



Economic Development Advisory Board Regular Meeting

Agenda

December 10, 2024 @ 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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

assistance & appeals

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

please note

Times are projected and subject to change.

-
- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of October 8, 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. Subcommittee Review: Marketing, Data, and Scorecard 20 minutes
 - b. Enhancement Area Next Steps 20 minutes
 - 6. Staff Updates**
 - a. Center for Micro-Entrepreneurial Training Closing Report 5 minutes
 - b. EDAB Commercial Performance Report
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Economic Development Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

December 10, 2024

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

Approve the minutes of October 8, 2024

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

1. EDAB-mins-2024-10-08 DRAFT



Economic Development Advisory Board

Regular Meeting Minutes

October 8, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Kevin McClanahan, Sarah Grafton, Phil Anderson, Lauren Zimmerman, Owen Beitsch PhD

Absent

Roda Carter, Ivan Lys-Dobradin

Staff Present

Assistant Director of Economic Development and CRA Kyle Dudgeon, OMB Director Peter Moore, CRA Coordinator Anne Sallee

1. Call to Order

Phil Anderson called the meeting to order at 8:18 a.m.

Mr. Anderson suggested that the absences of the other board members should be recognized as approved due to impending Hurricane Milton. Per the City Clerk Rene Cranis, the City was open and the meeting was not canceled, therefore the absences will not be recognized as excused.

2. Consent Agenda

- a. Approve the minutes of September 10, 2024

Motion made by Kevin McClanahan to approve the minutes, seconded by Phil Anderson. Motion carried unanimously with a 4-0 vote.

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

Mr. Anderson advised that he met with Carina Sexton from the Park Avenue District organization. They discussed priorities decided the top priority for the district is targeted marketing. It was suggested the board or a subcommittee focus on the targeted marketing priority and relay insights by January or February. Mr. Anderson invited Carina Sexton to offer comments on rebuilding traffic to the Park Avenue District. The Board may be able to recommend these comments to the Commission.

4. Action Items

5. Non-Action Items

a. Reintroduction to Enhancement Areas

With the CRA extension and possible expansion nearing, the Staff is reintroducing the Winter Park Enhancement Area (WPEA) project that was first presented to the board in January 2024. Mr. Dudgeon explained the WPEA is deemed a brownfield area allowing for incentive possibilities for rehabilitation and economic development. The enhancement area is located within the CRA expansion area which can be merged with the economic incentive initiatives being created by the Board. Mr. Dudgeon explained that when building, fees are required to be charged per F.S. 553.80. However, being that the WPEA is a designated brownfield area, financial incentives are available through the local and state governments per F.S. 376.79. Staff is looking to focus on commercial properties located in the designated area. The CRA expansion area that will be voted on by the county was displayed on a slide.

The CRA extension and expansion was further explained and the point was made that the initiative should not be limited to commercial, but more compatible with Orange County's housing initiative. It was confirmed that housing could include new or existing construction and business reporting would occur with the County if CRA funding is involved. Dr. Beitsch questioned the three governmental authorities Orange County, City of Winter Park and City of Orlando involvement in decision making within the enhancement area. Mr. Moore explained that projects involving the CRA in the enhancement area would involve coordination between staff, Orange County and the City of Orlando, but would be funded with combined CRA funds. If brownfield projects, then it would be more simple to include areas already incorporated in the Winter Park CRA and as other areas become available they can be included.

Motion made by Dr. Beitsch to recommend to the Commission that it consider and adopt the F.S.367 program as it was outlined here by staff and to include residential properties to maximize the full benefits allowed under current law and all parcels, not just Winter Park parcels to the point that we can legally advance that.; seconded by Mr. McClanahan. The motion carried unanimously by a 5-0 vote.

b. Board Prioritization Discussion - subcommittee potential

Mr. Anderson listed the three priorities being discussed by the Board and then introduced the Director of the Park Avenue District. It was noted that the Park Avenue District is a Main Street USA organization. With merchants reporting slow sales and the data provided by EDAB, Ms. Sexton stated the Park Avenue District was able to form a strategic plan. The City and CRA are assisting with funds for holiday initiatives to help promote the Park Avenue District and the downtown as a whole. The District requests EDAB's endorsement of immediate funding to help with marketing.

The board inquired if there is a specific budget on how marketing will take place. The board also asked if board members on both PAD and EDAB will have a conflict of interest and if there is a strategic plan in place to market to the target areas. The

conflict of interest question will be sent to the Clerks office. Ms. Sexton stated that they have contacted local marketing and PR firms. The website parkavenuedistrict.com was displayed and reviewed.

Mr. Anderson suggested creating three subcommittees to focus on prioritized projects. Mr. McClanahan was nominated by Mr. Anderson to head the subcommittee on Target marketing. Ms. Zimmerman announced that she would like to focus on the collected data. Mr. Anderson suggested that he and Dr. Beitsch work on the scorecard to allow for Ms. Zimmerman to focus on the collected data. Ms. Grafton advised that if marketing for the holiday season, then funding is needed sooner than later. Mr. Dudgeon suggested having one board member meet with staff to come up with a contract. Mr. McClanahan added Ms. Grafton to form the marketing subcommittee.

Mr. Dudgeon stated that Placer AI was aware of the request to provide sales data for all shops and now has a beta in place to collect more specified data. Staff will confirm Sunshine law in forming the subcommittees. Mr. Anderson clarified that the focus of the EDAB is not Park Avenue only, but on the whole of Winter Park. Mr. McClanahan asked for clarification that the subcommittee's focus is on Park Avenue. Mr. Anderson stated that Park Avenue is the focus in the short term because it is organized with independent leadership. The other corridors will be included in the long term. Ms. Grafton identified that one of the points from the MJB report was to have a non-profit organization like the Park Avenue District host the marketing efforts rather than the city. She suggested that the Park Avenue District incubator can start with the Park Avenue area and branch out to all the areas.

Mr. Anderson made a motion to recommend additional funding for the Park Avenue district for the 4th quarter; Ms Grafton seconded. Discussion ensued.

Mr. Anderson disclosed that three EDAB members are actively involved in the Park Avenue District. Ms. Sexton agreed that in the future they will work with the other areas and asked for a minimum of \$50K to make an impact during the 4th quarter.

Motion made by Mr. Anderson to recommend additional funding in the amount of \$50K for the Park Avenue District for the 4th quarter marketing efforts; seconded by Ms. Grafton. The motion carried unanimously with a 5-0 vote.

6. Staff Updates

- a. Winter Park Business Academy (WPBA) update

Mr. Dudgeon displayed the calendar for the Winter Park Business Academy.

- b. EDAB Commercial Performance Report
- c. Winter Park Econ. Dev. Business Packet

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:25 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

December 10, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

subject

Subcommittee Review: Marketing, Data, and Scorecard

motion | recommendation

background

Each member of the subcommittee will be asked, along with staff, to provide a short recap of their progress to date. Staff has supplied a brief summary below:.

Subcommittee	Membership	Update
Target Marketing	Kevin McClanahan Sarah Grafton	Based on board direction, staff has coordinated with the PAD Executive Director on a delivery mechanism for immediate funding. The subcommittee will review the deliverables at the conclusion of the campaign.
Data	Lauren Zimmerman	Staff met with the data subcommittee and discussed several materials including Placer, pedestrian count information, DOR code analysis, and MJB study for consumption. The subcommittee will work with the data sets to cultivate an addition to staff's development report, with the goal of creating digestible data sets aimed at the merchant community e.g. "here's what's happening in the corridor."
Scorecard	Phil Anderson Owen Beitsch	Scorecard subcommittee met (will meet) on December 5th at 9:00am.

alternatives | other considerations

fiscal impact

attachments

1. April 2024 Development Report
2. Property Overview - WP Art Fest, MT Dora Art Fest, CR Art Fest, Eatonville Art Fest



ECONOMIC DEVELOPMENT REPORT



2023/2024 COMMERCIAL PROJECTS

- **Royal Bank of Canada**

360 Garfield Avenue

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

Status: Under construction

- **Winter Park Village**

510 Orlando Ave

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

Status: The Grand Reveal was held April 17th.

- **Rollins College Innovation Triangle**

200 E New England Avenue

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

Status: Construction date TBD.

REPORT HIGHLIGHTS

TOTAL PROJECTS

17

TOTAL SQUARE FOOTAGE

>500,000 s.f.



- **McCraney Properties Office**

1100 Orange Avenue

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

Status: Approved by City Commission. Start TBD

- **Hill/Gray Project**

900/950 N Orlando Avenue

SE corner of Lee Rd and Orlando Ave

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

Status: Under Construction

- **McLaren Dealership**

1111 S Orlando Avenue

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

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

- **Self-Storage Building**

1561 Lee Road

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

Status: Building permit approved, construction in progress.

- **Paradise Grills**

220 N Orlando Avenue

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

Status: Completed April 2024.

- **Ferguson Plumbing**

1133 W Morse Boulevard

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

Status: Completion anticipated in July 2024.

- **New Office Space**

1501 Louisiana Ave

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

Status: Under construction, nearing completion

- **Rollins College Faculty/Staff Housing**

Welbourne Avenue

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



- **Storyville Coffee**

111 S Knowles

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

- **Verex Medical**

Fairbanks/Karolina Avenue

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

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

2023 MULTI-FAMILY & RESIDENTIAL PROJECTS:

Winter Park Commons

W. Swope Ave and W. Webster Ave.

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

Status: Approved by City Commission.

Construction date: TBD

R B Equities

730 Minnesota Ave

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

Status: Construction Date TBD

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

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



Property Overview

Properties:

DS

DT Square

FL, United States

Mar 15 - Mar 17, 2024

DM

DT MT Dora

Oakland Park, FL, United States

Feb 3 - Feb 4, 2024

CR

Cranes Roost

FL, United States

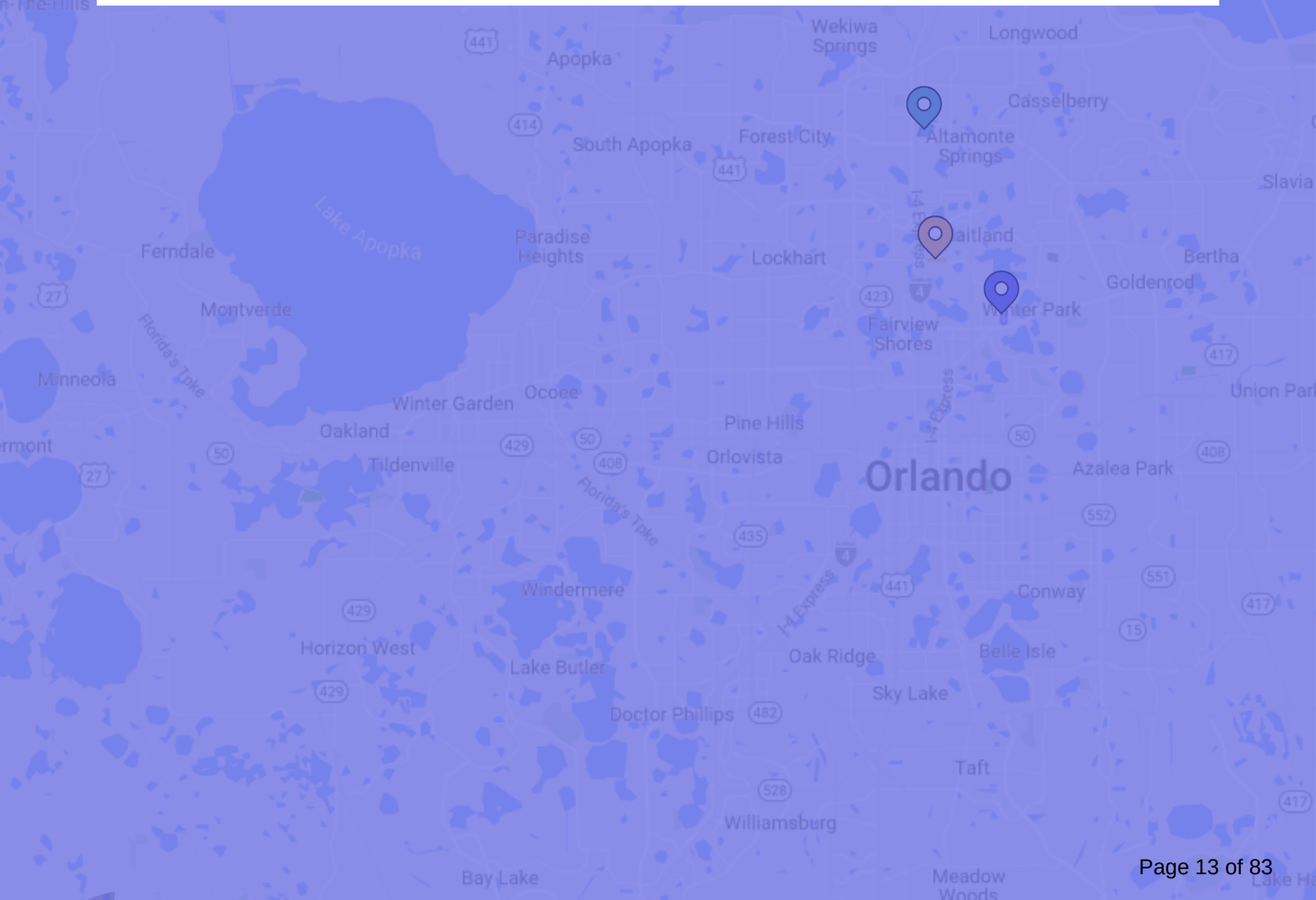
Mar 24 - Mar 26, 2023

DE

DT Eatonville

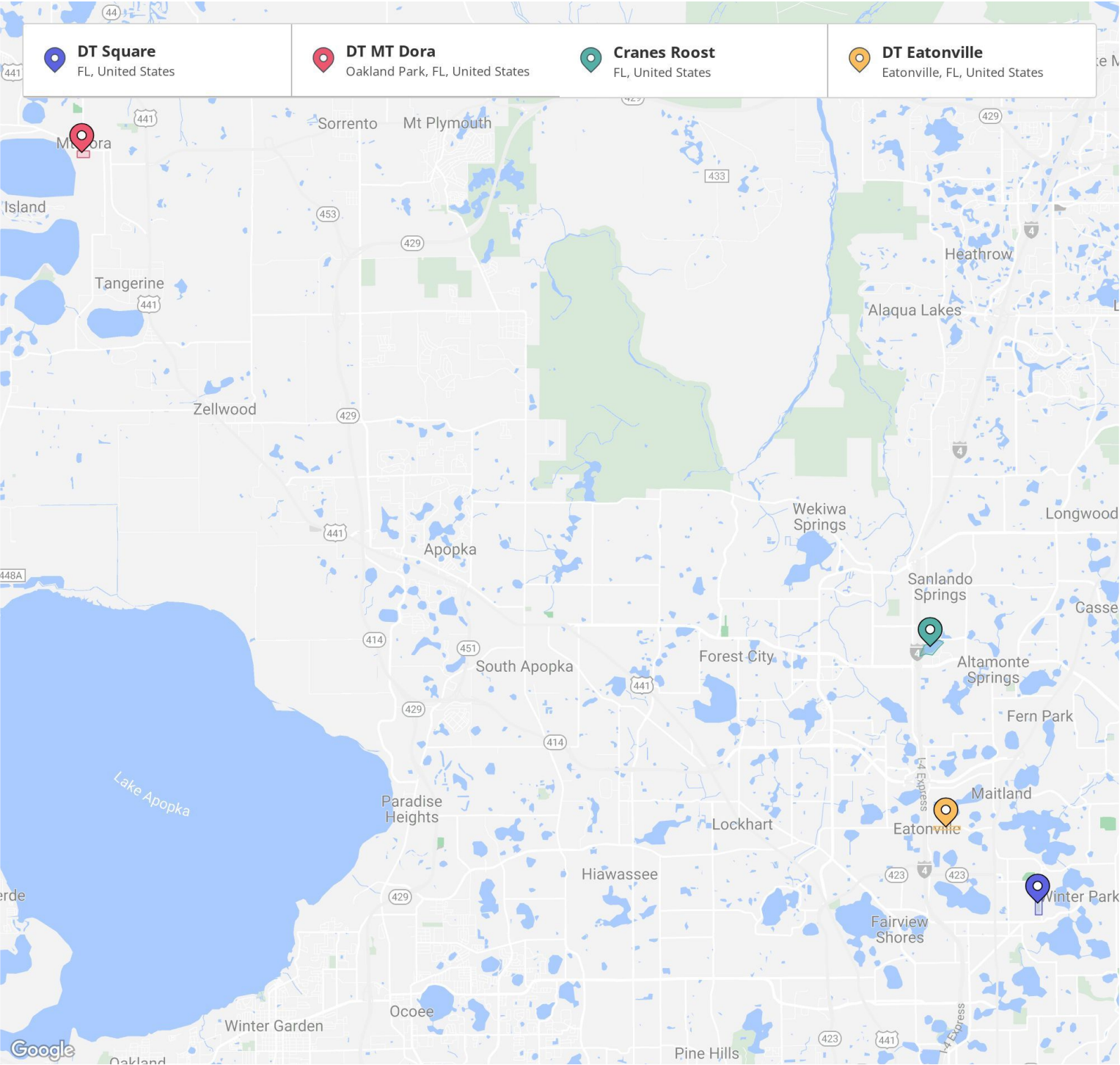
Eatonville, FL, United States

Jan 26 - Jan 28, 2024



Property Overview

Time Compare



Property Overview

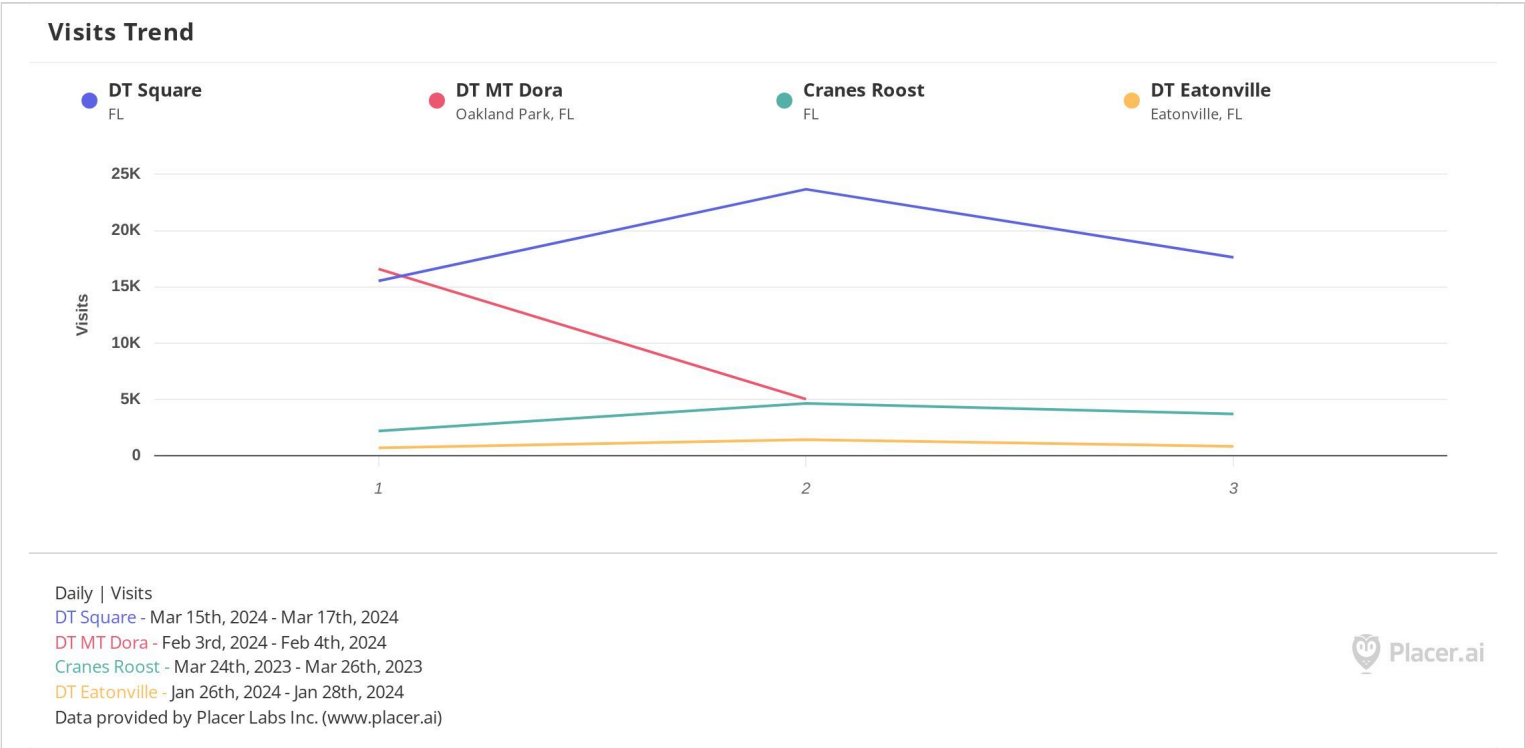
Time Compare

Metrics				
Metric Name	DT Square FL	DT MT Dora Oakland Park, FL	Cranes Roost FL	DT Eatonville Eatonville, FL
Visits	56.8K	21.6K	10.6K	3K
Visitors	52.2K	21.2K	9.8K	2.3K
Visit Frequency	1.09	1.02	1.07	1.16
Avg. Dwell Time	87 min	91 min	67 min	109 min
Panel Visits	2.6K	1.2K	384	119
Visits YoY	+65.5%	+5.7%	+60%	-4.1%
Visits Yo2Y	+219%	+215.2%	+258.2%	+280.3%
Visits Yo3Y	+249%	+277.9%	+490.7%	+691.2%
DT Square - Mar 15th, 2024 - Mar 17th, 2024 DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024 Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023 DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024 Data provided by Placer Labs Inc. (www.placer.ai)				



