



Economic Development Advisory Board Regular Meeting

Agenda

January 14, 2025 @ 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

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. Consent Agenda**
 - a. Approve the minutes of December 10, 2024 1 Minute
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. Economic Enhancement District Policy Language 20 minutes
 - 5. Non-Action Items**
 - a. Subcommittee Update 20 minutes
 - 6. Staff Updates**
 - a. EDAB Commercial Performance Report 5 minutes
 - b. Winter Park Business Academy 2025 5 minutes
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Economic Development Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

January 14, 2025

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

Approve the minutes of December 10, 2024

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

1. EDAB-mins-2024-12-10 DRAFT



Economic Development Advisory Board

Regular Meeting Minutes

December 10, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Kevin McClanahan, Sarah Grafton, Roda Carter, Lauren Zimmerman, Ivan Lys-Dobradin, Owen Beitsch, Phillip Anderson

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 8:16 a.m.

2. Consent Agenda

- a. Approve the minutes of October 8, 2024

Motion made by Ms. Grafton to approve the minutes, seconded by Mr. McClanahan. Motion carried unanimously with a 7-0 vote.

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

Gigi Papa 1440 Hibiscus Ave. commented on the following: The Mayor and Commissioners are eliminating a non-profit that has served the community for over 100 years, a Michelin star restaurant and community favorite coffee shop; purchasing land at taxpayers' expense without assessing its actual value; and eliminating tax dollars while providing special interests waivers at tax payers expense. Ms. Papa asked the board as fellow residents to not follow orders that are given from anyone who appointed them, but instead look at the residents and how the mentioned concerns benefit the residents overall. Ms. Papa stated that it was obvious the residents want successful businesses and to work hand in hand with businesses, but the City Commission is currently not doing this. Residents want to allow this small unique city to remain the charming place that people want to come and raise families.

4. Action Items

5. Non-Action Items

- a. Subcommittee Review: Marketing, Data, and Scorecard

An update was provided on the three targeted conversation subcommittees; marketing, data and scorecard.

Marketing efforts were coordinated with the Park Avenue District Director by means of a small ARPA allocation. The placer data will be used to understand the year over year foot traffic for the Winter on the Avenue weekend as it appeared to be very well attended this year. Mr. Dudgeon advised that discussions on marketing efforts will continue into 2025 and will want to include all commercial districts. It was announced that Winter Park was named one of the top main streets in the country for holiday shopping and mentioned that the Park Avenue District may request ongoing funding. Mr. McClanahan questioned whether the increase in traffic has resulted in increased sales for the merchants. This discussion ushered in the update of the conversation between Ms. Zimmerman and staff regarding the data subcommittee.

Mr. Dudgeon advised The quantification of the data will not only need to come from placer, but from the merchants and the board. Ms. Zimmerman advised that there is a need to get creative with the merchants to provide customer zip code and demographic information. This will help to compile the data and in turn share the data with the merchants.

Mr. Anderson stated with the scorecard subcommittee meeting there was a consensus on three central opportunities; the target market, the challenge of owning or investing in residences or businesses and real estate in Winter Park. The initial focus will be on the Park Ave corridor and then extended to the other corridors.

b. Enhancement Area Next Steps

Mr. Dudgeon advised they had a worksession with the Commission, and found general support to consider the request. He stated timing, policy & resolution will all need to be clarified, written, and reviewed before submitting at a future Commission meeting. Sample policy language was displayed and discussed. Staff will move forward and craft something similar emulating the sample policy change language and bring back to the board in January.

6. Staff Updates

a. Center for Micro-Entrepreneurial Training Closing Report

Staff provided a concluding report on the 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 and the city providing resources in supporting entrepreneurial diversity. Appreciation was given to Mr. Simmons/CMET for his efforts and to the three pitch contest judges. An explanation of the pitch contest was explained as a culmination of the course with all presenters given three minutes to pitch their businesses and make an ask. Staff is working to establish an alumni program to track success. Ms. Carter shared her appreciation for implementing the program and bringing it to fruition.

b. EDAB Commercial Performance Report

The placer and head count reports will take approximately 10 days. Staff will send the information when received.

7. Board Comments

Mr. Lys-Dobradin joined the data subcommittee.

Ms. Zimmerman suggested that staff bring the Winter Park merchants together to meet and update them on what is going on in the city. Ms. Grafton suggested inviting all Winter Park merchants to attend the October Park Avenue District holiday meeting and have it held at City Hall. Mr. Anderson suggested an update on the dwell times in the different shopping corridors. It was offered that resident composition and zip code may impact resident dwell time.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 8:56 a.m.

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



Economic Development Advisory Board

agenda item 4.a

item type

Action Items

meeting date

January 14, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by**subject**

Economic Enhancement District Policy Language

motion | recommendation

Approve as presented

background

Staff presented the discussion regarding a Winter Park Enhancement District 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. 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 final input on resolution and policy language. For a resolution, the City is required to approve outlining the boundaries (with an image) of the program. Staff is recommending the resolution language to omit residential properties and properties located within Orange County or City of Orlando proper to avoid jurisdictional confusion. With regards to policy, 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 developed by staff. Language may be modified from time to time as recommended by the board and Commission approval. It also provides direction that EDAB is the recommending body for incentives to the City Commission when local enhancement area incentives are requested.

alternatives | other considerations

fiscal impact

attachments

1. CoWP Brownfield (Enhancement Area) resolution DRAFT
2. Winter Park EED (Brownfield) Incentive Policy

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, DESIGNATING CERTAIN LAND WITHIN THE BOUNDARIES OF THE COMMUNITY REDEVELOPMENT AREA OF THE CITY OF WINTER PARK AS AN ECONOMIC ENHANCEMENT DISTRICT (FOR BROWNFIELD DESIGNATION); DESIGNATING THE ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB) AS THE RECOMMENDING BODY TO THE CITY COMMISSION AS THE ECONOMIC ENHANCEMENT DISTRICT BOARD; AUTHORIZING THE CITY OF WINTER PARK NOTIFY THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION OF SAID DESIGNATION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on the 13th of August, 1991, the City Commission of the City of Winter Park approved Resolution 1528, which established the Community Redevelopment Area (CRA); and

WHEREAS, the Brownfields Redevelopment Act, Sections 376.77 - 376.85, of the Florida Statutes, as amended, (the "Brownfields Redevelopment Act" or the "Act") authorizes the City Commission to designate by resolution certain lands as a "Brownfield Area" for purposes of environmental remediation, rehabilitation, and economic development for such areas; and

WHEREAS, the City Commission of the City of Winter Park, Florida serves as the governing body of the Winter Park Community Redevelopment Agency which governs the Community Redevelopment Area; and

WHEREAS, the City Commission of the City of Winter Park, Florida has reviewed the requirements for designation set forth in Section 376.80(2)(b), Florida Statutes, and has determined that commercial properties within the Community Redevelopment Area qualify for designation as a Brownfield Area because the following requirements have been satisfied:

1. The rehabilitation and redevelopment of the proposed brownfield area will result in economic productivity of the area the redevelopment of the site will result in the creation of new permanent jobs at the brownfield area which are full-time equivalent positions not associated with the implementation of the brownfield area rehabilitation agreement and which are not associated with redevelopment project demolition or construction activities pursuant to the redevelopment agreement;
2. The redevelopment of the proposed brownfield area is consistent with the City of Winter Park Comprehensive Policy Plan and is a permissible use under the City's land development regulations;
3. Notice of the proposed rehabilitation of the brownfield area has been provided to stakeholders of the proposed area to be designated, and those receiving notice have the opportunity for comments and suggestions about rehabilitation; and

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

WHEREAS, such designation will allow for accelerated environmental assessment and if necessary, remediation of commercial properties within the CRA, as well as access to local and state incentives; and

WHEREAS, the City Commission of the City of Winter Park, Florida wishes to notify the Florida Department of Environmental Protection of its decision to designate a Brownfield Area for remediation, rehabilitation, and economic development for the purposes set forth in the Act; and

WHEREAS, the procedures set forth in Section 376.80 of the Act, including the notice and public hearing requirements set forth in Sections 125.66 and 125.66(4)(b)(2) Florida Statutes (2010), have been complied with.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA :

Section 1. The recitals and findings set forth in the Preamble to this Resolution are hereby adopted by reference thereto and incorporated herein as fully set forth in this Section.

Section 2. The area within the CRA described in Exhibit "A" attached hereto and incorporated herein by reference, located entirely within the municipal boundaries of the City of Winter Park, is hereby designated as the "CRA Economic Enhancement District" which shall hereafter be known as the "CRA:EED" and as a Brownfield Area for environmental remediation, rehabilitation, and economic development as set forth in the Act, under the following terms and conditions:

- a. The designation of the Brownfield Area by this Resolution does not, by itself, render the City Commission of the City of Winter Park, Florida responsible for the costs and liabilities associated with site remediation, rehabilitation, economic development, or source removal, as those terms are defined in the Act, unless the City Commission of the City of Winter Park, Florida specifically designates itself as a responsible person pursuant to Section 376.80(3), thereof.
- b. Nothing in this Resolution shall be deemed to prohibit, limit, or amend the authority and power or the City Commission of the City of Winter Park, Florida, otherwise legally available, to designate any other property or properties as a Brownfield area or Brownfield Area, or to modify, amend, or withdraw the designation as established herein.
- c. Residential properties, properties within the boundaries of Orlando or Orange County shall not be included in the boundaries.

Section 3. The Economic Development Advisory Board is hereby the recommending body to the City Commission as the Economic Enhancement District Board.

Section 4. In accordance with Section 376.80(1), Florida Statutes (2007), the City Commission of the City of Winter Park, Florida hereby directs the Office of Management & Budget of the City of Winter Park to notify the Florida Department of Environmental Protection of the City of Winter Park, Florida's, decision to designate this Brownfield Area for the purposes of remediation, rehabilitation, and economic development.

Section 4. Any property that has opted out in writing shall not be included in the District.

Section 5. All prior resolutions or parts of resolution in conflict herewith are hereby repealed to the extent of the conflict.

Section 6. This Resolution shall become effective immediately upon adoption by the City Commission of the City of Winter Park, Florida.

ADOPTED at a regular meeting of the City Commission of the City of Winter Park, Florida, held at City Hall, Winter Park, Florida on the _____ day of _____, 2024.

