# Economic Development Advisory Board Regular Meeting

## Agenda

**October 8, 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.

| agenda | estimated time |
|---|---|

1. **Call to Order**

2. **Consent Agenda**

   a. Approve the minutes of September 10, 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. Reintroduction to Enhancement Areas — 30 minutes

   b. Board Prioritization Discussion - subcommittee potential — 30 minutes

6. **Staff Updates**

   a. Winter Park Business Academy (WPBA) update — 5 minutes

   b. EDAB Commercial Performance Report — 5 minutes

   c. Winter Park Econ. Dev. Business Packet — 5 minutes

7. **Board Comments**

8. **Upcoming Agenda Items**

9. **Adjournment**

Economic Development Advisory Board

# agenda item 2.a

| item type | meeting date |
| --- | --- |
| Consent Agenda | October 8, 2024 |
| **prepared by** | **approved by** |
| | Peter Moore, Director of Office of Management and Budget |

## subject
Approve the minutes of September 10, 2024

## motion | recommendation

## background

## alternatives | other considerations

## fiscal impact

## attachments
1. EDAB-mins-2024-09-10 DRAFT

# Economic Development Advisory Board
# Regular Meeting Minutes

**September 10, 2024 at 8:15 AM**

City Hall Commission Chambers
401 S. Park Avenue

**Present**
Kevin McClanahan, Sarah Grafton, Roda Carter, Phil Anderson, Lauren Zimmerman, Ivan Lys-Dobradin, Owen Beitsch PhD

**Absent**

**Staff Present**
Assistant Director of Economic Development and CRA Kyle Dudgeon, Director of Office Management & Budget Peter Moore, CRA Coordinator Anne Sallee

## 1. Call to Order

Phil Anderson called the meeting to order at 8:17 a.m.

## 2. Consent Agenda

a. Approve the minutes of August 13, 2024

**Motion made by Sara Grafton to approve the minutes, seconded by Kevin McClanahan. Motion carried unanimously with a 6-0 vote.**

Notice was given to the Board on the resignation of member Mr. Steven DiClemente and the new appointment by Commissioner Weaver of Dr. Owen Beitsch.

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

## 4. Action Items

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

A brief update on the National Entrepreneurship Center Partnership (NEC) program was provided to the Board members. Mr. Dudgeon summarized that in the last year the program enrolled approximately 300 participants. Yield from the program included regional participation and partnership, economic growth and multipliers, and trade of local goods and services. Staff recommends approving a 12-month contract at the same price.

**Motion made by Mr. McClanahan to approve continuation of the NEC program; seconded by Ms. Zimmerman. The motion carried unanimously by a 6-0 vote.**

## 5. Non-Action Items

Ms. Grafton left the meeting at 8:26 a.m.

a. EDAB Priority Discussion

The EDAB Overview and Opportunities list was reviewed at the previous meeting. The Board prioritized three items to focus on from the list. The following three items were included: the ESRI/Placer Customer Profile which is figuring out the market demographics; the Incentive Overview will be reviewed by Staff; the Economic Scorecard will be defined through further discussion. Mr. Dudgeon will resend the EDAB Overview and Opportunities list to the Board members. Mr. Anderson suggested forming subcommittees to work on individual items of interest. Dr. Beitsch suggested acknowledgement of the City of Winter Park's improved bond rating.

ESRI/Placer Customer Profile

Mr. Dudgeon presented a combination of ESRI and Placer AI data sets for the commercial corridors. The data sets listed are visitor stats, ages, peak times, dwell times, visitors consumer expenditure, tapestry segments - the socioeconomic traits of consumer based on the hard data. The highest dwell time was located in Hannibal Square.

Mr. Anderson questioned if the data sets are answering how to target the right consumer for each of the different market areas. Mr. McClanahan stated that he would like to see more locals on Park Ave. Mr. Dudgeon advised the data in the trade areas illustrate where the people are coming from and this information can be examined further. Ms. Zimmerman stated that her observation is that locals visit the area as well as many people from other countries visit as a tourist destination. Dr. Beitsch recommended using tax roll data as it is not subject to interpretation.

Mr. Dudgeon displayed the DOR Code analysis chart that answers what square foot growth of return actually means for Retail and for Office. It was observed that coming out of the recession there has been more retail growth than office growth. Office property owners are holding onto their properties, creating diminutive returns relative to retail spaces changing hands. Commercial space was subjected to DOR code and a taxable value. When the commercial space was divided per square foot it did not hold as much value.

Ms. Carter arrived at 8:48am

Mr. Anderson stated the main goal is to advise WP business owners how they can target the customers that fit their offerings. Discussion ensued on if communication will be directed at existing business owners, property owners or prospective tenants; tapestry segments; whether consumers are locals split between within city limits and outside city limits and dwell times being skewed. Mr. Moore stated historically the consensus is that WP residents do not shop on Park Ave. Mr. Anderson suggested members pick one of the 3 items, focus on them and make the decision in the next one or two meetings.

Incentive Overview

Mr. Dudgeon went over the Incentive Program Highlights
The Qualified Target Industry (QTI) program is an incentive program to relocate high quality businesses. The Targeted Industry Enhancement (TIE) program is a Winter Park based incentive program.

Affordable Housing - driveway and paint programs through CRA, touched approximately 1/3rd of single family homes in the CRA district.

Business Facade Program - dollar for dollar matching grant program for physical improvements on exterior properties

Vacant Storefront Grant - allow incentives and rebates for electric utility bill in exchange for artistic illuminated window decor to boost consumer shopping experience

Condensate Drainage Program - mitigate stormwater issues on the rear of properties with aesthetics

Residential Driveway & paint program - follows the CRA housing rehabilitation program requiring sweat equity and community service hours with one of the local non-profit agencies

Economic Scorecard - further discussion at upcoming meeting

## 6. Staff Updates

a. CMET Update

Mr. Dudgeon shared the breakdown of CMET applicants by business type and business location. The top two business types are Service and Health and the top two business locations are Winter Park and Orlando.

b. MJB Policy Changes

MJB policy changes are to going to the Commission.

c. EDAB Commercial Performance Report

d. Banner Updates

Banners are ordered.

## 7. Board Comments

Mr. Anderson asked Mr. Dudgeon to send the WP Chamber's current scorecard to the Board members in advance of the next meeting. Mr. Anderson urged Board members to contact staff for any information.

## 8. Upcoming Agenda Items

## 9. Adjournment

The meeting adjourned at 9:16 a.m.

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

Economic Development Advisory Board

# agenda item 5.a

**item type**
Non-Action Items

**meeting date**
October 8, 2024

**prepared by**
Kyle Dudgeon, Assistant Division Director of Economic Development/CRA

**approved by**
Peter Moore, Director of Office of Management and Budget

**subject**
Reintroduction to Enhancement Areas

**motion | recommendation**

**background**
In January 2024, the board was provided information related to a Winter Park Enhancement Area (brownfield) under Florida Statute 376.79. As part of its exploration, the board was looking to consider possible avenues to provide fee reductions and/or waivers for qualifying and beneficial economic development projects. At that time, staff stated dovetailing on a potential CRA extension and expansion would provide the best vehicle for executing such as program. With the conclusion of that determination on the horizon, staff is reintroducing this concept for review by the board. This is anticipated to be a workshop item for the City Commission this winter.

The attached draft resolution and map provides for discussion on potential boundaries for a Winter Park Enhancement Area (WPEA). As noted in the attached deck slides, enhancement (brownfield) areas, provide several layers of incentive possibilities for rehabilitation and economic development. Staff has also been advised from peer participants in the program that generally these incentives favor the commercial sector. As a result, staff is including a map of only commercial parcels within the potential new CRA boundary that would benefit from the program. As local incentives would be defined locally, through either a program or on a case-by-case basis, there is no downside to participating in the program. State programs are also available for job creation, site cleanup, and tax credits. Included is also sample policy language for any incentive consideration as well as a program overview from the Florida Department of Environmental Protection.

**alternatives | other considerations**

## fiscal impact

## attachments

1. WP Enhancement Area Slides
2. WP Enhancement Area Commercial Parcels
3. Kissimmee Local Area Brownfields and Fee Waiver 7.30.2020
4. CoWP Brownfield resolution DRAFT
5. FDEP Brownfield 101

# 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.

# Winter Park Enhancement Area

## City of Winter Park

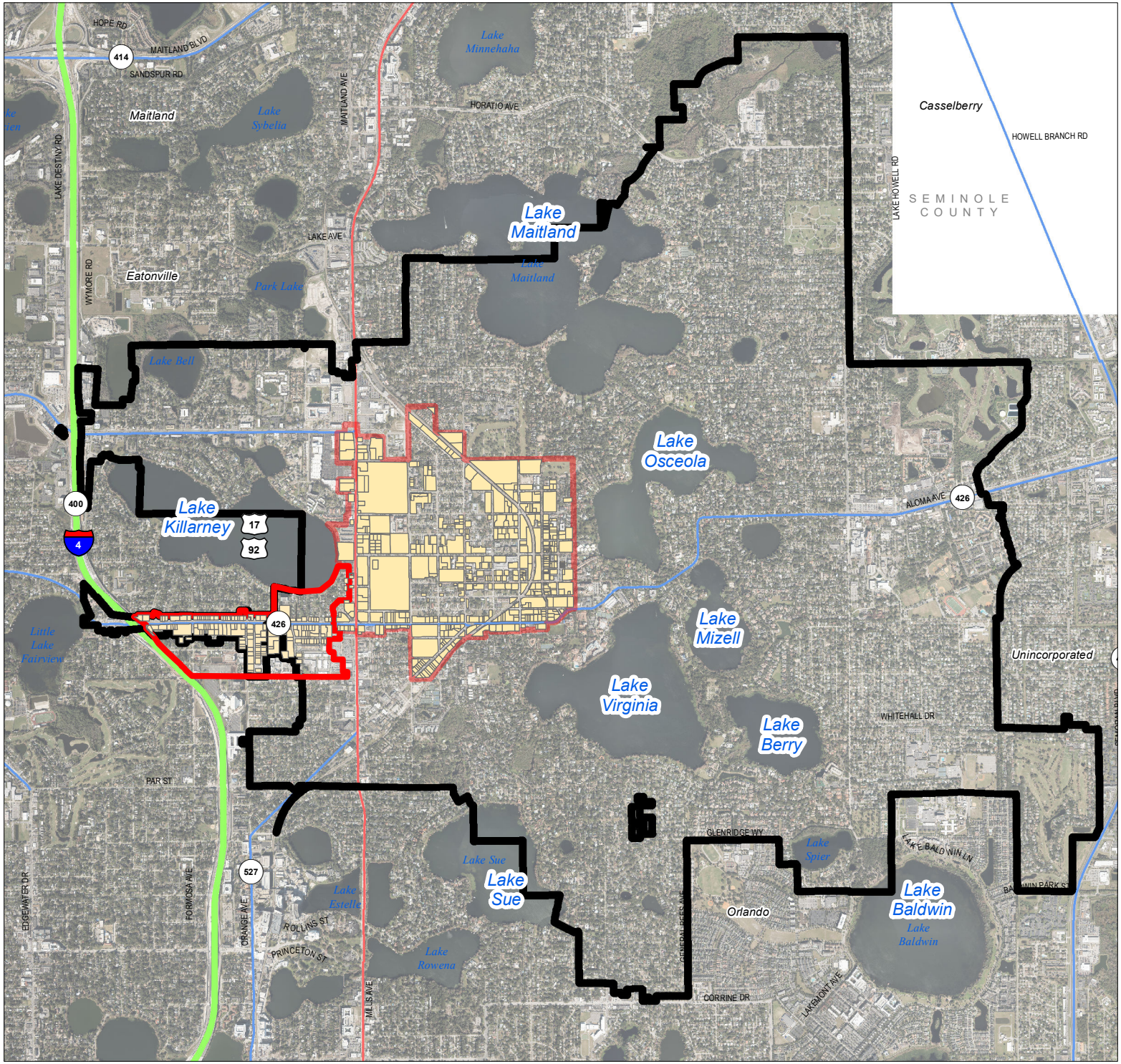
Economic Development/ CRA

**Legend**

- Eligibility Area
- Commercial Parcels

**CITY_NAME**

- Winter Park

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

**Kissimmee's Florida Local Area Designated Brownfields and Building Permit Fee Waivers.**

The Kissimmee City Commission adopted the Kissimmee Florida Local Area Designation on September 27, 2011 as a tool to promote development and redevelopment within the City. The City's Local Area Designated Brownfields are predominately located within the City's two Community Redevelopment Areas (CRAs), the Kissimmee Gateway Airport and its surrounding area.

A Local Area Designated Brownfield is defined, by the US Environmental Protection Agency (EPA), as an abandoned, idled, or underused industrial or commercial facility where expansion is complicated by real or perceived environmental contamination.

The designation opens the property to multiple State of Florida incentives and several incentives from the City of Kissimmee.

Though the designation, the City is offering a partial or complete waiver of building permitting fees for the following types of construction:

- Projects that are approved as Qualified Targeted Industry under the City's Economic Development Program.
- Projects that are deemed Legacy Developments by the City Commission. Legacy projects are developments that brings a unique character or class of development to the City. For example, Transit Oriented Design project near a SunRail Station or quality multifamily development in an area needing housing.
- Projects for the rehabilitation or new construction of housing for low and moderate income families.

Building fee waivers are based on a first application, first approved process and the program may be ended at any time without notice. Waivers can only be granted within the designated area, please see attached map. Waivers are approved by the City Commission with a recommendation from City Staff.

Building permits for any project must have a minimum of $10,000 in permitting fees to be considered for a permit fee waiver. Rehabilitation or new construction of housing for low and moderate income families projects are exempt from this threshold requirement.

Once a waiver has been granted by the City Commission, the applicant has six (6) months to apply for permits or waiver will expire. Extension for the waiver can only be granted by the City Commission and is limited to an additional six (6) months.

For additional information on Building Permit Fee Waivers, please contact the following staff, based on the category of your development:

Economic Development Qualified Targets Industry Projects: Belinda Kirkegard, Economic Development Director, 407-518-2307 or BKirkegard@Kissimmee.org.

Legacy Projects: Brenda Ryan, Current Planning Manager, 407-518-2104 or BRyan@Kissimmee.org.

Housing for Low and Moderator Income Families Projects: Frances DeJesus, Community Development and Housing Coordinator, 407-518-2156 or FDejesus@Kissimmee.org.

**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 fill-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 permittable 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

DRAFT

**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.

DRAFT

**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

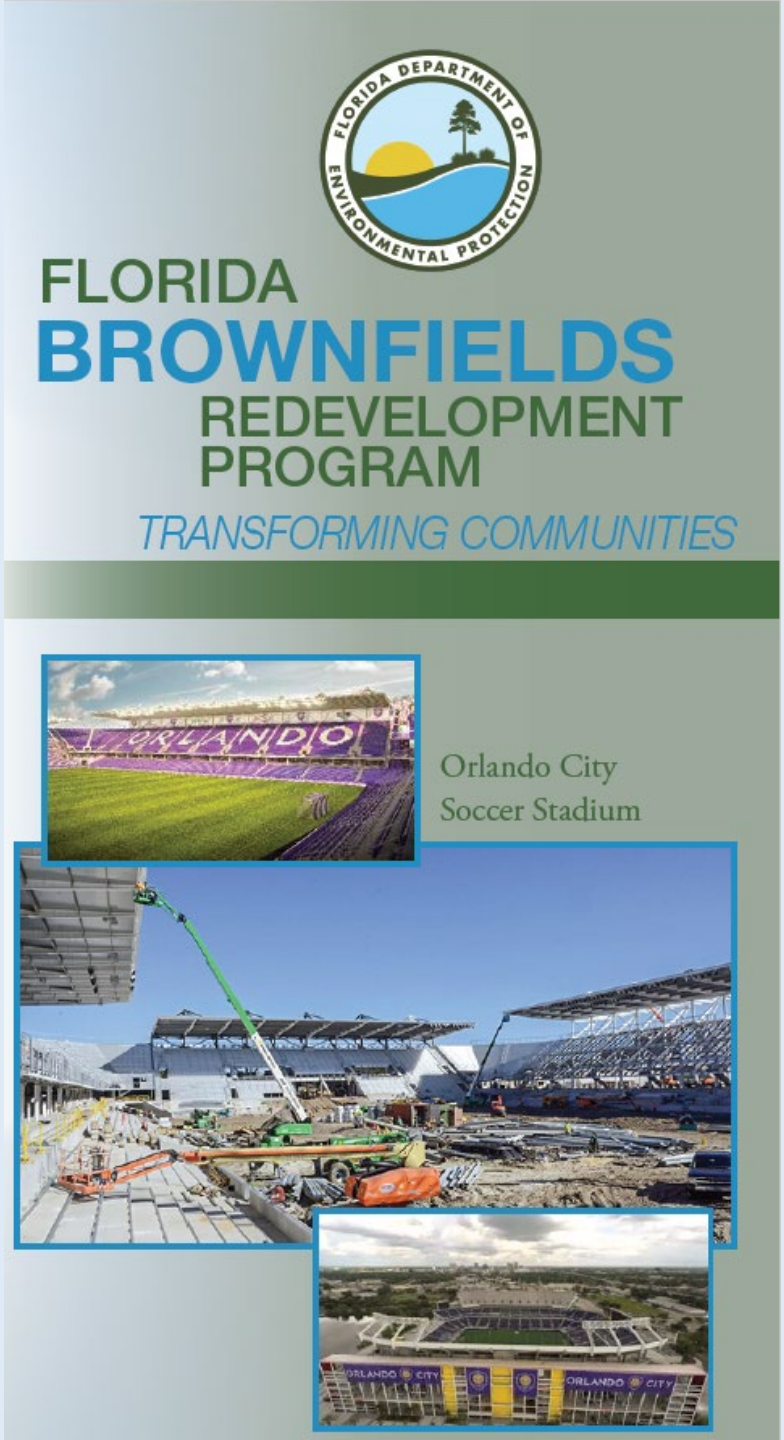
Attest: _____

Rene Cranis, City Clerk

DRAFT

**Exhibit A**

DRAFT




# University of Central Florida

## February 23, 2023

## Lu Burson, Environmental Administrator

**DEP Central District**

# What's Ahead

- Who is DEP?
- Florida's Brownfields Redevelopment Program
  - Process
  - Incentives
  - Structure
- EPA Program
- Success Stories

Steel House Apartments

# Florida Department of Environmental Protection

## Air

Air quality monitoring • Air emission permitting and compliance • Power plant, transmission line and natural gas pipeline certification

Learn More

## Lands

Buy, sell and lease state lands • Land management and conservation programs • Florida Forever

Learn More

## Parks & Rec

State parks, trails, aquatic preserves and national estuarine research reserves • Ecotourism

Learn More

## Waste

Solid and hazardous waste permitting and compliance • Petroleum storage systems • State recycling program • Contaminated site cleanup

Learn More

## Water

State water policy • Water resources permitting and compliance • Water quality standards and restoration plans • Grant and loan programs

Learn More

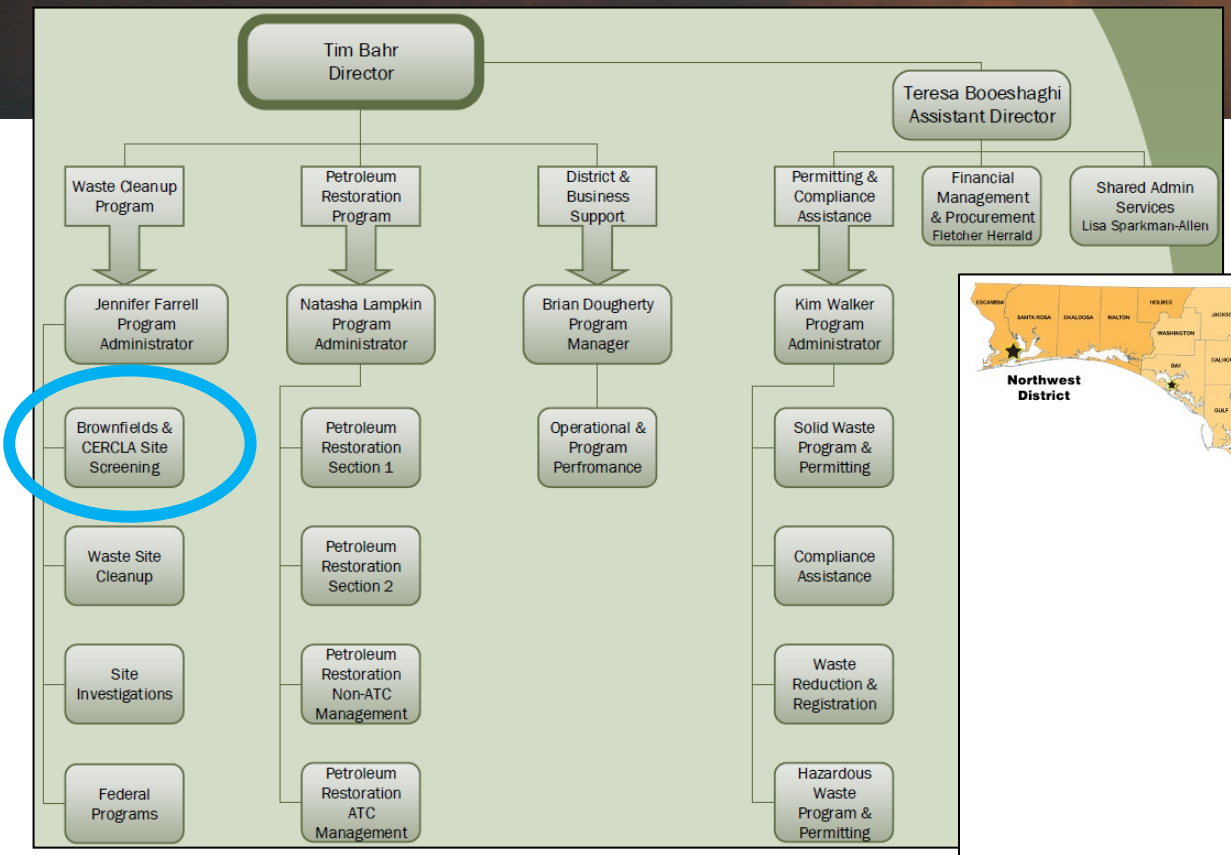
## About DEP

Mission • Vision and goals • Office of the Secretary • Organization chart • Performance dashboard • Career opportunities

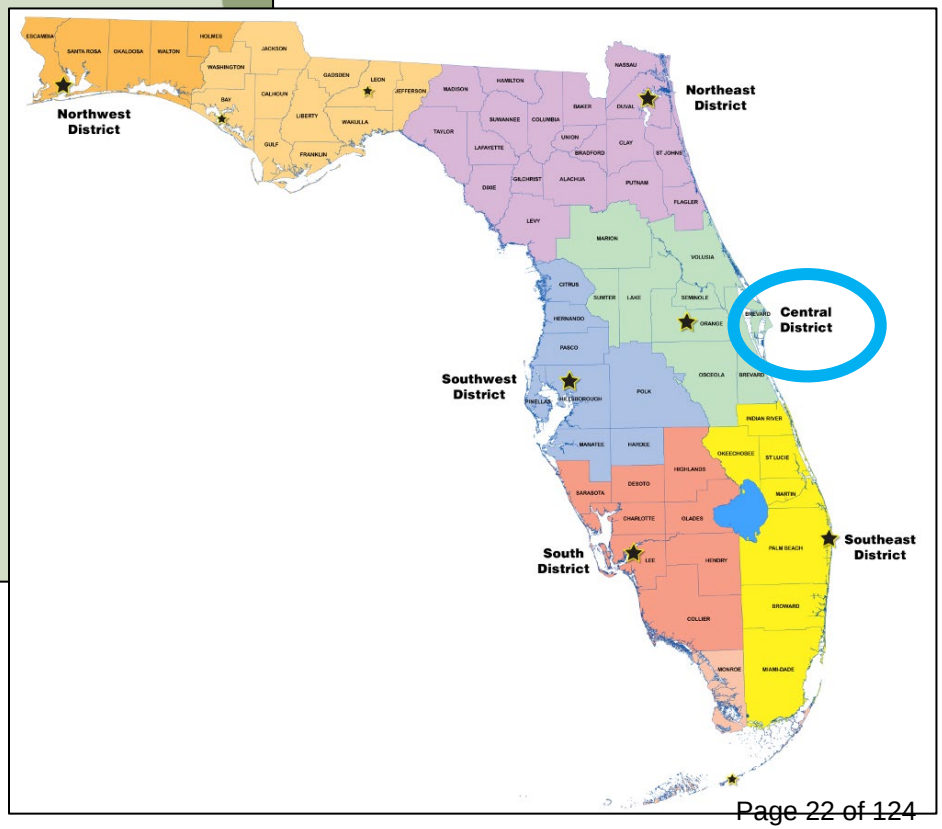
Learn More

***Mission: The Florida Department of Environmental Protection protects, conserves and manages the state's natural resources and enforces its environmental laws.***

# Division of Waste Management




## District Offices



# Florida's Brownfields Redevelopment Program

# Primary Goal

**To reduce public health and environmental hazards on existing commercial and industrial sites that are abandoned or underused by creating financial and regulatory incentives to encourage cleanup and redevelopment.**

**Brownfield Redevelopment Act**

**Section 376.78(1), F.S.**

# What is a Brownfield Area?

A continuous area of one or more brownfield sites (some of which may not be contaminated), and which has been designated by a local government by resolution.