Property Overview

Time Compare



Property Overview

Time Compare

Audience Overview

Summary

Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
DT Square FL	\$71.3K	43.7%	37.1	White (52.4%)	2.58
DT MT Dora Oakland Park, FL	\$71.3K	38.1%	41.2	White (57.3%)	2.57
Cranes Roost FL	\$62.8K	36.8%	36.6	White (45.6%)	2.59
DT Eatonville Eatonville, FL	\$51.1K	30.0%	32.0	Black (39.5%)	2.68

DT Square - Mar 15th, 2024 - Mar 17th, 2024

DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024

Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023

DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024

Data Source: Census 2021

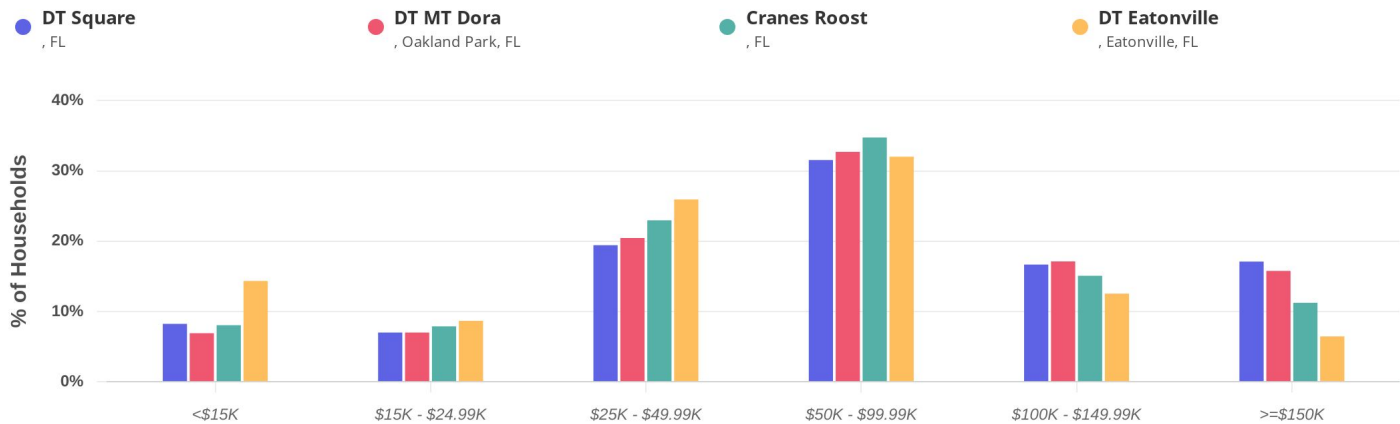
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

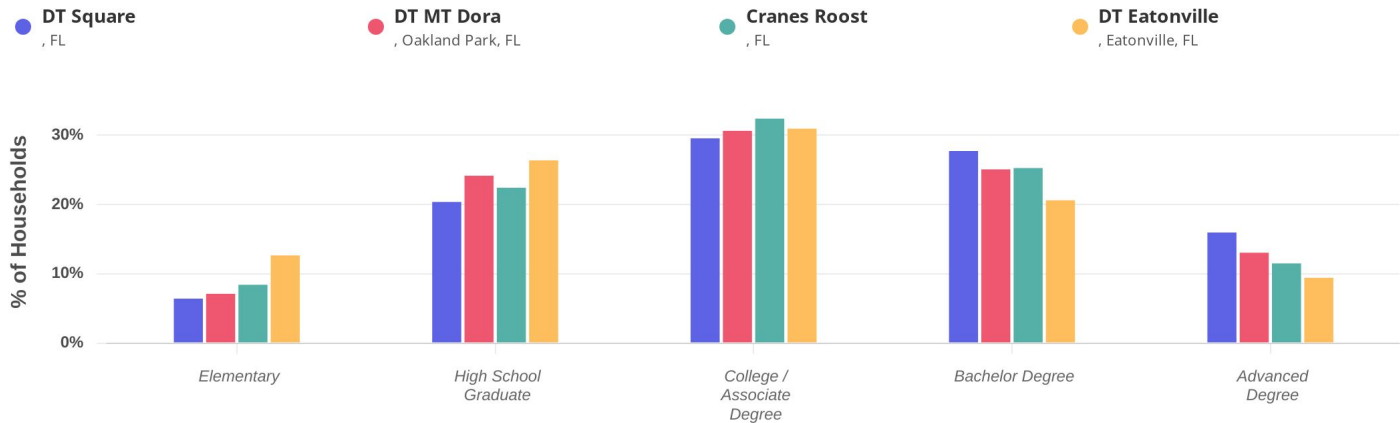
Household Income



DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Education



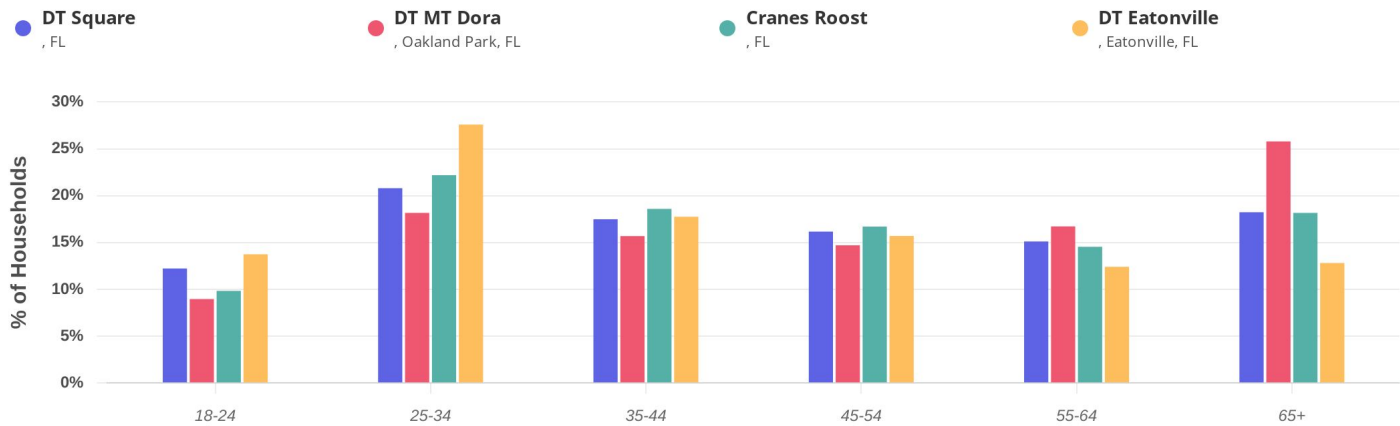
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

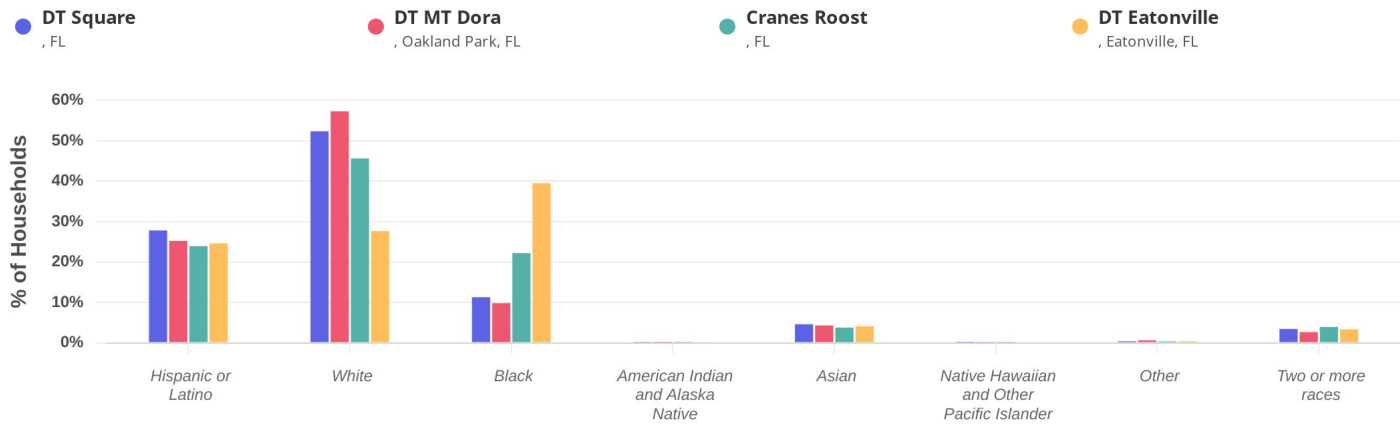
Age



DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

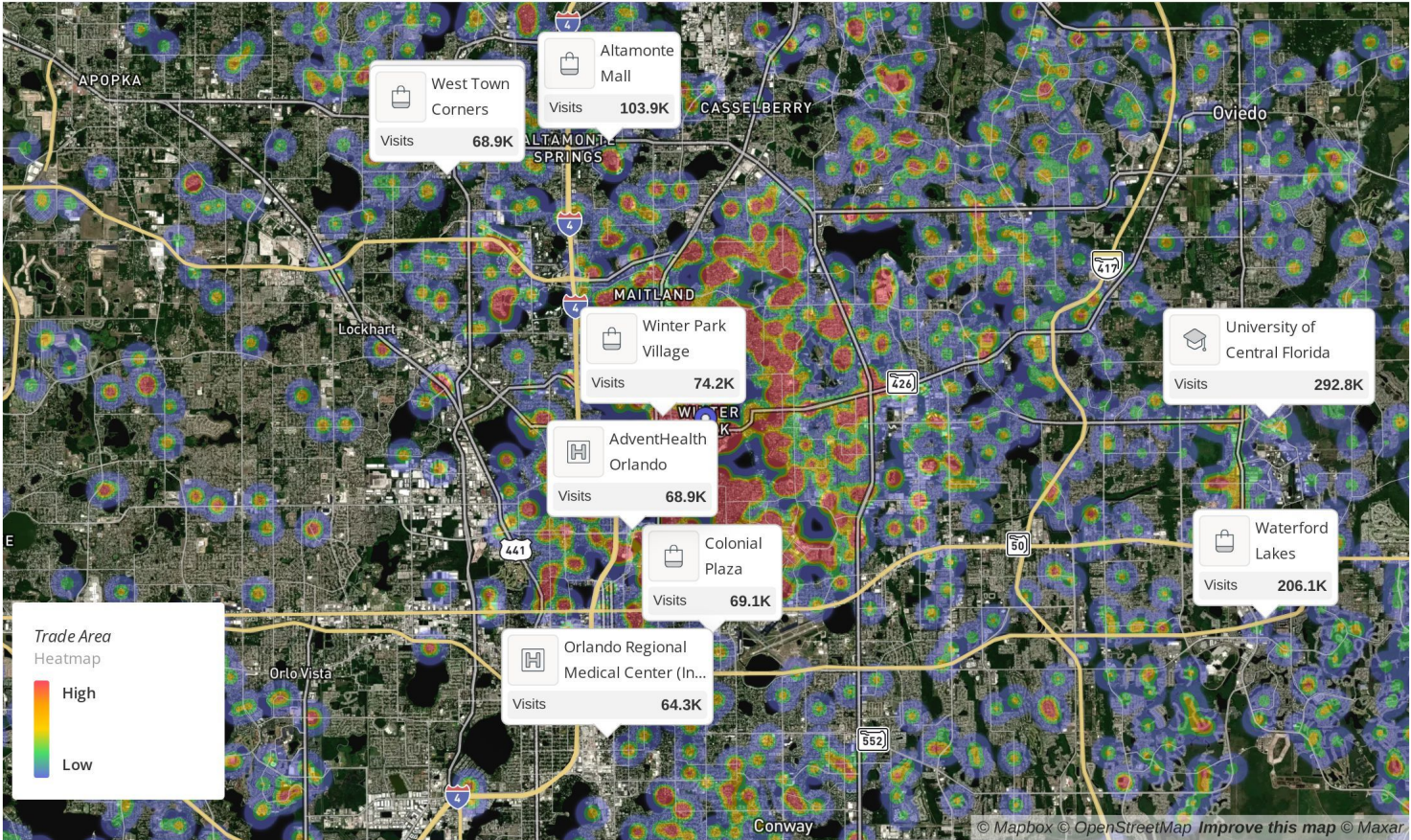
Time Compare



Property Overview

Time Compare

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

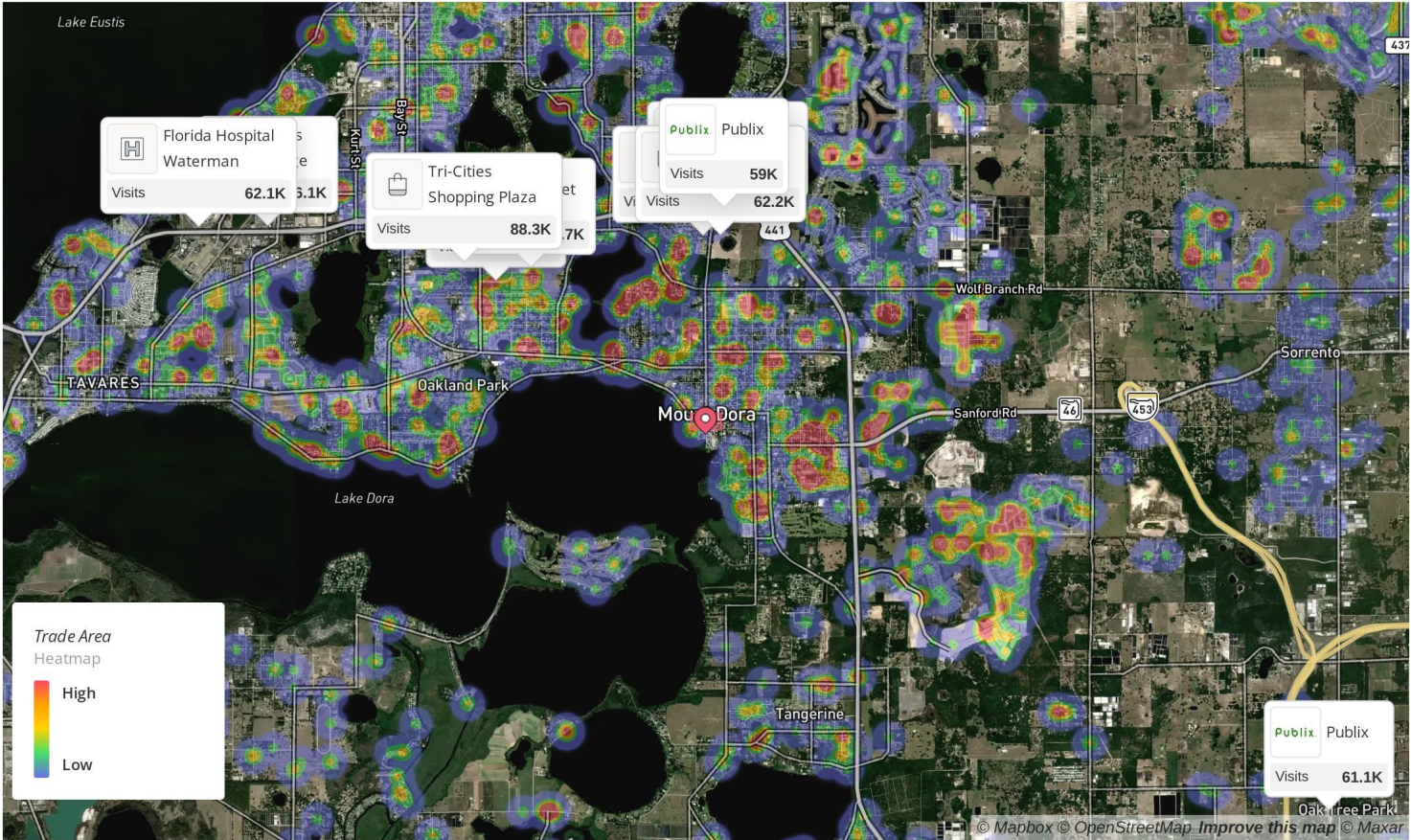
Mar 15th, 2024 - Mar 17th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Feb 3rd, 2024 - Feb 4th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Market Landscape



