



Economic Development Advisory Board Subcommittee Meeting

Agenda

January 6, 2025 @ 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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

assistance & appeals

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

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

please note

Times are projected and subject to change.

1. Call to Order**2. Discussion of Item (s)**

- a. EDAB Scorecard

90 Minutes

3. Adjournment



Economic Development Advisory Board

agenda item 2.a

item type

Discussion of Item (s)

meeting date

January 6, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

EDAB Scorecard

motion | recommendation

background

The subcommittee met on 12/5 and 12/12 respectively to discuss scorecard examples, audience, and KPIs. From that, the group identified four cohorts or 'buckets' to place a myriad of data resources on paper. These included residents, businesses, investors & redevelopment, and Downtown District. Staff is curating a sample of each of these information sets on a one page infographic for conversational purposes. A point of emphasis for the discussion is what is priority and what can comfortably fit on a page. Ultimately, staff would like to understand priority in order to cultivate the proper resources for scorecard generation and distribution.

alternatives | other considerations

fiscal impact

attachments

1. EDAB Scorecard Metrics OutlineV2
2. EDAB Scorecard Metrics Outline
3. Scorecard V2_Residential_DRAFT
4. Property Overview - Park Ave Comparable- Dec 8, 2023- Dec 10, 2023-- Dec 6, 2024- Dec 8, 2024

5. EDAB Reportcard Subcommittee- Phil compliation 1 of 3 12-1-24
6. EDAB Reportcard Subcommittee- Phil compliation 2 of 3 12-1-24
7. EDAB Reportcard Subcommittee- Phil compliation 3 of 3 12-1-24
8. OEP Prosperity-Scorecard-Release-III
9. City of WP- Commute to Income Stats- Residents

Scorecard Summary Outline	
	Data available (Y*/N)
Residents	
Taxes & Fees (millage, sales, permit fees, impact fees(<i>by comparison regionally</i>))	*
Service Rates (Water & Sewer, Electric, Stormwater, Solid Waste (<i>by comparison regionally</i>))	*
Schools (Grade ratings) (access to private schools?)	*
Educational Attainment (% of population with college or higher)	*
Housing Stock (Affordability, Vacancy?, Homeownership percentage)	*
Safety (Police & Fire response times, Code enforcement stats)	*
FY202X in review' items	*
<i>Appreciation</i>	*
<i>Childcare Options</i>	
<i>% of Tax Bill to City</i>	*
<i>Sale Time on Market</i>	
<i>Homestead Cap</i>	*
<i>City Financial Position</i>	*
Businesses	
Lease Rents	*
Occupancy Rates (by type)	*
Taxes & Fees (millage, sales, permit fees, impact fees(<i>by comparison regionally</i>))	*
Service Rates (Water & Sewer, Electric, Stormwater, Solid Waste (<i>by comparison regionally</i>))	*
Workforce Education (% of population with college or higher, nearby schools for employee stock (<i>by comparison regionally</i>))	*
Wages (Household Income)	*
Safety (Police & Fire response times, Code enforcement stats)	*
Connectivity (Broadband and Cellular options)	
Industries (Major industry clusters)	*
Incentive Areas (CRA, Enhancement Zone, Brownfield)	*
Location (Drive times to major areas of interest within Central FL, tourist destinations, dining, employment clusters, airport and train, beaches, etc)	*
Dwell Time	*
<i>Housing/Rents within 30 minute radius</i>	
Investors & Redevelopment	
Taxable/Market value per SQ foot	*
Incentive Areas (CRA, Enhancement Zone, Brownfield)	*
Taxes & Fees (millage, sales, permit fees, impact fees(<i>by comparison regionally</i>))	*
Service Rates (Water & Sewer, Electric, Stormwater, Solid Waste (<i>by comparison regionally</i>))	*
Workforce Education (% of population with college or higher, nearby schools for employee stock (<i>by comparison regionally</i>))	*

Wages (Household Income)	*
Safety (Police & Fire response times, Code enforcement stats)	*
Connectivity (Broadband and Cellular options)	
Industries (Major industry clusters)	*
Development Opportunities (How is this defined?)	
Prospective Tenant list	
Location (Drive times to major areas of interest within Central FL, tourist destinations, dining, employment clusters, airport and train, beaches, etc)	*
Occupancy Rates (by type)	*
Downtown Park Ave District	
Occupancy Rate	*
Lease Rate	*
Tenant Type Distribution	*
Dwell Time	*
Visits (pedestrian and vehicle)	*
Available Commercial Spaces	*
Sales per SF	
Annual Special Events	*

Scorecard Summary Outline

Residents	Item	Methodology	Priority
Taxes	Millage Rate	Ranking in County	
	Sales Tax	County rate	
	Property Tax Bill %	% Winter Park	
	Homestead Cap	% of homes capped, average annual increase in property value for homestead, 3% cap max	
Service Rates	Water & Sewer	Average monthly bill for residential home.	
	Electric	Average monthly bill for residential home.	
	Stormwater	Average monthly bill for residential home.	
	Solid Waste	Average monthly bill for residential home, service frequency	
Schools	School Grades	List each public school and grade	
	School proximity	Count of schools within XX drive of WP.	
Educational Attainment	Educational Attainment	% population with College or Higher vs Orange County	
Housing Stock	Ownership %	% of owned homes vs Orange County	
	Appreciation	Average annual growth rate, rolling 5 years	
	Value	Median home sale price	
	Days on Market	Homes sold within 30 days or less on market	
Safety	Police Priority 1	Priority 1 response time	
	Fire Priority 1	Priority 1 response time	
	EMS Response	EMS response time	
	911 Calls Rate	Calls answered in 10 seconds or less	
	Code Cases	% of Cases resolved in 30 days or less	
	Accreditations	Police and Fire and ISO listed	
Childcare	Access to Childcare	# of Facilities within XX drive	
City Stability	Bond Ratings	List GF bond rating	
	Reserves	Unencumbered GF reserves and %.	
Incentive Programs	Incentive Programs	List programs and website links	

Businesses	Item	Methodology	Priority
Lease Rents	Rent per SF	Costar average rents by class	
Occupancy Rates	Vacancy Rate	Costar average by class	
Taxes & Fees	Millage Rate	Ranking in County	
	Sales Tax	County rate	
	Property Tax Bill %	% Winter Park	
	Fees	Link to fee schedule on internet	
	Water & Sewer	Average monthly bill for commercial SF user.	

Service Rates	Electric	Average monthly bill for commercial SF user.	
	Stormwater	Average monthly bill for commercial SF user.	
	Solid Waste	Average monthly bill for commercial SF user.	
Workforce Education	Educational Attainment	% population with College or Higher vs Orange County	
	Major area Universities	List of Universities in region	
Wages	Household income	Median household income	
Safety	Police Priority 1	Priority 1 response time	
	Fire Priority 1	Priority 1 response time	
	EMS Response	EMS response time	
	911 Calls Rate	Calls answered in 10 seconds or less	
	Code Cases	% of Cases resolved in 30 days or less	
	Accreditations	Police and Fire and ISO listed	
Connectivity	Cellular Service	5G node enabled city	
	Broadband	Top Speeds available 10Gb	
Industries	Top Industries	Cluster by employment or LQ?	
Incentive Areas	Incentive Areas	List of regions and links	
Incentive Programs	Incentive Programs	List programs and website links	
City Stability	Bond Ratings	List GF bond rating	
	Reserves	Unencumbered GF reserves and %.	
Access	Housing Access	% & # of Dwellings at 120% of AMI or lower within a 30 minute commute	

Investors & Redevelopment	Item	Methodology	Priority
Value of Property	Property Value	Sale price per SQ foot of Residential, Office, Retail	
Industries	Top Industries	Cluster by employment or LQ?	
Incentive Areas	Incentive Areas	List of regions and links	
Incentive Programs	Incentive Programs	List programs and website links	
Taxes & Fees	Millage Rate	Ranking in County	
	Sales Tax	County rate	
	Property Tax Bill %	% Winter Park	
	Fees	Link to fee schedule on internet	
Service Rates	Water & Sewer	Average monthly bill for commercial SF user.	
	Electric	Average monthly bill for commercial SF user.	
	Stormwater	Average monthly bill for commercial SF user.	
	Solid Waste	Average monthly bill for commercial SF user.	
Workforce Education	Educational Attainment	% population with College or Higher vs Orange County	
	Major area Universities	List of Universities in region	
Wages	Household income	Median household income	
	Police Priority 1	Priority 1 response time	
	Fire Priority 1	Priority 1 response time	

Safety	EMS Response	EMS response time	
	911 Calls Rate	Calls answered in 10 seconds or less	
	Code Cases	% of Cases resolved in 30 days or less	
	Accreditations	Police and Fire and ISO listed	
Connectivity	Cellular Service	5G node enabled city	
	Broadband	Top Speeds available 10Gb	
Development Opportunities	Development Sites	Link to LoopNet or equivalent	
Prospective Tenant list	Tenant opportunities	Listing or link to something like this. Don't know if this exists.	
Location	Travel	Distance to Airport, train, port.	
	Special Interest	Distance to amusement parks	
Occupancy Rates	Vacancy Rate	Costar average by class	

Downtown Park Ave District	Item	Methodology	Priority
Occupancy Rates	Park Ave Vacancy Rate	Local data from broker, no access to this.	
Lease Rate	Park Ave Lease Rate	Local data from broker, no access to this.	
Tenant Type Distribution	Tenant Distribution	Visual, would need to be created.	
Dwell Time	Park Ave Dwell Time	PlacerAI	
Visits	Pedestrian Annual Visits	PlacerAI	
	Vehicle Trips	Internal City Data, would need to collect it	
Sales per SF	Avg Sales per SF	ESRI or Placer, data may not be available	
Available Spaces	Vacant Spaces	Property owner or broker database, doesn't exist would need to make it.	
Annual Special Events	Downtown Annual Events	Link to events on website.	

2024 DASHBOARD

RESIDENTIAL

DEMOGRAPHICS

SCHOOLS

City of Winter Park
Rated A

55% of schools

Orange County MSA
Rated A

44% of schools

EDUCATION

At least a bachelor's degree

Winter Park 63.9%

Orange County 38.8%

HOUSING ATTAINABILITY

HHs/Gross Rent <50% of
Income

Winter Park 91.6%

Orange County MSA 89.9%

SERVICES

SAFETY

RESPONSE TIMES
< 2 minutes
Police priority 1 calls

EMS RESPONSES
< 7 minutes
90% calls for service

CODE ENFORCEMENT
Cases brought to compliance
99%

RATES

ELECTRIC UTILITY
\$108.86
Municipal Avg: \$121.25

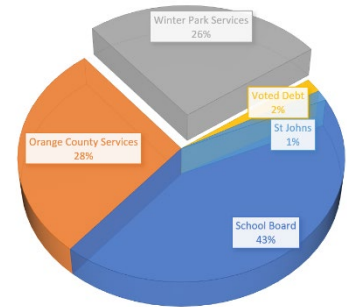
SOLID WASTE
\$28.52 rate to household (mo)
Region: \$24.76

VALUE/ROI

MEDIAN SALE TIME ON MARKET

63 days
Residential

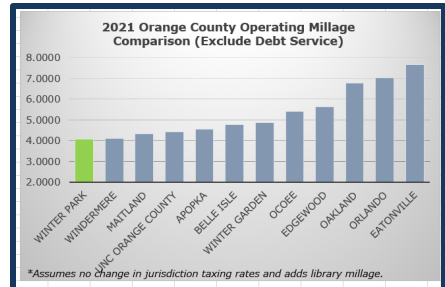
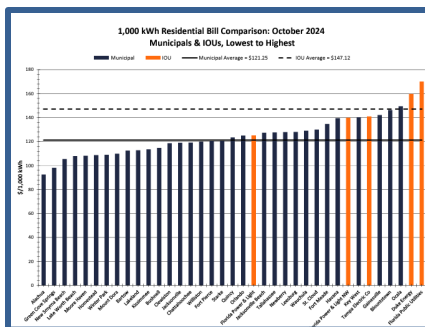
% OF TAX BILL



FINANCIAL POSITION

AAA
FitchRatings

Aa3
Moody's





Property Overview

Property:

PA

Park Ave

Morse Boulevard, Winter Park, FL 32789

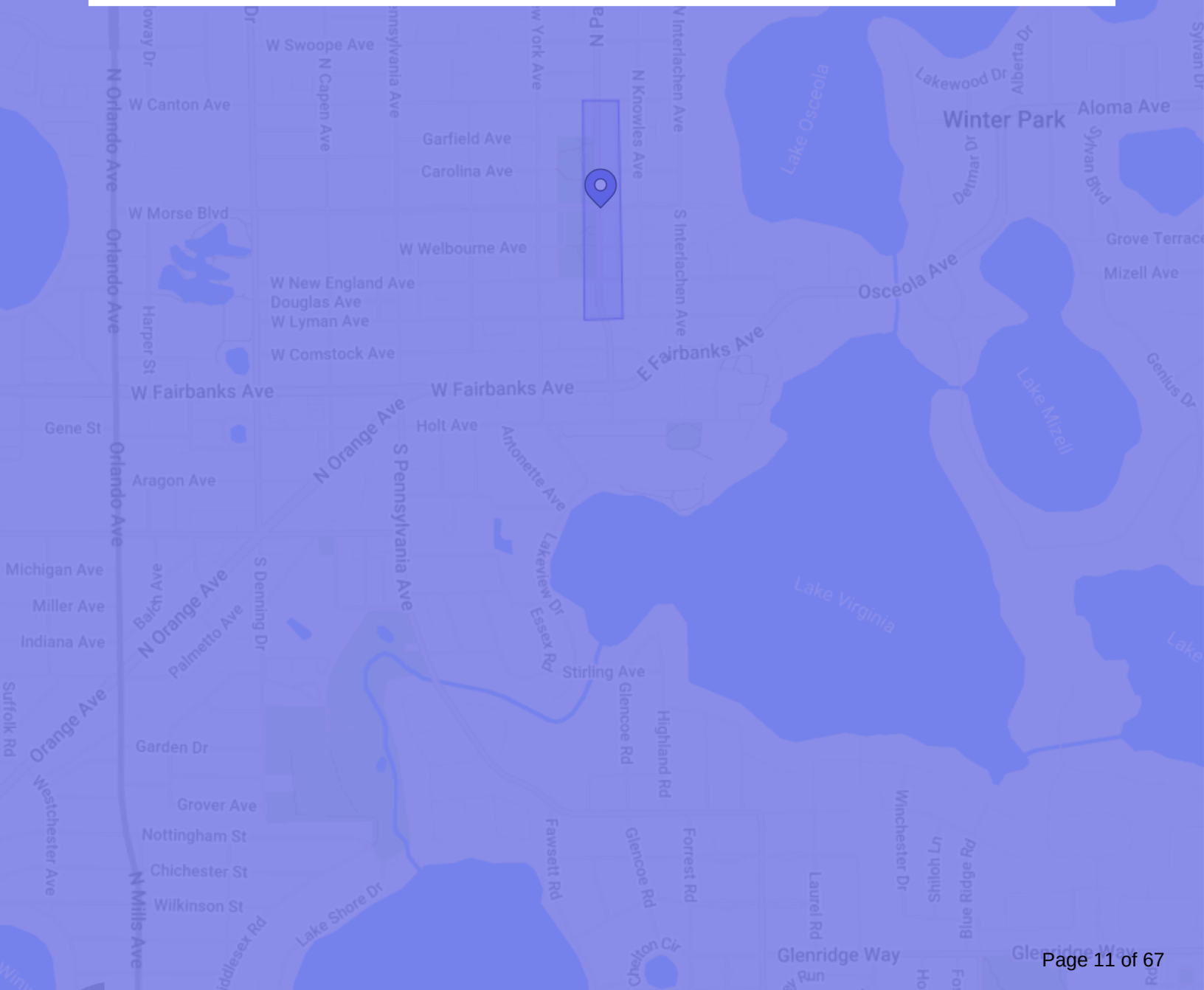
Dec 6 - Dec 8, 2024

PA

Park Ave

Morse Boulevard, Winter Park, FL 32789

Dec 8 - Dec 10, 2023



Time Compare

Property Overview

Time Compare

Metrics

Metric Name	Park Ave Morse Boulevard, Winter Park, FL	Park Ave Morse Boulevard, Winter Park, FL
Visits	39.5K	26.2K

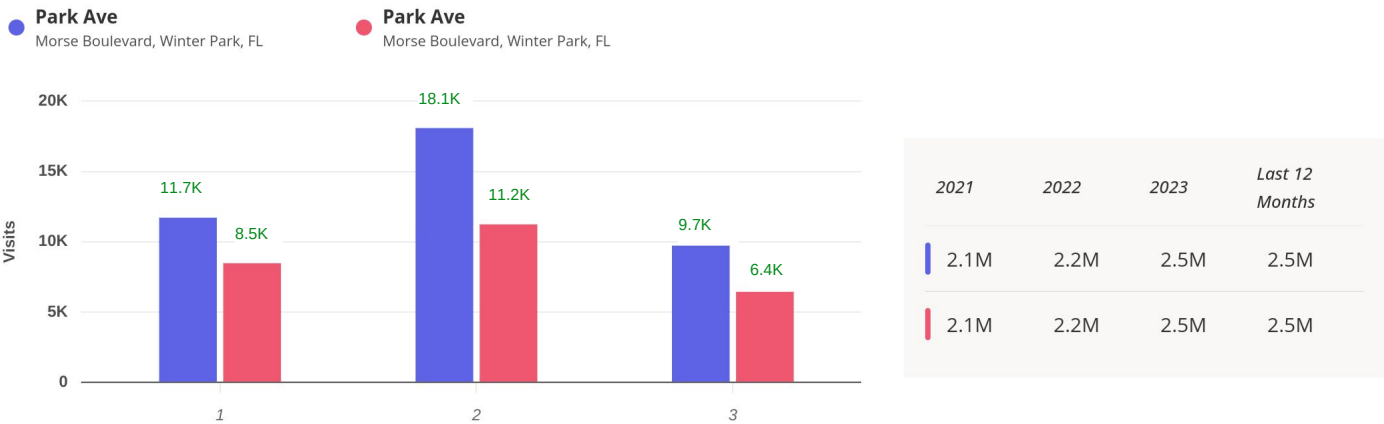
Park Ave - Dec 6th, 2024 - Dec 8th, 2024

Park Ave - Dec 8th, 2023 - Dec 10th, 2023

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



Visits Trend



Daily | Visits

Park Ave - Dec 6th, 2024 - Dec 8th, 2024

Park Ave - Dec 8th, 2023 - Dec 10th, 2023

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



Property Overview

Time Compare

Audience Overview

Summary

Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Park Ave Morse Boulevard, Winter...	\$66.9K	43.0%	36.1	White (49.1%)	2.58
Park Ave Morse Boulevard, Winter...	\$71.2K	43.3%	35.7	White (51.8%)	2.72

Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

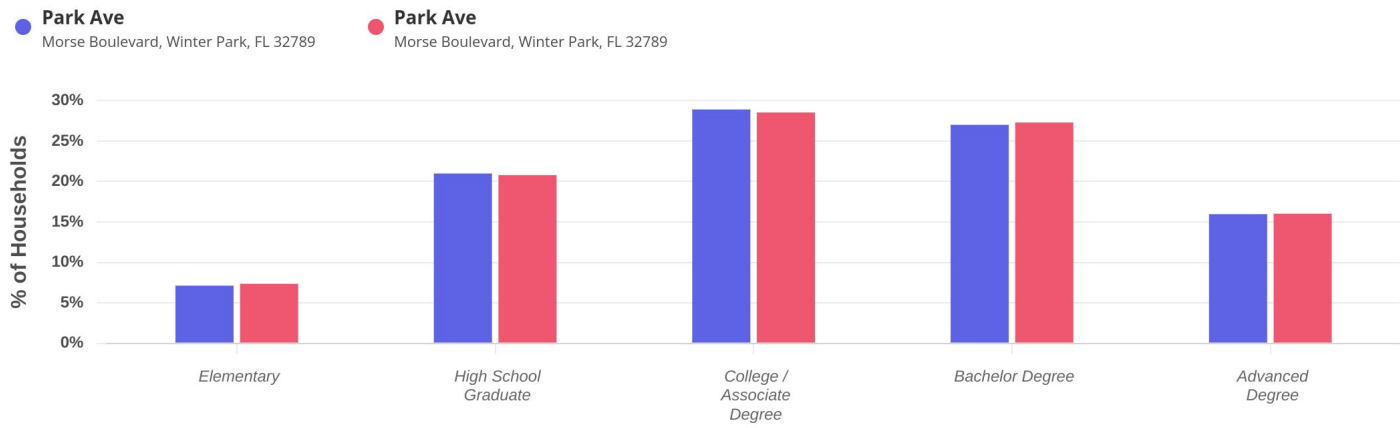
Household Income



Park Ave - Dec 6th, 2024 - Dec 8th, 2024 | Data Source: Census 2021
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Education



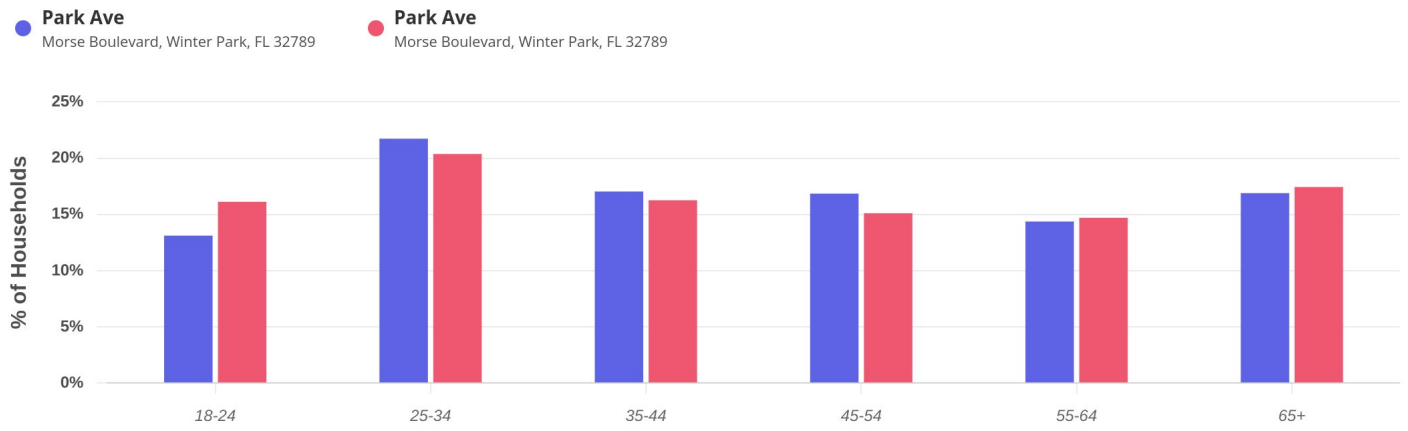
Park Ave - Dec 6th, 2024 - Dec 8th, 2024 | Data Source: Census 2021
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

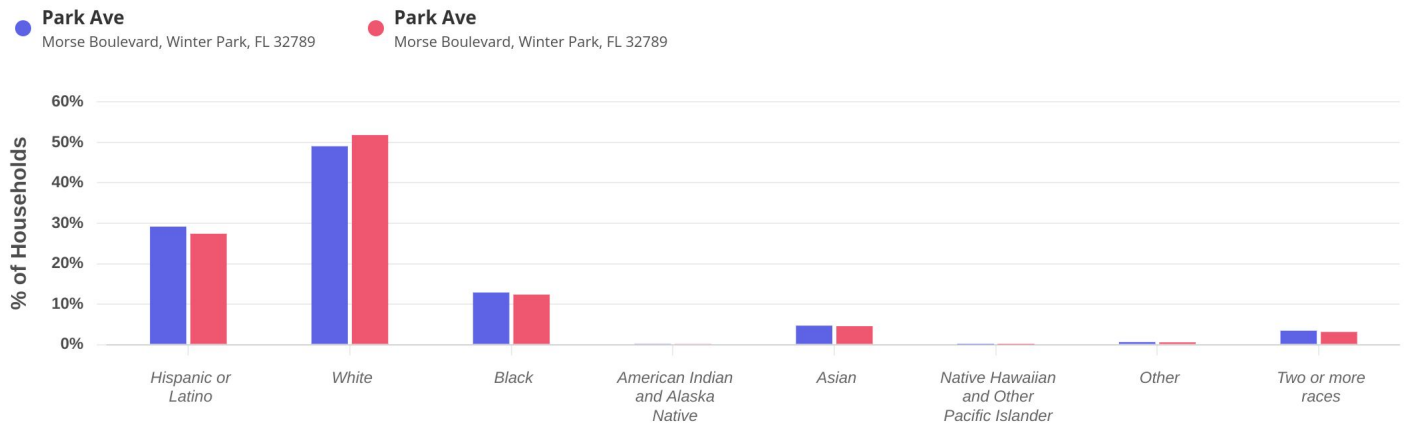
Age



Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare



Property Overview

Time Compare

Tenants Overview

Park Ave

Morse Boulevard, Winter Park, FL 32789

The metrics displayed for each tenant are based on its default visit duration. Custom filters and dates are ignored.

Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 Prato Restaurants 124 N Park Ave, Winter Park, 32789, FL	5K (+45%)	N/A	N/A
 Williams-Sonoma Furniture and Home Furnishings 142 Park Avenue, Winter Park, 32789-3813, FL	2.9K (-18%)	1/3 100%	1/3 100%
 lululemon athletica Recreational & Sporting Goods 200 N Park Ave, Winter Park, 32789, FL	2.2K (+35%)	7/14 (+5) 57%	2/14 (+5) 92%
 310 Park South Restaurants 310 S Park Ave, Winter Park, 32789, FL	2K (+4%)	N/A	N/A
 Peterbrooke Chocolatier of Winter Park Groceries 300 S Park Ave, Winter Park, 32789, FL	1.6K (-11%)	N/A	N/A
 Blu On The Avenue Restaurants 326 S Park Ave, Winter Park, 32789, FL	1.5K (+40%)	N/A	N/A
 Power House Cafe Restaurants 111 E Lyman Ave, Winter Park, 32789, FL	1.4K (+34%)	N/A	N/A
 Lilly Pulitzer Clothing 114-118 N Park Ave, Winter Park, 32789, FL	1.3K (+39%)	3/6 (+1) 66%	3/6 (+1) 66%
 Pottery Barn Furniture and Home Furnishings 329 S Park Ave, Winter Park, 32789, FL	1.3K (-25%)	3/6 (+1) 66%	3/6 66%
 Warby Parker Stores & Services 356 S Park Ave, Winter Park, 32789, FL	1.2K	2/8 (+1) 87%	2/8 (+1) 87%

Property Overview

Time Compare

Park Ave
Morse Boulevard, Winter Park, FL 32789

The metrics displayed for each tenant are based on its default visit duration. Custom filters and dates are ignored.

Tenants / Category		Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
	Adjectives Market Furniture and Home Furnishings 130 N Park Ave, Winter Park, 32789, FL	701 (-1%)	N/A	N/A
	Tugboat & The Bird Clothing 318 N Park Ave, Winter Park, 32789, FL	689 (-24%)	N/A	N/A
	The Ancient Olive Gourmet of Winter Park Groceries 324 N Park Ave, Winter Park, 32789, FL	492 (-13%)	N/A	N/A
	Kilwin's Breakfast, Coffee, Bakeries & Dessert Shops 122 N Park Ave, Winter Park, 32789, FL	459 (+64%)	14/22 (+6) 40%	13/22 (+7) 45%
	Through the Looking Glass Fashion Accessories 110 Park Ave N, Winter Park, 32789, FL	372 (-18%)	N/A	N/A
	Southern Tide Clothing 331 S Park Ave, Winter Park, 32789, FL	365 (+72%)	3/8 (+4) 75%	6/8 (+2) 37%
	Siegel's Clothing 330 S Park Ave, Winter Park, 32789, FL	292 (+15%)	N/A	N/A
	Christie's Workplace 133 E Morse Blvd, Winter Park, 32789, FL	46 (+21%)	N/A	N/A
	HAVEN Uncommon Goods Fashion Accessories 308 S Park Ave, Winter Park, 32789, FL	18 (-10%)	N/A	N/A

All | Compared to: Jan 1st, 2022 - Dec 31st, 2022 | Dec 2nd, 2024 - Dec 8th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Tenants Overview

Park Ave
Morse Boulevard, Winter Park, FL 32789

The metrics displayed for each tenant are based on its default visit duration. Custom filters and dates are ignored.

Tenants / Category		Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
	Prato Restaurants 124 N Park Ave, Winter Park, 32789, FL	194.7K (+31%)	N/A	N/A
	lululemon athletica Recreational & Sporting Goods 200 N Park Ave, Winter Park, 32789, FL	97K (+18%)	8/11 (+2) 36%	3/11 (+2) 81%
	Peterbrooke Chocolatier of Winter Park Groceries 300 S Park Ave, Winter Park, 32789, FL	85K (+35%)	N/A	N/A
	Williams-Sonoma Furniture and Home Furnishings 142 Park Avenue, Winter Park, 32789-3813, FL	81.6K (+32%)	2/3 66%	2/3 66%
	310 Park South Restaurants 310 S Park Ave, Winter Park, 32789, FL	78.7K (+4%)	N/A	N/A
	Blu On The Avenue Restaurants 326 S Park Ave, Winter Park, 32789, FL	55.4K (-6%)	N/A	N/A
	Power House Cafe Restaurants 111 E Lyman Ave, Winter Park, 32789, FL	49.1K (+22%)	N/A	N/A
	Warby Parker Stores & Services 356 S Park Ave, Winter Park, 32789, FL	44K (+20%)	2/4 75%	2/4 (-1) 75%
	Lilly Pulitzer Clothing 114-118 N Park Ave, Winter Park, 32789, FL	41.6K (+29%)	3/6 66%	4/6 (+1) 50%
	Pottery Barn Furniture and Home Furnishings 329 S Park Ave, Winter Park, 32789, FL	37.6K (+14%)	5/6 33%	3/6 66%

Property Overview

Time Compare

Park Ave
Morse Boulevard, Winter Park, FL 32789

The metrics displayed for each tenant are based on its default visit duration. Custom filters and dates are ignored.

Tenants / Category		Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
	Tugboat & The Bird Clothing 318 N Park Ave, Winter Park, 32789, FL	35.9K (+36%)	N/A	N/A
	Adjectives Market Furniture and Home Furnishings 130 N Park Ave, Winter Park, 32789, FL	28.6K (+12%)	N/A	N/A
	Kilwin's Breakfast, Coffee, Bakeries & Dessert Shops 122 N Park Ave, Winter Park, 32789, FL	21.1K (+3%)	19/21 (-1) 14%	18/21 19%
	The Ancient Olive Gourmet of Winter Park Groceries 324 N Park Ave, Winter Park, 32789, FL	20.9K (+33%)	N/A	N/A
	Through the Looking Glass Fashion Accessories 110 Park Ave N, Winter Park, 32789, FL	19.6K (+7%)	N/A	N/A
	Siegel's Clothing 330 S Park Ave, Winter Park, 32789, FL	10.7K (+33%)	N/A	N/A
	HAVEN Uncommon Goods Fashion Accessories 308 S Park Ave, Winter Park, 32789, FL	4.5K (-20%)	N/A	N/A
	Park Avenue Contemporary Art Attractions 348 S Park Ave, Winter Park, 32789, FL	3.3K (-27%)	N/A	N/A
	Christie's Workplace 133 E Morse Blvd, Winter Park, 32789, FL	2.8K (-28%)	N/A	N/A
	Southern Tide Clothing 331 S Park Ave, Winter Park, 32789, FL	1.5K	5/5 0%	5/5 0%

Property Overview

Time Compare

Park Ave

Morse Boulevard, Winter Park, FL 32789

The metrics displayed for each tenant are based on its default visit duration. Custom filters and dates are ignored.

Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
Oro Winter Park Restaurants 331 S Park Ave Suite 6, Winter Park, 32789, FL	660 (-19%)	N/A	N/A

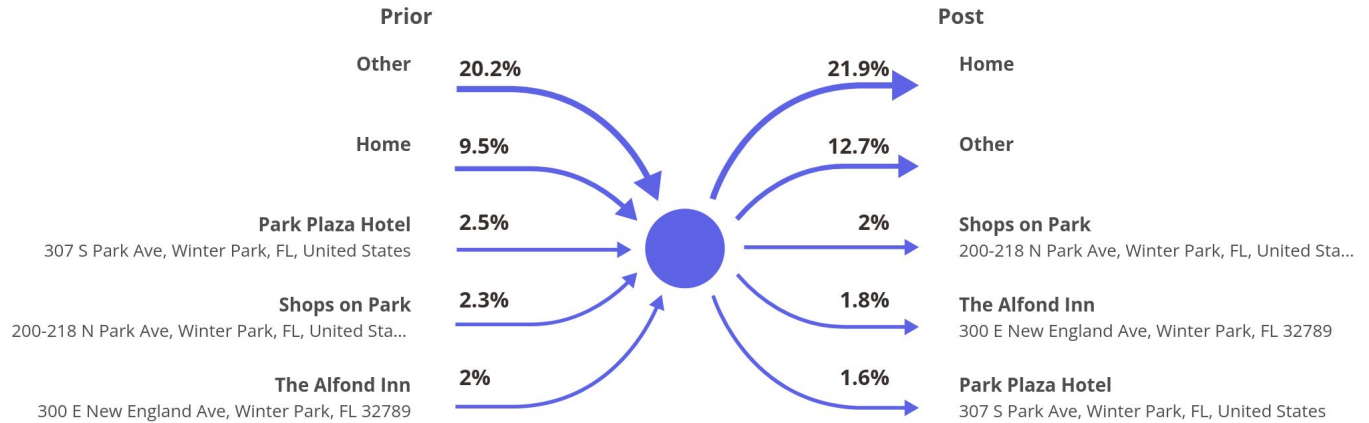
All | Compared to: Jan 1st, 2022 - Dec 31st, 2022 | Jan 1st, 2023 - Dec 31st, 2023

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

Placer.ai

Visitor Journey

Park Ave
Morse Boulevard, Winter Park, FL 32789

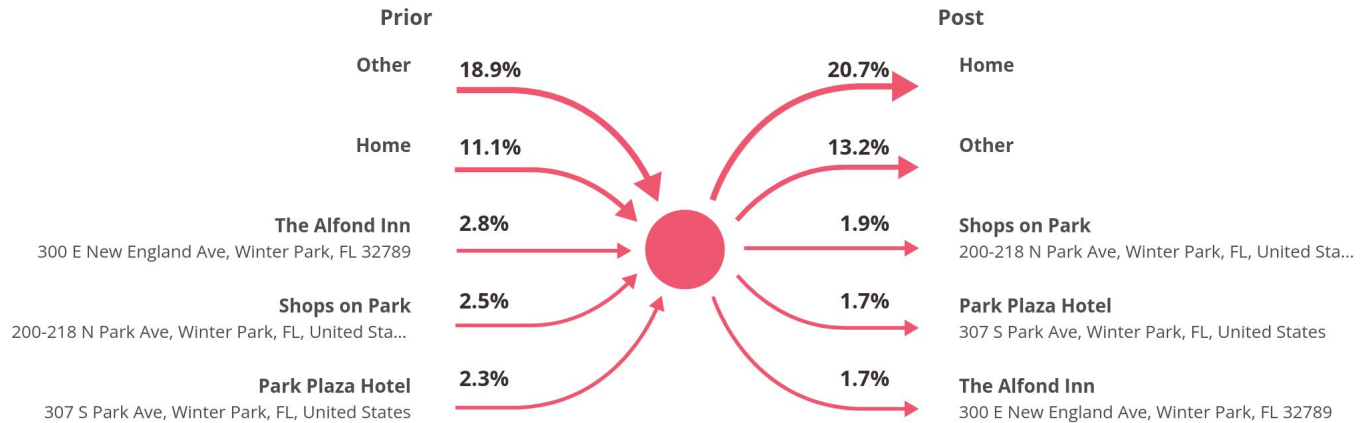


Show by: | Dec 6th, 2024 - Dec 8th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Park Ave
Morse Boulevard, Winter Park, FL 32789



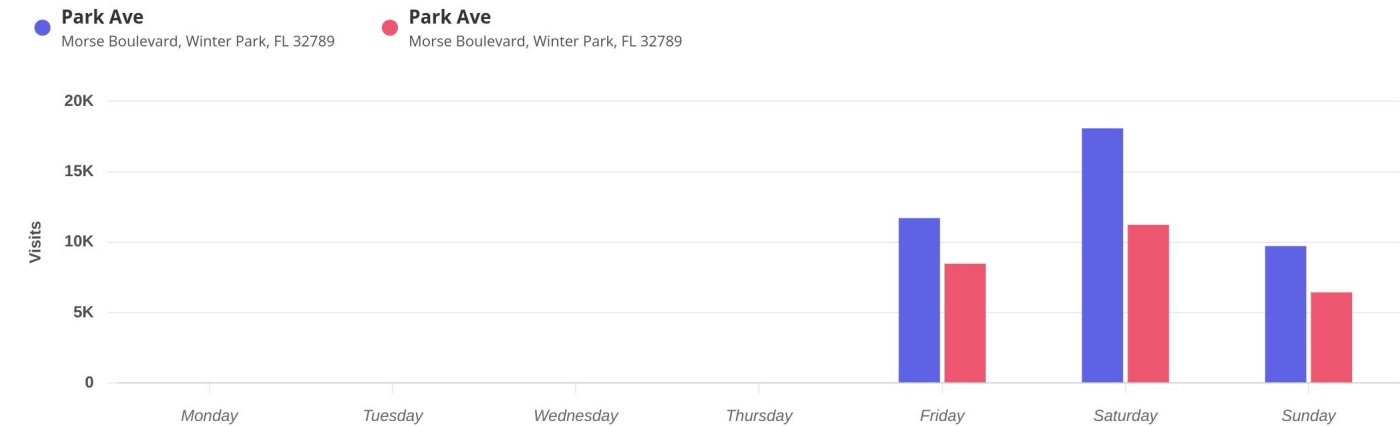
Show by: | Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

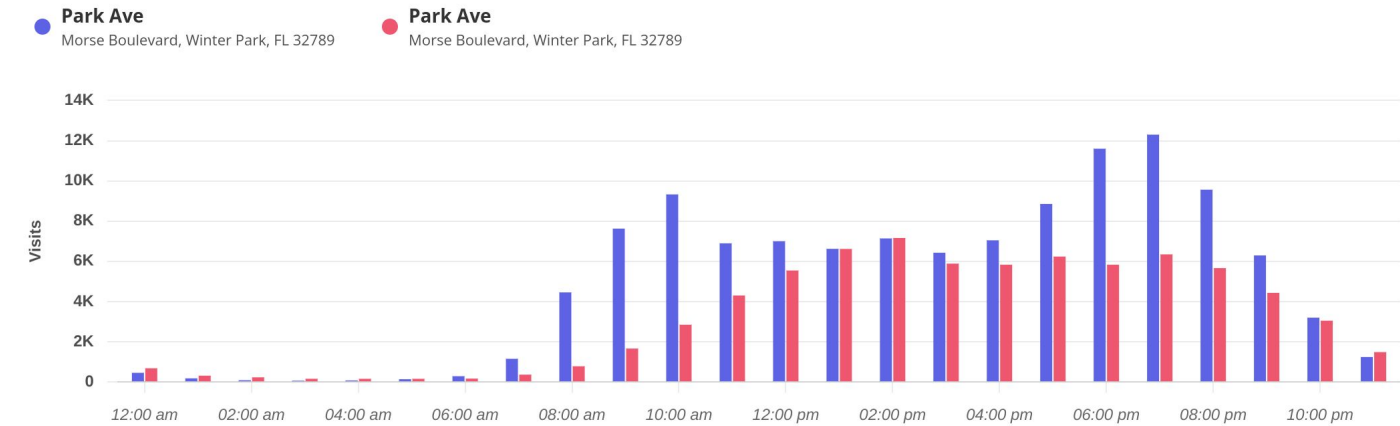
Daily Visits



Visits
Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits
Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Favorite Places

