



Economic Development Advisory Board Regular Meeting

Agenda

May 12, 2026 @ 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.

decorum

As a courtesy to those present, please silence your mobile devices. If you must take a phone call, please excuse yourself and step outside.

Members of the public shall observe the same rules of propriety, decorum and good conduct applicable to members of the Board. Persons making remarks or exhibiting behavior that disrupts the orderly conduct of this meeting will be subject to removal from the meeting.

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).

board member compliance

Board/Committee members when acting within the scope of their public duties are subject to the Florida Sunshine Law (Ch. 286, F.S.), Florida Public Records Act (Ch. 119, F.S.) and state ethics laws (Ch. 112, F.S.). All discussions with any other board member(s) regarding public items that are likely to come before the board/committee must occur on the record during a public meeting. No member shall vote upon, and no appointed member shall attempt to influence, any item considered which would inure to the special private gain or loss of the member, any principal/parent/subsidiary retaining the member, or any relative or business associate of the member. Members must announce their conflict and file a written conflict disclosure with the City Clerk within 15 days of the meeting.

-
- 1. Call to Order**
 - 2. Approval of Minutes**
 - a. Minutes of April 14, 2026
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. Incentives Discussion - Catalyst Development & Septic to Sewer Programs 40 minutes
 - 5. Non-Action Items**
 - a. WPBA Midyear Report - 2026 20 minutes
 - 6. Staff Updates**
 - a. Econ Dev Commercial Performance Report 5 minutes
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - a. Next meeting - June 11
 - 9. Adjournment**



Economic Development Advisory Board

Regular Meeting Minutes

April 14, 2026 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Lauren Zimmerman, Phillip Anderson, Miguel De Arcos, Emily Williams, Tracy Klingler

Absent

Sarah Grafton, Alan Chambers

Staff Present

Director of Office of Management & Budget Peter Moore, Assistant Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, CRA Project Manager Edwige Josue

1. Call to Order

The meeting was called to order at 8:18 am.
The decorum statement was read.

2. Approval of Minutes

- a. Minutes of March 10, 2026

Motion made by Mr. De Arcos to approve the minutes, seconded by Ms. Klingler. Motion carried unanimously.

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

4. Action Items

- a. W. Fairbanks Guidance Language

Mr. Dudgeon stated that the staff developed the Guidance Language based on discussions from the recent board meetings. The Guidance Language will be shared with other boards, the CRA agency, and the commission.

Motion made by Mr. Anderson to approve the W. Fairbanks Guidance Language and forward it to the other advisory boards and the commission; seconded by Ms. Zimmerman.

Discussion: In the first paragraph's final sentence, Mr. Anderson proposed that instead of saying "includes, but not limited to...", it should state "it's focused on these sub-segments: professional, scientific, tech services, retail, and finance." He also suggested restricting incentives to these types of projects.

Mr. Dudgeon stated that the scientific segments focus on NAICS codes 52 to 56. There was a suggestion to include medical in the list of segments, but the discussion highlighted that medical activities could increase traffic and parking issues without improving residents' quality of life.

Ms. Klingler pointed out that the language in the first and second sentences is inconsistent and needs clarification. Mr. Dudgeon clarified that the recommendation language is intended to build a strategic framework to guide direction, rather than being as specific as the incentive's discussion on particular items.

Motion Amendment #1 - Add higher density housing after streetscapes in sentence two.

Mr. De Arcos discussed parking and traffic issues linked to retail and medical facilities near I-4, noting that medical facilities improve quality of life and are capable of paying rent. He does not favor excluding medical. The discussion focused on different business segments, traffic management, and choosing options that best align with the primary goal of enhancing quality of life. Mr. De Arcos explained that W. Fairbanks is not a destination like Park Ave or Orange Ave because it lacks walkability. Instead, it will serve as an in-and-out destination.

Ms. Williams noted that avoiding traffic on W. Fairbanks is impossible and suggested that higher-end tenants and developers, willing to take bigger risks, should invest in transforming the gateway into a better area. Mr. Moore proposed that one eligibility criterion could be that the property must be taxable, pointing out that major hospital systems are tax-exempt. Mr. Anderson shared an example of Orange Avenue and Princeton, where hospital traffic dominates the entire block, which is situated next to the interstate—something he does not envision for Winter Park. He also recommended excluding medical facilities that require overnight stays.

Motion Amendment #2 – re-word the last sentence of paragraph one to say, "All commercial components shall be ad valorem taxable. These incentives must embrace the backbone of Winter Park business clusters, including professional, scientific, tech services, retail, finance and medical, but excluding hospitals.

Ms. Klingler suggested making the paragraphs in the Recommendation guidance language more concise. The board additionally discussed creating a wider range of number of jobs created for program eligibility.

The motion with amendments 1 and 2 carried unanimously by a 5-0 vote.

5. Non-Action Items

a. Incentives Discussion

Staff categorized the incentive structure into two groups: Large Scale and Small Scale. Large Scale covers, capital investments, area median income (AMI) job-related metrics, minimum total development costs, minimum site acreage, total dollar amounts, right-of-

way improvements, impact fee reductions, permit waivers, planning policy elements, and open space. Small Scale aligns more with existing programs and includes a new septic-to-sewer conversion grant program for smaller projects.

These incentives mainly focus on W. Fairbanks, and the requirements can be reduced.

6. Staff Updates

- a. Econ Dev Commercial Performance Report
- b. Winter Park Business Academy Update

Mr. Dudgeon briefly reviewed the Winter Park Business Academy update; next workshop is Inbox Domination Unleashed on Thursday, April 16, 2026.

7. Board Comments

Mr. Anderson stated he is not seeking the Chair position and highlighted the board's missionary efforts to improve Winter Park's quality of life. The city made a significant sewage capacity investment along Fairbanks 8 to 9 years ago and now possesses the tools to expand capacity around Lake Killarney and south of Fairbanks.

8. Upcoming Agenda Items

- a. Next meeting - May 12

9. Adjournment

The meeting adjourned at 9:35 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

May 12, 2026

prepared by

Kyle Dudgeon, Assistant Division Director of Economic Development/CRA

approved by

Peter Moore, Director of Office of Management and Budget

subject

Incentives Discussion - Catalyst Development & Septic to Sewer Programs

motion | recommendation

Approve as requested

background

At the April 2026 meeting, the board commented on several subjects including coupling their recommendations for West Fairbanks with the potential of adding incentive programs. The board requested staff draft a large scale and small scale development incentive package mirroring best practices from peer municipalities and counties. Attached are two program applications and guidelines; the Catalyst Development Program and Septic to Sewer Program. These programs also take into consideration adjustments based on last month's meeting for by EDAB to be forwarded to the Community Redevelopment Advisory (CRA) Board and CRA Agency at an upcoming regularly scheduled meeting.

(Large Scale) Catalyst Development Program (CDP): This program is intended to catalyze transformational, large-scale redevelopment projects in the West Fairbanks corridor while simultaneously encouraging long-term tax increment growth, encouraging high-quality, mixed-use development consistent with the City's vision, addressing market gaps and financial feasibility challenges, and supports local businesses and economic vitality. Program requirements emphasize the following:

- Specific industry classifications
- Minimum private sector investment
- Acreage requirement
- Annexation if not currently within city limits
- Must be a taxable organization
- Lower threshold for job creation

Currently only 6% of properties in the West Fairbanks corridor are in excess of one acre implying the difficulty of assembling properties in the area as well as the potential infrequency of use and the need for 'gap-filling' programs that require public support. That said, this item looks to be very intentional with the requirements therein, prioritizing waivers as a first gap consideration through the city's newly founded economic enhancement (greenfield) district program. Ultimately this would provide additional fiscal stewardship in lieu of cash exchanges or capital investment as a primary resource for private investment while simultaneously looking to maximize the potential request of any grant application.

