



Economic Development Advisory Board Work Session

Agenda

October 28, 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. Discussion Item (s)

- | | |
|------------------------------------|------------|
| a. November/December Meeting Dates | 5 minutes |
| b. Scorecard Breakdown | 45 minutes |
| c. Project Updates | 10 minutes |

3. Adjournment



Economic
Development
Advisory Board

agenda item 2.a

item type

Discussion Item (s)

meeting date

October 28, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

November/December Meeting Dates

motion | recommendation

N/A

background

Administratively, staff is recommending canceling the November 11th EDAB meeting in order to cultivate deliverables from the outcome of this month's meeting. November 11th is also in observance of Veteran's Day. The December meeting is scheduled for the 9th at 8:15am.

alternatives | other considerations

fiscal impact

attachments

None



Economic Development Advisory Board

agenda item 2.b

item type

Discussion Item (s)

meeting date

October 28, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of Economic Development/CRA

approved by

Peter Moore, Director of Office of Management and Budget

subject

Scorecard Breakdown

motion | recommendation

N/A

background

At the September 2025 meeting, the board provided consideration and guidance on the development of its scorecard initiative to articulate the competitive advantage of locating in the City of Winter Park. They suggested a worksession in October to dive deeper into the metrics currently provided to cultivate updates, clarity, and to better understand the narrative. During this time, staff reminded the board that there are several ways to illustrate collateral, and infographics was only one path towards what is ultimate goal of providing more repeatable and consistent deliverables for specific end user groups.

The purpose of this item is to provide staff with direction one final time before conclusive revisions are made for this latest round of collateral. Upon completion, staff will use at their judgment to help inform constituency basis such as residents, businesses, investors, and the Park Avenue district. It does not preclude the board from considering future design media for different initiatives and goals moving forward.

alternatives | other considerations**fiscal impact**

attachments

1. Winter Park Scorecard Infographics_ALL
2. Property Overview - Winter Park, FL - 2025 YTD
3. Scorecard Adjustments.Substitutions for Consideration

CIVIC HEALTH IN ACTION

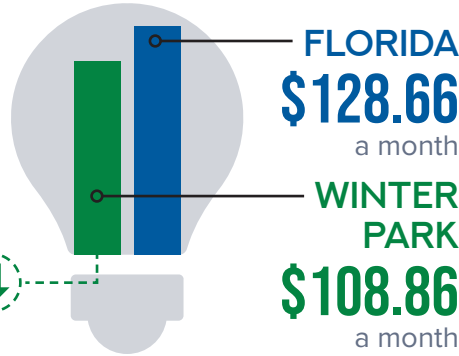
HOW WINTER PARK WORKS FOR YOU

From low taxes to fast emergency response and strong savings, Winter Park is building a city that's safe, stable, and smart with your money.

YOUR WALLET

WINTER PARK'S IS **15% LOWER** than state average

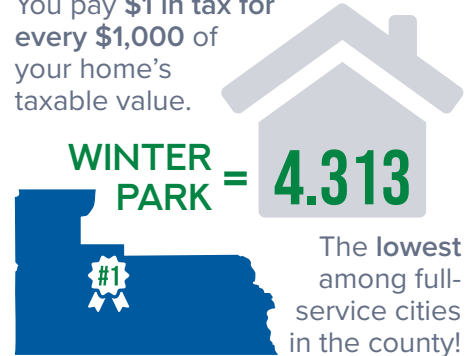
AVERAGE MONTHLY ELECTRIC BILL



MILLAGE RATE

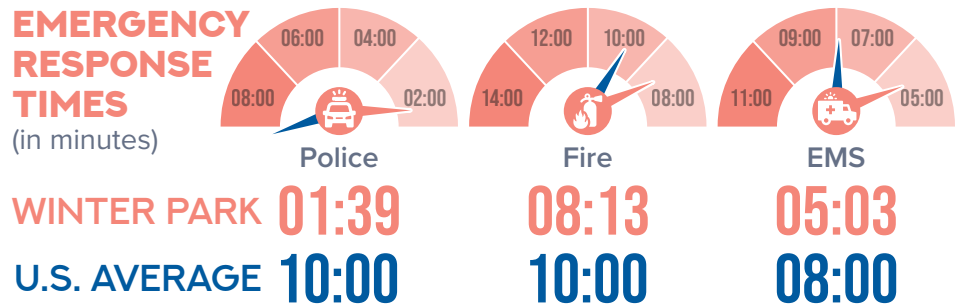
(how your property tax is calculated)

You pay \$1 in tax for every \$1,000 of your home's taxable value.



SAFETY FIRST

EMERGENCY RESPONSE TIMES (in minutes)



FINANCIAL HEALTH

BOND RATING

(how financially trustworthy a city is when it borrows money)

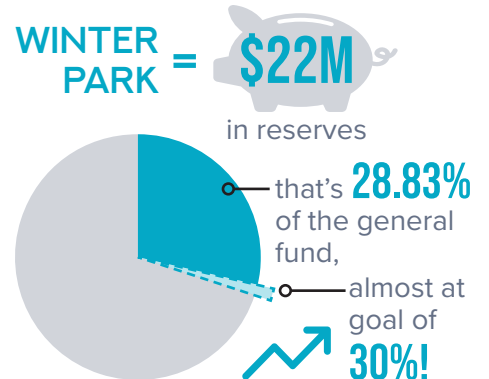
WINTER PARK = **AAA** (Fitch)

The highest bond rating in the county! **#1**



RESERVES

(city's saving account; rainy day fund)



With smart planning, responsive service, and a deep commitment to community, Winter Park offers more than just good numbers, it offers a better way to live.



BUILT FOR BUSINESS

WHY BUSINESSES CHOOSE WINTER PARK

Whether you're launching, expanding, or investing, Winter Park is providing the foundation for lasting business success.

MARKET STRENGTH

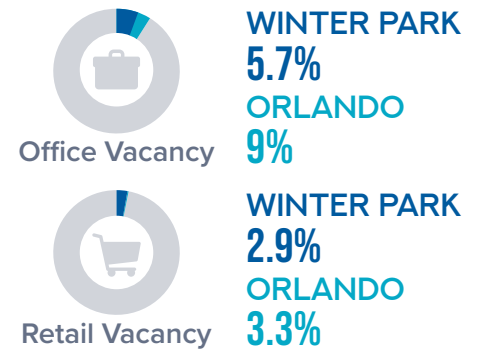
Winter Park's higher lease rates show the city is a popular and in-demand place for businesses!

LEASE RATE (per square foot)



VACANCY RATE

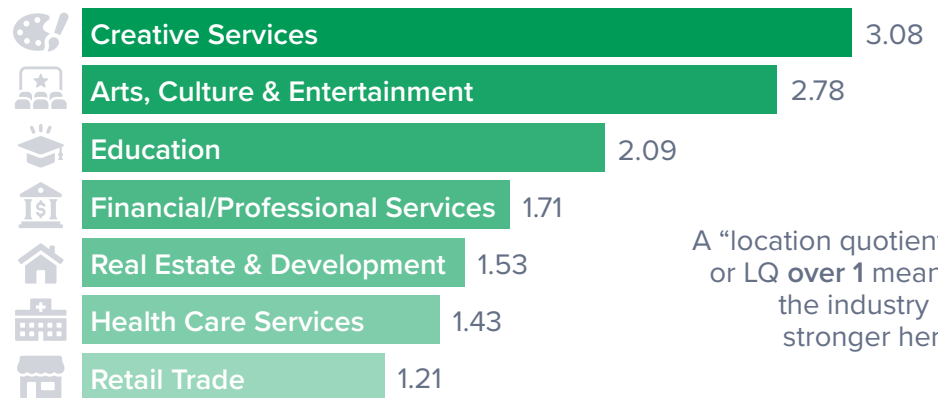
(lower numbers mean more businesses are open and active)



INDUSTRY PROFILE

Creative services, arts, and education are **over twice** as common here as nationwide!