Park Ave / Morse Boulevard, Winter Park, FL			
Rank	Name	Distance	Visitors
1	Building at 290 S Park Ave / 290 S Park Ave, Winter Park, FL 32789	0.1 mi	5.4K (14.6%)
2	Winter Park Village / 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	5K (13.5%)
3	Shops on Park / 200-218 N Park Ave, Winter Park, FL 32788	0.1 mi	3.1K (8.3%)
4	Rollins College / 1000 Holt Ave, Winter Park, FL 32789	0.4 mi	3K (8.1%)
5	Walt Disney World Resort / 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	20.1 mi	2.9K (7.9%)
6	Prato / 124 N Park Ave, Winter Park, FL 32789	0 mi	2.7K (7.4%)
7	Center of Winter Park / 501 N Orlando Ave, Winter Park, FL 32789	1.1 mi	2.5K (6.9%)
8	Building at 180 N Park Ave / 180 N Park Ave, Winter Park, FL 32789	0.1 mi	2.5K (6.8%)
9	Williams-Sonoma / 142 Park Avenue, Winter Park, FL 32789-3813	0 mi	2.5K (6.7%)
10	Park Plaza Hotel / 307 S Park Ave, Winter Park, FL 32789	0.1 mi	2.4K (6.4%)

Category: All Categories | Min. Visits: 1
[Park Ave](#) - Dec 6th, 2024 - Dec 8th, 2024
[Park Ave](#) - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. ([www.placer.ai](#))



Property Overview

Time Compare

Favorite Places

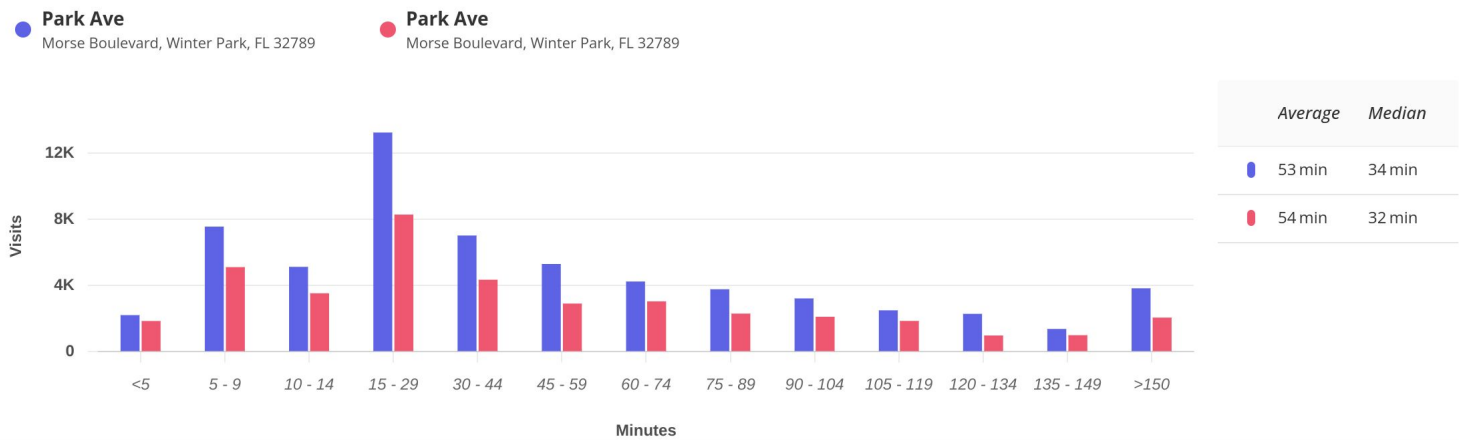
Park Ave / Morse Boulevard, Winter Park, FL

Rank	Name	Distance	Visitors
1	Building at 290 S Park Ave / 290 S Park Ave, Winter Park, FL 32789	0.1 mi	4.2K (17%)
2	Winter Park Village / 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	3.9K (15.6%)
3	Prato / 124 N Park Ave, Winter Park, FL 32789	0 mi	2.4K (9.6%)
4	Center of Winter Park / 501 N Orlando Ave, Winter Park, FL 32789	1.1 mi	2.2K (8.7%)
5	Orlando International Airport / 1 Jeff Fuqua Blvd, Orlando, FL 32827	11.8 mi	2.1K (8.4%)
6	Shops on Park / 200-218 N Park Ave, Winter Park, FL 32788	0.1 mi	1.9K (7.5%)
7	Winter Park Corners / 1030 N Orlando Ave, Winter Park, FL 32789	1 mi	1.8K (7.5%)
8	Walt Disney World Resort / 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	20.1 mi	1.8K (7.3%)
9	The Mall at Millenia / 4200 Conroy Rd, Orlando, FL 32839	9.2 mi	1.7K (7%)
10	Waterford Lakes Town Center / 413 N Alafaya Trail, Orlando, FL 32828	9.6 mi	1.6K (6.3%)

Category: All Categories | Min. Visits: 1
Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



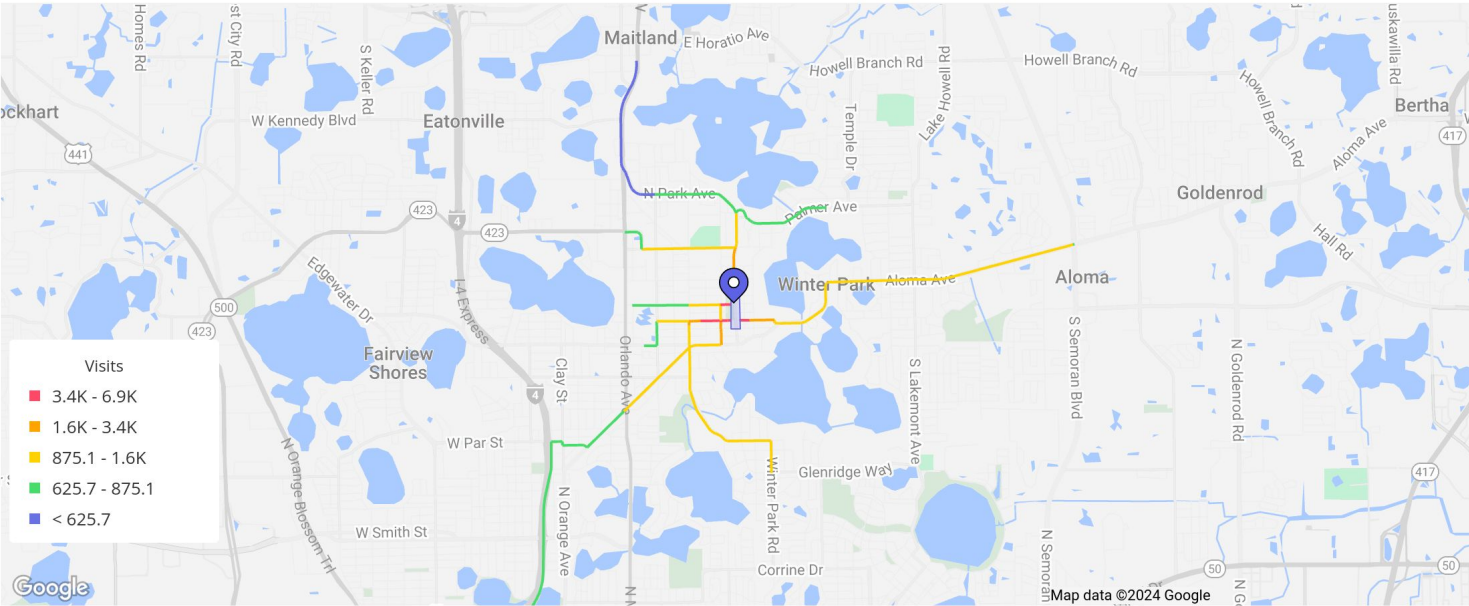
Visit Duration



Visits
Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

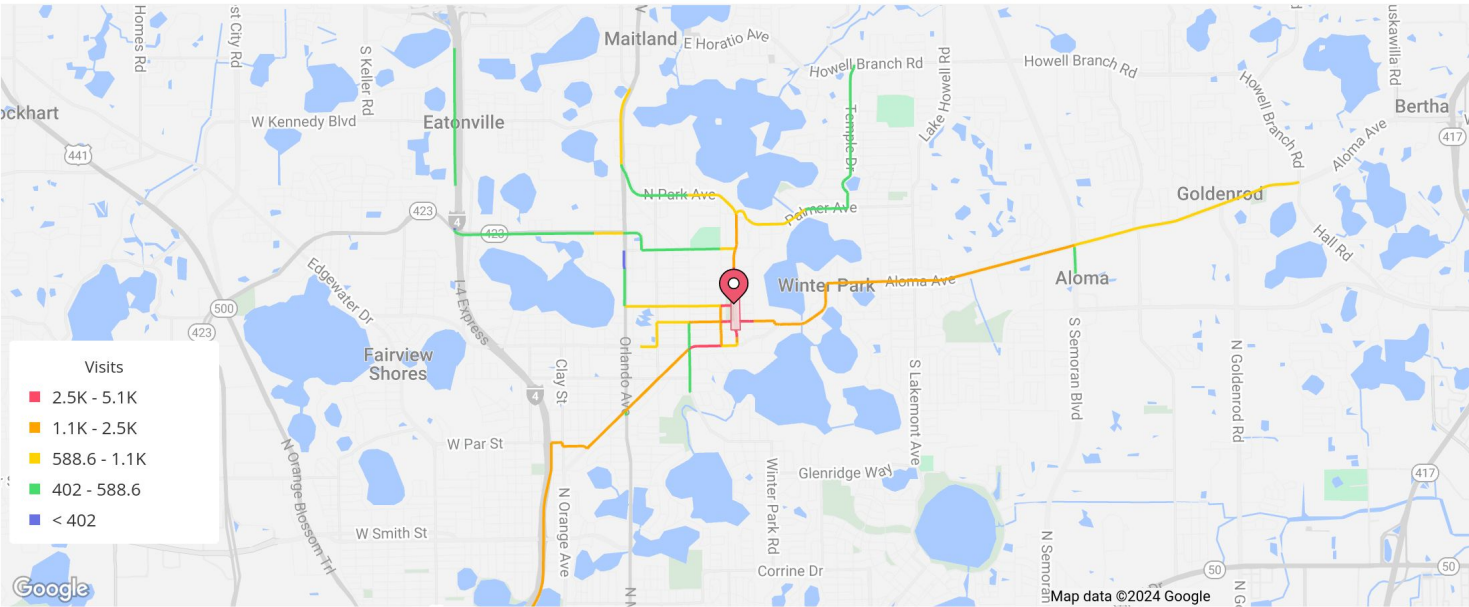


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Dec 6th, 2024 - Dec 8th, 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 | Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



EXHIBITS/CHARTS, PG 1

A. HOME APPRECIATION

(1) W.P. BASED ON PURCHASE DATE

(2) COMPARISON TO ~~OTHER~~ REGION

B. HOMESTEAD TAX EXEMPTION - IMPACT

(1) SVCS & ANNUAL COSTS

(2) NATIONAL POLICY

C. LOW MONTHLY COSTS

(1) MILLAGE RATE

(2) ENERGY COSTS (20% WP; 10% DUC; 10% DUK)

(3) WATER/SEWER

D. SAFETY AND QUALITY OF LIFE (JUST A FEW. THE CITY REPORT CARD IS MORE COMPREHENSIVE)

Relevant to Prospects

E. RESERVES

F. LOCATION - PROS & CONS

(1) TRAVEL TIME TO

a. AIRPORT

b. ORLANDO CORE

c. NEW SMYRNA BEACH

d. TRAIN STATION

(2) TRAFFIC

(3) PARK AVS PKG

G. EDUCATION & DEVELOPMENT

1. ORANGE COUNTY SCHOOLS

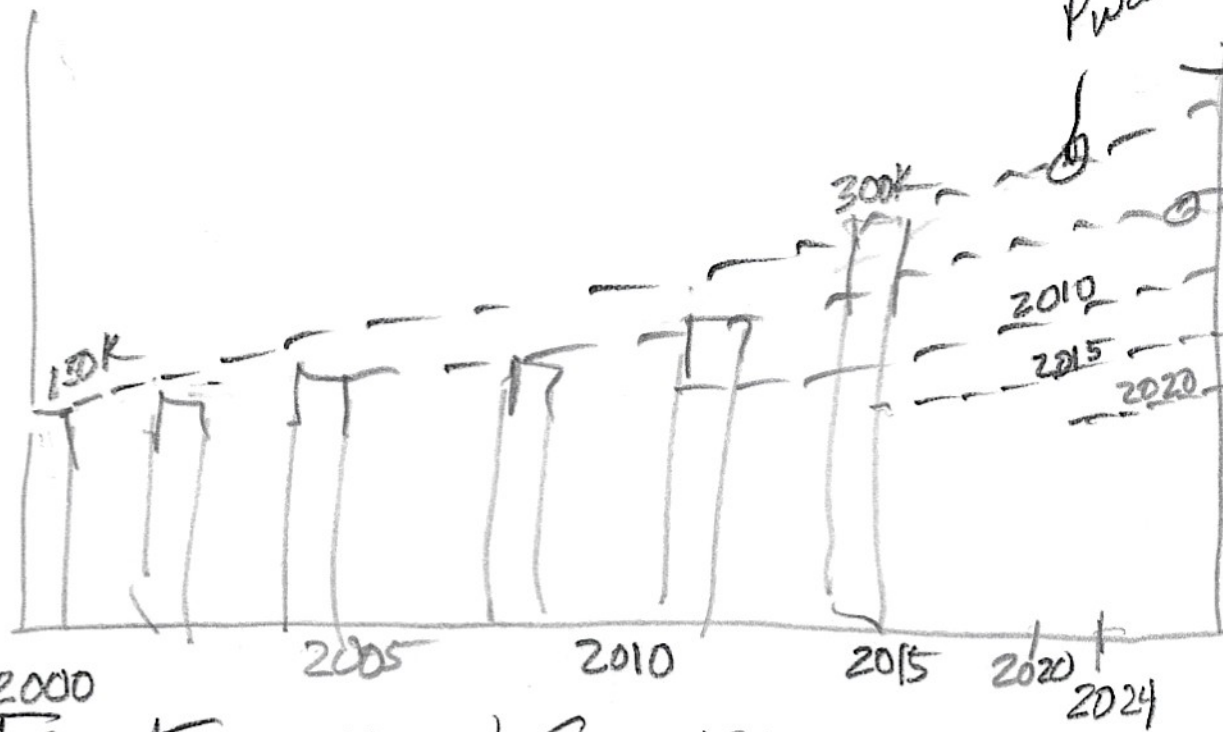
(a) QUALITY RATINGS + IB + AP

(b) FOOD INSECURITY

(c) COMP SET - MILLAGE RATES?

A. HOME VALUE APPRECIATION

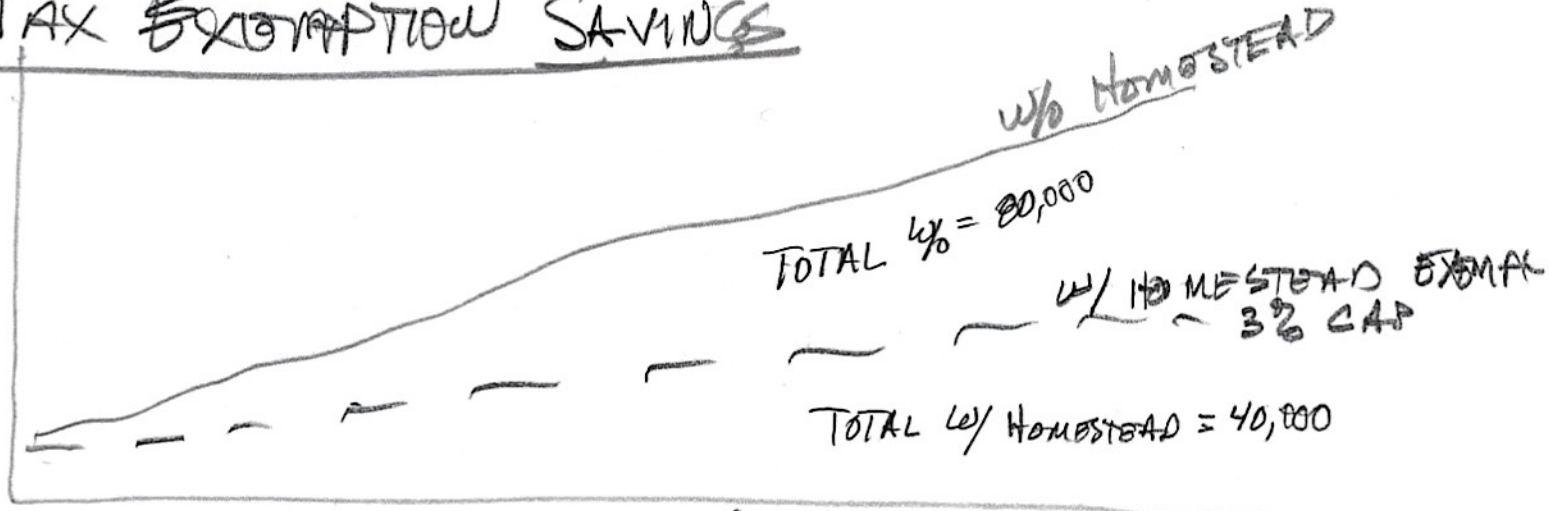
MEDIAN
HOME VALUE
(EXCL TEAR-DOWNS)



8%
PURCHASED
2005
~~2000~~
COMPOUNDED
ANNUAL
GROWTH RATE

B. HOMESTEAD TAX EXEMPTION SAVINGS

RE. TAXES



PURCHASE DATE
2000 2005 2010 2015 2020

w/ Homestead - 2024
TAXES

w/o

SAVINGS

SAVINGS

A. (2) REGIONAL COMPARISON

why Kissimmee?