(Small Scale) Commercial Septic to Sewer Conversion Program: This program's intention is two-fold. The first is to improve water quality by replacing outdated septic systems and the second is to provide an additional tool in the toolbox for improvements to the W. Fairbanks corridor. This grant typically covers a significant portion of the costs to connect to the city sewer system, particularly in priority areas identified by the Florida Department of Environmental Protection and the CRA. This program's framework is similar to ones currently in place such as the CRA's build out and business facade program.

Each program is another tool in the tool belt for redevelopment opportunity in the context of the city's comprehensive plan, CRA redevelopment plan, and supporting private-public partnership. Staff is requesting approval with any further consideration prior to review by the CRA advisory board and City Commission worksession in May/June respectively.

alternatives | other considerations

Amend the programs

Do not approve the programs

fiscal impact

attachments

1. Catalyst Development Program (CDP) Guidelines_DRAFT
2. Catalyst Development Program (CDP) Application_DRAFT
3. Septic to Sewer Conversion Program- Guidelines_DRAFT
4. WP Septic to Sewer Conversion Program- Application_DRAFT



Purpose and Intent

The City of Winter Park Community Redevelopment Agency (CRA) established the Catalyst Development Program (CDP) to promote large-scale, mixed-use development projects within the CRA District III corridor.

Specifically, the program is intended to:

- Catalyze transformational, large-scale redevelopment projects
- Leverage CRA resources to maximize long-term tax increment growth
- Encourage high-quality, mixed-use development consistent with the City's vision
- Address market gaps and financial feasibility challenges
- Promote redevelopment in priority CRA subareas, including underutilized and transitioning corridors
- Encourage Mixed-Use and Walkable Development Patterns
 - Prioritize projects that integrate residential, commercial, office, and civic uses in a manner that:
 - Reduces reliance on automobiles
 - Enhances connectivity between districts
 - Supports local businesses and economic vitality

Core Eligibility Requirements

The Catalyst Development Program (CDP) is available to new and expanding businesses located in the CRA district.

Meeting all the guidelines does not guarantee approval of an application, and all terms of any approval are at the sole discretion of the City/CRA:

- Eligible businesses and tenants should generally fall within selected industry classifications as defined by the North American Industry Classification System (NAICS):
 - Construction/Attainable Housing (Code 2361)
 - Retail Trade (Code 44-45)
 - Financial Activities and Information (Code 51-53)
 - Professional and Administrative Services (Code 54-56)
 - Education and Health Services (Code 61-62)
- Minimum total development cost of \$2.5 million+
- Development requires a minimum of 1 acre
- Must annex into the City of Winter Park (if applicable)
- Must be a taxable organization
- The project must be for a new business and should not already be under construction or in progress.
- Job creation (guidelines on page 2)

Incentive Tools

This program enables the CRA to utilize any of its redevelopment tools in accordance with the CRA plan and/or local City authorities, such as:

- On-site improvements
- Streetscape and mobility improvements
- Relocation of Water, Wastewater, and Electric Transmission Lines
- Infrastructure Improvements
- Impact fee reductions or reimbursements
- Permit fee waivers
- Expedited review and approvals
- Brownfield building permit fee reimbursement

*Fee waivers will be given priority in this program.

Funds & Distribution

- The maximum available incentive per project shall not exceed \$500,000. The CRA Staff will review the project and recommend a funding plan/strategy and amount to the CRA Advisory Board and CRA Board.
- The incentive shall be distributed on a first-come, first-served basis to qualified applicants who have completed an application.
- Once the incentive fund's annual distribution has been depleted, no additional projects shall be funded until the incentive is replenished or is otherwise directed by the CRA and/or City Commission.
- The total amount of the incentive fund shall not exceed \$1 million in any given year

Guidelines

To be considered for the CDP Program, the applicant should review the guidelines below (see also Table 1: Guideline Matrix). Meeting all the guidelines does not guarantee approval of an application, and all terms of any approval are at the sole discretion of the City/CRA:

- Create a minimum of 10 new jobs paying an average wage of 100% of the Orange County Average Annual Wage.
- All applicants will be required to maintain minimum job creation levels of employment for the term of the agreement with the City/CRA. If a business has multiple locations, only those physically located within the City limits will be considered eligible for the application.
- Applicants must commit to maintaining any jobs created in the City for a period determined at the City's or the CRA Board's sole discretion.
- Agree to utilize City utilities (Water, Sewer, Electric) where applicable.
- Demonstrate that the business is, and will remain, economically sound over the course of the agreement by submitting financial statements and tax returns as requested.
- Be willing to submit employee information, including the number of employees, salaries, total payroll, and address information, indicating how many jobs are currently held by residents of the City. (Individual employee information will not be disclosed.)

- All licenses must be up to date, and all property taxes must be current, with no debts in arrears to the City, at the time a contract is signed.
- Indicate that the Program is a major factor in its determination to locate/expand in the City.
- Eligible Property improvements to an existing building or construction of a new building:
 - Multi-parcel or district-scale redevelopment
 - Mixed-use (residential, commercial, office, hospitality, civic)
- Demonstrates significant public benefit or catalytic impact, such as increased taxable value, job creation, workforce or attainable housing, public infrastructure improvements, enhanced walkability, connectivity, and placemaking
- Be located within the CRA district boundaries
- Be consistent with:
 - Comprehensive Plan
 - CRA Redevelopment Plan
 - Applicable zoning and land use policies
- Demonstrate a funding gap through a financial pro forma or financial projections

Process

Applications are received on a first-come, first-served basis. Applications may be submitted to the City's Department of Economic Development for review of eligibility. Incomplete applications will not be accepted. Based on that review, City staff will draft a contract with the Applicant for approval by the CRA Agency or the City Commission, depending on the funding source. No agreement will be considered final until approved by either the CRA Agency or the City Commission. Applicants may be required to attend public meetings to discuss the application.

Contractual Agreement

All approved Applicants will execute an agreement with the City Commission or the CRA Agency that specifies the terms of the awarded incentive. Any mutually agreed-upon contract may include provisions for repayment of City/CRA funds if Program Guidelines are not maintained.

Change In Ownership, Land Ownership, Bankruptcy, or Relocation of Business

Change of Ownership: If an Applicant's business changes ownership, the business will remain eligible to receive award funds, provided all contractual obligations continue to be met.

Relocation of Business: Any Applicant business relocating within the City of Winter Park will still be eligible to receive payments upon providing proof of a new lease covering the remaining term of the contract. Any applicant business relocating outside the City of Winter Park will no longer be eligible for annual payments and must refund any funds awarded to date, as specified in their individual contractual agreement.

Bankruptcy/Dissolution: If an Applicant's business declares bankruptcy and is unable to meet the obligations of the contract or if the business is dissolved, no future payment will be made by the City/CRA.