_____, Mayor

Attest: _____

Rene Cranis, City Clerk

Exhibit A



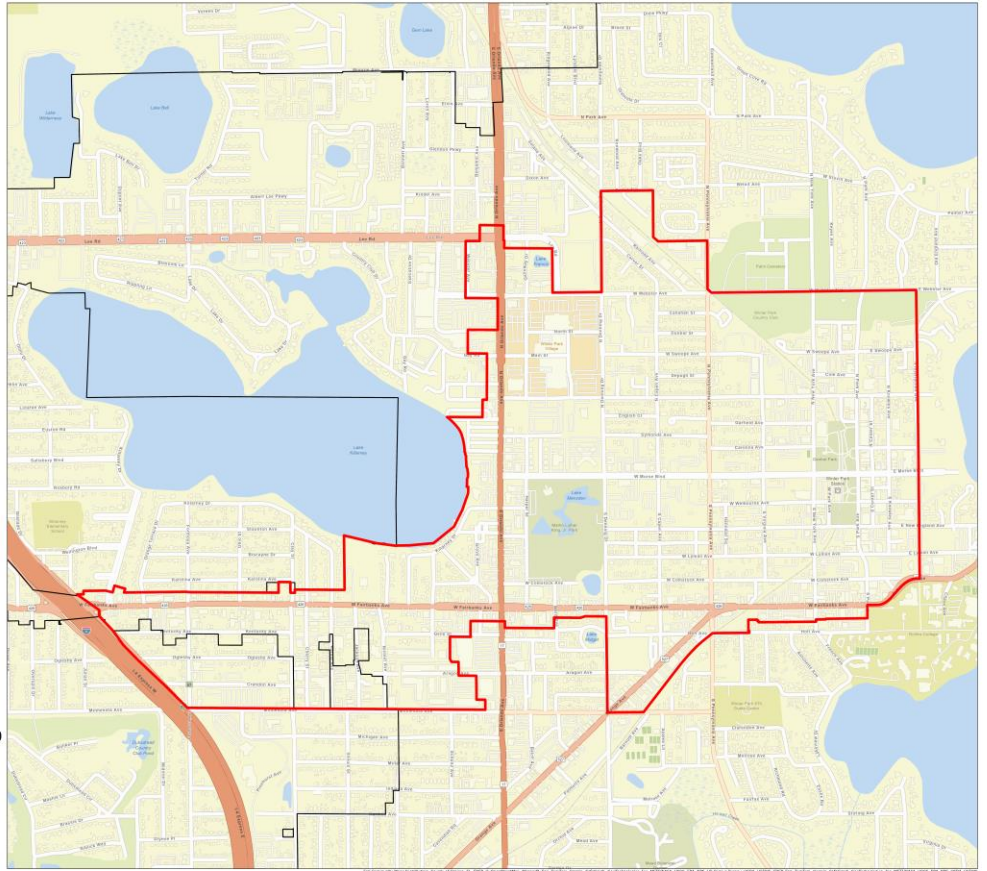
Community Redevelopment Agency Boundary

City of Winter Park
Florida



0 1,000 2,000 4,000
Feet

Date: 12/4/2024
Project: 20241204 CRA Layout
Source: City of Winter Park CRA



Winter Park's Florida Local Area Designated Brownfields and Building Permit and Transportation Impact Fee Waivers.

The Winter Park City Commission adopted the Florida Local Area Designation on XXX XX, 2025 as a tool to promote development and redevelopment within the City in accordance with F.S. 376. The City's Local Area Designated Brownfields are located within the City's Community Redevelopment 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 area to multiple State of Florida incentives and several incentives from the City of Winter Park.

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 Industries or Business Clusters 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, projects that promote attainable housing, a deficit in the city's economic climate or vibrancy, or .
- City-owned projects that benefit the general welfare of the City of Winter Park, its citizens, and the surrounding community.

Waivers can only be granted within the designated area, please see attached map. Waivers are approved by the City Commission with a recommendation from the Economic Development Advisory Board. 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 City staff and is limited to an additional six (6) months. Any further extensions must be approved by the City Commission. For additional information on Building Permit and Transportation Impact Fee Waivers, please contact the Economic Development Division.



Economic Development Advisory Board

agenda item 5.a

item type

Non-Action Items

meeting date

January 14, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Subcommittee Update

motion | recommendation

background

Staff is providing a section of the meeting to recap subcommittee discussions and reports. Committees include:

Marketing Data

1 Kevin Lauren
McClanahan Zimmerman

Scorecard

Phil Anderson
2 Sarah Ivan Lys- Owen Beitsch
Grafton Dobradin

alternatives | other considerations

fiscal impact

attachments

1. Property Overview - Park Ave Comparable- Dec 8, 2023- Dec 10, 2023-- Dec 6, 2024- Dec 8, 2024

2. EDAB Scorecard Metrics Outline (1)



Property Overview

Property:

PA

Park Ave

Morse Boulevard, Winter Park, FL 32789

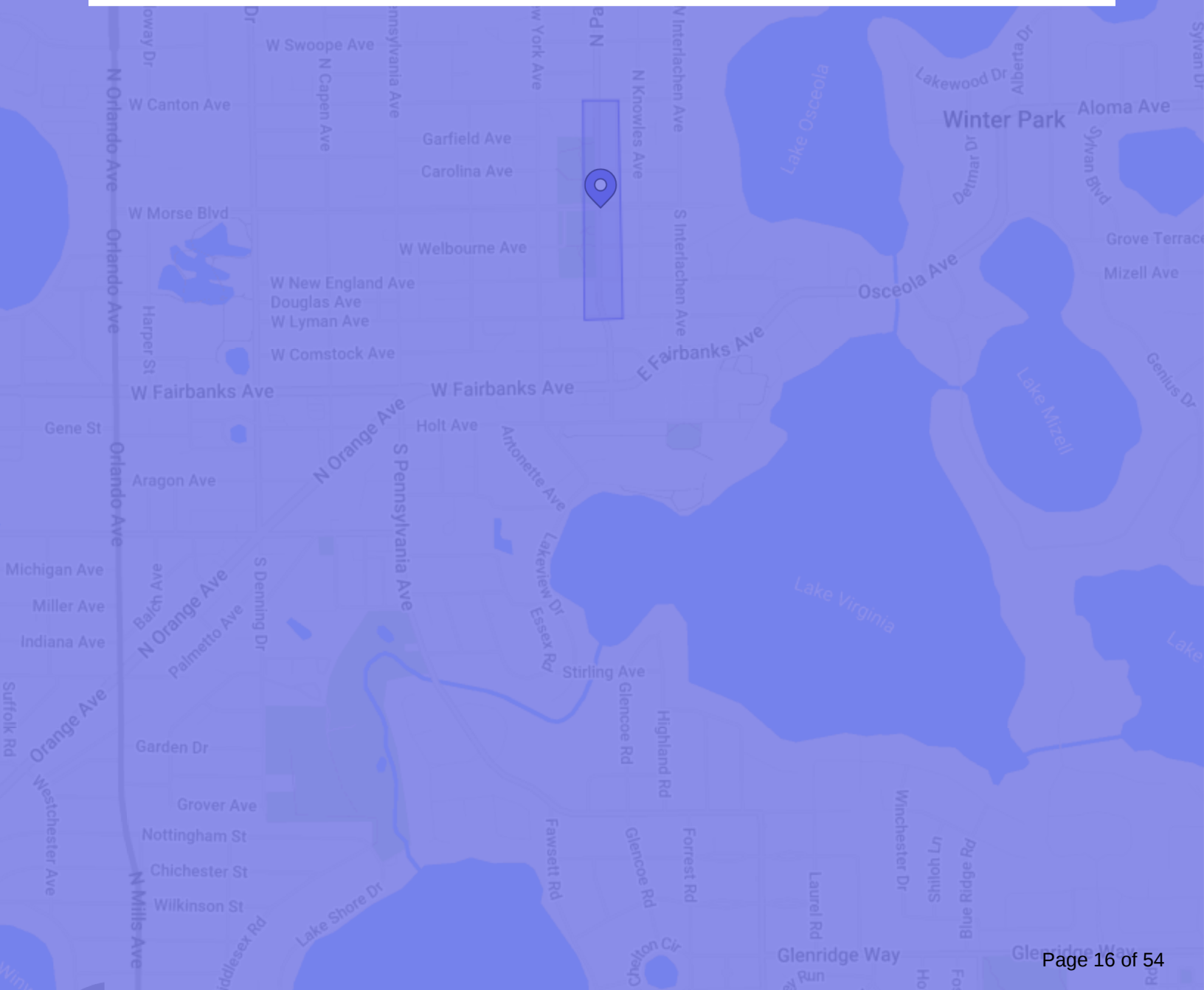
Dec 6 - Dec 8, 2024

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

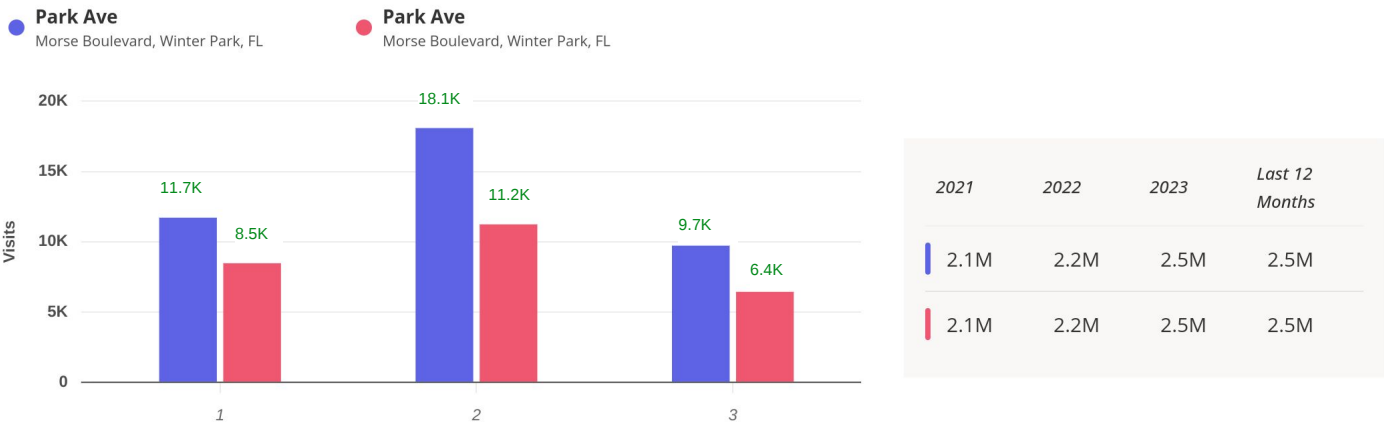
Park Ave - Dec 6th, 2024 - Dec 8th, 2024