TOP INDUSTRIES BY LOCATION QUOTIENT

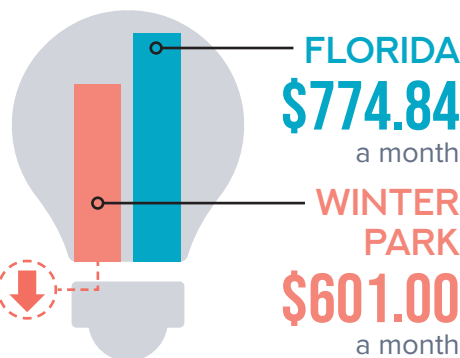


A "location quotient" or LQ over 1 means the industry is stronger here

COST ADVANTAGE

WINTER PARK'S IS **22.4% LOWER** than state average

COMMERCIAL ELECTRIC COSTS



WORKFORCE REACH

(affordable homes near jobs to help businesses attract employees)

With smart policies, responsive support, and a long-term vision for growth, Winter Park offers more than just impressive numbers. It offers a better place to do business.



INVESTED IN OPPORTUNITY

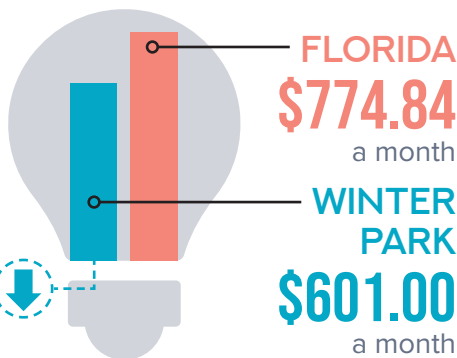
HOW WINTER PARK PAYS OFF

Winter Park offers stable property values, strong industry clusters, and prime opportunities for redevelopment and long-term returns.

INVESTOR ADVANTAGE

WINTER PARK'S IS **22.4% LOWER** than state average

COMMERCIAL ELECTRIC COSTS



MARKET CAP RATE

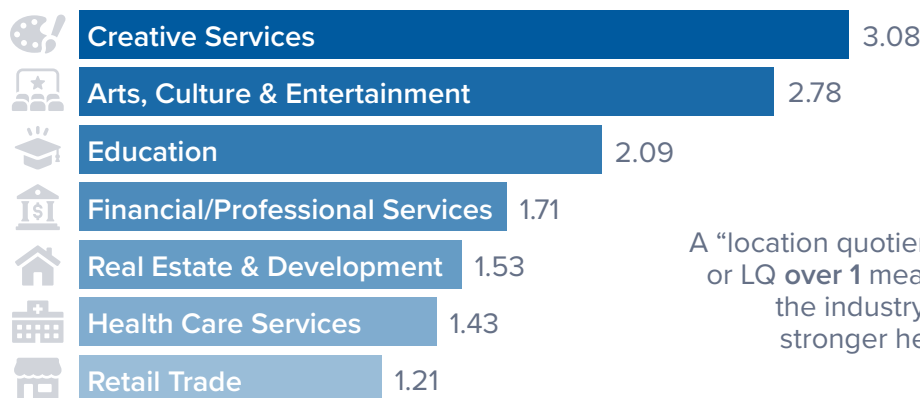
(lower = stronger demand, higher value stability)



INDUSTRY PROFILE

Creative services, arts, and education are **over twice** as common here as nationwide!

TOP INDUSTRIES BY LOCATION QUOTIENT



A "location quotient" or LQ **over 1** means the industry is stronger here

FINANCIAL HEALTH

BOND RATING

(how financially trustworthy a city is when it borrows money)

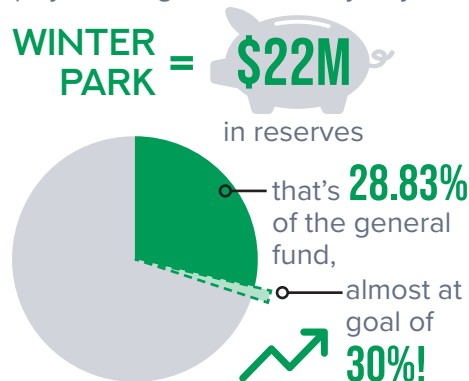
WINTER PARK = **AAA** (Fitch)

The highest bond rating in the county! **#1**



RESERVES

(city's saving account; rainy day fund)



With strong property values, lower operating costs, and a thriving local economy, Winter Park offers investors a stable and high-potential market for growth and redevelopment.



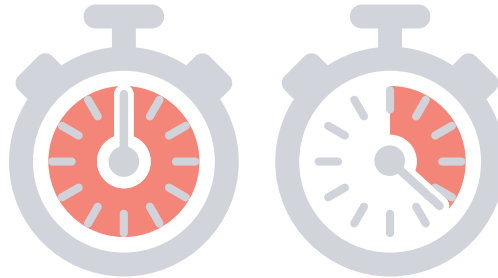
DOWNTOWN PULSE

WHY PEOPLE CHOOSE PARK AVENUE

Park Avenue draws millions of visits annually as the heart of Winter Park's downtown. Visitors come to stay, shop, and enjoy an experience unlike anywhere else.

TIME SPENT

AVERAGE DWELL TIME



Staying longer = Supporting local shops & restaurants

Visitors spend an average of

= 81

MINUTES

in Downtown Park Avenue!

VISITOR VOLUME

PEDESTRIAN VISITORS



 = 10,0000 PEOPLE

3 MILLION
ANUAL PEDESTRIAN VISITORS

to Downtown Park Avenue in 2024

That's an average of 8,219 visitors a day!

TRADE REACH

TRADE AREA


With longer visits, millions of annual trips, and a wide trade reach, Winter Park's downtown is a vibrant hub where people choose to stay, connect, and invest their time.