Section 376.79(5), F.S.

# What is a Brownfield Site?

**Real property, the expansion, redevelopment or reuse of which may be complicated by actual or perceived environmental contamination.**

**Section 376.79(4), F.S.**

# Brownfield Process

Brownfield Area Designation

By local government

Identification of PRFBSR

Execution of BSRA

By FDEP and PRFBSR

Implementation of BSRA

By PRFBSR

SRCO

# Brownfield Process

## Brownfield Area Designation by Local Government

**Local government must consider whether the area:**

- Has potential for economic development
- Is not overly large in geographic coverage
- Has potential to attract private sector investment
- Has parts suitable for recreational open space, cultural or historical preservation

**Local Government shall designate if:**

- Owner/controller agrees to site rehabilitation
- 5 new permanent jobs will be created
- Redevelopment is consistent with comprehensive plan
- Designation is properly noticed
- Reasonable assurance of financial viability

**Section 376.80, F.S.**

# Brownfield Process

## Identification of PRFBSR

A Person Responsible for Brownfield Site Rehabilitation (PRFBSR) is identified to perform the site rehabilitation. This person becomes responsible to clean up and redevelop the site.

# Brownfield Process

## Execution of a BSRA

Cleanup of the site occurs under an agreement called a Brownfield Site Rehabilitation Agreement (BSRA)

- Agreement between the State of Florida (DEP) and the PRFBSR
  - Legal agreement and lays out the plan for remediation of the site in preparation for development
  - This document is required to qualify for many of the Brownfields benefits

# Brownfield Process

## Implementation of BSRA by PRFBSR

Implementation of a BSRA follows a process similar to that of a waste cleanup site.

PRFBSR performs the tasks outlined in the BSRA and the Department reviews and comments on the cleanup reports generated from the cleanup activities.

# Brownfield Process

## Site Rehabilitation Completion Order (SRCO)

Once cleanup criteria has been met under the BSRA, DEP issues a Site Rehabilitation Completion Order (SRCO). A SRCO can be ‘conditional’ or ‘unconditional’

# Why participate in the Florida Brownfields Program?

# Brownfields Incentives

## Benefits of a BSRA

- Regulatory Framework for Cleanup
- Dedicated staff – expedited technical review
- Liability Protection (s. 376.82, F.S.)
- Voluntary Cleanup Tax Credits (VCTC)

# Voluntary Cleanup Tax Credits (VCTC)

Credits used to offset Florida corporate income taxes

- Credits awarded for eligible work
  - Site rehabilitation
  - Solid waste removal, transport, and disposal
- Bonus credits awarded for:
  - Site rehabilitation (NFA/SRCO)
  - Affordable housing
  - Healthcare provider/facilities

# Voluntary Cleanup Tax Credits (VCTC)

| Tax Credit Type | Application Frequency | % Allowed / Maximum Credit for Costs Incurred and Paid after 12/31/07 | |
|---|---|---|---|
| Site Rehabilitation | Annually | 50% | $500,000 |
| No Further Action Bonus (i.e., SRCO) | Once | 25% | $500,000 |
| Affordable Housing Bonus | Once | 25% | $500,000 |
| Health Care Facility Bonus | Once | 25% | $500,000 |
| Solid Waste | Once | 50% | $500,000 |

# Brownfields Program

## Additional Financial Incentives

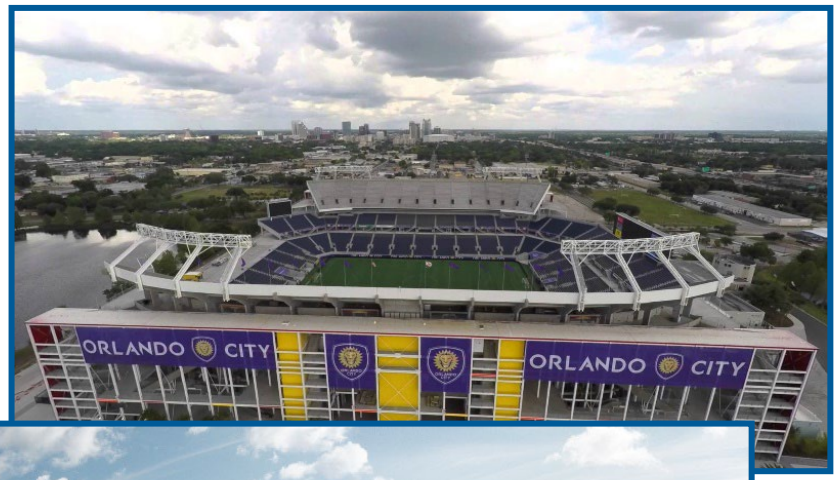
**Job Bonus Tax Refund for FTE job creation (DEO/EFI)**

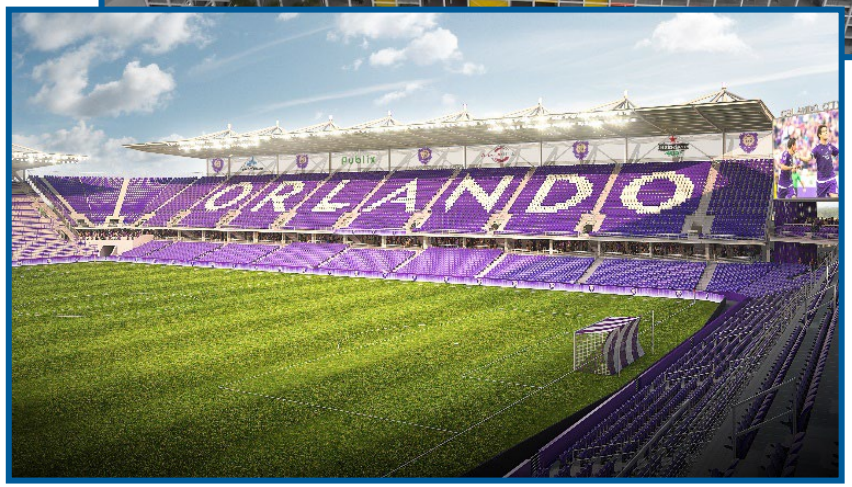
**Refunds on Sales Tax for building materials (DOR)**

# Brownfields Incentives

## Community Benefits

- Economic development
- Community development
- Residential projects
- Open-Space/ Green-Space projects
- Reduction of public health and environmental hazards
- Removal of stigma
- Effective use of community resources



# Florida's Brownfields Program Structure

# Brownfields Program Contacts

Billy Hessman, 850.245.8972
Brownfields Redevelopment Program Manager, DEP Tallahassee
billy.hessman@floridadep.gov

Scott Sweeney, 850.245.8958
VCTC Program Manager,
DEP Tallahassee
scott.l.sweeney@floridadep.gov

**Delegated Local Brownfield Programs**

**Broward County**
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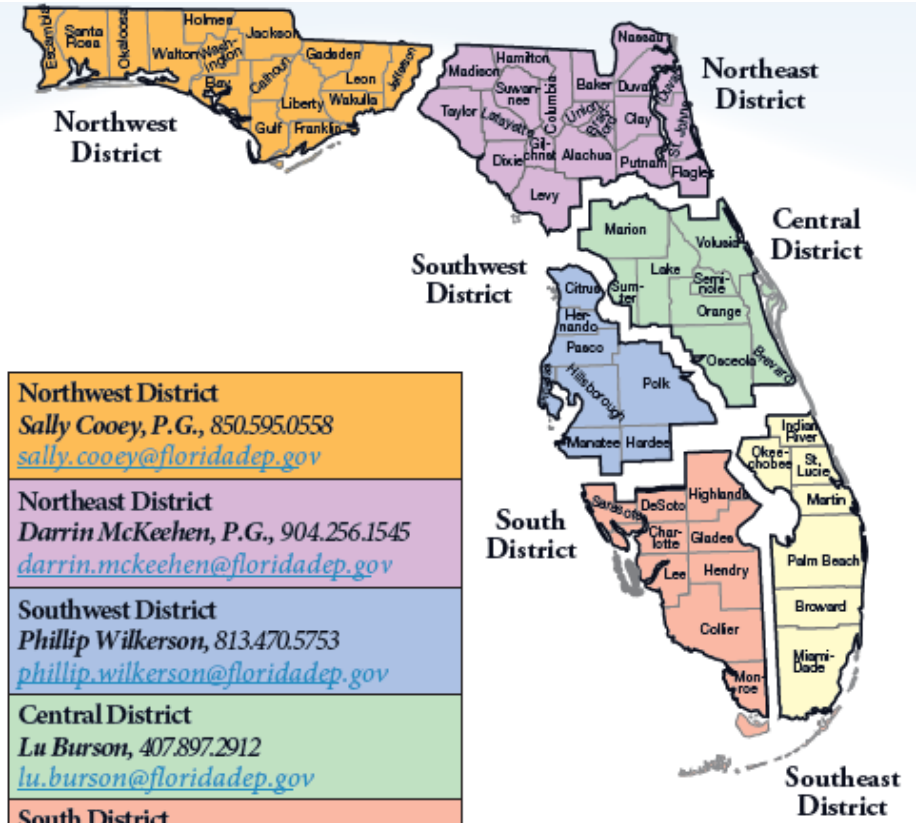
rjayson@broward.org

**Hillsborough County**
Allison Amram, P.G.
813.627.2600, ext. 1294
amrama@epchc.org

**Miami-Dade County**
Sandra Rezola
305.372.6700
Sandra.Rezola@miamiadade.gov




**Northwest District**
*Sally Cooey, P.G., 850.595.0558*
sally.cooey@floridadep.gov

**Northeast District**
*Darrin McKeehen, P.G., 904.256.1545*
darrin.mckeehen@floridadep.gov

**Southwest District**
*Phillip Wilkerson, 813.470.5753*
phillip.wilkerson@floridadep.gov

**Central District**
*Lu Burson, 407.897.2912*
lu.burson@floridadep.gov

**South District**
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phillip.wilkerson@floridadep.gov

**Southeast District**
*Martina Plafcan, 561-681-6692*
martina.plafcan@floridadep.gov

# Brownfields Program Structure

**DEP Tallahassee Responsibilities:**

- Outreach, education, public inquiries and website maintenance
- Final review of BSRAs prior to legal (OGC)
- Oversight of delegated local programs
- Produce Annual Report for Governor's office
- Liaise with DEP Districts and EPA Region 4
- Administer assessment and cleanup services under the CERCLA 128(a) cooperative agreement with EPA

# Brownfields Program Structure

**DEP District and Delegated County Responsibilities:**

- Outreach and education
- Field public inquires
- Issue/sign BSRAs
- Review assessment and cleanup plans/reports for site rehabilitation
- Issue SRCOs

# Visit Us on the Web

## DEP Brownfields Program:

https://floridadep.gov/waste/waste-cleanup/content/brownfields-program

## Voluntary Cleanup Tax Credit (VCTC):

https://floridadep.gov/waste/waste-cleanup/content/voluntary-cleanup-tax-credit

## Map Direct for Brownfields (use Google Chrome only):

https://ca.dep.state.fl.us/mapdirect/?gallery=waste

# EPA's Brownfields Program

# EPA Brownfields Program Competitive Grants

- Assessment Grants
- Revolving Loan Fund Grants
- Cleanup Grants
- Multipurpose Grants
- Area-Wide Planning Grants
- EWDJT Grants
- Technical Assistance, Training and Research
- Targeted Brownfields Assessment (TBA)*

# State vs. Federal Program

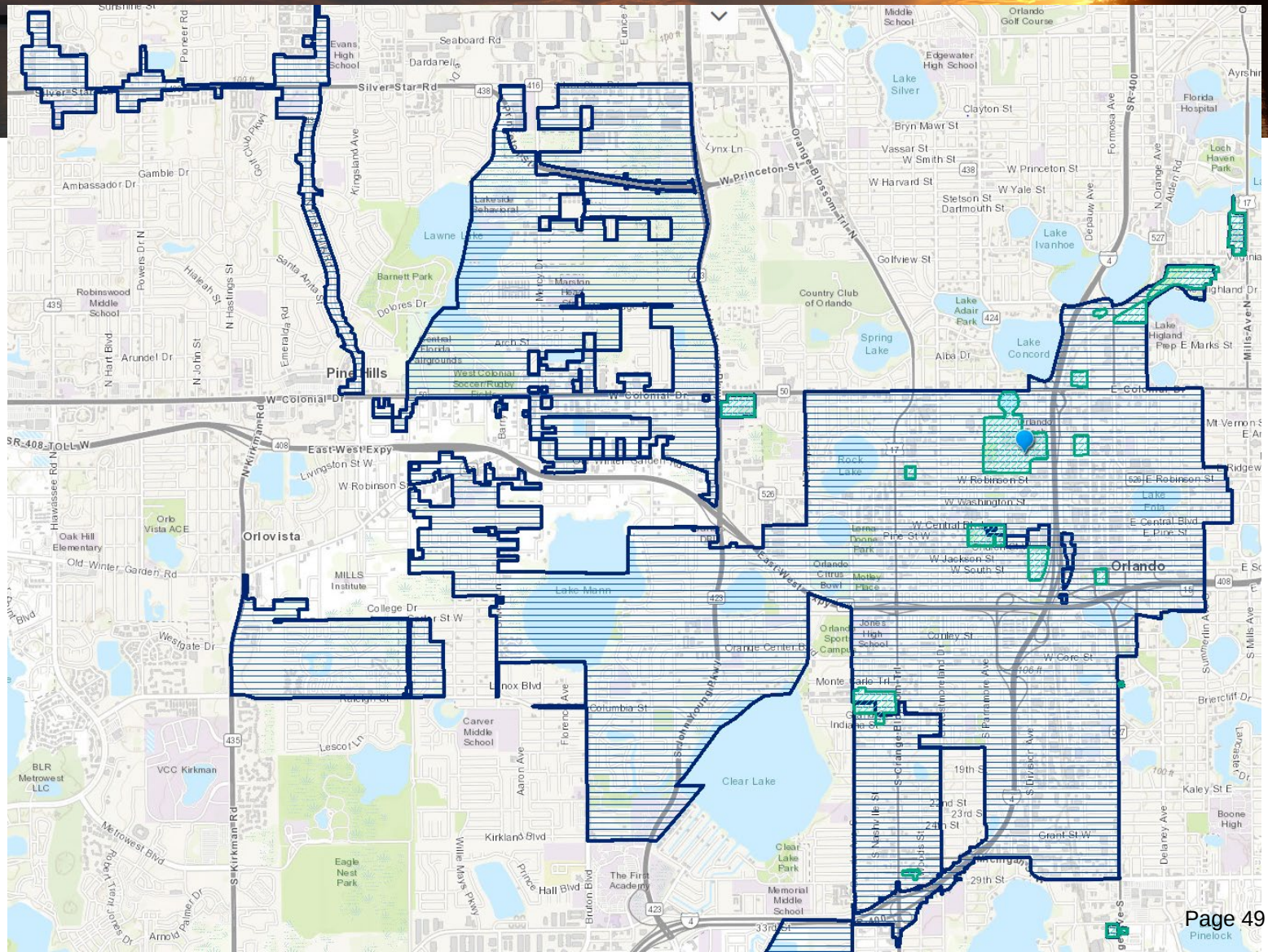
| State Program | Federal Program |
|---|---|
| • Incentive based | • Grant based |
| • Can be used with EPA grant | • Subject to state cleanup rules |
| • Available to public sector and private sector | • No requirement to participate in State program |
| • Incentives encourage reuse and redevelopment | • Funded “seed” amount to emphasize leveraging |

# Additional EPA Programs

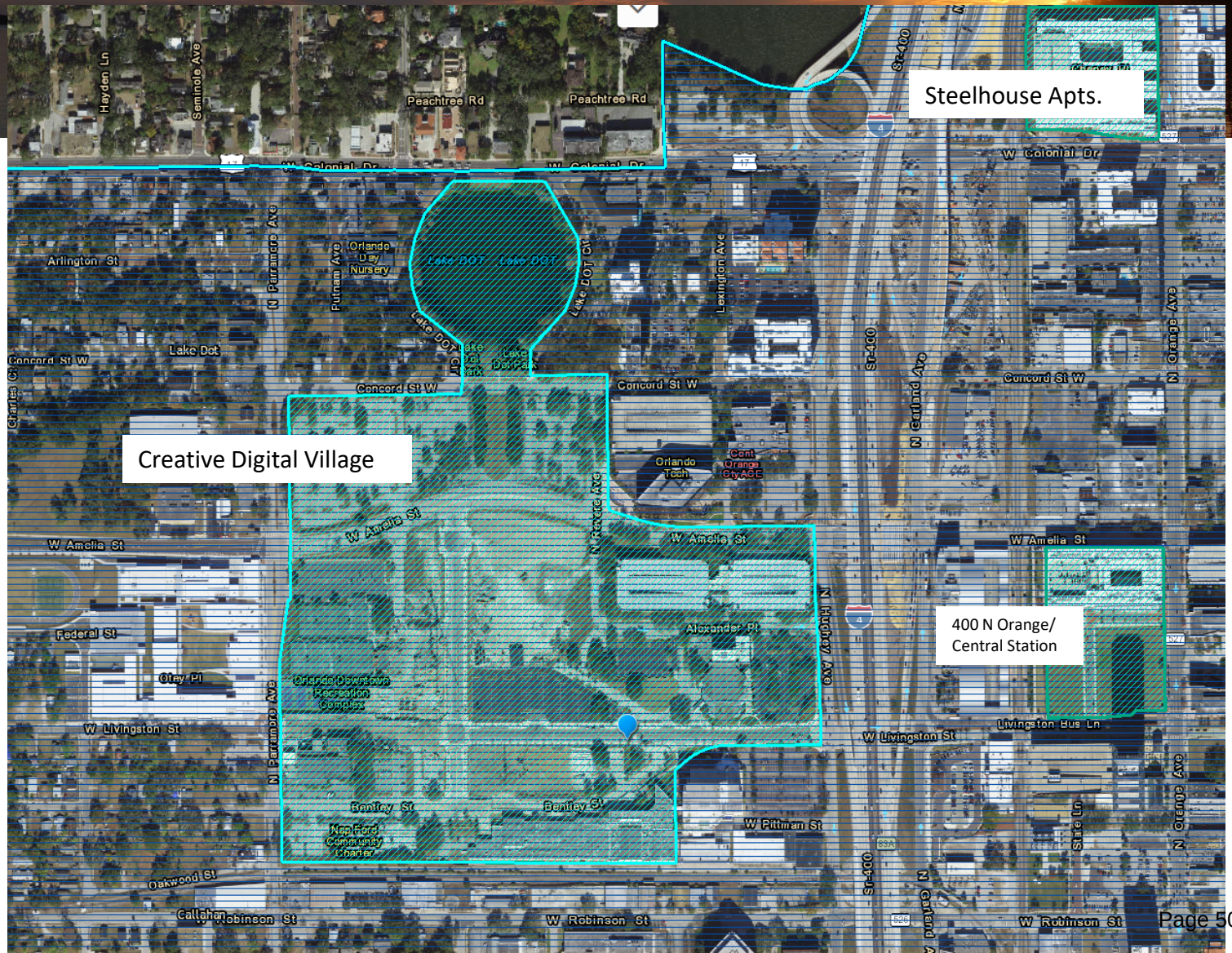
| EPA Grant Program | Type of EPA Assistance/Grants | Website |
|---|---|---|
| Environmental Justice | Empower communities as they develop and implement solutions that significantly address environmental and/or public health issues at the local level. | https://www.epa.gov/grants/open-announcements-competitive-grant-opportunities |
| Urban Waters | Support to communities make water quality restoration relevant to public health, social, economic, and livability goals. | https://www.epa.gov/urbanwaters/urban-waters-small-grants |
| Brownfields | • Land Revitalization tech assistance<br>• Employment Workforce Development and Job Training Grant (EWDJTG)<br>• Technical Assistance to Brownfield (TAB)<br>New Jersey Institute of Technology<br>• Groundwork USA | https://www.epa.gov/land-revitalization/land-revitalization-technical-assistance-projects<br>https://www.epa.gov/brownfields/fy-2021-environmental-workforce-development-and-job-training-ewdjt-grants-0<br>http://www.njit.edu/tab/<br>http://groundworkusa.org/ |

