



Economic Development Advisory Board Special Meeting

Agenda

February 24, 2025 @ 9:00 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. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 3. Non-Action Items**
 - a. Data/Scorecard subcommittee prioritization 30 minutes
 - b. Small business relocation/retention narratives 20 minutes
 - 4. Staff Updates**
 - 5. Board Comments**
 - 6. Upcoming Agenda Items**
 - 7. Adjournment**



Economic Development Advisory Board

agenda item 3.a

item type

Non-Action Items

meeting date

February 24, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Data/Scorecard subcommittee prioritization

motion | recommendation

N/A

background

At the February 11th EDAB meeting, staff presented information related to the board's subcommittees - Data and Scorecard. A scope of work was provided from a third party firm to assist in the development of scorecard metric templates. The purpose of creating a template format was to allow staff to update on an as-needed basis. Each audience (residents, businesses, investor, Park Avenue District), was discussed in order to evaluate the most useful data points, and tell a story to each group.

To that end, staff is providing example data sets for each audience, a suggested priority, and examples of how they may be collected. Staff is requesting guidance on these priorities in order to update the most important items and provide clear direction to the firm for template creation.

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

1. EDAB Scorecard Metrics Outline_Priority

2. OEP Prosperity-Scorecard-Release-III

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 - separate list	

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.	
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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	Is this already provided?	
Location	Travel	Distance to Airport, train, port.	
	Special Interest	Distance to amusement parks	
Occupancy Rates	Vacancy Rate	Costar average by class	

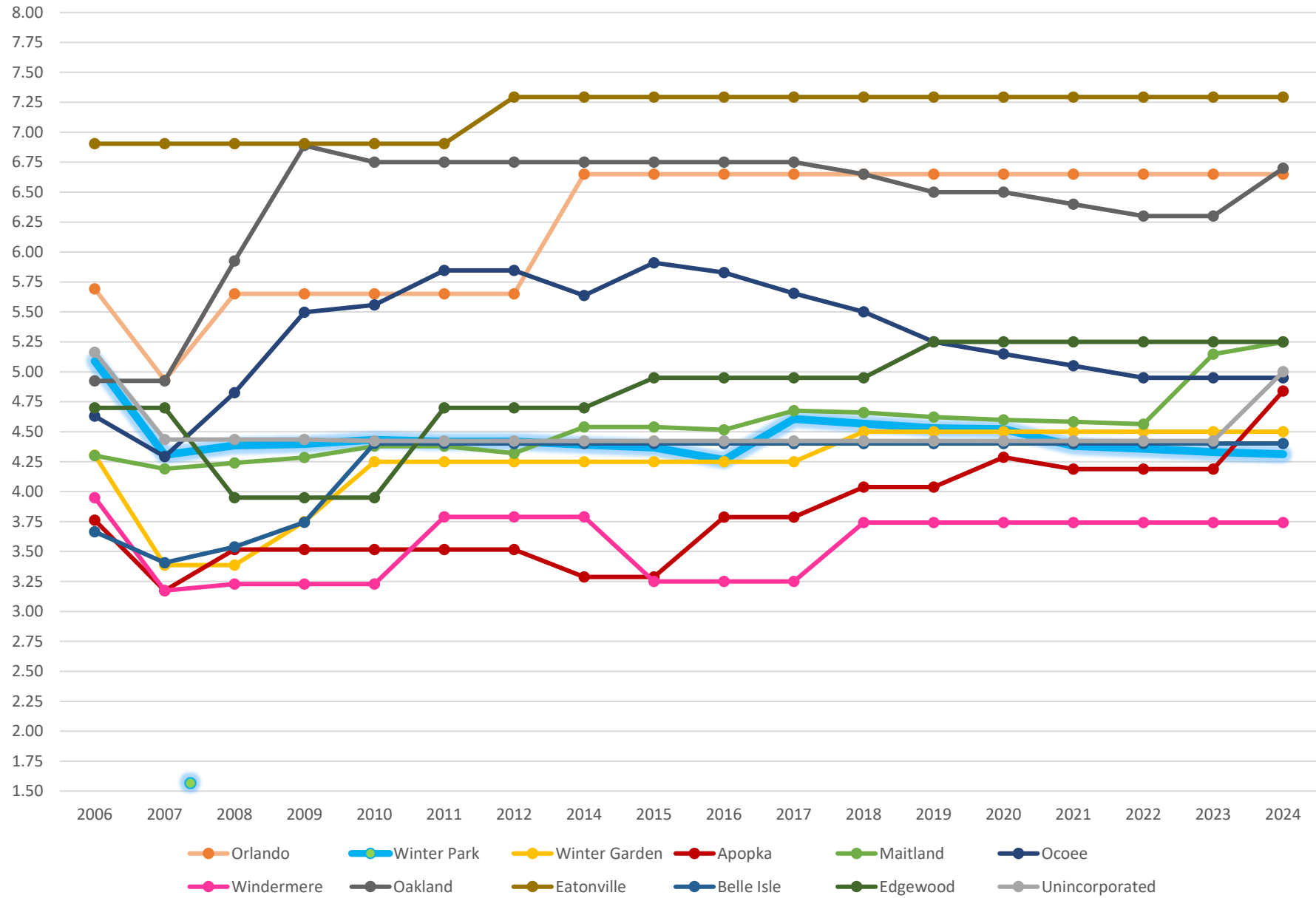
Downtown Park Ave District	Item	Methodology	Priority
Occupancy Rates	Park Ave Vacancy Rate	Local data from broker, no access to this.	
Lease Rate	Park Ave Lease Rate	Local data from broker, no access to this.	
Tenant Type Distribution	Tenant Distribution	Visual, would need to be created.	
Dwell Time	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.	

