - \$5,000 EACH

Applicants that operate out of a shared commercial space such as co-working, shared commercial kitchen, salon, tattoo parlor, etc., are eligible to apply for one \$5,000 grant under this program.

E. EARLY-STAGE STARTUP - \$2,500 EACH

Early-stage startups that are past the ideation stage (i.e., actively under development, research, and initial market testing with their product or service) are eligible to apply for one \$2,500 grant under this program.

The City recognizes that national commercial franchises, healthcare providers, and nonprofit agencies provide essential services and often employ CRA residents, all of which assist with the

economic uplift of South St. Petersburg. Therefore, national commercial franchises, healthcare providers, and nonprofit agencies are eligible to apply if they fall into one of the five business categories (above) and meet the applicable eligibility criteria identified herein.

ELIGIBILITY CRITERIA

The applicant must be an entrepreneur who is the leading executive (i.e., founder and/or President, CEO, CFO, COO, or any other similar title) of a company that meets the below criteria:

1. All applicants must watch the Microfund 101 webinar or attend a Microfund 101 workshop in person or virtually prior to submitting an application.
2. If a business owner has multiple businesses, only one of their businesses can receive funding through this program.
3. All businesses must be operating in accordance with all applicable laws.
4. All businesses must be independently owned and operated.
5. All businesses must have proof of eligible costs that meet or exceed the grant funding amount.
6. All businesses must be based within the boundaries of the South St. Petersburg Community Redevelopment Area. This must be the primary office, not the mailing address or storage space for the business. This will be verified through supporting documents.
7. There is no upfront cost to registrants.
8. Applicants must own a business located within the subject area for at least six months.
9. Microfund Program graduates may be eligible to submit an application for a different business three years after the date of their original program participation.
10. Spending plans will be developed to ensure funds deployed meet program eligibility standards.
11. Upon successful completion, participants receive grant funding according to their business, to be used according to the spending plan created during the program.

This is not a reimbursement Grant. The use of this funding must be approved before the funds are spent. Eligible use of funds includes future expenses for projects that must be completed within 6 months after the effective date of the Grant Agreement.

Awarded applicants must complete part two of the Entrepreneurial Mindset Profile when prompted by staff. Awarded applicants must also complete and submit the Program Impact Survey and a Final Report within 6 months of receiving grant funding. The Final Report must be submitted with attached receipts.

The program is managed by The Greenhouse, on behalf of the City of St Petersburg CRA, and is a partnership with:

The St. Petersburg Area Chamber of Commerce
SCORE Pinellas County
Florida SBDC at Pinellas County Economic Development
Tampa Bay Black Business Investment Corporation

Let's build a stronger business community



BUSINESS *Training*



August 20, 2024



6 pm - 8 pm

The WPBA is intended to empower the entrepreneurial journey through in-person events where inspiration meets actionable insights.

BOOK YOUR SEAT NOW!

bizlinkorange.com/winterpark/



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What You Will Learn

- STRATEGIC BUSINESS PLANNING
- CUSTOMER DISCOVERY
- E-MARKETING & SALES STRATEGIES
- FINANCIAL MANAGEMENT & FUNDING



Economic Development Advisory Board

agenda item 7.a

item type

Staff Updates

meeting date

June 11, 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 May 2024
3. ED Commercial Performance Report - June 2024
4. WPBA List of Events



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.



- **McCrane 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 coffe 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
06/04/2024