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

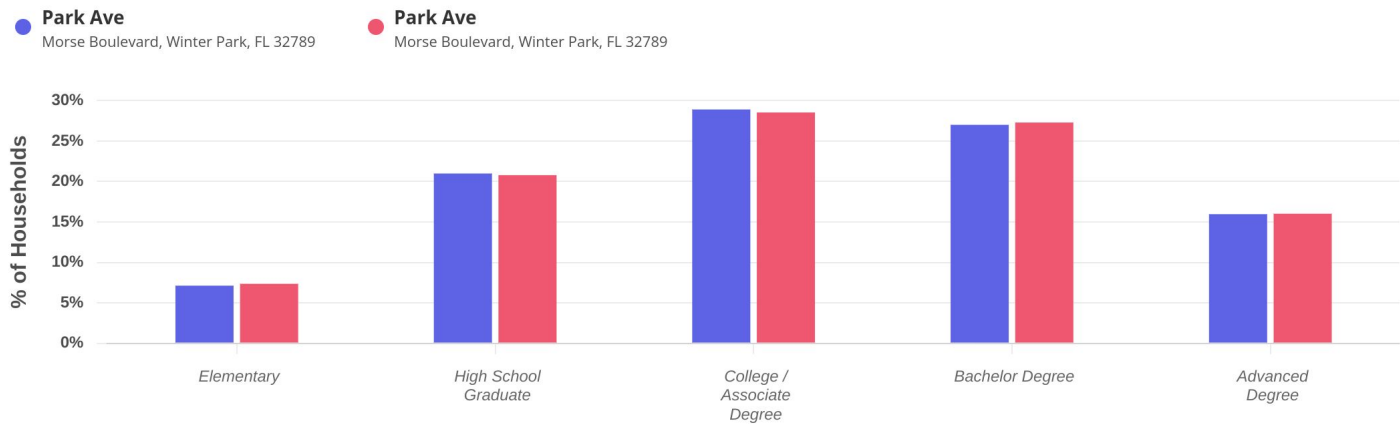
Household Income



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



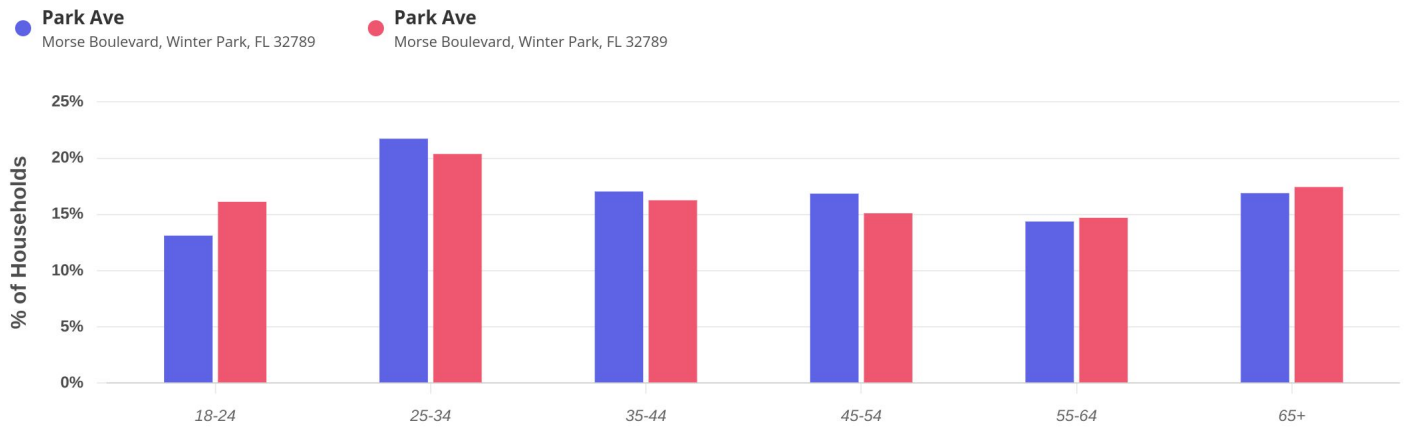
Park Ave - Dec 6th, 2024 - Dec 8th, 2024 | Data Source: Census 2021
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

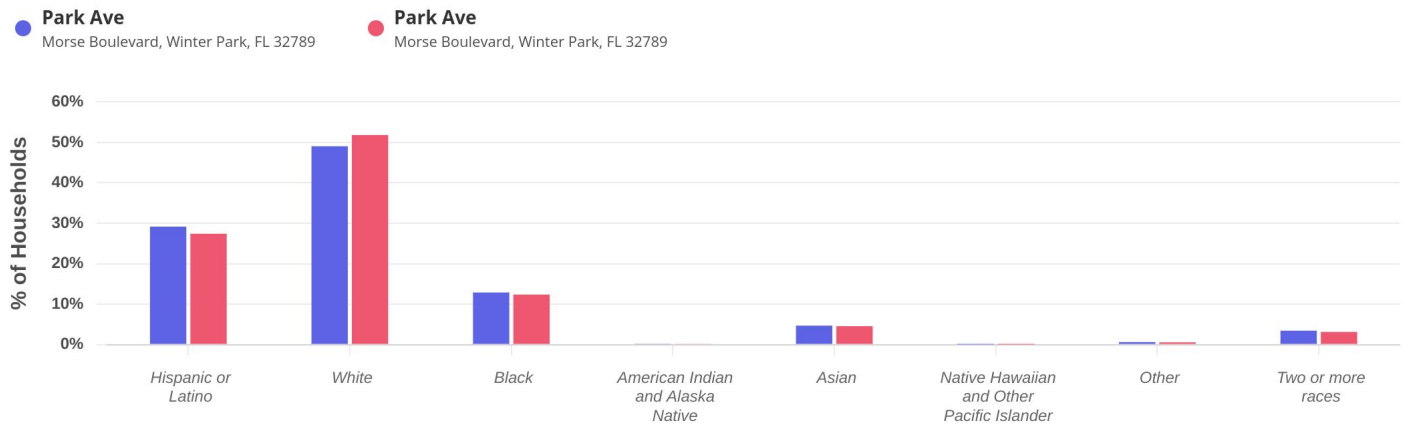
Age



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



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%

Time Compare

Morse Boulevard, Winter Park, FL 32789

X

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

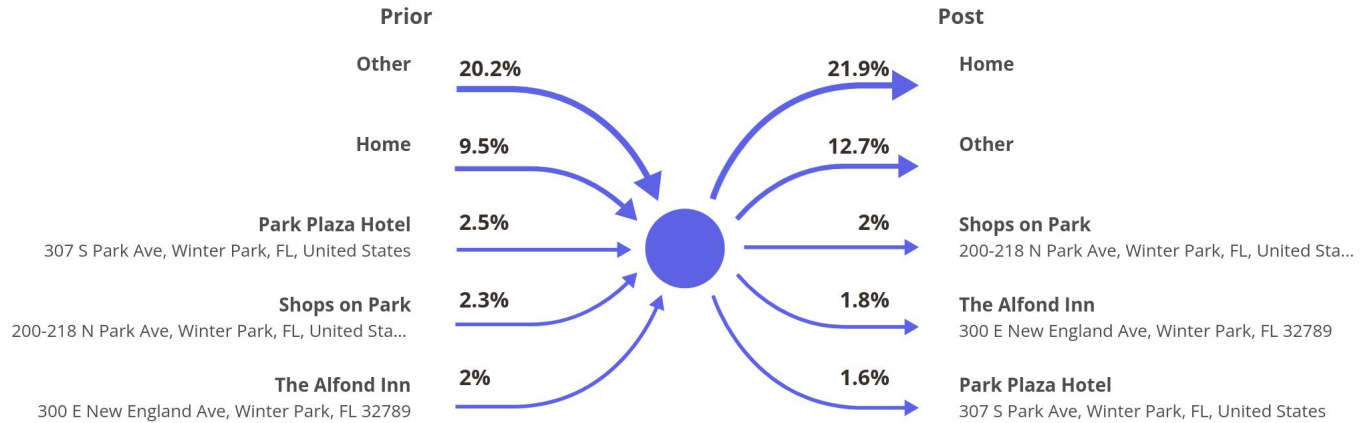
All | Compared to: Jan 1st, 2022 - Dec 31st, 2022 | Jan 1st, 2023 - Dec 31st, 2023

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

Placer.ai

Visitor Journey

Park Ave
Morse Boulevard, Winter Park, FL 32789

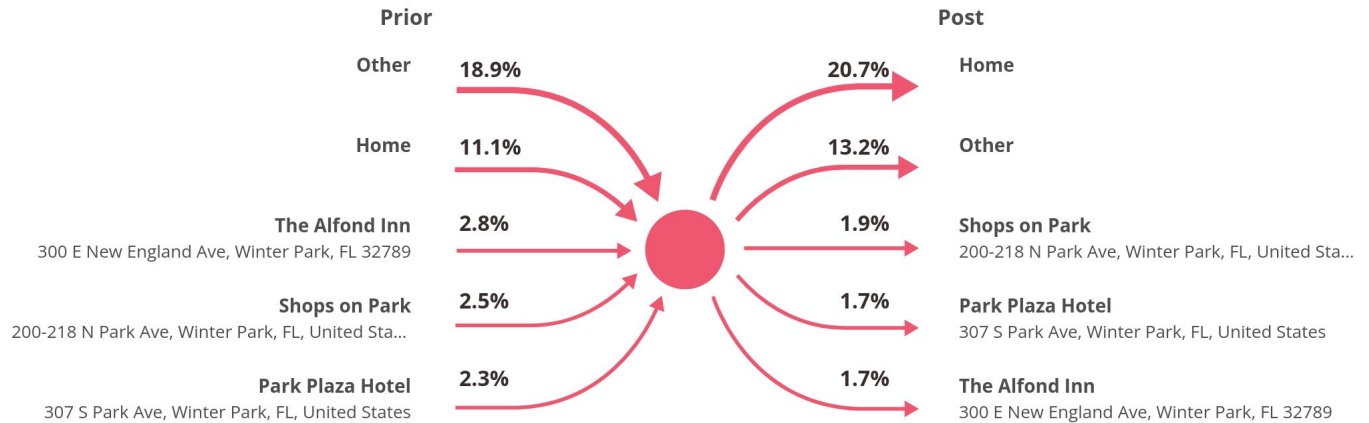


Show by: | Dec 6th, 2024 - Dec 8th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Park Ave
Morse Boulevard, Winter Park, FL 32789