Property Overview

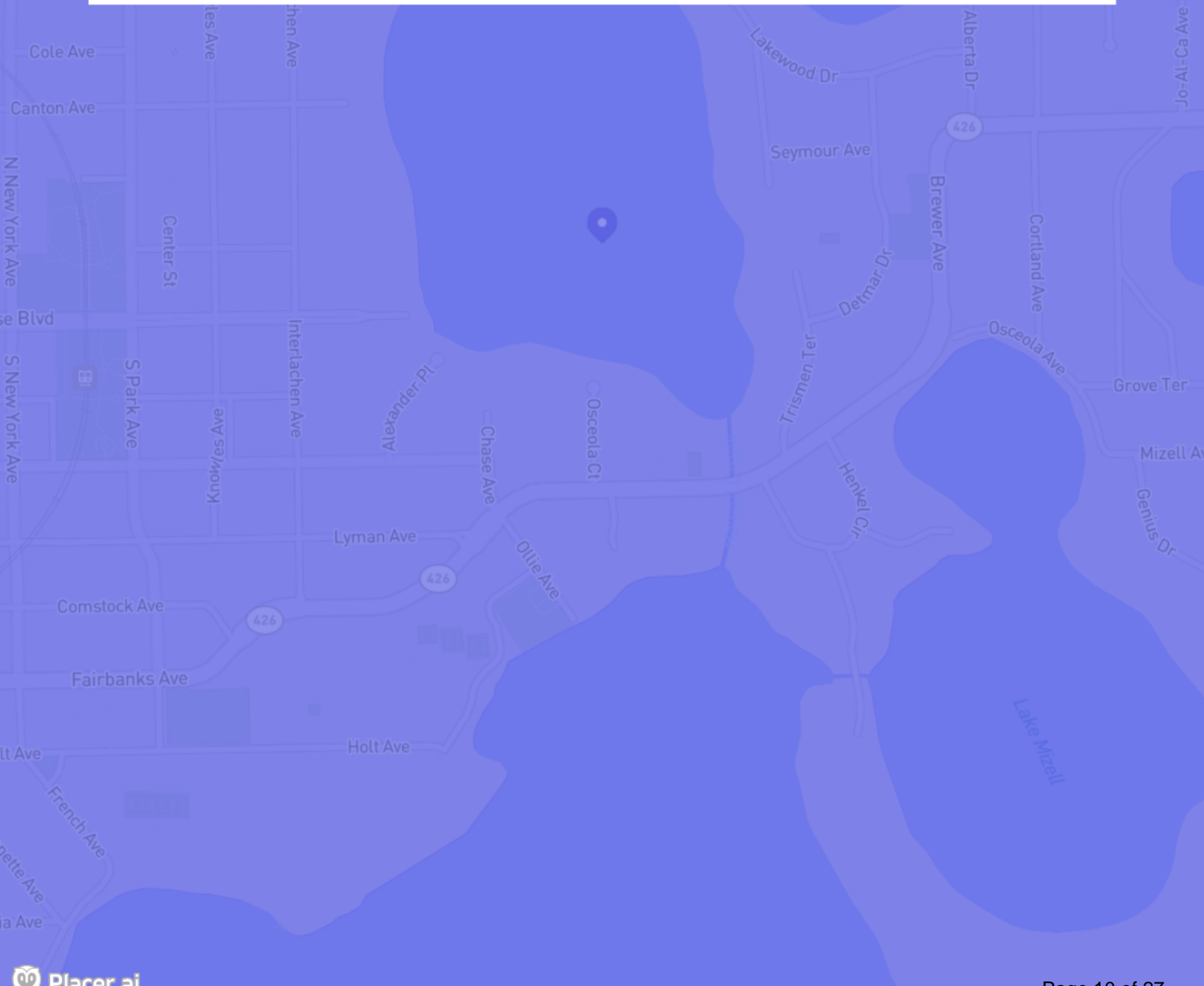
Jan 1 - Sep 28, 2025

Property:

 **Winter Park, FL**
Osceola Court, , FL 32789



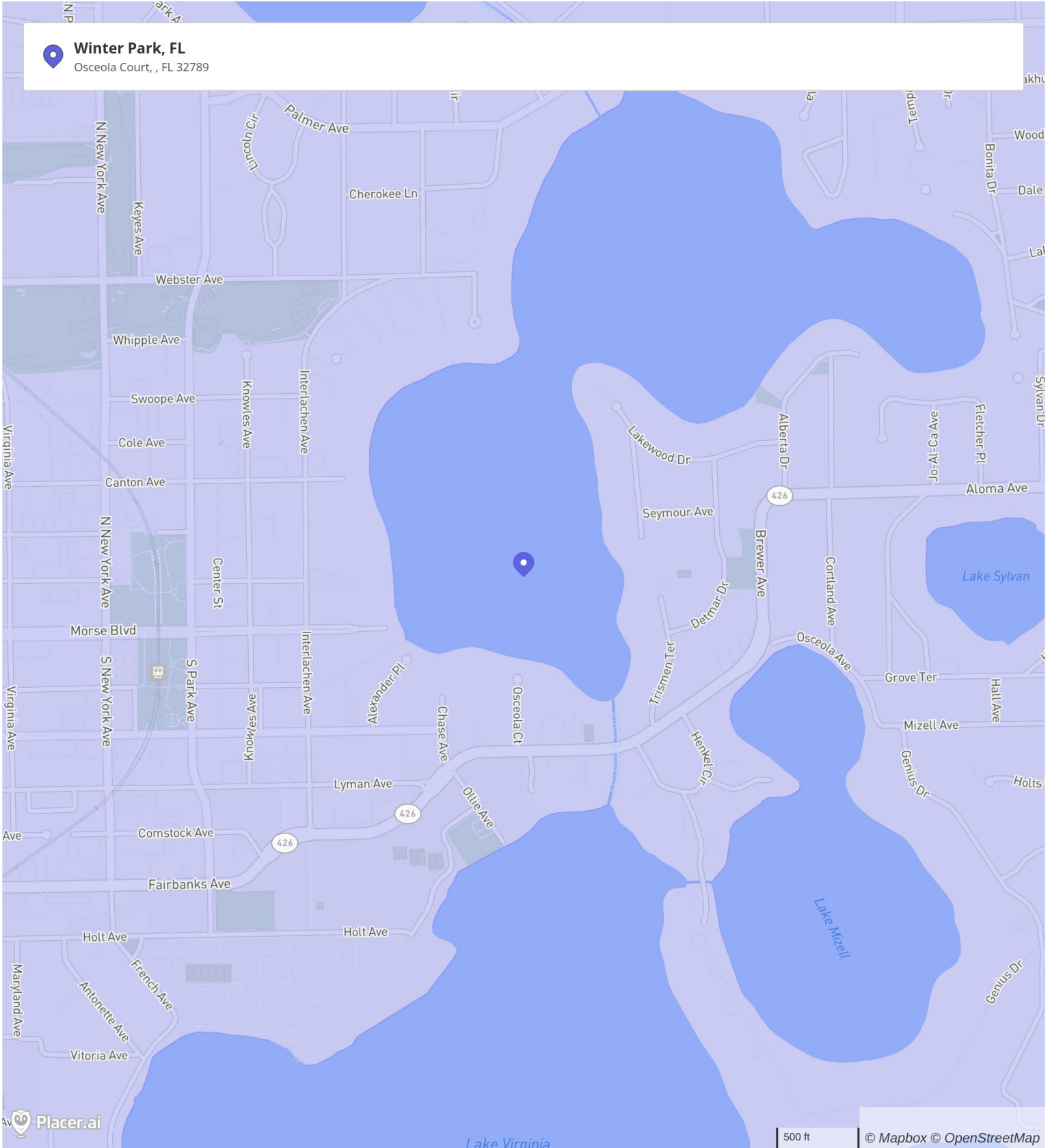
Scan to view on placer.ai platform





Property Overview

Jan 1 - Sep 28, 2025



Placer.ai

500 ft

© Mapbox © OpenStreetMap



Property Overview

Jan 1 - Sep 28, 2025

Metrics

Winter Park, FL

Osceola Court, FL

Visits

22.4M

Jan 1st, 2025 - Sep 28th, 2025

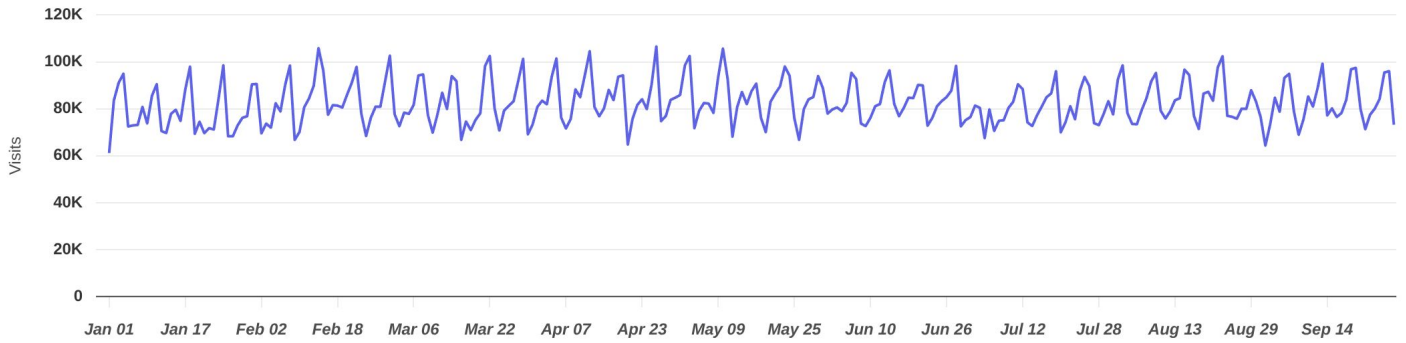
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Winter Park, FL