Key Figures

May 1, 2024 → May 31, 2024

Total

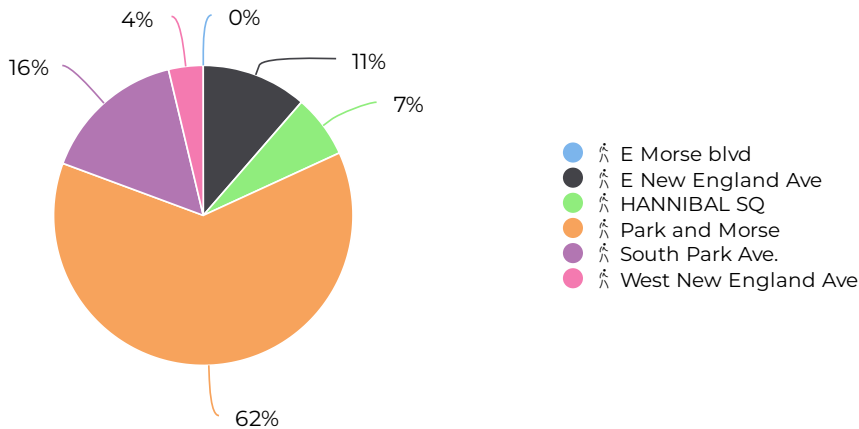
158,460

Peak Day

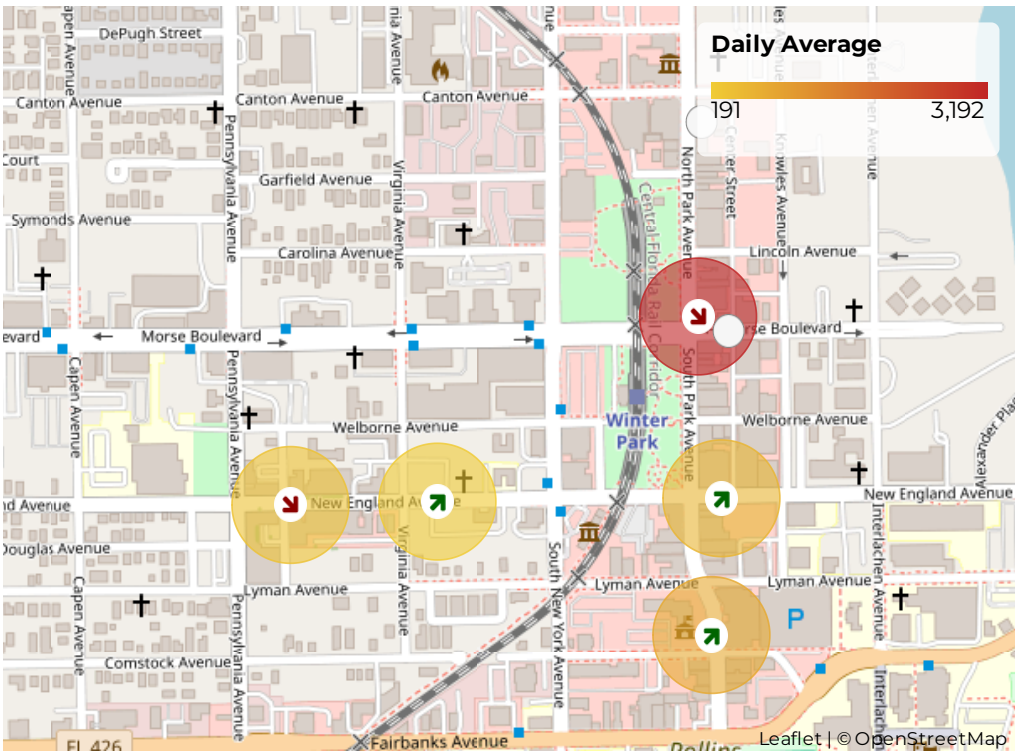
Saturday
May 11, 2024

9,577

Distribution



Key Figures Map

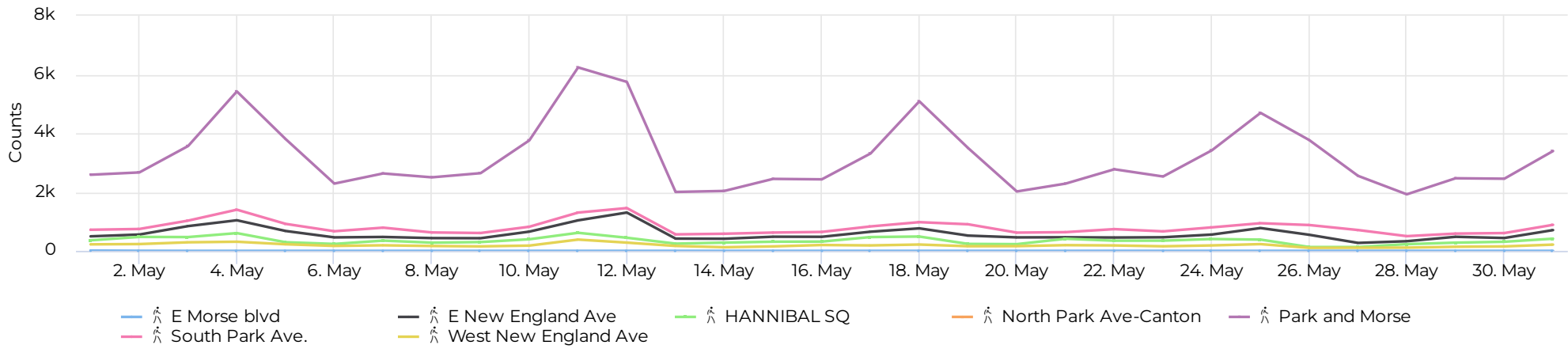


Compared to 05/03/2023 → 06/02/2023

Key Figures

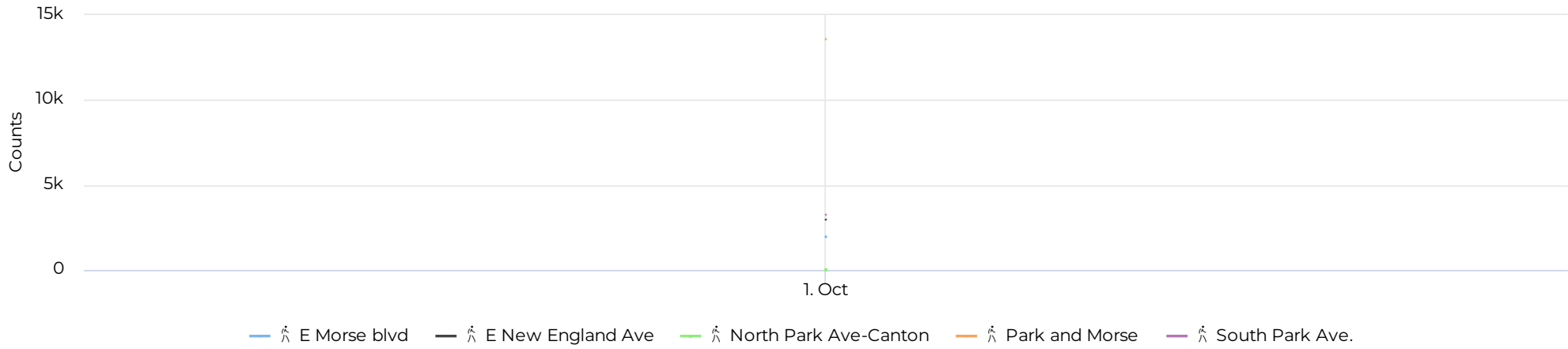
May 1, 2024 → May 31, 2024

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

