



Economic Development Advisory Board Subcommittee Meeting

Agenda

December 5, 2024 @ 9:00 AM

Chapman Room

401 S. Park Avenue

welcome

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

assistance & appeals

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

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

please note

Times are projected and subject to change.

1. Meeting Called to Order**2. Discussion item (s)**

a. EDAB Scorecard

1 hour

3. Adjournment



Economic Development Advisory Board

agenda item 2.a

item type

Discussion item (s)

meeting date

December 5, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Bahiyyah Muhammad-Layton, Board
Coordinator

subject

EDAB Scorecard

motion | recommendation**background**

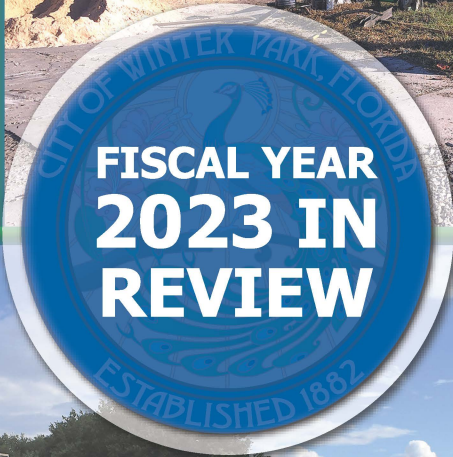
Direction from the October meeting was for the board to divide into subcommittees for the purposes of discussing three items: Marketing, data, and scorecard analysis. Staff has been able to coordinate direction on both the marketing and data with this meeting creating conclusion prior to the December 10th regular meeting.

Attached are several scorecard examples. In the past, the board has discussed document characteristics such as macro items like jobs, wages, and reductions and growth to revenue (tax base). Also discussed were more targeted items such as target industry, business retention & expansion programs and pedestrian counts. It is important to note frequency, data methodology and collection, audience, and ability to impact when considering such metrics.

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

1. WP_FY2023-in-review
2. 2024 WP Chamber Prosperity Scorecard

3. OEP Prosperity-Scorecard-Release-III
4. Scorecard_Other potential discussion points



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.





CITYWIDE BUDGET FISCAL YEAR 2023

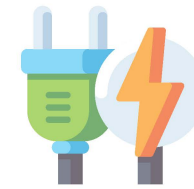
10.01.2022 thru 09.31.2023

\$198.6 million



GENERAL FUND

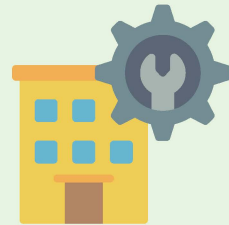
30% reserves
goal reached



ELECTRIC UTILITY

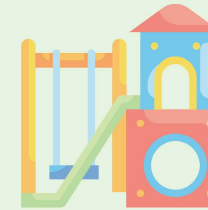
\$6.7 million
undergrounding
investment

CIP CAPITAL IMPROVEMENT PROJECTS



FACILITIES & INFRASTRUCTURE

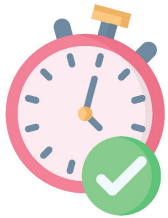
\$14.1 million



PARKS & RECREATION

\$2.75 million

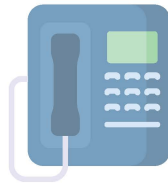
improvements made to buildings, storm drains, sanitary sewers, community development, etc. | **does not** include admin & operational costs



RESPONSE TIMES

<2 minutes

police priority 1 calls



911 CALLS

23,408

received by call center



EMS RESPONSES

<7 minutes

90% calls for service



AFFORDABLE HOUSING

\$320 thousand

CRA+city+direct investment
new homes, rehabs & assistance



WP9 & WP18

89 thousand

rounds played at
2 city golf courses



PUBLIC WORKS

55,000 sq. ft.

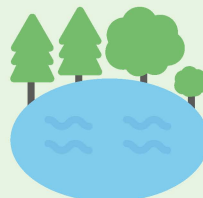
sidewalks replaced
equal to 36 football fields



GREENSPACES

16.3 acres

per 1,000 residents



LAKE CLARITY

7 feet

visibility depth



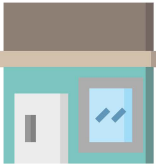
URBAN FORESTRY

279 trees

planted

OFFICE VS. RETAIL OCCUPANCY

October 2022-September 2023



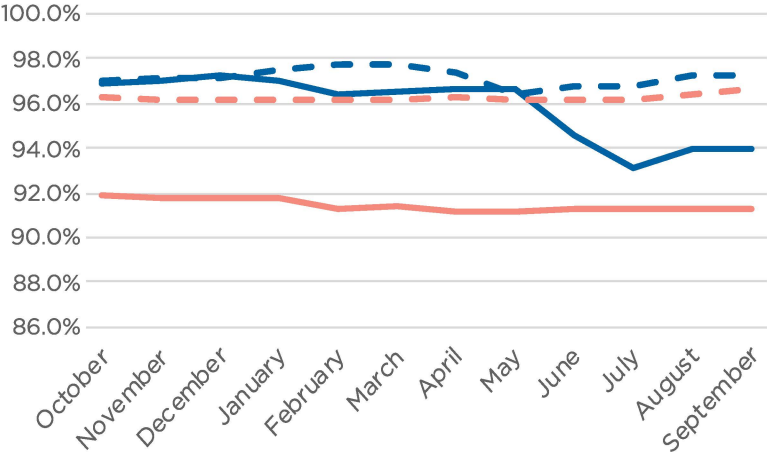
93.7%
OFFICE



97%
RETAIL



PRSRT STD
U.S. POSTAGE
PAID
ORLANDO FL
ACG



Office Retail
Office Retail

Winter Park
Orlando MSA
[Metropolitan Statistical Area]



27,116

Winter Park Population (zip 32789) grew 935 over the last 5 years and is projected to grow by 97 over the next 5 years.

30,356

Winter Park Jobs (zip 32789) grew by 1,976 over the last 5 years and are projected to grow by 1,967 over the next 5 years.

\$73.2K

Winter Park (32789) earnings per job are \$11.5K below the national average earnings of \$82.6K per job.



Economic Development (Prosperity)

\$4.4B

Winter Park (32789) Gross Regional Product

\$130,890

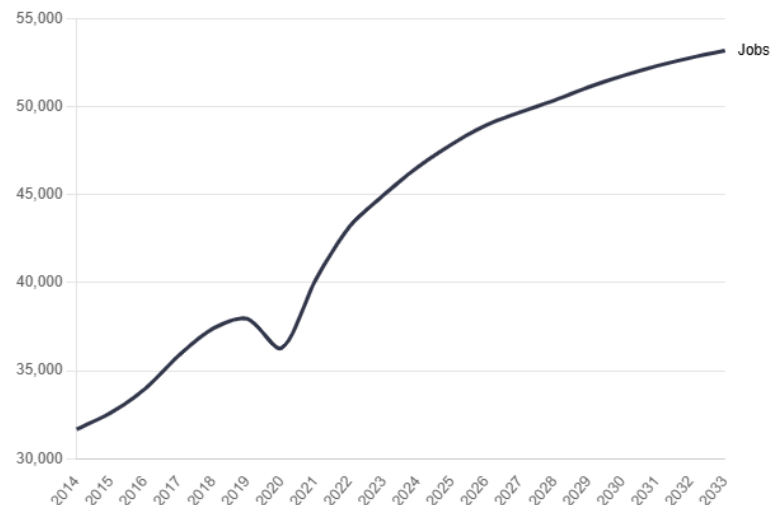
Winter Park (32789) GRP per Worker



Jobs

From 2017 to 2022, jobs increased by 10.3% in Winter Park, FL (in Orange county) (ZIP 32789) from 27,711 to 30,560. This change outpaced the national growth rate of 3.4% by 6.9%.