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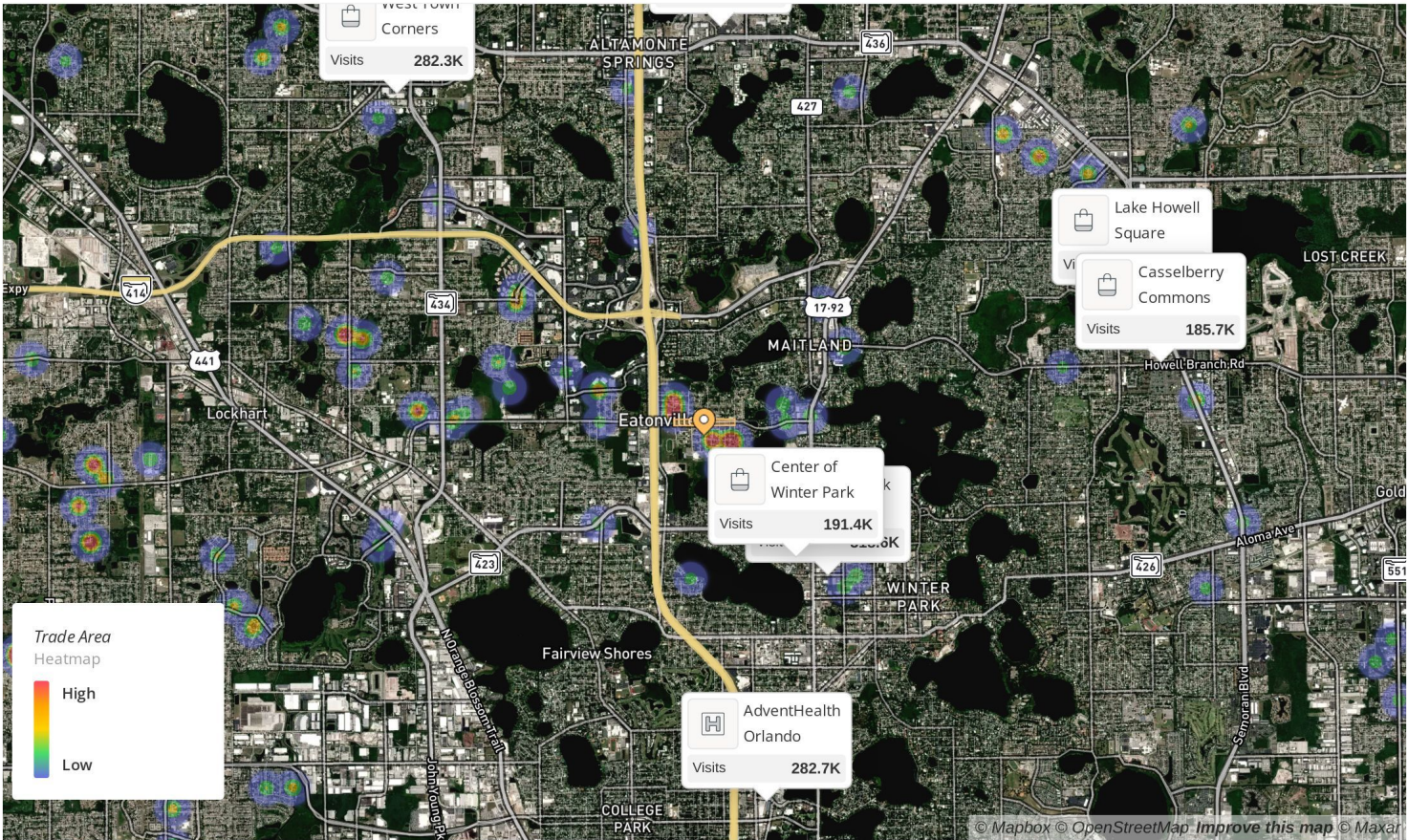
Mar 24th, 2023 - Mar 26th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Market Landscape



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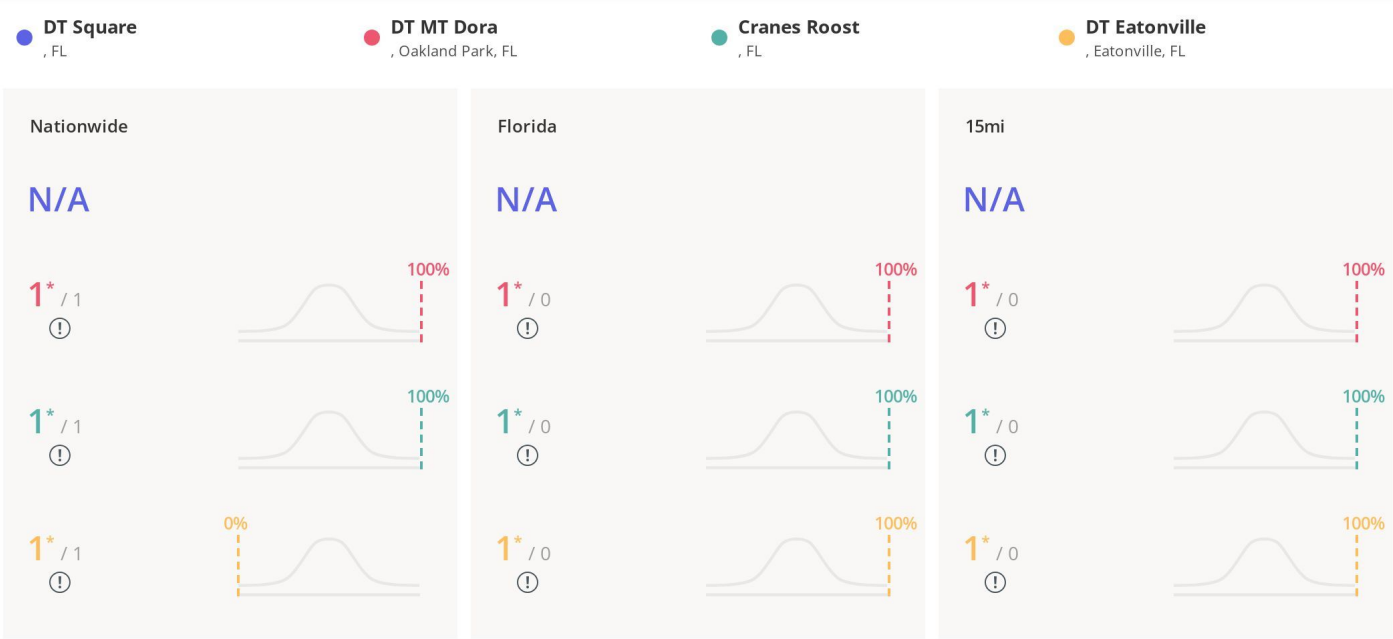
Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Ranking Overview

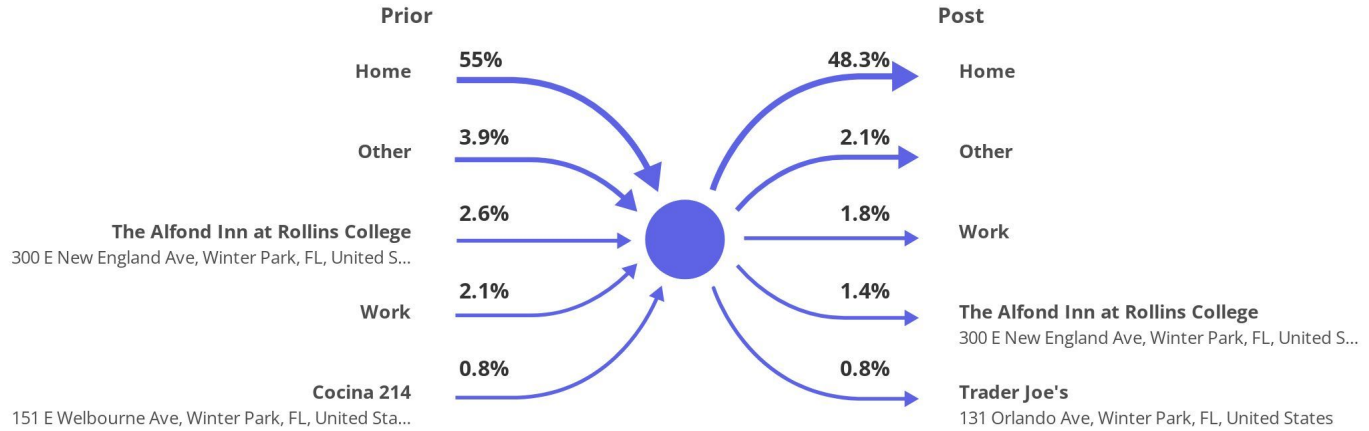


Property Overview

Time Compare

Visitor Journey

DT Square
Winter Park, FL

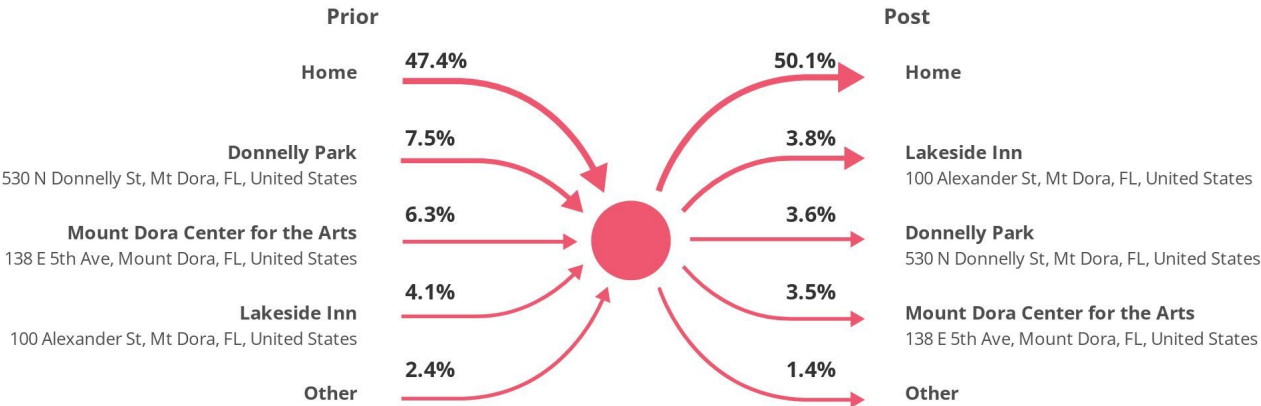


Show by: | Mar 15th, 2024 - Mar 17th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

DT MT Dora
Mt Dora, FL



Show by: | Feb 3rd, 2024 - Feb 4th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

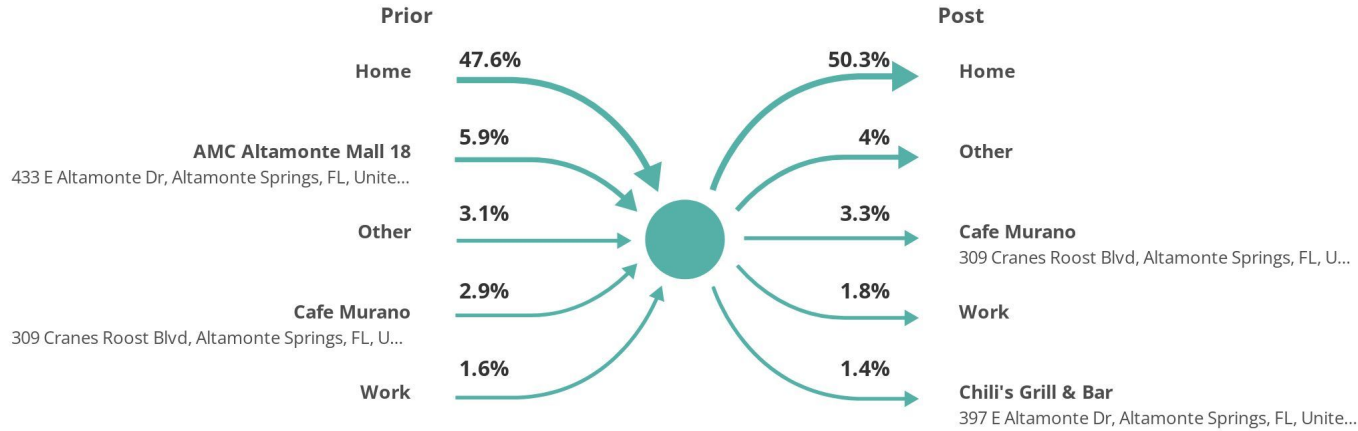


Property Overview

Time Compare

Visitor Journey

Cranes Roost
Cranes Roost, FL

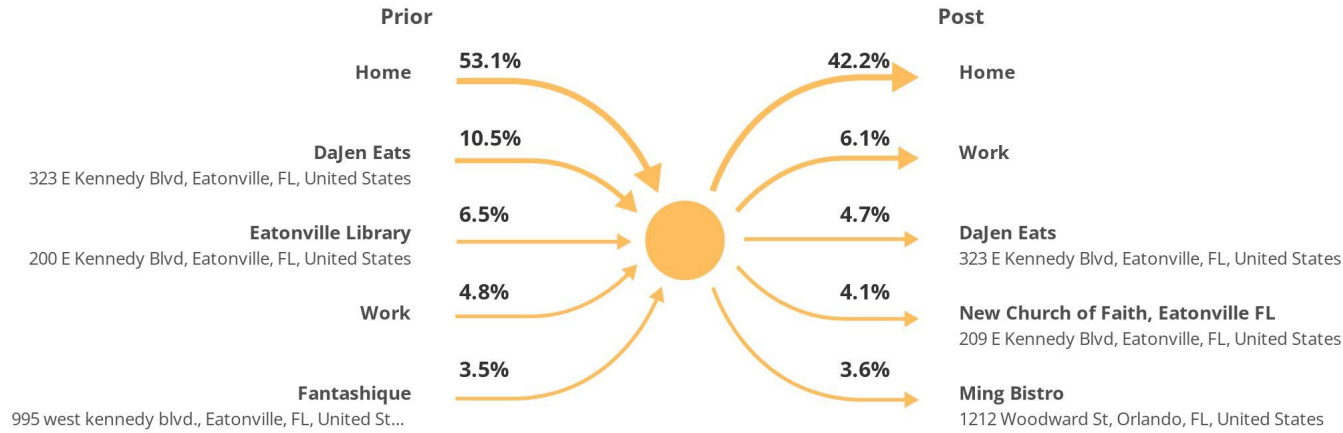


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Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

DT Eatonville
Eatonville, FL



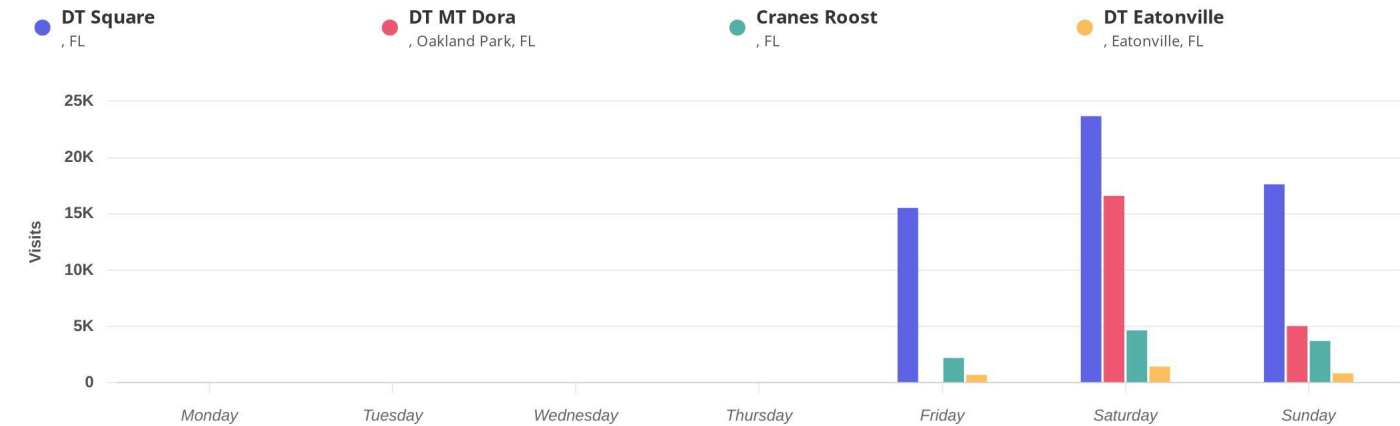
Show by: | Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Daily Visits



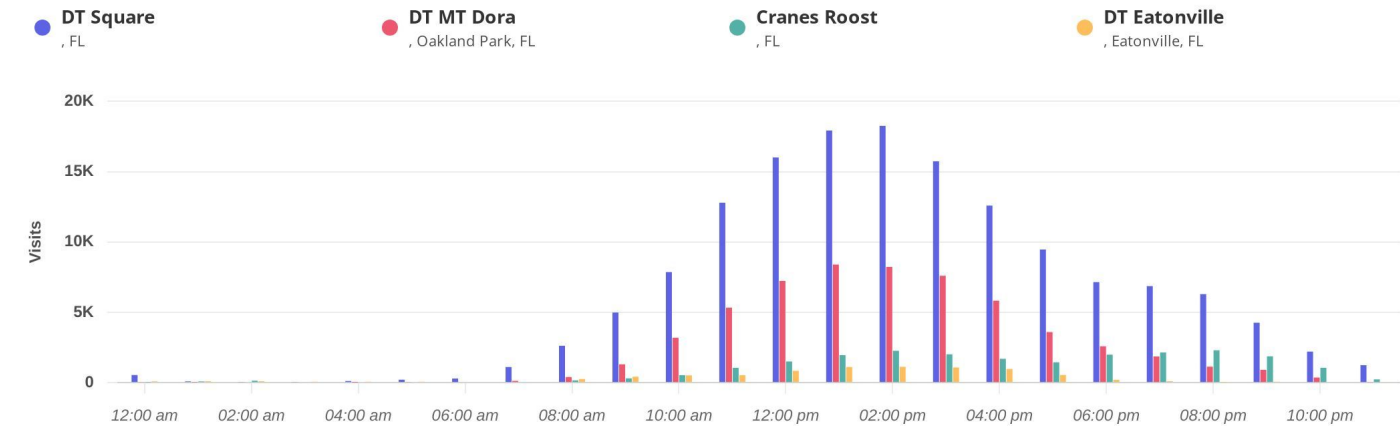
Visits
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
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Property Overview

Time Compare

Hourly Visits



Visits
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

DT Square / FL			
Rank	Name	Distance	Visitors
1	Bosphorous Turkish Cuisine / 108 S Park Ave, Winter Park, FL 32789	0 mi	8.9K (17.1%)
2	The Briarpatch / 252 N Park Ave, Winter Park, FL 32789	0.1 mi	7.1K (13.5%)
3	Synergy / 202 S Park Ave Ste B, Winter Park, FL 32789	0.1 mi	6.9K (13.3%)
4	Park Plaza Hotel / 307 S Park Ave, Winter Park, FL 32789	0.1 mi	6.5K (12.5%)
5	Prato / 124 N Park Ave, Winter Park, FL 32789	0.1 mi	5.3K (10.2%)
6	Shops on Park / 200-218 N Park Ave, Winter Park, FL 32788	0.1 mi	4.7K (9%)
7	Winter Park Village / 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	4.5K (8.7%)
8	Building at 180 N Park Ave / 180 N Park Ave, Winter Park, FL 32789	0.1 mi	4K (7.7%)
9	Williams-Sonoma / 142 Park Avenue, Winter Park, FL 32789	0.1 mi	3.8K (7.2%)
10	Barnie's Coffee & Tea / 118 S Park Ave, Winter Park, FL 32789	0.1 mi	3.7K (7.2%)

Category: All Categories | Min. Visits: 1
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

DT MT Dora / Oakland Park, FL			
Rank	Name	Distance	Visitors
1	Copacabana Cuban Cafe / 320 Dora Drawdy Way, Mount Dora, FL 32757	0 mi	3.5K (16.5%)
2	Mount Dora Center for the Arts / 138 E 5th Ave, Mount Dora, FL 32757	0.1 mi	3.1K (14.8%)
3	Donnelly Park / 530 N Donnelly St, Mt Dora, FL 32757	0.1 mi	3K (14.1%)
4	Fiesta Grande Mexican Grill / 421 N Baker St, Mount Dora, FL 32757	0.1 mi	2.4K (11.5%)
5	Magical Meat Boutique British Pub / 322 Alexander St, Mt Dora, FL 32757	0.1 mi	2.4K (11.5%)
6	Checkered Moon / 237 W 4th Ave, Mt Dora, FL 32757	0.1 mi	1.8K (8.3%)
7	Pisces Rising / 239 W 4th Ave, Mt Dora, FL 32757	0.1 mi	1.7K (7.9%)
8	Lakeside Inn / 100 Alexander St, Mt Dora, FL 32757	0.1 mi	1.6K (7.6%)
9	Building at 348 Alexander St / 348 Alexander St, Mt Dora, FL 32757	0.1 mi	1.3K (6%)
10	The Mount Dora Bistro / 142 W 4th Ave, Mt Dora, FL 32757	0 mi	1.1K (5.3%)

Category: All Categories | Min. Visits: 1
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
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Favorite Places