Confidentiality

Financial statements and other information submitted to the City are not considered public records under FL Statute 288.075. However the City may use certain information retained for the purpose of issuing public reports, including the Applicant's name and business, contact info, description of need, number of full time equivalent jobs created, ratio of employees residing inside the City limits, the amount of any grant award, term of payment, and general wage information gathered for the purpose of determining eligibility.

Competitive Bidding

Applicants are required to get three (3) competitive bids for every type of proposed work, inclusive of any design or planning costs being reimbursed. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and the contractor.

Additional Program Assistance

Participation in this Program would not preclude an Applicant from seeking additional assistance from the City/CRA for other current programs.

Approvals

The CRA/City is the sole authority for determining the eligibility of proposed work and confirming completed work. Certain work may be required or precluded as a condition of funding. Participants will be responsible for obtaining necessary regulatory approvals, including any required by City departments or boards, and, but not limited to, any other necessary permits. All projects must appear before the City Commission for review and receive formal approval before proceeding. All work must comply with CRA/City, state, and federal regulations.

Program Funding

Nothing contained in this Program shall be construed to be a guarantee or entitlement to an economic incentive from the City of Winter Park, regardless of an Applicant's conformity to the Guidelines, financial condition of the City/CRA, or funding budgeted for economic incentives.

For more information on this and other City programs, please visit www.cityofwinterpark.org and click on Departments, Economic Development/CRA.

Table 1: Guideline Matrix

Guidelines	Job Creation
# of Jobs (FTE)	For relocation to the city, at least 10 new jobs
Average Annual Salary	Minimum of 100% of County Average Wage
Targeted Industry Sectors	Eligible businesses and tenants should generally fall within selected industry classifications as defined by the North American Industry Classification System (NAICS)
Payout of Incentive Awarded	Varies; no more than 5 years
Maximum Incentive	No more than \$500,000 total over 5 years

DRAFT



Property Information

Property Name _____

Parcel ID _____

Address _____

City Winter Park State Florida Zip Code _____

Property Size (acres/square feet) _____

Attach a map showing the property's location (.pdf, .jpeg, etc) may be from the property appraiser website)

Project Overview

Brief summary of proposed project: _____

Planned future land use: Residential Mixed Use Commercial Industrial Other

Estimated total project cost: _____

Estimated project timeline: _____

Is redevelopment contingent on public assistance/incentives? Yes No

Applicant Information

Name _____ Title _____

Organization _____

Address _____

City Winter Park State Florida Zip Code _____

Phone _____ Email _____

Interest in property _____

Septic-to-Sewer Conversion / Utility Readiness

Currently served by a septic system or sewer wastewater ?

Distance to nearest public sewer main (linear feet): _____

Roadway or right-of-way restoration required? Yes No

Any known utility moratoriums or capacity restrictions? Yes No

Utility provider has confirmed sewer service availability/capacity? Yes No Pending

Describe all outstanding property taxes (if applicable) _____

DRAFT

A title search must be conducted on this property. Have the results of the title search for this property been included with this application? Yes No

Current Property Owner (if different from applicant)

Name(s) _____ Title _____

Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

Legal Form Sole Proprietorship Limited Liability Partnership
 General Partnership Limited Liability Company
 Corporation S Corporation
 Joint Venture Trustee
 Other (describe) _____

Date formed _____

In which State are the incorporation and/or organization documents filed? _____

If an out-of-state entity, provide the date the entity registered to do business in the State of Florida _____

If a Trustee, describe _____

Other Contacts – Who would be the most appropriate contact person if the owner is unavailable for questions about the project? For example, a consultant, project manager, or attorney.

Name(s) _____ Title _____

Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

Name(s) _____ Title _____

Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

Environmental Status

Brief description of the nature and geographical extent of contamination by hazardous substances and/or pollutants, if known _____

Has a site assessment been done? Yes No

Brief description of any previous or current remedial action _____

Attach Phase I and/or Phase II Environmental Reports, if available.

____ Phase I Environmental Reports

____ Phase II Environmental Reports

Is the property subject to known or suspected environmental contamination, brownfield designation, or voluntary cleanup activities? Yes No Unknown

If yes, provide the following:

1. Known or suspected source(s) of contamination: _____
2. Potential exposure pathways identified (soil, groundwater, vapor intrusion, etc.): _____
3. Need for additional site investigation (sampling, monitoring, engineering analysis)?
 Yes No
4. Applicable or proposed cleanup criteria / regulatory standards: _____
5. Proposed remedial alternatives (removal, capping, monitoring, engineering controls, etc.): _____
6. Site map or exhibit showing affected/remediation areas attached? Yes No

The Department of Environmental Protection (DEP) provides excellent incentives. For certain projects, staff may assist in obtaining additional incentives from DEP.

Property Description

Is the property located within the Community Redevelopment III Area/Economic Enhancement District (EED)? Yes No

Residential	<input type="checkbox"/> Active	<input type="checkbox"/> Inactive	<input type="checkbox"/> Abandoned
Commercial	<input type="checkbox"/> Active	<input type="checkbox"/> Inactive	<input type="checkbox"/> Abandoned
Retail	<input type="checkbox"/> Active	<input type="checkbox"/> Inactive	<input type="checkbox"/> Abandoned

Office Space Active Inactive Abandoned
 Warehousing Active Inactive Abandoned
 Industrial Active Inactive Abandoned
 Manufacturing Active Inactive Abandoned
 Other (describe) _____

Provide the property's current zoning classification and describe the uses that are allowed under this classification _____

Is there a desire for zoning variance, special exceptions, or reclassification?

Yes No

If yes, please explain _____

Are there any recorded easements on the property? Yes No

If yes, explain and provide a map with all easements clearly marked _____

Based on future use of the property, please describe any anticipated physical changes to the property (e.g., building demolition, building expansion, paving, changes in site operations, etc.)

If known, describe the number and types of businesses that will be operating at the property after redevelopment _____

ADA / Accessibility

Existing site improvements compliant with ADA accessibility standards (to the best of the owner's knowledge)? Yes No Unknown

Existing structures require substantial ADA upgrades? Yes No N/A

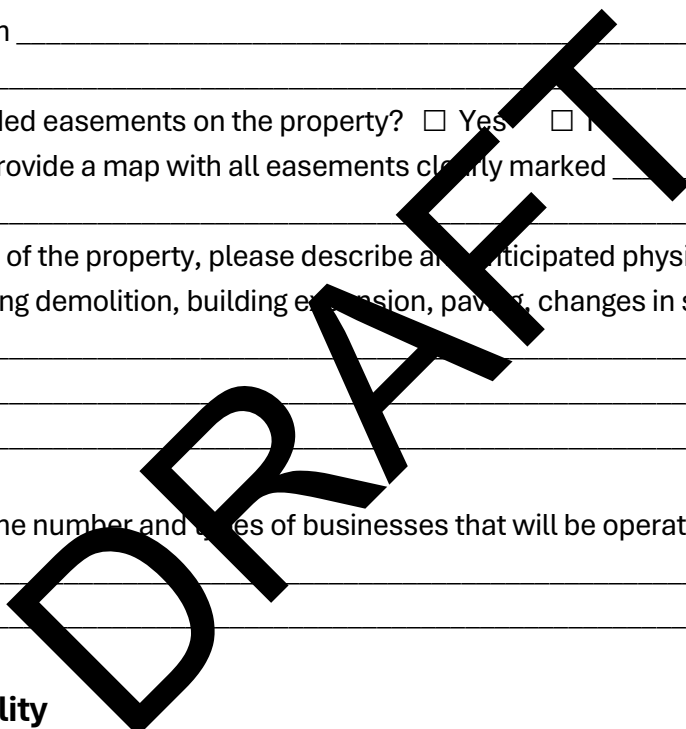
ADA-compliant route from public right-of-way to primary entrance feasible? Yes No
 Unknown

Public sidewalk connection to site available? Yes No

ADA-compliant parking feasible? Yes No N/A

Estimated cost of work from bids received

(Applicants may make multiple copies of this page if the applicant is acting as their own General Contractor and more than one type of work is being performed. List each type of work separately under item 5 and enter the required bids below.)