Objective	Strategy	Description	Goal	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Exceptional Quality of Life	Community Engagement	Website sessions	-	178,023	200,127	166,695	164,201	189,469	200,412	183,045	171,729	181,163	201,324	163,667	184,255
		Fans of Social Media - Facebook	10% annually	8,716	9,110	9,448	10,067	10,866	12,291	12,635	13,145	13,526	12,723	13,007	13,399
		Fans of Social Media - Twitter	10% annually	8,485	8,771	9,244	9,610	9,831	10,066	10,279	10,473	10,583	10,834	11,011	11,123
		Fans of Social Media - YouTube	10% annually	20,613	25,988	14,575	48,800	38,700	80,281	37,884	43,797	150,100	109,800	11,453	17,046
		Fans of Social Media - Vimeo	10% annually	4,044	4,820	3,673	7,712	3,041	2,539	3,001	5,408	1,307	1,299	1,407	2,379
		Fans of Social Media - Instagram	10% annually	1,688	1,946	2,250	2,632	3,563	3,976	4,421	4,880	5,395	5,828	6,521	7,094
	Tree Canopy	# Trees Removed (Hazard Mitigation)	-	160	128	112	144	103	126	172	147	151	100	70	64
		# Trees Planted	-	20	136	209	210	68	85	116	221	145	234	33	144
		# of Trees Given Away	-	15	10	1,552	-	3	107	1,235	-	72	-	-	1,000
	Parks & Rec	Cemetery Open/Close	-	23	27	29	29	28	36	30	22	15	18	16	34
		Community Center # of Visitors	40,000	47,750	58,580	63,158	65,127	47,438	48,395	40,100	36,500	41,774	20,579	1,516	7,632
		Community Center # of rentals	300	332	322	331	323	367	382	273	251	326	183	21	197
		Permitted Special Events	-	-	19	17	9	33	28	22	11	29	21	1	-
		# Golfers	8,250	8,899	9,914	9,370	8,528	9,356	9,499	9,313	7,762	8,695	8,629	6,005	8,750
Intelligent Growth & Development	Econ Dev.	Winter Park Retail Vacancy Rate	< regional rate	3.7%	4.4%	4.1%	3.4%	3.6%	4.0%	3.1%	4.6%	4.3%	4.6%	4.4%	4.8%
		Regional Retail Vacancy Rate	-	4.5%	4.4%	4.4%	4.5%	4.7%	4.6%	4.4%	4.8%	6.2%	4.0%	4.6%	4.6%
		Winter Park Office Vacancy Rate	< regional rate	3.1%	3.5%	4.0%	3.7%	3.9%	3.8%	3.7%	3.6%	5.1%	3.7%	6.2%	4.1%
		Regional Office Vacancy Rate	-	6.8%	6.9%	7.0%	6.8%	6.9%	6.8%	6.5%	6.6%	7.7%	9.0%	7.9%	7.9%
	Streamlined Permitting	% of Commercial Reviews completed within 21 days	100%	80%	82%	81%	84%	80%	80%	96%	90%	100%	89%	100%	100%
		% of New Res. Reviews completed within 21 days	100%	78%	87%	91%	74%	84%	75%	93%	86%	91%	85%	72%	83%
		New Commercial Project Permits Issued	-	10	33	26	25	40	35	16	17	2	9	3	9
		New Residential Permits Issued	-	25	37	22	25	36	25	29	27	18	28	14	27
	Tax Base	% of inspections completed next business day	100%	99%	99%	99%	99%	99%	99%	99%	99%	98%	99%	99%	99%
		New Commercial Project Permit Dollar Value	-	\$36,884,000	\$20,551,000	\$36,520,000	\$16,464,000	\$21,242,821	\$25,743,710	\$10,320,928	\$11,970,005	\$14,330,135	\$36,025,932	\$1,380,000	\$10,681,974
		New Commercial Project Permit Square Footage	-	63,321	72,758	60,844	78,109	9,958	359,316	61,249	69,555	80,604	68,954	5,445	23,051
		New Residential Permit Dollar Value	-	\$8,978,955	\$15,691,888	\$11,259,721	\$15,257,361	\$17,955,407	\$13,695,208	\$14,221,366	\$16,495,223	\$8,376,010	\$16,752,555	\$12,988,957	\$23,757,430
		New Residential Permit Square Footage	-	91,455	144,213	100,034	122,809	140,398	87,164	125,115	127,231	77,690	165,866	71,173	156,850
	Sustainability & Environment	Waste Diverted from Landfills	75% by 2020	19%	18%	17%	18%	16%	20%	20%	20%	19%	20%	19%	18%
		Electric Charging Stations Utilization Rate	-	1,064	1,199	1,134	1,176	1,378	1,066	1,320	1,739	1,897	2,003	1,068	1,317
		Residential Energy Audits	37	18	15	16	24	14	11	16	13	8	15	13	15