Cranes Roost / FL			
Rank	Name	Distance	Visitors
1	Altamonte Mall / 451 E Altamonte Dr, Altamonte Springs, FL 32701	0.5 mi	2.8K (28.5%)
2	Cranes Roost / Crane's Roost, null, Florida 32701	0 mi	2.8K (28.2%)
3	AMC Theatres / 433 E Altamonte Dr, Altamonte Springs, FL 32701	0.2 mi	1.1K (11.2%)
4	Altamonte Town Center / 293 E Altamonte Dr, Altamonte Springs, FL 32701	0.3 mi	902 (9.2%)
5	Cafe Murano / 309 Cranes Roost Blvd, Altamonte Springs, FL 32701	0.2 mi	864 (8.8%)
6	Renaissance Centre / 397 E Altamonte Dr, Altamonte Springs, FL 32701	0.3 mi	849 (8.6%)
7	Altamonte Lakeside Park / 370 Center Pointe Cir, Altamonte Springs, FL 32701-3459	0.1 mi	748 (7.6%)
8	West Town Corners / 280 S State Rd 434, Altamonte Springs, FL 32714	2.2 mi	482 (4.9%)
9	Red Hot & Boom / 283 Cranes Roost Blvd, Altamonte Springs, FL 32701	0.1 mi	470 (4.8%)
10	Springs Plaza / 2401 W State Rd 434, Wekiwa Springs, FL 32779	1.9 mi	392 (4%)

Category: All Categories | Min. Visits: 1
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Favorite Places

DT Eatonville / Eatonville, FL			
Rank	Name	Distance	Visitors
1	Dajen Eats / 323 E Kennedy Blvd, Eatonville, FL 32751	0.1 mi	1.5K (67.3%)
2	Eatonville Library / 200 E Kennedy Blvd, Eatonville, FL 32751-5344	0.1 mi	459 (20.3%)
3	Barber Express / 344 E Kennedy Blvd, Maitland, FL 32751	0 mi	356 (15.7%)
4	Family Dollar / 111 E Kennedy Blvd, Eatonville, FL 32751	0.2 mi	281 (12.4%)
5	Fades to Fro's / 501 E Kennedy Blvd, Eatonville, FL 32751-5419	0.1 mi	221 (9.8%)
6	New Church of Faith, Eatonville FL / 209 E Kennedy Blvd, Eatonville, FL 32751	0.2 mi	149 (6.6%)
7	DoubleTree by Hilton / 60 S Ivanhoe Blvd, Orlando, FL 32804	4.1 mi	128 (5.7%)
8	Fantashique / 995 west kennedy blvd., Eatonville, FL 32810	1.4 mi	108 (4.8%)
9	Market at Southside / 2849 South Orange Avenue, Orlando, FL 32806	7.4 mi	106 (4.7%)
10	Winter Park Village / 510 Orlando Ave, Winter Park, FL 32789	1.5 mi	103 (4.6%)

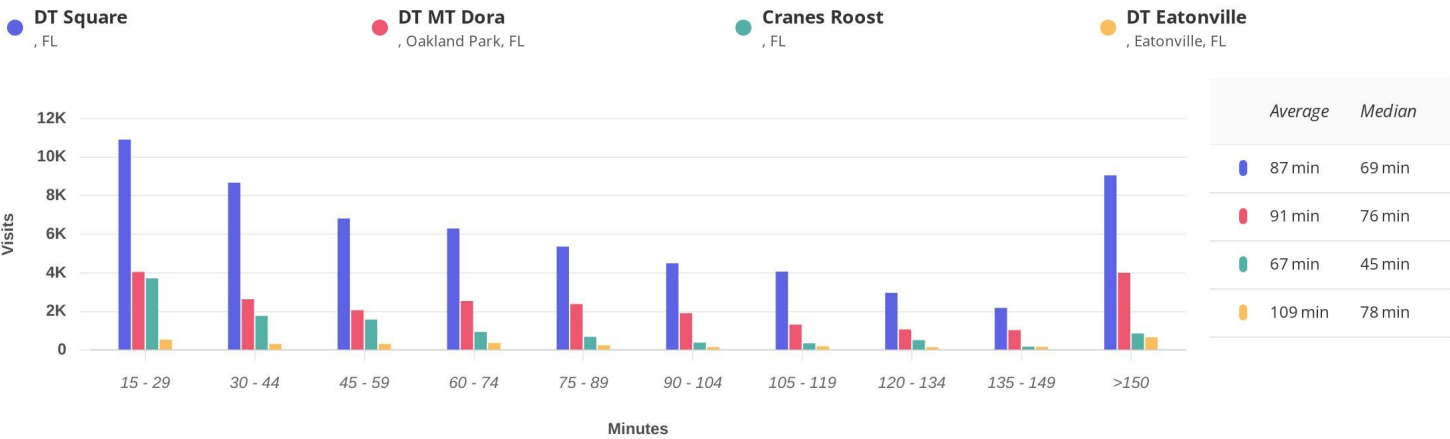
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DT Square - Mar 15th, 2024 - Mar 17th, 2024
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Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
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Property Overview

Time Compare

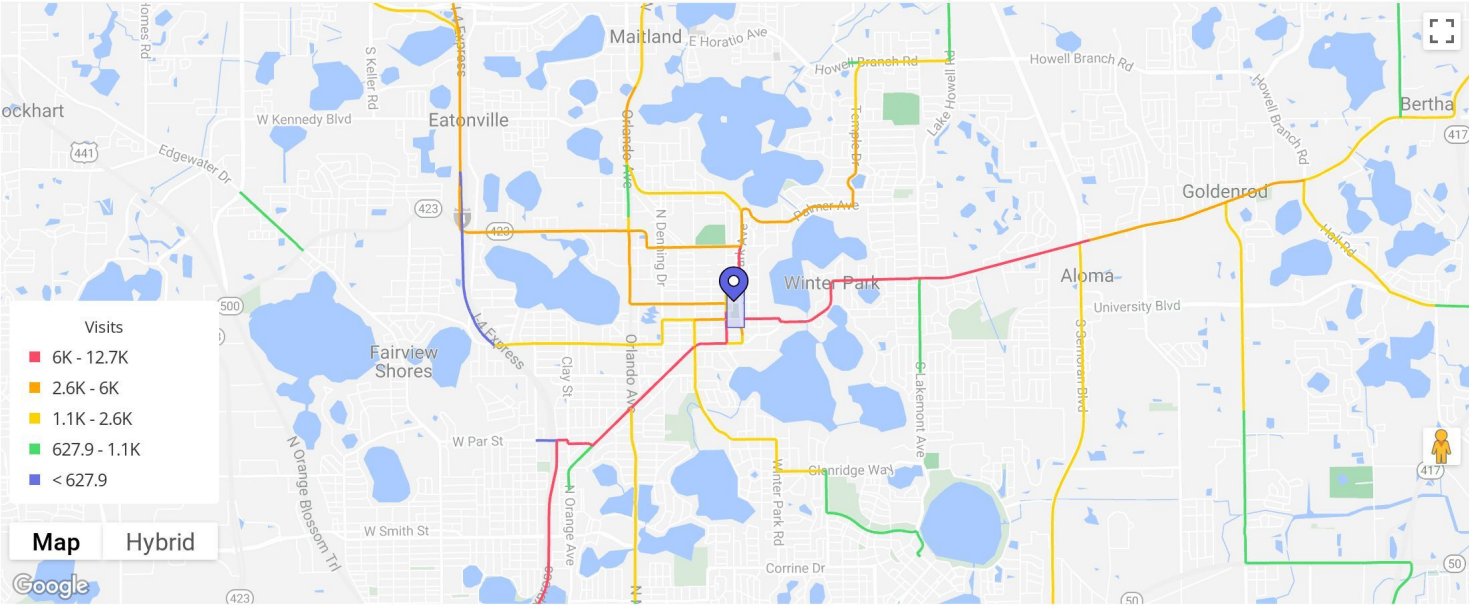
Length of Stay



Visits
DT Square - Mar 15th, 2024 - Mar 17th, 2024
DT MT Dora - Feb 3rd, 2024 - Feb 4th, 2024
Cranes Roost - Mar 24th, 2023 - Mar 26th, 2023
DT Eatonville - Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

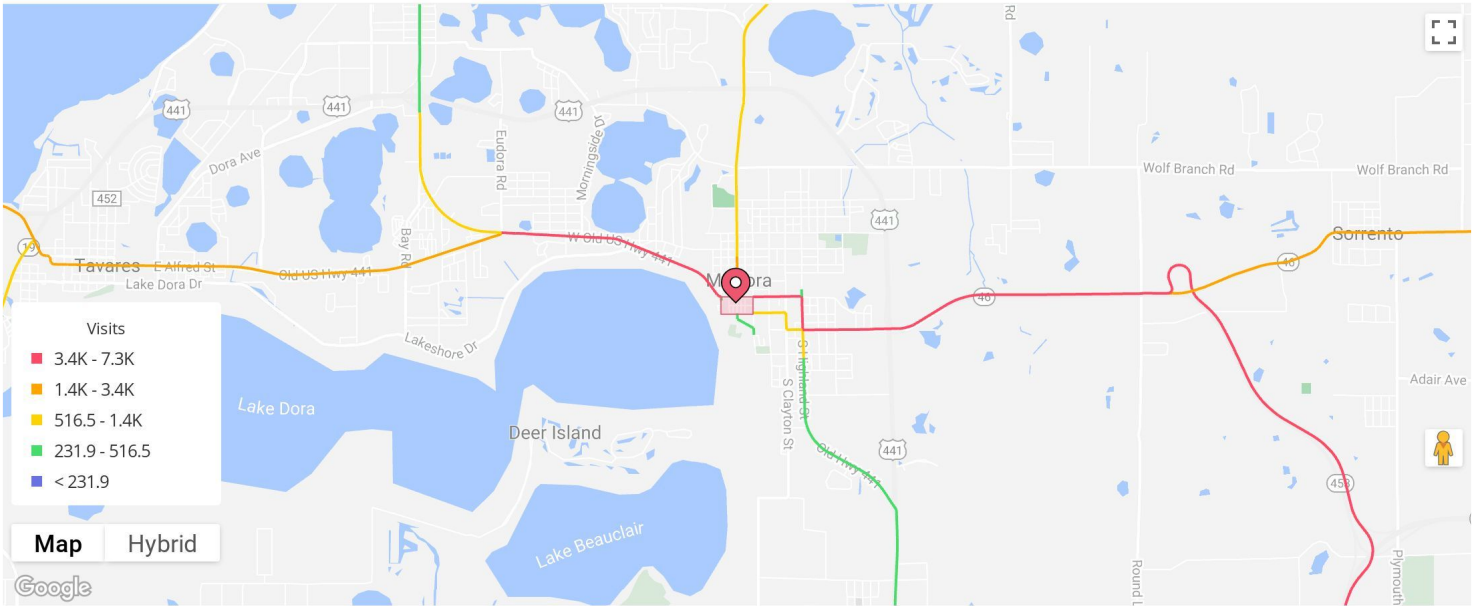


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Mar 15th, 2024 - Mar 17th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

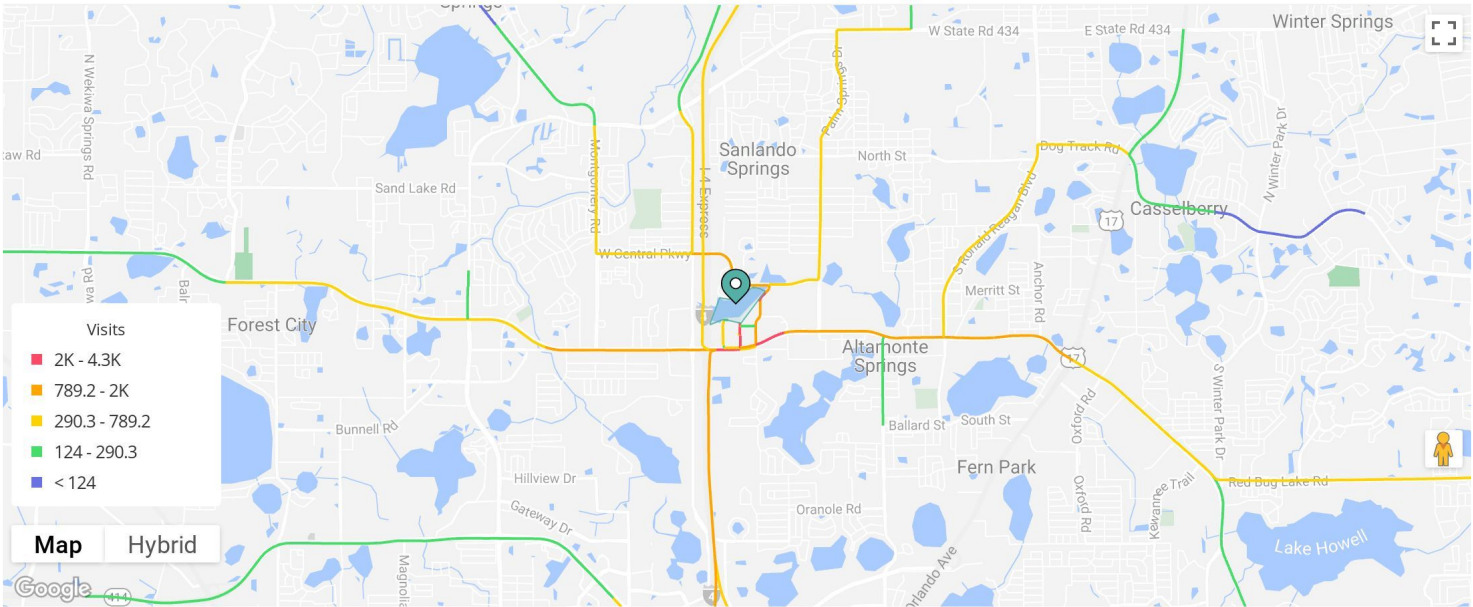


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Feb 3rd, 2024 - Feb 4th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



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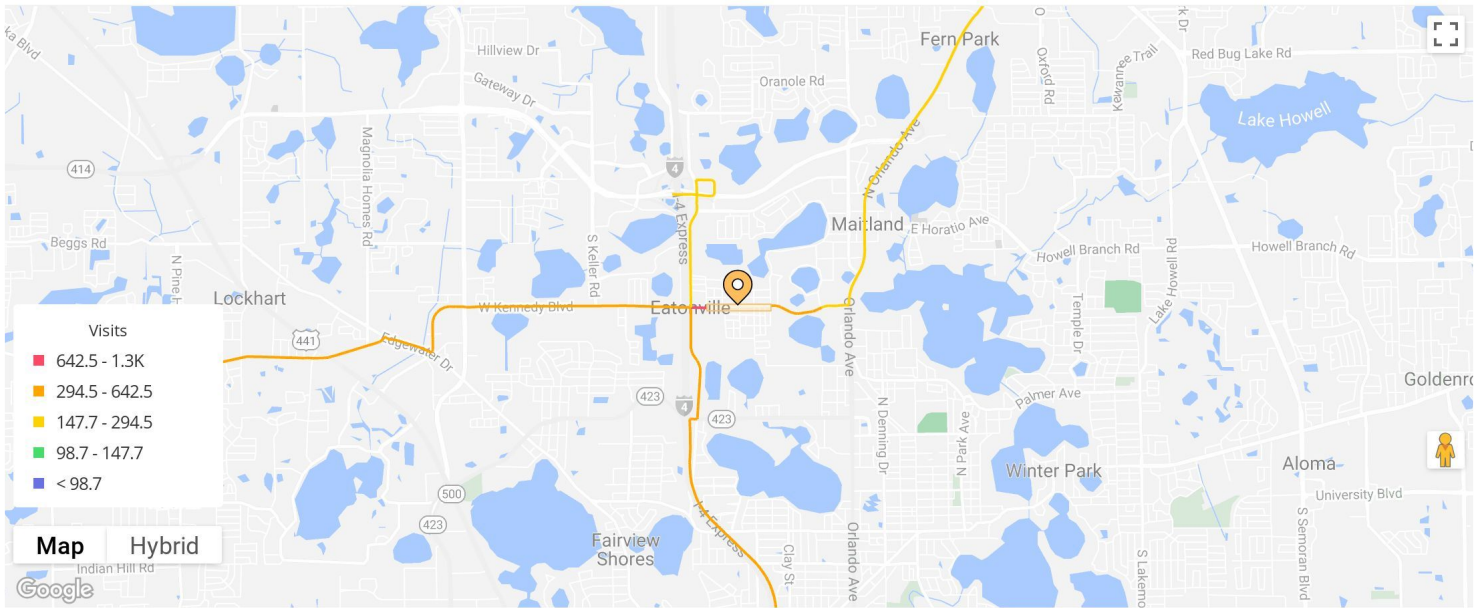
Journey Direction: To Property | Mar 24th, 2023 - Mar 26th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Visitor Journey - Routes



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

Journey Direction: To Property | Jan 26th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Economic Development Advisory Board

agenda item 5.b

item type

Non-Action Items

meeting date

December 10, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

subject

Enhancement Area Next Steps

motion | recommendation

N/A

background

Staff presented the discussion regarding a Winter Park Enhancement Area to the City Commission at a worksession on November 14, 2024. Staff provided a general overview of the program and benefits in order to gauge general interest level (powerpoint attached). Overall, the Commission was supportive of the idea with general questions pertaining to the relationship between CRAs and Enhancement Areas, how properties in Orlando and Orange County would be handled, residential vs. commercial benefits, and other potential areas of program benefit citywide. At the conclusion of the discussion, the Commission asked about next steps. Staff clarified a public meeting, resolution language, and program policy all would need to be fine-tuned and approved. This work would be completed with the guidance of the Economic Development Advisory Board (EDAB).

For the purposes of this item, staff is looking for guidance on three main topic areas:

Timing & Public Meeting - Florida Statute requires the City to host a public meeting prior to resolution advertisement and approval consideration. The meeting should provide an opportunity to inform, educate, and allow for individuals not interested in the program to 'opt out'. Staff currently anticipates this meeting after the new year.

Resolution Language - The City is required to approve a resolution outlining the boundaries (with an image) of the program. Attached is an example from a neighboring community.

Policy Language - The City should provide guidance on what types of program incentives it would consider as well as who would be eligible. Attached is guidance language from a neighboring community. The language itself can be formatted into an application, rest as adopted language as part of the resolution, or be modified from time to time as recommended by the board and Commission approval.

alternatives | other considerations

fiscal impact

attachments

1. 11.14.24 Worksession_Brownfield-Enhancement-Area-Overview
2. CRA I,II,III map
3. Municipal Enhancement Area Talking Points
4. Notice of Public Hearing - Brownfield Advertisement
5. Apopka CRA Enhancement Area Resolution
6. Kissimmee Local Area Brownfields and Fee Waiver 7.30.2020

Winter Park City Commission Worksession



November 14, 2024 @ 1:00 p.m.



Brownfield Enhancement Area Overview F.S. 376.79-80

The **Brownfield Enhancement Area** (BEA) initiative aims to revitalize and redevelop underutilized or contaminated properties. This program offers a range of benefits and opportunities for communities, property owners, and investors. By leveraging existing assets and providing voluntary partnership opportunities, BEAs seek to stimulate economic growth and environmental improvement.

The primary goals include responding to the Economic Development Advisory Board's request for '**more tools in the toolbelt**', leveraging existing assets such as the CRA, and provide **voluntary** partnership opportunities for redevelopment and enhancement.