Bid #1:

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Bid Amount for Total Work: \$ _____ . _____

Bid #2:

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Bid Amount for Total Work: \$ _____ . _____

Bid #3:

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Bid Amount for Total Work: \$ _____ . _____

Source(s) of additional funding _____

Provide the approximate increase in the property tax after redevelopment _____

How many new permanent full-time or part-time jobs will the project create after remediation?

Type of Assistance/Incentive

Primary requested incentive (select top priority): _____

____ Regulatory Assistance (aid for meeting government agency permitting requirements)

____ On-site Improvements

____ Streetscape and Mobility improvements

____ Relocation of Water, Wastewater, and Electric Transmission Lines

____ Infrastructure Improvements

____ Impact fee reduction or reimbursements

____ Permit/Impact fee waivers

_____ Brownfield building permit fee reimbursement

The content of the application shall be considered public records of the City. The undersigned affirms that the information contained in the application is true and accurate.

Acknowledgements

- Site Map
 - Title Search
 - Utility Availability documentation
 - Environmental reports (if applicable)
 - Photos of current site conditions
 - I have read and understand the program guidelines and criteria
 - I have attached a copy of my current business license to this document
 - I have attached a copy of my current property insurance
 - To the best of my knowledge, the business and the property are current on all local, state, and federal taxes
 - I have attached a copy of the scope of work and available drawings or sketches
 - I understand that final approval must come from all city departments involved in any improvement, and that the award of the grant by the CRF does not guarantee approval of the project. The applicant must meet all City requirements and costs.
-
-

DRAFT

STATEMENT OF CERTIFICATION

I certify under penalty of law that the information provided in this application is, to the best of the applicant’s knowledge and belief, accurate and complete. Applicants are aware that there are significant penalties for falsifying any information required.

I certify that I am an authorized representative of the applicant.

The CRA is dedicated to promoting and encouraging diversity in the programs that it supports or funds. Successful applicants in the CRA Catalyst Development Program (CDP) are encouraged to contact certified minority-owned or small businesses.

I certify that all information on environmental conditions relevant to the property and known to the applicant is provided as part of this application.

Applicant acknowledges that submission does not guarantee funding or approval and that additional documentation may be required”

Printed Name _____ Title _____

Signature _____ Date _____

DRAFT

Please return a copy of this completed application, along with any supporting documentation, to the CRA.

Community Redevelopment Agency 401 S. Park Ave
Winter Park, FL 32789

For additional information, please contact:
Edwige Josue
CRA Project Manager
Phone: 407-599-3218
Email: ejosue@cityofwinterpark.org

DRAFT

Septic to Sewer Conversion Grant Program

A win-win: Protect Winter Park's water quality while increasing your property value.



The Winter Park Community Redevelopment Agency (CRA) established the Septic-to-Sewer Conversion Grant Program to improve water quality by replacing outdated septic systems. This grant typically covers a significant portion of the costs to connect to the city sewer system, particularly in priority areas identified by the Florida Department of Environmental Protection and the CRA.

Why should I connect?

➤ **Environmental Benefits**

Connecting to the City sewer reduces nutrient pollution entering the groundwater. Your wastewater will be sent to an Orange County treatment facility, where it's processed to higher standards and recycled to protect the environment. The Florida Department of Environmental Protection recommends septic-to-sewer conversion to enhance protection, as high nitrogen levels are affecting the ecosystem.

➤ **Personal Benefits**

Once connected, the City manages your wastewater—eliminating the burden of septic tank maintenance and repairs. Traditional septic tanks fail over time and require ongoing upkeep. By connecting to the City sewer, you'll also gain more flexibility with your yard space.

➤ **Financial Protection**

Grant funding is limited and may not be available in the future. If your septic tank fails, the Department of Health requires you to connect to the city sewer system if it's available. Connecting now with grant assistance prevents the financial burden of paying full connection costs later.

Why did the CRA start this program?

Septic tanks protect public health, but they're not designed to protect the environment. Expanding sewer service is part of the CRA's overall goal of protecting our water resources.

Who is Eligible?

This program applies to:

- Commercial and mixed-use properties
- Multifamily properties (as defined by the City)
- Properties currently using septic systems
- Properties located within the designated CRA

Priority areas may include:

- Commercial corridors
- Parcels near existing sewer infrastructure
- Environmentally sensitive zones

Program Requirements

Eligible property owners who choose or are required to participate must:

1. Connect to the City sewer system when service becomes available
2. Properly abandon existing septic systems in accordance with regulations
3. Obtain all required permits and inspections
4. Complete connection within the specified timeframe (typically 6–18 months after notice)

Financial Assistance & Incentives

To support participation, the CRA offers the following incentives (subject to funding availability):

1. Connection Cost Assistance

- Partial reimbursement for sewer connection costs
- Grant may cover a percentage of eligible expenses

2. Reduced or Waived Fees

- Discounted sewer connection fees
- Waived or reduced impact fees for qualifying properties

3. Construction Support

- City-funded or shared-cost installation of main sewer lines
- Coordination assistance to minimize business disruption

4. Expedited Permitting

- Priority review for permits related to sewer connection and redevelopment

5. Redevelopment Incentives

- Increased development flexibility where sewer service enables higher intensity use
- Potential eligibility for additional CRA Economic Development Programs

Eligible property owners in the Fairbanks Corridor can receive up to \$20,000 in grant funding to connect to the city sewer system.

Estimated Costs

Costs vary depending on property size and location, but may include:

- Private lateral connection (building to sewer line)
- Septic system abandonment
- Site restoration and plumbing modifications
- The City will provide cost guidance and resources to help property owners plan.

How to Participate

1. **Confirm Eligibility**
Contact CRA staff to verify your property is within a program area.
2. **Submit an application**
Apply for incentives and program participation
3. **Design & Permitting**
Work with a licensed contractor to prepare plans
4. **Construction & Connection**
Complete sewer connection and septic abandonment
A City inspector will conduct a final inspection after project completion

Important Notes

- Incentives are limited and may be available on a first-come, first-served basis
- Early participation may provide the greatest financial benefit

When would the connection happen?

The CRA staff will engage with the approved applicant on a mutually agreeable schedule once the agreement has been executed and the design plans have received approval.