Osceola Court, FL



Daily | Visits | Jan 1st, 2025 - Sep 28th, 2025

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





Property Overview

Jan 1 - Sep 28, 2025

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Winter Park, FL Osceola Court, FL	72.2K	38.2	35.6	White (41.3%)	2.7
Florida	71.9K	33.2	42.1	White (51.4%)	2.6

Jan 1st, 2025 - Sep 28th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)

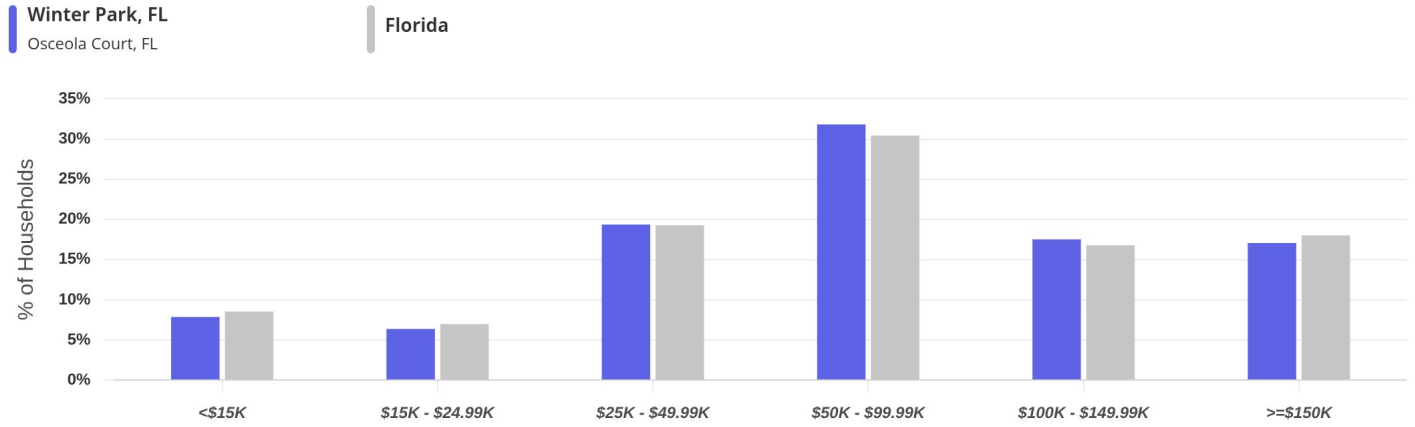




Property Overview

Jan 1 - Sep 28, 2025

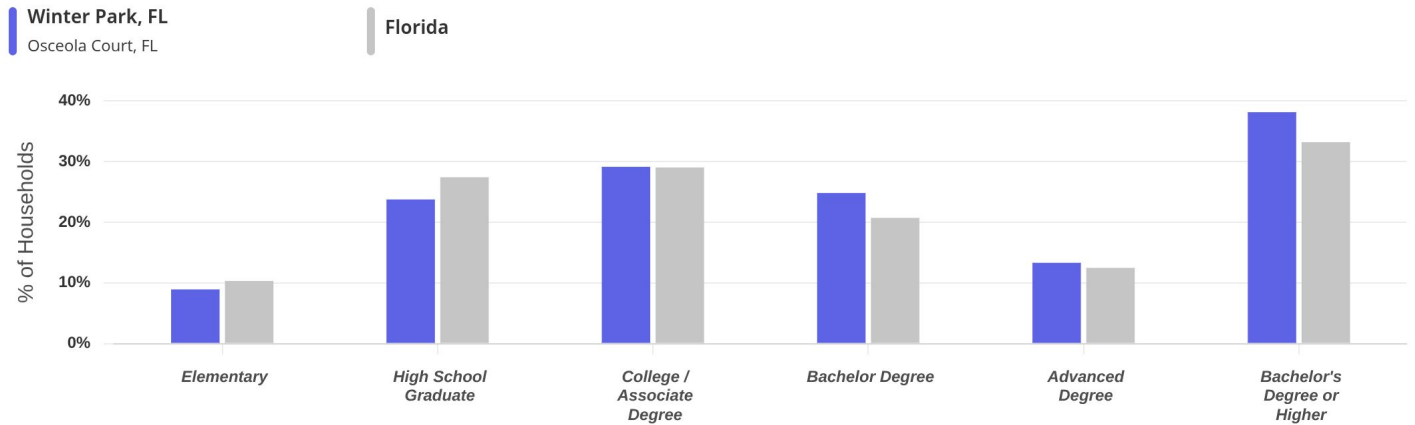
Household Income



Jan 1st, 2025 - Sep 28th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Jan 1st, 2025 - Sep 28th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)