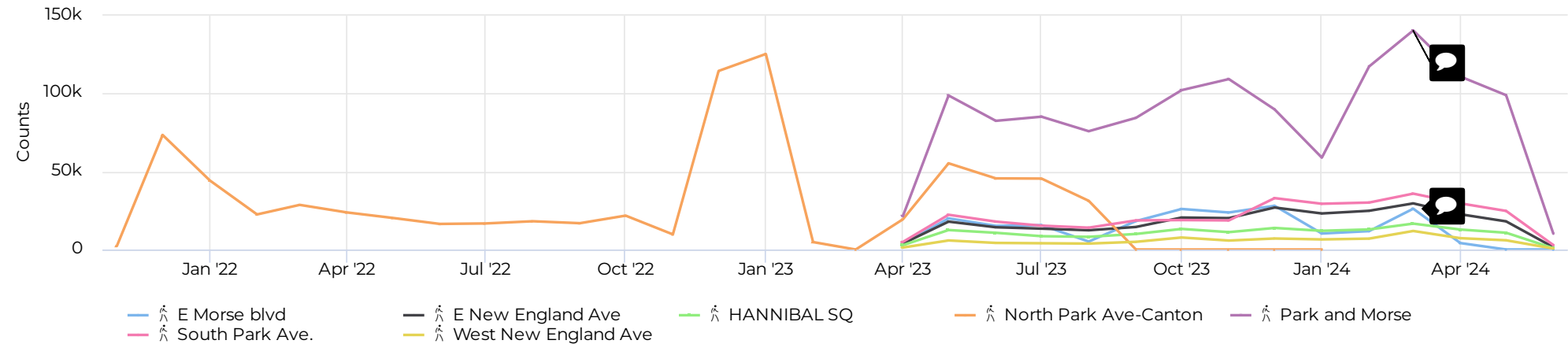


Key Figures

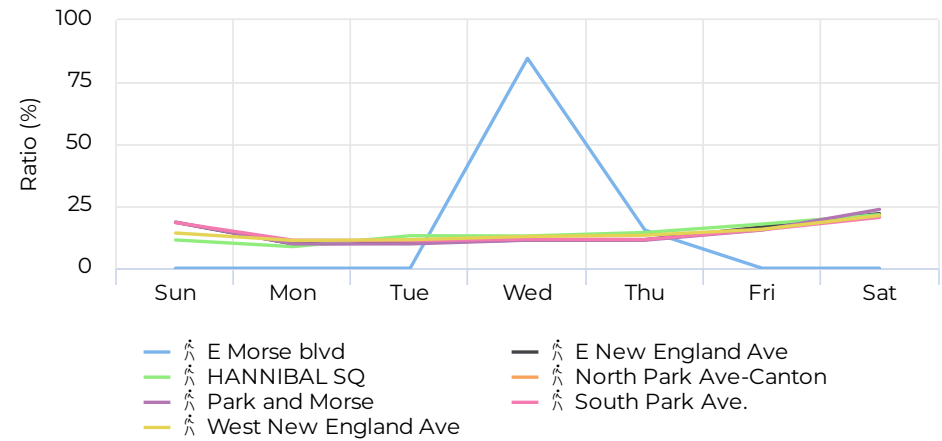
May 1, 2024 → May 31, 2024

Monthly traffic

Whole Period

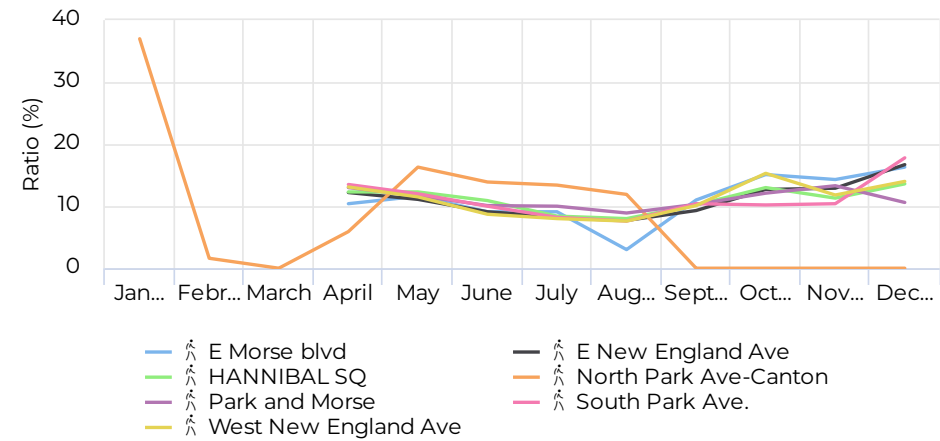


Daily Profile



Monthly Profile

01/01/2023 → 12/31/2023

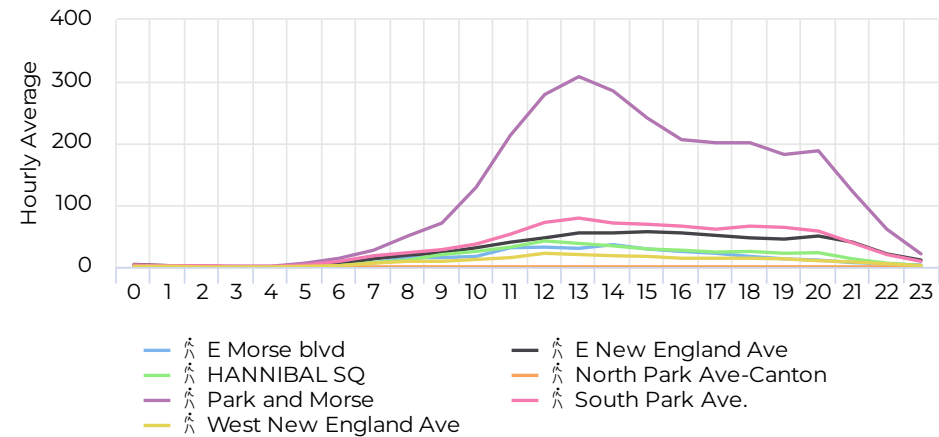


Key Figures

May 1, 2024 → May 31, 2024

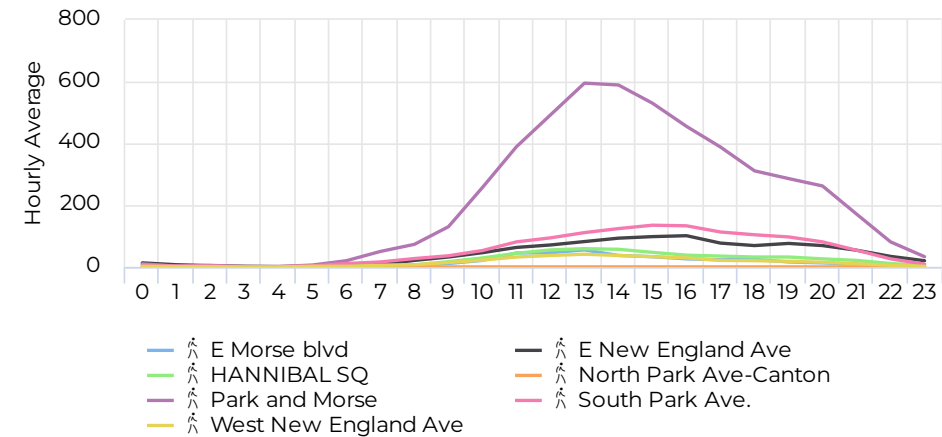
Hourly Profile - Weekdays

01/01/2024 → 06/03/2024



Hourly Profile - Weekend