DISCLAIMER: THE DECISION WHETHER TO AWARD THE SEPTIC-TO-SEWER GRANT TO ANY APPLICANT IS A DISCRETIONARY DECISION OF THE CRA IN ITS SOLE DISCRETION. THE CRA MAY AT ANY TIME ESTABLISH OR CONSIDER ADDITIONAL CRITERIA AND/OR REQUIREMENTS NOT LISTED IN THIS APPLICATION AND RELATED DOCUMENTS IN REJECTING OR ACCEPTING AN APPLICATION. SUBMISSION, ACCEPTANCE, OR APPROVAL OF AN APPLICATION DOES NOT CREATE A RIGHT OF THE APPLICANT TO RECEIVE THE GRANT, OR ANY OTHER RIGHT. APPLICANT SHALL HAVE ONLY THOSE RIGHTS EXPRESSLY GRANTED TO THEM IN THE SEPTIC-TO-SEWER GRANT AGREEMENT, IF ONE IS EXECUTED.



City Of Winter Park Community
Redevelopment Agency (CRA)
Commercial Septic-to-Sewer Conversion

1. APPLICANT

Name: _____

Address: _____

_____ Zip _____

Contact Name: _____ Phone Number: _____

Email: _____ Fax Number: _____

Legal Form: Sole Proprietorship [] Partnership []

Corporation: Profit [] Non-Profit []

In which State are the incorporation and/or organization documents filed?

Tax Identification Number: _____

2. BUILDING/BUSINESS TO BE IMPROVED

Name: _____

Address: _____

_____ Zip _____

Legal Description: _____

Property Tax Parcel Number: _____

3. OWNER OF PROPERTY (if not applicant)

Name: _____

Contact Name: _____

Address: _____

_____ Zip _____

Phone Number(s): _____

Staff Use Only: Application Approved (Y / N) Date: _____ By: _____

4. AUTHORIZATION TO UNDERTAKE WORK

If the applicant is not the owner of the property, provide written evidence in the form below that the owner authorizes this work to be undertaken.

5. ESTIMATED COST OF WORK FROM BIDS RECEIVED *(Applicant may make multiple copies of this page if the applicant is acting as their own General Contractor and more than one type of work is being performed. List each type of work separately under item 5 and enter the required bids below.)*

Bid #1:

Company Name: _____
Contact Name: _____
Contact Phone Number: _____
Bid Amount for Total Work: \$ _____ . _____

Bid #2:

Company Name: _____
Contact Name: _____
Contact Phone Number: _____
Bid Amount for Total Work: \$ _____ . _____

Bid #3:

Company Name: _____
Contact Name: _____
Contact Phone Number: _____
Bid Amount for Total Work: \$ _____ . _____

6. SOURCE(S) OF ADDITIONAL FUNDING

7. INVESTMENT VALUE OF WORK BEING PERFORMED BY APPLICANT

Include the total cost estimate of all work being performed at the business, both exterior and any interior improvements being made. \$_____.

8. ACKNOWLEDGEMENTS

- I have read and understand the program guidelines and criteria
- I have attached a copy of my current business license to this document
- I have attached a copy of my current property insurance
- To the best of my knowledge the business and the property are current on all local, state and federal taxes
- I have attached a copy of the scope of work and available drawings or sketches
- I understand that final approval must come from all City departments concerned with any improvement and that award of the grant by the CRA does not guarantee approval of the project. The applicant must meet all City requirements and codes.

DRAFT

CERTIFICATION BY APPLICANT

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining up to \$20,000.00 grant and is true and complete to the best of the applicant’s knowledge and belief.

If the applicant is not the owner of the property to be converted, or if the applicant is not the sole owner of the property, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property. Evidence of this authority must be attached.

The CRA is dedicated to promoting and encouraging diversity in the programs that it supports or funds. Successful applicants in the CRA Commercial Septic-to-Sewer Program are encouraged to contact contractors that are certified minority owned or small businesses.

Verification of any information contained in this application may be obtained by the CRA from any available source.

Applicant Signature

Date

Please return a copy of this completed application along with any supporting documentation to the CRA.

Community Redevelopment Agency
401 S. Park Ave
Winter Park, FL 32789

For additional information, please contact:

Edwige Josue
CRA Project Manager
Phone: 407-599-3218
Email: ejosue@cityofwinterpark.org

Commercial Septic-to-Sewer Program Property Owner Authorization

I, _____, understand that
_____, a leaseholder of my property located at

_____ is considering improvements under the City of Winter Park Community Redevelopment Agency Commercial Septic-to-Sewer Grant Program, hereinafter referred to as "Program." For the purposes of this authorization, hereinafter the Community Redevelopment Agency shall be referred to as "CRA" and the City of Winter Park as "City".

I have received and reviewed the Program guidelines and reviewed the application submitted by my tenant. I agree to permit the proposed improvements to my building. I understand that I am not financially responsible to complete these improvements under the Program.

I understand and agree that neither the CRA nor the City assume responsibility or liability to me or any other part for any action or failure of any contractor or other third party and in no way guarantee any work to be done or material to be supplied.

I further agree to hold the CRA and the City harmless from and indemnify them for and against any and all claims which may be brought or raised against the CRA, the City, or any of its officers, representatives, agents or agencies regarding any matters relevant to the participant obligations under the Program.

I assure the CRA and the City that the tenant holds a valid lease with no expiration pending within the next twenty-four months following the date of application for Program funding.

I have read the above statements and acknowledge that they are true and complete to the best of my knowledge. I have no objection to the applicant pursuing the proposed improvements project, and I authorize the leaseholder to make the proposed improvements under the provisions of the Program.

Property Owner Signature

Date

STATE OF FLORIDA
COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 20__

by _____, who is personally

known to me or who has produced _____ as identification.

Notary Public



Economic
Development Advisory
Board

agenda item 5.a

item type

Non-Action Items

meeting date

May 12, 2026

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

WPBA Midyear Report - 2026

motion | recommendation

background

Attached for review is the midyear report from the Winter Park Business Academy (WPBA) for 2026 in partnership with the National Entrepreneurship Center (NEC).

alternatives | other considerations

fiscal impact

attachments

1. NEC WPBA MidYear Report Oct 25-March 26



WINTER
PARK
BUSINESS
ACADEMY

Prepared by:

Mid-Year Program Update

October 1, 2025 – March 31, 2026





OVERVIEW

Mid-Year (October 2025 – March 2026)

The National Entrepreneur Center is pleased to provide this WPBA update to the City of Winter Park.



Executive Summary

Provided by the National Entrepreneur Center



Program Timeline

- 12-Month Program
- Started October 1, 2025
- Ends September 30, 2026



Program Analysis

An in-depth look at the services provided.



Participants

Learn more about who engaged with the WPBA.



Statistics

Website traffic, email marketing and more.



Looking Forward

Recommendations based on our findings.



Executive Summary



The National Entrepreneur Center (NEC) is pleased to share a mid-year progress update on our partnership with the City of Winter Park through the Winter Park Business Academy (WPBA).

Mid-Year Highlights & Impact include:

- **761** unique participants since inception/ **146** unique participants so far this year:
 - Who engaged in either workshops, webinars, roundtable discussions, and mentoring sessions.
- **13.8%** Local Representation: Unique participants who came from Winter Park's 32789/32790/32792 zip codes during Oct. 2025 – March 2026.
- **2,338** Webpage Views | 644 Unique Users: The CFLBizLink.com/Winter Park webpage continues to connect entrepreneurs with critical business support and development resources within Winter Park during Oct. 2025 – March 2026.
- **150,510** Views of our WPBA digital campaign on Bungalow.com between January 2026 – March 2026.