Competitive Disadvantage and Regional Context

Florida BEAs

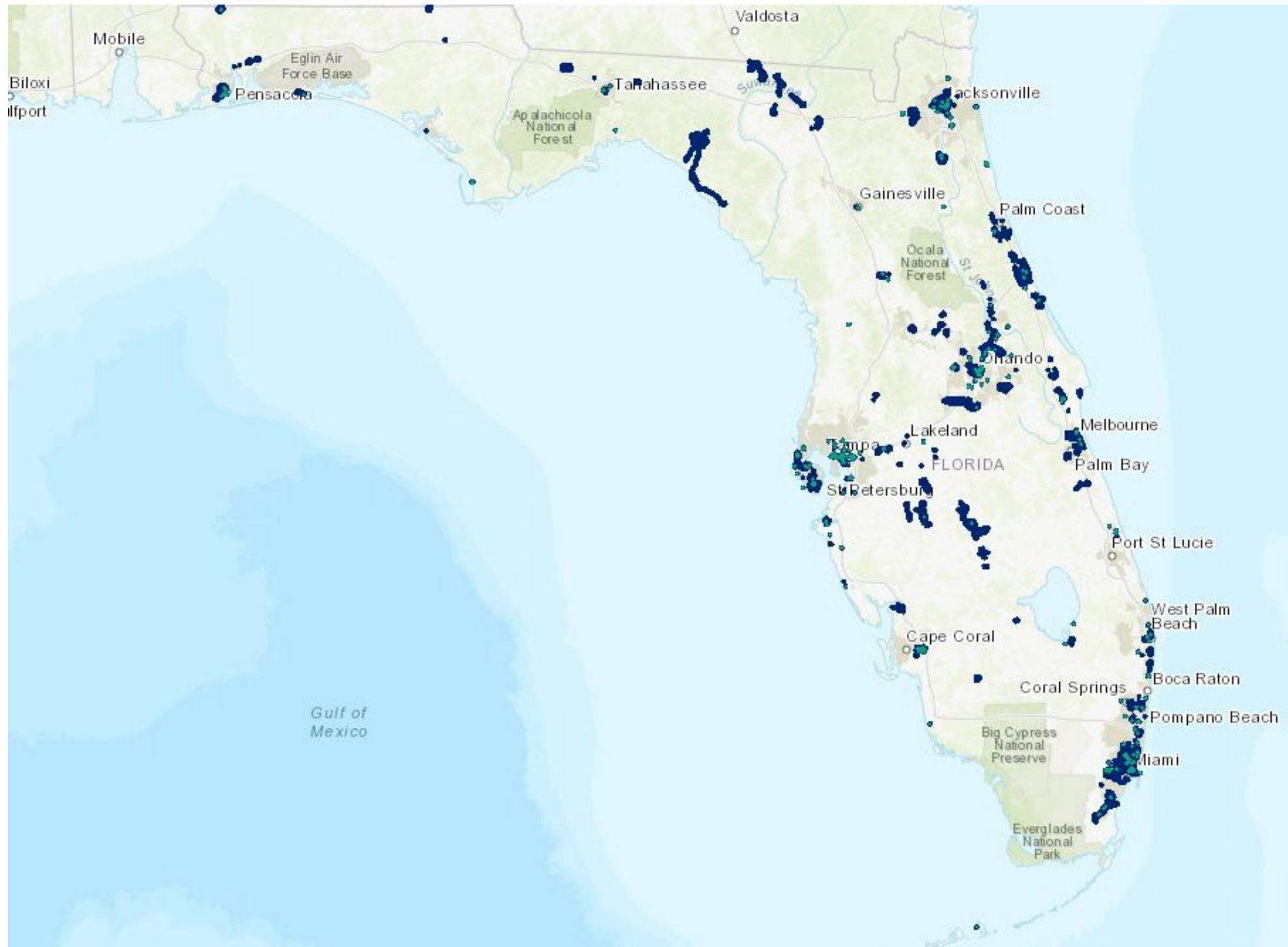
A map of Florida Brownfield Enhancement Areas reveals the distribution of these designated zones across the state.

CRA Overlay

When overlaid with Community Redevelopment Agency (CRA) boundaries, the map provides insight into the relationship between BEAs and existing redevelopment efforts. This combination can illustrate potential synergies and opportunities for coordinated revitalization strategies.

Regional Context

Understanding the regional context of BEAs is crucial for assessing their potential impact and competitiveness.



Florida Department of Environmental Protection

OCULUS

All brownfields areas in the
State of Florida

430 approved Brownfield
areas

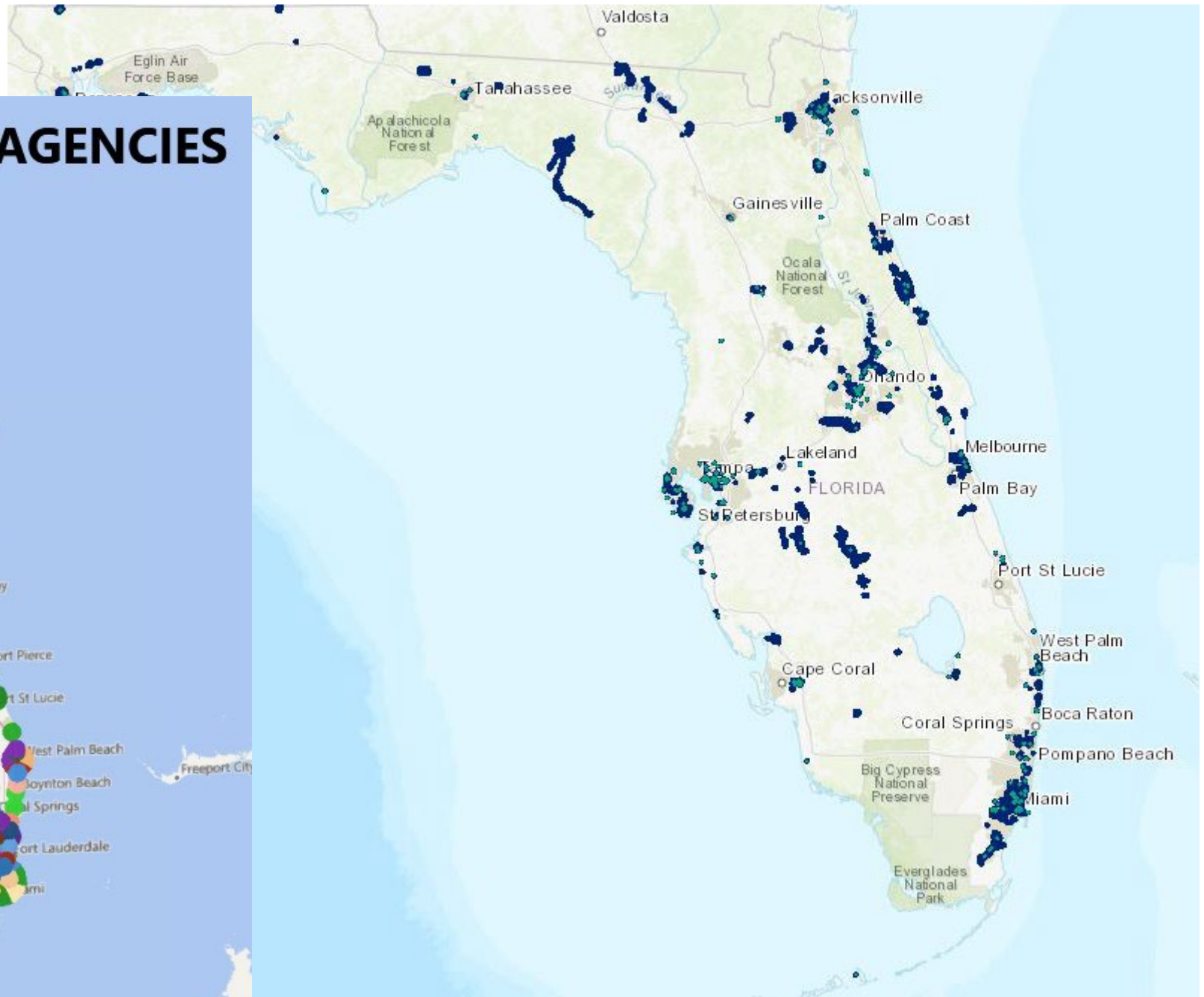
FLORIDA COMMUNITY REDEVELOPMENT AGENCIES



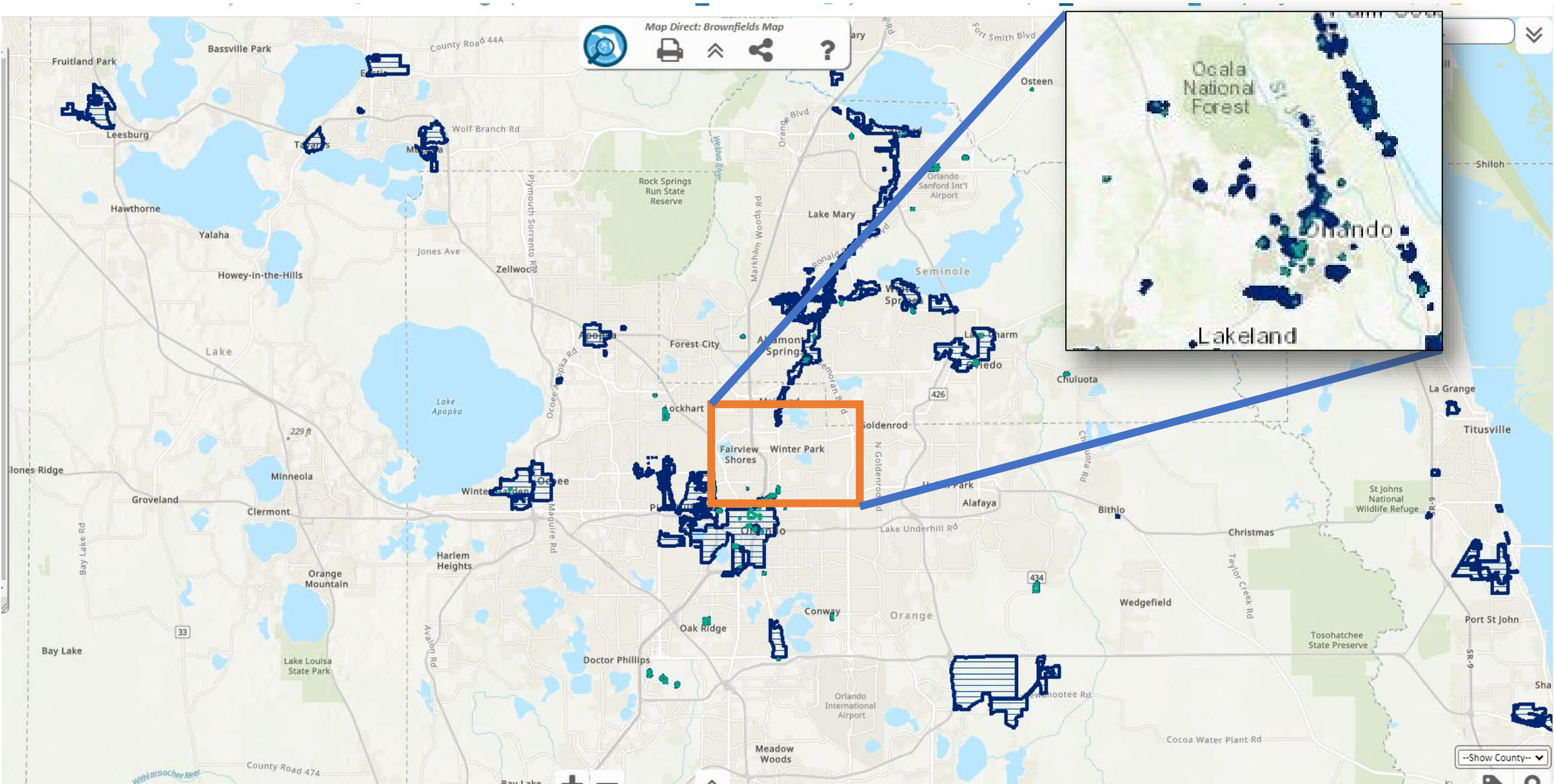
Florida Special Districts Accountability Program

Geographic Distribution of Community Redevelopment Agencies

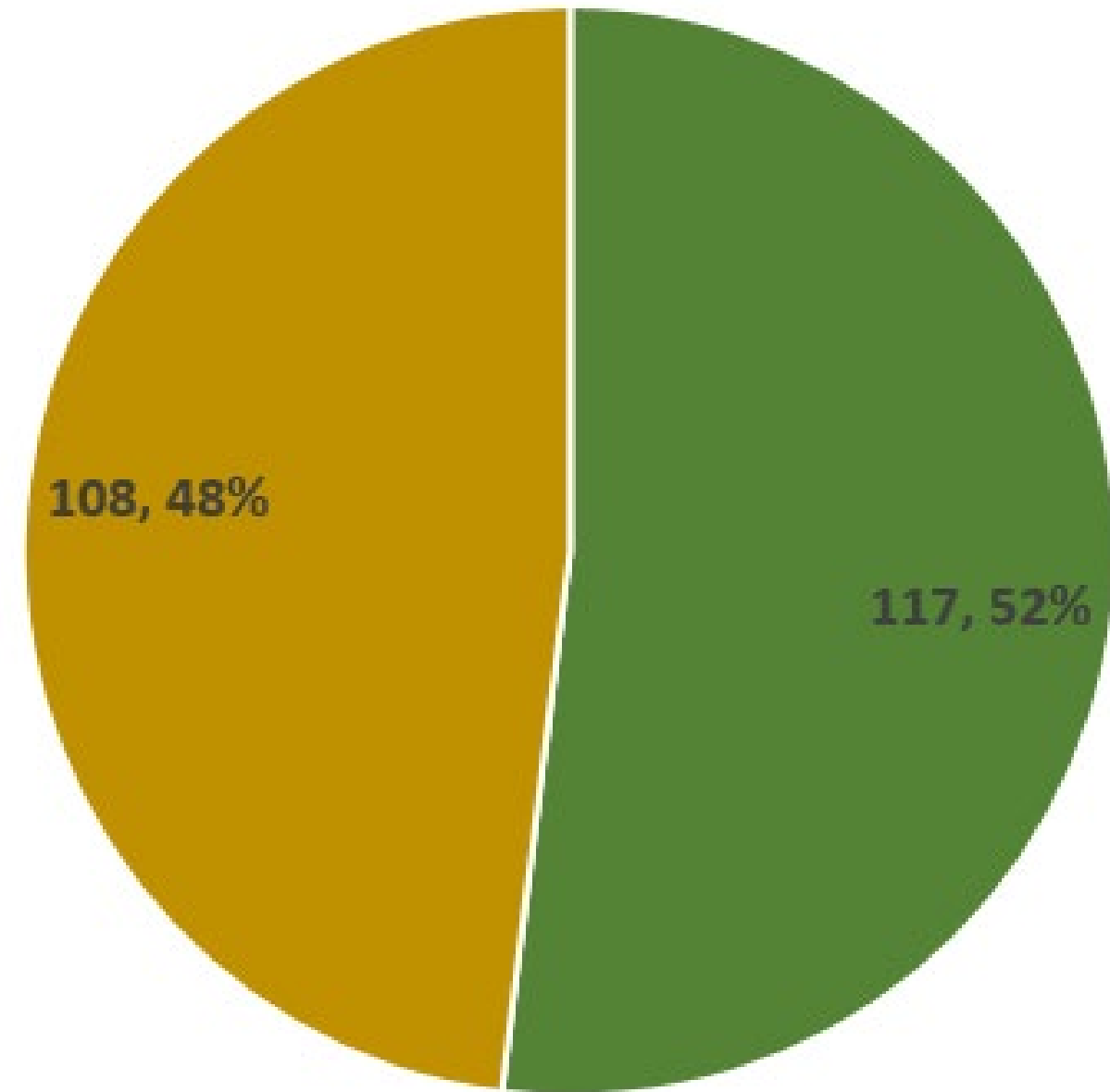
213 CRAs
278 Redevelopment Areas



Regional Engagement



The relation between
the Brownfield
Redevelopment and the
Community
Redevelopment Area
(+/-3.5%)



■ NO ■ YES

Local Benefits of Enhancement Areas

1 F.S. 376 Framework

Florida Statutes 376 provides a comprehensive framework for incentives related to Enhancement Areas. This legal structure supports and encourages redevelopment efforts.

2 State Funding and Grants

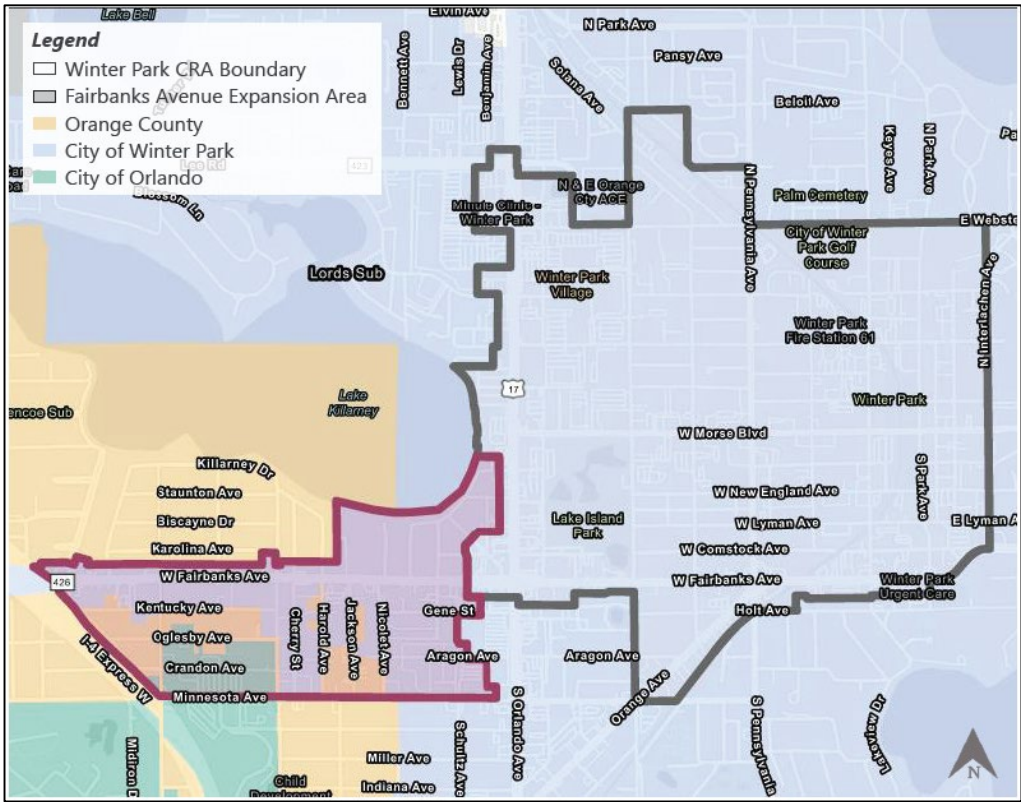
Various state programs and grants are available to support BEA initiatives. These include funding for **job creation, environmental assessments, site cleanup,** and **Voluntary Cleanup Tax Credits (VCTC).**

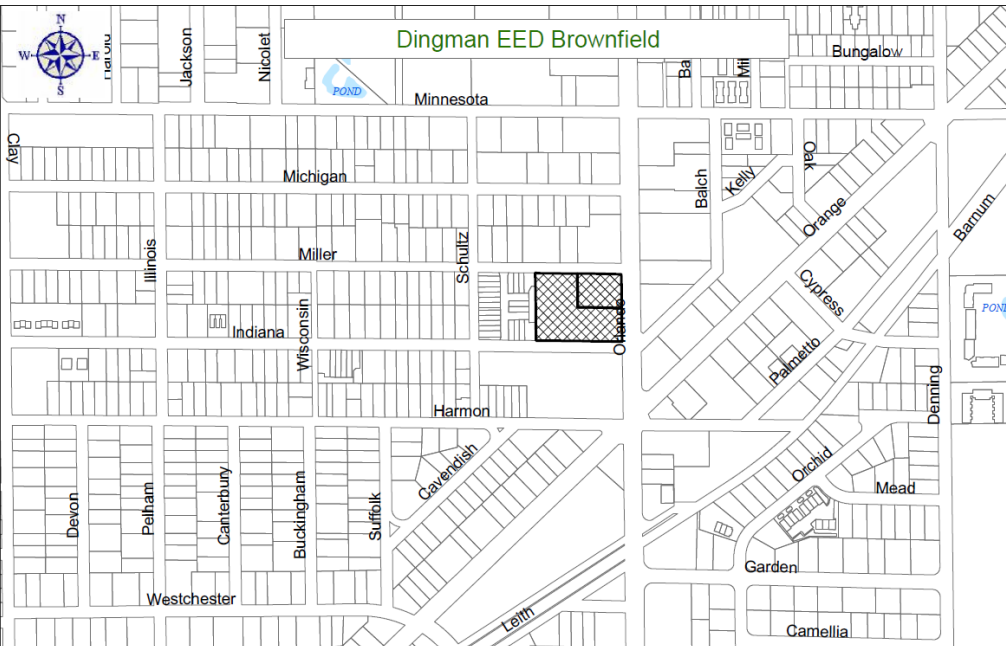
3 Local Programs

The local commission may also encourage a myriad of program options such as **loans, grants, permit waivers** or **payment amortization schedules,** and **technical assistance** under F.S.376.79.