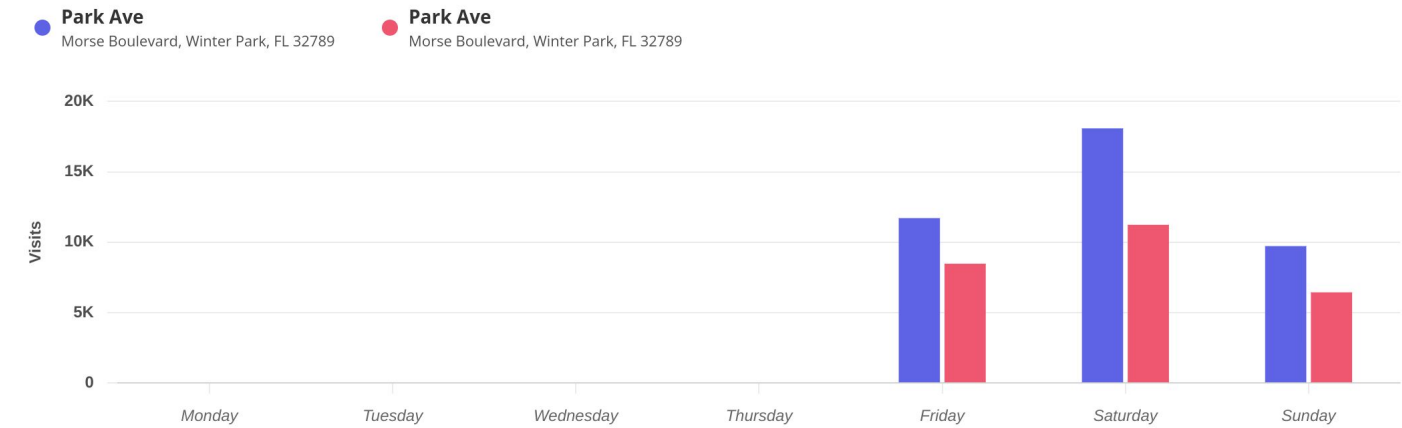
Show by: | Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

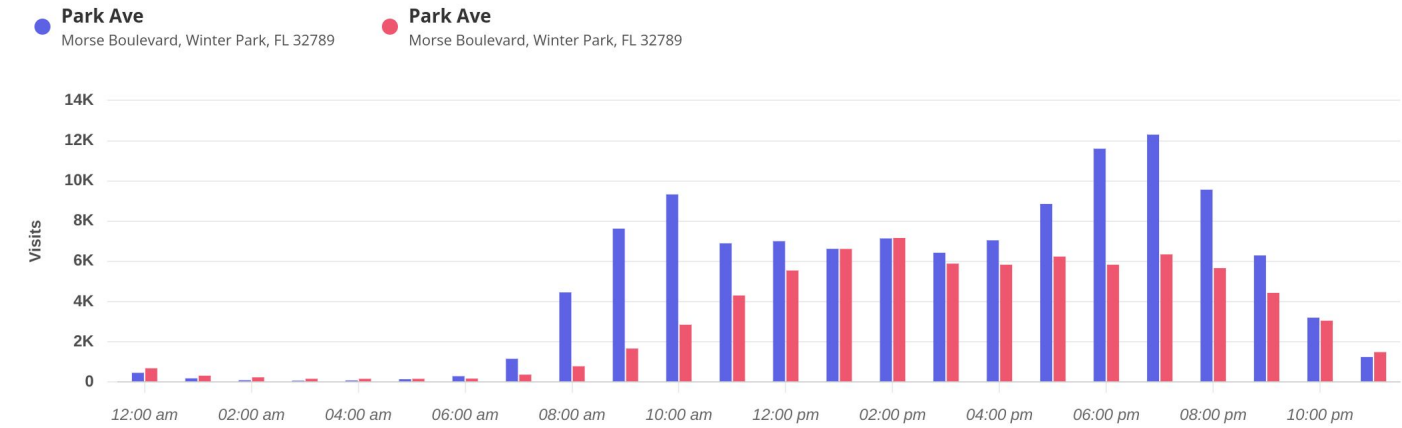
Daily Visits



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

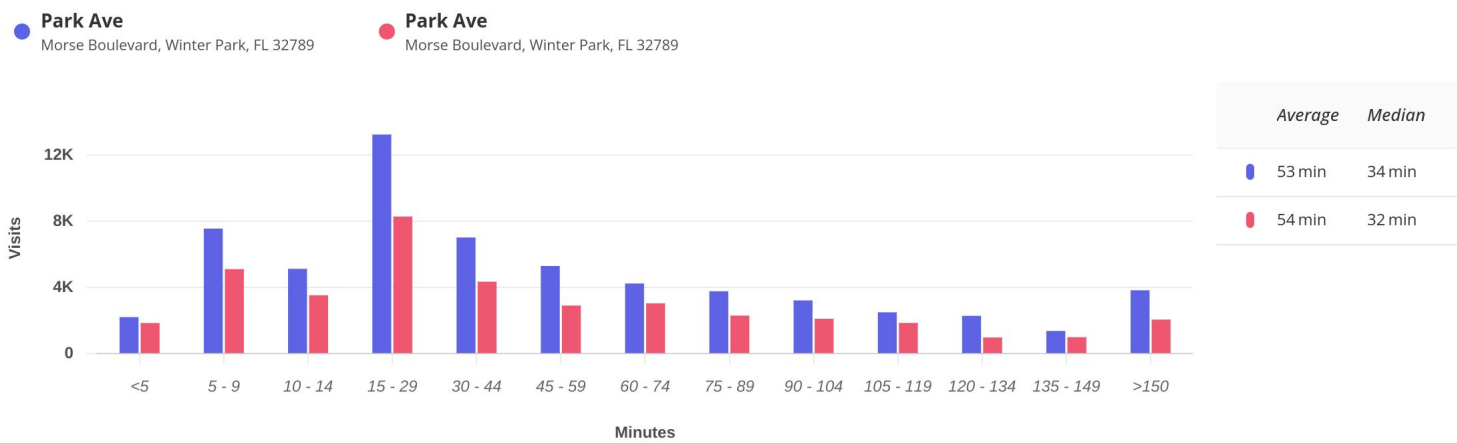
Favorite Places

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



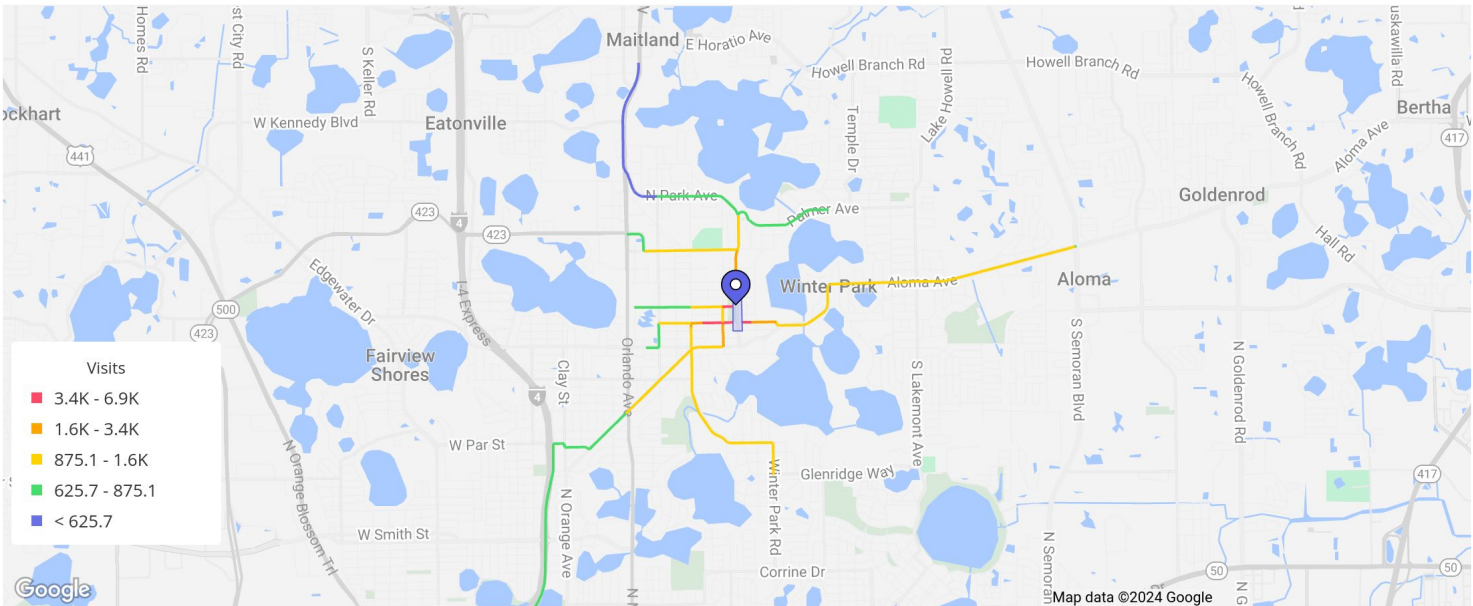
Visits
Park Ave - Dec 6th, 2024 - Dec 8th, 2024
Park Ave - Dec 8th, 2023 - Dec 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Visitor Journey - Routes