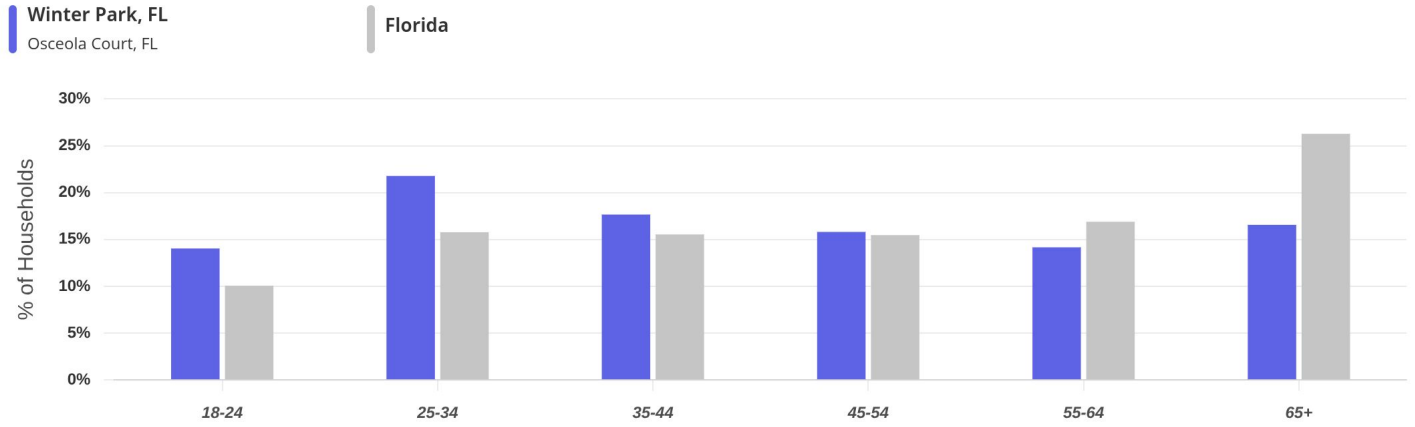




Property Overview

Jan 1 - Sep 28, 2025

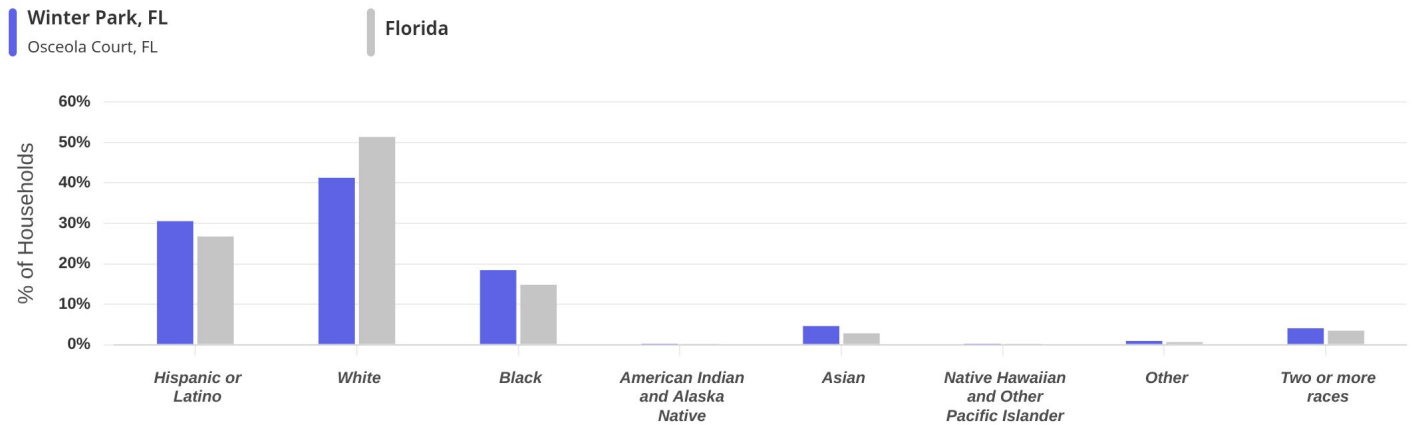
Age



Jan 1st, 2025 - Sep 28th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



Jan 1st, 2025 - Sep 28th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)





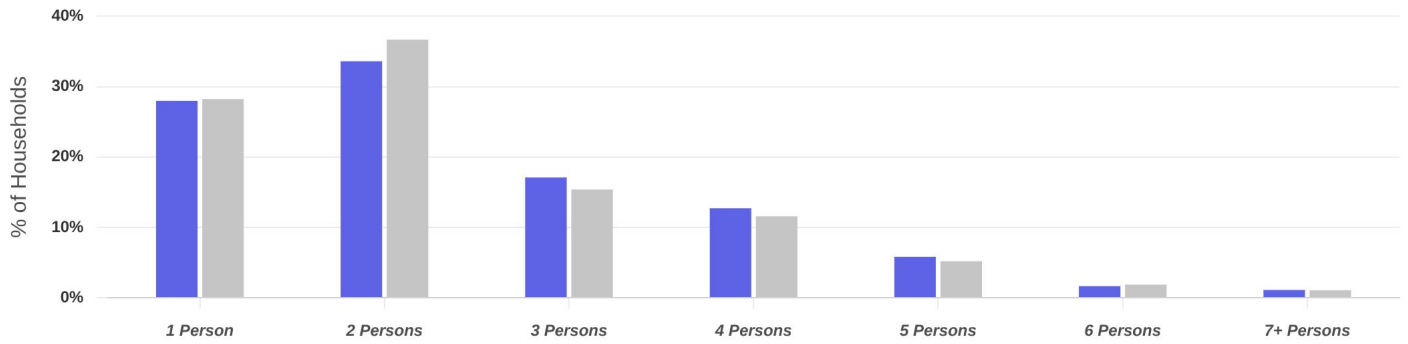
Property Overview

Jan 1 - Sep 28, 2025

Household Size

Winter Park, FL
Osceola Court, FL

Florida



Jan 1st, 2025 - Sep 28th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)

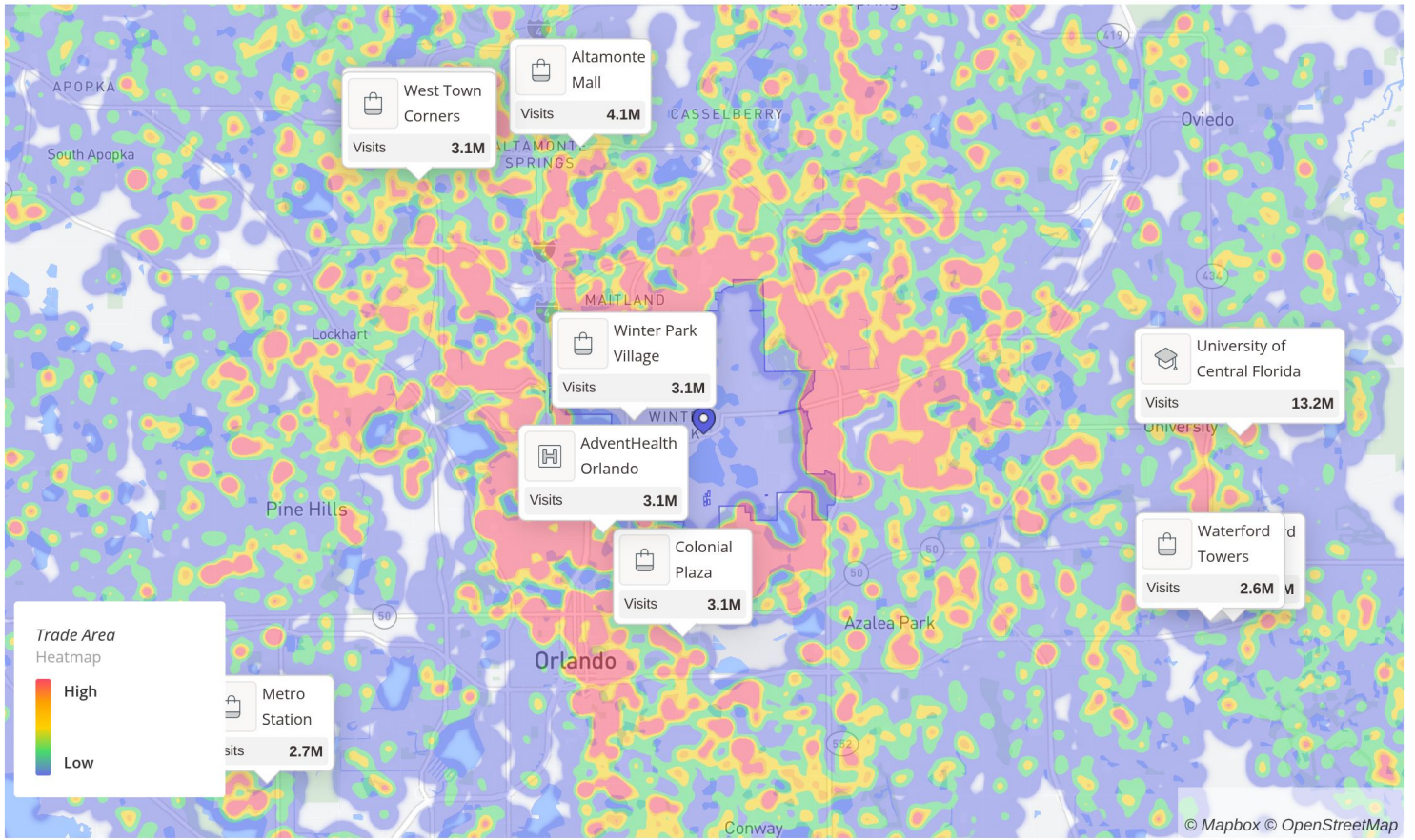




Property Overview

Jan 1 - Sep 28, 2025

Market Landscape



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

Jan 1st, 2025 - Sep 28th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Ranking Overview