4 Commission Discretion

The **local commission has the authority to decide** which incentives and programs to utilize within their jurisdiction. This flexibility allows for tailored approaches to meet specific community needs and goals.





Winter Park's History with Enhancement Areas

1

Dingman Property (2010-2011)

1111 S. Orlando Avenue applied for designation to redevelop as office/retail space

2

3

....and that' s it!

Understanding Enhancement Areas

What It Is

An enhancement area is a designated zone that qualifies for specific incentives and programs aimed at encouraging redevelopment and economic growth. It typically involves properties that may have environmental challenges or are underutilized.

What It Isn't

Enhancement areas are not a blanket rezoning or a mandatory program for property owners. They do not automatically change property rights or impose new regulations on existing businesses or residents.

Benefits

These areas provide opportunities for public-private partnerships, access to funding and tax incentives, and streamlined processes for environmental cleanup and redevelopment.

Opportunity

Local programs are approved locally!
Can be real or perceived issue (F.S. 376.79 (3))

Process of Establishing an Enhancement Area

1

CRA Designation

The Community Redevelopment Agency (CRA) designation provides a logical and efficient approval process for enhancement areas, as outlined in Florida Statutes 163 and 376. This step establishes the legal framework for the initiative.

2

Property Owner Participation

Property owners within the proposed enhancement area have the option to participate or opt out. This voluntary approach ensures that the program respects individual property rights and preferences.

3

DEP Notification

For those choosing to opt out, notification must be sent to the Department of Environmental Protection (DEP). This step ensures proper documentation and compliance with state regulations.

4

Resolution Approval

The final step involves passing a resolution for approval, typically requiring only one reading. This streamlined process allows for efficient implementation of the enhancement area designation.

Sample Policy Language

Projects that are approved as a Qualified Target Industry (QTI) 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, a 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

Participation

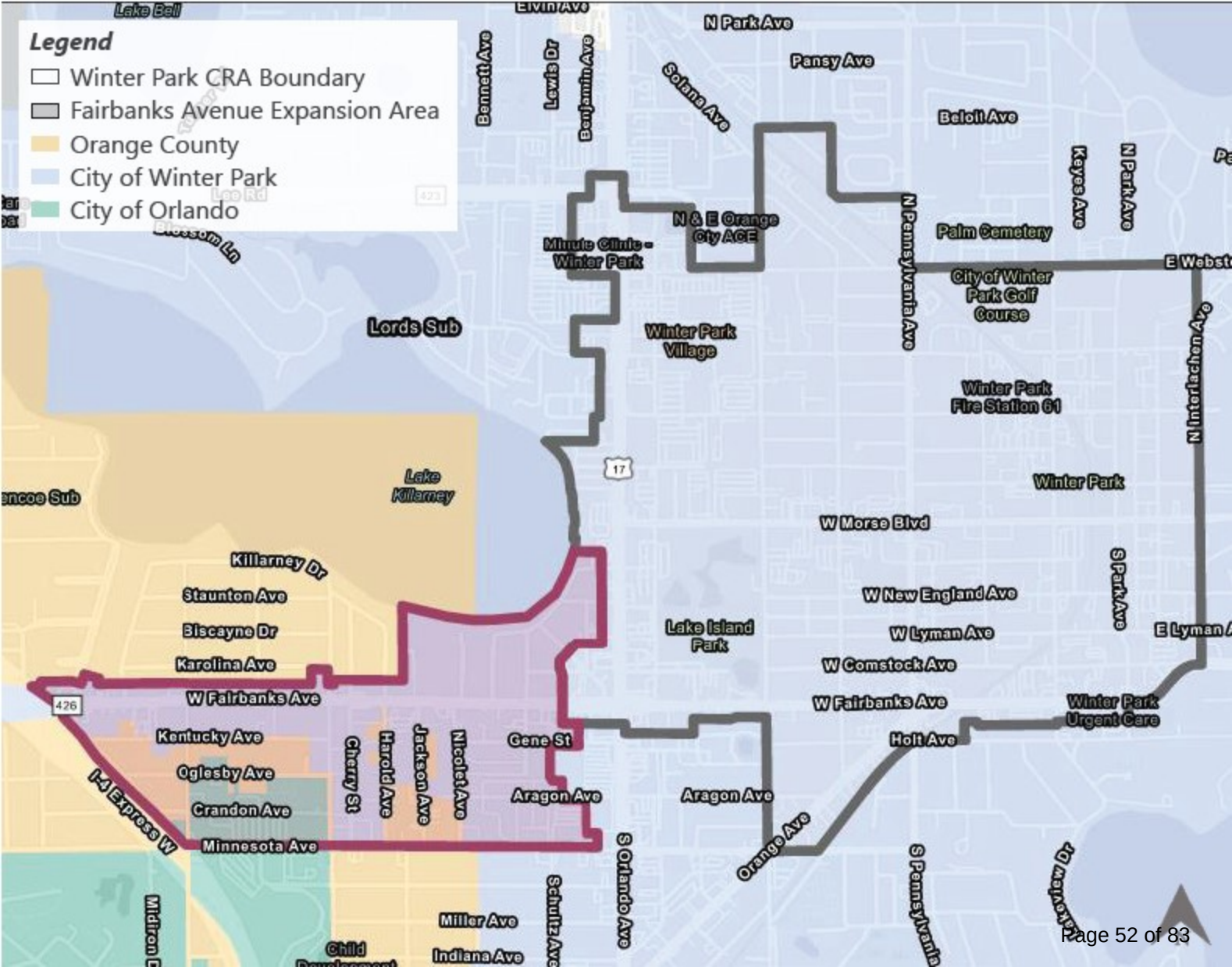
Voluntary

Commercial vs. residential



Legend

- Winter Park CRA Boundary
- Fairbanks Avenue Expansion Area
- Orange County
- City of Winter Park
- City of Orlando



Date:	
Project No.	
To:	
From:	
cc:	
Subject:	

WHO?

City of ____ establishes or designates a Brownfield Redevelopment Area to encourage economic development within the CRA boundaries as authorized in Florida Statutes. (FS 376.80 Brownfield Program Administration)

WHAT?

Locally designated area for redevelopment and economic development. The area may or may not contain environmental contamination. Allows the City access to regulatory and financial incentives to encourage redevelopment WITHOUT having to go through site clean-up activities and agreements.

WHERE?

The municipal Brownfield would be coterminous with and have the same boundaries as the municipal Community Redevelopment Area. All the land in the CRA would be in the Brownfield Area.

Participation by property owners is voluntary. Property owners may “Opt-Out” and not have their properties include in the Brownfield Area

WHY?

Provides access to a wide range **regulatory** and **financial** incentives as defined in FS 376.84

Residential properties within 1.29 miles to Brownfield Areas **increase in value 5-15.2%**

Encourages private sector development and investment

HOW?

The City adopts a local Resolution and notifies Florida Department of Environmental Protection that new Brownfield Area has been created

Participation by property owners is voluntary. Property owners may “Opt-Out” and not have their properties include in the Brownfield Area

City must hold two, noticed (Advertised), public hearings unless overlaying CRA boundary (1).

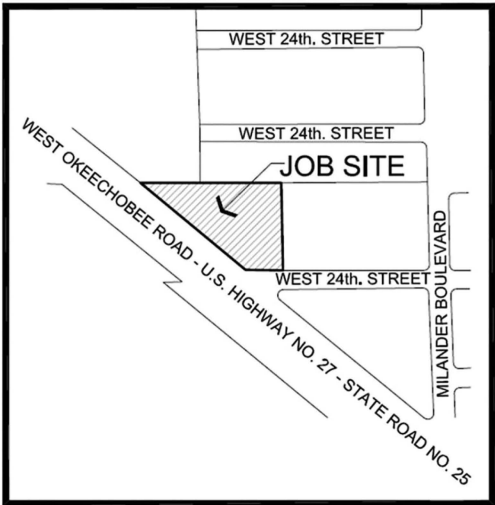
**NOTICE OF PUBLIC HEARING TO
CONSIDER ADOPTION OF RESOLUTION
DESIGNATING BROWNFIELD AREA
PURSUANT TO SECTION 376.80,
FLORIDA STATUTES**

NOTICE IS HEREBY GIVEN that a PUBLIC HEARING will be held on December 10, 2024, at 5:30 p.m. in the Council Chambers of City Hall, 3rd Floor, 501 Palm Avenue, Hialeah, FL, in order to consider adoption of the following resolution:

RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF HIALEAH, FLORIDA, DESIGNATING PROPERTY LOCATED AT 2400 WEST OKEECHOBEE ROAD, HIALEAH, FLORIDA 33010 AND IDENTIFIED BY FOLIO NO. 04-3011-002-1051, AS A BROWNFIELD AREA PURSUANT TO SECTION 376.80(2)(A), FLORIDA STATUTES, FOR THE PURPOSE OF REHABILITATION, JOB CREATION, AND PROMOTING ECONOMIC REDEVELOPMENT; AUTHORIZING THE CITY OF HIALEAH TO NOTIFY THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION OF SAID DESIGNATION; PROVIDING AN EFFECTIVE DATE.

Pursuant to Section 286.0105, Florida Statutes, any person desiring to appeal any decision made by the Council with respect to any matter considered at this meeting will need a record of the proceedings, and it will be their responsibility 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.

In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodations to participate in this proceeding should contact the Office of the City Clerk at (305) 883-5820 for assistance no later than two (2) days prior to the meeting. If hearing impaired, telephone the Florida Relay Service numbers (800) 955-8771 (TDD), (877) 955-8773 (SPANISH) or (800) 955-8770 (VOICE).



RESOLUTION NO. 2016-03

A RESOLUTION OF THE CITY OF APOPKA, FLORIDA, DESIGNATING THE APOPKA COMMUNITY REDEVELOPMENT AREA AS AN ECONOMIC ENHANCEMENT DISTRICT (FOR BROWNFIELD DESIGNATION); ESTABLISHING THE PLANNING COMMISSION AS THE ECONOMIC ENHANCEMENT ADVISORY BOARD; AUTHORIZING THE PLANNING MANAGER TO NOTIFY THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION OF SAID DESIGNATION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on June 28, 1993, the City Council of the City of Apopka approved Resolution 9316 which established the Community Redevelopment Area (CRA); and

WHEREAS, the Brownfields Redevelopment Act, Sections 376.77-376.85, F.S., and as such maybe amended, the "Act" provides for local governments to designate areas as brownfields; and

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

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

WHEREAS, the intent of the Act is consistent with the CRA objectives; and

WHEREAS, the redevelopment of the CRA is consistent with the City's Comprehensive Plan

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of Apopka, Florida, as follows:

Section I.

The foregoing recitals are true and correct and are incorporated herein.

Section II.

The incorporated portions of the Apopka Community Redevelopment Area as identified in Exhibit 'A' are hereby designated as brownfield areas (aka "economic enhancement district") pursuant to the Brownfields Redevelopment Act, Sections 376.77 – 367.85, F.S., and as such may be amended, and are hereby formally identified as the Apopka Economic Enhancement District.

Section III.

The Planning Commission is hereby appointed as the Apopka Economic Enhancement Advisory Committee as required by Section 376.80(3), F.S.

Section IV.

The Planning Manager is hereby authorized to notify the Florida Department of Environmental Protection of the City of Apopka's decision to designate a brownfields area for remediation, rehabilitation and economic development for the purposes set forth in Sections 376.77 – 376.84, F.S., as may be amended.

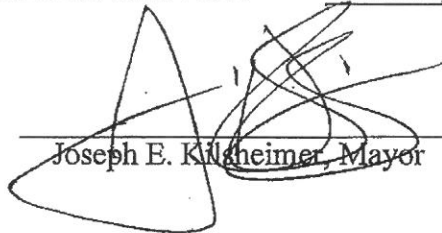
Section V. Effective Date.

This Resolution shall become effective upon adoption.

APPROVED at a regular meeting of the City Council of the City of Apopka, Florida, this
17th day of February, 2016.

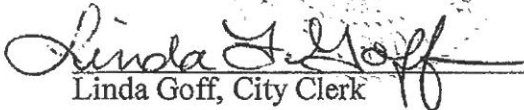
READ FIRST TIME: February 3, 2016

READ SECOND TIME
AND APPROVED: February 17, 2016



Joseph E. Kilgheimer, Mayor

ATTEST:



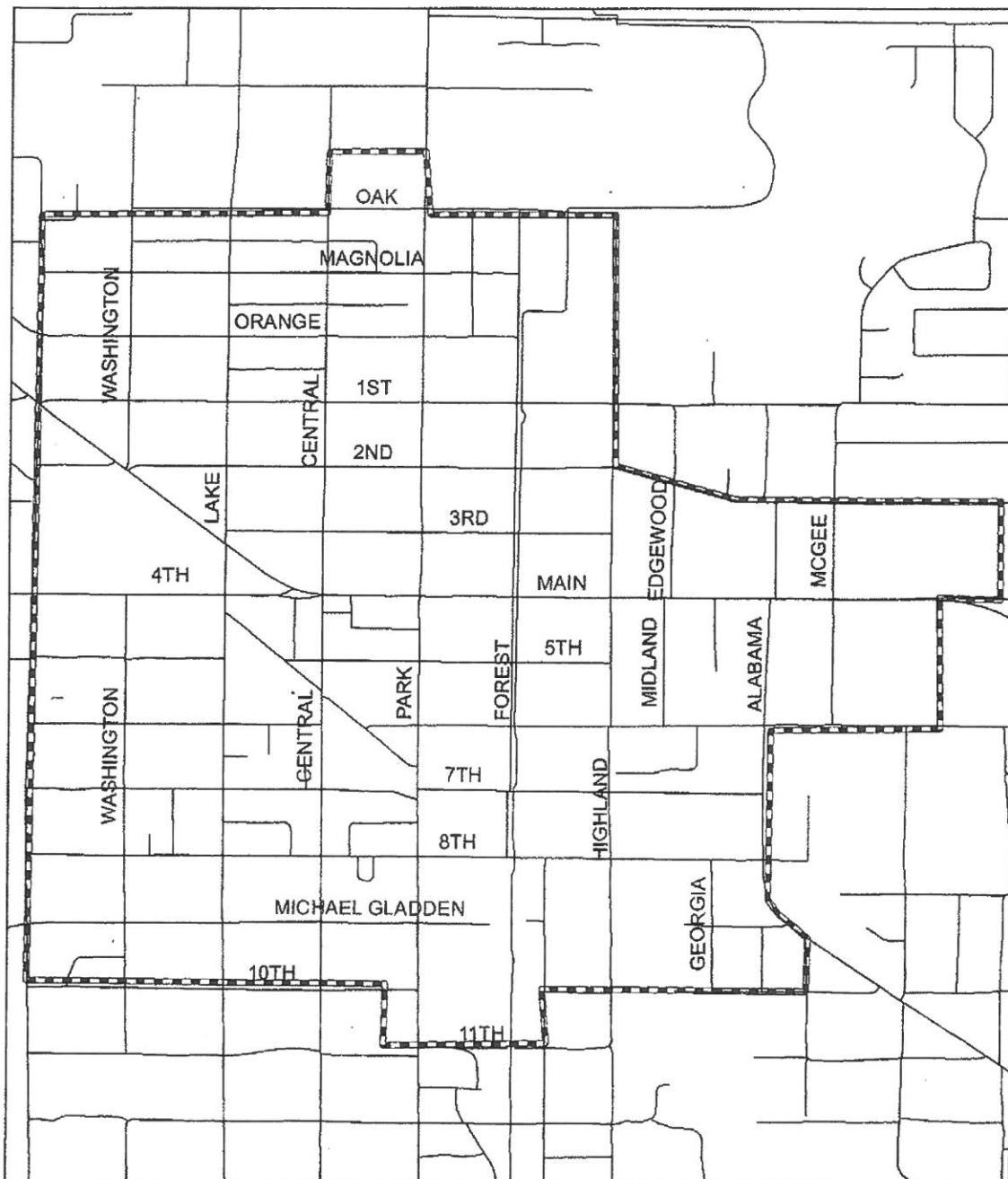
Linda Goff, City Clerk

DULY ADVERTISED FOR HEARING: January 15, 2016
February 5, 2016

EXHIBIT "A"



**ECONOMIC ENHANCEMENT DISTRICT
(FOR BROWNFIELD DESIGNATION)**



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.



Economic Development Advisory Board

agenda item 6.a

item type

Staff Updates

meeting date

December 10, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by**subject**

Center for Micro-Entrepreneurial Training Closing Report

motion | recommendation**background**

Staff is providing a concluding report on its CMET pilot partnership under the umbrella of the Winter Park Business Academy (WPBA). The program represented both EDAB's directives of supporting Winter Park businesses as well as providing a diverse group of regional graduating entrepreneurs ranging from professional/administrative services to digital technology and finance. Staff will work with CMET on video testimonials, alumni coordination, and touchpoints to track success outside the program.

As staff and the board review the program moving forward, the City will continue to offer courses through its extended agreement with the National Entrepreneurship Center ensuring continued support for business development through 2025.

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

1. CMET WPBA Post Survey Report Dec 2024



CMET
Center for Micro-Entrepreneurial Training



WINTER
PARK
BUSINESS
ACADEMY

WPBA Business Education Certification Program Report – Tuesday, December 3, 2024

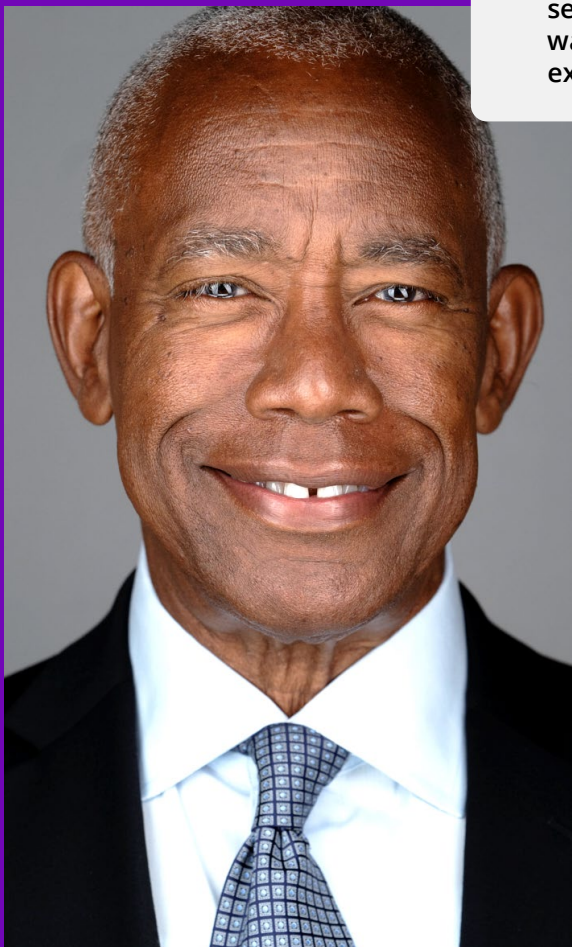
■ **TABLE OF CONTENTS**

- A FEW WORDS
- PARTICIPANT PROFILES
- PROGRAM EXPECTATIONS – DAY ONE
- PROGRAM RESULTS – DAY TEN
- OVERALL IMPACT & FEEDBACK
- THANK YOU



“

To inspire your entrepreneurs, you'll have to talk to them. I love short five to 10-minute huddles in sessions to align them and the team. One effective way to begin or end a huddle is by sharing my experiences.