01/01/2024 → 06/03/2024



Key Figures

May 1, 2024 → May 31, 2024

Key Figures Summary

Site	Daily Average ▼		Peak Day		Peak Count	
Park and Morse	3,192	▼ -0.6%	Sat May 11, 2024	Sat May 13, 2023	6,240	▼ -10.9%
South Park Ave.	798	▲ 11.0%	Sun May 12, 2024	Sat May 13, 2023	1,455	▲ 10.2%
E New England Ave	582	▲ 0.6%	Sun May 12, 2024	Sat May 27, 2023	1,303	▲ 26.3%
HANNIBAL SQ	347	▼ -15.5%	Sat May 11, 2024	Fri May 5, 2023	614	▼ -22.4%
West New England Ave	191	▲ 2.4%	Sat May 11, 2024	Fri May 5, 2023	383	▼ -16.4%
E Morse blvd	0	▼ -99.9%	Wed May 1, 2024	Sat May 27, 2023	10	▼ -99.2%
North Park Ave-Canton						

📈 Compared to 05/03/2023 → 06/02/2023

Commercial Performance Report

6/24

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

Sources: ESRI, CoStar, BLS

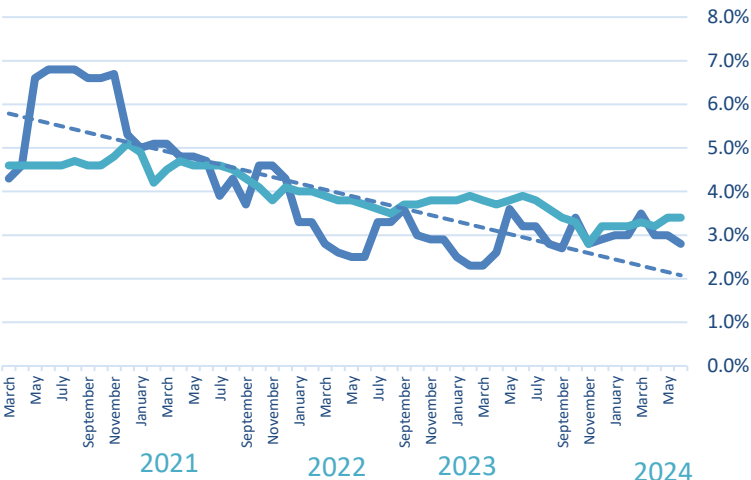
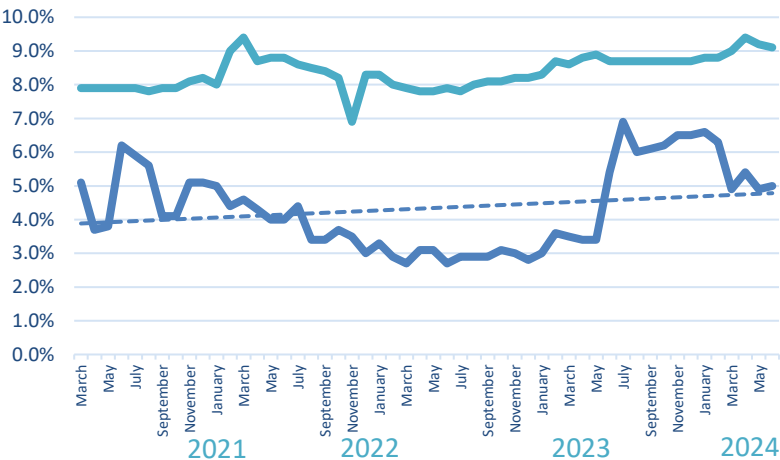
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