Jobs Trend and Forecast



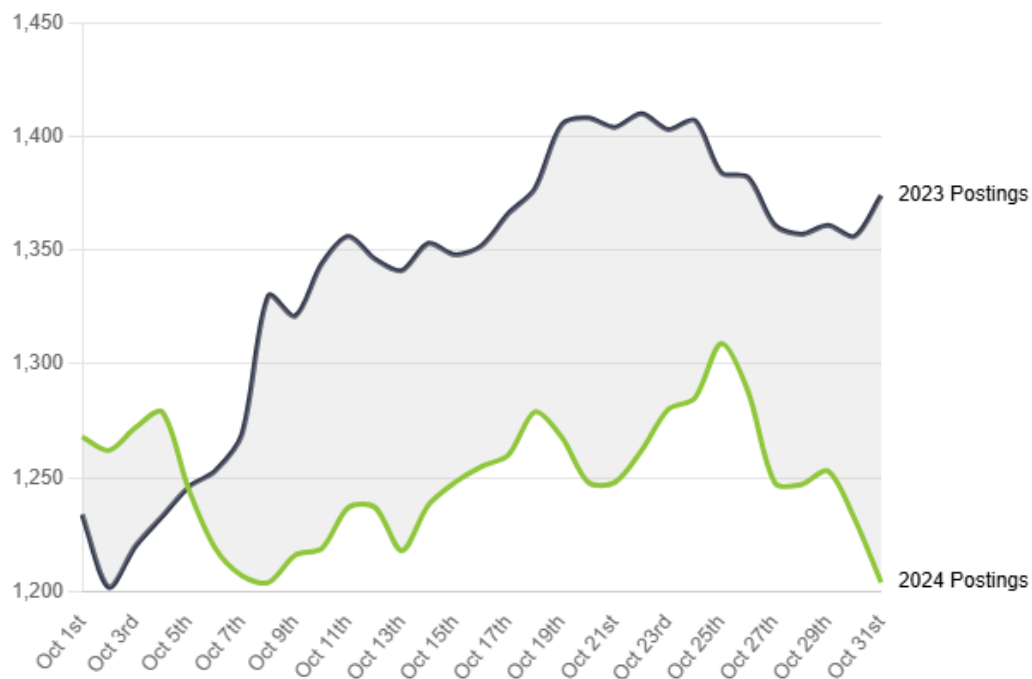
Source: Lightcast

Job Postings 5-Year Trend



Source: Lightcast

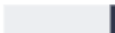
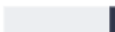
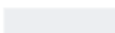
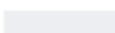
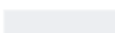
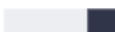
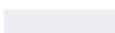
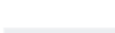
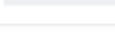
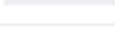
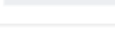
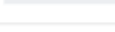
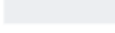
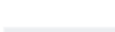
Job Postings 30-Day Trend



Source: Lightcast

Job Postings by Industry

Click headers to sort data

Industry Sector (2-Digit)	Latest 30 Days Unique Postings	Latest 30 Days Unique Postings % Change
Health Care and Social Assistance	387	 -3.1%
Retail Trade	187	 -1.6%
Administrative and Support and Waste Management and Remediation Services	154	 -3.9%
Educational Services	145	 -4.1%
Professional, Scientific, and Technical Services	113	 0.9%
Finance and Insurance	93	 2.2%
Accommodation and Food Services	86	 -25.6%
Manufacturing	76	 -1.3%
Real Estate and Rental and Leasing	76	 -11.8%
Construction	68	 17.6%
Other Services (except Public Administration)	59	 1.7%
Transportation and Warehousing	30	 33.3%
Information	26	 23.1%
Arts, Entertainment, and Recreation	22	 -40.9%
Public Administration	22	 40.9%
Wholesale Trade	18	 22.2%
Agriculture, Forestry, Fishing and Hunting	3	 66.7%
Management of Companies and Enterprises	3	 33.3%
Utilities	3	 0%

Top 20 Companies Hiring

Company	Latest 30 Days Unique Postings	Latest 30 Days Unique Postings % Change
AdventHealth	120	-5.8%
Full Sail University	78	2.6%
Hubbard Construction Company	40	32.5%
Full Sail International	32	-18.8%
REV Group	30	-3.3%
Rollins College	28	-7.1%
City Of Winter Park	24	-12.5%
Hub International	23	-17.4%
Siemens	23	8.7%
Westminster Communities Of Florida	17	11.8%
United States Department of Veterans Affairs	16	56.3%
Central Florida Communities	15	-6.7%
RAYUS Radiology	15	73.3%
Chico's FAS	14	7.1%
Aegis Therapies	12	0%
Rev Co	12	25%
B. Braun Group	11	0%
Devereux	11	-18.2%
Hillpointe	10	-20%
CVS Health	9	-11.1%