Objective	Strategy	Description	Goal	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Fiscal Stewardship	Efficient & Effective City Services	% Public Record's Requests completed within 3 days	90%	90.0%	85.0%	90.0%	85.0%	68.0%	No data	No data	No data	68.0%	75.0%	80.0%	85.2%
		Utility Billing Volume of calls	-	21,861	18,496	17,861	26,600	15,461	16,336	18,753	21,396	22,017	20,318	18,182	21,936
		Utility Billing avg. Customer call wait time (minutes)	< 5	3:26	2:13	4:49	3:10	2:27	2:20	3:00	6:53	12:07	12:05	5:28	15:54
		Fleet availability uptime	> 95%	98.1%	98.2%	98.1%	97.9%	97.9%	97.6%	97.9%	98.2%	97.8%	98.4%	98.3%	97.9%
		% Tickets completed within SLA	0.0%	81%	83%	77%	78%	73%	75%	78%	80%	75%	82%	81%	74%
	Fiscal Mgmt.	% Annualized Blended Rate of Return on Investments	-	no data	1.57%	1.69%	1.82%	no data	1.00%	1.89%	1.83%	1.83%	1.67%	1.44%	1.30%
		WP Electric Rates Compared to State Avg.	< 105%	96.35%	97.45%	98.67%	99.54%	100.02%	100.03%	99.82%	99.67%	99.64%	98.45%	96.88%	95.73%
Public Health & Safety	Police Svs.	# of 911 Calls Received	-	6,189	5,774	6,068	5,819	5,642	5,881	5,938	6,268	5,969	5,715	4,625	4,918
		911 Calls Answered within 10 Seconds	95%	97%	97%	97%	99%	96%	97%	97%	96%	96%	96%	96%	97%
		Priority #1 - Emergency Calls for Service	-	53	52	64	58	56	45	55	48	71	68	69	57
		Priority #1 Response Times	< 3 min	2:34	2:38	2:49	3:06	2:20	2:23	2:03	2:49	1:58	2:47	2:06	2:38
	Fire Svs.	Total calls for service (Fire, EMS, Tech, HAZ)	-	1,287	1,317	1,282	1,241	1,226	1,243	1,278	1,245	1,307	1,316	1,062	1,235
		Total response time at the 90th percentile (Fire) Distribution	<10:00	13:05	12:10	10:31	11:32	10:28	11:11	8:06	8:52	7:07	6:19	11:02	10:19
		Total response time at the 90th percentile (EMS) Distribution	<10:00	9:02	8:49	8:25	8:04	8:35	6:44	7:28	7:04	6:44	7:54	6:56	7:27
		% of patients with a Return of Spontaneous Circulation	30%	25%	30%	29%	25%	0%	25%	20%	14%	0%	25%	34%	0%
	Code Compliance	% of complaints brought to compliance	90.0%	95.0%	97.0%	94.0%	97.0%	97.6%	98.0%	98.4%	98.8%	100.0%	100.0%	100.0%	99.0%
Investment in Public Assets & Infrastructure	Water Svs.	Wastewater Collection Sewer overflows (1,000/gal)	0	0	0	0	0	0	0	0	0.9	0	0	0	0
		Utility Maintenance Sewer overflows (1,000/gal)	0	1	0	0	2	1.4	0.9	6.9	0	0	0	0.6	0.7
	Lakes	Avg Lake Clarity Chain of Lakes (ft depth)	> 6.5	6.9	8.46	8.27	9.02	6.9	8.2	5.1	10.2	6.9	8.5	6.6	7.1
	Enhance Transportation	SunRail Ridership (avg. daily ridership)	0	323	360.2	320.9	444.8	503.5	602.2	482.3	520.4	529.9	458.6	92.2	131.5
	Electric Integrity	SAIDI Minutes (12 mo rolling sum)	< 60	25.56	25.35	11.16	12.52	21.25	23.13	25.13	20.42	13.61	17.88	33.9	36.39