Maitland,
LAKE NONA
WINDERMERE

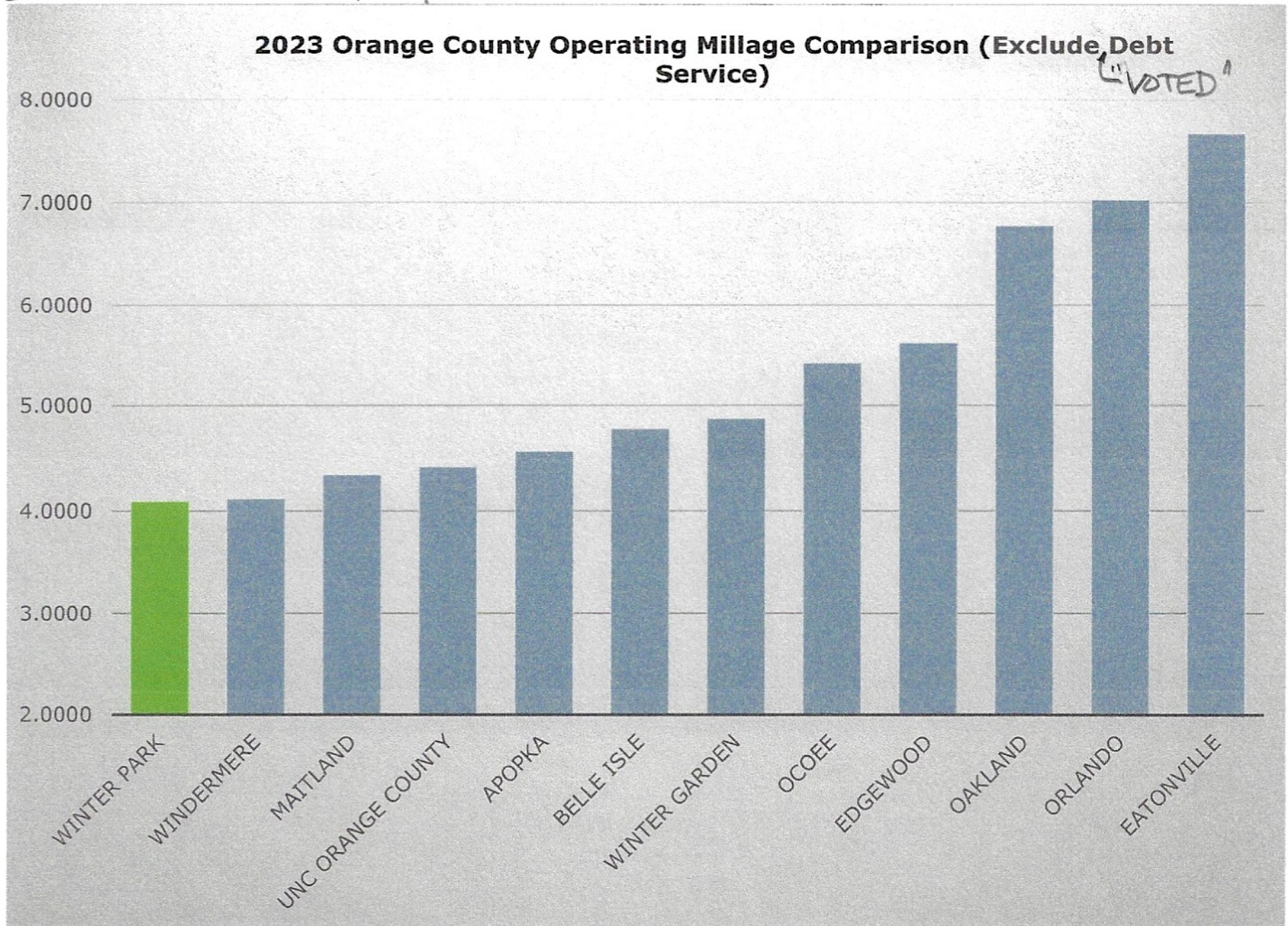
Home Value Trend



IS THERE
ALSO "SAME
STORES"
STAT? E.G. WHO
TEAR DOWN?

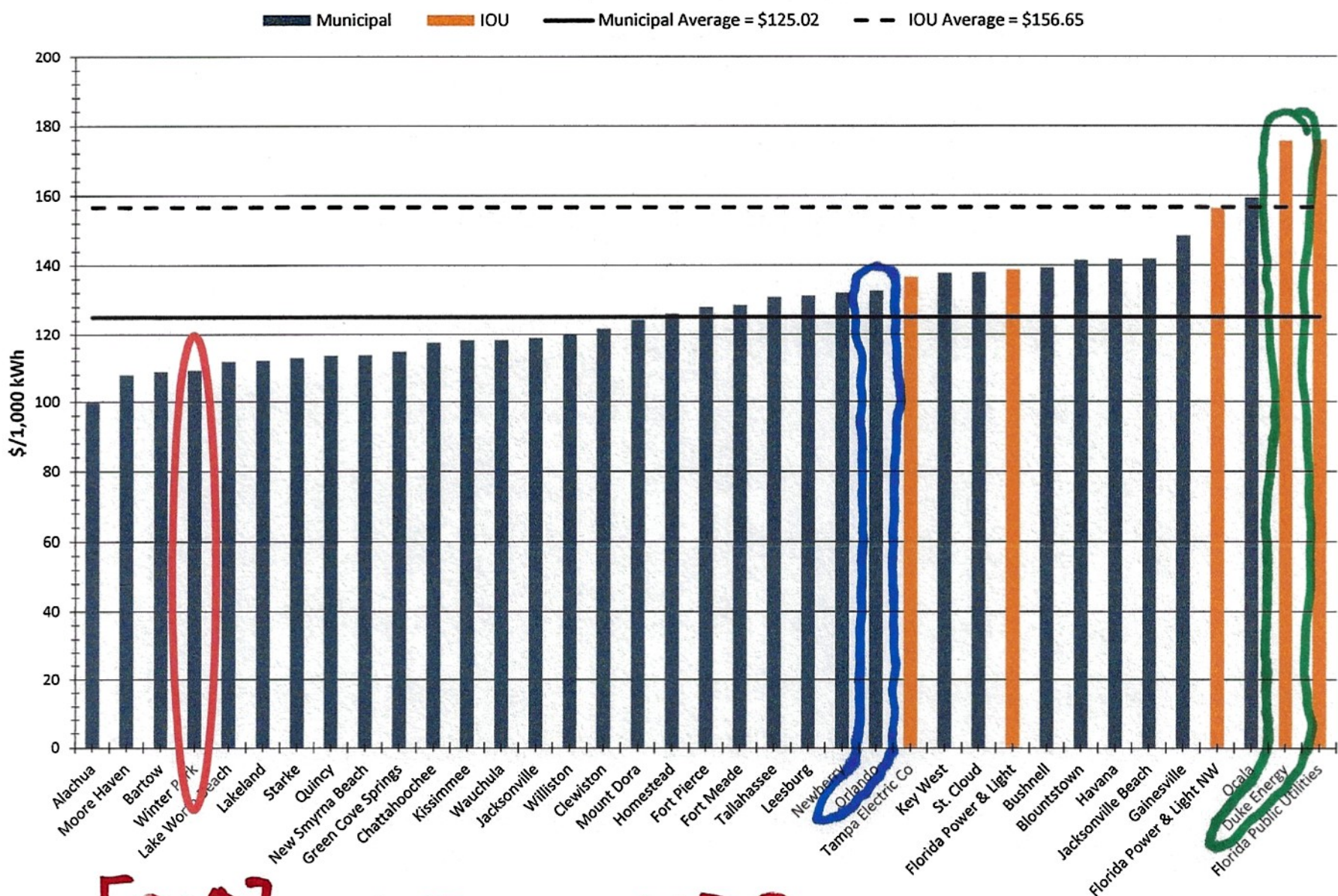
Source: Zillow

C. Low Monthly Costs
C.1. Low Tax Rate



C.2 Low Energy Costs

1,000 kWh Residential Bill Comparison: June 2023 - May 2024
Municipals & IOUs, Lowest to Highest



[802] OF W.P. USES W.P. P.C.

[102] " " USES OUC (NEAR CORRINE)

[102] " " USES DUKE ENERGY (W OF 17.92)

C.3 WATER/SEWER ?

D. SAFETY & QUALITY OF LIFE

D-1 Police & Fire

D-2 Parks per 1000 Residents / WALKING DIST TO A PARK

D-3 Tree Canopy

D-4 HISTORIC PRESERVATION



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



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

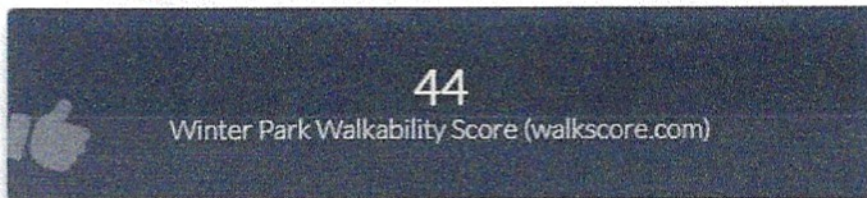
[Get the data](#) (Updated 05-22-2023)

[Download image](#)



Livability & Quality Of Life

OTHER METRICS



- TRAFFIC ?
- LEVELS OF SERVICE ?
- HIGH VARIETY OF LOCALLY SUPPORTED RETAIL / REST ?



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.

CONVENIENCE
OF COMMODITY
RETAIL ?
- TREE CANOPY
- CENTRAL PARK
- ACTIVITY.
- PARKS.

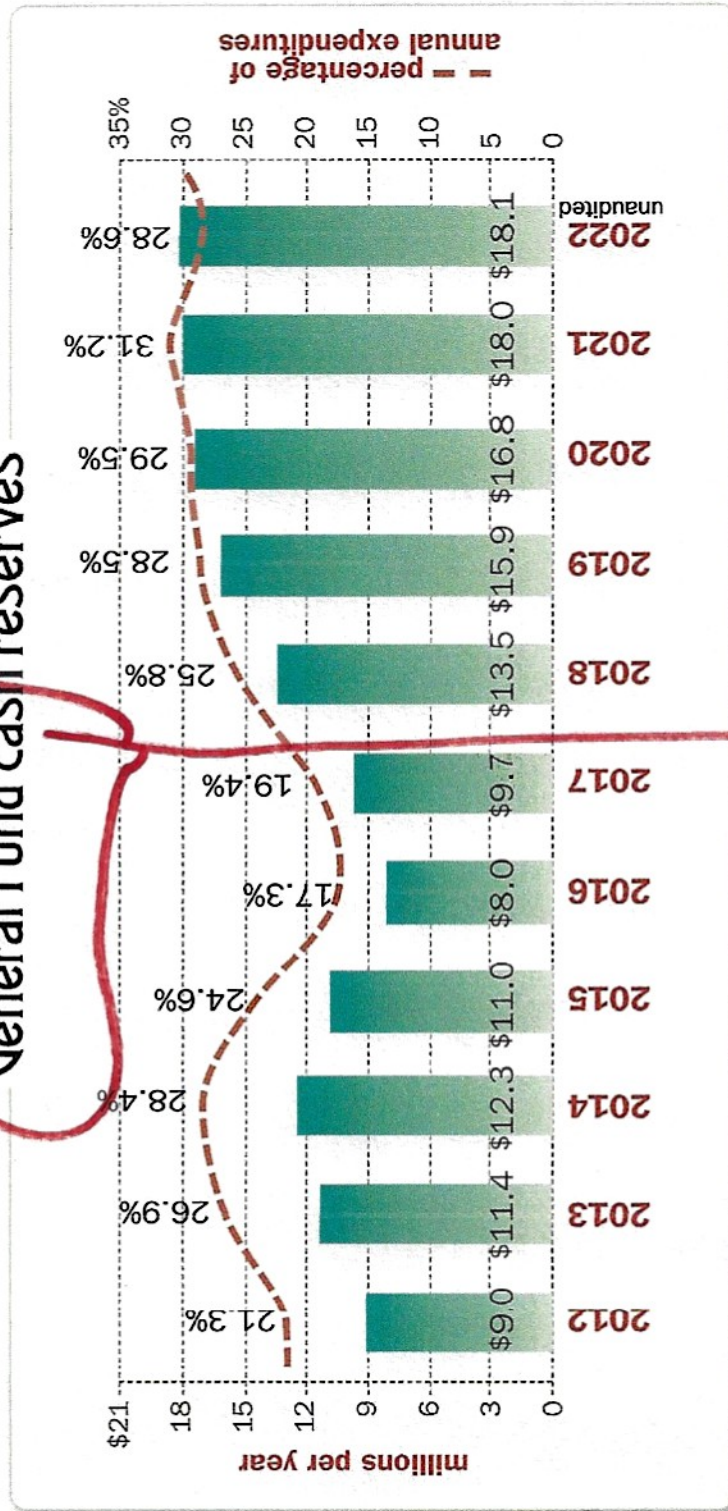
PRSR STD
U S POSTAGE
PAID
ORLANDO FL
ACG



401 South Park Avenue
Winter Park, FL 32789

TRAILING
5 yrs.

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.



G. Education & Development

1. ORANGE COUNTY SCHOOLS

a. QUALITY

b. FOOD INSECURITY

[c. POLICIES IN ACTION LINK TO O.C. SCHOOLS?]

2. CITY SPONSORED PROGRAMS

a.

b.

c. Alignment w/ INDUSTRY NEEDS

3. ROLLINS FOCUS

a. CRUMMER

b. ~~BB~~

c.



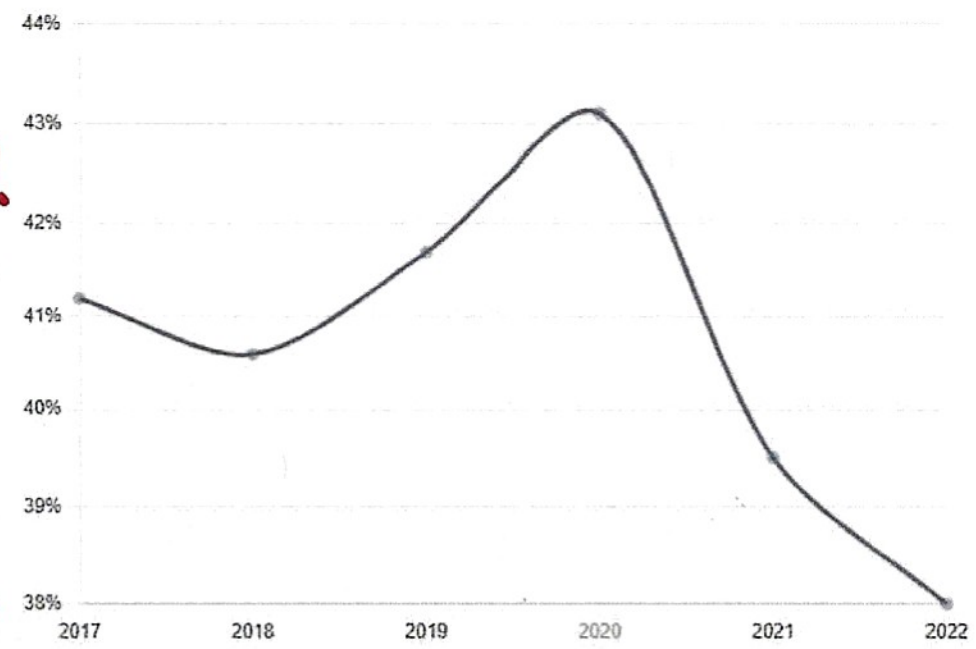
Food Insecurity

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

REPORT ON
SCHOOL QUALITY?
VILLAGE RATE?
REFER. SCHOOL
BOARD
INITIATIVES

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](#)

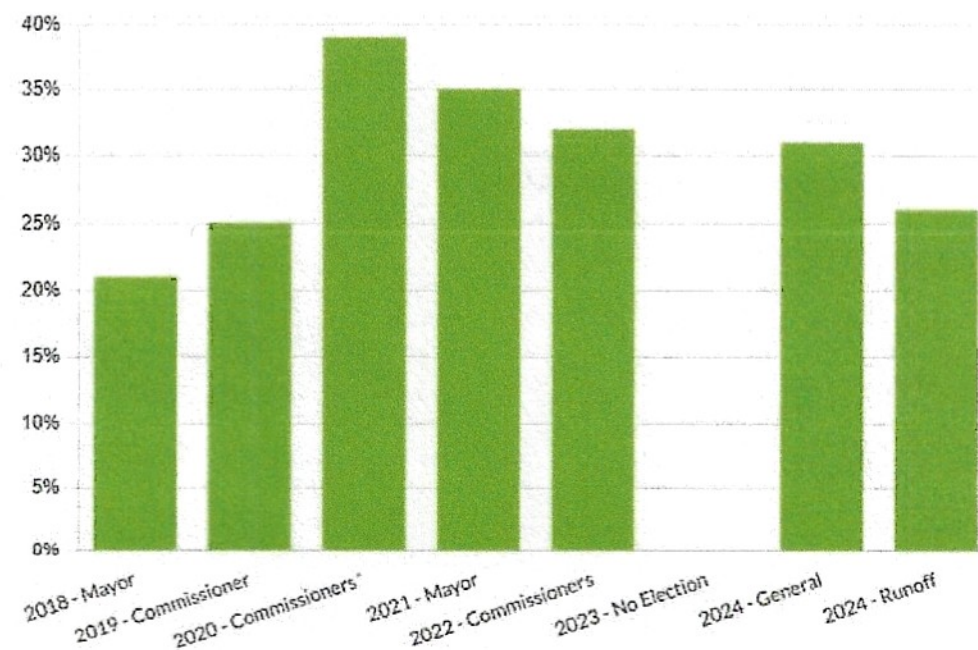


Voter Data

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

EXHIBITS / CHARTS, PG 2

H. RANGE OF HOUSING OPTIONS

(1) SUPPLY

(2) POLICIES AT WORK

(a) ORANGE COUNTY HOUSING FOR ALL

(b) W.P. - AFFORDABLE OWNERSHIP

1. HANNIBAL SQ. LANT TRUST

2. HABITAT

3. REHAB ASSIST.

(c) W.P. - AFFORDABLE RENTAL

1. HOUSING AUTH.

2. OAO INCENTIVES

I. BUILDING ON SUCCESS

(1) GDP CONTRIBUTORS

(2) INDUSTRY JOBS

(3) JOBS AVAILABLE / IN DEMAND

(4) POLICIES AT WORK ?

(a) TRAINING, ETC ?

(b) FOCUS ON JOB NEED ?

(c) CAREER ENHANCEMENT ?

J. ACCESS - ~~COMMUTING~~ JOBS, HOUSING, & COMMUTING

K. PARK AVENUE - BRAND DRIVER

(1) CRITICAL MASS OF COMPARISON SHOPPING

(2) DWELL TIME

(a) ALL

(b) LOCAL RESIDENT

(c) LOCAL WORKERS

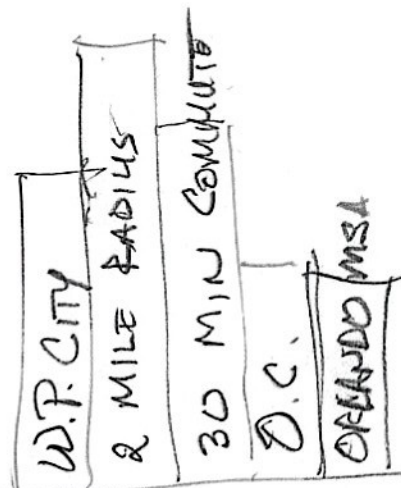
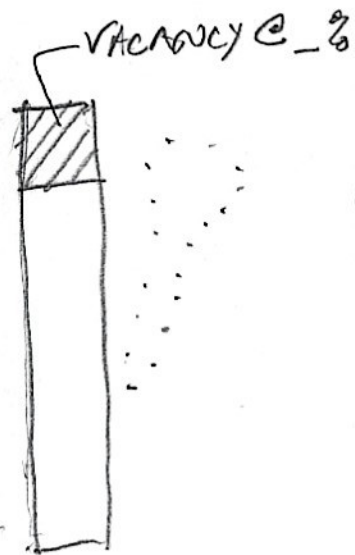
(3) MARKET AREA / TRADE AREA

(4) EVENT IMPACT ?

(5) FOOT TRAFFIC DATA ?

H. 1. Housing Supply

UNITS
PER 1000
RESIDENTS



AFFORDABLE *1

ATTAINABLE **

MARKET RATE ***
RENTAL VS OWNERSHIP?

MARKET RATE LUXURY ****

* RENTS < 2% OF MHI
AND OWNERSHIP < _____

**

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 Family Homes	\$435	\$172	\$1,230,500	244
East WP (32792 OC)				
Single Family Homes	\$297	\$117	\$493,000	98
Orange County				
Single Family Homes	\$253		\$503,945	
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	

BETTER AS GRAPH.
CLARIFY AREAS
W/ MAP

NEED TOTAL SUPPLY & % VACANT BY:

Source: MLS GRID/FannieHillman.com

1. CITY LIMITS, PLUS ANNEX AGREEMENT AREAS
2. "REASONABLE" COMMUTE POLYGONS
- SF / - MF
3. MSA

Do we
Need an
Exhibit?
in a Report

H.2. HOUSING POLICIES AT WORK

a. ORANGE COUNTY - HOUSING FOR ALL

b. CITY OF W.P.