Source: Lightcast

Population by Educational Attainment

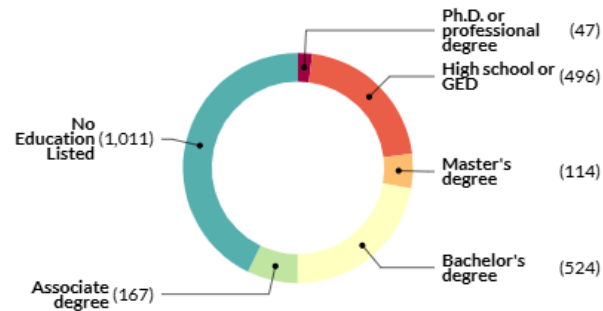
Orange County



Source: Lightcast

Job Postings by Educational Attainment

Previous 12-months



Source: Lightcast

Job Postings by Experience Level

Previous 12-months



Source: Lightcast

Industry Characteristics

Industry	2023 Average Earnings Per Worker	2023 LQ (Industry Concentration)	2018 Jobs	2018-2023 % Change in Jobs
Professional, Scientific, and Technical Services	\$95,198	2.18	5,028	45.84%
Accommodation and Food Services	\$37,533	1.92	4,692	29.42%
Finance and Insurance	\$89,334	2.07	3,654	57.69%
Administrative and Support and Waste Management and Remediation Services	\$47,609	1.85	3,992	22.95%
Health Care and Social Assistance	\$54,880	0.78	5,037	-22.05%
Real Estate and Rental and Leasing	\$48,791	1.48	2,599	46.32%
Retail Trade	\$42,343	0.67	2,570	4.85%
Other Services (except Public Administration)	\$27,359	1.03	2,436	4.67%
Construction	\$59,963	0.9	2,153	4.22%
Information	\$85,482	1.58	1,187	8.12%
Educational Services	\$55,929	1.17	1,132	7.46%
Arts, Entertainment, and Recreation	\$34,830	0.99	745	26.85%
Management of Companies and Enterprises	\$134,738	0.95	600	-1.76%
Wholesale Trade	\$98,692	0.4	471	20.23%
Transportation and Warehousing	\$33,209	0.23	405	39.36%
Manufacturing	\$61,499	0.12	537	-37.09%
Government	\$87,363	0.01	93	-25.71%
Agriculture, Forestry, Fishing and Hunting	\$31,190	0.08	61	2.06%
Mining, Quarrying, and Oil and Gas Extraction	\$47,372	0.13	5	537.62%
Utilities	\$72,999	0.05	3	133.2%

Source: Lightcast

Occupation Concentration

Profession	2023 Median Salary	2023 Average Hourly Wage	2023 LQ (Occupation Concentration)	2018 Jobs
Sales and Related	\$43,496	\$36.11	1.16	4,893
Business and Financial Operations	\$73,966	\$51.07	1.62	3,379
Food Preparation and Serving Related	\$31,738	\$17.5	1.83	4,220
Management	\$75,820	\$52.44	1.06	2,801
Office and Administrative Support	\$41,179	\$22.49	0.84	4,019
Arts, Design, Entertainment, Sports, and Media	\$44,413	\$31.09	1.63	1,801
Building and Grounds Cleaning and Maintenance	\$32,543	\$19.12	1.25	1,789
Construction and Extraction	\$42,286	\$25.06	0.86	1,591
Transportation and Material Moving	\$36,444	\$21.34	0.44	1,306
Healthcare Support	\$33,504	\$18.18	0.9	1,830
Personal Care and Service	\$29,982	\$20.48	0.97	1,350
Computer and Mathematical	\$91,629	\$48.09	1.1	1,062
Healthcare Practitioners and Technical	\$76,362	\$48.17	0.6	1,484
Protective Service	\$35,629	\$18.1	1.41	1,404
Installation, Maintenance, and Repair	\$44,785	\$25.28	0.62	892
Legal	\$71,655	\$51.27	2.78	586
Educational Instruction and Library	\$54,822	\$35.33	0.41	950
Community and Social Service	\$50,199	\$28.57	0.96	655
Production	\$36,365	\$20.75	0.28	566
Architecture and Engineering	\$82,368	\$45.04	0.93	423
Life, Physical, and Social Science	\$68,900	\$44.37	1.1	340
Farming, Fishing, and Forestry	\$28,184	\$17.58	0.16	32

Source: Lightcast

Commercial Real Estate

	Vacancy Rate	Chang v. Prior Mo.	\$/Sq. Ft.	Change v. Prior Mo.	Prior Mo. Price
Winter Park Office Space	6.5%	0.2%	\$30.66	-0.41%	\$31.07
Orlando Office Space	8.7%	0%	\$28.27	-0.35%	\$28.62
Winter Park Retail Space	2.8%	-0.2%	\$32.8	-0.3%	\$33.1
Orlando Retail Space	2.8%	-0.4%	\$32.82	3.7%	\$29.12

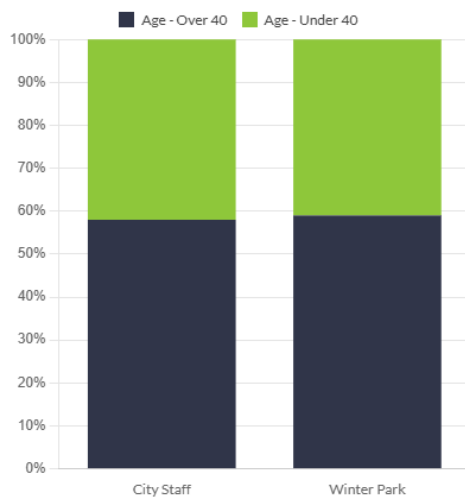
Source: Costar (2/2024)



Diversity / Equity / Inclusion

City of Winter Park Employee Age

Hover to display values



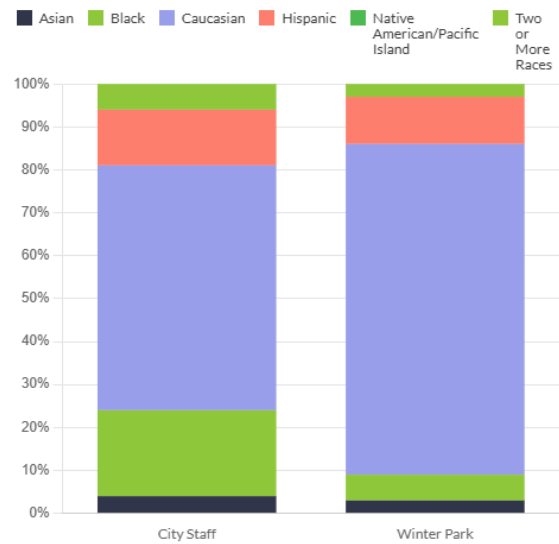
Source: City of Winter Park (as of 2/16/2024)

[Get the data](#) (Updated 02-25-2024)

[Download image](#)

City of Winter Park Employee Diversity

Hover to display values: 44% of Winter Park City staff are minorities. This is more diverse than the WP population (23%).



Source: City of Winter Park (as of 2/16/2024)

[Get the data](#) (Updated 08-28-2024)

[Download image](#)



Sustainability & Environmental Metrics



Sustainability

These are baseline benchmarks for each of these measures.

City of Winter Park Sustainability

Public Electric Vehicle Charging Units	% of City fleet that is electric	Breakdown of Renewable/clean energy mix under City Utility portfolio	# of Annual Solar Permits (residential and commercial) in City
51	8%	20%	58%

Source: City of Winter Park, City of Winter Park/PlugShare

 [Get the data](#) (Updated 05-22-2023)

 [Download image](#)



Livability & Quality Of Life



44

Winter Park Walkability Score (walkscore.com)



41

Orlando Walkability Score (walkscore.com)