Winter Park, FL
Osceola Court, FL

Nationwide	Florida	15mi
--	--	--

* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Jan 1st, 2025 - Sep 30th, 2025

Category: City | Visits | Jan 1st, 2025 - Sep 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



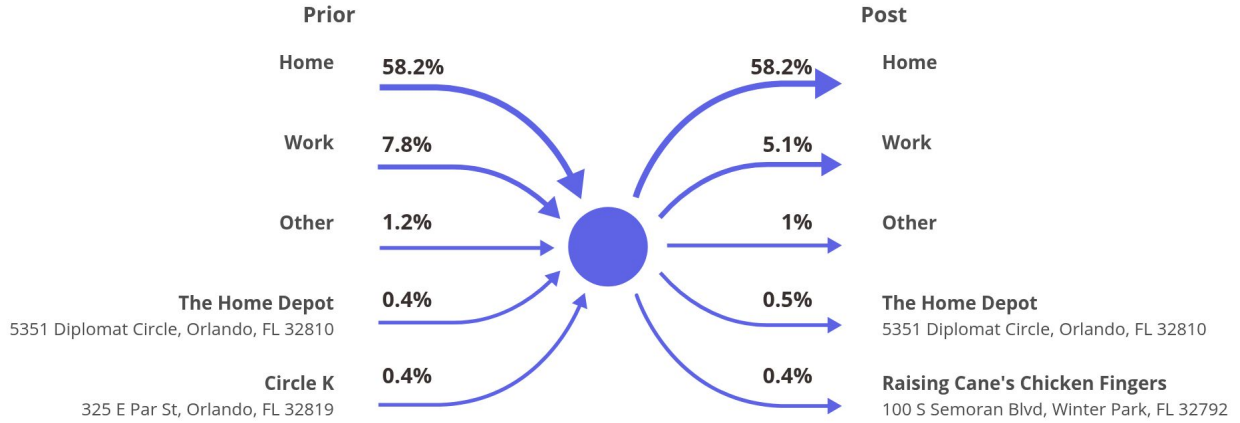


Property Overview

Jan 1 - Sep 28, 2025

Visitor Journey

Winter Park, FL
Osceola Court, FL

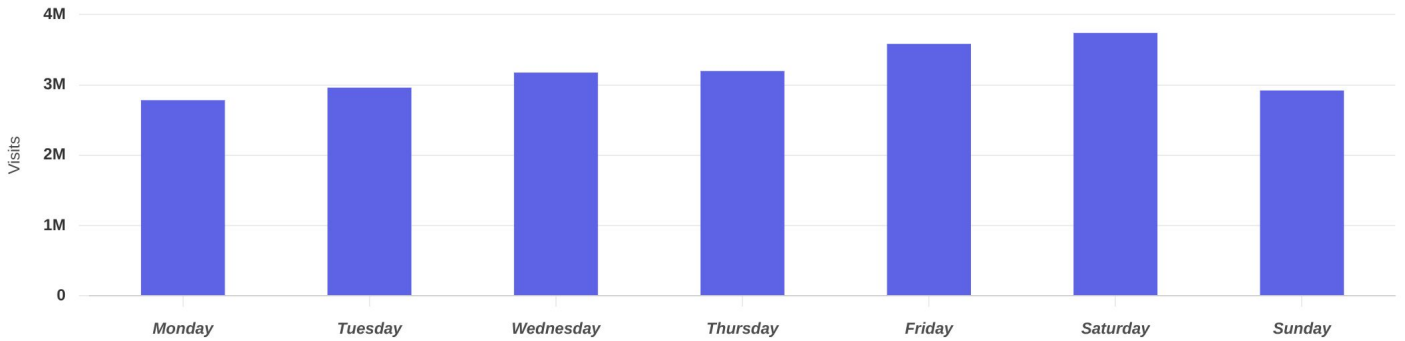


Show by: | Jan 1st, 2025 - Sep 28th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

Winter Park, FL
Osceola Court, FL



Visits | Jan 1st, 2025 - Sep 28th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



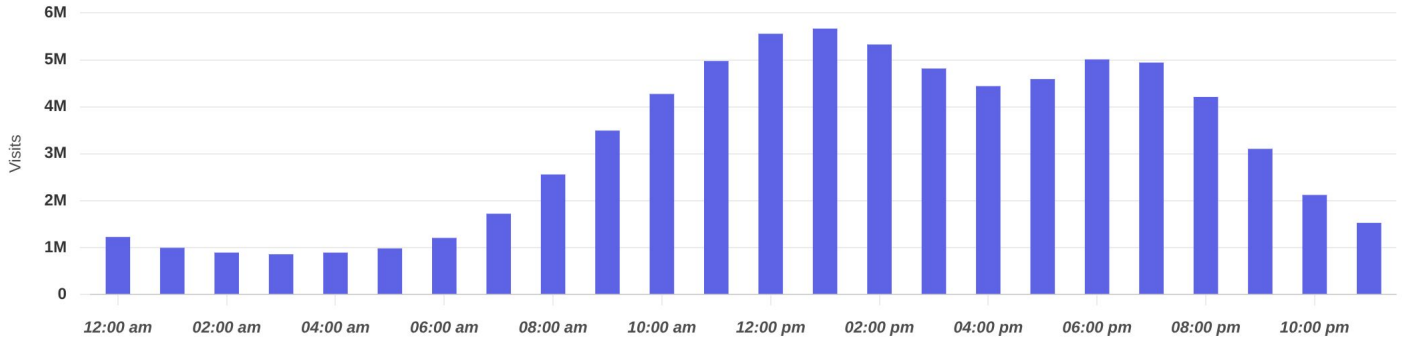


Property Overview

Jan 1 - Sep 28, 2025

Hourly Visits

Winter Park, FL
Osceola Court, FL



Visits | Jan 1st, 2025 - Sep 28th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)















Favorite Places

Winter Park, FL

Osceola Court, FL

Rank	Name	Distance	Visitors (%)
1	 Orlando International Airport 1 Jeff Fuqua Blvd, Orlando, FL 32827	11.8 mi	2.3M (54%)
2	 Walt Disney World Resort 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	20.4 mi	1.6M (38%)
3	 Disney Springs 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	19 mi	1.3M (31.4%)
4	 Winter Park Village 510 Orlando Ave, Winter Park, FL 32789	1.2 mi	1.1M (26.1%)
5	 The Florida Mall 8001 S Orange Blossom Trl, Orlando, FL 32809	11.2 mi	1M (24.2%)
6	 Waterford Lakes Town Center 413 N Alafaya Trail, Orlando, FL 32828	9.2 mi	971.8K (23.3%)
7	 Orlando Int'l Airport (MCO), FL 1 Jeff Fuqua Boulevard, Orlando, FL 32827	11.8 mi	956K (22.9%)
8	 The Mall at Millenia 4200 Conroy Rd, Orlando, FL 32839	9.5 mi	912.4K (21.8%)
9	 Altamonte Mall 451 East Altamonte Drive, Altamonte Springs, FL 32701	5 mi	816.4K (19.5%)
10	 Colonial Plaza 601 N Bumby Ave, Orlando, FL 32803	3.3 mi	698.9K (16.7%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2025 - Sep 28th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