# Florida Brownfields In Your Own Backyard…

# Orlando Economic Enhancement District

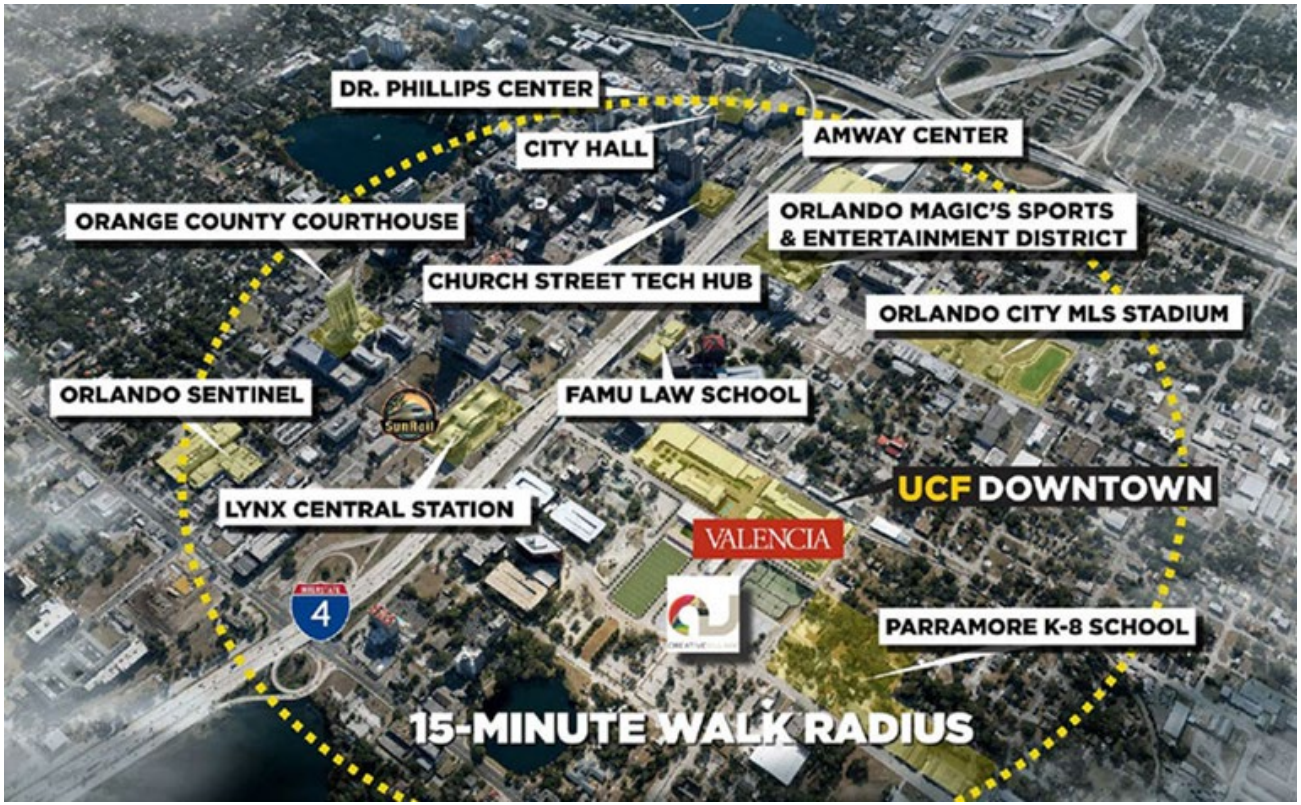


# Orlando Economic Enhancement District



# Creative Village

- Public Private partnership
- Site of former Amway Arena
- Design around education and transit
- UCF Downtown and Valencia Campus
- Student Housing
- Retail/restaurant
- Amelia Court
- EA Tiberon in 2021




https://creativevillageorlando.com/wp-content/uploads/2020/01/Creative-Village-flyer-FINAL-December-2019.pdf

# Creative Digital Village

- **Site Name:** 68 Acre Creative Digital Village
- **City and County:** Orlando, Orange County
- **Historical Use:** various
- **Contaminants:** dieldrin
- **Reuse:** Residential, Office/retail, education facilities
- **Site History:** Located at the northeastern portion of the former Amway Arena, the 100-year property history includes a US Department of Agriculture facility, Police Academy, Civil Defense facility, National Guard Armory, and Orlando Recreation Complex. Following Remedial Actions/Source Removals and Natural Attenuation Monitoring and implementation of engineering controls, a Conditional Site Rehabilitation Completion Order is expected to be issued in 2023/early 2024.

**Construction Progress Photos – August 5, 2021**
**Creative Village - View Looking Northwest**
*(Creative Village Phase I development in foreground; Colonial Drive and College Park in background)*

Ustler GROUP OF COMPANIES

**Construction Progress Photos – August 5, 2021**
**Creative Village - View Looking Southeast**
*(Creative Village Phase I development in foreground; I-4 and Orlando Central Business District in background)*

Ustler GROUP OF COMPANIES

# Steel House Apartments

**Status**

- Construction completed 2013

**Historical use**

- Former gas station

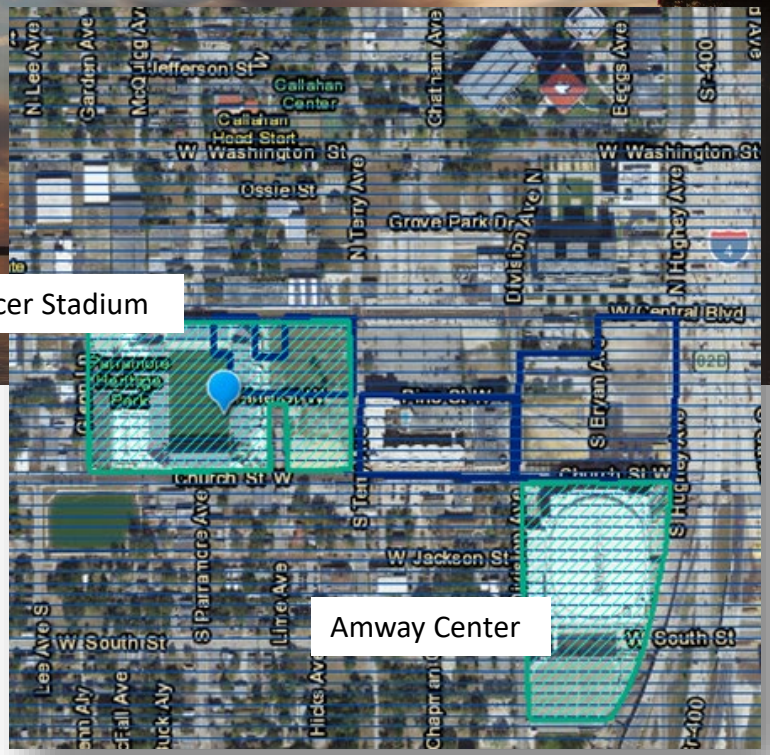
**Contaminants/concerns**

- Petroleum contamination

**Brownfield activity**

- 407 tons of soil excavated
- SRCO without conditions issued 6/15/2018

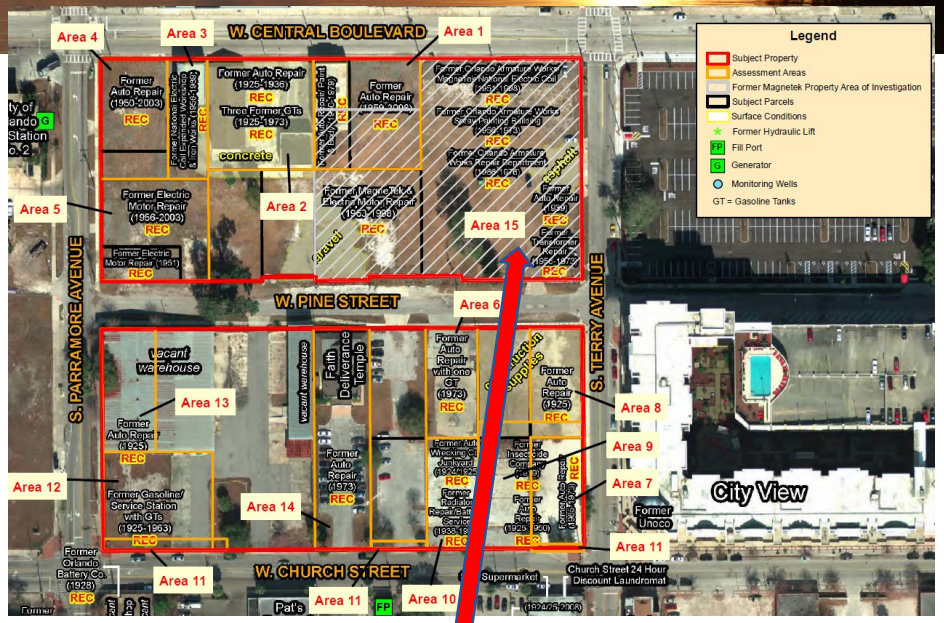
# Orlando City Soccer

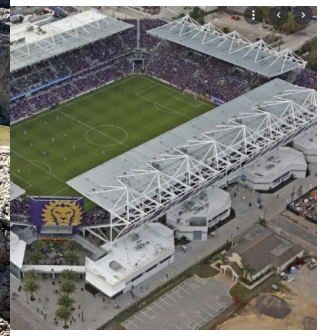



- Three sites: 618 & 633 W Church, 625 W Pine
- Contaminated with metals, petroleum, PCBs, pesticides
- >5000 tons of soil removed
- Groundwater remediated
- SRCO issued for 633 W Church in April 2017
- other 2 sites coming to end of monitoring - SRCOs expected 2023

# Orlando City Soccer

- **Site Name:** City Soccer Site
- **City and County:** Orlando, Orange County
- **Historical Use:** various
- **Contaminants:** petroleum, solvents, heavy metals, pesticides, OCBs
- **Reuse:** Exploria Stadium
- **Site History:** Located along West Church Street in the Parramore neighborhood, west of Downtown Orlando, the approximate 100-year property historical use includes auto repair, paint & body shops, an electric motor repair facility, junk yards, gas stations and an insecticide company; as well as off-site sources of drycleaners and auto repair facilities. Remedial Actions/Source Removals have been occurring for several years and are ongoing along with redevelopment, monitoring. and implementation of engineering control. The petroleum discharges received SRCOs before 2020, and Conditional Site Rehabilitation Completion Orders for other discharges are expected to be issued in 2023.



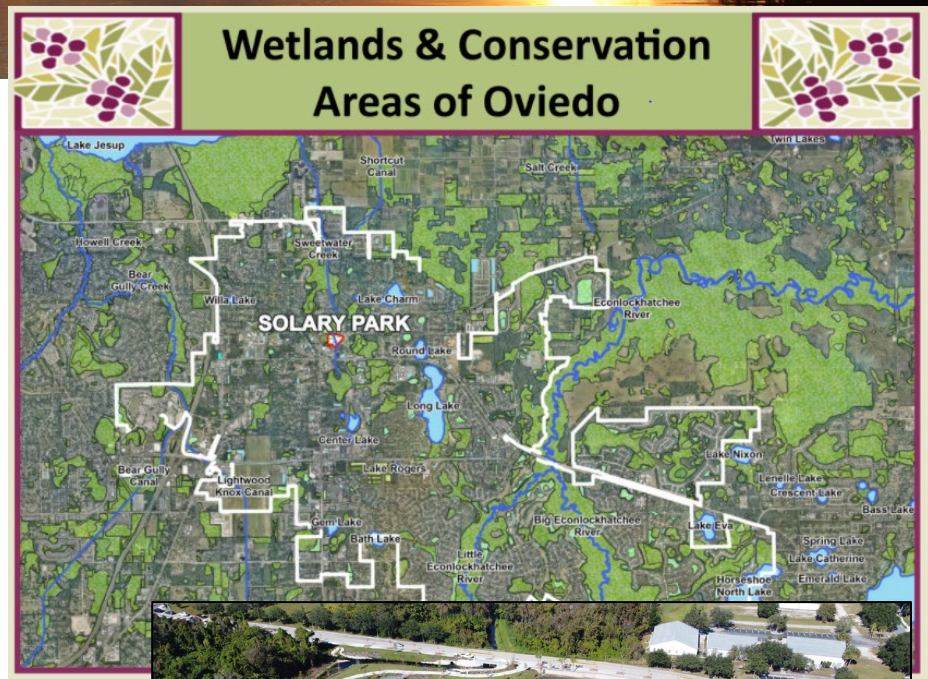


# Former Daniels Publishing/ Firefly Corners LLC

- **Site Name:** Firefly Corners LLC Brownfield site
- **City and County:** 1209 29th St, Orlando, Orange County
- **Historical Use:** Printing
- **Contaminants:** arsenic, cadmium, antimony, copper, silver, thallium, zinc, isopropyl benzene, 1,2,4-trimethylbenzene, 1,3,5-trimethylbenzene, ethylbenzene, total xylenes, naphthalene, total recoverable petroleum hydrocarbons, and tetrachloroethene
- **Reuse:** Currently leased by WJ Bergin Cabinet Company
- **Site History:** Daniels Publishing operated a Christian book and newsletter publishing business from the early 1960s through ~1996 when the presses were removed. An old sump was discovered in 2006 which led to the discovery of additional tanks that were historically used to collect press wash and waste ink. Contamination from the old tanks had migrated beneath the warehouse buildings. After a 2009 source removal followed by a remediation and groundwater monitoring, the site was conditionally closed in 2022. Property is still owned by Firefly Corners LLC and buildings leased to WJ Bergin Cabinet Company.
- Conditional Site Rehabilitation Order issued 2/1/2022

# Oviedo Regional Stormwater Pond & (Former) Oviedo Discount Beverage

- Oviedo Discount Beverage, 110 Geneva Dr., former gas station and discount beverage store
- Contamination: petroleum compounds
- U-SRCO issued 9/21/2021
- Remediation allowed for Geneva Drive Realignment Project
- Facilitated redevelopment of Oviedo Historic Downtown Area at Franklin and Geneva
- Now an urban walkable park – Solary Park



# 5811 Williamson Blvd

- **Site Name:** 5811 Williamson Boulevard Brownfield Site
- **City and County:** Port Orange, Volusia County
- **Historical Use:** Former truck stop
- **Contaminants:** Petroleum, pesticides
- **Reuse:** AdventHealth Port Orange ER and medical office building (opened July 2021)
- **Site History:**. This approximately seven-acre site was historically used as the Port Orange Truck Stop. Site evaluation and assessment activities also identified areas of subsurface debris disposal across broad portions of the site. Approximately 69,541 cubic yards of material was excavated and power-screened at the site and a total of 9,722 tons of low-level impacted soil was taken to a landfill facility for disposal. The remainder of the soil and screened material was used as backfill and 663 dump trailers of concrete debris totaling approximately 13,260 cubic yards were exported for recycling. In addition, a total of 1,281 cubic yards of unsuitable material (e.g., tires, metal wood) was also exported to approved disposal or recycling facilities. A conditional SRCO was issued on September 10, 2021. Advent Health held their grand opening for this free standing Emergency Room and Medical Office building on July 15, 2021 serving a much needed gap for the community of Port Orange and the surrounding area.

# Former Lloyd Buick/Cadillac

- **Site Name:** Former Lloyd Buick/Cadillac
- **City and County:** 349-354 N Beach St, Daytona Beach, Volusia County
- **Historical Use:** Former auto dealership
- **Contaminants:** chlorinated hydrocarbons, petroleum, arsenic
- **Reuse:** Brown & Brown Headquarters (opened December 2020)
- **Site History:** A former auto dealership and auto service facility that included underground storage tanks, hydraulic lifts, floor drains, auto repair facility, and an engine/transmission shop that was originally developed in the 1940's and 1950's. Following Remedial Actions/Source Removals and Natural Attenuation Monitoring an Unconditional Site Rehabilitation Completion Order was issued in December 2021.

# Heritage Park at Crane Creek
## affordable housing project

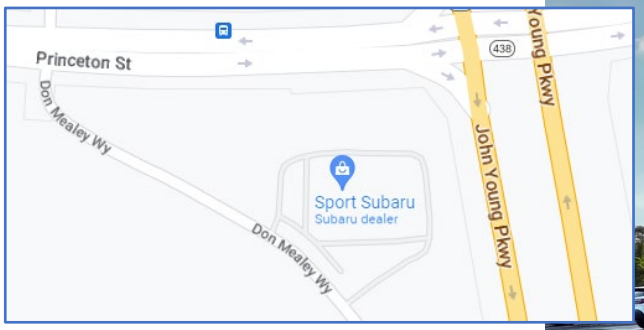
- **Site Name:** Heritage Park at Crane Creel
- **City and County:** 2603 Leonard Weaver Blvd, Melbourne, Brevard
- **Historical use:** Approx. 14 acre former dump site with surficial debris to 2-4' BGS
- **Contaminates:** arsenic in soil, solid waste
- **Reuse:** low-income housing (Carrfour Supportive Housing Inc.)
    - Brevard County Qualified Opportunity Zone and Heritage Park at Crane Creek Green Reuse Area
    - 33 tons debris and trach, 4.5 tons used tires, 131 tons concrete removed
    - Concerned Citizen Committee involvement
    - BSRA executed 12/10/2020
    - SRCO expected in 2023

### Heritage Park at Crane Creek

Heritage Park at Crane Creek is a supportive housing community in the heart of Melbourne, Florida in Brevard County with 80 apartments – 56 of which are permanent supportive housing for homeless individuals and families, with 16 of those units specifically set aside for households with family members suffering from disabling conditions. The community's remaining 28 units are "traditional" affordable housing units available to individuals and families who earn less than 60% of the area's median income. Amenities include an on-site health clinic, gym, computer lab and library.

# John Young and Princeton ROCC

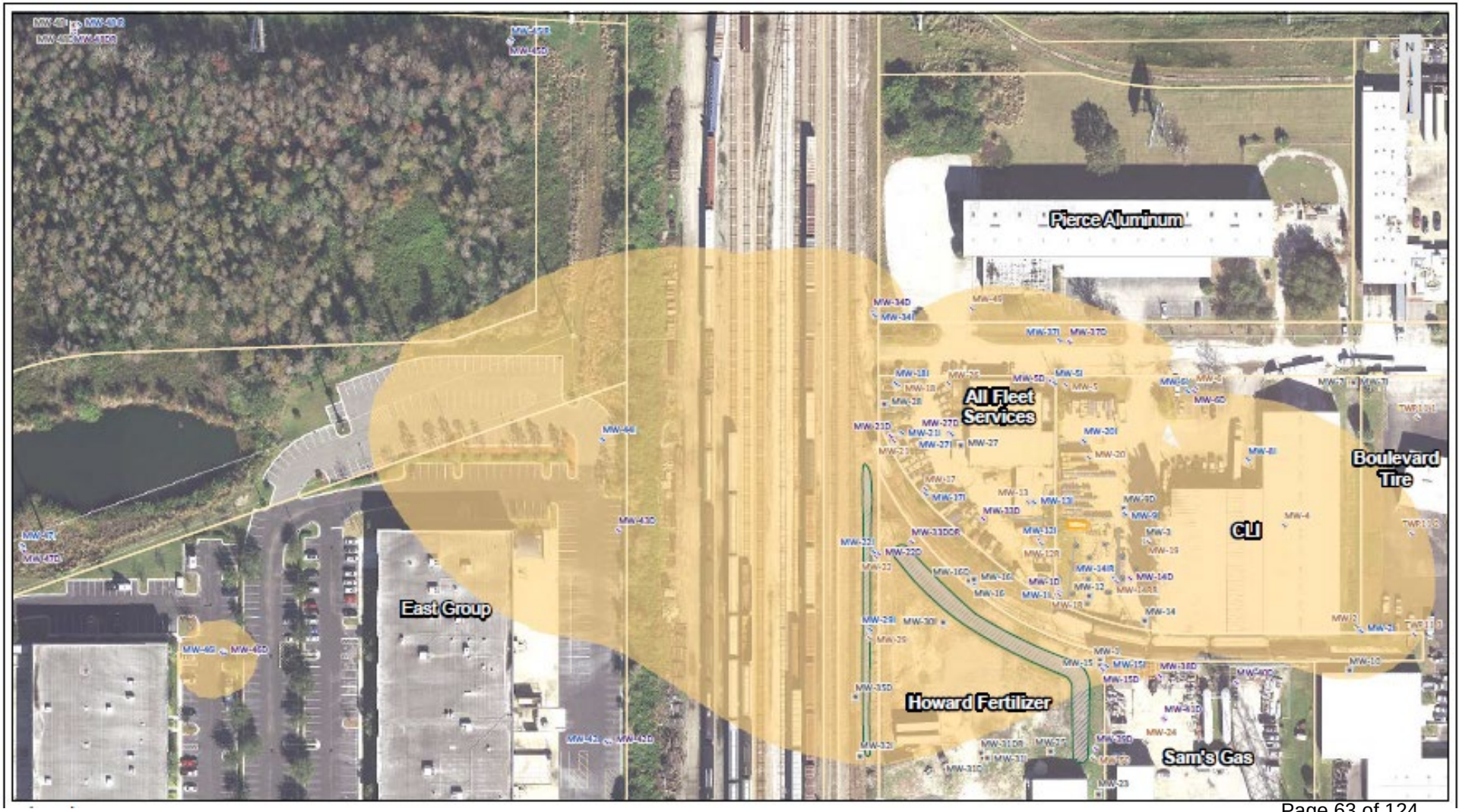
- **Site Name:** JYP Princeton Brownfield site
- **City and County:** Orlando, Orange County
- **Historical Use:** vacant land and old dump site
- **Contaminants:** TRPH, pesticides, arsenic, chromium, lead, PAH
- **Reuse:** Sport Subaru dealership
- **Site History:** This site has been largely vacant land that was used as a dump site for C & D type waste for many decades. There is also a large homeless camp for many years. Source removal and subsequent confirmation sampling allowed the property to close without restriction. The site is currently owned by Colonial Imports Ltd. who is currently constructing a new Subaru dealership.
- Unconditional Site Rehabilitation Completion Order issued 12/3/2021



# CL Industries/Woodbury Chemical

- **Site Name:** CL Industries/Former Woodbury Chemical Co. Brownfield site
- **City and County:** 8188 S Orange Ave, Orlando, Orange County
- **Historical Use:** pesticide formulating, packaging, and distributing facility
- **Contaminants:** pesticides, arsenic
- **Reuse:** manufacture aggregate products for the swimming pool resurfacing and related building and construction industries
- **Site History:** The Site operated as a pesticide formulating, packaging, and distributing facility from ~1969 to 1972. Historical caused soil and groundwater contamination. Site was purchased by CLI in 1975 and since purchase has been used for the formulation, packaging, and distribution of cement products. CLI does not used pesticides, metals, or volatile organic compounds (VOCs) in their manufacturing processes.
  - In September 1991, CLI entered into a consent order with FDEP to address the soil and groundwater impacts.
  - November 1, 2011, the Orange County Board of County Commissioners approved the designation of the Site as the CLI ROCC Brownfield Area.
  - December 2011, CLI executed a Brownfield Site Rehabilitation Agreement (BSRA) with FDEP, BF481101001. In compliance with the BSRA, CLI is continuing to complete remedial activities related to the Site.
- Conditional Site Rehabilitation expected by 2024

# CL Industries/Woodbury Chemical



# Scotty's Extermination Company

- **Site Name:** Scotty's Extermination Company (Former)
- **City and County:** 1720 Edgewater Dr, Orlando, Orange County
- **Historical Use:** pest control business, restaurants, law offices
- **Contaminants:** pesticide - dieldrin
- **Reuse:** Starbucks
- **Site History:** From approximately 1960 until 1980, site was used by Scotty's Extermination Company as the location of a family-owned pest-control business providing service to residential homes. During that time, pesticides containing dieldrin were stored on site for use with the pest control business. In 2022 dieldrin impacts to soil and groundwater was discovered during environmental due diligence performed in connection with proposed property sale. Owner was notified and BSRA was executed Dec 19, 2022
- Site Assessment Report expected by early 2023

# Scotty's Extermination Company

BUNGALOWER

BUILDINGS, COLLEGE PARK, COMING AND GOING, FOOD & DRINK

## Starbucks eyeing up former restaurant space in College Park

by BRENDAN O'CONNOR
JUNE 15, 2021

According to paperwork filed with the City of Orlando, Starbucks is eyeing up a former restaurant space on Edgewater Drive for a new storefront.