Housing

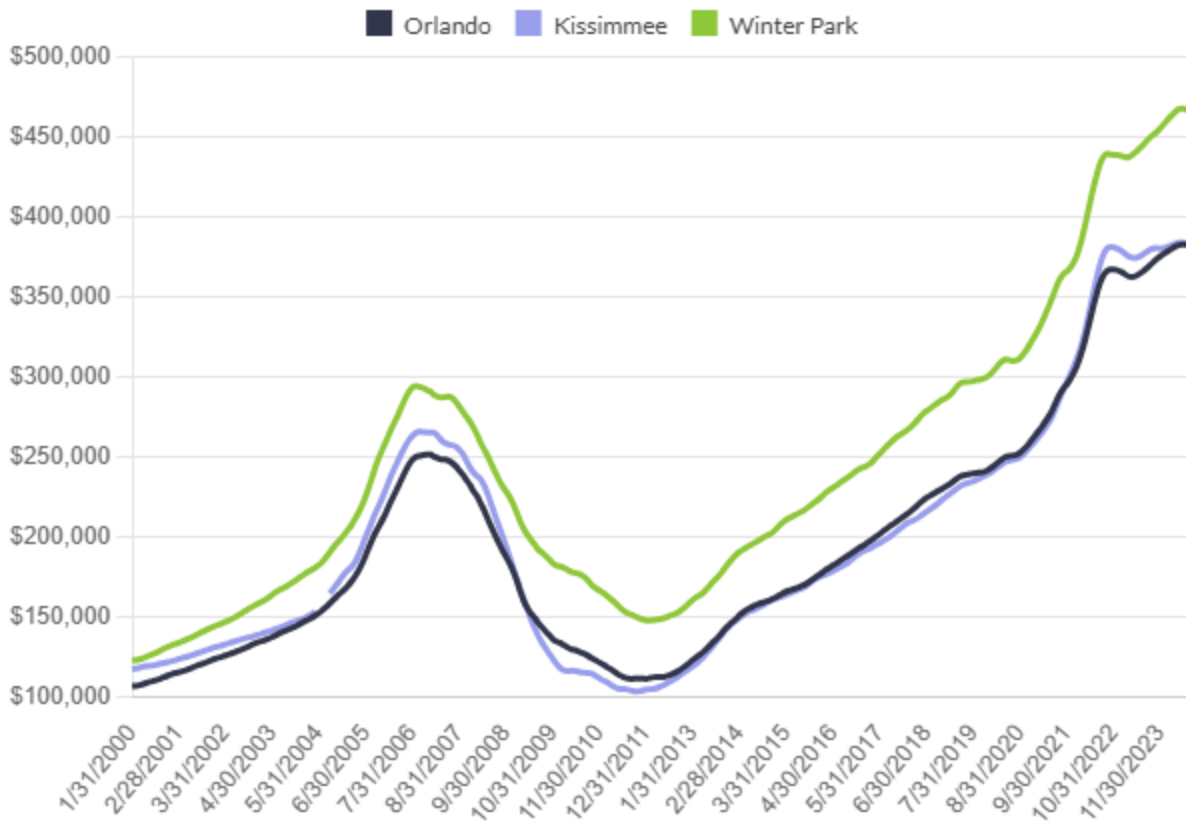
Winter Park's single family home price/sq ft for the 32789 zip code is 44% higher than the Orange County average but the neighboring zip code 32792 is on par with the Orange County average.

Housing Affordability

Second Quarter 2024	Median SP/SQ FT ft	Median Sale Price/Sq. Ft. Index against Orange County	Median SP	Median Sale F Index Against Orange Co.
Winter Park (32789)				
Single	\$435	\$172	\$1,230,500	244
Family Homes				
East WP (32792 OC)				
Single	\$297	\$117	\$493,000	98
Family Homes				
Orange County				
Single	\$253		\$503,945	
Family Homes				
Winter Park(32789)				
Condos + TH	\$359	\$157	\$395,000	130
WP (32792 OC) Condos + TH	\$196	\$85	\$182,500	60
Orange County Condos + TH	\$229		\$304,000	

Source: MLS GRID/FannieHillman.com

Home Value Trend



Source: Zillow

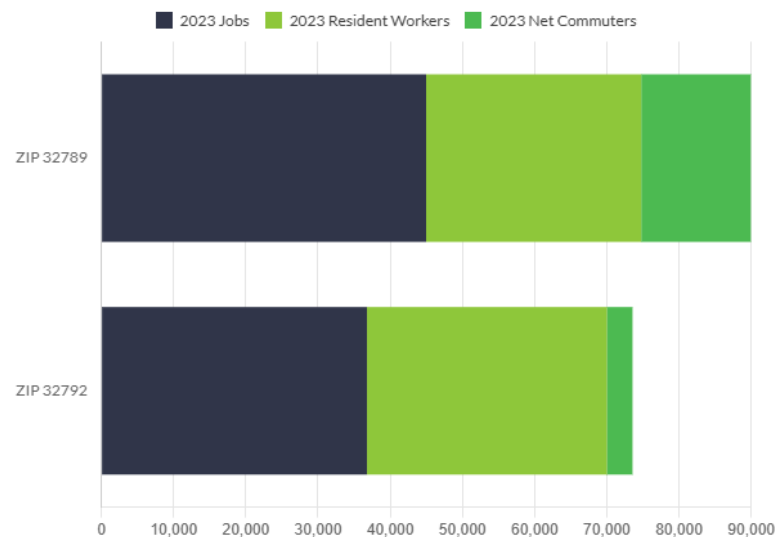


Commuting

46% of Winter Park 32789 workers live in 32789

Workforce Jobs, Resident Workers, and Net Commuters

Winter Park: 2-zip Code Region



Source: Lightcast

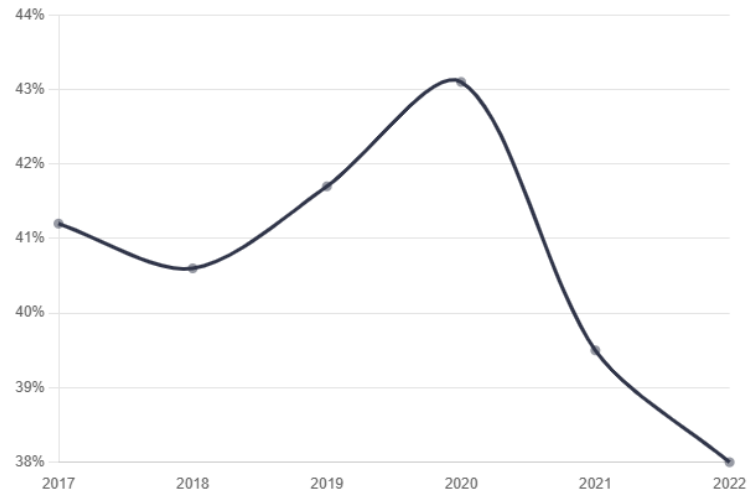


Food Insecurity

4 out of 10 Winter Park students qualify for the free or reduced lunch program.