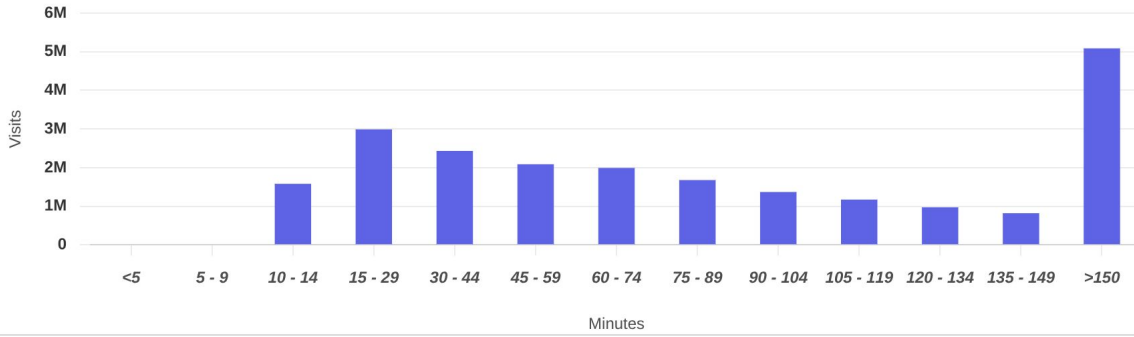


Property Overview

Jan 1 - Sep 28, 2025

Visit Duration

Winter Park, FL
Osceola Court, FL

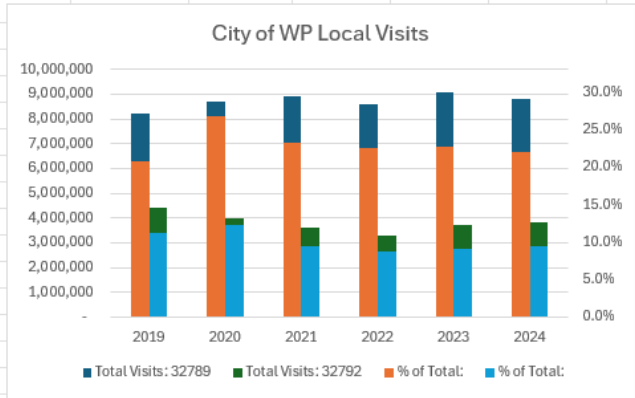


Average Stay	134 min
Median Stay	75 min

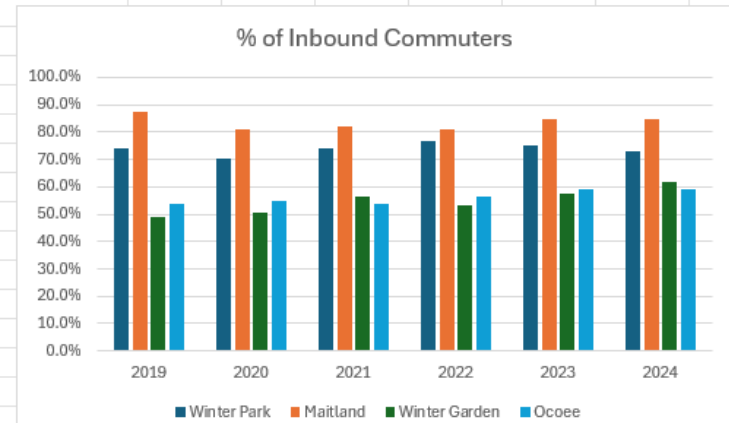
Visits | Jan 1st, 2025 - Sep 28th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



		City of WP Local Visits					
		2019	2020	2021	2022	2023	2024
Total Visits:	32789	8,200,000	8,700,000	8,900,000	8,600,000	9,100,000	8,800,000
% of Total:		20.8%	26.7%	23.3%	22.6%	22.7%	22.0%
Total Visits:	32792	4,400,000	4,000,000	3,600,000	3,300,000	3,700,000	3,800,000
% of Total:		11.2%	12.3%	9.5%	8.7%	9.1%	9.5%
Year Total:		39,300,000	32,800,000	38,200,000	38,100,000	40,100,000	39,800,000

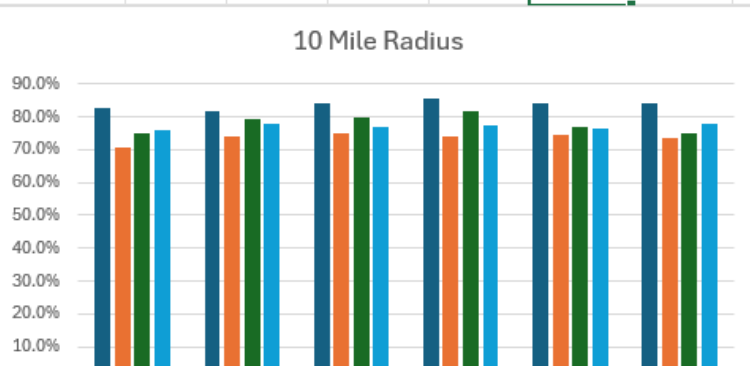


		% of Inbound Commuters					
		2019	2020	2021	2022	2023	2024
Winter Park		73.9%	70.5%	74.1%	76.8%	75.1%	72.9%
Maitland		87.6%	81.0%	82.0%	81.2%	84.5%	84.9%
Winter Garden		49.2%	50.6%	56.7%	53.5%	57.5%	61.7%
Ocoee		54.0%	55.0%	53.8%	56.7%	59.0%	58.9%
Orlando		63.2%	58.0%	59.5%	59.2%	59.8%	58.2%
Orange County		16.7%	12.4%	15.4%	15.8%	15.9%	16.2%