The coffee chain has filed an application for a Conditional Use Permit that would allow for a new Starbucks location with a drive-through, which is in the pre-screen review stage with the City of Orlando.

A demolition permit has not been filed for at this stage, according to a city representative.

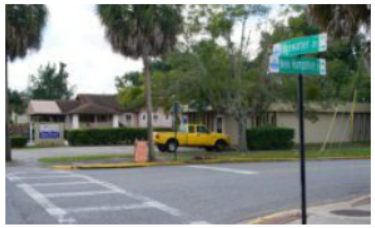
K Restaurant closed in January 2020 after switching to new ownership in 2017 and the property is located at **1710 Edgewater Drive** [GMap].

Search ... Menu

THE COMMUNITY PAPER

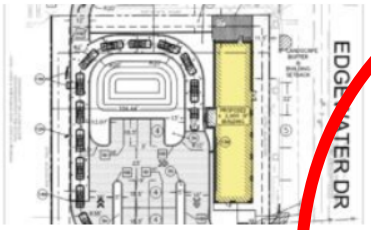
### Related Stories by The Community Paper

Go To The College Section



**Drive-thru Starbucks on Edgewater given City approval**

The City of Orlando has given final approval for a Starbucks to be constructed on the corner of Edgewater Drive...




**Updated plans for new Edgewater Drive Starbucks**

On August 2, a virtual community meeting was hosted by Bowman Consulting about the standalone Starbucks coming to The Drive....

**College Park Starbucks development delayed due to environmental concerns**

The drive-thru Starbucks planned in College Park has been delayed after developers found contamination on the project site. Dieldrin, an...

FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION
Lu Burson
Environmental Administrator
Lu.Burson@FloridaDEP.gov
407-897-2912

Economic Development Advisory Board

# agenda item 5.b

**item type**
Non-Action Items

**meeting date**
October 8, 2024

**prepared by**
Kyle Dudgeon, Assistant Division Director of Economic Development/CRA

**approved by**
Peter Moore, Director of Office of Management and Budget

## subject
Board Prioritization Discussion - subcommittee potential

## motion | recommendation

## background
At the September 2024 meeting, the board provided an in-depth discussion on it's three priority items. These included guidance to private business on the type of consumer they should attract (ESRI Placer Customer Profile), and incentive overview (increasing the tools in the toolbelt), and economic scorecard (ROI). Backdrop material for each item is included. Staff is requesting priority of these three items, including the potential development of a subcommittee to work through the major details and report back to the board for consensus on direction and potential program/policy considerations.

Scorecard & overview/opportunities list

## alternatives | other considerations

## fiscal impact

## attachments
1. EDAB - Opportunities List
2. Winter Park Chamber Scorecard
3. City of WP Commercial Corridors Consumer Profile (1)

4. COWP.CRA Economic Development Incentives Flyer 2024
5. WP Retail Business Build-Out Grant Guidelines

**EDAB Overview and Opportunities**

**<u>Context for Economic Development Board</u>**

A. Economic Development in Winter Park is focused on maintaining our quality of life and providing the tax base to support that quality of life. See the Winter Park – "Economic Development Definition" (April 19, 2022) and Guiding Principles 1 and 2.

B. The top 3 characteristics residents value the most based on the Resident Visioning Project in 2016 are:
   a. **Our History and Heritage**
   b. **Our Village Ambiance and Small-Town Charm**
   c. **Our efforts to be Proactive about our Future and Growth**

C. "Park Avenue today remains the premier "Downtown" in metro Orlando. The only one that offers a walkable and authentic "Main Street" experience with a **<u>critical mass of comparison goods</u>** retailers." Keeping Park Avenue and its spill over commercial districts occupied with strong retailers extends the "**Dwell Time**" for customers and preserves Winter Park's brand. Because our market area is 150,000 people for 70% of our sales, Winter Park residents and workers have a much broader selection of retail and restaurants than a town of 30,000 should expect. (MJB Phase 1 Market Report)

D. Winter Park's Budget for its high level of services is the **General Fund**, with the following characteristics:
   a. It is ALWAYS a balanced budget with expected revenues exceeding expenses.
   b. It has a $20 million dollar emergency reserve.
   c. Winter Park has the lowest "millage rate" (the property tax rate) in all of Orange County (see bar chart).
   d. It has the fastest emergency response times in the region.
   e. The General Fund Fiscal Year Ending 10/1/24 has a Revenue Budget of [$70 mill] and Expense Budget, including construction ("capital") projects of [$68 mill].
   f. Winter Park has diverse revenue sources. Only [43%] comes from real estate taxes. [13%] comes from Orange County Sales Taxes, which is directly linked to tourism. The balance comes from fees for services and from excess funds and reimbursements from our power company and our water company (which are called our "Enterprises").
   g. Our "Enterprises" are well run and efficient. The power company serving 80% of Winter Park residents has the lowest rates in the region <u>and</u> is self-funding our undergrounding and sustainability efforts. The water company has excellent water quality and serves the water and sewer needs of an area [3x] the size of Winter Park itself.
   h. In crisis times, city staff can adjust spending and stay within our revenue.

**Areas of EDAB Influence**

The Economic Development Advisory Board can influence the vitality of the City by advising the Commission on Policy and by alerting and guiding our City team on local issues. Some of those areas are:

A. Keeping the "Big Picture" of Winter Park's charm and history as the keys to success
B. Suggesting Programs and Marketing for merchants and businesses
C. Creating and Targeting Incentives
D. Being a voice for budget and content of Seasonal and Other City Events
E. Being a voice for service level changes
F. Recommending policy changes that might attract targeted businesses.
G. Identifying Target businesses and uses
H. Researching, educating, and marketing useful information to the business community
I. Supplementing City and Chamber statistics with useful marketing information

**Specific Opportunities**:

1. Board member Workshop/Review of the Retail Report and Other background information.
2. Refine and Communicate the Retail Market Study to other parties.
3. Execute and adjust the Retail Study Implementation Plan.
4. Refine how we define and pursue target businesses.
5. Explore how to create entrepreneurial and e-commerce strategies to build resilience in recessions (based on COVID and 2008/2009 lessons).
6. Explore profiling the customers for Park Avenue and other corridors with strategies to reach them.
7. Advise and monitor incentive programs.
8. Similar to the Retail study, evaluate importance of and positive characteristics of Financial Services. Discuss how to incentivize and create a critical mass of financial services (as commercial properties redevelop under existing codes).
9. Develop understanding of the Community Redevelopment Authority mission and funding to integrate with EDAB initiatives.

Economic Development Prospects

27,116
Jobs
Change in Jobs, 2015 to 2020
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

30,954
Jobs Projected
Projected Jobs, 2020 to 2025
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

$72,2K
Average Earnings per Job
Average Earnings per Job, 2020
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

## Economic Development Prospects

$5.4B
Annual Sales in Winter Park Zip Codes
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

$130,000
Median Home Value in Winter Park Zip Codes
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

### Jobs
Change in Jobs, 2015 to 2020
Change in Jobs, 2020 to 2025
Change in Jobs, 2015 to 2020 by Industry
Change in Jobs, 2020 to 2025 by Industry
Change in Jobs, 2015 to 2020 by Occupation
Change in Jobs, 2020 to 2025 by Occupation
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

### Job Postings
Job Postings, 5-Year Trend
Job Postings, 30-Day Trend
Job Postings by Industry
Job Postings by Educational Attainment
Job Postings by Experience Level
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

### Skills in Demand
Top Skills Listed in Job Postings, Ranked by Frequency
Top Skills Listed in Job Postings, Ranked by Frequency, Compared to Other Places
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

### Industry & Economic Impact
Industry Characteristics
Industry Characteristics, Compared to Other Places
Occupation Concentration
Occupation Concentration, Compared to Other Places
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

### Commercial Space Availability
Commercial Space Availability
Source: Costar, Collar City of Winter Park, 2020 Q4 Data Extract

## Diversity / Equity / Inclusion

### Workforce
City of Winter Park Employee Age
City of Winter Park Employee Diversity
Source: Collar City of Winter Park, 2020 Q4 Data Extract

## Sustainability & Environmental Metrics

### Sustainability
City of Winter Park Sustainability
Source: Collar City of Winter Park, 2020 Q4 Data Extract

## Livability & Quality Of Life

42
Parks Within Walking Distance of Winter Park Residents
Source: Collar City of Winter Park, 2020 Q4 Data Extract

43
Current Affordable Housing Units
Source: Collar City of Winter Park, 2020 Q4 Data Extract

### Housing
Housing Affordability
Home Value Trend
Source: Zillow, Collar City of Winter Park, 2020 Q4 Data Extract

### Commuting
Workforce Jobs, Resident Workers, and Net Commuters
Source: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract

### Food Insecurity
Winter Park Students on Free or Reduced Price Lunch
Source: Orange County Public Schools, Collar City of Winter Park, 2020 Q4 Data Extract

### Voter Data
Voter Turnout in March Elections
Voter Count in March Elections
Source: Orange County Supervisor of Elections, Collar City of Winter Park, 2020 Q4 Data Extract

Data

Data is based on the 2020 Q4 Data Extract from Lightcast, Costar, and Orange County Supervisor of Elections.

Some of the information displayed in this report may not be based on Lightcast data. Data is approximate and is for data analysis purposes only. Geographic boundaries are approximate and are for data analysis purposes only. Data may be subject to rounding and other errors. Lightcast does not guarantee the accuracy of the data and is not responsible for any errors or omissions in the data.

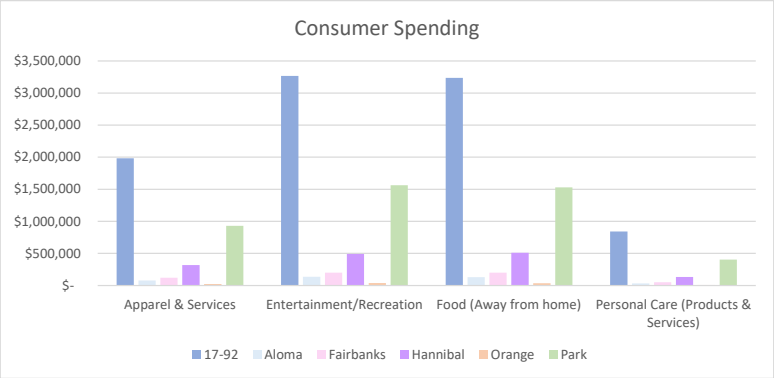
SOURCES: Lightcast, Collar City of Winter Park, 2020 Q4 Data Extract; Costar, Collar City of Winter Park, 2020 Q4 Data Extract; Orange County Public Schools, Collar City of Winter Park, 2020 Q4 Data Extract; Orange County Supervisor of Elections, Collar City of Winter Park, 2020 Q4 Data Extract

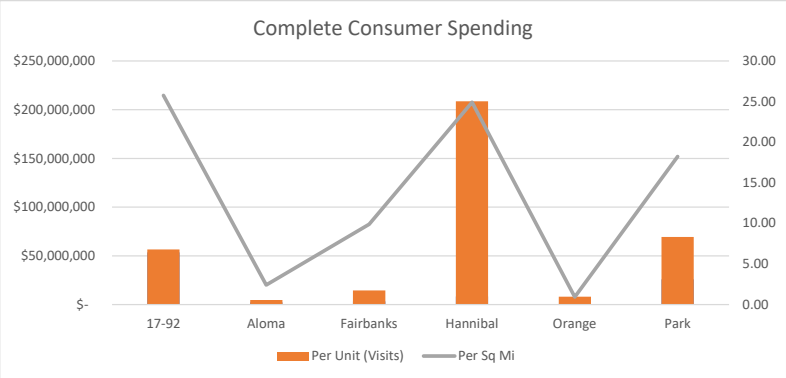
| Visitor Stats (Past 12 months) | 17-92 | Aloma | Fairbanks | Hannibal | Orange | Park |
|---|---|---|---|---|---|---|
| Size (sq mi) | 0.25 | 0.11 | 0.04 | 0.04 | 0.08 | 0.17 |
| Age | 35.9 | 36 | 35.5 | 36.6 | 35.4 | 35.5 |
| Dwell Time | 108 mins | 149 mins | 89 mins | 154 mins | 65 mins | 59 mins |
| Peak Times | 12pm-7pm | 12pm-7pm | 12pm-7pm | 12pm-7pm | 1pm-4pm | 12pm-7pm |
| Visits | 7,900,000 | 3,900,000 | 1,900,000 | 331,800 | 640,400 | 3,100,000 |
| Intracity Visitors | 802.6K | 469.1K | 201.6K | 47.3K | 113.9K | 458K |
| Trade Area (Top 3) | Maitland (32751): 512.9K<br>Orlando (32804): 439.2K<br>Goldenrod (32792): 382K | Goldenrod (32792): 845.4K<br>Maitland (32751): 151.1K<br>Casselberry (32707): 137.3K | Goldenrod (32792): 99.1K<br>Maitland (32751): 76.8K<br>Orlando (32804): 74.5K | Maitland (32751): 19.2K<br>Goldenrod (32792): 17.1K<br>Casselberry (32707): 8K | Maitland (32751): 39.2K<br>Goldenrod (32792): 31.9K<br>Orlando (32804): 25.6K | Goldenrod (32792): 161.3K<br>Maitland (32751): 139.2K<br>Orlando (32814): 88.6K |

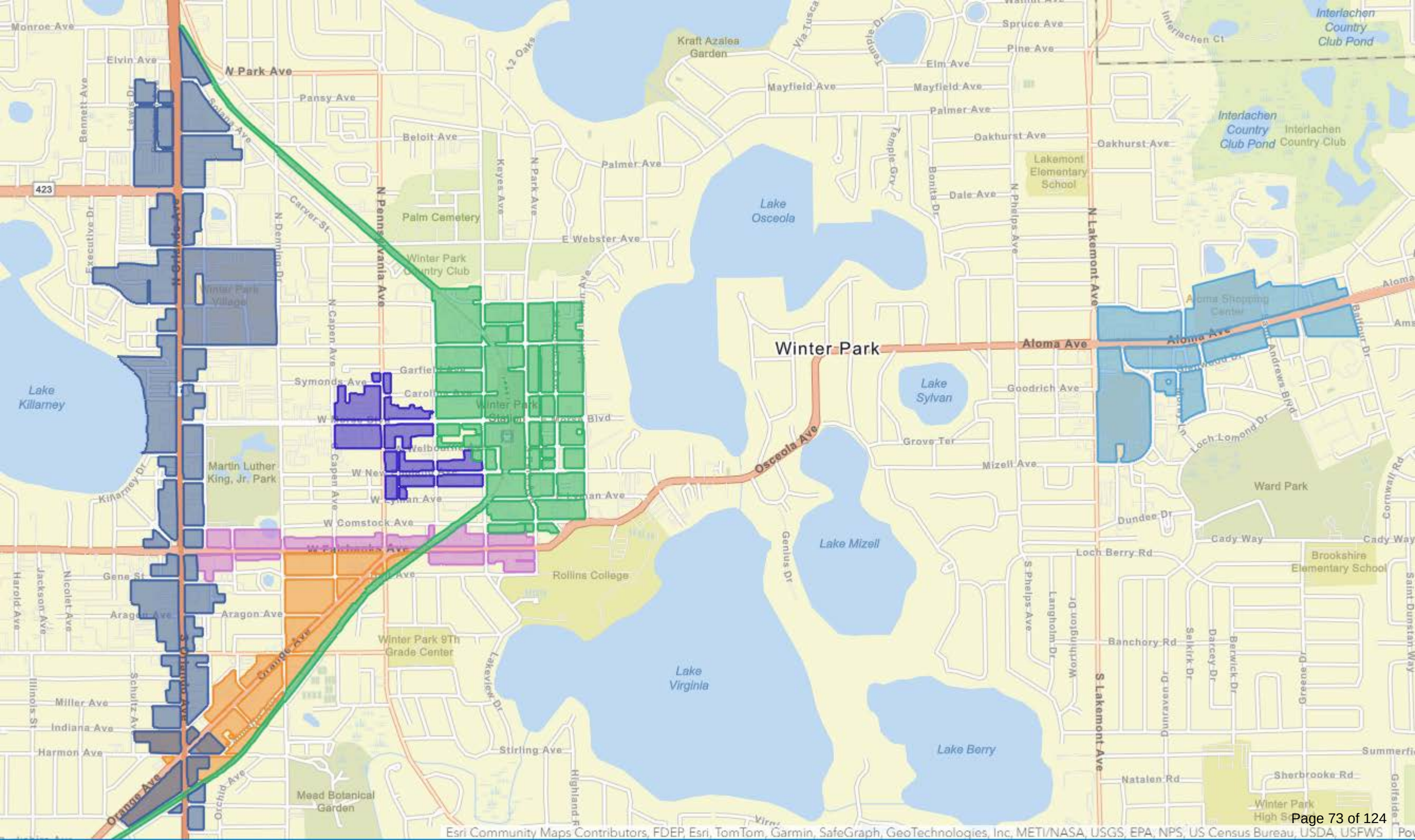
| Consumer Spending (Totals) | 17-92 | Aloma | Fairbanks | Hannibal | Orange | Park |
|---|---|---|---|---|---|---|
| Apparel & Services | $ 1,984,081 | $ 79,997 | $ 122,026 | $ 320,104 | $ 22,979 | $ 929,433 |
| Entertainment/Recreation | $ 3,266,685 | $ 136,396 | $ 200,472 | $ 492,825 | $ 38,930 | $ 1,562,477 |
| Food (Away from home) | $ 3,235,748 | $ 129,364 | $ 198,923 | $ 511,681 | $ 37,537 | $ 1,528,402 |
| Personal Care (Products & Services) | $ 842,064 | $ 33,712 | $ 51,793 | $ 132,675 | $ 9,543 | $ 404,619 |

| | 17-92 | Aloma | Fairbanks | Hannibal | Orange | Park |
|---|---|---|---|---|---|---|
| Top 3 Tapestry Segments | 1. Retirement Communities (9E)<br>2. Metro Fusion (11C)<br>3. Set to Impress (11D) | 1. Retirement Communities (9E) | 1. Retirement Communities (9E)<br>2. Set to Impress (11D) | 1. Set to Impress (11D)<br>2. Old & Newcomers (8F) | 1. Emerald City (8B)<br>2. Set to Impress (11D) | 1. Retirement Communities (9E)<br>2. Set to Impress (11D)<br>3. Old & Newcomers (8F) |

| | 17-92 | Aloma | Fairbanks | Hannibal | Orange | Park |
|---|---|---|---|---|---|---|
| Complete Consumer Spending | $ 53,658,114 | $ 2,215,783 | $ 3,296,506 | $ 8,304,549 | $ 623,296 | $ 25,839,086 |
| Per Unit (Visits) | 6.79 | 0.57 | 1.74 | 25.03 | 0.97 | 8.34 |
| Per Sq Mi | $ 214,632,456 | $ 20,143,482 | $ 82,412,650 | $ 207,613,725 | $ 7,791,200 | $ 151,994,624 |






Esri Community Maps Contributors, FDEP, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

# Economic Development INCENTIVES

CRA community redevelopment agency

CITY OF WINTER PARK, FLORIDA

### Targeted Industry Enhancement Program

Targeted Industry Enhancement (TIE) is a local program incentivizing expansion, growth and development of high-wage jobs as well as maintaining the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community. Rebate is dependent upon City Commission/Community Redevelopment Agency (CRA) Board approval plus validation of wage and job growth in the area.

### Vacant Storefront Program

The Vacant Storefront Program is established as a mitigation strategy to offset commercial vacancies and promote vibrancy through the city's downtown commercial corridor. Its intent is to transform dark stores and empty windows into opportunities for economic enhancement by encouraging illuminated storefronts and artistic partnership. Successful applicants will be offered an incentive on their electric utility bill in exchange for providing well-lit window décor to boost consumer shopping experiences, brand and economic vibrancy.

To apply for these, please access **cityofwinterpark.org/ed-programs**.

## CRA

### Business Façade Improvement Program

The Business Façade Improvement Program allows for matching grant funds of up to $20,000 to be provided toward exterior improvements to businesses within the CRA. The program supports economic stability and maintains the character and quality of commercial districts through leveraging private-public funds. The program was adopted to improve the aesthetic appearance of buildings in the boundaries of the CRA District.

### Business Sign Replacement Program

The Business Sign Replacement Program provides a financial incentive to property and business owners to replace existing pole-style signs and reinvest in the exterior of their business or commercial property with a monument-style sign. The CRA may pay up to 75% of total sign cost replacement.

To apply for these, please access **cityofwinterpark.org/cra-programs**.

## WEST FAIRBANKS

### Business Façade Matching Grant Program

The West Fairbanks Business Façade Matching Grant Program provides a financial incentive to encourage renovation of and reinvestment in the exterior of properties along West Fairbanks Avenue between Interstate 4 and U.S. Highway 17-92/Orlando Avenue. The program offers a 50% matching grant up to $5,000 for eligible improvements including storefronts, paint, signs and awnings. Water and sewer connections, and parking lot landscaping are eligible in conjunction with façade improvements. To apply, access **cityofwinterpark.org/ed-programs**.

## SUSTAINABILITY

The city's Sustainability Program offers residential and commercial support grants for buildings, energy and water. Grant funding is subject to availability. To apply, please access **cityofwinterpark.org/sustainability** under **Buildings, Energy & Water**.