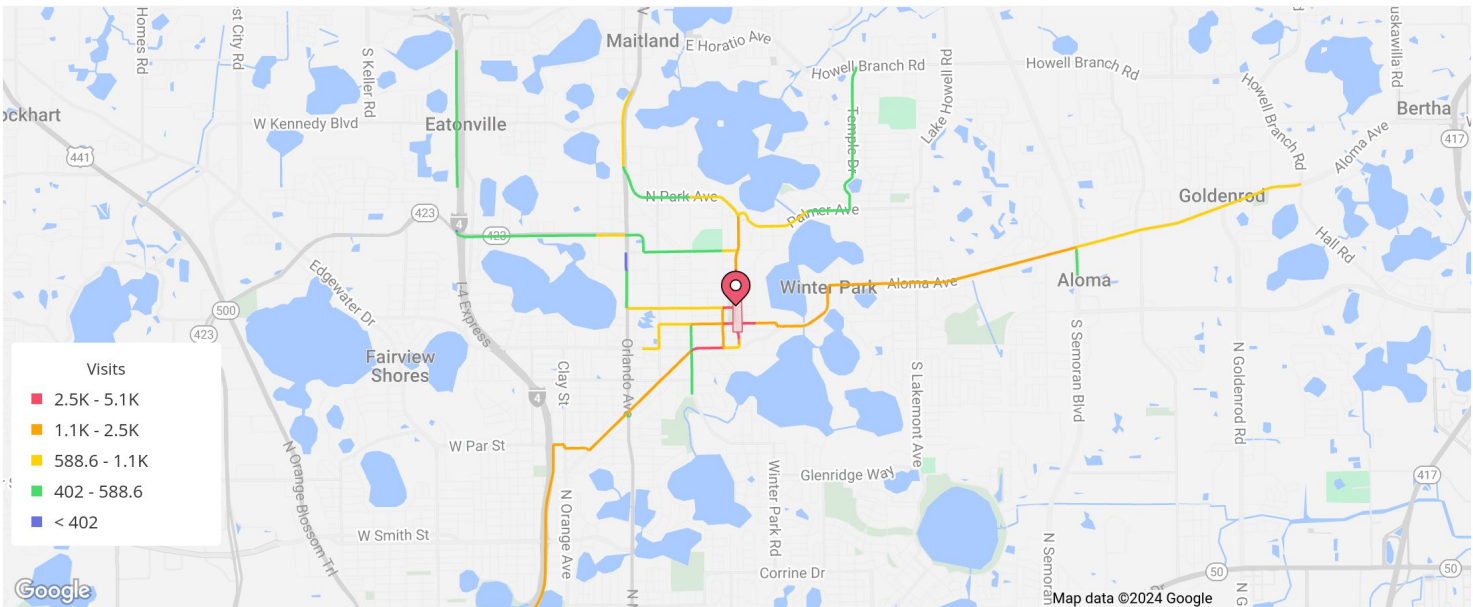


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | 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)



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.	



Economic Development Advisory Board

agenda item 6.a

item type

Staff Updates

meeting date

January 14, 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 Commercial Performance Report

motion | recommendation**background**

Monthly reports as requested

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

1. EDAB Commercial Performance Report - January 2025
2. EcoCounter Dec 2023
3. EcoCounter Dec 2024

Commercial Performance Report

1/25

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

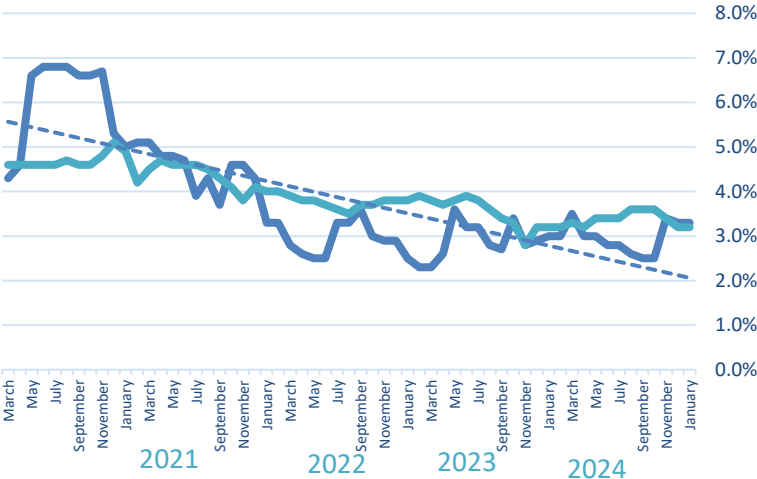
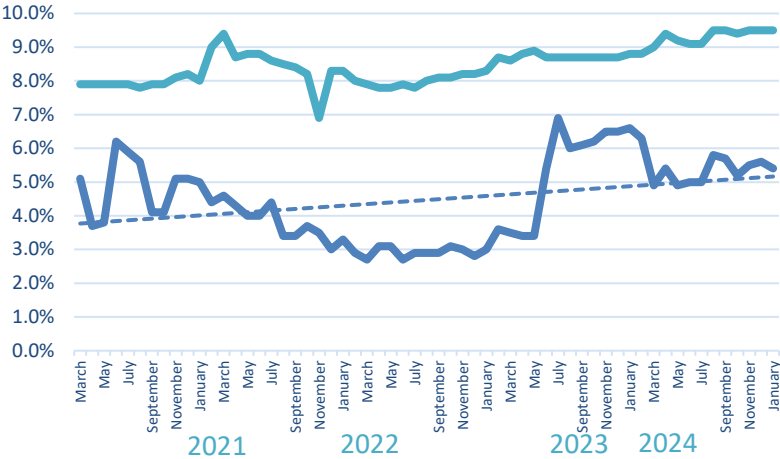
Sources: ESRI, CoStar, BLS

OFFICE Vacancy

RETAIL

Winter Park Orlando MSA

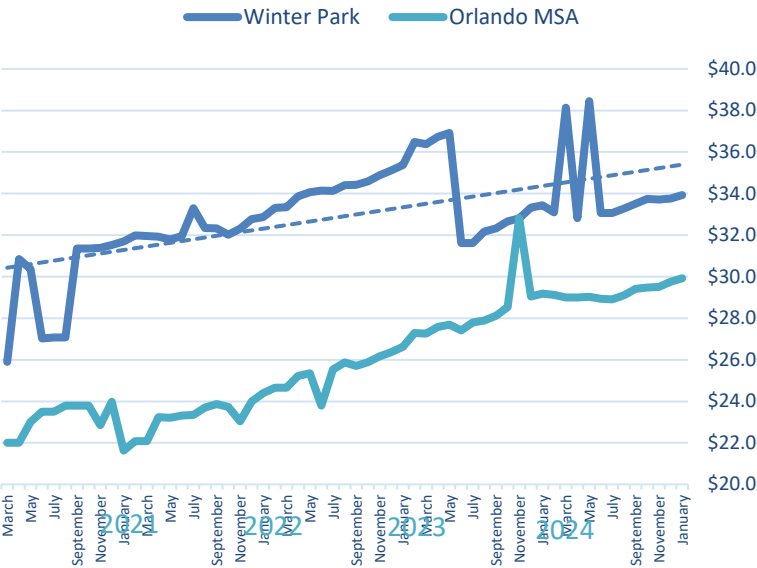
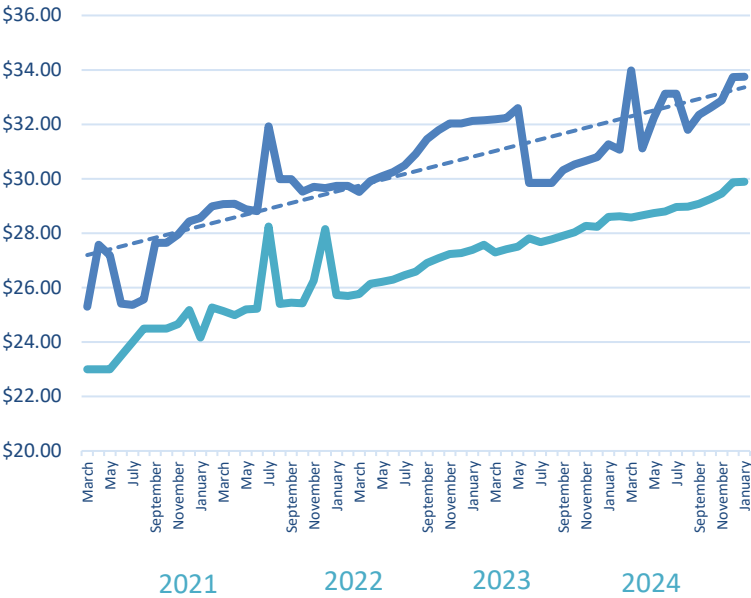
Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA



City of Winter Park



Kyle Dudgeon
01/03/2025

Key Figures

December 1, 2023 → December 31, 2023

Total

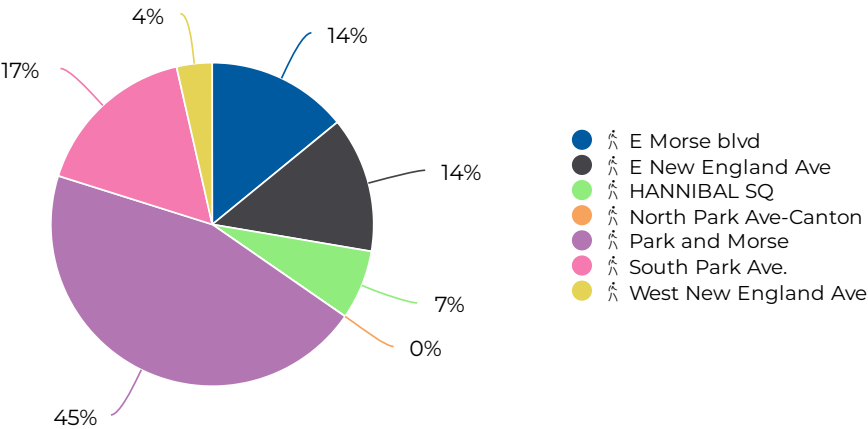
198,647

Peak Day

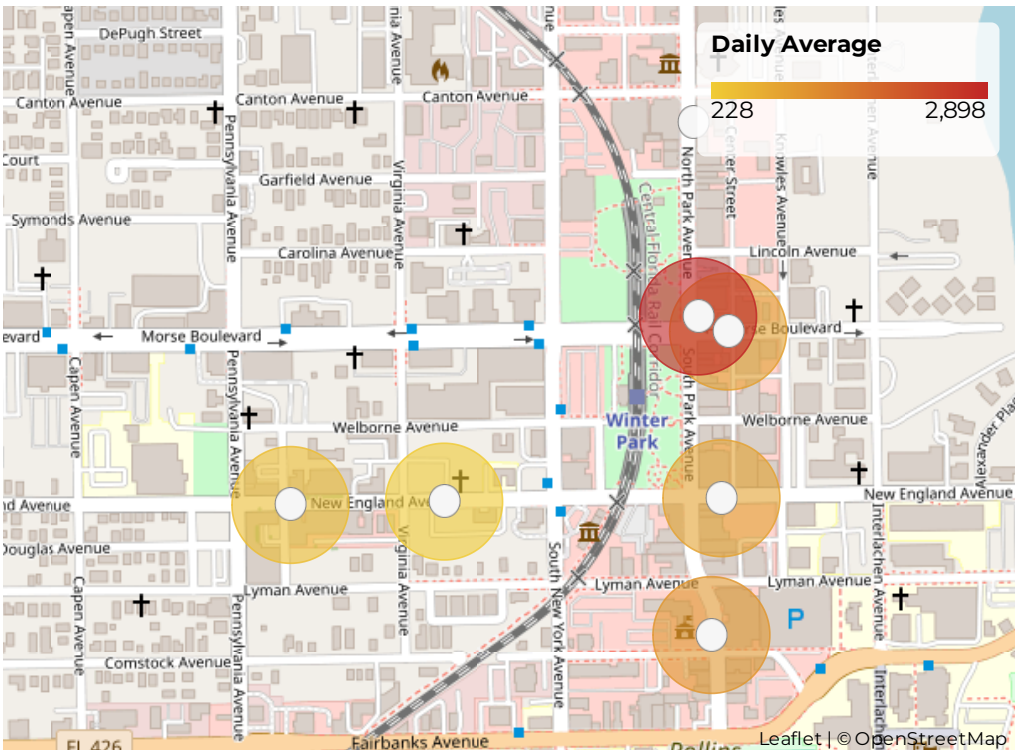
Saturday
Dec 2, 2023

15,057

Distribution



Key Figures Map

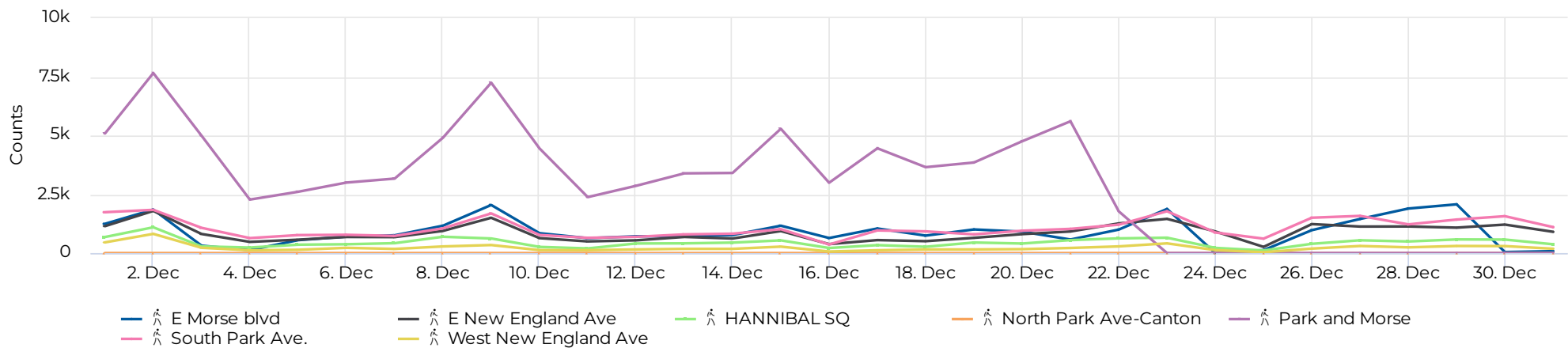


Compared to 12/02/2022 → 01/01/2023

Key Figures

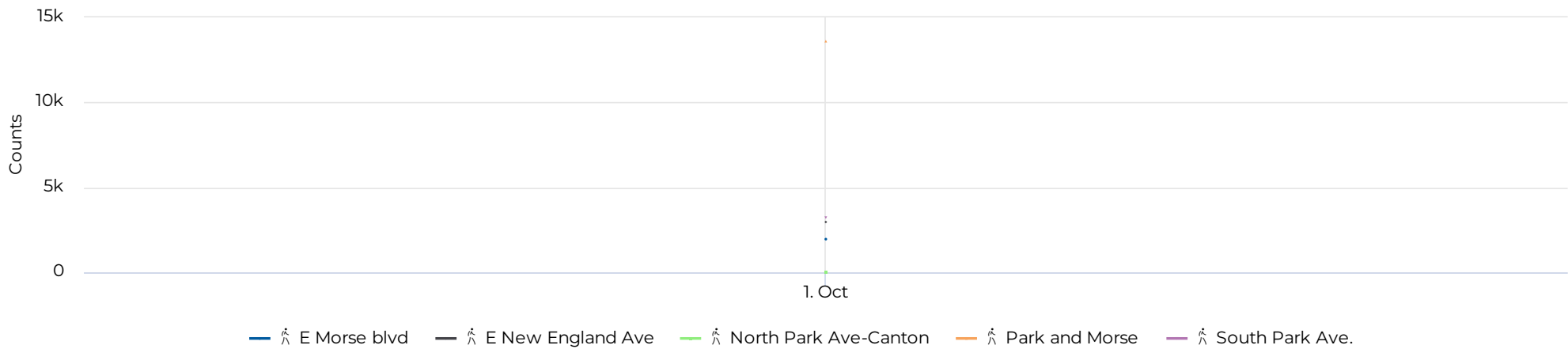
December 1, 2023 → December 31, 2023

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

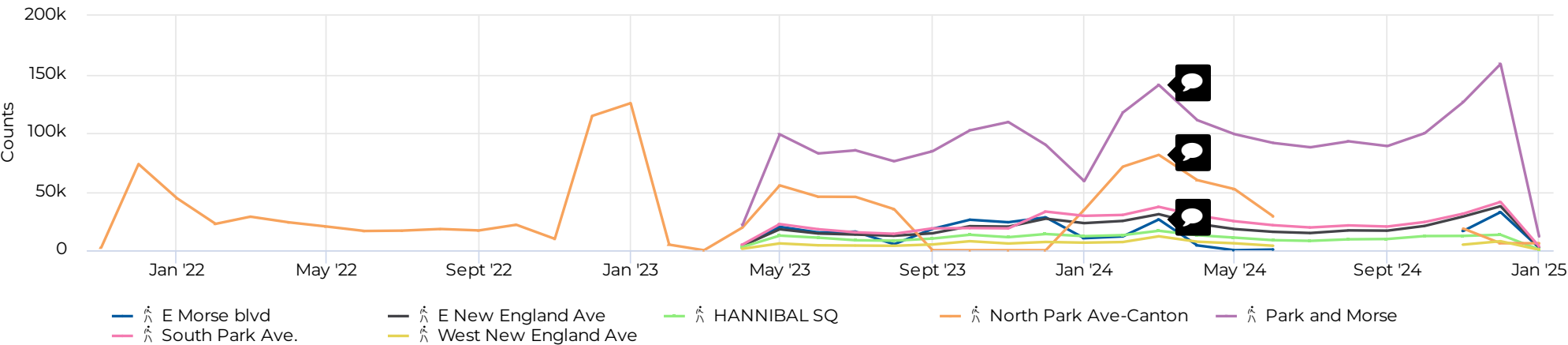


Key Figures

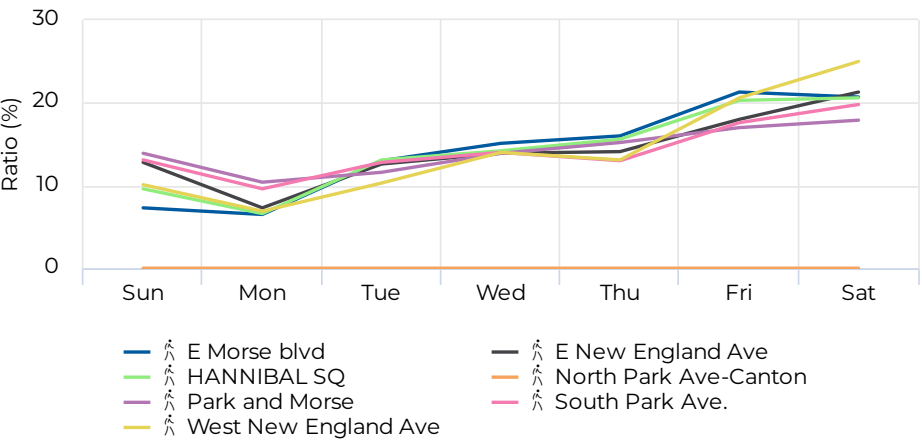
December 1, 2023 → December 31, 2023

Monthly traffic

Whole Period

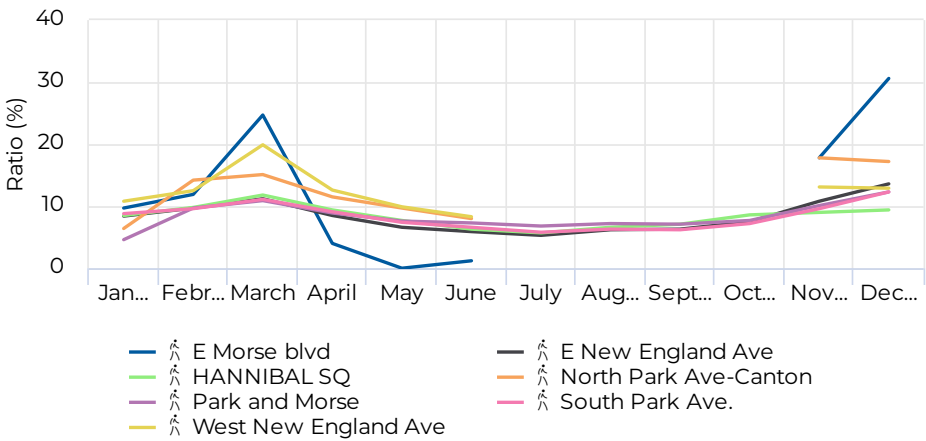


Daily Profile



Monthly Profile

01/01/2024 → 12/31/2024

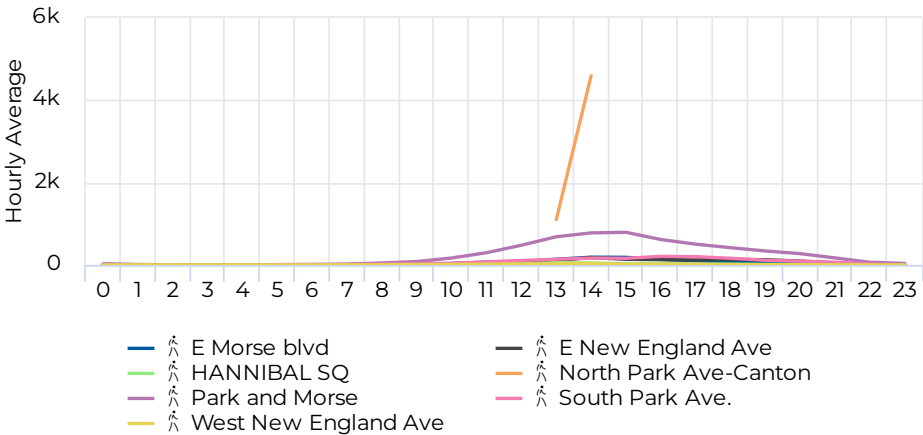


Key Figures

December 1, 2023 → December 31, 2023

Hourly Profile - Weekdays

01/01/2025 → 01/02/2025



Hourly Profile - Weekend

01/01/2025 → 01/02/2025

No Data

Key Figures

December 1, 2023 → December 31, 2023

Key Figures Summary

Site	Daily Average ▼		Peak Day		Peak Count	
Park and Morse	2,898		Sat Dec 2, 2023		7,659	
South Park Ave.	1,063		Sat Dec 2, 2023		1,839	
E Morse blvd	904		Fri Dec 29, 2023		2,074	
E New England Ave	869		Sat Dec 2, 2023		1,794	
HANNIBAL SQ	446		Sat Dec 2, 2023		1,097	
West New England Ave	228		Sat Dec 2, 2023		817	
North Park Ave-Canton	0 ▼ -100.0%		Sun Dec 31, 2023	Sat Dec 17, 2022	0 ▼ -100.0%	