Winter Park Students on Free or Reduced-Price Lunch

5-Year Trend for Winter Park Schools



Source: State of Florida

[Get the data](#) (Updated 05-29-2024)

[Download image](#)

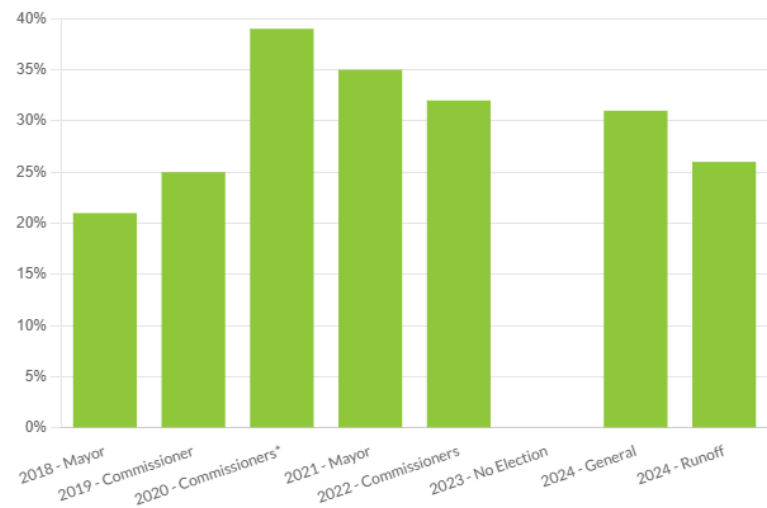


Voter Data

Local Elections - in the last 5 years voter turnout peaked in the year of the presidential election. 1 in 3 eligible voters voted in the last 3 elections, up from the previous 2 years.

Voter Turnout in March Elections

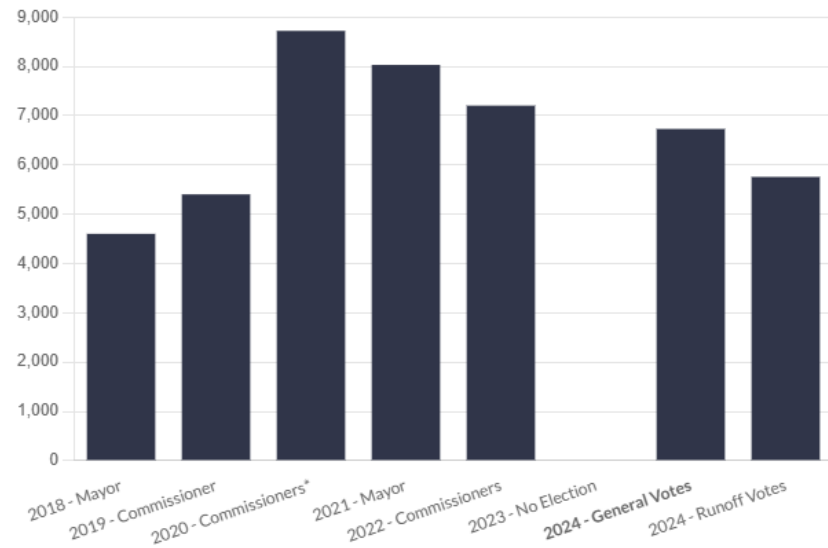
City of Winter Park



Source: Supervisor of Elections, Orange County Florida

Voter Count in March Elections

City of Winter Park



Supervisor of Elections, Orange County Florida

Data

This report includes 23,182 data points from 34 measures, collected from sources described below.

Some of the summary data included in the report may not include suppressed data. Data suppression occurs in cases where private, identifying information would be disclosed. In most cases, this does not impact the total values presented in the report, but in cases where there are small industries or areas, data suppressions may reduce the accuracy of the data we can display.

SOURCES: Lightcast, CoStar, City of Winter Park, MLS/FannieHillman.com, Zillow, State of Florida, Supervisor of Elections-state of Florida

Dashboard by **eIMPACT.**
A Lightcast Company

Orlando Prosperity SCORECARD 2023

Trend | Reflects the change between the most current data available and 5 years earlier, unless otherwise noted. All data reflects the 4-county Orlando Metropolitan Statistical Area (Lake, Orange, Osceola, and Seminole counties), unless otherwise noted.

Rank | 1 = **Best**; 13 = **Worst**. ▲ Arrow denotes the change in Orlando's performance relative to the previous Scorecard in 2021.

For **people** indicators, gaps or disparities are based on **race** (differences between non-Hispanic white residents and Black residents), **ethnicity** (differences between non-Hispanic white residents and Hispanic or Latino residents), and **gender** (differences between men and women).

OPPORTUNITIES

PROSPERITY

ECONOMIC DIVERSIFICATION

Industry Diversity Index **69.5%** (2022)
Trend: **Better**
Rank: 6 ▲

JOBS

Middle Wage Jobs **53.2%** (2022)
Trend: **Better**
Rank: 5 ▲

INCOME

Median Wage **\$39,030** (2022)
Trend: **Better**
Rank: 13 ►

INNOVATION & ENTREP.

Jobs at Stage Two Companies **34.5%** (2022)
Trend: **Better**
Rank: 12 ►

PEOPLE

Occupation Diversity Index **3.9%** (2022)
Trend: **Worse**¹
Rank: 12 ▼

RACE

Unemployment Rate Gap **-3.8pp** (2021)
Trend: **Better**
Rank: 4 ▲

ETHNICITY

-0.9pp (2021)
Trend: **Better**
Rank: 6 ▲

GENDER

-0.2pp (2021)
Trend: **Worse**
Rank: 8 ▼

Median Income Gap (\$000s) **\$24.9** (2021)
Trend: **Worse**
Rank: 3 ►

\$20.9 (2021)
Trend: **Worse**
Rank: 6 ►

\$15.3 (2021)
Trend: **Worse**
Rank: 9 ▼

Business Ownership Disparity **70.6%** (2020)
Trend: **Better**¹
Rank: 4 ▼

55.2% (2020)
Trend: **Better**¹
Rank: 2 ▼

59.2% (2020)
Trend: **Worse**¹
Rank: 6 ►

CAPABILITIES

PROSPERITY

SOCIAL CAPITAL

Disconnected Youth **5.9%** (2021)
Trend: **Better**²
Rank: 6 ▲

INDIVIDUAL HEALTH

Adults in Poor Health* **11.5%** (2020) **15.5%** (2020)
Trend: **Better**¹ Trend: **Worse**¹
Rank: 10 ▲ Rank: 8 ▲

K-12 EDUCATION

3rd Grade Reading Proficiency **53.6%** (2021/22)
Trend: **Worse**¹
Rank: N/A

CONTINUED EDUCATION

Educational Attainment (AA+) **45.3%** (2021)
Trend: **Better**
Rank: 8 ▼

PEOPLE

Population Living in Racially Integrated Neighborhoods **97.8%** (2021)
Trend: **Better**
Rank: 4 ►

RACE

Years of Potential Life Lost Gap (per 100k Residents**) **-3,105** (2021)
Trend: **Worse**
Rank: N/A

ETHNICITY

2,085 (2021)
Trend: **Better**
Rank: N/A

GENDER

4,745 (2021)
Trend: **Worse**
Rank: N/A

3rd Grade Reading Proficiency Gap **29.5pp** (2021/22)
Trend: **Better**²
Rank: N/A

20.1pp (2021/22)
Trend: **Better**²
Rank: N/A

-5.2pp (2021/22)
Trend: **Better**²
Rank: N/A

Educational Attainment Gap **17.6pp** (2021)
Trend: **Worse**
Rank: 11 ►

10.5pp (2021)
Trend: **Better**
Rank: 2 ▲

-3.5pp (2021)
Trend: **Worse**
Rank: 10 ▲

ACCESS

PROSPERITY

TRANSPORTATION

Jobs in 30-min. Transit Commute **1.0%** (2020)
Trend: **Better**
Rank: 12 ►

HOUSING

Severely Cost Burdened Renter Households **26.1%** (2019)
Trend: **Better**
Rank: 10 ▲