**PLEASE NOTE** All incentives are subject to funding availability, eligibility requirements and program approvals.

# 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 of appointment basis, and not welcoming walk-in customers, shall generally not meet this definition, unless approved on a case-by-case basis.

**ELIGIBILE 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:

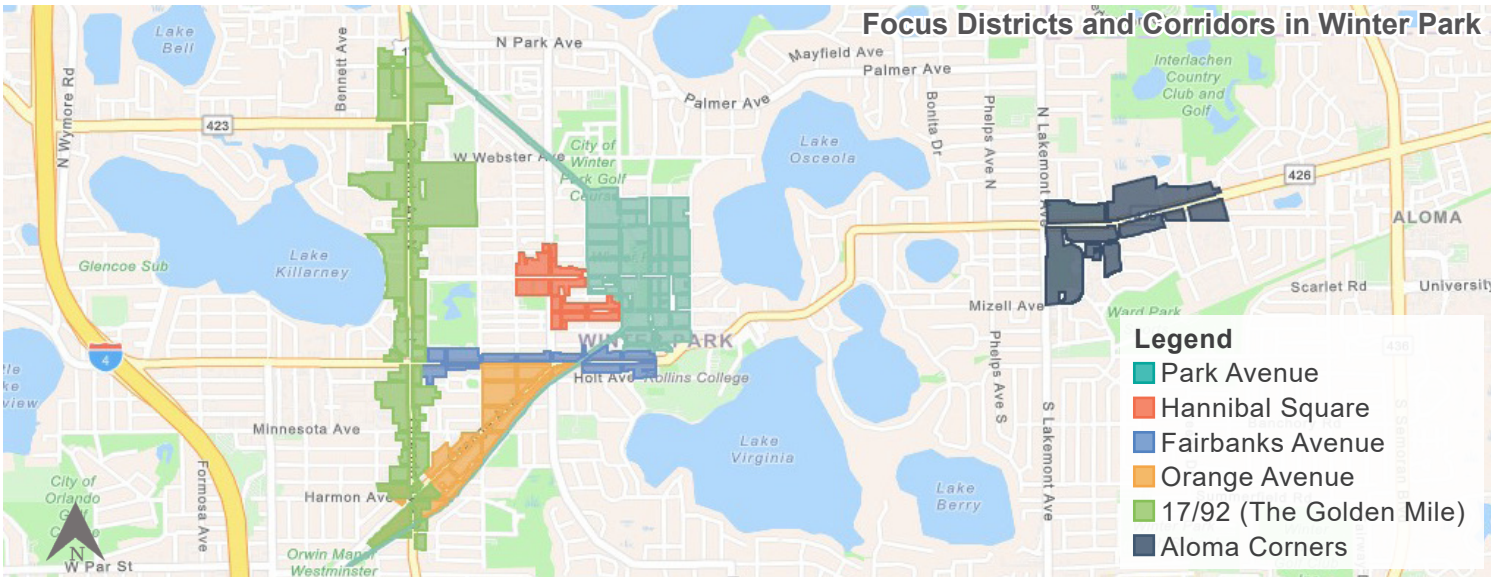
1. Complete application form
2. Copy of current business license
3. Copy of current property insurance
4. Written consent from property owner giving permission to conduct Retail Build-Out Enhancements *(if necessary)*
5. Digital photographs of existing conditions of project
6. Written description of 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 **eclecticism**
- "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"

## KEY THEMES AND CONCEPTS

Some of the key themes and concepts that emerged from the analysis in Phase I, as useful context for what has been proposed within the *Implementation Matrix*, include the following:

### LOCATION DRIVERS

The extent to which the site-location decisions of prospective retail tenants are driven by considerations of "co-tenancy", that is, the nearby businesses that generate relevant cross-traffic.

### CRITICAL MASS

The need for established shopping destinations, particularly ones specializing in comparison goods, to retain a "critical mass" (or remain above a certain threshold) of such stores.

### GROUND FLOOR TENANCY

The importance of active retail tenancies on the ground floor of walkable districts and along the frontage of commercial corridors (to preserve such spaces for uses with the greatest need for high visibility)—in cases where tight market conditions prevail.

### WINTER PARK RETAIL ECOLOGY

The understanding of Winter Park's districts and corridors as a retail ecology or hierarchy, with the tight market for retail space in one creating "spillover" tenant demand in others.

### ZONING & POLICIES

The accompanying notion that the city's overall retail potential can only be maximized by grounding policies (including zoning) in such dynamics, even if in some cases that implies different expectations for individual properties and stakeholders.

### INTERESTING MIX OF TENANCIES

The roles that development economics, permitted uses and rent expectations play in street-level vitality, with strategically-zoned, "second-generation" spaces often priced at levels that can be sustained by a broader and more interesting mix of tenancies.

### FLEXIBILITY AS PRE-EMPTION

The realization that flexibility—in policy, zoning, approvals, and permitting—will be essential to keeping Winter Park relevant and differentiated in a rapidly-evolving and fiercely-competitive industry.

### THE PRIMACY OF SUPPLY AND DEMAND

The recognition that market forces—specifically, supply and demand variables—can often dictate retail conditions and opportunities to a greater extent than the physical and design attributes of roads and buildings.

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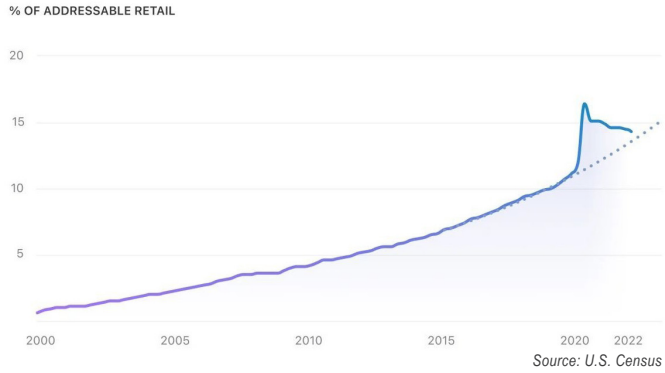
DEFINITION: "Retail" for the purposes of this scope-of-work has been defined broadly, to include any ground-floor uses that are consumer-facing—that is, welcoming potential customers either on a walk-in or subscription basis. This would encompass, then, personal services, food and beverage as well as entertainment venues, while precluding businesses that operate exclusively or primarily by appointment.

### US Ecommerce Adoption Growth Rate

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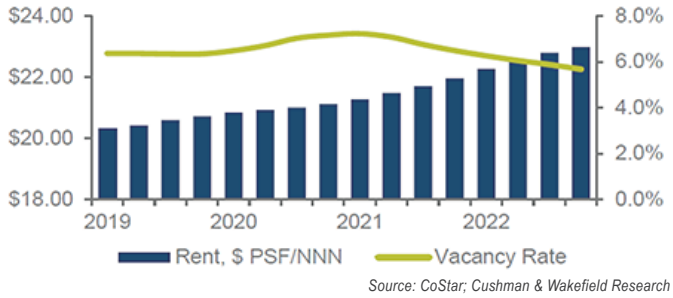
CAPTION: **No, e-commerce has *not* taken over:** By 2022, the market share of online sales was roughly similar to where it would have been without the pandemic, given historic growth rates.

### Overall Vacancy & Asking Rent

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CAPTION: **What Retail Apocalypse?** Despite pandemic-era disruption, the market for retail space was robust in 2021 and most of 2022, with declining vacancy rates and rising asking rents.

Economic Development Advisory Board

# agenda item 6.a

**item type**
Staff Updates

**meeting date**
October 8, 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 (WPBA) update

**motion | recommendation**

**background**
Staff to provide an update on the WPBA schedule for 2024-2025.

**alternatives | other considerations**

**fiscal impact**

**attachments**
None

Economic Development Advisory Board

# agenda item 6.b

**item type**
Staff Updates

**meeting date**
October 8, 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**
Reports as requested

**alternatives | other considerations**

**fiscal impact**

**attachments**
1. EDAB Commercial Performance Report - October 2024
2. EcoCounter Report - Rolling 12 months
3. EcoCounter Report - September 2024

# Commercial Performance Report 10/24

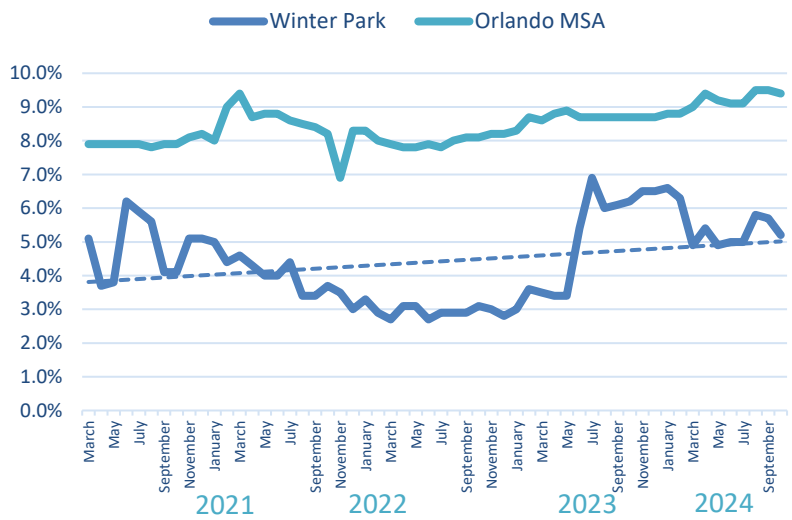
Full list of quarterly reports including annually recorded metrics are available at www.cityofwinterpark.org/pm