📈 Compared to 12/02/2022 → 01/01/2023

City of Winter Park



Kyle Dudgeon
01/03/2025

Key Figures

December 1, 2024 → December 31, 2024

Key Figures Map

Total

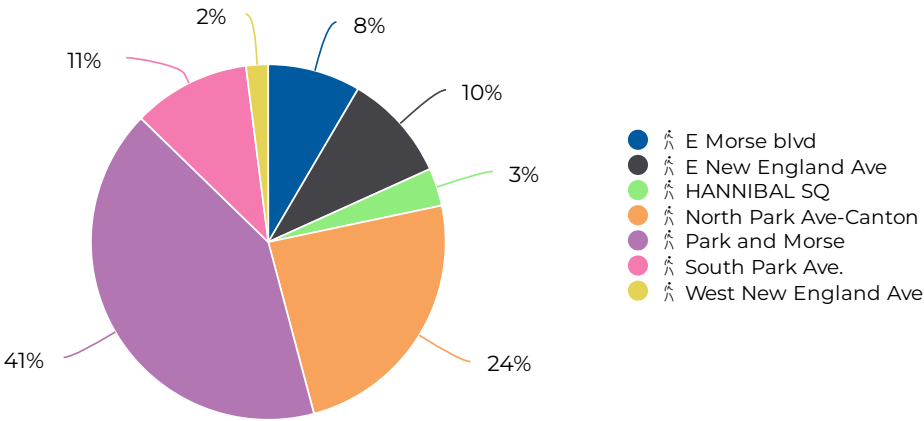
296,882

Peak Day

Saturday
Dec 7, 2024

16,401

Distribution

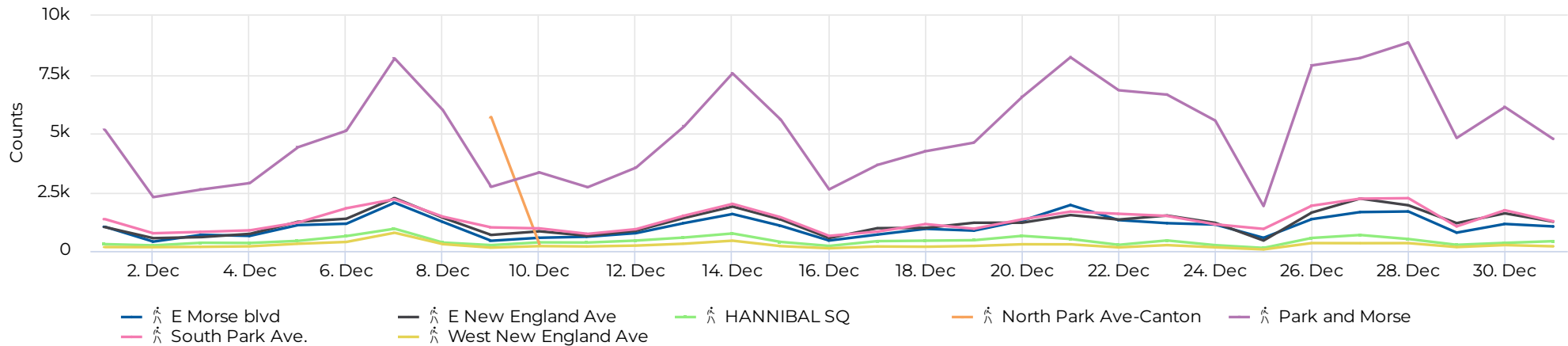


📈 Compared to 12/03/2023 → 01/02/2024

Key Figures

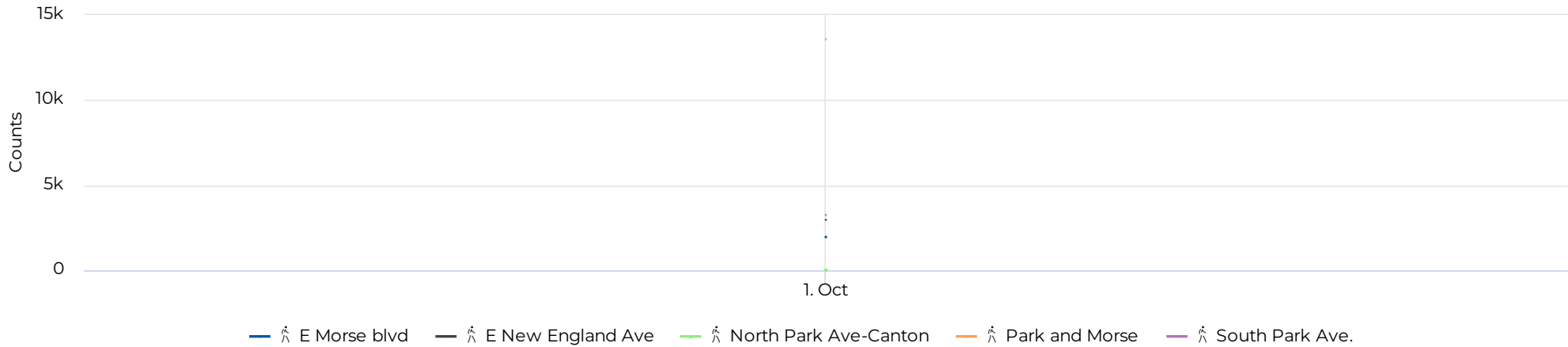
December 1, 2024 → December 31, 2024

Daily traffic



Monthly traffic

10/07/2023 → 10/08/2023

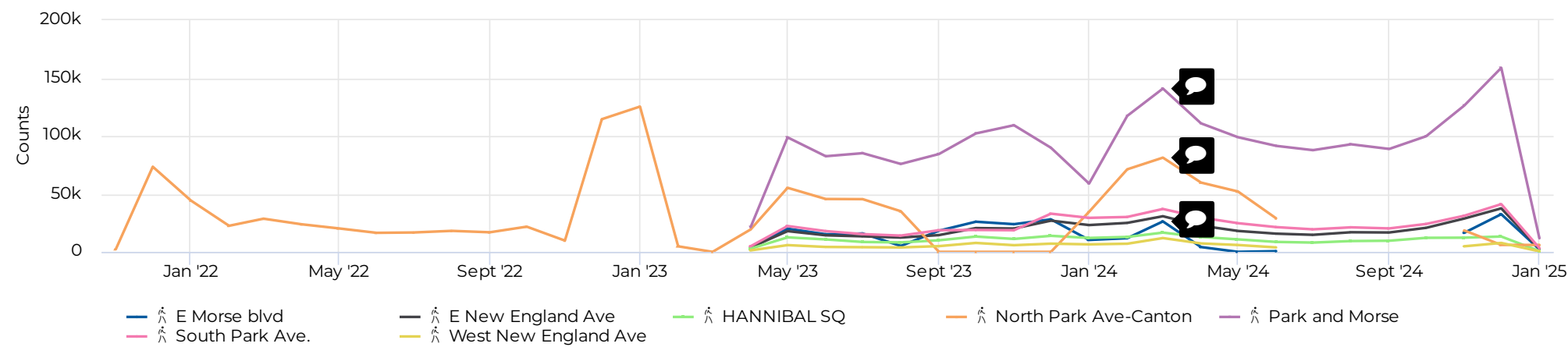


Key Figures

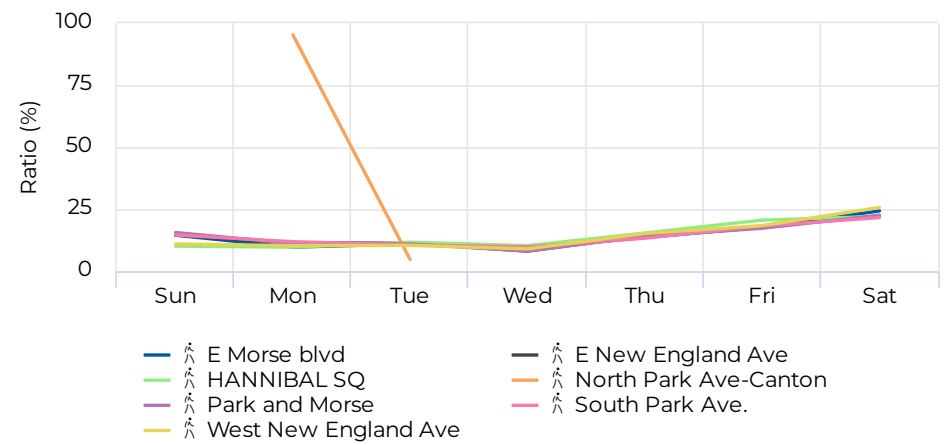
December 1, 2024 → December 31, 2024

Monthly traffic

Whole Period

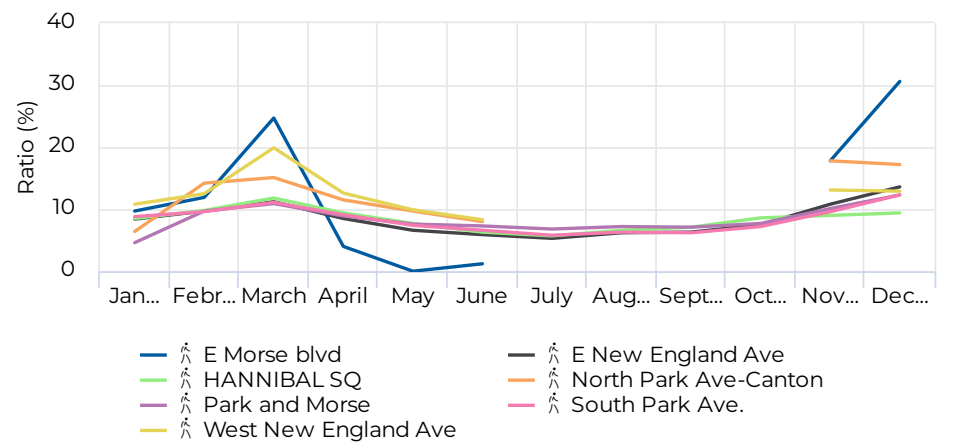


Daily Profile



Monthly Profile

01/01/2024 → 12/31/2024

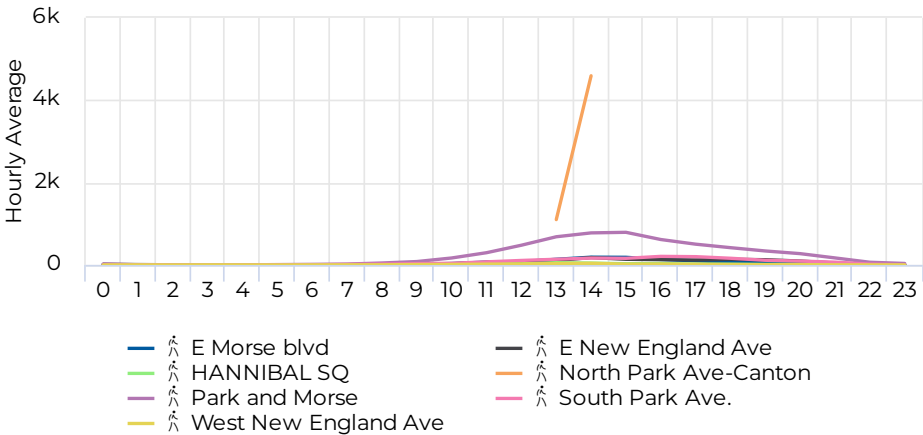


Key Figures

December 1, 2024 → December 31, 2024

Hourly Profile - Weekdays

01/01/2025 → 01/02/2025



Hourly Profile - Weekend

01/01/2025 → 01/02/2025

No Data

Key Figures

December 1, 2024 → December 31, 2024

Key Figures Summary

Site	Daily Average	▼	Peak Day	Peak Count
Park and Morse	5,123	▲ 106.0%	Sat Dec 28, 2024 Sat Dec 9, 2023	8,859 ▲ 22.2%
North Park Ave-Canton	2,986		Mon Dec 9, 2024 Tue Jan 2, 2024	5,692
South Park Ave.	1,328	▲ 29.4%	Sat Dec 28, 2024 Sat Dec 23, 2023	2,244 ▲ 26.1%
E New England Ave	1,211	▲ 47.2%	Sat Dec 7, 2024 Sat Dec 9, 2023	2,247 ▲ 49.6%
E Morse blvd	1,048	▲ 29.8%	Sat Dec 7, 2024 Fri Dec 29, 2023	2,051 ▼ -1.1%
HANNIBAL SQ	427	▲ 5.0%	Sat Dec 7, 2024 Fri Dec 8, 2023	945 ▲ 36.2%
West New England Ave	248	▲ 26.0%	Sat Dec 7, 2024 Sat Dec 23, 2023	774 ▲ 87.4%

📈 Compared to 12/03/2023 → 01/02/2024



Economic Development Advisory Board

agenda item 6.b

item type

Staff Updates

meeting date

January 14, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Winter Park Business Academy 2025

motion | recommendation**background**

The Winter Park Business Academy has been awarded the 2025 Executive Choice Diamond Award by the East Central Florida Regional Planning Council. The award represents local and regional impact and contributing to the mission of prosperity. "The East Central Florida Diamond Awards were established to commemorate the ECFRPC's 60th anniversary, and recognize the exceptional contributions of individuals, organizations, and projects that have shaped the region's future by honoring innovative approaches to urban planning and community development, these awards inspire continued progress and highlight the ECFRPC's enduring commitment to creating a better tomorrow." Staff is also including a checklist of program topics for the next six months for review.

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

1. ECFRPC Notification Letter_Congratulations on Winning the 2025 Executive Choice Diamond Award
2. WPBA Check List 2025

From: [Anne Sallee](#)
To: [Kyle Dudgeon](#); [Peter Moore](#)
Subject: Fw: Congratulations on Winning the 2025 Executive Choice Diamond Award
Date: Wednesday, December 18, 2024 1:29:28 PM

We are winners!!!

Get [Outlook for iOS](#)

From: Tara McCue <tmccue@ecfrpc.org>
Sent: Wednesday, December 18, 2024 12:16:06 PM
To: asallee@cityofwinterpark.org <asallee@cityofwinterpark.org>
Cc: Ken Storey <kstorey@ecfrpc.org>
Subject: [External] Congratulations on Winning the 2025 Executive Choice Diamond Award

[This email is from an external source. Before clicking any links, hover over them to check the actual address. Avoid opening attachments from unknown senders.]