(-Homes)

1) AFFORDABLE OWNERSHIP w/ HANNAH SQ LAND TRUST

2) AFFORDABLE OWNERSHIP w/ HABITAT (-Homes)

3) AFFORDABLE OWNERSHIP w/ CRA Rehab Loans

4) AFFORDABLE RENTAL w/ W.P. Housing

5) CRA HOUSING INITIATIVES w/ 2037 Extension

6) INCENTIVES FOR ATTAINABLE HSG IN OAO

c. PRIVATE OWNERSHIP

1) Rollins Faculty Housing

3) Seniors Housing on Seaway

I. BUILDING ON SUCCESS

I.1 BIGGEST BUSINESS SEGMENTS IN WINTER PARK

Economic Impact Analysis of Existing Conditions

As a precursor to estimating economic impacts, the total economic output of the study area was estimated. Through calibration of federal data and proprietary purchased data, the total baseline economic output for Winter Park was estimated at about \$7.6 billion². The breakdown by industry sector is provided in **Table 3**.

Table 3: Economic Output by Industry Sector

Industry Sector Description	Winter Park Estimated 2019 Economic Output
Financial Activities & Information	\$1,759,230,000
Food Services, Accommodation and Entertainment and Retail Trade	\$1,599,011,000
Professional/Business Services	\$1,216,147,000
Education and Health Services	\$1,202,995,835
Transportation, Warehousing & Wholesale Trade	\$639,378,000
Construction	\$613,832,000
Public Administration & Utilities	\$223,828,347
Other Services	\$197,464,533
Manufacturing	\$103,607,000
Total Estimated Economic Output	\$7,555,493,715

Source: Environics Analytics, InfoGroup USA

According to data from Environics Analytics and the U.S. Census Bureau, Winter Park comprises about 5% of Orange County's GDP and 6% of employment; however, only about 2% of Orange County's population resides in Winter Park.

★ FINANCE & PROF SVCS - COMBINED TOTAL \$ GDP

★ HOSPITALITY

★ HEALTH CARE

★ RETAIL

Industry Characteristics

Industry	2022 Jobs	2021 Average Earnings Per Worker	2022 LQ (Industry Concentration)	2017-2022 % Change in Jobs
Finance and Insurance	6,036	\$81,697	2.44	58.13%
Professional, Scientific, and Technical Services	6,029	\$84,675	1.92	40.19%
Administrative and Support and Waste Management and Remediation Services	5,329	\$40,344	2.03	40.23%
Accommodation and Food Services	4,731	\$35,087	1.57	28.86%
Health Care and Social Assistance	3,636	\$41,908	0.76	-27.19%
Real Estate and Rental and Leasing	3,719	\$44,436	1.46	29.43%
Other Services (except Public Administration)	3,009	\$28,831	1.3	-6.31%
Retail Trade	2,689	\$41,928	0.69	2.38%
Construction	2,406	\$51,701	0.98	24.18%
Educational Services	1,188	\$54,038	1.24	8.38%
Information	1,065	\$85,677	1.42	-12.56%
Arts, Entertainment, and Recreation	841	\$34,719	0.92	20.7%
Transportation and Warehousing	633	\$21,493	0.28	53.73%
Management of Companies and Enterprises	507	\$124,690	0.85	4.78%
Government	448	\$82,818	0.09	-45.42%
Wholesale Trade	369	\$89,821	0.28	-1.02%
Manufacturing	329	\$65,662	0.12	1.08%
Agriculture, Forestry, Fishing and Hunting	50	\$33,745	0.07	3.26%
Mining, Quarrying, and Oil and Gas Extraction	21	\$26,340	0.11	4.2%
Utilities	8	\$76,852	0.06	67.2%

Source: Lightcast

ARE THESE ALL WORKING IN THE CITY LIMITS? OR IS THE HQ IN W.P., BUT JOBS ARE DISPERSED?

EXHIBIT I-2

\$73.2K

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

ORLANDO & STATE CHAMBER

Updated 12-01-2023

Dashboard by eIMPACT.ii

J. Access - Jobs, Housing & COMMUTING
SEE EXH H. ?

Workforce Jobs, Resident Workers, and Net Commuters

Winter Park: 2-zip Code Region

MAP ? BY CITY !

2023 Jobs 2023 Resident Workers 2023 Net Commuters

ZIP 32789

ZIP 32792

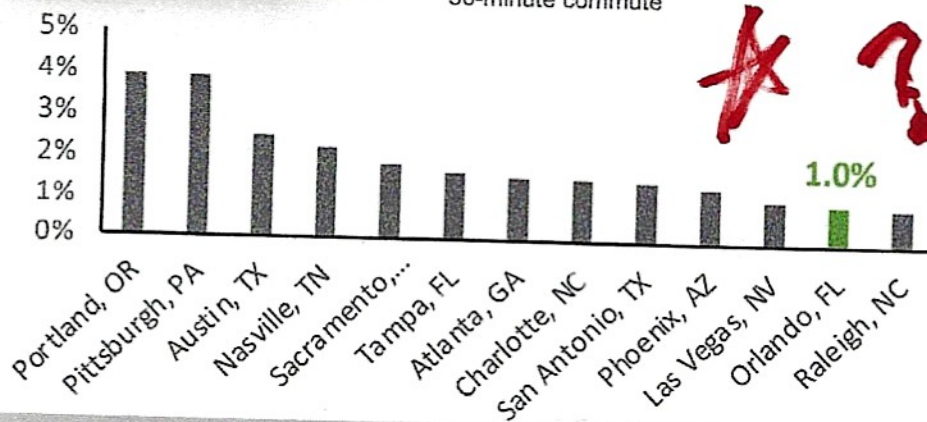
0 10,000 20,000 30,000 40,000 50,000 60,000 70,000 80,000 90,000

CHAMBER

ACCESS

Jobs in a 30-minute Transit Commute
as percentage of those available by car in the same 30-minute commute

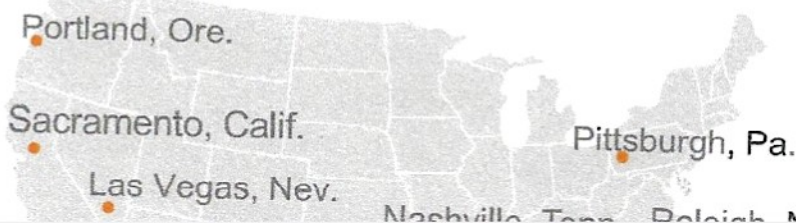
Source: Lightcast



Orlando Economic Partnership // Advancing Broad-based Prosperity®

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.



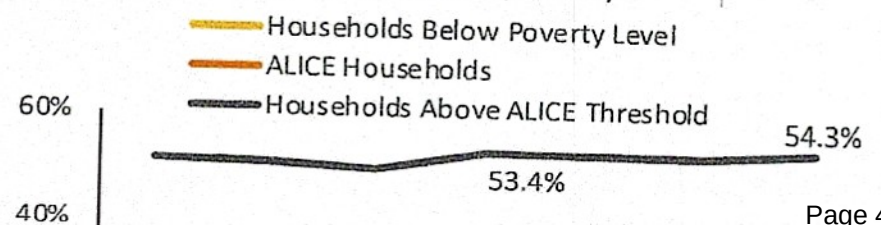
2016-2021

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)



K(2) DWELL TIME

NEED TO REVIEW DEFINITIONS DISCUSSED 9/10/21 DAS Mtg.

SEEMS OFF?

Visitor Stats (Past 12 months)

Size (sq mi)

Age

Dwell Time

Peak Times

Visits

Intracity Visitors

NOON EVENING

Trade Area (Top 3)

ADD RESIDENTS → % OF VISITS

Consumer Spending (Totals)

Apparel & Services

Entertainment/Recreation

Food (Away from home)

Personal Care (Products & Services)

Top 3 Tapestry Segments

Complete Consumer Spending

Per Unit (Visits)

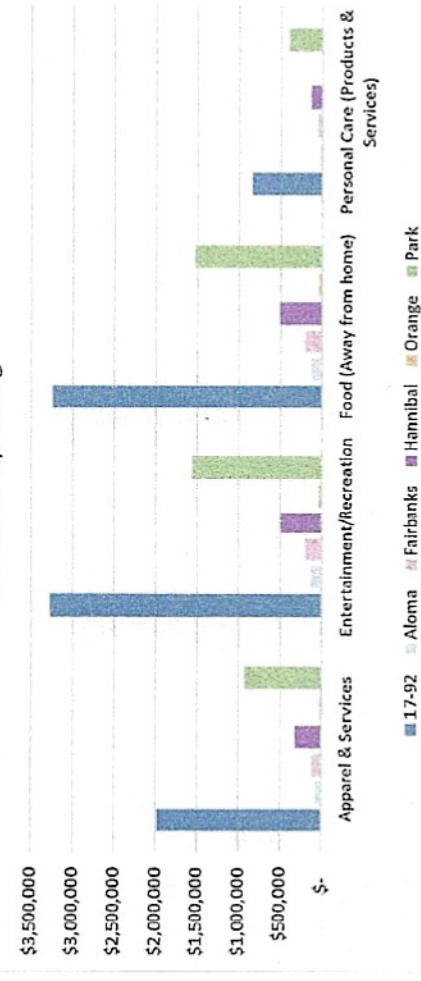
Per Sq Mi

17-92	Aloma	Fairbanks	Hannibal	Orange	Park
0.25	0.11	0.04	0.04	0.08	0.17
35.9	36	35.5	36.6	35.4	35.5
108 mins	149 mins	89 mins	154 mins	65 mins	59 mins
12pm-7pm	12pm-7pm	12pm-7pm	12pm-7pm	1pm-4pm	12pm-7pm
7,900,000	3,900,000	1,900,000	331,800	640,400	3,100,000
802.6K	469.1K	201.6K	47.3K	113.9K	458K
Maitland (32751): 512.9K	Goldenrod (32792): 845.4K	Goldenrod (32792): 99.1K	Maitland (32751): 19.2K	Maitland (32751): 39.2K	Goldenrod (32792): 161.3K
Orlando (32804): 439.2K	Maitland (32751): 151.1K	Maitland (32751): 76.8K	Goldenrod (32792): 17.1K	Goldenrod (32792): 31.9K	Maitland (32751): 139.2K
Goldenrod (32792): 382K	Casselberry (32707): 137.3K	Orlando (32804): 74.5K	Casselberry (32707): 8K	Orlando (32804): 25.6K	Orlando (32814): 88.6K

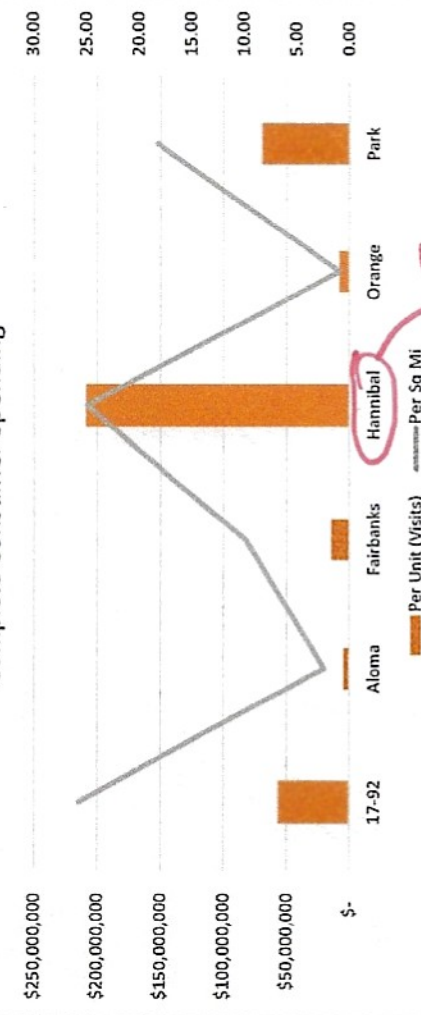
17-92	Aloma	Fairbanks	Hannibal	Orange	Park
\$ 1,984,081	\$ 79,997	\$ 122,026	\$ 320,104	\$ 22,979	\$ 929,433
\$ 3,266,685	\$ 136,396	\$ 200,472	\$ 492,825	\$ 38,930	\$ 1,562,477
\$ 3,235,748	\$ 129,364	\$ 198,923	\$ 511,681	\$ 37,537	\$ 1,528,402
\$ 842,064	\$ 33,712	\$ 51,793	\$ 132,675	\$ 9,543	\$ 404,619

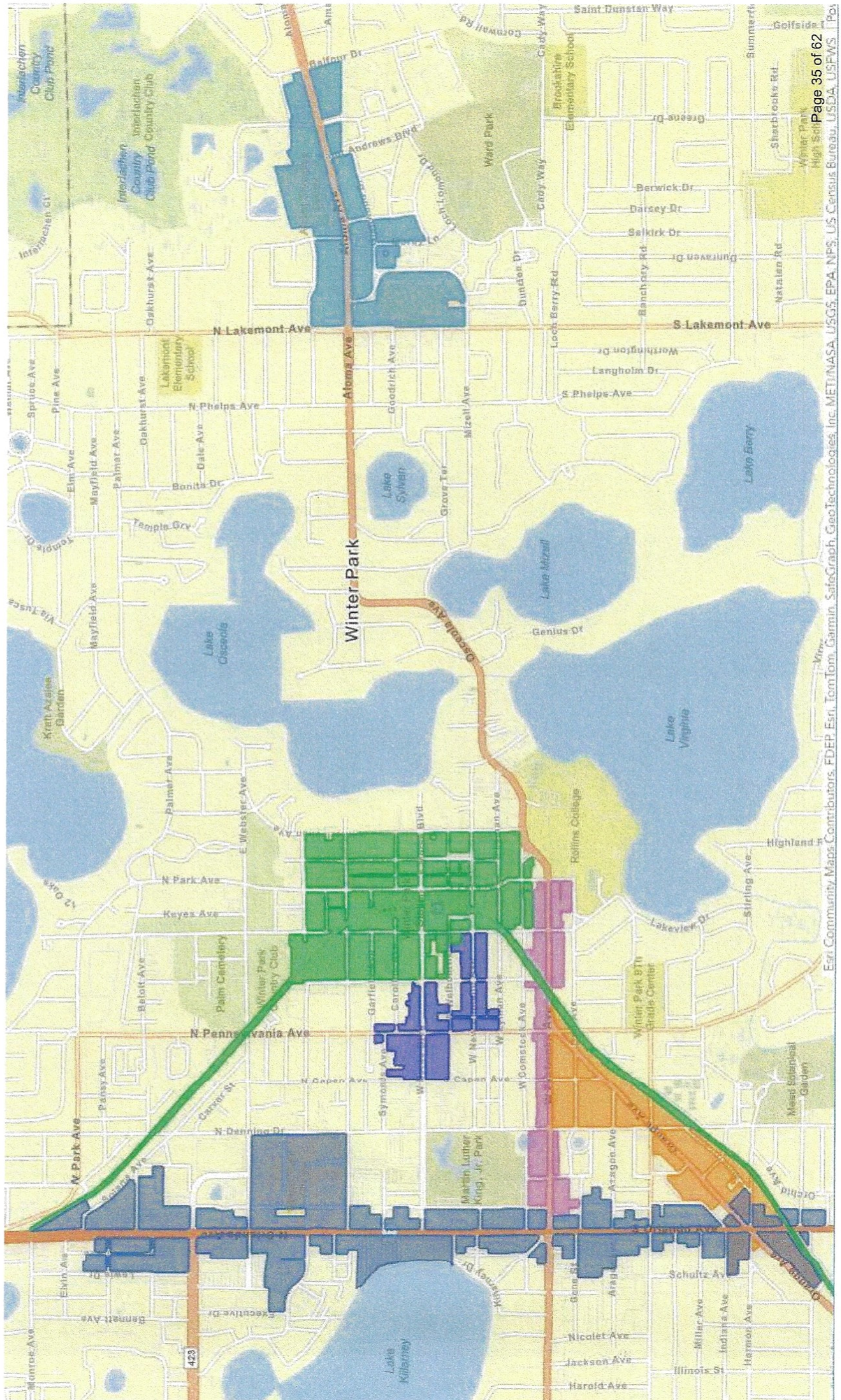
17-92	Aloma	Fairbanks	Hannibal	Orange	Park
1. Retirement Communities (9E)	1. Retirement Communities (9E)	1. Retirement Communities (9E)	1. Set to Impress (11D)	1. Emerald City (8B)	1. Retirement Communities (9E)
2. Metro Fusion (11C)	2. Set to Impress (11D)	2. Set to Impress (11D)	2. Old & Newcomers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

Consumer Spending



Complete Consumer Spending





K-3) MARKET AREA

[NOT SURE HOW TO MEASURE
\$ WHAT IS GOOD/BAD.

WOULD LIKE TO STRESS
"SHOP LOCAL" AND TO TARGET
RETAILERS/RESTAURANTS THAT
LOCALS WILL USE.

ALSO, COMMUNICATES THAT THE
CONVENIENCE & DIVERSITY OF OFFERINGS FOR
W.P. RESIDENTS IS GREAT, BUT
REQUIRES A LARGER MKT TO
SUSTAIN IT. PRINCETON & EDGEWATER
HAVE GREAT NEIGHBORHOOD OFFERINGS
BUT NO WHERE NEAR PARK AVENUE
NEW ENGLAND.

NEED TO RECONCILE THE ~~RETAIL~~
"W.P. TRADE AREAS" FROM THE RETAIL
REPORT AND MAIN STREET AMERICA.

defined as SR 536 to the north, SR 536 to the east, SR 10 (Colonial Drive) to the south and SR 423 / SR 434 to the west.

Keep in mind that this polygon is *not* meant as a precise rendering, and should therefore not be evaluated as such. Indeed, given what was just said about the range of retail categories, such exactitude is not even possible. Nor, for that matter, is it necessary, for the placement of a boundary along one street versus another a few blocks over is unlikely to make much of a difference. Again, the point here is to arrive at a *general* understanding of those residents whom a given location draws most frequently and reliably, for *roughly* 70% of its sales.²

	Winter Park Trade Area	Winter Park (City)
Population	161,634	30,734
Population Change (2010 to 2022)	+24,105	+3,018
Median Household Income	\$76,732	\$92,058
Median Home Value	\$359,662	\$464,169
% Working in Management, Business, Financial or Professional Occupations	53%	62%
Median Age	40.6	45.5
% Aged 25 to 44	29%	23%
% Aged 65+	19%	24%

Table: Winter Park Trade Area – Demographic Profile
Source: ESRI, MJB Consulting

Comparing the demographic data of Winter Park's trade area to that of the political jurisdiction, a few significant differences emerge.

One, not only does Winter Park itself represents less than 20% of the trade area's consumer demand, but also, that share continues to decline, as the city accounted for just 12% of the polygon's population growth over the last twelve years. In other words, the communities outside Winter Park proper will loom even larger in the years ahead.