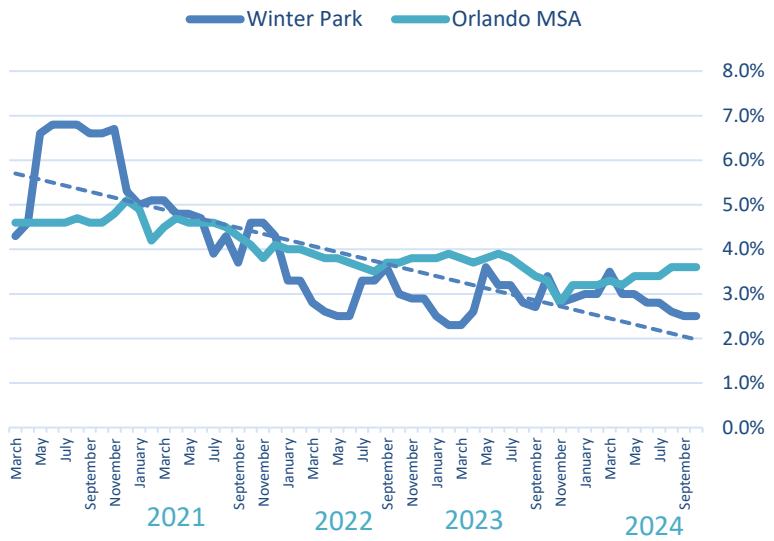
**Sources: ESRI, CoStar, BLS**

## OFFICE

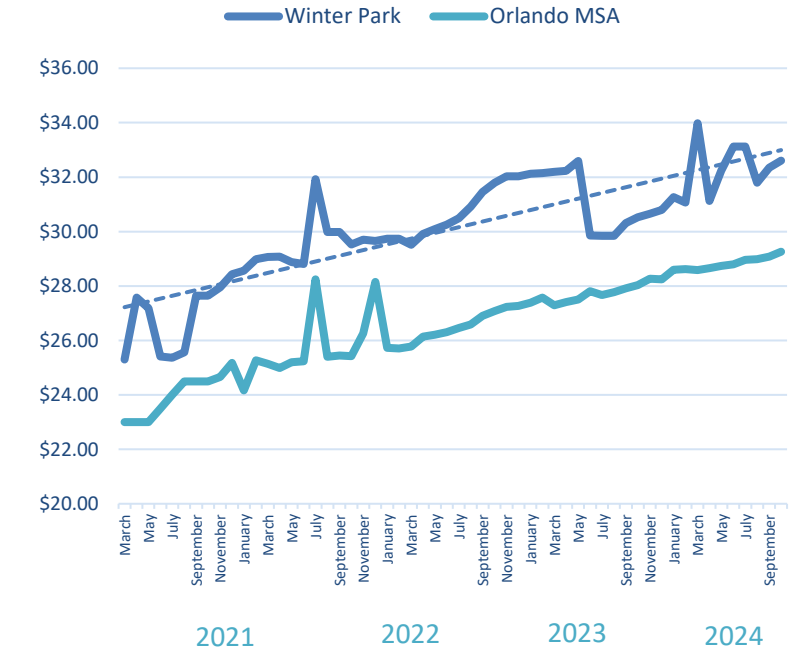
## RETAIL

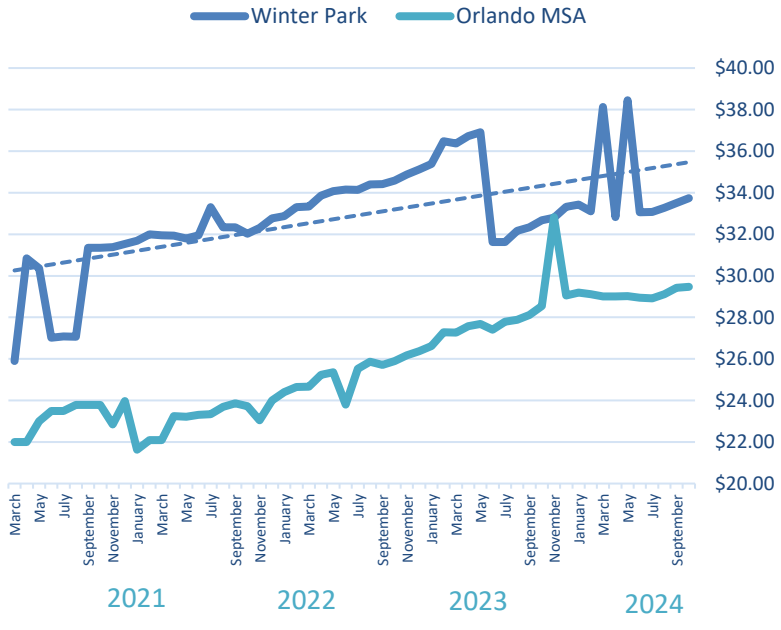
### Vacancy




### Rental Rate



# City of Winter Park

Kyle Dudgeon
10/01/2024

# Key Figures

October 1, 2023 → September 30, 2024

Total

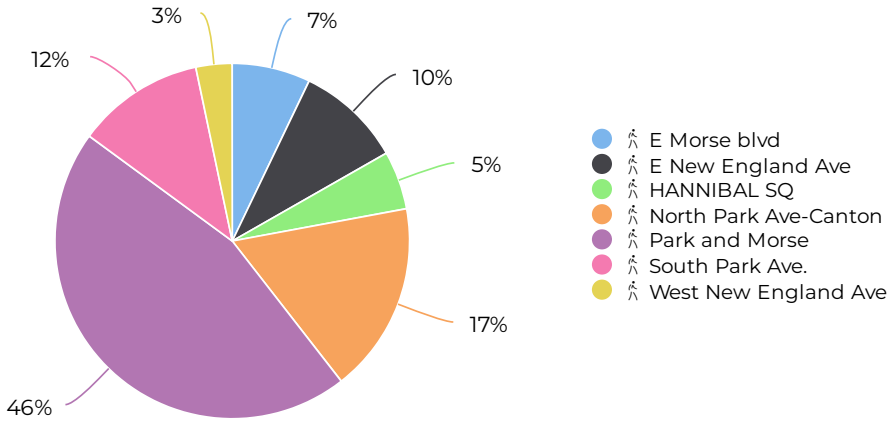
**2,404,201**

Peak Day

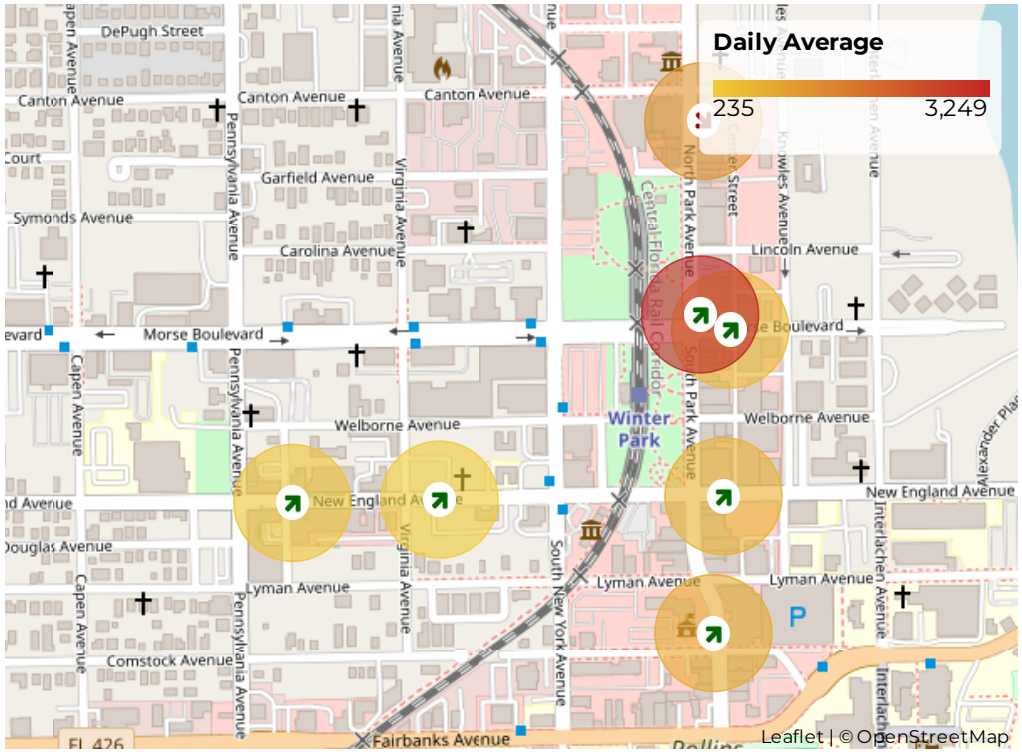
**20,464**

Saturday
Mar 16, 2024

## Distribution




## Key Figures Map

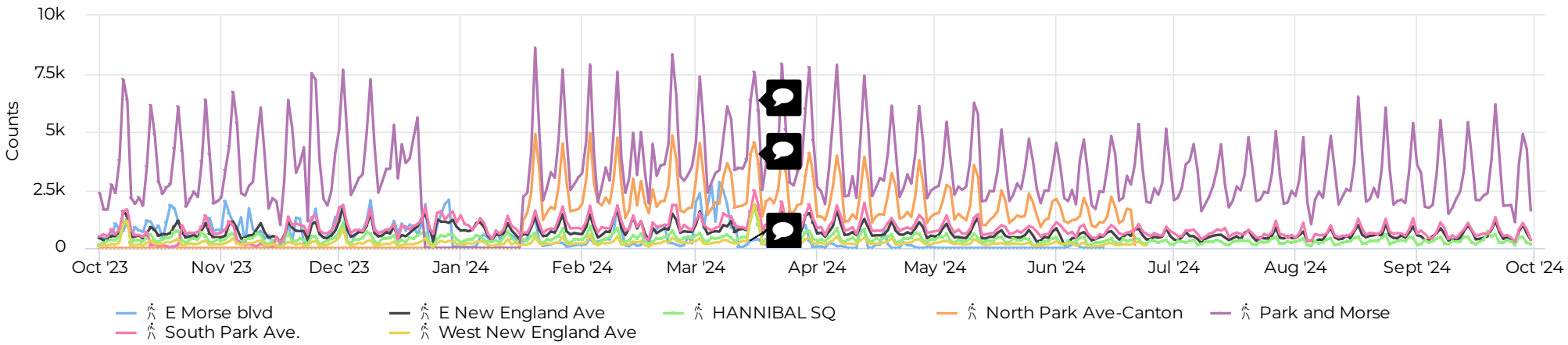



Compared to 10/02/2022 → 10/02/2023

# Key Figures

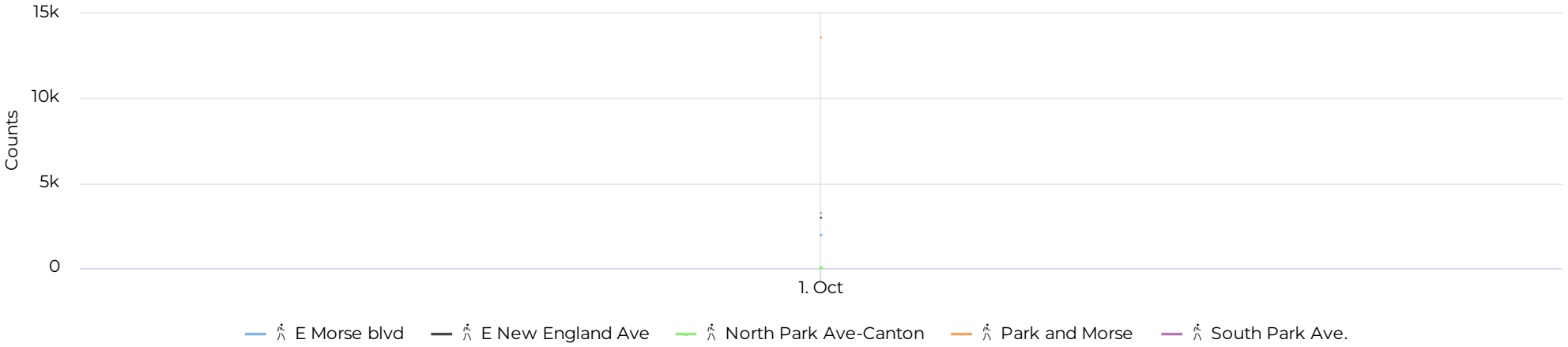
October 1, 2023 → September 30, 2024

## Daily traffic




## Monthly traffic

10/07/2023 → 10/08/2023

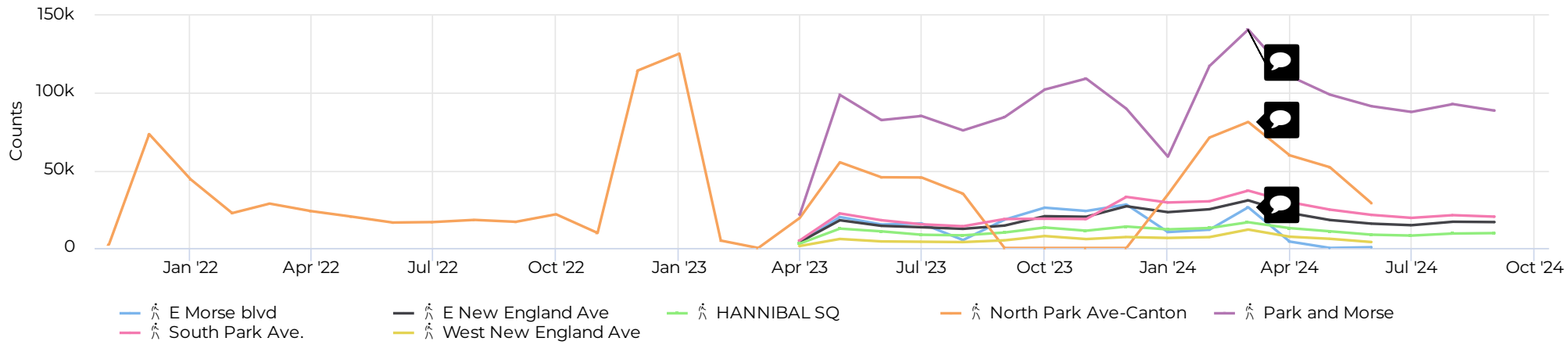


# Key Figures

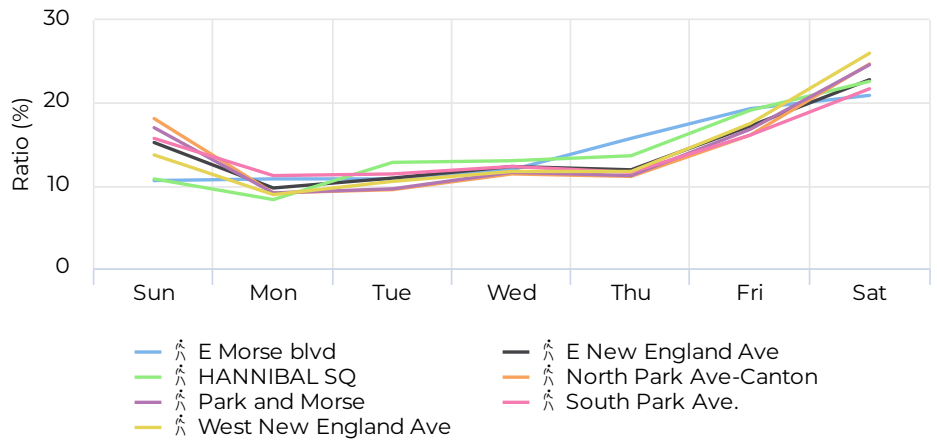
October 1, 2023 → September 30, 2024

## Monthly traffic

Whole Period

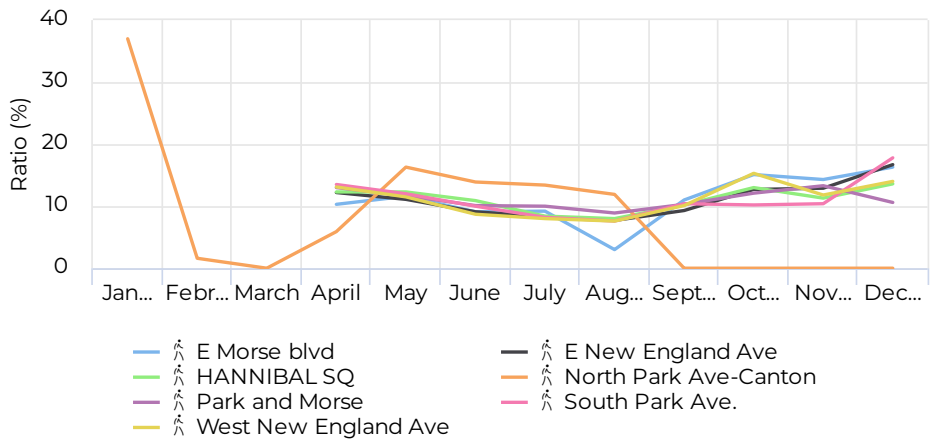



## Daily Profile




## Monthly Profile

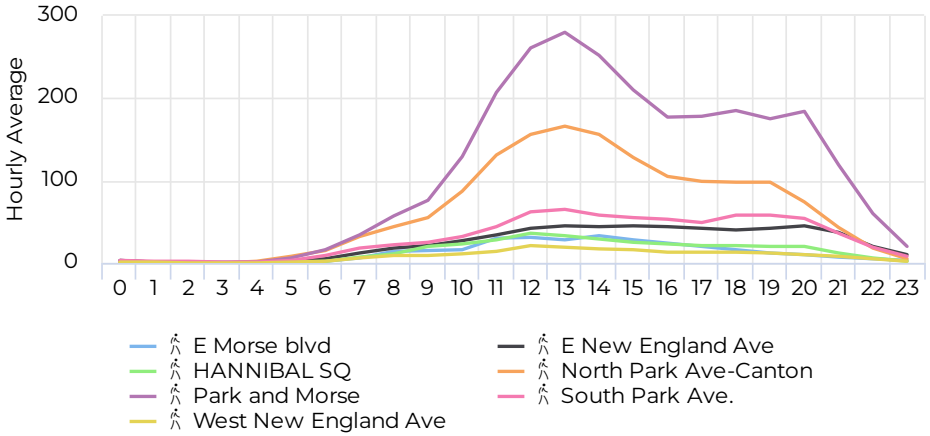
01/01/2023 → 12/31/2023



October 1, 2023 → September 30, 2024

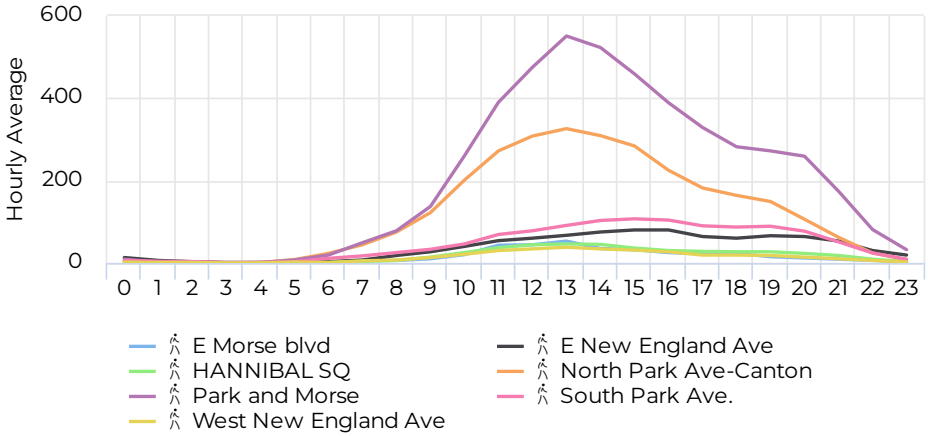
## Hourly Profile - Weekdays

01/01/2024 → 09/30/2024




## Hourly Profile - Weekend

01/01/2024 → 09/30/2024



October 1, 2023 → September 30, 2024

## Key Figures Summary

| Site | Daily Average | | Peak Day | | Peak Count | |
|---|---|---|---|---|---|---|
| Park and Morse | 3,249 | ^ 15.7% | Sat Jan 20, 2024 | Sat May 13, 2023 | 8,605 | ^ 22.9% |
| North Park Ave-Canton | 1,238 | v -9.5% | Sat Feb 3, 2024 | Sat Dec 17, 2022 | 4,946 | v -44.0% |
| South Park Ave. | 829 | ^ 41.9% | Sat Mar 16, 2024 | Sat May 13, 2023 | 2,478 | ^ 87.7% |
| E New England Ave | 686 | ^ 43.6% | Sat Mar 16, 2024 | Sat May 27, 2023 | 1,847 | ^ 79.0% |
| E Morse blvd | 509 | ^ 4.2% | Thu Mar 7, 2024 | Wed Sep 6, 2023 | 2,832 | ^ 56.1% |
| HANNIBAL SQ | 379 | ^ 15.8% | Sat Mar 16, 2024 | Fri May 5, 2023 | 1,779 | ^ 124.9% |
| West New England Ave | 235 | ^ 55.5% | Sat Mar 16, 2024 | Fri May 5, 2023 | 1,891 | ^ 312.9% |

Compared to 10/02/2022 → 10/02/2023

# City of Winter Park

Kyle Dudgeon
10/01/2024

# Key Figures

September 1, 2024 → September 30, 2024

Total

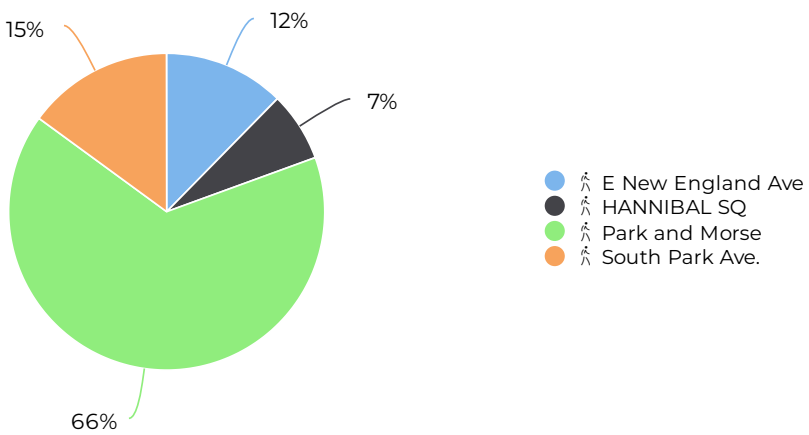
**135,143**

Peak Day

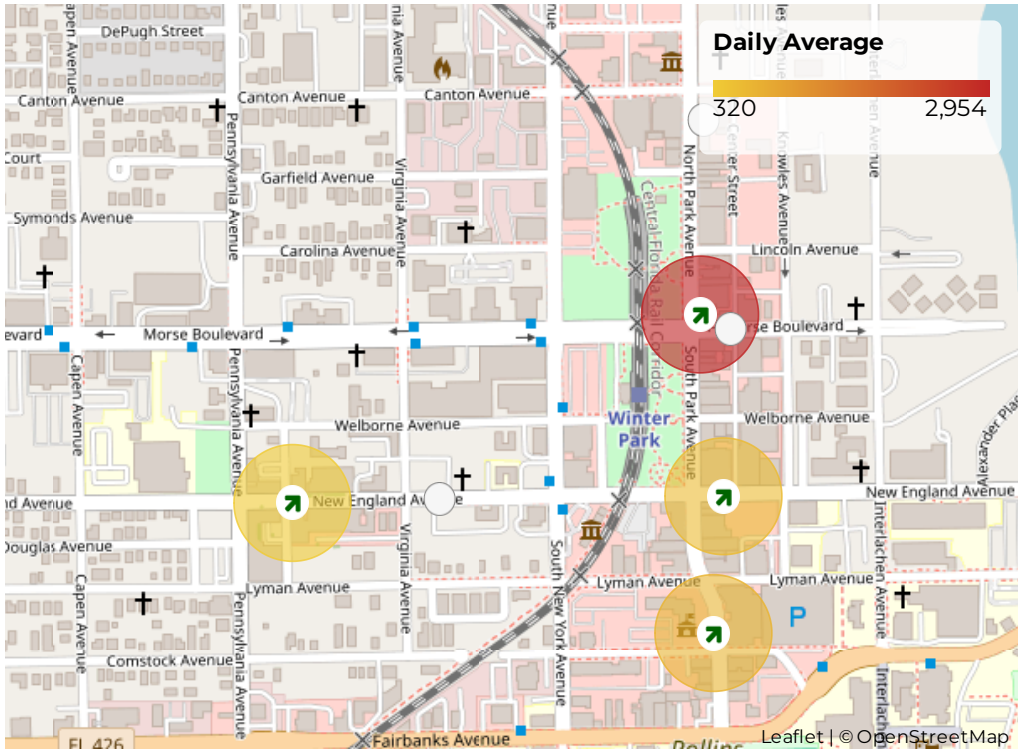
**9,231**

Saturday
Sep 21, 2024

## Distribution




## Key Figures Map

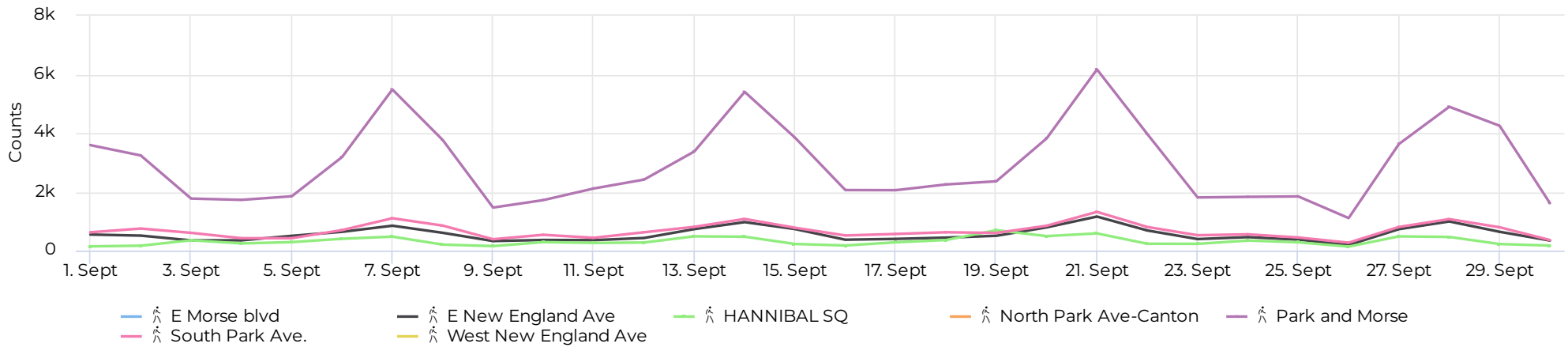



Compared to 09/03/2023 → 10/02/2023

# Key Figures

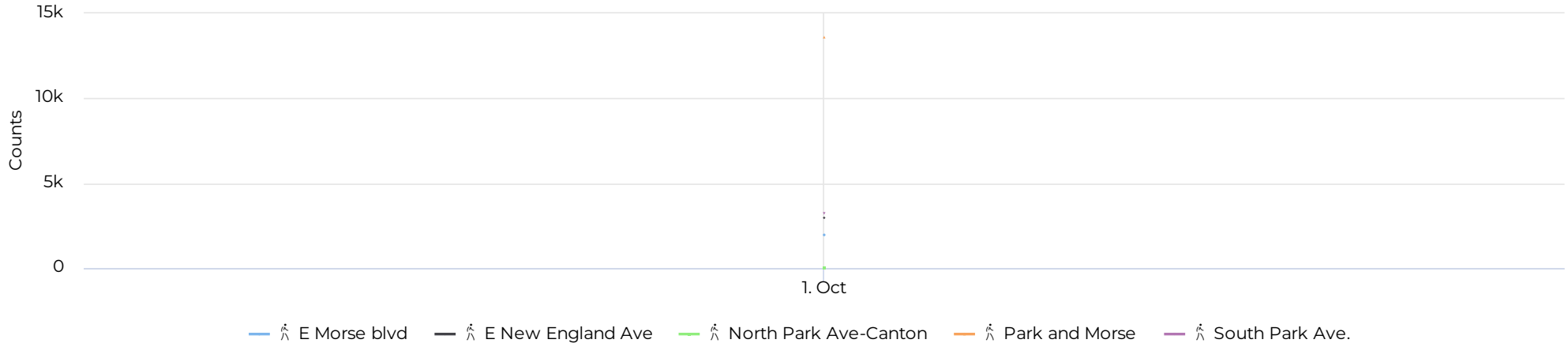
September 1, 2024 → September 30, 2024

## Daily traffic




## Monthly traffic

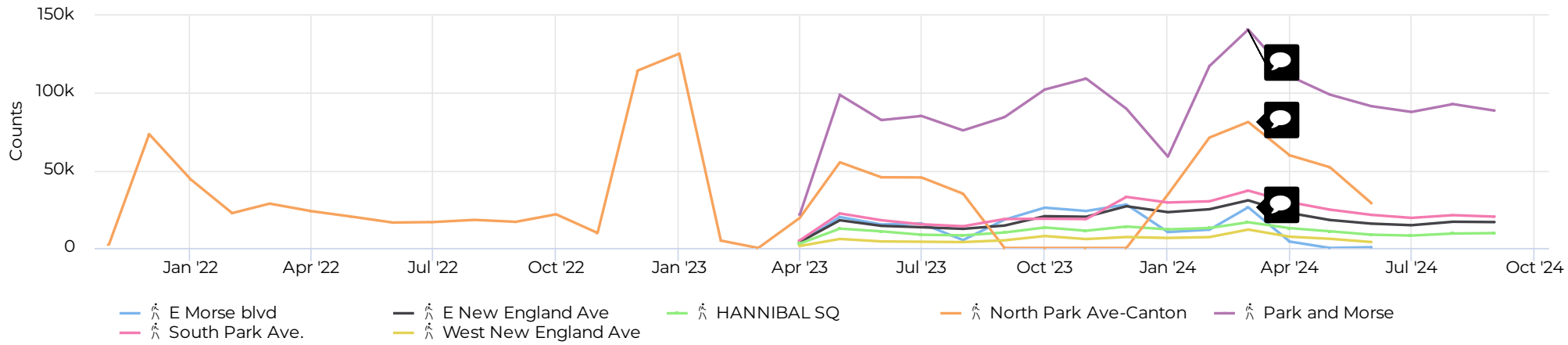
10/07/2023 → 10/08/2023



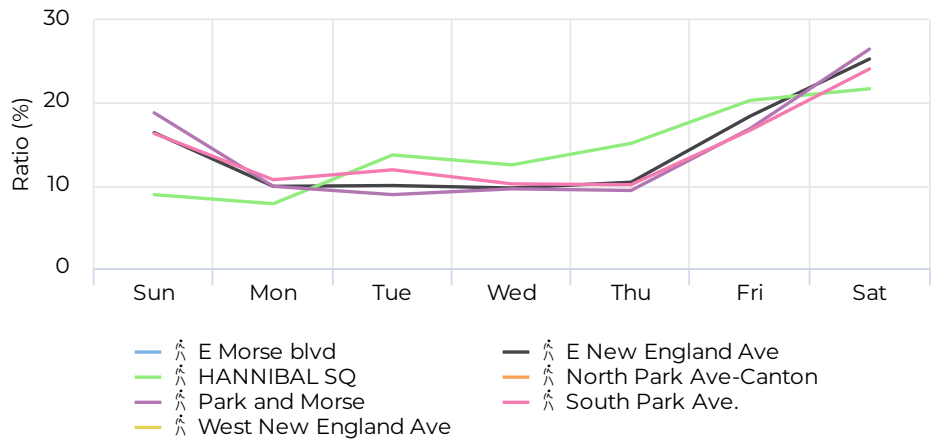
September 1, 2024 → September 30, 2024

## Monthly traffic

Whole Period

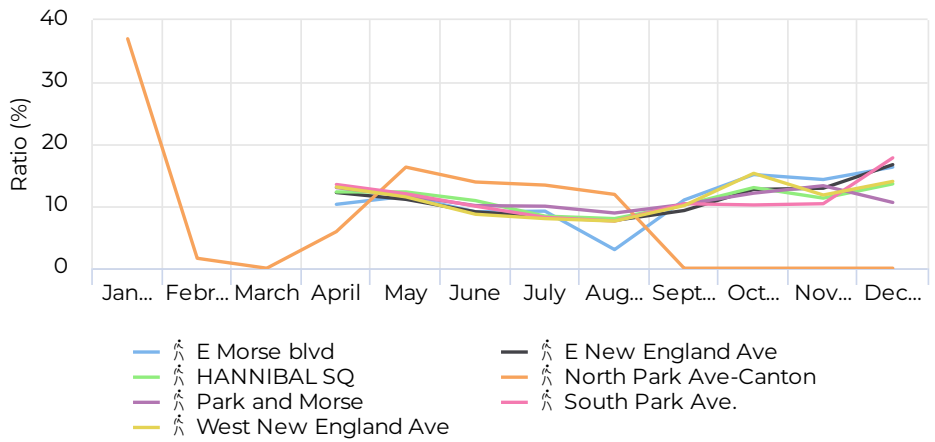



## Daily Profile




## Monthly Profile

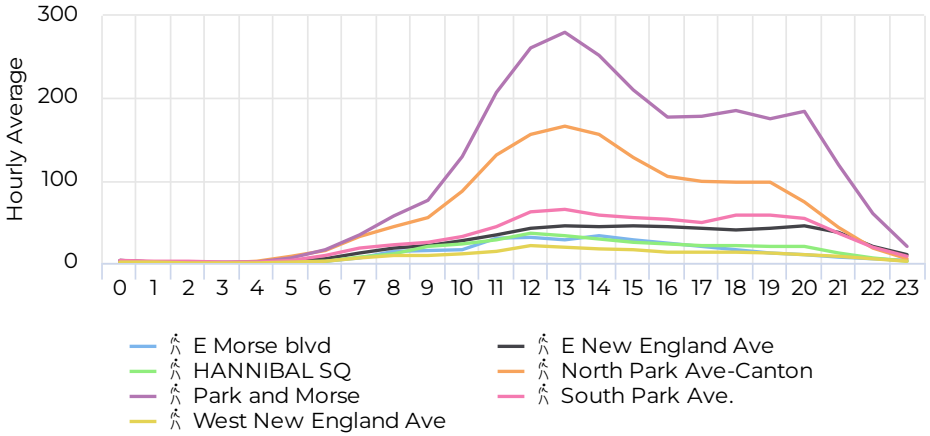
01/01/2023 → 12/31/2023



September 1, 2024 → September 30, 2024

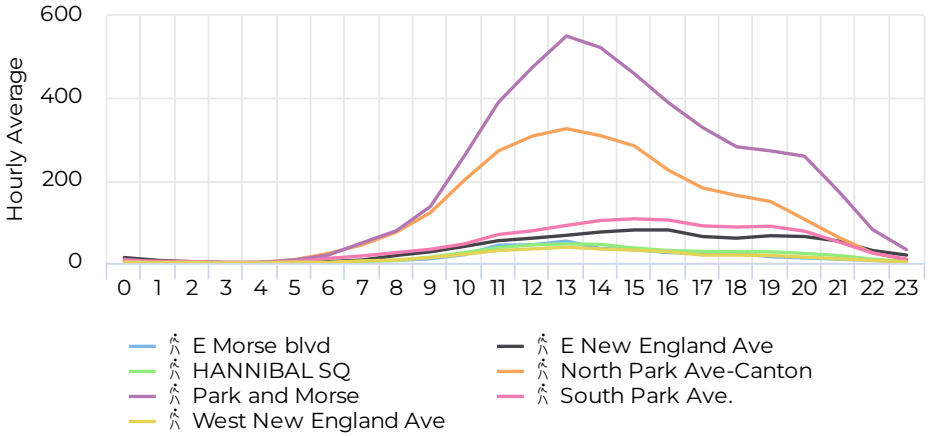
## Hourly Profile - Weekdays

01/01/2024 → 09/30/2024




## Hourly Profile - Weekend

01/01/2024 → 09/30/2024



September 1, 2024 → September 30, 2024

## Key Figures Summary

| Site | Daily Average | | Peak Day | | Peak Count | |
|---|---|---|---|---|---|---|
| Park and Morse | 2,954 | ^ 10.5% | Sat Sep 21, 2024 | Sat Sep 23, 2023 | 6,169 | v -2.1% |
| South Park Ave. | 674 | ^ 11.5% | Sat Sep 21, 2024 | Sat Sep 23, 2023 | 1,319 | ^ 7.0% |
| E New England Ave | 557 | ^ 21.1% | Sat Sep 21, 2024 | Sat Sep 23, 2023 | 1,158 | ^ 29.5% |
| HANNIBAL SQ | 320 | ^ 1.3% | Thu Sep 19, 2024 | Sat Sep 23, 2023 | 694 | ^ 3.9% |
| E Morse blvd | | | | | | |
| North Park Ave-Canton | | | | | | |
| West New England Ave | | | | | | |

Compared to 09/03/2023 → 10/02/2023

Economic Development Advisory Board

# agenda item 6.c

**item type**
Staff Updates

**meeting date**
October 8, 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 Econ. Dev. Business Packet

**motion | recommendation**

**background**
As part of EDAB's collateral and marketing review, staff is requesting board assessment on its Econ. Dev. Resource Guide for future revisions and distribution.