Joseph A. Simmons, Founder & CEO

A FEW WORDS . . .

The WPBA and CMET are driven by a passion for uplifting and empowering entrepreneurs through meaningful engagement and impactful training. As you explore this report, I hope you'll see the outcomes of our efforts and the heart of our mission: equipping business leaders with the tools, connections, and confidence to thrive in today's ever-evolving business landscape.

This report provides an overview of the WPBA Business Education Certification Program, including participant demographics, program objectives, and training outcomes. It highlights key successes, such as improved business strategies, enhanced financial planning, and integration of cutting-edge tools like AI and LinkedIn for growth. Additionally, it identifies areas for improvement based on participant feedback, ensuring future sessions address the evolving needs of entrepreneurs.

Through data-driven insights and participant stories, this document reflects the program's impact and our vision for ongoing growth and innovation.



PARTICIPANT PROFILE

DAY ONE

- Respondents: 20 participants. **30% WP RESIDENTS**
- Roles: Entrepreneurs, business owners, directors
- Industries: Diverse, e.g., culinary, branding, farming
- Business education levels: 20% None, 40% Basic, 40% Intermediate

PARTICIPANT PROFILE

DAY TEN

- Respondents: 11 participants
- Roles: CEOs, owners, program administrators
- Industries: Travel, IT consulting, mentoring, and more
- Businesses: Simply Semper Travels, P1 Tech Solutions LLC, Ho's Garage





DAY ONE RESPONSES: PROGRAM EXPECTATIONS

REASONS FOR ENROLLMENT

- 70% seek new entrepreneurial skills
- 40% value networking opportunities
- Other motivations include:
 - Creating a business plan
 - Financial understanding
 - Scaling operations

EXPECTATIONS ON DAY ONE

- Understand program layout and expectations
- Begin creating actionable business plans
- Develop networking strategies
- Anticipation of significant program impact (80%)

CHALLENGES AND GOALS

- Challenges:
 - Financial management and funding
 - Marketing and scaling
 - Navigating business processes
- Goals:
 - 90% aim for a clearer business strategy
 - 70% want a refined business plan
 - Improved pitching and networking skills

FOCUS AREAS

- Leadership and marketing development
- Financial acumen and operations management
- Addressing entrepreneurial challenges and actionable goals





CMET
Center for Micro-Entrepreneurial Training



WINTER
PARK
BUSINESS
ACADEMY



DAY TEN

PROGRAM SATISFACTION

- 100% were very satisfied
- 100% rated content as excellent
- 90% found content highly relevant to their business needs

DAY TEN

INSTRUCTOR EXPERTISE & EFFECTIVENESS

- 100% rated instructors' expertise as excellent
- 90% found sessions very effective for improving skills





CMET
Center for Micro-Entrepreneurial Training



WINTER
PARK
BUSINESS
ACADEMY



DAY TEN

VALUABLE SESSIONS

- Business planning: Clear roadmap and strategies
- Financial planning: Stability and decision-making
- AI and LinkedIn integration: Growth opportunities
- Standout presenters, e.g., Bethanie Nonami



DAY TEN

KEY TAKEAWAYS

- 90% achieved a clearer business strategy
- 50% refined business plans
- 50% identified funding avenues
- 40% improved pitching skills
- 30% established new business contacts



DAY TEN

AREAS FOR IMPROVEMENT

- Online sessions were sometimes hard to navigate
- Branding session could have been more detailed
- Participants requested:
 - Website building
 - Scaling and e-commerce strategies
 - Fewer but more in-depth sessions



CMET
Center for Micro-Entrepreneurial Training



WINTER
PARK
BUSINESS
ACADEMY

DAY TEN RESPONSES: OVERALL IMPACT AND FEEDBACK

- 90% reported significant program impact
- 100% would recommend the program
- Feedback:
 - Session recordings for review
 - Improved responsiveness
 - Continued networking opportunities



THANK YOU



CMET
Center for Micro-Entrepreneurial Training



**WINTER
PARK
BUSINESS
ACADEMY**





Economic Development Advisory Board

agenda item 6.b

item type

Staff Updates

meeting date

December 10, 2024

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

EDAB Commercial Performance Report

motion | recommendation**background**

Monthly reports as requested

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

1. EcoCounter Monthly Traffic 12 mo rolling
2. EcoCounter November 2024
3. EDAB Commercial Performance Report - November '24

City of Winter Park



Kyle Dudgeon
12/03/2024

Key Figures

December 3, 2023 → December 2, 2024

Total

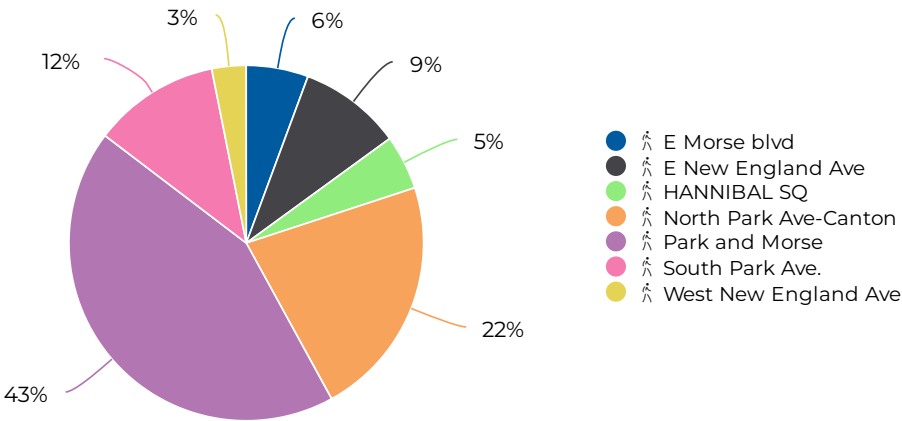
2,409,639

Peak Day

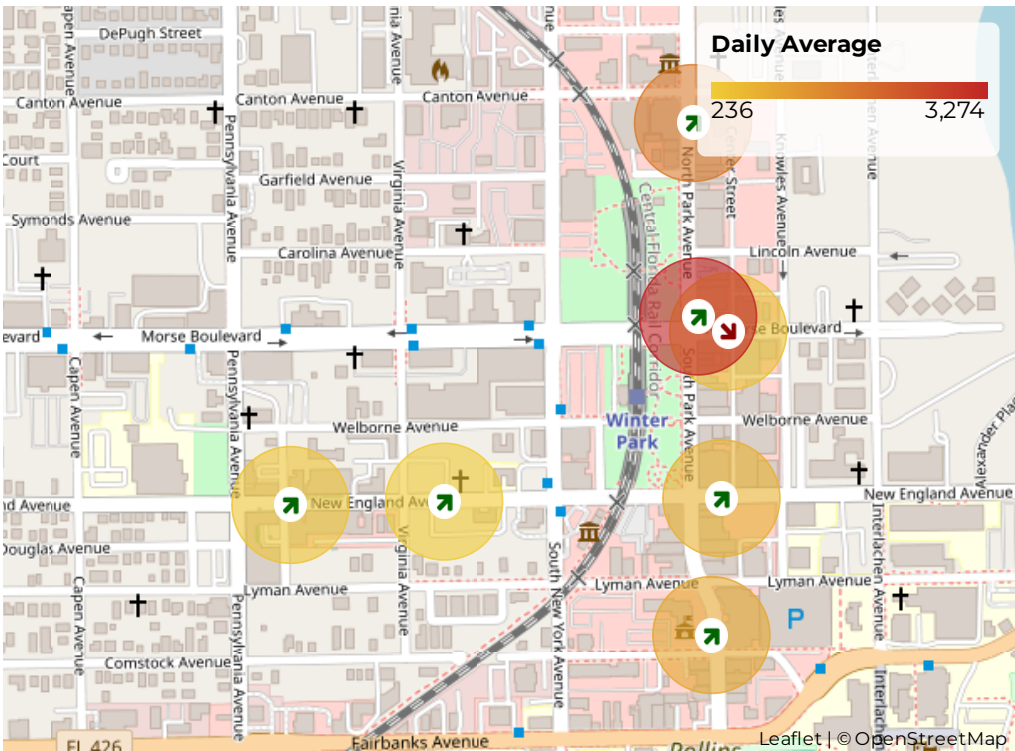
Saturday
Mar 16, 2024

20,464

Distribution



Key Figures Map

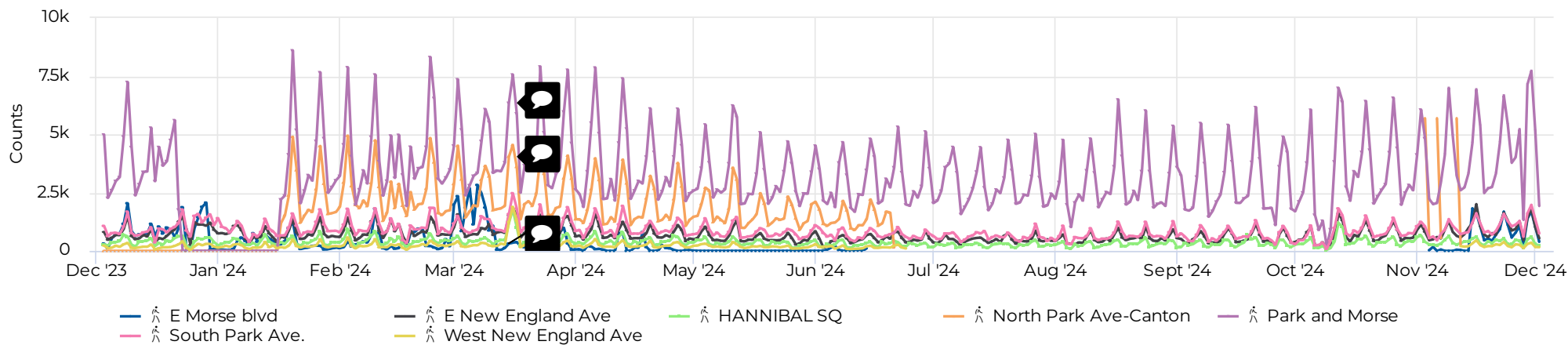


Compared to 12/04/2022 → 12/04/2023

Key Figures

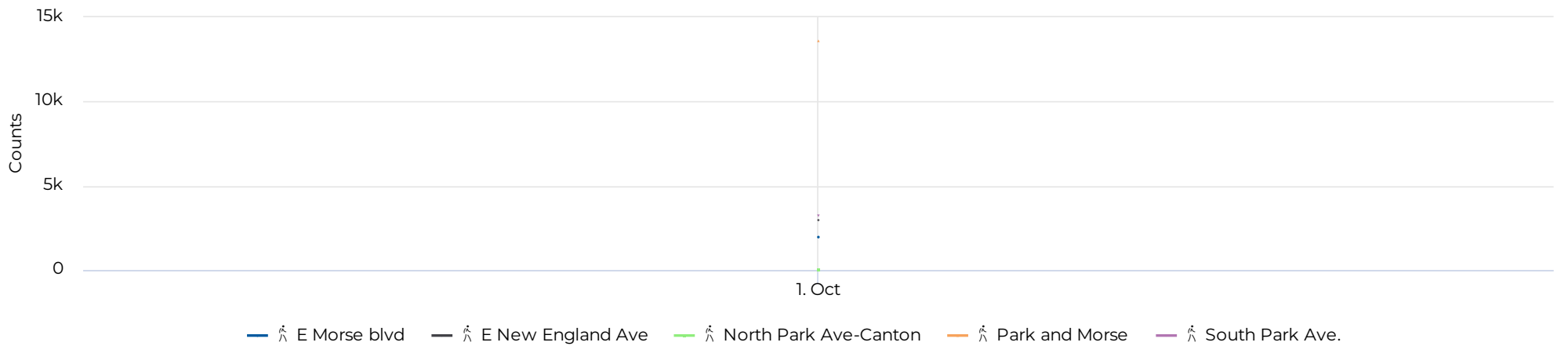
December 3, 2023 → December 2, 2024

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

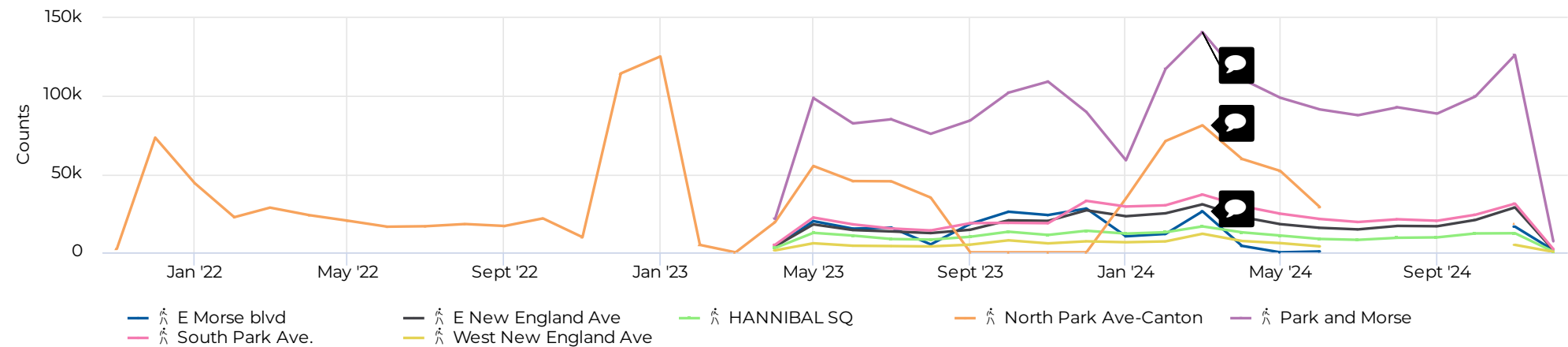


Key Figures

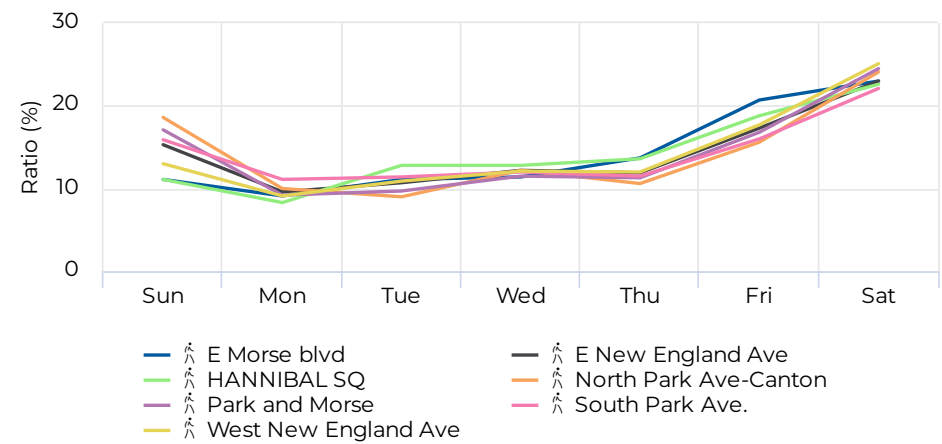
December 3, 2023 → December 2, 2024

Monthly traffic

📅 Whole Period

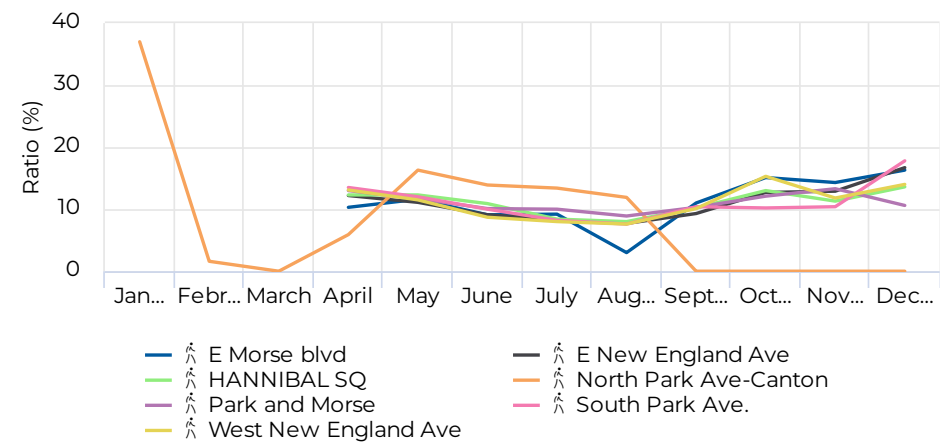


Daily Profile



Monthly Profile

📅 01/01/2023 → 12/31/2023

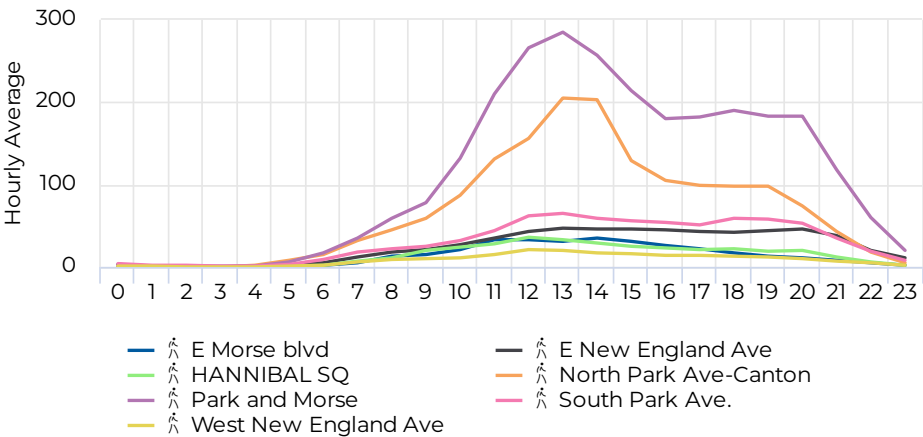


Key Figures

December 3, 2023 → December 2, 2024

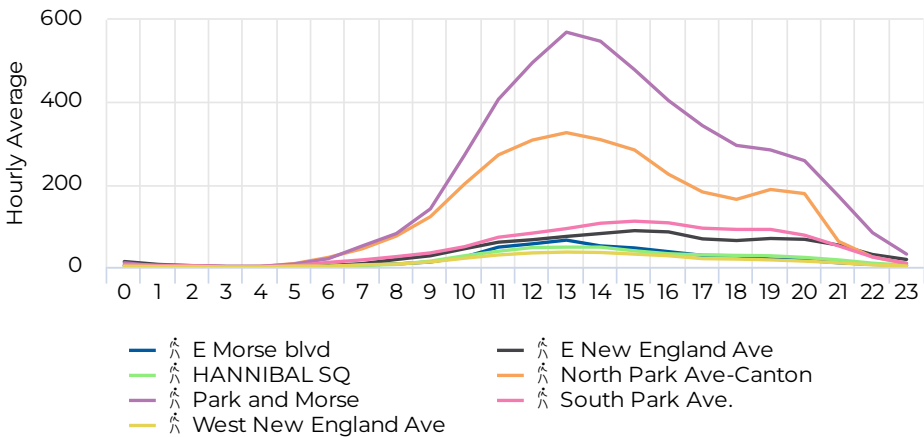
Hourly Profile - Weekdays

01/01/2024 → 12/02/2024



Hourly Profile - Weekend

01/01/2024 → 12/02/2024



Key Figures

December 3, 2023 → December 2, 2024

Key Figures Summary

Site	Daily Average ▼		Peak Day		Peak Count	
Park and Morse	3,274	▲ 7.9%	Sat Jan 20, 2024	Sat Dec 2, 2023	8,605	▲ 12.4%
North Park Ave-Canton	1,666	▲ 31.7%	Mon Nov 11, 2024	Sat Dec 17, 2022	5,692	▼ -35.5%
South Park Ave.	873	▲ 44.0%	Sat Mar 16, 2024	Sat Dec 2, 2023	2,478	▲ 34.7%
E New England Ave	706	▲ 30.7%	Sat Nov 16, 2024	Sat Dec 2, 2023	2,005	▲ 11.8%
E Morse blvd	428	▼ -26.9%	Thu Mar 7, 2024	Thu Nov 2, 2023	2,832	▲ 40.2%
HANNIBAL SQ	376	▲ 6.5%	Sat Mar 16, 2024	Sat Oct 7, 2023	1,779	▲ 52.2%
West New England Ave	236	▲ 35.0%	Sat Mar 16, 2024	Sun Oct 8, 2023	1,891	▲ 61.2%