Ms. Sallee,

Thank you for your submission to the East Central Florida Regional Planning Council's East Central Florida Diamond Awards. This year's submission pool was highly competitive and filled with many cutting-edge projects, plans, and programs.

I'm excited to announce that I selected Winter Park Business Academy for my Executive Choice Award for the 2025 East Central Florida Diamond Awards. The Executive Choice Award was created to allow me, as Executive Director, to highlight one application I was personally impressed with and believe our region would benefit from. As soon as I read your application, I knew this would be my handpicked selection for the 2025 ECF Diamond Awards. The Winter Park Business Academy's impressive numbers from its first year are great and the heavy amount of data in your application really helped show the program's success. The fact that this world-class training and mentoring is complimentary to the participants is incredible. I was also thoroughly impressed with how the program has leveraged existing nonprofits and community assets. I'm excited to learn the program has been renewed for this year and to bring more regional awareness to this excellent program.

Congratulations on your win.

We look forward to your joining us on February 19, 2025, at the Lake Mary Events Center to celebrate this great accomplishment and hear more about this project and others.

We will contact you in the coming weeks with more details about the event; however, please let us know who will attend to accept the award, answer questions, and provide a 3-4 minute overview of the project upon award acceptance. This year, in lieu of a panel, upon acceptance of the award, winners will have the opportunity to provide a 3-4 minute overview of the project, including the reason behind the project,

impacts from its implementation, partnerships, and lessons learned, followed by a brief Q and A.

As a Diamond Award winner, you are provided with two complimentary tickets. Please provide the following for the two guests and who will be speaking about the project;

- Name
- Email
- Phone
- Organization
- Dietary Restrictions

To purchase more tickets and to see information on event sponsorship opportunities, please visit https://www.ecfrpc.org/about_ecfrpc/diamond_awards.php

We look forward to the opportunity to celebrate this exciting project.

Again, thank you for your submission. We're excited to have you join us on February 19, 2025.

Tara McCue, AICP

Executive Director

East Central Florida Regional Planning Council

455 N Garland Ave. Orlando, FL 32801

407-245-0300 ext. 327

tmccue@ecfrpc.org

ECFRPC.org

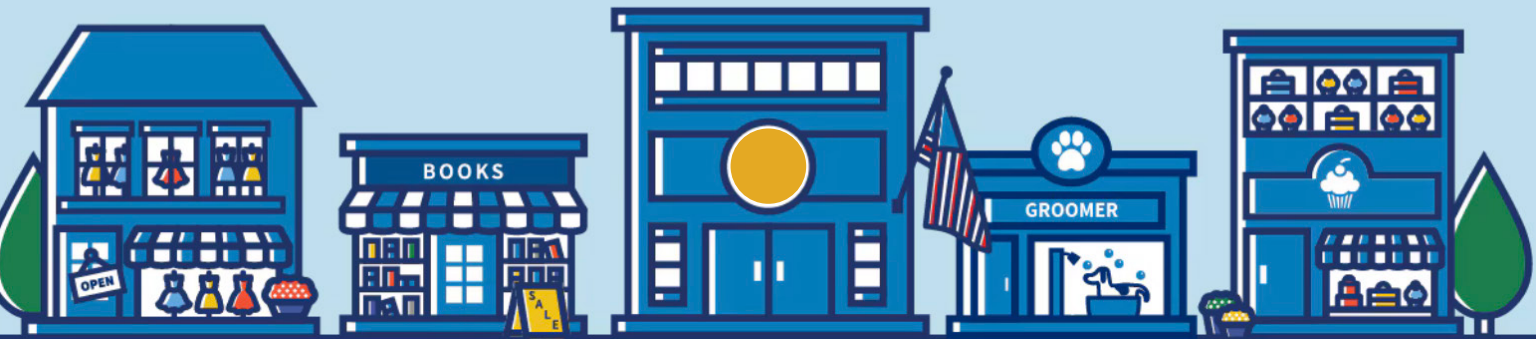


Florida has a very broad public records law. Absent a specific exclusion, written communications to or from ECFRPC email addresses are considered public records. Electronic communication with this correspondent may be subject to public and media disclosure requests. If you have any questions regarding the Florida public records and Government in Sunshine laws refer to Chapters 119 and 286 of the Florida Statute.



WINTER
PARK
BUSINESS
ACADEMY

JANUARY - JUNE 2025



UPCOMING BUSINESS WORKSHOPS

Join us for 1 or ALL!

January 21 - "New Year, New Business"

February 18 - "Elevator Pitch Your Business"

March 18 - "Navigating Your Taxes"

April 8 - "Chat GPT 101"

May 13 - "Chat GPT 102"

June 17 - "Secret Sauce to Communications"

ALL EVENTS
WINTER PARK
LIBRARY

ALL EVENTS
6-8PM