FOOD

Food Insecurity Rate **9.9%** (2021)
Trend: **Better**¹
Rank: 9 ▼

DIGITAL

% of Households with Internet **92.7%** (2021)
Trend: **Better**
Rank: 8 ▼

CHILD CARE

Kindergarten Readiness **50.7%** (2021/22)
Trend: **Worse**³
Rank: N/A

PEOPLE

RACE

Commute Ratio **3.4%** (2020)
Trend: **Better**
Rank: 4 ▲

ETHNICITY

6.9% (2020)
Trend: **Worse**
Rank: 11 ▲

Severely Cost Burdened Renter Households Gap **-4.8pp** (2019)
Trend: **Better**
Rank: 6 ▲

-10.6pp (2019)
Trend: **Better**
Rank: 12 ▲

Food Insecurity Gap **8.3pp** (2021)
Trend: **N/A**
Rank: 3

0.7pp (2021)
Trend: **N/A**
Rank: 2

Internet Access Gap **4.0pp** (2021)
Trend: **Better**
Rank: 10 ▼

1.2pp (2021)
Trend: **Better**
Rank: 4 ▲

Children Under 5 Living in Poverty Gap **-28.7pp** (2021)
Trend: **Worse**
Rank: 13 ▼

-18.4pp (2021)
Trend: **Worse**
Rank: 10 ▼

¹reflects change from 3 years earlier

²reflects change from 4 years earlier

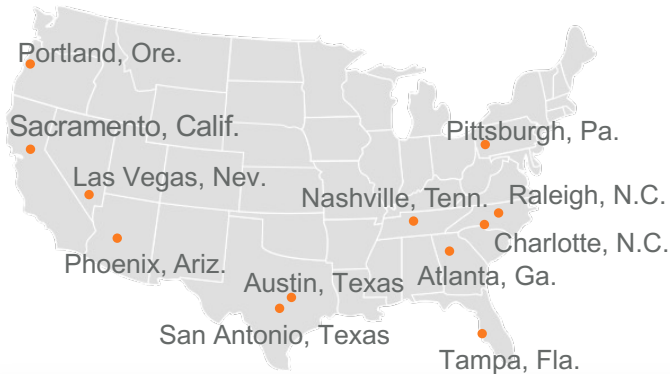
³reflects change from 2 years earlier

*data for City of Orlando; peer ranking based on data for the principal city of each metropolitan area

**data for Orange County

PEER METROS

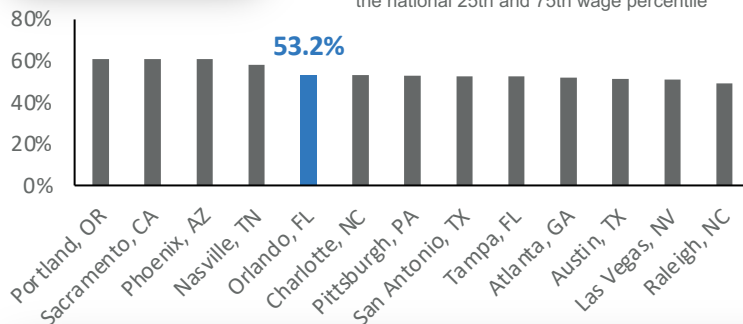
For each of the indicators, where data is available, the Orlando region is ranked against 12 comparison metropolitan areas (metros) across the country. This provides context and greater understanding for how Orlando is performing against peers. This group of peer metros was selected based on similarities in population size, economic size (Gross Domestic Product), and recent population and economic growth.



OPPORTUNITIES

Middle Wage Jobs

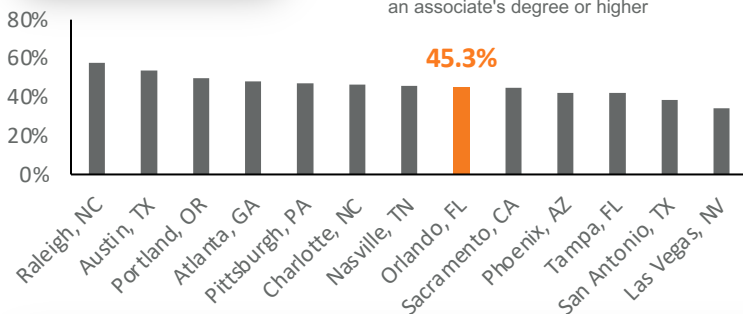
percentage of all jobs with a median wage between the national 25th and 75th wage percentile



CAPABILITIES

Educational Attainment (AA+)

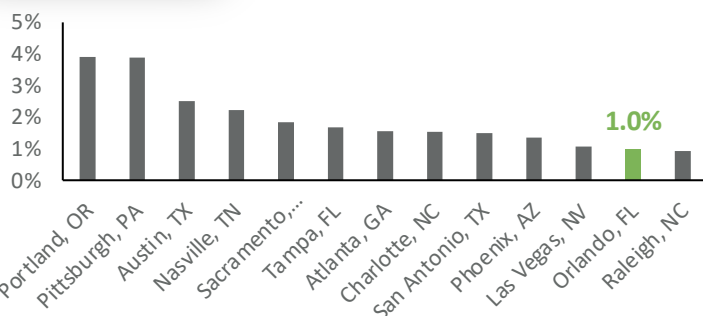
percentage of the population aged 25+ with an associate's degree or higher



ACCESS

Jobs in a 30-minute Transit Commute

as percentage of those available by car in the same 30-minute commute



2016-2021

A.L.I.C.E.

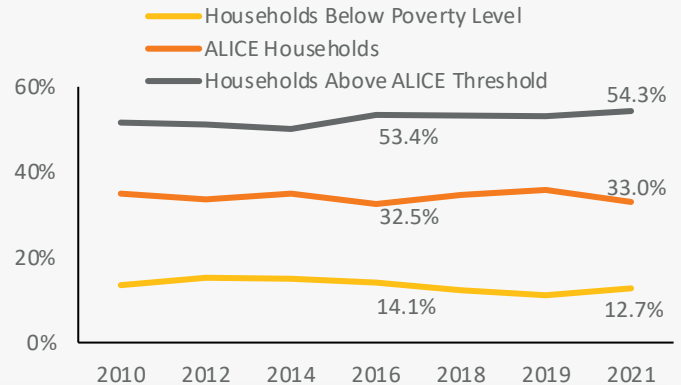
TREND

Households Above ALICE Threshold ▲ **54.3%**

ALICE Households ▼ **33.0%**

Households Below Poverty ▲ **12.7%**

Asset Limited, Income Constrained, Employed (ALICE)