📈 Compared to 12/04/2022 → 12/04/2023

City of Winter Park



Kyle Dudgeon
12/03/2024

Key Figures

November 1, 2024 → November 30, 2024

Total

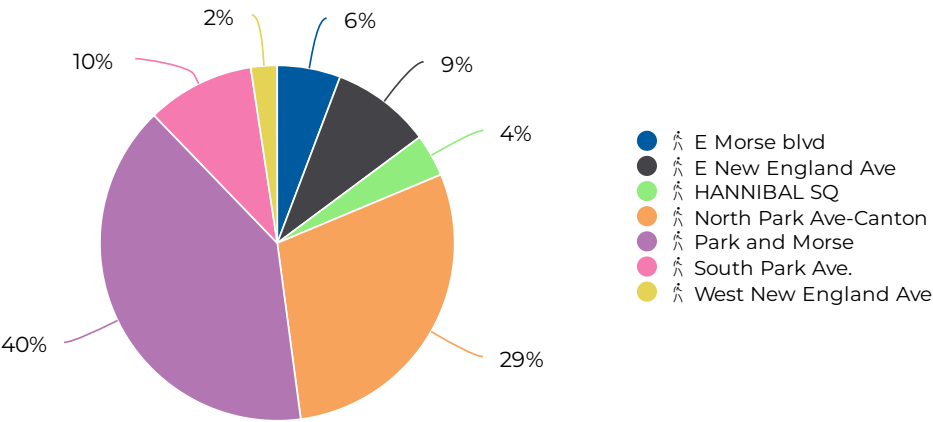
238,182

Peak Day

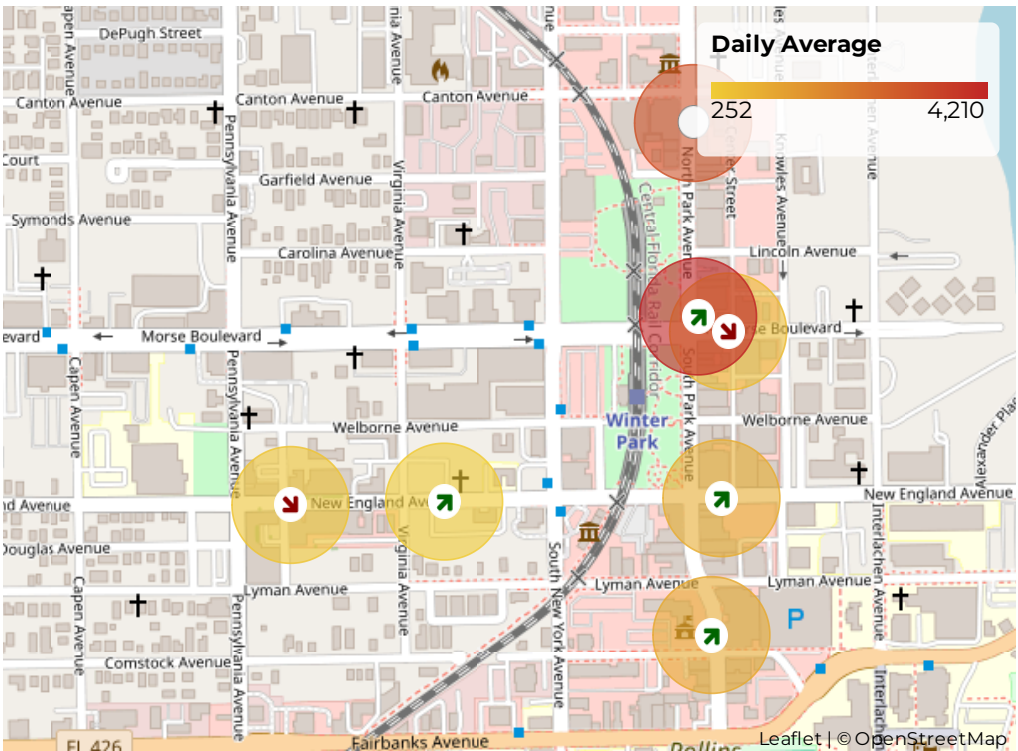
Saturday
Nov 30, 2024

14,174

Distribution



Key Figures Map

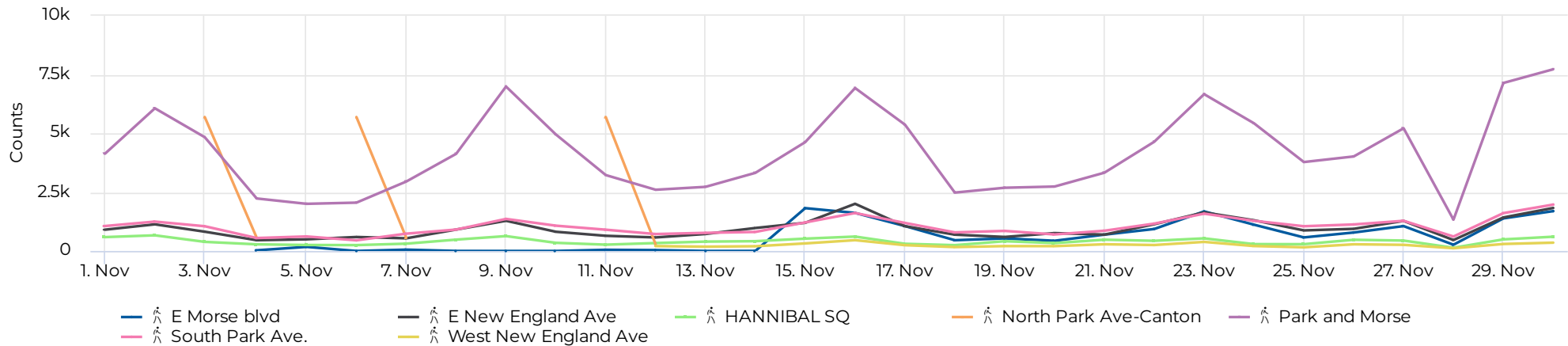


Compared to 11/03/2023 → 12/02/2023

Key Figures

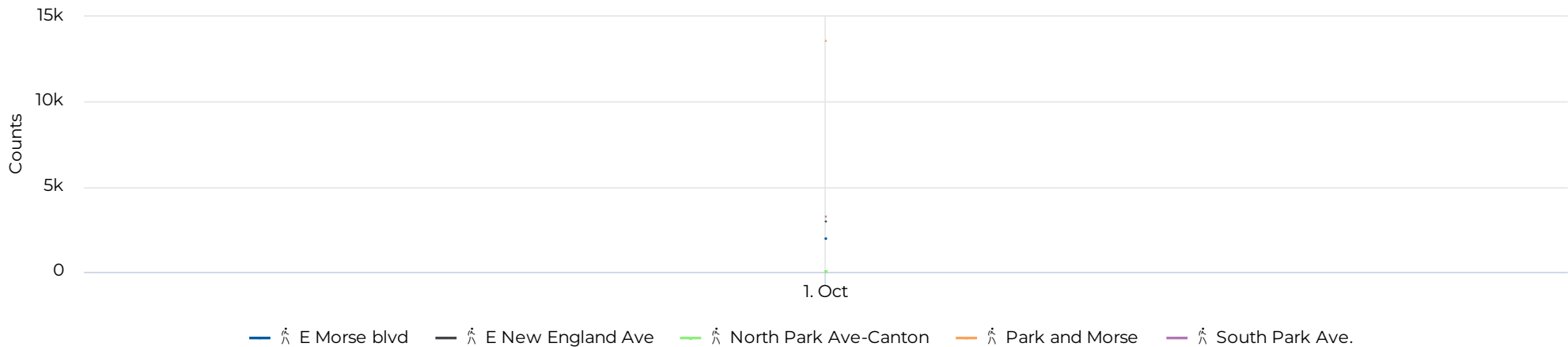
November 1, 2024 → November 30, 2024

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

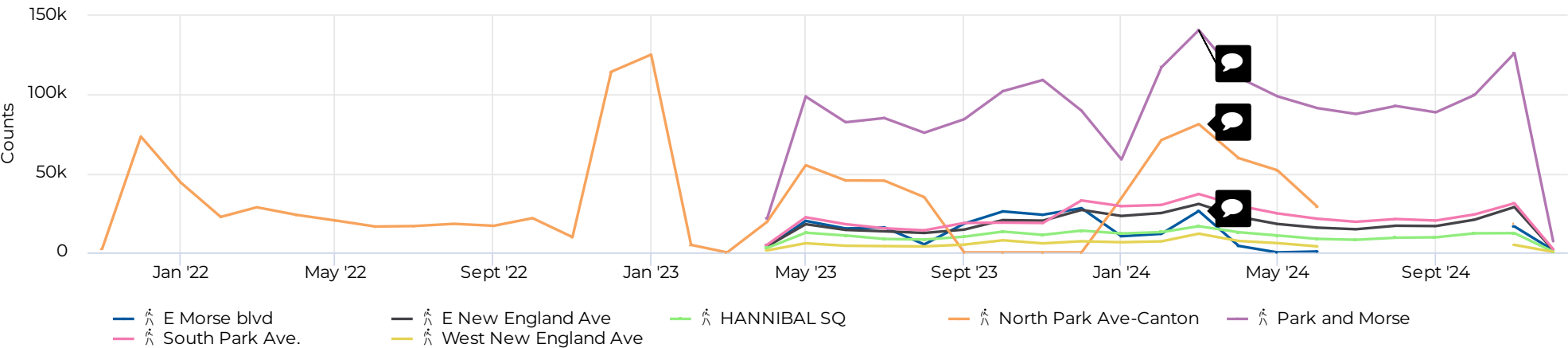


Key Figures

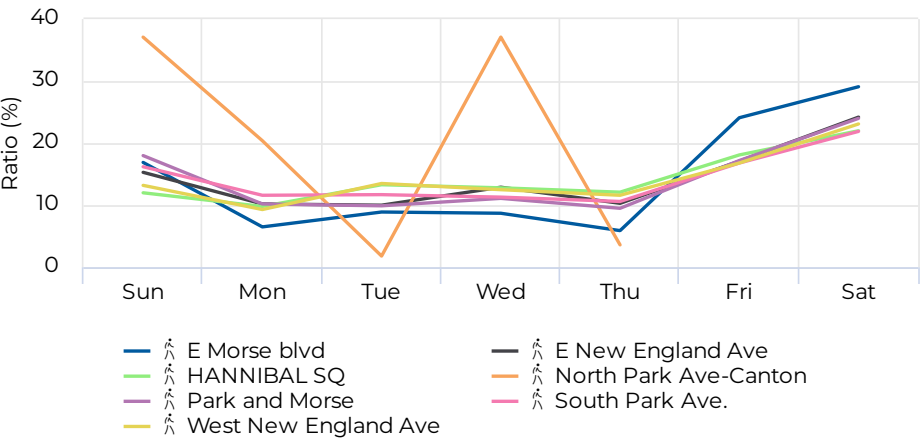
November 1, 2024 → November 30, 2024

Monthly traffic

Whole Period

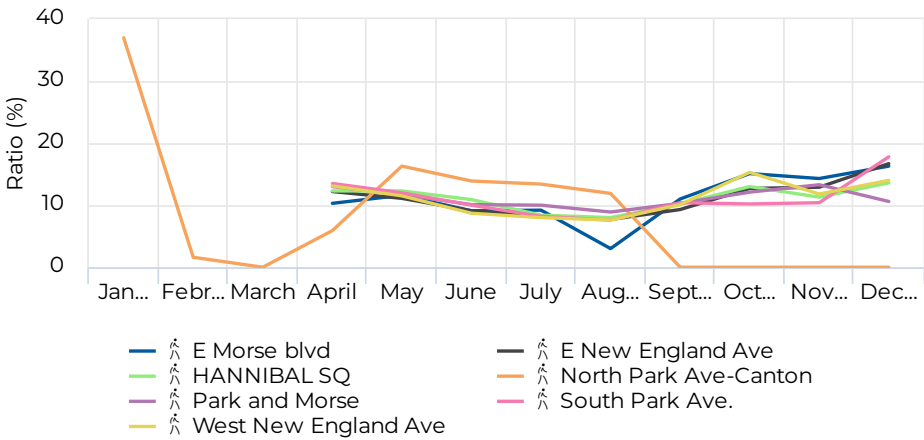


Daily Profile



Monthly Profile

01/01/2023 → 12/31/2023

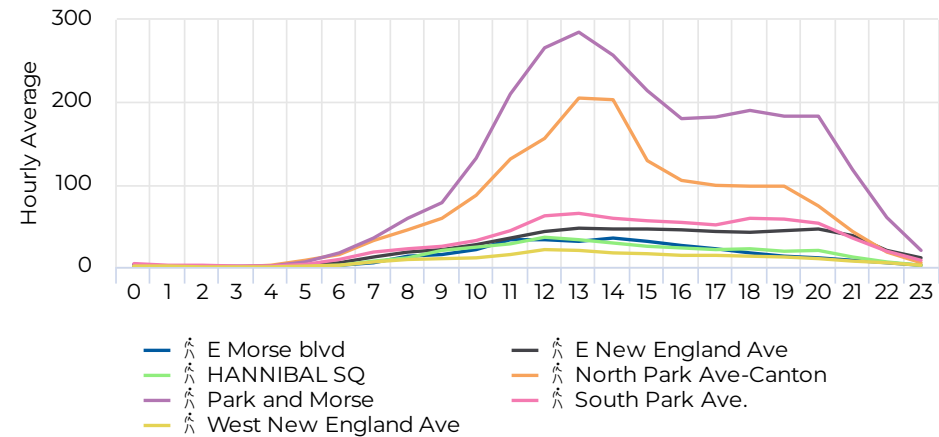


Key Figures

November 1, 2024 → November 30, 2024

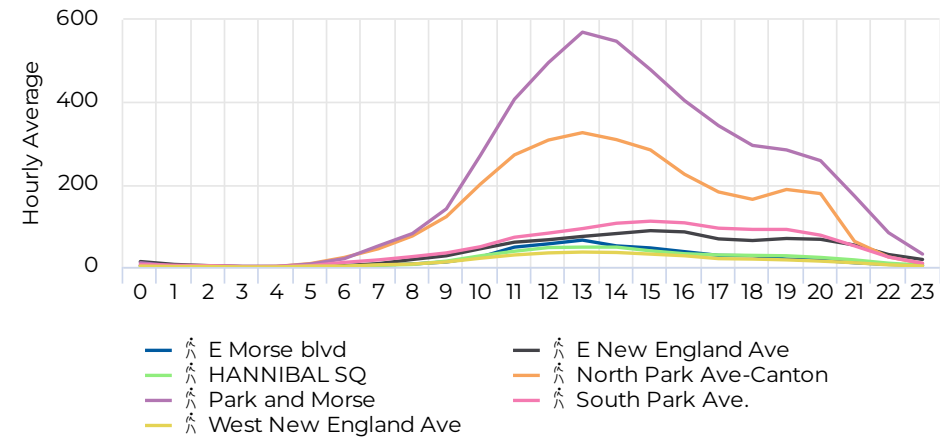
Hourly Profile - Weekdays

01/01/2024 → 12/02/2024



Hourly Profile - Weekend

01/01/2024 → 12/02/2024



Key Figures

November 1, 2024 → November 30, 2024

Key Figures Summary

Site	Daily Average ▼		Peak Day		Peak Count	
Park and Morse	4,210	▲ 8.4%	Sat Nov 30, 2024	Sat Dec 2, 2023	7,722	▲ 0.8%
North Park Ave-Canton	3,079		Wed Nov 6, 2024	Sat Dec 2, 2023	5,692	
South Park Ave.	1,039	▲ 49.9%	Sat Nov 30, 2024	Sat Dec 2, 2023	1,971	▲ 7.2%
E New England Ave	958	▲ 30.2%	Sat Nov 16, 2024	Sat Dec 2, 2023	2,005	▲ 11.8%
E Morse blvd	609	▼ -24.4%	Fri Nov 15, 2024	Sat Dec 2, 2023	1,820	▼ -1.7%
HANNIBAL SQ	408	▼ -0.1%	Sat Nov 2, 2024	Sat Dec 2, 2023	665	▼ -39.4%
West New England Ave	252	▲ 13.6%	Sat Nov 16, 2024	Sat Dec 2, 2023	459	▼ -43.8%

📈 Compared to 11/03/2023 → 12/02/2023

Commercial Performance Report

11/24

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

Sources: ESRI, CoStar, BLS

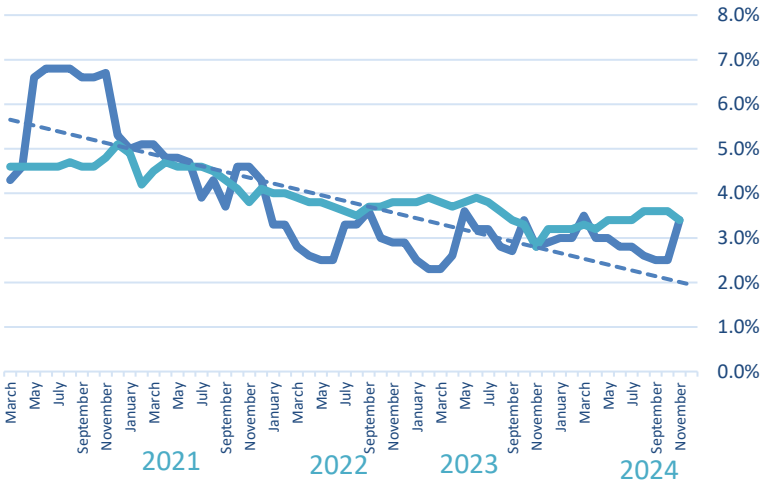
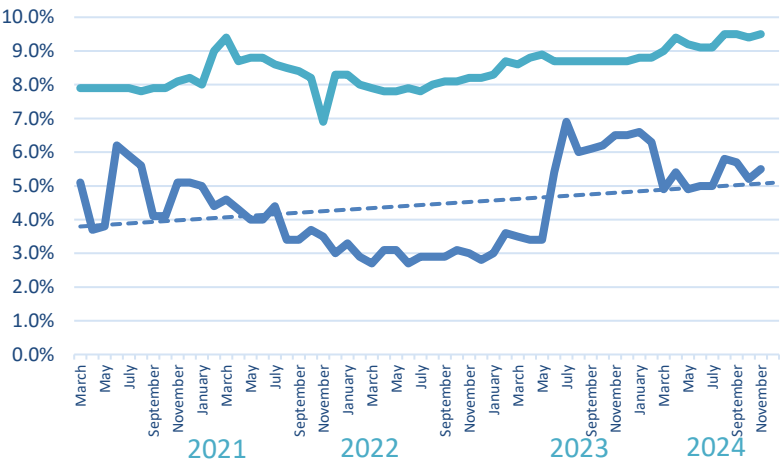
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA