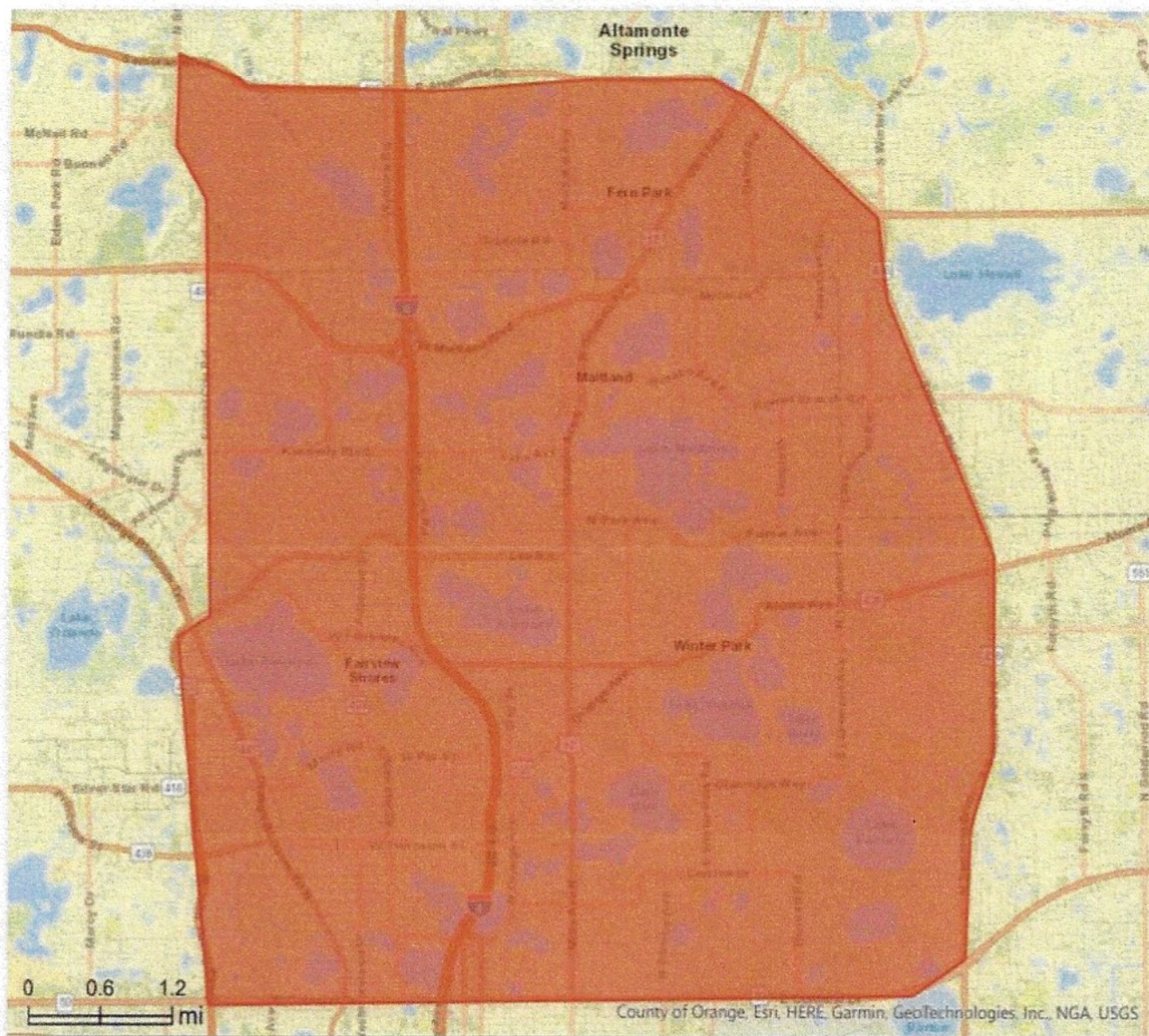
Two, those communities are characterized by comparatively weaker demographics, resulting in trade area medians that, while still well above the metro's, are considerably lower than the city's. This would imply somewhat more of a value orientation than one might associate with Winter Park.

² From the other extreme, one might also wonder why the trade area does not comprise the entire metropolitan area. After all, Winter Park pulls from all of Greater Orlando. However, if the polygon were extended across too large of a geography, the data would start to become meaningless. Not only would it include a swath of people who visit Winter Park sparingly, but also, it is large and varied enough that one could find evidence of almost any consumer submarket and for virtually any niche opportunity.

For “comparison goods” such as apparel, footwear or home furnishings, on the other hand, consumers will typically gravitate to centers or districts where they can peruse – indeed, “compare” -- multiple options at a range of styles, price points and levels of quality.

In such categories, there are increasing returns to scale: as a given cluster grows in size, its draw expands both in penetration and geographic reach. Shoppers, for instance, will bypass a standalone clothier and drive further afield for a larger concentration of such stores.

Winter Park is very fortunate that it can pull from well beyond its borders and should welcome such patronage with open arms, for a population of just 31,000 represents but a fraction of the consumer demand needed to support its current inventory of retail space.



Winter Park - Trade Area Polygon

Source: MJB Consulting, GAI Consultants, ESRI

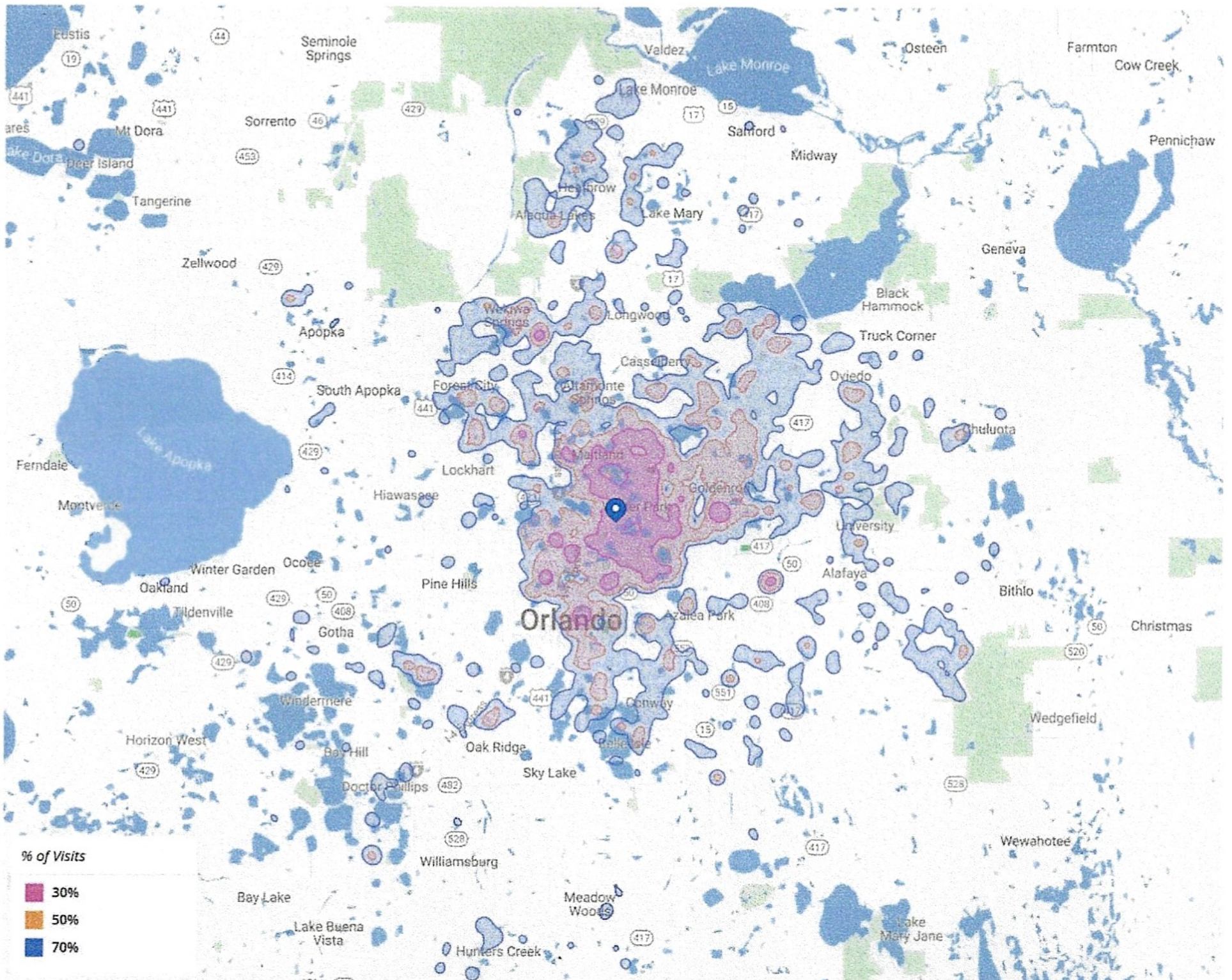
For the sake of this analysis, we have collaborated with GAI Consultants to draw the following polygon as a representation of Winter Park's true trade area. Its boundaries are

Audience Profile

Jan 1 - Dec 31, 2019



Park Avenue District /, FL

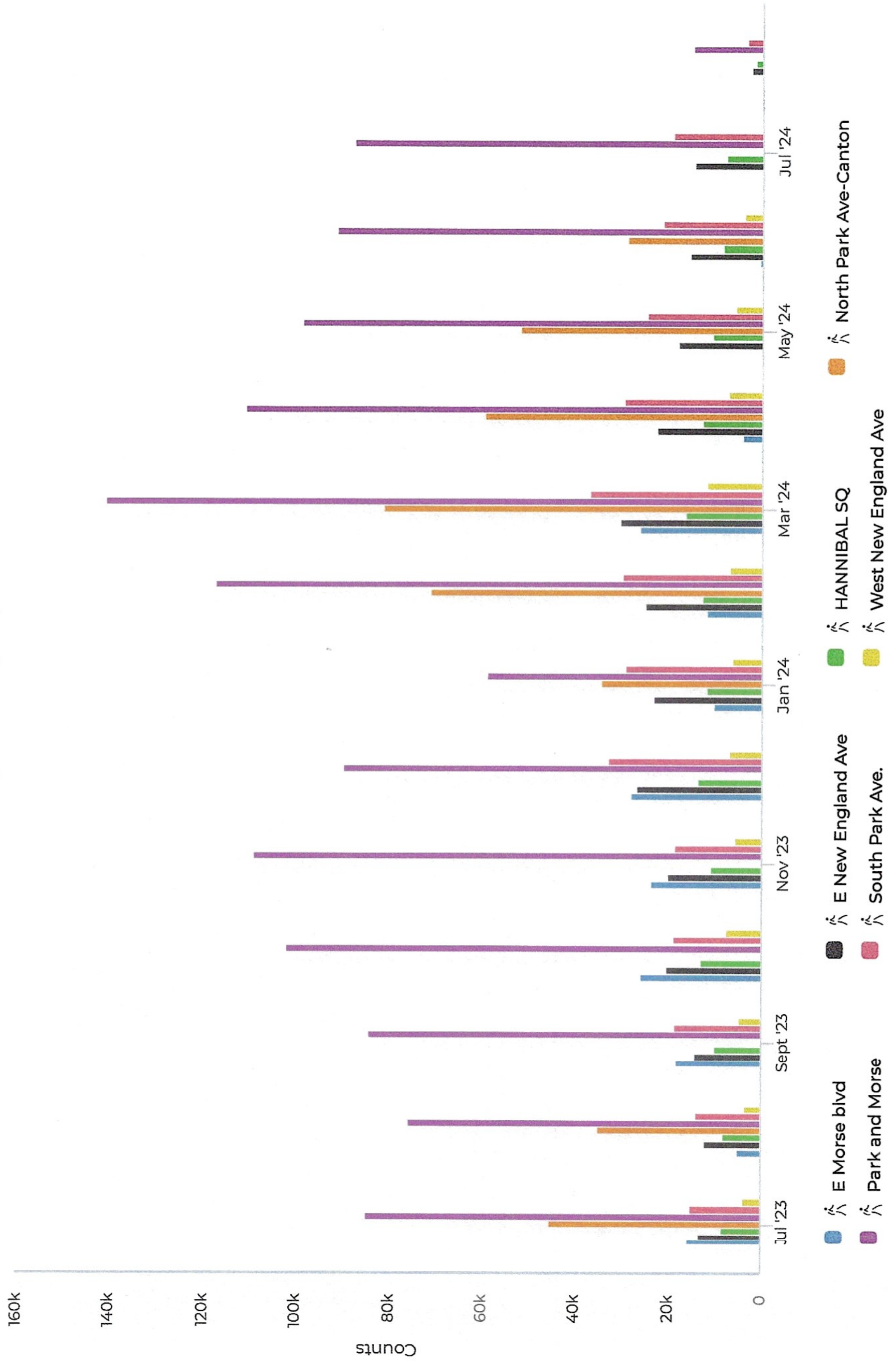


FROM PARK AVE DISTRICT

K(5) Foot Traffic

Monthly traffic

July 1, 2023 - August 7, 2024



L. COMMERCIAL OCCUPANCY & RATES

M. COMMERCIAL PROPERTY VALUE

N. COMMERCIAL PROPERTY SUPPLY

O. COMMERCIAL PROPERTY AGE

Commercial Performance Report

8/24

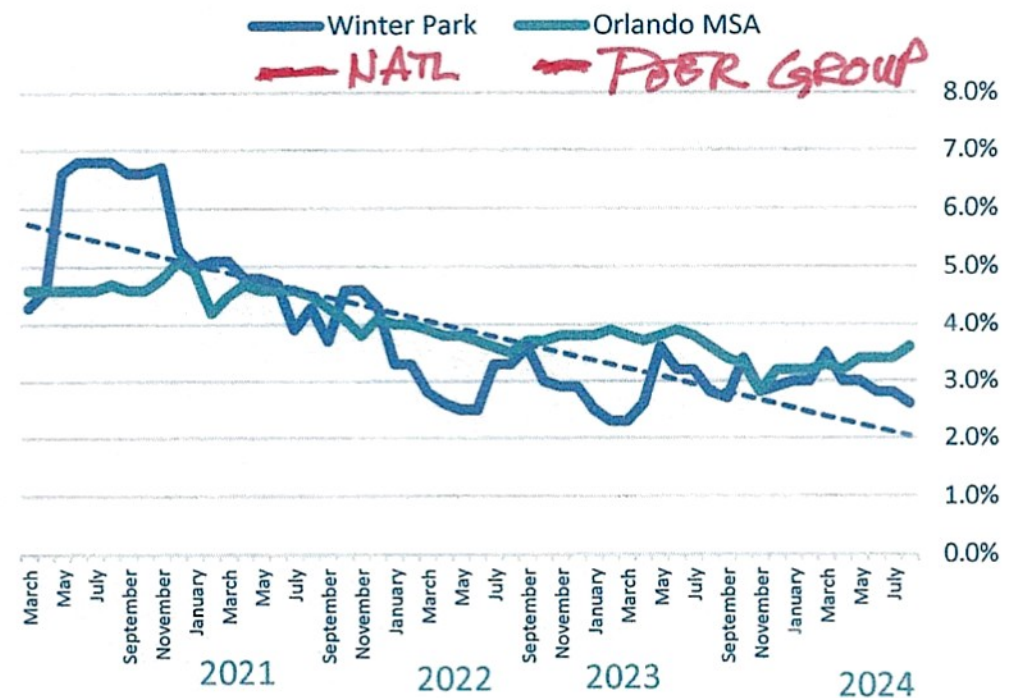
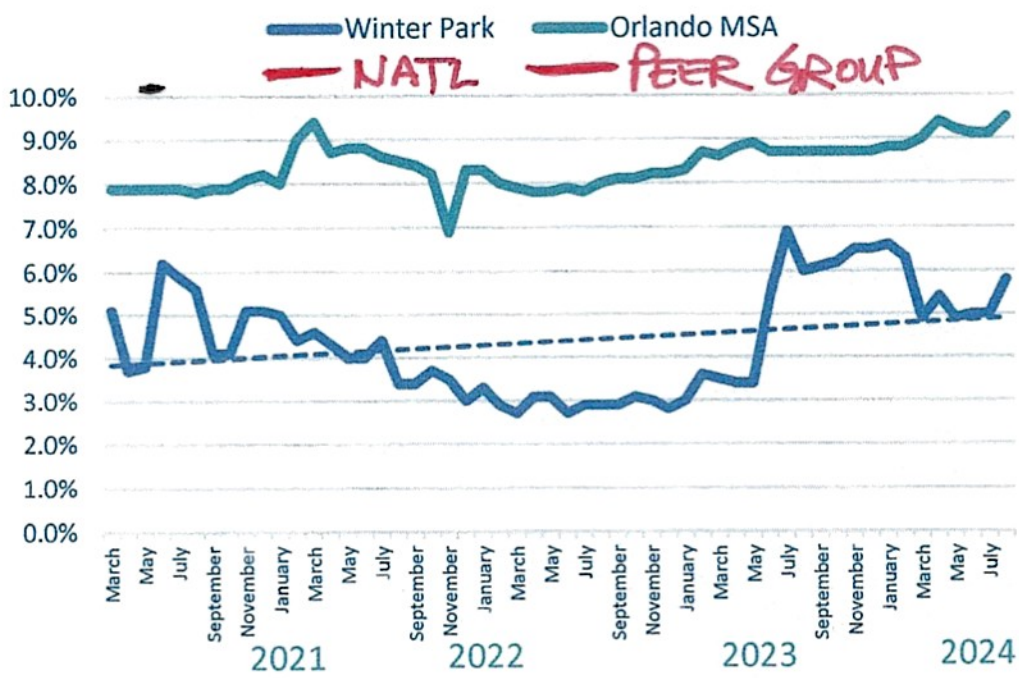
Full list of quarterly reports including annually recorded metrics are available at www.cityofwinterpark.org/pm

Sources: ESRI, CoStar, BLS

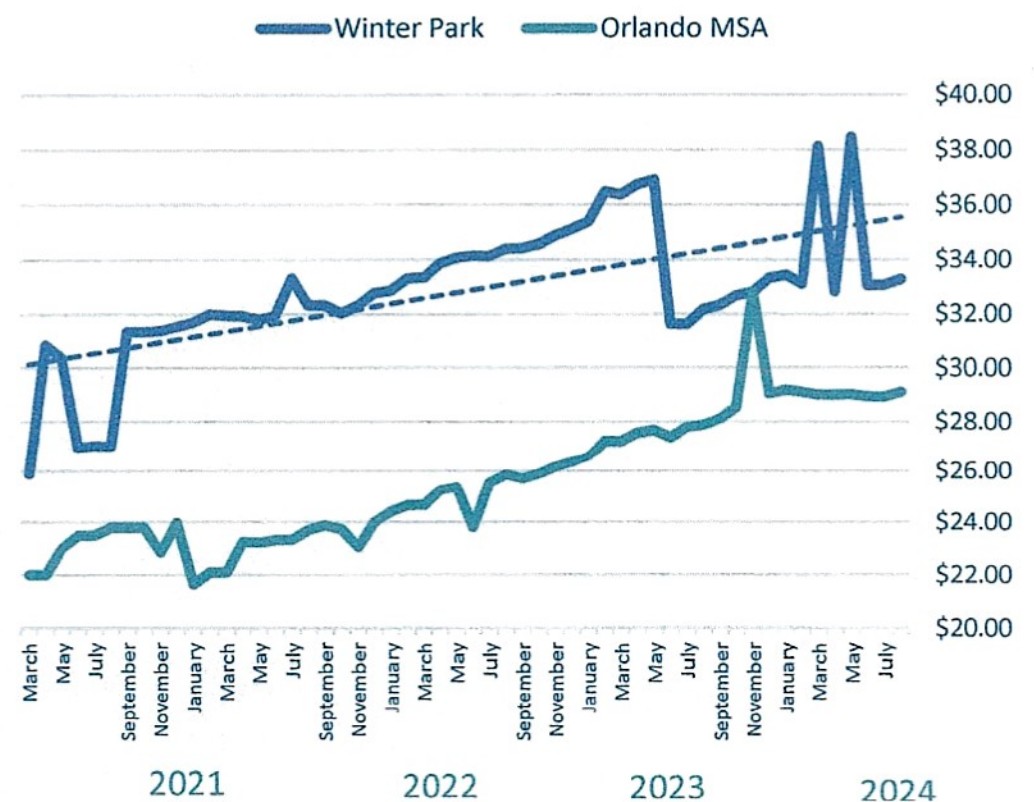
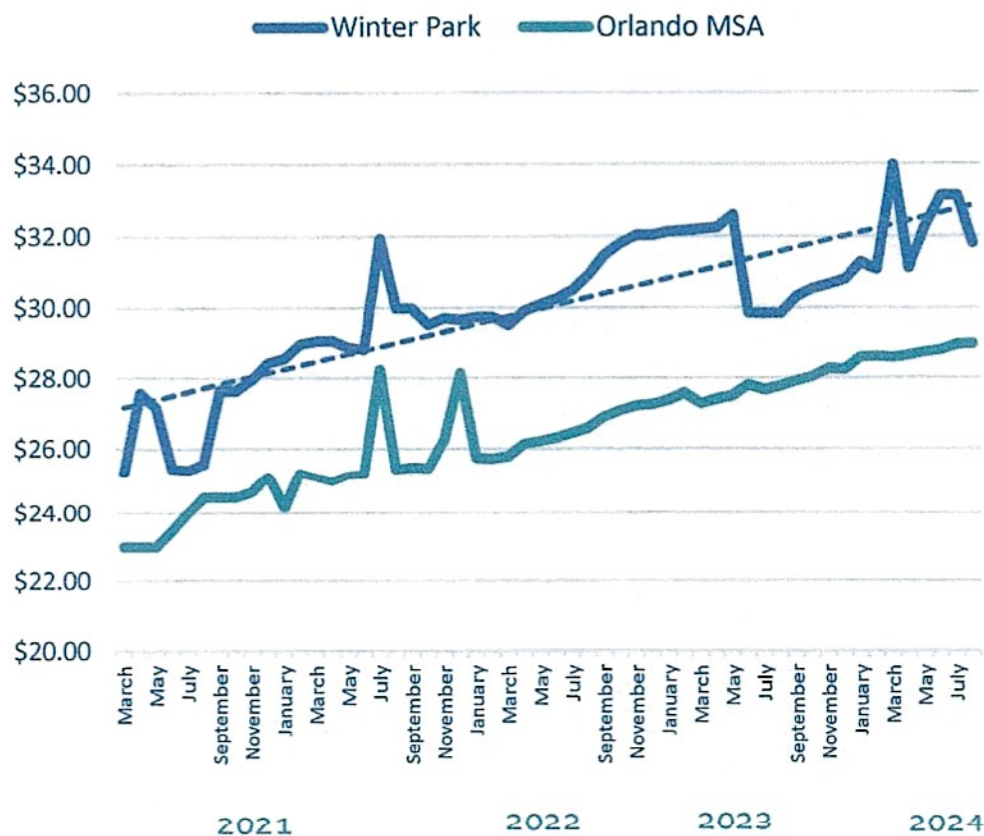
OFFICE

Vacancy

RETAIL

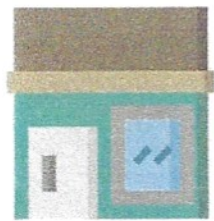


Rental Rate



OFFICE VS. RETAIL OCCUPANCY

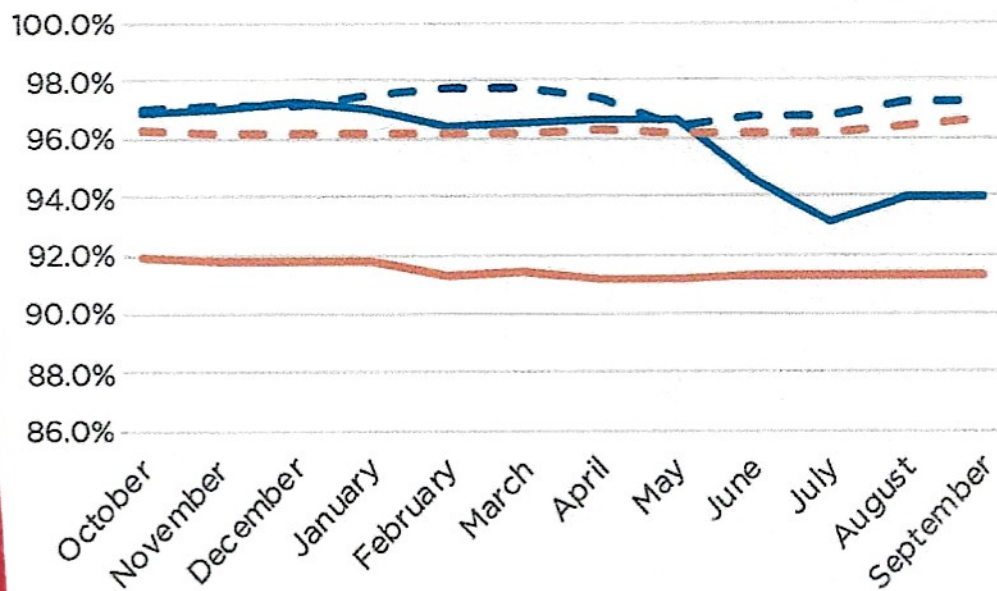
October 2022-September 2023



93.7%
OFFICE



97%
RETAIL



— Office — Retail Winter Park
— Office — Retail Orlando MSA
[Metropolitan Statistical Area]

NATIONAL OR STATE

PRSRT STD
U.S. POSTAGE
PAID
ORLANDO FL
ACG

KEY THEMES AND CONCEPTS

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

LOCATION DRIVERS

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

CRITICAL MASS

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

GROUND FLOOR TENANCY

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

WINTER PARK RETAIL ECOLOGY

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

ZONING & POLICIES

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

INTERESTING MIX OF TENANCIES

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

FLEXIBILITY AS PRE-EMPTION

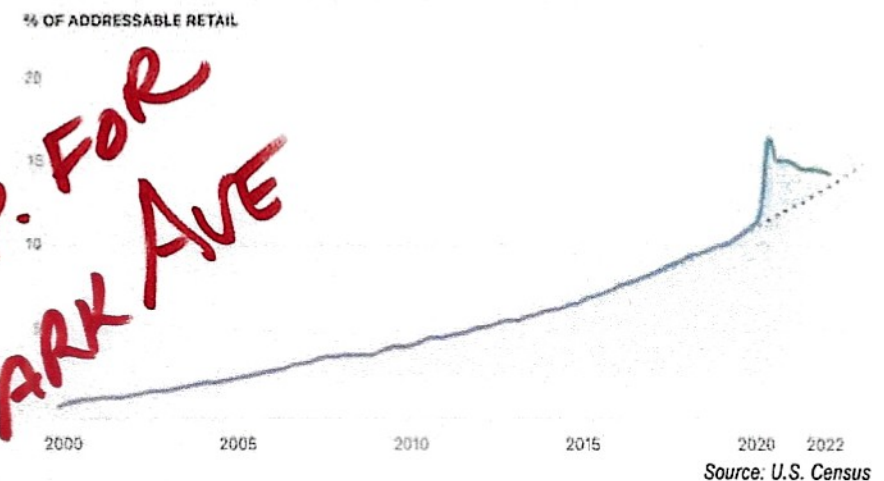
The realization that flexibility—in policy, zoning, approvals, and permitting—will be essential to keeping Winter Park relevant and differentiated in a rapidly-evolving and fiercely-competitive industry.

THE PRIMACY OF SUPPLY AND DEMAND

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

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

US Ecommerce Adoption Growth Rate



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

Overall Vacancy & Asking Rent



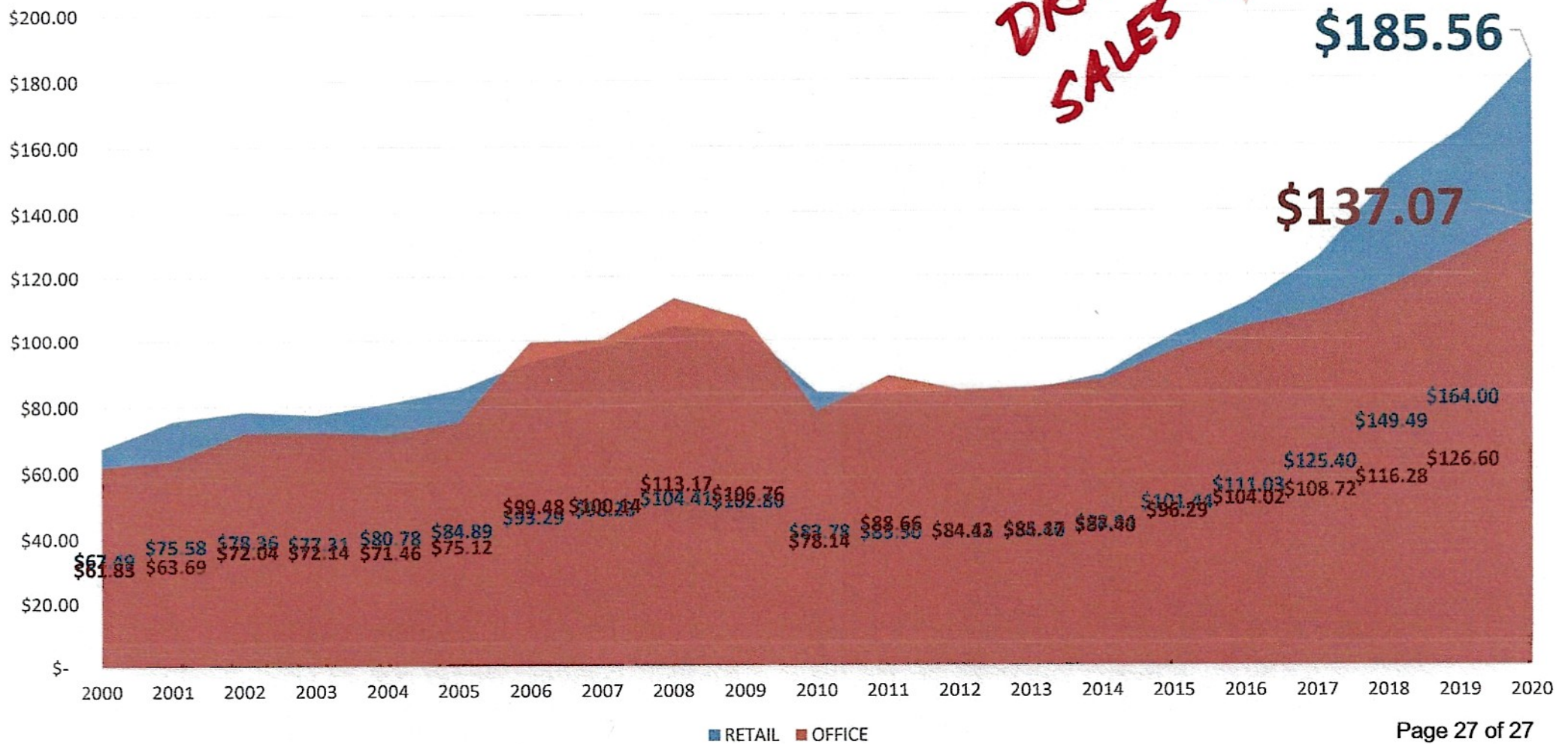
CAPTION: What Retail Apocalypse? Despite pandemic-era disruption, the market for retail space was robust in 2021 and most of 2022, with declining vacancy rates and rising asking rents.



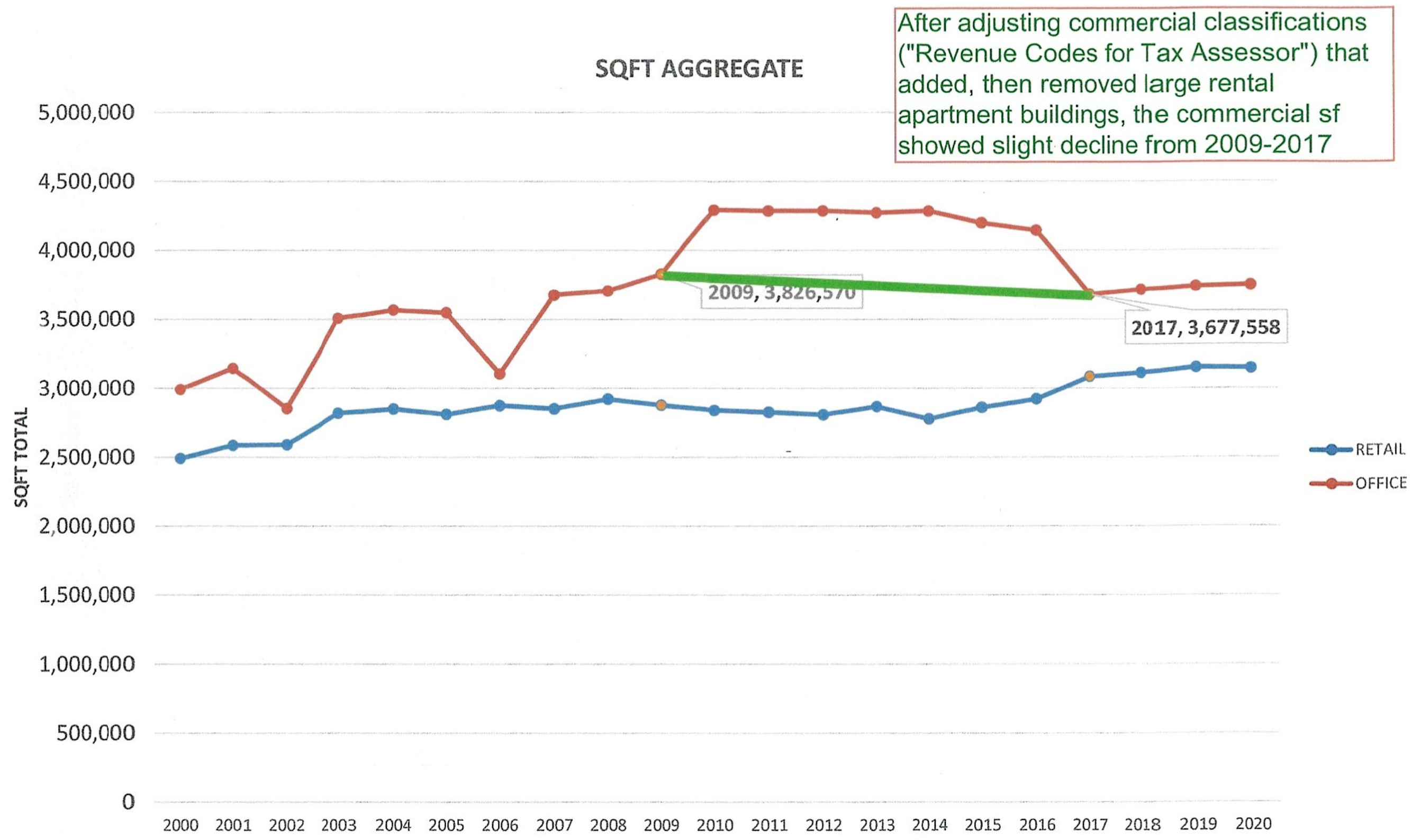
M. COMMERCIAL PROPERTY VALUES

**★ DISCUSS
SO MUCH IS PROPERTY
DRIVEN BY RE-ASSESSMENT
SALES**

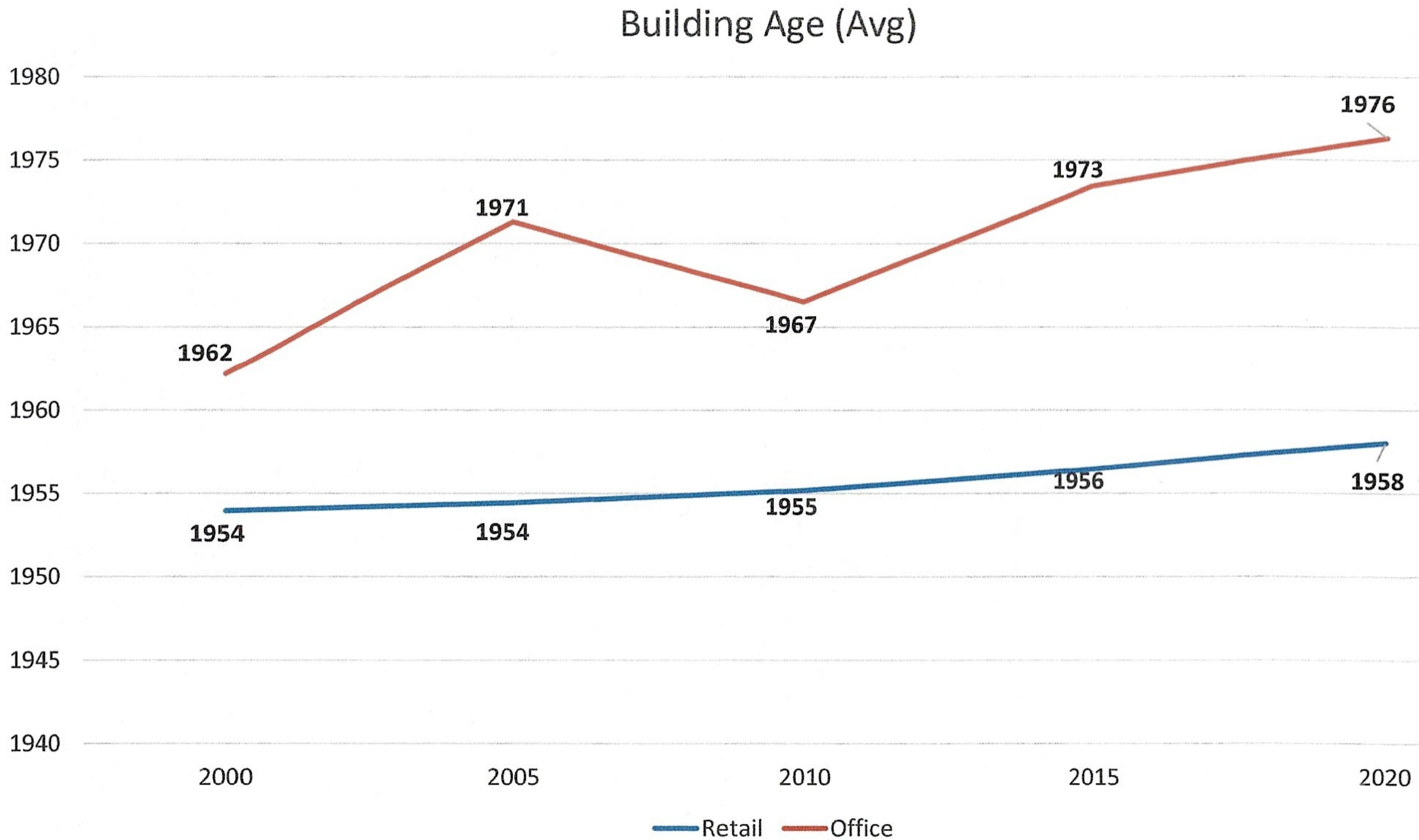
1100-1610(R) VS. 1700-1911(O)
SQFT GROWTH



No COMMERCIAL PROPERTY SUPPLY



O. Commercial Property Age



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

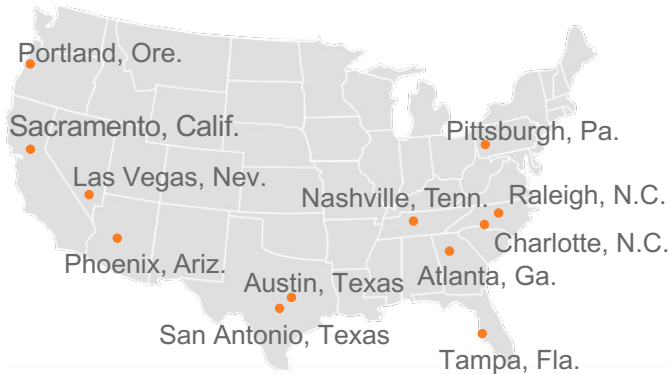
³reflects change from 2 years earlier

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

**data for Orange County

PEER METROS

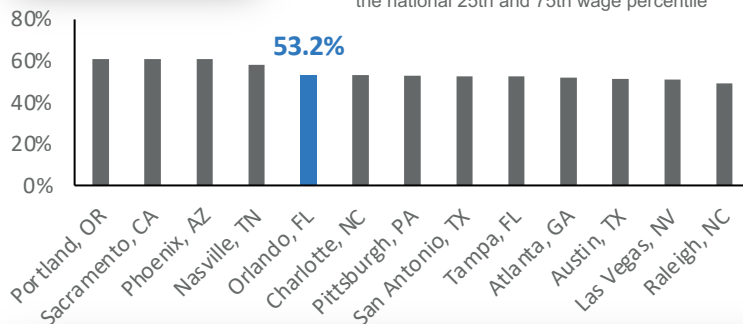
For each of the indicators, where data is available, the Orlando region is ranked against 12 comparison metropolitan areas (metros) across the country. This provides context and greater understanding for how Orlando is performing against peers. This group of peer metros was selected based on similarities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



OPPORTUNITIES

Middle Wage Jobs

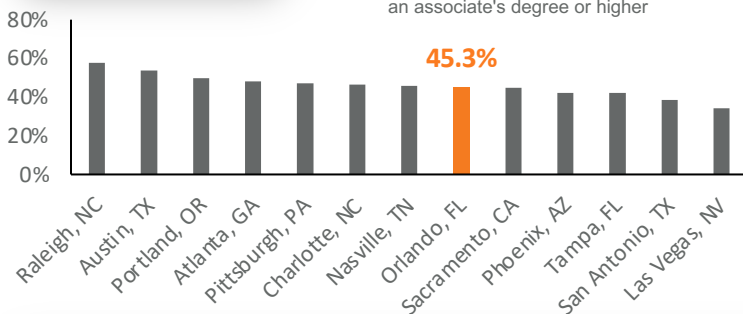
percentage of all jobs with a median wage between the national 25th and 75th wage percentile



CAPABILITIES

Educational Attainment (AA+)

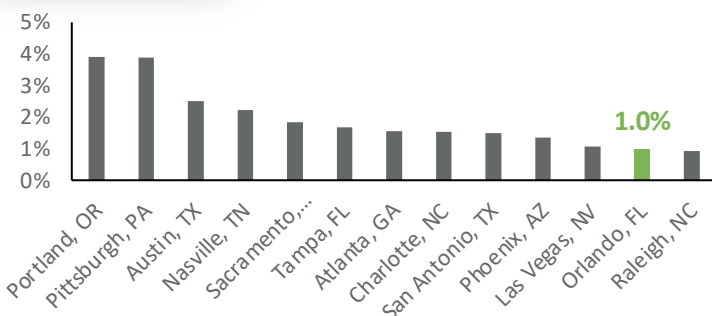
percentage of the population aged 25+ with an associate's degree or higher



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.