Objective	Strategy	Description	Goal	FY16 Year End	FY17 Year End	FY18 Year End	FY19 Year End	FY20 Year End
Exceptional Quality of Life	Parks & Rec	Park Acreage actively maintained	10 acres per 1000 residents	346.1	346.1	395.5	395.5	395.6
		Park Acreage per 1,000 people	10	11.8	11.8	13.1	13.1	12.9
Fiscal Stewardship	Forward Thinking Fiscal Management	General Fund Revenue projections actual received vs. orig. budget	99% - 101%	102.40%	105.70%	105.10%	105.14%	96.20%
		General Fund Expenditure projections actual expended vs. revised budget	< 100%	99.50%	99.70%	98.80%	100.20%	99.40%
		Budget GFOA Award received	Yes	Yes	Yes	Yes	Yes	Yes
		CAFR GFOA Award received	Yes	Yes	Yes	Yes	Yes	Yes
		Unencumbered General Fund Reserves	\$17 million	8,044,529	9,690,512	13,547,366	15,877,903	16,816,295
		City Debt Service Rating	>=Aa-	Aa1	Aa1	Aa1	Aa1	Aa1
		Electric Debt Coverage Ratio	> 2.75	2.55	1.81	2.71	2.65	3.38
		Electric Days Working Capital Available	> 45 days	69.3	44.5	42.8	41.5	89.2
		Water Utility Days Working Capital Available	> 45 days	216.1	199.9	223.6	205.5	231.5
		Water Utility Debt Coverage Ratio	1.25	1.98	1.99	1.92	2.09	2.44
		CRA TIF/Debt Ratio	1.50	2.00	2.53	2.90	3.26	3.68
	Efficient & Effective City Services	Workers Comp Experience Mod #	< 0.8	0.73	0.7	0.75	0.81	0.92
		Utility Billing % collection loss (bad debt)	< 0.5%	0.11%	0.19%	0.10%	0.12%	0.24%
		Per Capita Cost of Parks and Recreation per Day	< \$0.50	\$ 0.42	\$ 0.40	\$ 0.51	\$ 0.52	\$ 0.55
		Parks Operations Cost Recovery %	> 25%	30%	36%	30%	34%	29%
		Parks Maintenance Cost Per Acre	\$ 8,500	\$ 7,367	\$ 7,851	\$ 8,207	\$ 8,525	\$ 7,729
Public Health & Safety	Police Svs.	% Change in Local Crime Rate vs. County	< 0%	6.30%	-1.20%	-12.50%	2.20%	TBD
Investment in Public Assets & Infrastructure	Water Svs.	Distribution System Unaccounted for Water	< 5%	6.69%	4.69%	6.84%	7.12%	8.72%
		Conformance to Wastewater Guidelines (State & Fed)	100%	100%	100%	100%	100%	100%
		Conformance to Drinking water Guidelines (State & Fed)	100%	100%	100%	100%	100%	100%
	Electric Integrity	New Undergrounded Miles completed	5.0	6.2	6.1	5.8	5.2	6.4
	Corridors	Avg Paser Road Index (% of roads at PASER 5 or above)	> 85%	90%	90%	90%	99%	97%
		Avg Brick Road Rating (% above level 2)	> 85%	90%	90%	90%	96%	96%
	Transportation	Road Miles Repaved	> 7	6.40	3.71	8.34	7.79	6.36