Additionally, at the start of 2026 the Central Florida International Trade Office (CFITO) partnered with the City of Orlando and Winter Park-based consulting firm Florida Compass to deliver meaningful international trade opportunities. CFITO designed targeted educational programming and facilitated strategic business-to-business matchmaking sessions that put Winter Park & Central FL companies directly in front of global partners. The results were tangible: Winter Park's own Lombardi Seafood secured a promising connection with a major Mediterranean seafood company, demonstrating that Winter Park businesses are well-positioned to compete and grow in the global marketplace. This initiative reflects the power of locally-rooted partnerships to generate real commercial outcomes for Winter Park companies and strengthen the city's profile on the international stage.

We are deeply grateful to the City of Winter Park for actively supporting small businesses and partnering with us on this important initiative. With your continued support, the Winter Park Business Academy will keep growing its reach and impact, equipping entrepreneurs for success.

Thank you for your continued support of small business. Please let us know if you have any questions or if we can ever be of any assistance to you.

Belinda O. Kirkegard

Smile,

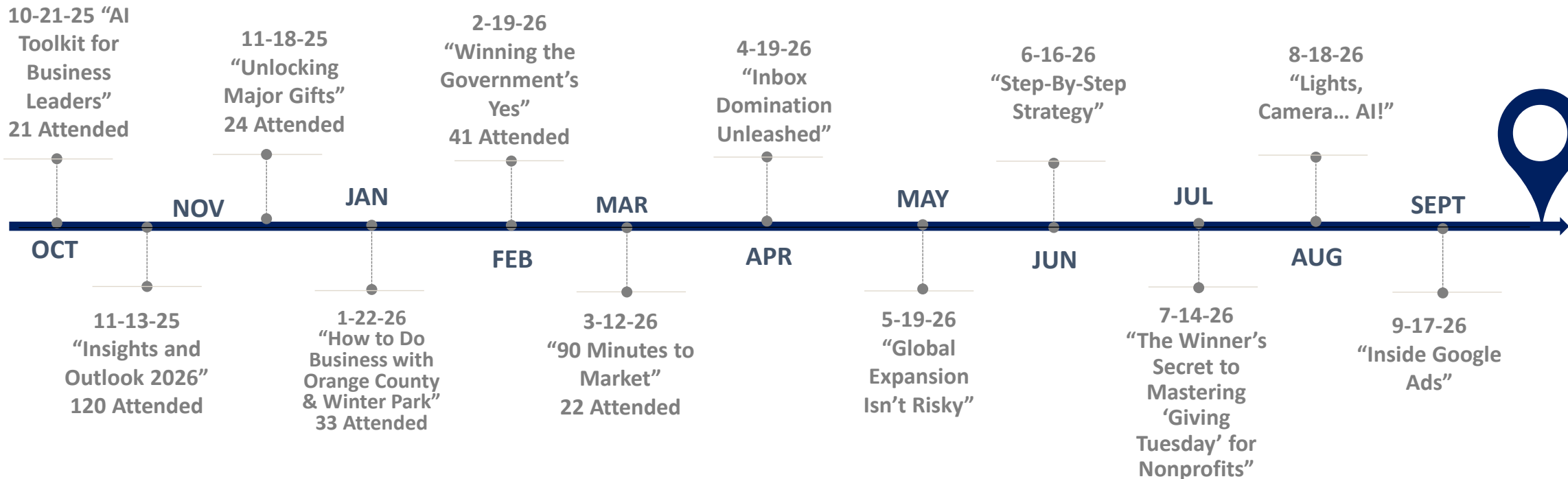
Belinda O. Kirkegard, President





2025-2026 Program Timeline

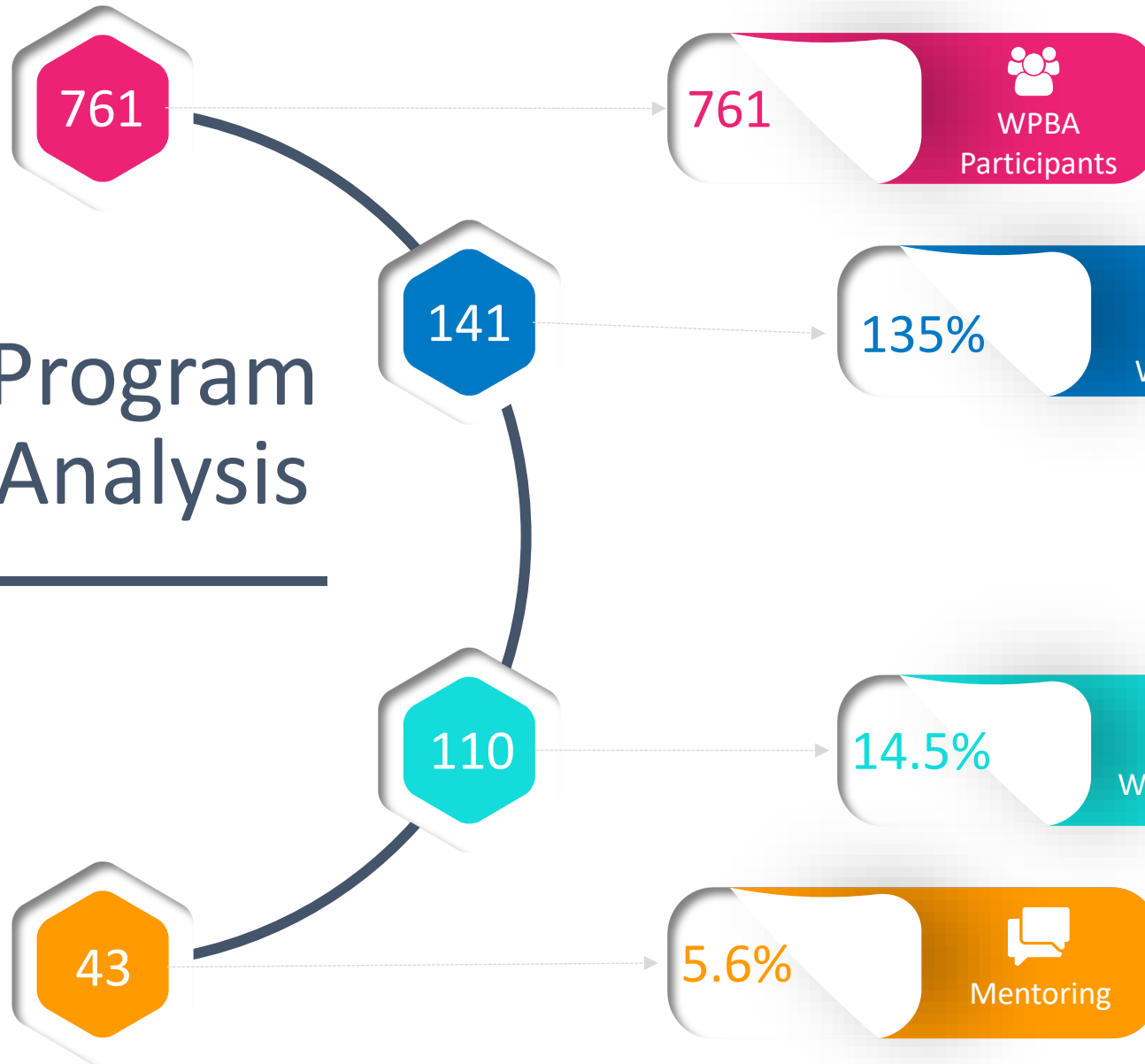
Contract Term: October 1, 2025 – September 30, 2026



*Please note participant totals capture all event attendances, while unique participants reflect the distinct individuals served.