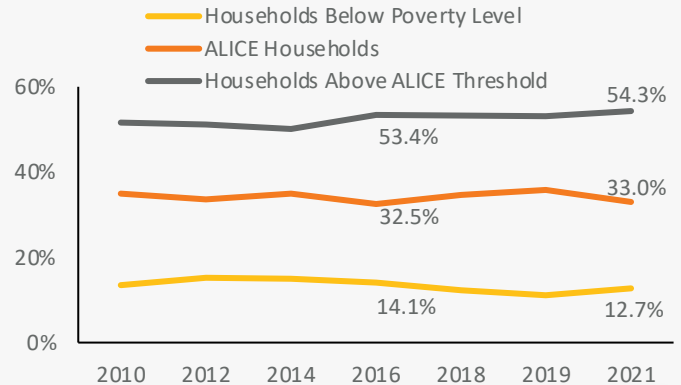
TREND

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

Visitor Demographics

Dec 1, 2023 - Nov 30, 2024

Property:

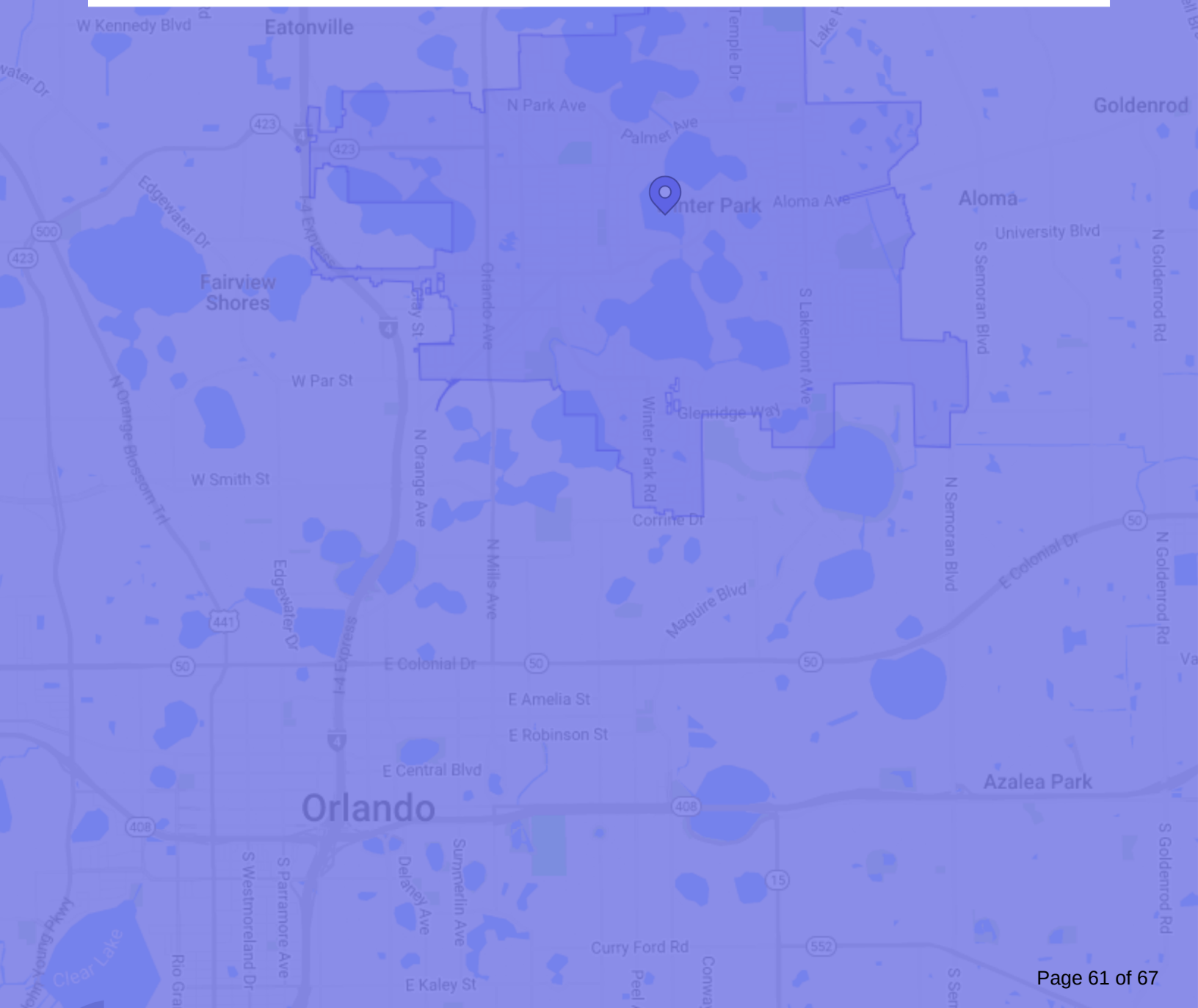


Winter Park, FL

Osceola Court, , FL 32789

Applied Filters:

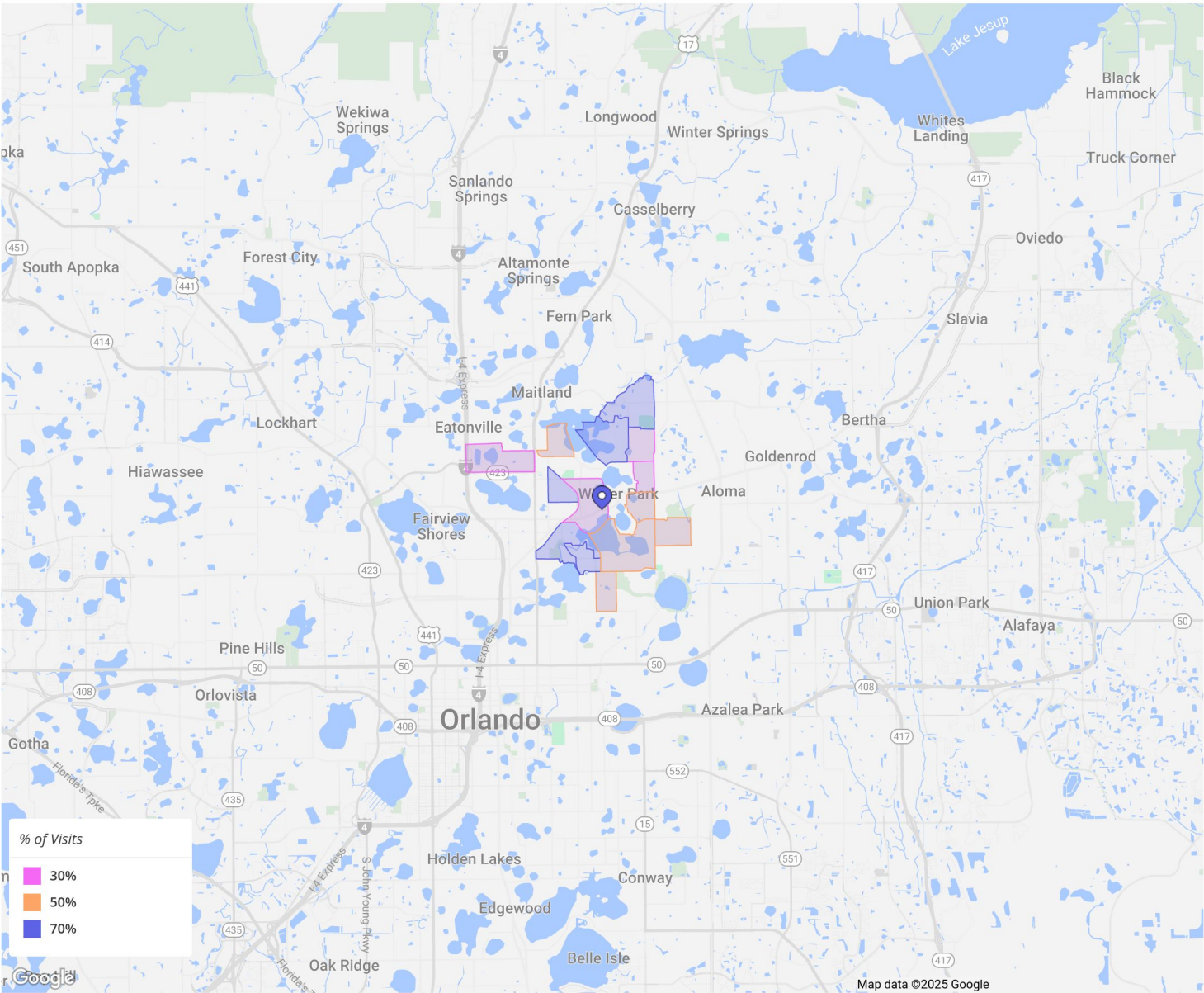
Audience Type: Residents



Visitor Demographics

Dec 1, 2023 - Nov 30, 2024

Winter Park, FL / Osceola Court, FL 32789



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

Visitor Demographics

Dec 1, 2023 - Nov 30, 2024

Winter Park, FL

Osceola Court, FL 32789

Benchmark: Nationwide



Hispanic or Latino

White	333	(46.4%)	98	993	(60.1%)	127	1,533	(62.1%)	31
Two or more races	230	(32%)	155	505	(30.6%)	148	652	(26.4%)	128
Other	105	(14.6%)	52	105	(6.4%)	22	214	(8.7%)	31
Black	50	(7%)	354	50	(3%)	154	68	(2.8%)	140
Native Hawaiian and Other Pacific Islander									
Asian									
American Indian and Alaska Native									

Household Income

Household Average Income	\$144,258.74	148	\$156,923.78	161	\$161,919.64	167			
Average Income per Person	\$51,976.54	138	\$60,744.26	161	\$66,069.23	176			
Household Median Income	\$98,050.46	141	\$101,013.51	146	\$98,939.39	143			
<\$10K	181	(7.1%)	129	257	(5.1%)	93	434	(5.5%)	101
\$10K - \$15K	58	(2.3%)	58	97	(1.9%)	50	159	(2%)	52
\$15K - \$20K	137	(5.4%)	143	145	(2.9%)	77	238	(3%)	8
\$20K - \$25K	49	(1.9%)	48	156	(3.1%)	76	210	(2.7%)	67

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

Visitor Demographics

Dec 1, 2023 - Nov 30, 2024

Winter Park, FL

Osceola Court, FL 32789

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
\$25K - \$30K	86	(3.4%)	83	159	(3.2%)	75	250	(3.2%)	7
\$30K - \$35K	201	(7.9%)	193	289	(5.8%)	140	424	(5.4%)	32
\$35K - \$40K	17	(0.7%)	17	33	(0.7%)	17	91	(1.2%)	30
\$40K - \$45K	26	(1%)	26	140	(2.8%)	70	247	(3.2%)	7
\$45K - \$50K	58	(2.3%)	64	167	(3.3%)	94	226	(2.9%)	8
\$50K - \$60K	116	(4.6%)	63	214	(4.3%)	59	349	(4.5%)	62
\$60K - \$75K	140	(5.5%)	58	327	(6.5%)	68	653	(8.3%)	87
\$75K - \$100K	218	(8.6%)	67	498	(9.9%)	75	660	(8.4%)	66
\$100K - \$125K	323	(12.7%)	132	555	(11.1%)	115	776	(9.9%)	103
\$125K - \$150K	179	(7%)	105	334	(6.7%)	99	539	(6.9%)	102
\$150K - \$200K	107	(4.2%)	54	389	(7.8%)	99	569	(7.3%)	93
>\$200K	644	(25.4%)	268	1,249	(24.9%)	264	2,001	(25.6%)	270

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

Visitor Demographics

Dec 1, 2023 - Nov 30, 2024

Winter Park, FL

Osceola Court, FL 32789

Benchmark: Nationwide



Transport to Work

Drove alone	1,924	(67.7%)	92	3,953	(74.3%)	101	5,940	(70.8%)	97
Worked from home	629	(22.1%)	228	1,012	(19%)	196	1,649	(19.7%)	203
Walked	123	(4.3%)	175	131	(2.5%)	99	281	(3.4%)	35
Carpooled	101	(3.6%)	41	132	(2.5%)	29	223	(2.7%)	31
Public transportation	43	(1.5%)	36	43	(0.8%)	19	159	(1.9%)	45
Bicycle	16	(0.6%)	118	16	(<0.5%)	63	81	(1%)	203
Other	6	(<0.5%)	21	36	(0.7%)	67	54	(0.6%)	64
Motorcycle									
Taxicab									

Travel Time to Work

Median travel time to work	19		82	21		93	22		95
Less than 10 minutes	431	(19.5%)	157	624	(14.5%)	117	917	(13.6%)	110
10-15 minutes	299	(13.5%)	102	690	(16%)	121	1,005	(14.9%)	113
15-20 minutes	422	(19.1%)	125	690	(16%)	105	1,106	(16.4%)	108
20-25 minutes	309	(14%)	97	608	(14.1%)	98	907	(13.5%)	94

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

Dec 1, 2023 - Nov 30, 2024

Osceola Court, FL 32789

Benchmark: Nationwide

Housing Units

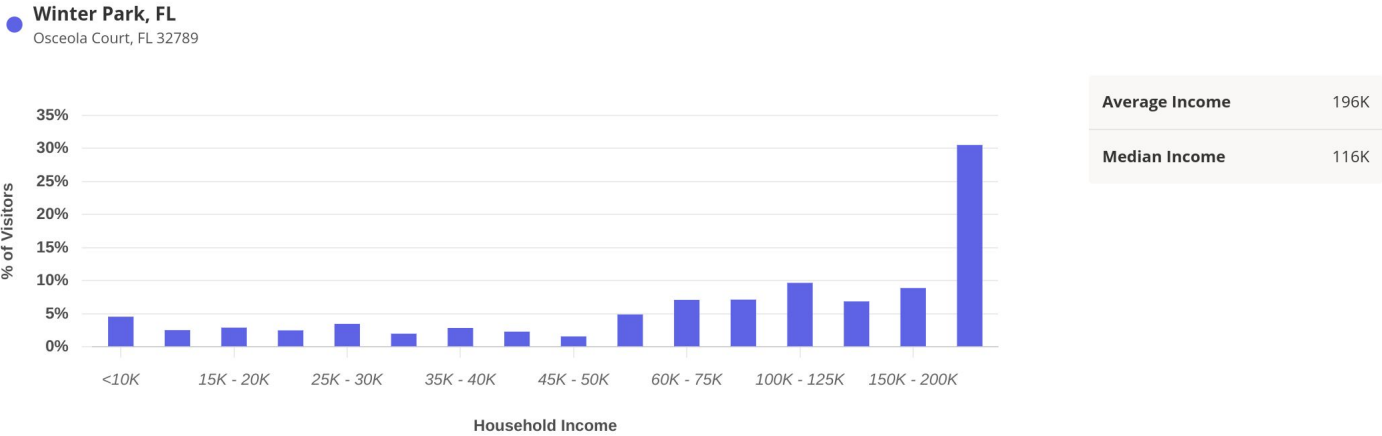
Occupied Housing Units

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

Visitor Demographics

Dec 1, 2023 - Nov 30, 2024

Household Income

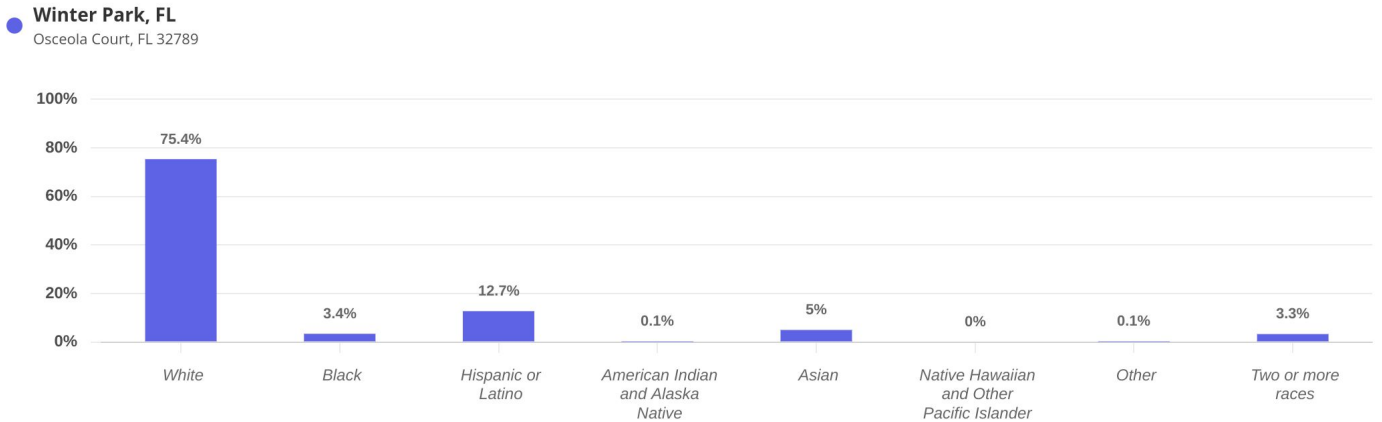


*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Dec 1st, 2023 - Nov 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Dec 1st, 2023 - Nov 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