Millage Comparisios + Debt Svc



School Name	Grades	Address	Public/Private	Ranking
Private and Parochial Schools				
St. Margaret Mary School	PK-8	142 E. Swoope Ave. Winter Park, Florida 32789	Parochial	St. Margaret Mary Catholic School is a private, Catholic school located in WINTER PARK, FL. It has 499 students in grades PK, K-8 with a student-teacher ratio of 12 to 1.
Trinity Preparatory School	Gr 6-8	5700 Trinity Preparatory Ln. Winter Park, Florida 32792	Private	Trinity Preparatory School is an independent college preparatory day-school for students in grades 6 to 12, in Winter Park, a suburb of Orlando. It is affiliated with the Episcopal Church and is accredited by the Florida Council of Independent Schools.
The Geneva School	K4-12	2025 State Road 436 Winter Park, Florida 32789	Private	The Geneva School is a private, classical, coeducational Christian day school, founded in 1993. The Geneva School is located on a 40-acre campus in Casselberry, FL. Geneva is accredited by the Florida Council of Independent Schools. The total enrollment for 2022-2023 is about 660 students, K4–12.
Lake Forrest Preparatory School	PK-8	866 Lake Howell Road Maitland, Florida 32751	Private	The Lake Forrest Preparatory School was established in 1991 to provide the choice of a private school community to a broader population; to create a community school where each child is safe, and very well educated. Total student population, 230 students, 17:1 Student-Teacher ratio.
Public Elemenary Schools				
Aloma Elementary	Elem	2949 Scarlet Road Winter Park, Florida 32792	Public	C School
Audubon Elementary School	Elem	1500 Falcon Dr. Orlando, Florida 32803	Public	A School
Brookshire Elementary	Elem	400 Green Dr. Winter Park, Florida 32792	Public	A School
Dommerich Elementary	Elem	1900 Choctaw Trail Maitland, Florida 32751	Public	A School
Killarney Elementary	Elem	2401 Wellington Blvd. Winter Park, Florida 32789	Public	B School
Lakemont Elementary	Elem	901 N. Lakemont Avenue Winter Park, Florida 32789	Public	B School
Public Middle Schools				
Glenridge Middle School	Midd	801 Glenridge Way Winter Park, Florida 32789	Public	A School
Maitland Middle School	Midd	1901 Choctaw Trail Maitland, Florida 32751	Public	B School
Public High School				
Winter Park Ninth Grade Center	9th Grade	528 Huntington Ave. Winter Park, Florida 32789	Public	A School
Winter Park High School	HS	2100 Summerfield Road Winter Park, Florida 32792	Public	A school, ranked among the top high schools in Florida
Edgewater High School	HS	3100 Edgewater Drive Orlando, FL	Public	B School
Higher Education				
Orange Technical College	Coll	901 Webster Ave. Winter Park, Florida 32789	Public	Provides technical and vocational education, focusing on career readiness and skills training. It's ideal for students seeking specific vocational skills and certifications.