Program Analysis



Total number of participants that have attended workshops, webinars, or mentoring sessions *since program inception*.

Growth in workshop attendees from first half FY 24-25 (60) to first half FY 25-26 (141) for all events held in Winter Park, and percentage of growth.

Number and percentage of total participants from Winter Park Zip Codes: 32789, 32790, 32792 *since inception*.

Number and percentage of participants that attended a roundtable or a mentoring session during October 2025 – March 2026.



October – November Workshops




WIPBA WINTER PARK BUSINESS ACADEMY

The AI Toolkit for Business Leaders

FREE WORKSHOP

**October 21, 2025
6 - 8 PM**

You don't need to master every tool; you just need to know what's possible.

Join us for a guided tour of practical, jaw-dropping tools you can use today. We'll share a few of the best AI tools for:

- Communication & Content
- Marketing & Creativity
- Organization & Productivity
- Strategy & Insights

Don't get left behind. Register now and transform your marketing in just one session.

REGISTER TODAY!
CFLBizLink.com/WinterPark

Winter Park Library
1052 W. Morse Blvd.
Winter Park FL 32789



WHERE FORESIGHT MEETS LEADERSHIP

National Entrepreneur Center

INSIGHTS & OUTLOOK

Economic Trends for Business Leaders

NOV 13, 2025 | 8:30 - 11:30 AM

Sean Snaitth, Ph.D.
University of Central Florida
Director, Institute for Economic Forecasting

Michelle Dennard
Federal Reserve Bank of Atlanta
V.P. and Regional Director

UCF economist Dr. Sean Snaitth shares what's ahead in 2026, followed by a rare "Conversation with the Fed" featuring Michelle Dennard of the Federal Reserve Bank of Atlanta – giving small business owners an insider's view of opportunities and risks on the horizon.

TURNER PRESENTED BY DROPLIGHT

SPONSORS

Walt Disney World Resort, Orange County, University of Central Florida, City of Orlando, Florida Blue, Regions Foundation, BankUnited, Florida high tech corridor, OUC, TRAVEL LEISURE, Southwest, Addition, KISSIMEE, SPANCO COUNTY, City of Winter Park, ORLANDO HEALTH, Clear Channel Outdoor

SEATS ARE LIMITED - DON'T MISS OUT!
Register: Outlook2026.Eventbrite.com
\$23/person. Breakfast is included.
National Entrepreneur Center in Orlando Fashion Square
3201 E. Colonial Drive, A20, Orlando, FL 32803

YOUR FUTURE. YOUR BUSINESS. OUR MISSION.



WIPBA WINTER PARK BUSINESS ACADEMY

UNLOCKING MAJOR GIFTS:

From Prospect to Partnership

NOV 18 | 6-8PM

Learn directly from the expert who has raised over \$300 million for nonprofits!

Take your fundraising to the next level! Join us for this high-impact workshop designed for nonprofit leaders.

REGISTER TODAY!
CFLBizLink.com/WinterPark

LOCATION
Winter Park Library
1052 W. Morse Blvd.
Winter Park FL 32789

BROUGHT TO YOU BY:

City of Winter Park, National Entrepreneur Center, CRA community redevelopment agency

AI Toolkit for Business Leaders Attendee:
 "Great speaker – he had strong background and knowledge on the topic. Need part 2!"

Unlocking Major Gifts Attendee:
 "I enjoyed the breakdown of donors and how to interact with them."





January – March Workshops



National Entrepreneur Center
You're Invited!



HOW TO DO BUSINESS
WITH THE CITY OF WINTER PARK AND ORANGE COUNTY
+ INSIGHTS ON THE NEW SBE PROGRAM*

JAN 22 | 9-11AM
WINTER PARK COMMUNITY CENTER
721 W NEW ENGLAND AVE,
WINTER PARK, FL 32789

Register Today!
WWW.CFLBIZLINK.COM/WINTERPARK
FREE WORKSHOP
CONTINENTAL BREAKFAST INCLUDED

City of Winter Park
WIPBA
ORANGE COUNTY GOVERNMENT FLORIDA

WINNING THE GOVERNMENT'S "YES"
Proposal Writing That Works

Teught by:
ORANGE COUNTY GOVERNMENT FLORIDA
City of Winter Park

An introduction to government proposal writing, compliance basics, and how small and emerging businesses can compete.

WHAT YOU'LL LEARN:

- ▶ How to interpret RFPs, develop strong solutions, and present responses clearly and persuasively for evaluators
- ▶ How to position your business, craft a compelling story, and submit credible proposals—even with limited past performance
- ▶ Proven proposal strategies, evaluator insights, and common pitfalls to avoid, aligned with scoring criteria and agency priorities

February 19, 2026 REGISTER TODAY!
9am-11am
CFLbizlink.com/WinterPark

Location: Winter Park Community Center
721 W New England Ave., Winter Park, FL 32789

WIPBA WINTER PARK BUSINESS ACADEMY
National Entrepreneur Center

90 MINUTES TO MARKET
March 12
6-8pm

QUICK LAUNCH SALES STRATEGIES

Launch products and services without massive budgets or complex campaigns. The battle-tested system combines AI with real-world experience to help you start generating revenue immediately.

WALK AWAY WITH:

- ▶ A ready-to-use launch framework you can deploy the same day
- ▶ AI-powered tools to speed up your go-to-market strategy
- ▶ Low-cost tactics to drive real sales without the big ad spend
- ▶ Strategies proven in real-world businesses – not theory

Presented by:
Ray Ortega, CEO
Grano

REGISTER TODAY!
CFLbizlink.com/WinterPark

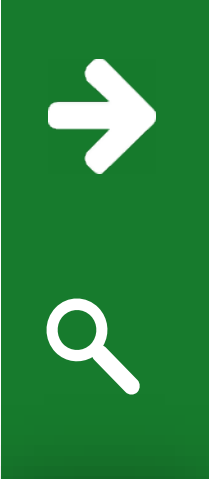
LOCATION:
Winter Park Community Center
721 W New England Ave., Winter Park, FL 32789
INVESTMENT: Free to attend

Attendee Feedback from How to Do Business Workshop:

"Both speakers were knowledgeable and provided very clear information that was useful."

"Great workshop, can't wait for part 2."

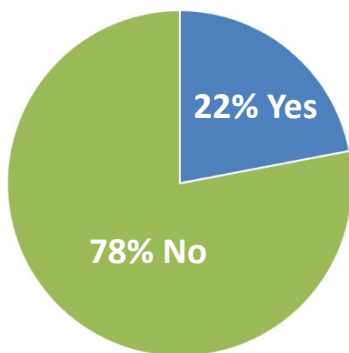




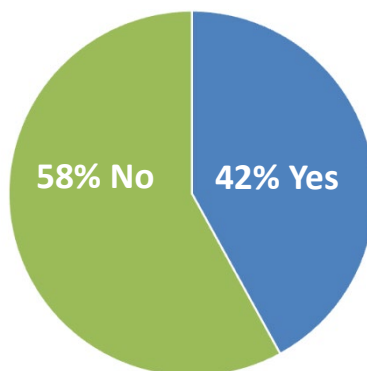
About WPBA Participants

The WPBA is open to everyone especially those wanting to start a new business or grow an established business within Winter Park city limits.