**alternatives | other considerations**

**fiscal impact**

**attachments**
1. FINAL_City of Winter Park Economic Development Resource Guide 2022

# CITY OF WINTER PARK ECONOMIC DEVELOPMENT RESOURCE GUIDE

JANUARY 2022

# CONTENTS

A GREAT PLACE TO START YOUR BUSINESS


03 Welcome

04 Economic Overview

05 Community Profile

07 Winter Park Zoning Map

08 Business Incentive Programs

09 Business Assistance

10 Business Services

16 Winter Park Living

20 Winter Park Cultural Experience

24 Important Contacts

# WELCOME

**Winter Park is the city of arts and culture, cherishing its traditional scale and charm while building a healthy and sustainable future for all generations.**

Renowned by its copious array of stately trees, warm temperatures, and gracefully rolling lakes, the City of Winter Park has positioned itself as a surreptitiously attractive community. Originally developed in the late 1800s as a winter resort for northerners seeking a park in the winter, today it maintains itself as a thriving community that blends a rich living experience with an inviting tourist community against the backdrop of historical gallantry and brick-lined streets.

Home to a little over 30,000 residents, Winter Park is celebrated for its world-renowned shopping districts and long-standing commitment to arts, history, and culture. Local businesses, established and preserved through several generations, have become a complement to new companies relocating to this flourishing community. Boasting a favorable taxing structure and one of the lowest property tax rates in the region, Winter Park is an advantageous location for any business.

Winter Park prides itself as being a walkable community with a distinct and elegant aesthetic that encourages the interplay between residents, visitors, and business owners, which is perfect for an increasingly connected world. Winter Park is committed to maintaining steady growth while preserving the many elements that make the city a prime location for business relocation, business expansion, and overall economic health. Ultimately, Winter Park looks forward to creating meaningful pathways for businesses to blossom within the community and maximize business success.

Please take a moment to explore and learn about our socioeconomic characteristics, business incentives, services, and our exceptional quality of life. If you are interested in moving to Winter Park, the Economic Development/CRA Department would be happy to provide you with local contacts to meet all your needs. If you require customized information or require further assistance, please contact the department at 407.599.3217.

## Top 4 Reasons Why Winter Park is the Premier Business Community

- Comprehensive city and business development services, financial incentives, and proximity to capital resources
- Access to highly educated workforce and talent to help grow your company.
- Strong network of business support groups and partnership opportunities.
- Proven track record of success & promising outlook for new business in this post-COVID, diverse economy.

# ECONOMIC OVERVIEW

The Winter Park economy is comprised of local, state, and global businesses that all demonstrate a vested interest in the preservation of the local community. What sets the City of Winter Park apart from other areas in Florida is the area's deep-rooted commitment to preserving its identity while maintaining strategic and responsible growth trends. Winter Park's inviting and productive culture, sustainable infrastructure, strong roster of municipal services, and stable economic environment make the city a highly sought-after community for local and international business investments.

Winter Park is conveniently located in the heart of central Florida with convenient access to Interstate 4 (I-4), U.S. Highway 17-92 (17-92) as well as the Amtrak and SunRail rail station, which provides prime access for local commuters.

Winter Park consists of a strong structure of business support groups and networking opportunities, which fosters a tradition of success and economic innovation.

Winter Park is home to a variety of businesses. However, based on recent location quotient (LQ) data, the top three target industries that are unique and specialized to this area include real estate, professional services, and education. Neverthleess, the city is an ideal place for a wide range of occupational clusters to live and work.

## TARGET INDUSTRIES

# COMMUNITY PROFILE

The City of Winter Park serves a robust community of business owners, families, college students, and working adults interconnected through a variety of different social and economic classes, cultural identities, and many other walks of life. The demographics data for the City of Winter Park represent a vibrant City that is home to affluent, well educated, professional families.

**No Personal Income Tax**

**Personal Property Tax**

Millage Rate 16.3156

**Sales Tax**

6.5%

## POPULATION PROFILE*

**31,030**
Population

**45.3**
Median Age

**2.2**
Average Household Size

## DEMOGRAPHICS*

**77%** White

**6%** Black or African American

**3%** Asian

**11%** Hispanic or Latino

## INCOME PROFILE*

**$81,065**
Median Household Income

**$58,645**
Per Capita Income

**$145,990**
Average Household Income

## LARGEST HOUSEHOLD INCOMES*

19.6%
$200,000 +

15%
$50,000 - $74,999

12.4%
$100,000 - $149,999

**8.8% Percentage of families below the poverty level, compared to an Orange County average of 12.6%**

## EMPLOYMENT PROFILE*

**80.6%**
White Collar

**11.8%**
Services

**7.5%**
Blue Collar

**<5%**
Unemployment Rate

**3,796**
Total Businesses

**2,784**
Total Employees

## EDUCATION PROFILE*

4.6% No High School Diploma

13.7% High School/GED

21.2% Some College/Associate's

60.6% Bachelor's/Post-Graduate Degree

## ROLLINS COLLEGE STATS*

**1**
Ranking in Regional Southern Universities

**857**
Average Graduating Class Size

**623**
Average New Fall Undergrad Enrollees

**Source**: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2016

**Source**: Integrated Postsecondary Education Data System. Enrollment/Graduate data averaged from 2014-2020

*Data is subject to changes as a result of new information, change in process requirements for data collection, and availability of resources.

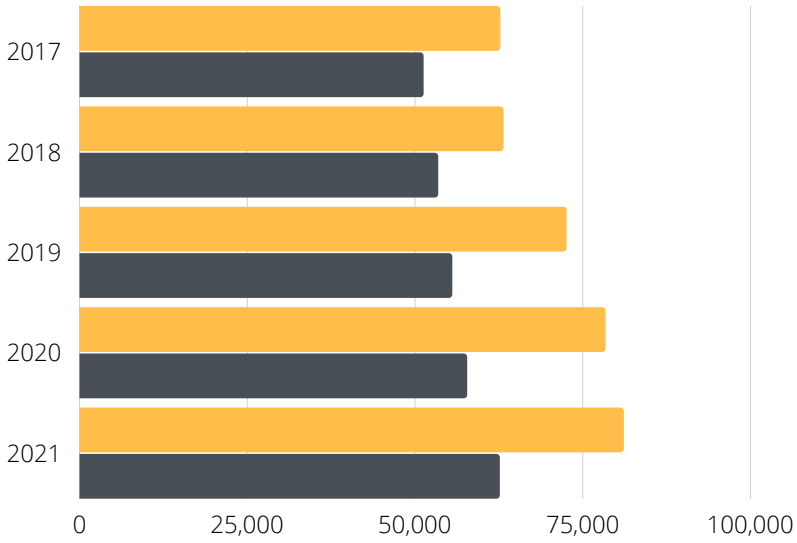
# COMMUNITY PROFILE

## POPULATION

Winter Park has seen stable population growth demonstrating a 1.3% increase to 30,630 from 2019-2020, representing an average annual rate of 1.1% growth. Over the same period, Orange County's population increased by 3%, with average annual growth rate of 2 percent.

## MEDIAN HOUSEHOLD INCOME

Median Household Income for Winter Park is $81,065 a nearly 30% premium over Orange County. Overall growth in income has steadily increased over the last few years and is projected to increase by approximately 12% over the next five years. Furthermore, with an average household income over $100,000, the city is an attractive demographic for relocating businesses. Winter Park's higher than average income levels are due primarily to the concentration of jobs in higher wage paying industries such as health care, financial services, and real estate.

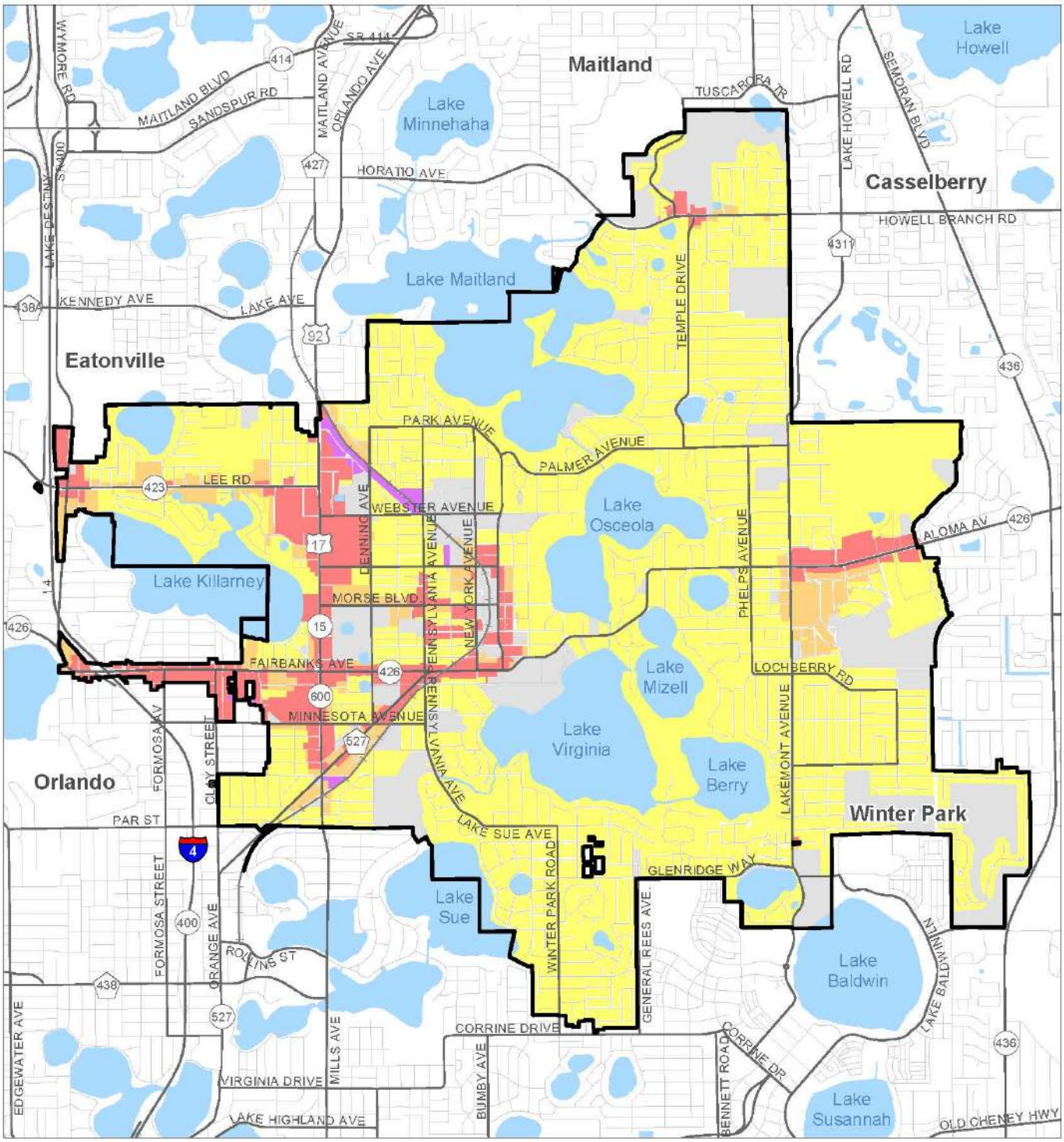



## EDUCATIONAL ATTAINMENT

With more than 83% of the population age 18+, over 32% of the population with a college degree, and 28% of the population with an advanced graduate level degree, Winter Park has a highly educated population and boasts some of the region's most well-known educational institutions. Rollins College is a well-known, regionally accredited, highly ranked liberal arts college, that graduates over 800 new students a year—a graduating class dominated by its business, marketing, and social science majors. Thus, Rollins College serves as the heartbeat of the Winter Park workforce and provides a plethora of opportunities for new businesses seeking to call Winter Park home.

## WINTER PARK WORKFORCE

Winter Park strives to create new opportunities to expand its workforce and support local businesses. As such, approximately 97% of the total Winter Park population is employed, boasting a 2.6% unemployment rate—1.7% lower than Orange County. With a booming Services industry and thriving Financial and Real Estate industries, Winter Park is a great location for business seeking expansion.




# WINTER PARK ZONING MAP

# BUSINESS INCENTIVE PROGRAMS

The City of Winter Park aims to remain competitive among surrounding communities and therefore offers a wide range of programs that can help your business relocate to and grow in our community. Please contact the Economic Development Department for more information about these programs.

## TARGET INDUSTRY ENHANCEMENT (TIE) PROGRAM

The purpose of the TIE Program is to promote the expansion, growth, and development of high wage jobs and maintain the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community. Any private company desiring to locate within the municipal boundaries of the City of Winter Park that meets the Program Guidelines is eligible to apply.

## TARGET INDUSTRY ENHANCEMENT (TIE) PROGRAM

The Community Redevelopment Agency (CRA) of the City of Winter Park established the Business Façade Matching Grant program to provide a financial incentive to property and business owners to renovate and reinvest in the exterior of their business or commercial property. Eligible businesses must be located within the boundaries of the Winter Park CRA.

# BUSINESS ASSISTANCE

The City of Winter Park is open for business. Boasting a convenient location in the heart of the fast-growing Metro Orlando area while setting itself apart from its neighbors with its small-town charm, superior level of service, low tax rates, and a proven track record of commercial success, Winter Park is *the* location for new businesses.

## WINTER PARK CHAMBER OF COMMERCE

The mission of the Winter Park Chamber of Commerce is to develop, promote and sustain a vital, thriving business climate throughout the community and to initiate, support and enhance the civic, educational and economic well-being of the area. For more information go to www.WinterPark.org.

## NATIONAL ENTREPRENEUR CENTER

Dedicated to fostering new business ideas, supporting business growth, and providing resources to the small business in Central Florida. The National Entrepreneur Center provides a single location where small businesses can access a variety of business resources, technology, research tools and support organizations that can provide: free one-on-one business coaching, low-cost seminars, networking events, access to business building tools and resources, certification assistance for minority owned businesses, connections to procurement opportunities, and publicity opportunities. For more information go to www.nationalec.org.

## FLORIDA VIRTUAL ENTREPRENEUR CENTER

The Florida Virtual Entrepreneur Center is a free web portal designed to connect entrepreneur with business support organizations, programs and service providers who can support their new or growing business. The Virtual Entrepreneur Center provides useful links to service providers, latest business resources, and other agencies to support starting up, expanding or relocating your business. To learn more go to www.flvec.com.

## GROWFL

GrowFL provides companies, at no cost, a suite of high-end, high-speed technical assistance and business resources to companies that have grown beyond the startup phase and need access to information and decision-making tools typically only available to larger companies. The goal of the Florida Economic Gardening Technical Assistance Program is to stimulate investment in Florida's economy by providing technical assistance for expanding businesses in the state. For more information go to www.growfl.com.

## BIZLINK ORANGE

BizLink Orange, powered by the National Entrepreneur Center, is an online platform that provides business owners with free "How-To" guides, action plans, business resources, and coaching services. BizLink aims to develop a network of resource partners who work together to "accelerate the growth and development of Central Florida's small business community."

**IF OPPORTUNITY DOESN'T KNOCK, BUILD A DOOR.**
MILTON BERLE

# BUSINESS SERVICES

## WHERE TO START

Opening a business in a new location is a exciting. It is Winter Park's goal to guide business owners through the process from start to finish. Ultimately, the city will work tirelessly to help new businesses open their doors as quickly and as smoothly as possible. See more on page 11.

## BUSINESS CERTIFICATES

Winter Park's user-friendly self-service portal simplifies the business certificate application process that making it easier for new companies to operate in the city. See more on page 12.

## BUSINESS PERMITS

Winter Park's Building and Permitting Services department is available to walk business owners through the process of applying for and receiving proper business permits. Our Permit Specialists are dedicated to ensuring an accurate and compliant journey. See more on page 14.

## HELPFUL LINKS

The City of Winter offers a wealth of business services designed to streamline the startup journey. We invite prospective companies to visit our website to learn more about what it means to conduct business in the city and contribute to our economy. See more on page 15.

# WHERE TO START

## STEP 1:

### FORM AN ENTITY

It is important that new businesses understand state licensing and permitting in the State of Florida as well as the City of Winter Park. Before a company can own and operate a new business in the City, the owners must first identify the appropriate certificate and permits are necessary for their type of business.

## STEP 2:

### ACQUIRE INSURANCE

Depending on your structure, location, and employees, you may need additional insurance to operate. Please feel free to reach out to the City for more information on required and recommended insurance.

## STEP 3:

### REGISTER YOUR BUSINESS

Winter Park is available to help new and relocating merchants acquire all the required documents, licenses, and permits necessary to own and operate a business within the City. Please reach out to our qualified experts for any and all assistance.

## STEP 4:

### GET BUSINESS SUPPORT

Before you open a new business in the City, there is an abundance of information and resources available for you to determine your best foot forward. The City of Winter Park provides start-up assistance, business planning and training, access to valuable networking groups, and a dedicated department committed to helping new businesses grow and thrive.

# BUSINESS CERTIFICATE

**It is important for new businesses to understand the requirements for obtaining a license to conduct business within the City of Winter Park. One of the many ways that Winter Park aims to create a welcoming setting for merchants is to provide expert assistance, information, and direction throughout the process of obtaining a business certificate. For information on how to apply for a business certificate, please contact the Building & Permitting Services Department at 407.599.3237.**

Winter Park welcomes all types of business such as:

- Brick-and-mortar businesses
- Home-based businesses
- New restaurant, Food, and/or Beverage establishments
- Professional services

Winter Park promotes entrepreneurial accessibility. In supporting all types of businesses, Winter Park establishes itself as an ideal location for an economically diverse business population.

# MERCHANT EMPLOYEE PARKING PROGRAM

The City of Winter Park implemented the Merchant Employee Parking Program to:

1. Provide convenient all-day parking for Park Avenue area employees.
2. Eliminate the need for employees to continually move their car.
3. Open up spaces on the Avenue for customers and guests.

This program provides free 8-hour designated parking areas for all employees located in the downtown Winter Park area; specifically, within the boundaries from Fairbanks to Webster avenues, and New York to Interlachen avenues

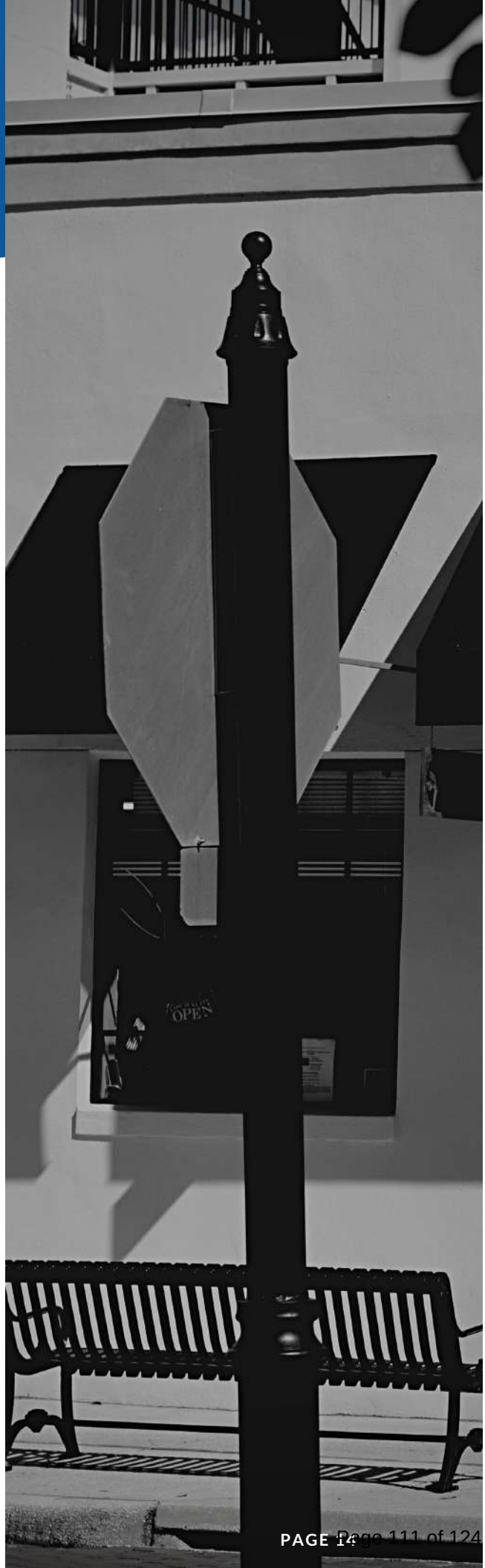
**Winter Park is committed to promoting a supportive business environment that purports a supreme quality of life.**

For additional information and questions pertaining to the Merchant Employee Parking Program, please contact: wpparking@cityofwinterpark.org

# BUSINESS PERMITS

Winter Park is constantly seeking new ways to streamline the business service process as a means to encourage business growth and merchant performance. Therefore, the City has developed an online portal to make applying for permits, business certificate, plans and tree removals easier. All permits must be submitted via the City of Winter Park Permitting Self Service portal. Online submission of permit applications will help to streamline application intake and will improve transparency for the permitting process.