University of Central Florida	Coll	4000 Central Florida Blvd. Orlando, Florida 32816	Public	One of the largest universities in the country and is known for its strong programs in engineering, computer science, hospitality, and business. It typically ranks high both regionally and nationally.
Valencia Community College	Coll	Winter Park Campus 850 West Morse Blvd. Winter Park, Florida 32789	Public	A respected community college offering associate degrees and certificates. Valencia is known for its strong transfer pathways to UCF and other universities through articulation agreements.
Full Sail University	Coll	3300 University Blvd. Winter Park, Florida 32792	Private	Specializes in programs related to the entertainment, media, arts, and technology industries. It is well-regarded for its focus on practical, hands-on experience in fields like film, music, and game design.
Rollins College	Coll	1000-2722 Holt Avenue Winter Park, Florida 32789-4499	Private	Located in Winter Park, Rollins is a prestigious private liberal arts college known for its high-quality undergraduate education and beautiful campus. It consistently ranks well in national liberal arts college rankings.
Full Sail University	Coll	3300 University Blvd. Winter Park, Florida 32792	Private	Specializes in programs related to the entertainment, media, arts, and technology industries. It is well-regarded for its focus on practical, hands-on experience in fields like film, music, and game design.
Herzing College	Coll	1595 S. Semoran Blvd. Winter Park, Florida 32792	Private	Offers a variety of degree programs, primarily in health care, technology, business, and public safety. It has a good reputation for career-focused education.
University of Phoenix, East Orlando Learning-Center	Coll	1900 Alafaya Trail Orlando, Florida 32526	Private	A branch of the University of Phoenix, which offers flexible schedules for working adults. It primarily focuses on online education and might not have the same traditional campus experience as other universities.