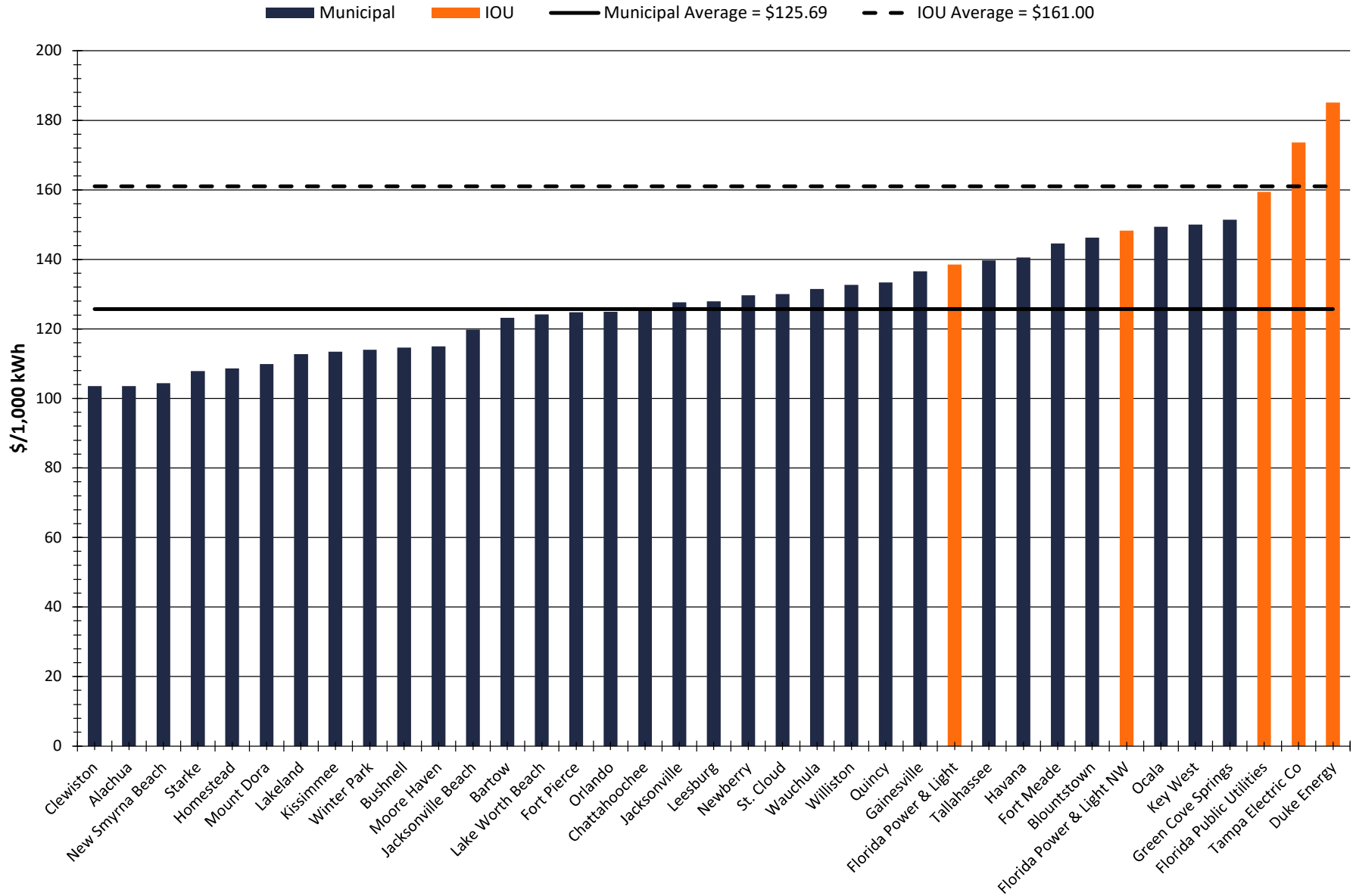
% Commute to Jobs within 10 Mile Radius

		10 Mile Radius					
		2019	2020	2021	2022	2023	2024
Winter Park		82.8%	81.7%	84.1%	85.5%	84.2%	84.2%
Maitland		70.6%	73.8%	75.2%	73.9%	74.4%	73.6%
Winter Garder		74.9%	79.2%	79.8%	81.5%	77.0%	75.2%
Ocoee		76.0%	77.8%	77.0%	77.2%	76.6%	77.9%



Miles of Undergrounding Performed	
Project J:	2.72 miles (98.9% complete)
Project L:	9.57 miles (98% complete)
Project O:	6.91 miles (47.1% complete)
Residential Service Conversions (RSC) (This Month)	25
RSC YTD:	997
RSC Since FY23:	1435
Total Miles	
Total for FY25:	4.52 miles
Total Citywide Project Miles:	127.5 miles
Total Miles Completes:	104.18 miles
Percentage completed (as of Oct 2025):	81.7%
Total Miles Remaining:	23.3 miles

1,000 kWh Residential Bill Comparison: September 2025 Municipals & IOUs, Lowest to Highest



Q How much am I being taxed compared to the region?

A Winter Park has the 2nd lowest millage rate in Orange County.

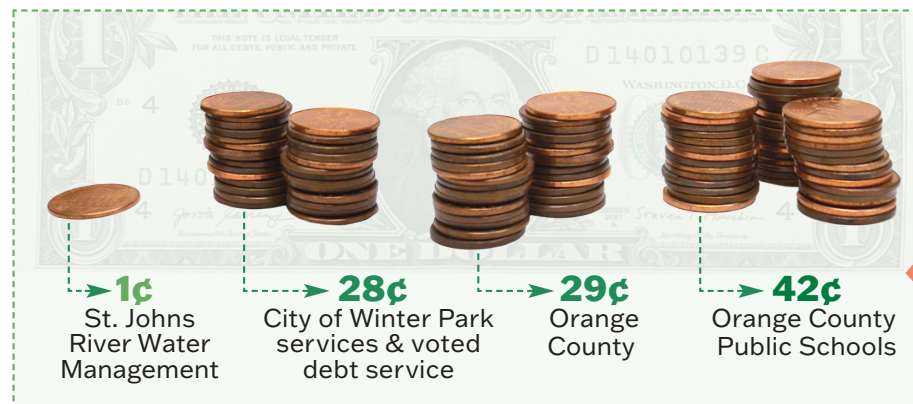
MILLAGE COMPARISONS ORANGE COUNTY 2024

[OPERATING+LIBRARY+VOTED DEBT SERVICE]



Q Where does my money go for each property tax dollar?

A Each dollar gets divided up amongst four agencies »



**BREAKDOWN
FOR EVERY
1 dollar**



Economic
Development
Advisory Board

agenda item 2.c

item type

Discussion Item (s)

meeting date

October 28, 2025

prepared by

Kyle Dudgeon, Assistant Division Director of Economic Development/CRA

approved by

Peter Moore, Director of Office of Management and Budget

subject

Project Updates

motion | recommendation

N/A

background

Project

Update on scorecards

Update

EDAB worksession 10/28/25

Next Steps

Revise and finalize based on board feedback

W. Fairbanks/Enhancement Area Discussion & Direction

Staff administered a Commission worksession in September 2025

Update to be provided to the board on 10/28

GDP Updates Balmoral

Complete

Industry Cluster Promotion & BRE (2nd floor)

Researching best practice and incentive programs

Update to be delivered to the board Q1 2026

Park Avenue Pilot Targeted Package

Deliverables to be considered in conjunction with scorecard updates.

alternatives | other considerations

fiscal impact

attachments

1. EDAB Commercial Performance Report_October 2025

Commercial Performance Report

10/25

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

Sources: ESRI, CoStar, BLS

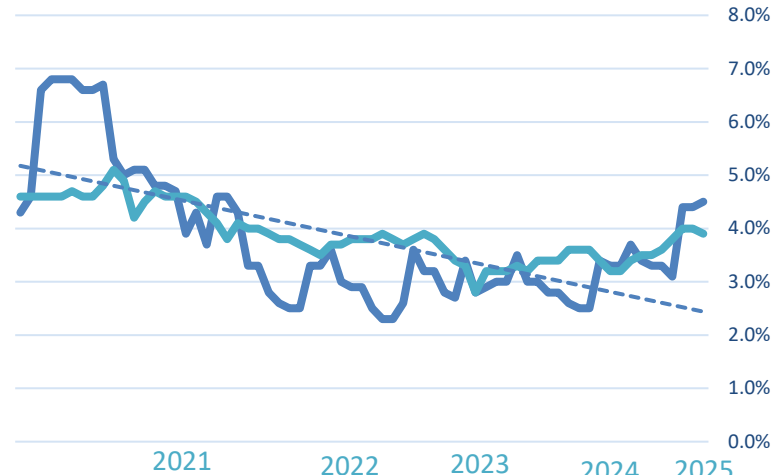
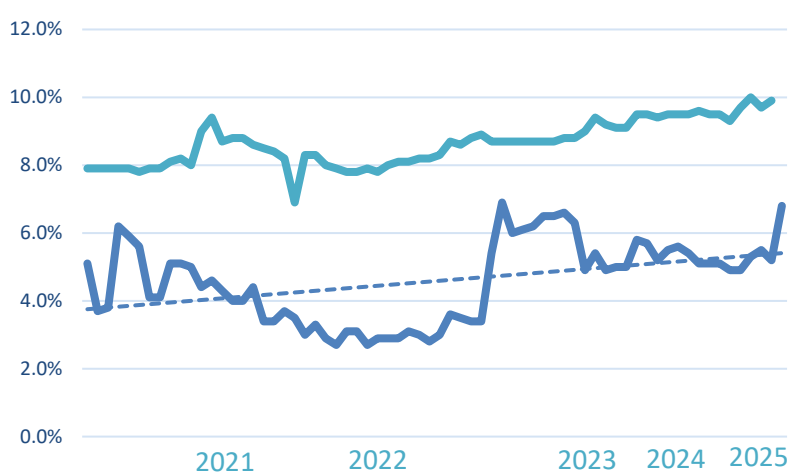
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA