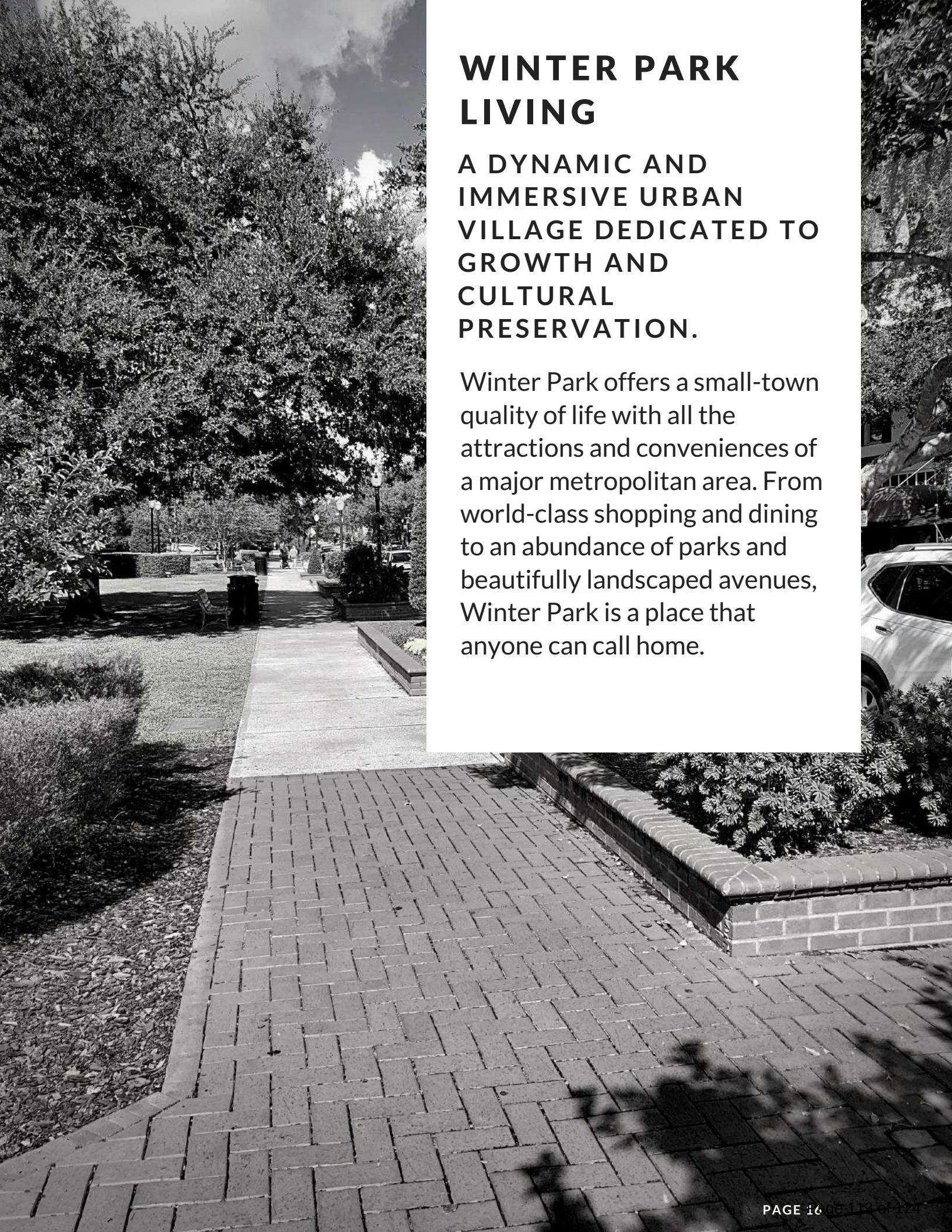
For more information on the business permit submission checklist, the permit application process, the plan review process, or the inspection process, please reach out to the Building & Permitting Services Department at 407.599.3237.



# HELPFUL LINKS

THE CITY IS FULL OF RESOURCES!

| | |
|---|---|
| Zoning Map | https://cityofwinterpark.org/docs/residents-guests/planning-to-visit/helpful-maps/zoning-map.pdf |
| Future Land Use Map | https://cityofwinterpark.org/docs/residents-guests/planning-to-visit/helpful-maps/future-land-use-map.pdf |
| Fee Schedule | https://cityofwinterpark.org/feeschedule |
| Permitting Self-service Portal | https://cityofwinterpark.org/self-service/ |
| Application Forms | https://cityofwinterpark.org/planning-zoning |
| Home-based Business Form | https://cityofwinterpark.org/docs/departments/planning-transportation/business-certificate/home-business-certificate-regulations.pdf |



# WINTER PARK LIVING

## A DYNAMIC AND IMMERSIVE URBAN VILLAGE DEDICATED TO GROWTH AND CULTURAL PRESERVATION.

Winter Park offers a small-town quality of life with all the attractions and conveniences of a major metropolitan area. From world-class shopping and dining to an abundance of parks and beautifully landscaped avenues, Winter Park is a place that anyone can call home.

# DOWNTOWN WINTER PARK

Since 1887, Park Avenue has welcomed winter-weary visitors. A canopy of century old oaks, quaint brick streets, and thousands of acres of lakes provide the distinctive backdrop for Park Avenue's casually elegant offerings. "The Avenue's" charm is magnified in the truly unique details: hidden gardens and side streets that are home to unique stores, a farmer's market that attracts both locals and visitors alike each Saturday morning, festive parades that mark the seasons, and the scenic boat tour that cruises the canals between the City's lakes overlooking the area's most prestigious homes. Winter Park is a year-round destination that is sure to charm visitors of all ages.

# RECREATION & EVENTS

Winter Park offers some of the most beautiful and well renowned park spaces in the region. With over 10 acres of park space for every resident, Winter Park is truly a refuge for nature intertwined with community in the heart of one of the fastest growing metro regions in the country. Whether it's enjoying our world class events, cycling on our regionally integrated bike trails, cruising three of the seven Winter Park lakes on the world-famous Scenic Boat Tour, or enjoying the many community amenities like tennis courts, pools, and a state-of-the-art brand-new community center, Winter Park is the place to live, work, and play.

# DINING

Winter Park is a culinary smorgasbord. Winter Park's the historical charm and beguiling scenery draws a wide variety of highly acclaimed, prominent restaurants to the local area with the goal of serving the community's diverse dining patrons and enhancing Winter Park's culinary scene. Whether it be one of Winter Park's new trendy walk-up joints, its inviting outdoor venues designed to allow patrons to bask in the city's natural beauty, to its Michelin star rated establishments, Winter Park's dining scene is more than a mere experience—it is the Winter Park way of life.

# SATURDAY FARMERS' MARKET

Located just around the corner from Park Avenue, the Winter Park Farmers' Market makes for a fun morning of browsing while sipping on a flavored coffee. Rated as one of the best farmers' markets in central Florida, the Winter Park Farmers' Market offers a wonderful selection of beautiful orchids, indoor and outdoor plants, fresh produce, baked goods, delectable treats, and so much more. The market takes place every Saturday morning from 7 a.m. to 1 p.m. and provides a lush array of foot traffic for the market as well as local businesses.

# PUBLIC SAFETY

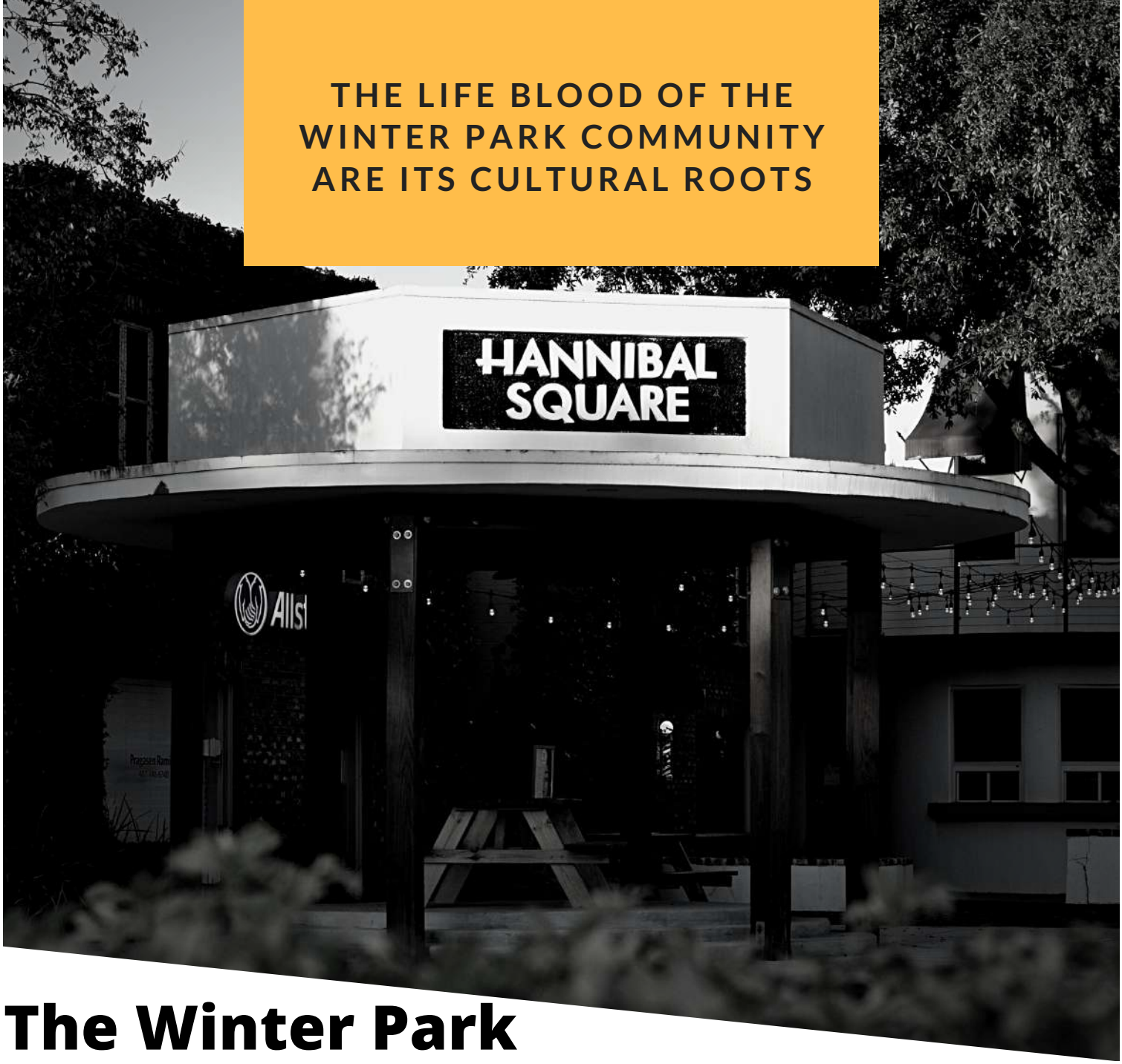
Featuring a nationally recognized Police and Fire Departments, the City of Winter Park is committed to the safety of its residents and businesses. With one of Central Florida's lowest crime rates and a Class 2 Insurance Services Office Fire Protection Classification, Winter Park's residents and businesses can rest securely knowing that they have one of the most dedicated and effective Police and Fire forces in the County.

# HEALTH SERVICES

Winter Park residents have access to a wide variety healthcare services for all individual and family needs. Advent Health, headquartered in Winter Park, is ranked number one in the Orlando metropolitan area and is ranked number three in all of Florida. Advent Health's nationally ranked specialty programs coupled with Winter Park's high rated, premium health care providers ensures that Winter Park residents and visitors are well covered for a wealth of health care and wellness needs.

# EDUCATION

With top rated schools and nationally ranked institutions of higher education, Winter Park offers your family and workforce quality education at all levels. With outstanding primary school facilities, Winter Park hosts 'A' ranked elementary, middle, and high schools. In addition, the city is home to Rollins College, Full Sail University, Valencia Community College, and Winter Park Tech, giving adult residents and employees easy access to higher education.




THE LIFE BLOOD OF THE WINTER PARK COMMUNITY ARE ITS CULTURAL ROOTS

# The Winter Park Cultural Experience

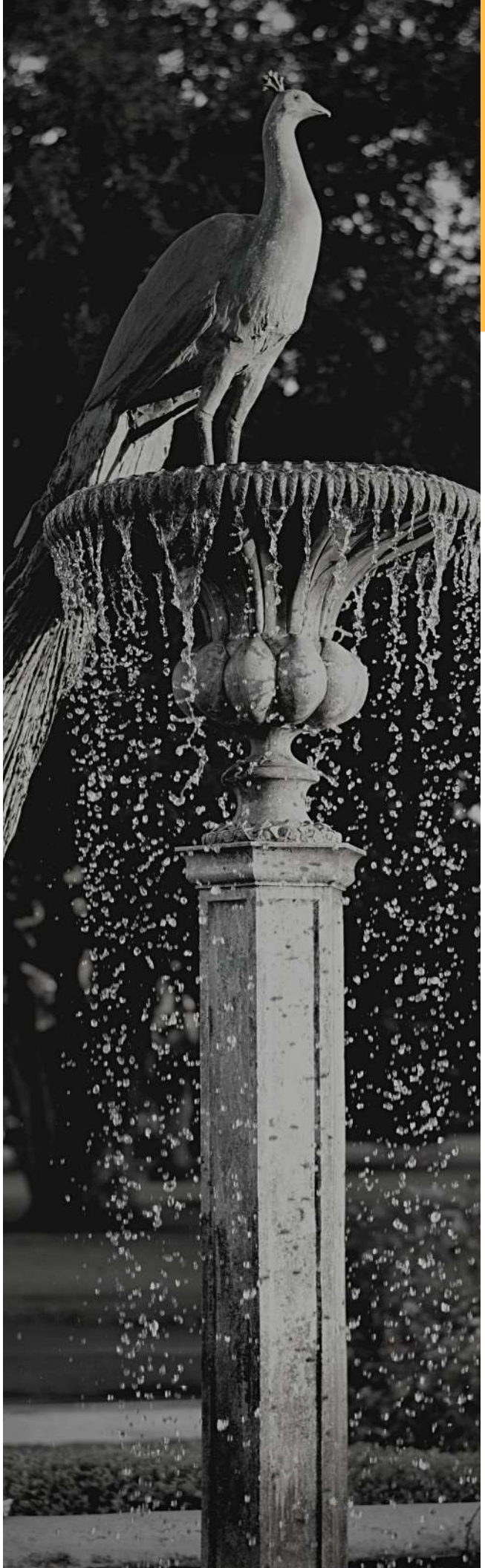
Winter Park is as beautiful as it is unique. As the official city seal's tagline touts, "The City of Culture and Heritage," Winter Park is not only known for its abundance of upscale shopping and dining. Winter Park is committed to preserving its history and showcasing its culture by imparting and cultivating several cultural amenities that articulates the lifeblood of the Winter Park community. With over 700,000 cultural tourists visiting each year, Winter Park is proud of the many museums and galleries located right in the core of its downtown. Winter Park is the destination for those interested in world-class art and rich cultural experiences.

# CHARLES HOSMER MORSE MUSEUM OF AMERICAN ART

The Charles Hosmer Morse Museum of American Art houses the world's most comprehensive collection of works by Louis Comfort Tiffany (1848-1933), the scope of which includes Tiffany jewelry, pottery, paintings, art glass, leaded-glass windows, lamps, and the chapel interior he designed for the 1893 World's Columbian Exposition in Chicago. In its galleries, the museum also features a major collection of American art pottery and representative collections of late-19th and early-20th century American painting, graphics and decorative art. Located at 445 N. Park Ave, 32789. For hours and information visit: www.morsemuseum.org.

# ROLLINS MUSEUM OF ART

The newly named Rollins Museum of Art (RMA) is famed as the first college museum in the state of Florida to be accredited by the American Alliance of Museums (AAM) and is also one of only four AAM-accredited art museums in all of Orlando. The RMA features rotating exhibitions that encourage transformative encounters with art and culture across a dynamic spectrum of artistic expression. Original and traveling exhibitions change seasonally and feature outstanding works of art for all tastes, from the early Renaissance to cutting-edge contemporary. Original exhibitions are drawn from a broad range of paintings, prints, drawing, sculpture, and objects in the permanent collection that includes the works of Albert Bierstadt, Alex Katz, John Frederick Kensett, Henri Matisse, Thomas Moran, Pablo Picasso, Ed Ruscha, Tintoretto, and Tiepolo among many other artists. Located at 1000 Holt Ave, 32789, on the Rollins College campus. For hours and information visit: www.rollins.edu/cfam.



Winter Park values a strong quality of life as well as support for the people that live and work in our community.

MAYOR PHIL ANDERSON

## ALBIN POLASEK MUSEUM & SCULPTURE GARDENS

Founded in 1961, this former Mediterranean-style home and studio of internationally known sculptor, Albin Polasek (1879-1965), features over 200 of his life-like busts and grand sculptures in several rooms as well as the broad gardens that slope down to Lake Osceola. The Museum and Sculpture Gardens is located at 633 Osceola Avenue, 32789. For hours and information visit: www.polasek.org.

## CHARLES HOSMER MORSE MUSEUM OF AMERICAN ART

This City of Winter Park facility managed by Crealdé School of Art pays tribute to the past, present, and future contributions of Winter Park's founding African American community through a unique collection of historic photographs and oral histories. Established by Crealdé in 2007, the center aims to preserve the community's historical legacy and bring awareness to the community's cultural significance while featuring visual art exhibitions and educational programs that explore Southern folklore and cultural preservation. Come share an inspiring history told by the people who have lived it! Free admission. Located at 642 New England Avenue, 32789. For hours and information visit: www.hannibalsquareheritagecenter.org.

# CASA FELIZ HISTORIC HOME MUSEUM

One of Winter Park's most stunning historical attractions, Casa Feliz is a restored farmhouse overlooking the golf course in the heart of Winter Park Florida and is the signature residential work of noted architect James Gamble Rogers II. Today, Casa Feliz serves the community as a historic home museum and rental location for private parties, weddings, and business events. Open to the public for tours. Located at 656 North Park Ave, 32789. For hours and information visit: www.casafeliz.us.

# WINTER PARK HISTORICAL MUSEUM

Discover the tradition and history Central Florida's premier urban village. The Winter Park Museum houses themed displays, including pictorial history, collectibles, memorabilia, and artifacts that reflect specific eras of Winter Park history as well as relate to the cultural growth of the community. Located in the Farmers' Market, 200 West New England Avenue, 32789. Free admission. For hours and information visit: www.wphistory.org.

# LET'S STAY IN TOUCH

# IMPORTANT CONTACTS

## IT'S IMPORTANT TO STAY IN TOUCH!


**CITY OF WINTER PARK**

**ECONOMIC DEVELOPMENT**

401 SOUTH PARK AVENUE
WINTER PARK, FL 32789

FOR MORE INFO CONTACT US
WWW.CITYOFWINTERPARK.ORG/ED
407-599-3398 PH
407-599-3499 FAX

## POLICE DEPARTMENT

### Neighborhood Watch

Officer Belcore: 407-599-3507

### Drug Tip Hotline

407-599-3286

### Non-Emergency

407-644-1313

## FIRE-RESUCE DEPARTMENT

### Chief Fire Marshall

Jim Santoro: 407-599-3610

### Non-Emergency

407-644-1212

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407-599-3600

### 24-Hour Complaint Line

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## UTILITIES CUSTOMER SERVICE

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407-599-3220

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CITY OF WINTER PARK, FLORIDA

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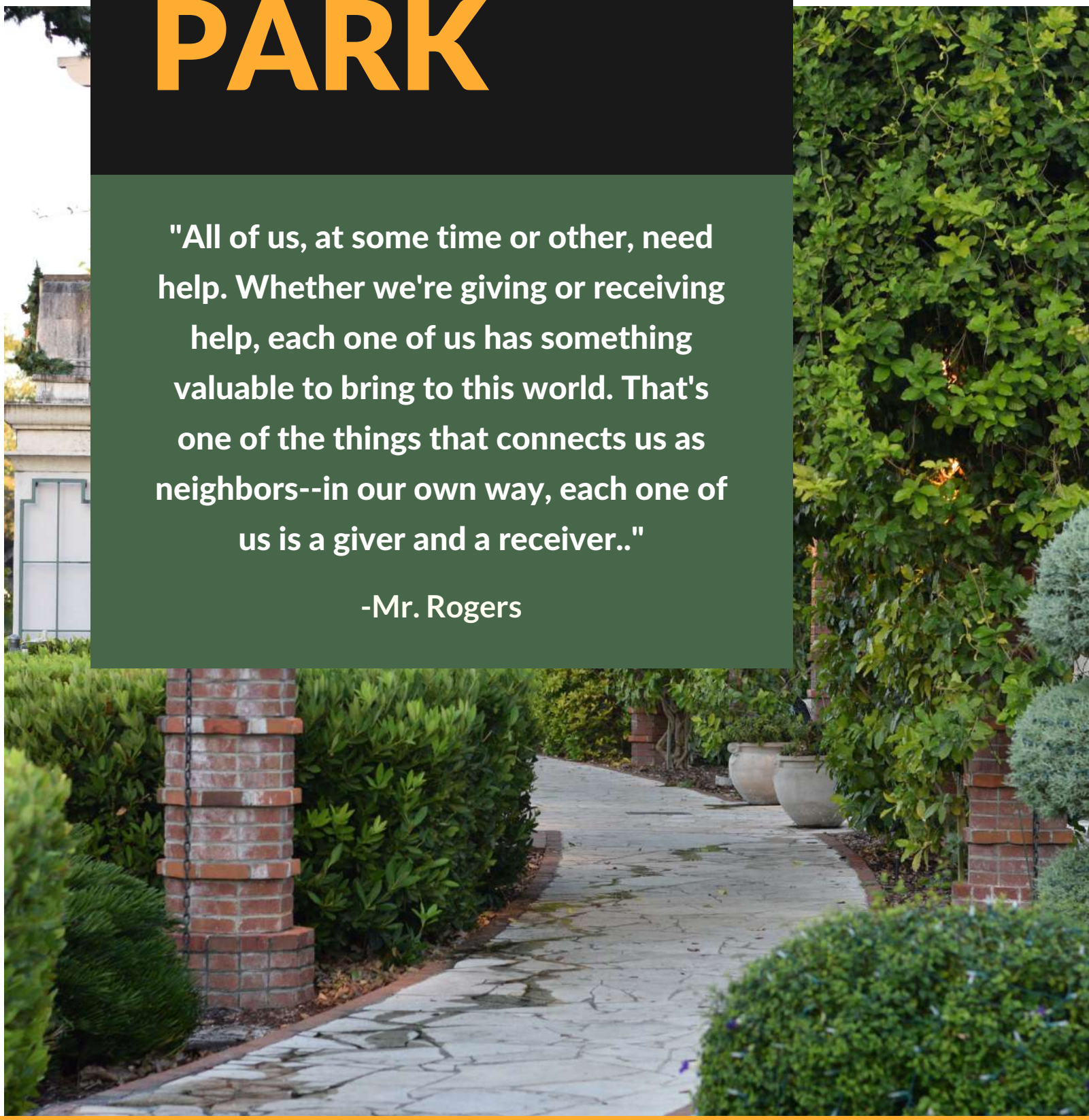
CITY OF CULTURE AND HERITAGE

# WINTER PARK

"All of us, at some time or other, need help. Whether we're giving or receiving help, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors--in our own way, each one of us is a giver and a receiver.."

-Mr. Rogers