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

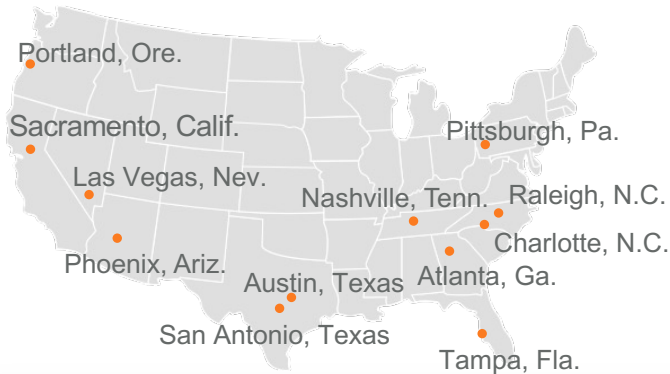
³reflects change from 2 years earlier

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

**data for Orange County

PEER METROS

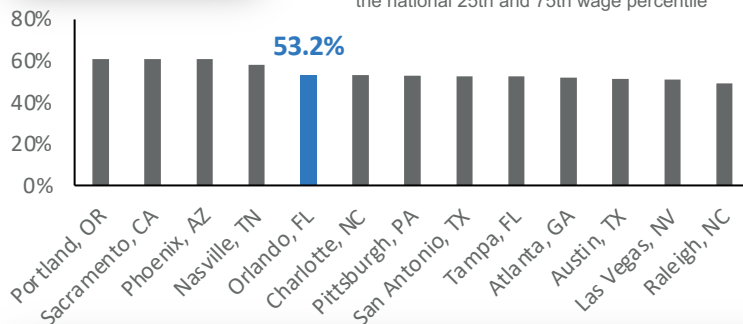
For each of the indicators, where data is available, the Orlando region is ranked against 12 comparison metropolitan areas (metros) across the country. This provides context and greater understanding for how Orlando is performing against peers. This group of peer metros was selected based on similarities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



OPPORTUNITIES

Middle Wage Jobs

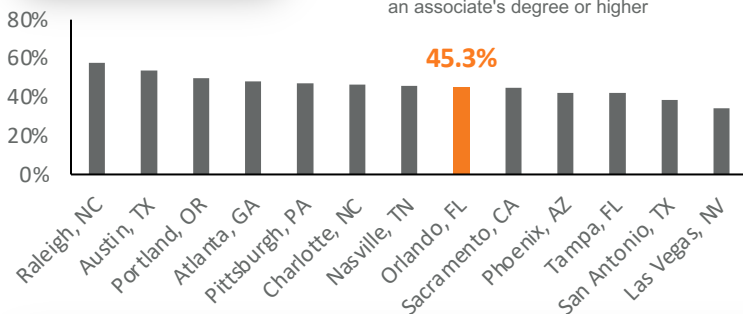
percentage of all jobs with a median wage between the national 25th and 75th wage percentile



CAPABILITIES

Educational Attainment (AA+)

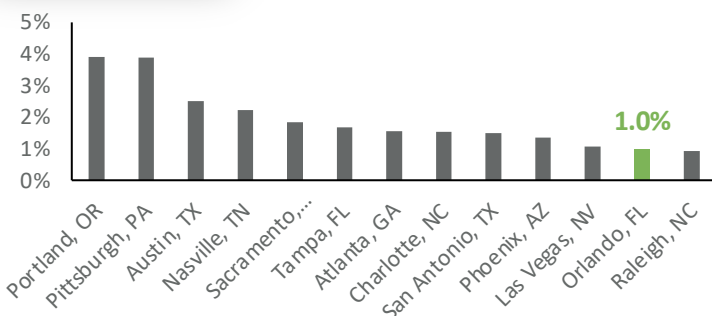
percentage of the population aged 25+ with an associate's degree or higher



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.

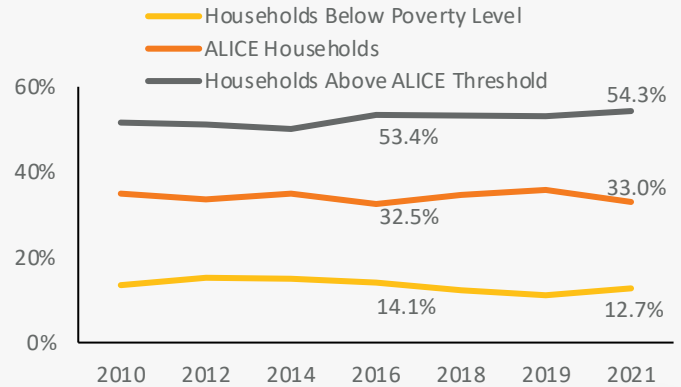
TREND

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



Economic Development Advisory Board

agenda item 3.b

item type

Non-Action Items

meeting date

February 24, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Small business relocation/retention narratives

motion | recommendation

N/A

background

At the February 11th EDAB meeting, the board spent time discussing the journey of a small family office and how that transposed into taking space in the city. The board suggested continuing this conversation as it may help shape incentive or scorecard/data priorities.

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

None