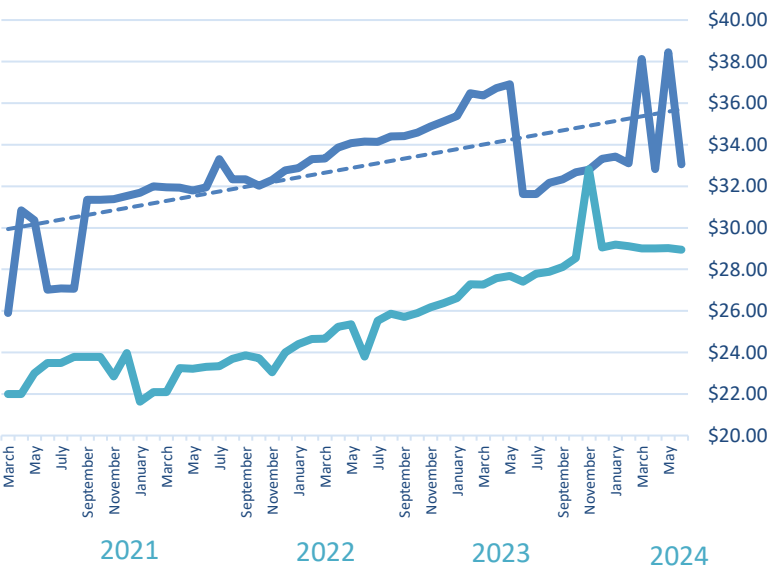
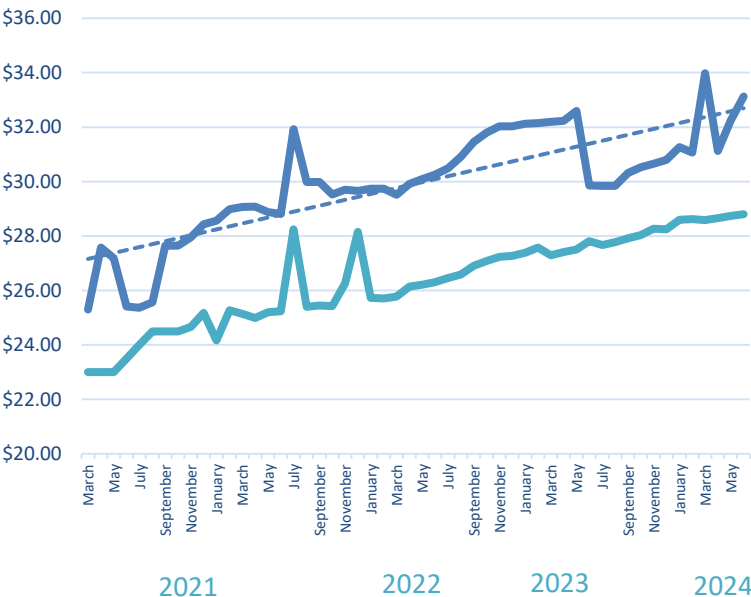
Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA





WINTER
PARK
BUSINESS
ACADEMY

National Small Business Week

April 28 - May 4, 2024



UPCOMING WORKSHOPS - SAVE THE DATE!



April 16 - "Introduction to Winter Park Business Academy"

May 15 - "Business Model Canvas"

June 25 - "Business Finance"

July 23 - "Sources of Capital"

August 20 - "Digital Marketing 101"

September 24 - "Brand Positioning Strategies"

ALL EVENTS
WINTER PARK
LIBRARY

ALL EVENTS
6-8PM



FREE EVENTS! DON'T MISS OUT!

Stay Tuned at BizLinkOrange.com/WinterPark

National
Entrepreneur Center