Median Income Gap

RACE

1	Tampa, FL	\$18,391
2	Phoenix, AZ	\$24,694
▶ 3	Orlando, FL	\$24,945
4	Nashville, TN	\$26,964
5	San Antonio, TX	\$27,336
6	Las Vegas, NV	\$29,556
7	Charlotte, NC	\$30,222
8	Sacramento, CA	\$31,480
9	Atlanta, GA	\$32,269
10	Pittsburgh, PA	\$33,713
11	Portland, OR	\$34,117
12	Austin, TX	\$35,746
13	Raleigh, NC	\$41,359

ETHNICITY

1	Pittsburgh, PA	\$5,930
2	Tampa, FL	\$10,563
3	Las Vegas, NV	\$15,183
4	Phoenix, AZ	\$18,691
5	Sacramento, CA	\$19,926
▶ 6	Orlando, FL	\$20,900
7	Nashville, TN	\$21,242
8	Portland, OR	\$21,306
9	Charlotte, NC	\$24,122
10	San Antonio, TX	\$25,569
11	Austin, TX	\$28,760
12	Atlanta, GA	\$31,112
13	Raleigh, NC	\$38,608

Educational Attainment Gap (pp)

RACE

1	Tampa, FL	7.9
2	Las Vegas, NV	9.0
3	Atlanta, GA	9.3
4	Charlotte, NC	11.0
5	Phoenix, AZ	12.0
6	San Antonio, TX	12.1
7	Nashville, TN	12.7
8	Pittsburgh, PA	13.8
9	Portland, OR	15.5
10	Sacramento, CA	16.0
▶ 11	Orlando, FL	17.6
12	Austin, TX	18.9
13	Raleigh, NC	21.5

ETHNICITY

1	Pittsburgh, PA	5.3
▶ 2	Orlando, FL	10.5
3	Tampa, FL	13.3
4	Nashville, TN	21.3
5	Sacramento, CA	22.3
6	Atlanta, GA	22.3
7	Portland, OR	23.2
8	Las Vegas, NV	23.2
9	San Antonio, TX	24.3
10	Charlotte, NC	24.8
11	Phoenix, AZ	27.3
12	Austin, TX	32.4
13	Raleigh, NC	34.8

Children Under 5 Living in Poverty Gap (pp)

RACE

1	Portland, OR	0.2
2	Austin, TX	4.1
3	Charlotte, NC	10.9
4	Atlanta, GA	13.7
5	Sacramento, CA	17.8
6	Tampa, FL	19.4
7	Nashville, TN	21.9
8	Raleigh, NC	22.7
9	San Antonio, TX	22.7
10	Phoenix, AZ	25.0
11	Pittsburgh, PA	26.0
12	Las Vegas, NV	28.3
▶ 13	Orlando, FL	28.7

ETHNICITY

1	Sacramento, CA	8.6
2	Portland, OR	11.5
3	Las Vegas, NV	12.3
4	Phoenix, AZ	13.1
5	Tampa, FL	13.8
6	Pittsburgh, PA	16.1
7	Nashville, TN	16.1
8	Austin, TX	16.4
9	San Antonio, TX	16.6
▶ 10	Orlando, FL	18.4
11	Charlotte, NC	19.1
12	Atlanta, GA	24.1
13	Raleigh, NC	26.4



fiscal year
2022

city of winter park **REPORT CARD**

vision

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.

objectives

1. Exceptional quality of life
2. Intelligent growth & development
3. Fiscal stewardship
4. Public health & safety
5. Investment in public assets & infrastructure

Despite continued challenges, throughout Fiscal Year (FY) 2022, key indicators were collected to track the City of Winter Park's performance across a number of categories. Inside you will find how the city measures up to its top priorities.

Find the complete listing of the city's performance measurements at cityofwinterpark.org/pm

911 calls answered within 10 seconds

quarter	first	second	third	fourth
within 10 sec	96%	96%	96%	96%
call volume	5,694	5,629	5,682	5,534

goal answer 95 percent or more 911 calls within 10 seconds **objective** public health & safety

Police response times [priority 1]

quarter	first	second	third	fourth
response times	0:01:39	0:01:47	0:02:18	0:02:26
call volume	54	47	39	66

goal respond in under 3 minutes **objective** public health & safety

Fire-Rescue response times [fire]

quarter	first	second	third	fourth
response times	0:08:13	0:10:31	0:10:07	0:10:22
call volume	13	12	15	8

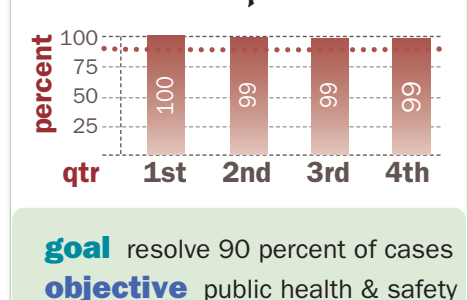
benchmark respond in under 10 minutes **objective** public health & safety

Fire-Rescue response times [medical]

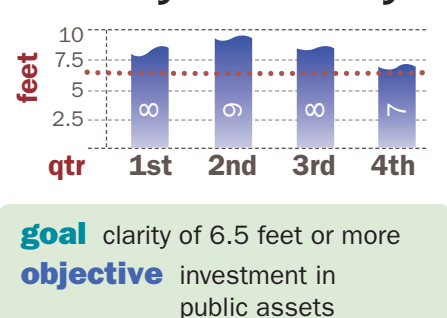
quarter	first	second	third	fourth
response times	0:06:56	0:07:17	0:07:14	0:07:20
call volume	1,108	1,148	1,192	1,069

benchmark respond in under 10 minutes **objective** public health & safety

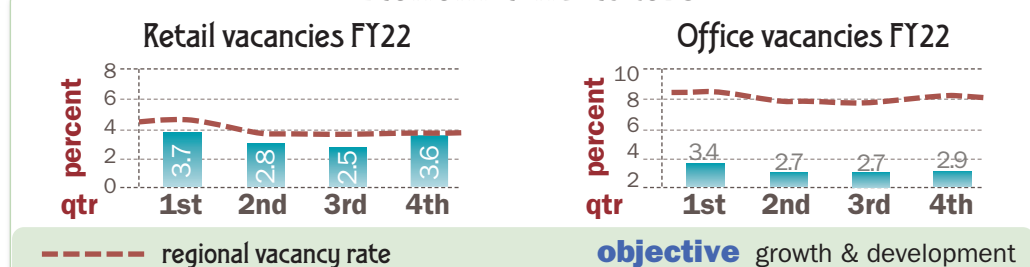
Code cases brought into compliance



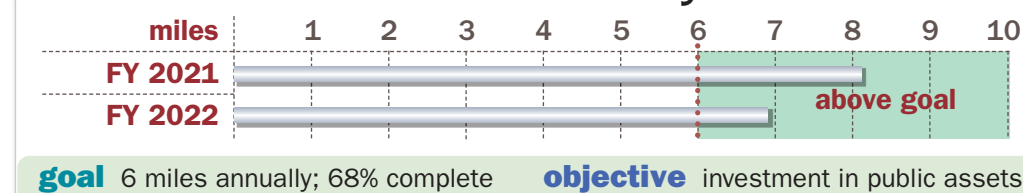
Average lake clarity



Economic indicators



New electric lines underground



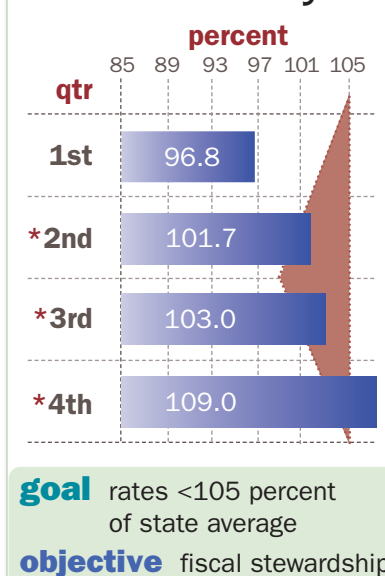
SAIDI*

fiscal year	2021	2022
minutes	34.0	60.1

goal less than 60 minutes **objective** investment in public assets

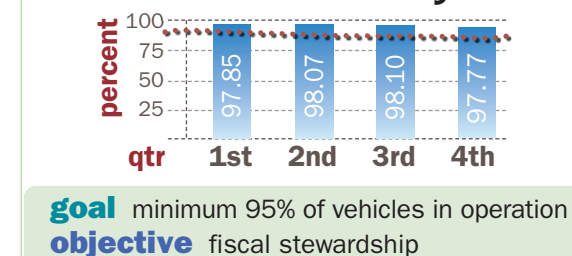
SAIDI is the average outage duration for each customer served. Data excludes hurricanes.

Electric Utility rates vs. state average

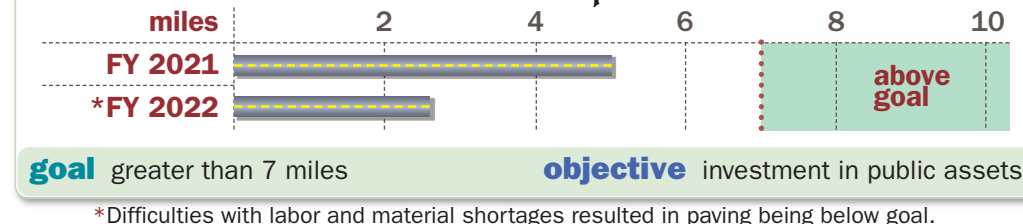


*Higher due to fuel costs.

Fleet availability

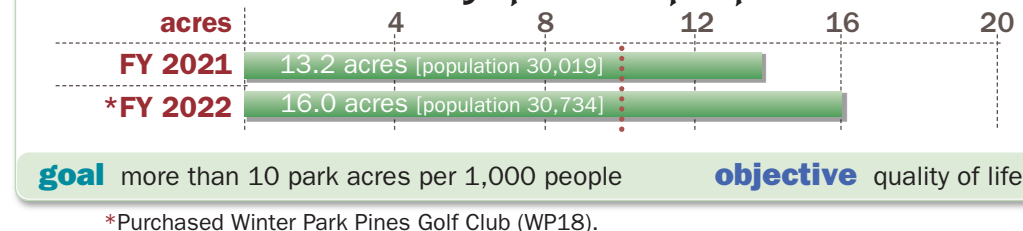


Road miles repaved



*Difficulties with labor and material shortages resulted in paving being below goal.

Parks acreage per 1,000 people



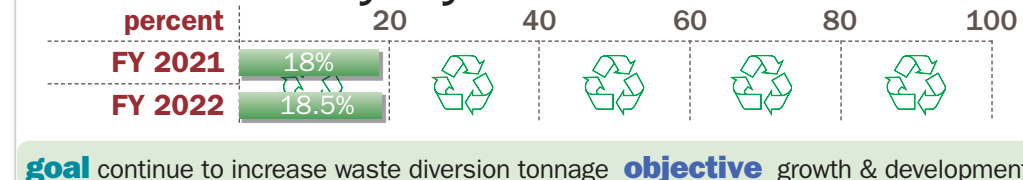
*Purchased Winter Park Pines Golf Club (WP18).

Tree plantings

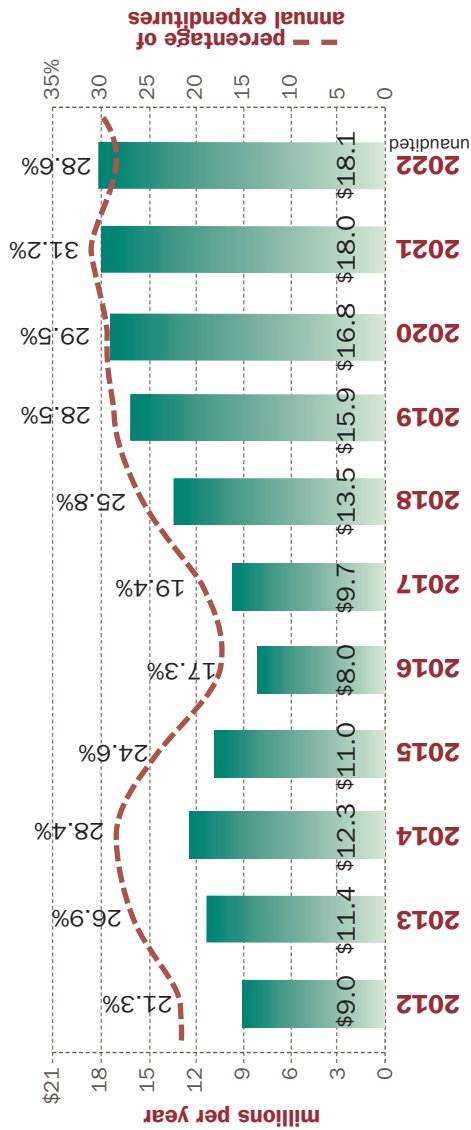
quarter	first	second	third	fourth
replacement percentage	323	166	173	155

goal plant >100% annually [382 trees planted in 2022] **objective** quality of life

Recycling = waste diversion



General Fund cash reserves



Governments hold cash in reserve for a variety of reasons. Often money is set aside to prepare for emergencies, such as natural disasters or unrealized revenues. Reserves may also be accumulated to fund specific projects or to position the city to take advantage of matching grants or land purchase opportunities.



401 South Park Avenue
Winter Park, FL 32789

PRSRT STD
U S POSTAGE
PAID
ORLANDO FL
ACG



DOR Type	Rate of Growth ('00-'20)	First 5 years	Last 5 years
RETAIL <i>44% of valuation</i>	6.65%	7.08%	15.14%
OFFICE <i>40% of valuation</i>	5.74%	7.31%	5.53%
OTHER COMMERCIAL <i>16% of valuation</i>	7.57%	13.64%	10.36%
TOTAL COMMERCIAL	5.89%	6.44%	9.34%
 <i>SINGLE FAMILY</i>	 6.64%		
<i>MULTIFAMILY</i>	17.23%		

1100-1610(R) VS. 1700-1911(O) SQFT GROWTH