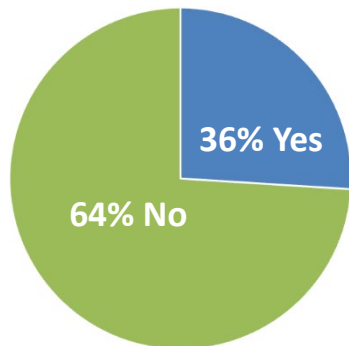
Low to Moderate Income Level



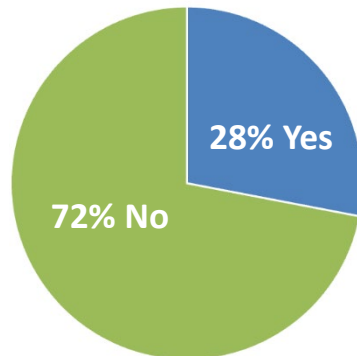
Home Based Business



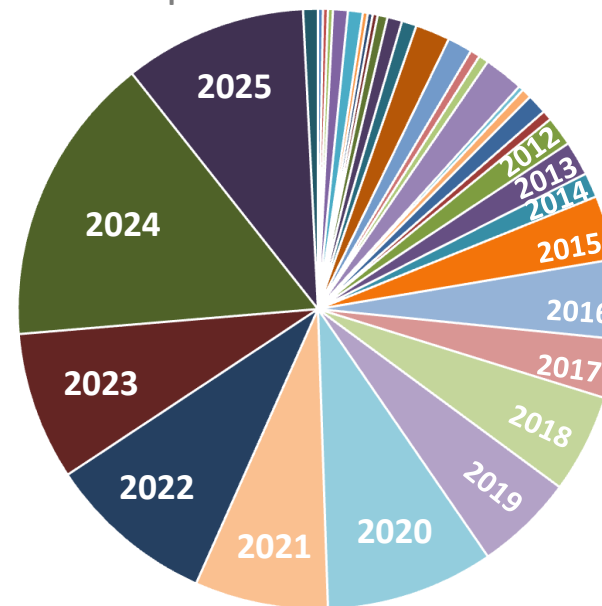
Selling Online



Commercial Location



WPBA Participant Businesses – Year Established & Number of Businesses Founded



1983	1	2009	2
1986	1	2010	4
1987	1	2011	2
1992	3	2012	6
1993	3	2013	7
1994	1	2014	5
1995	1	2015	13
1997	1	2016	16
2000	2	2017	12
2001	3	2018	20
2002	3	2019	20
2003	7	2020	34
2004	5	2021	27
2005	2	2022	34
2006	2	2023	30
2007	8	2024	59
2008	1	2025	37
		2026	3

[LEARN MORE](#)

To see the full list of WPBA Participants, refer to Appendix A.

FUN FACT

This was the first-time the City of Winter Park and Orange County Procurement teams collaborated to help vendors “learn how to do business” with their respective agencies.

PARTICIPANTS BY GENDER (Of those who reported gender)



35%



65%



Landing Page Stats



WPBA Landing Page Visits:
<https://CLFBizLink.com/winterpark/>

2,338 VIEWS / 644 Unique Users
(October - March)

The landing page was updated in May to provide a more succinct layout.

2026 WPBA Rack-Card



WPBA | WINTER PARK BUSINESS ACADEMY

2026 SAVE the DATES

January 22 | 9-11am
How to Do Business with Orange County & Winter Park

February 19 | 9-11am
Getting the Government's "YES"

March 19 | 6-8pm
90 Minutes to Market - The Quick Launch Sales Strategy

April 16 | 6-8pm
Inbox Domination Unleashed: Hook, Sequence, Sell

May 19 | 6-8pm
Global Expansion Isn't Risky - Going In Unprepared Is

June 16 | 11am-1pm
Step-by-Step Strategy: Converting Online Traffic to Transactions

July 14 | 11am-1pm
The Winner's Secret to Mastering "Giving Tuesday" for Nonprofits

August 18 | 6-8pm
Lights, Camera...All Create Business Videos Faster - Without Filming!

September 17 | 6-8pm
Inside Google Ads: How to Drive Smarter Advertising

October 15 | 11am-1pm
Business Finances - Know Your Numbers

November 17 | 6-8pm
Access to Capital

November TBD
Insights & Outlook

Details & Registrations:
CFLBizLink.com/WinterPark
Workshop names subject to change.



The NEC created a 2-sided 2026 Save the Date WPBA Rack Card. This file can be easily printed and handed out around the City of Winter Park to promote the Winter Park Business Academy and the 2026 Workshop Schedule of Events.



WPBA | WINTER PARK BUSINESS ACADEMY

ABOUT THE WINTER PARK BUSINESS ACADEMY
The Winter Park Business Academy (WPBA) is a free training program that helps entrepreneurs start and grow successful businesses. Launched in partnership with the City of Winter Park and the National Entrepreneur Center, WPBA offers monthly workshops, one-on-one mentoring, and on-demand resources on topics like marketing, funding, AI tools, and operations. Sessions are available in-person at Winter Park city facilities and virtually. In the past year, over 300 entrepreneurs strengthened their businesses through WPBA.

HOW WPBA SUPPORTS YOU

- Expert-led training on marketing, funding, operations, and cutting-edge technology
- Personalized mentoring to help you navigate your unique business challenges
- A supportive community of fellow entrepreneurs
- Zero cost - this valuable resource is completely free thanks to our partners
- Flexible access - In person sessions as well as some virtual options available
- Whether you're launching your first venture or scaling an established business, WPBA gives you the tools, confidence, and connections to succeed.

WHY IT MATTERS TO WINTER PARK
WPBA validates that Winter Park is truly open for business - offering concrete, value-added support that proves the City is actively invested in entrepreneurial success. By equipping local business owners with the skills to thrive, we're:

- Accelerating Local Economic Growth
- Solidifying Winter Park as a Premier Business Destination
- Strengthens Commercial Resilience & Retention
- Drives Job Creation & Community Prosperity

When Winter Park businesses succeed, our entire city prospers.

READY TO GROW YOUR BUSINESS?
Visit CFLBizLink.com/WinterPark
Questions?
Contact the National Entrepreneur Center at (407) 420-4848



Bungalower Digital Campaign



WPBA WINTER PARK BUSINESS ACADEMY

BOOST YOUR BUSINESS

WITH **FREE** WORKSHOPS, INDIVIDUALIZED COACHING, NETWORKING & MORE

[CLICK FOR DETAILS](#)

National Entrepreneur Center | City of Winter Park | CRA community redevelopment agency

93,636 views 2/4 – 3/20/26

90 MINUTES TO MARKET

March 12 6-8pm

QUICK LAUNCH SALES STRATEGIES

Launch products and services without massive budgets or complex campaigns. The battle-tested system combines AI with real-world experience to help you start generating revenue immediately.

Presenter: Rey Ortega, CEO, Grata.
Investment: Free to attend.

WALK AWAY WITH:

- ◆ A ready-to-use launch framework you can deploy the same day
- ◆ AI-powered tools to speed up your go-to-market strategy.
- ◆ Low-cost tactics to drive real sales without the big ad spend.
- ◆ Strategies proven in real-world businesses – not theory.

REGISTER TODAY!

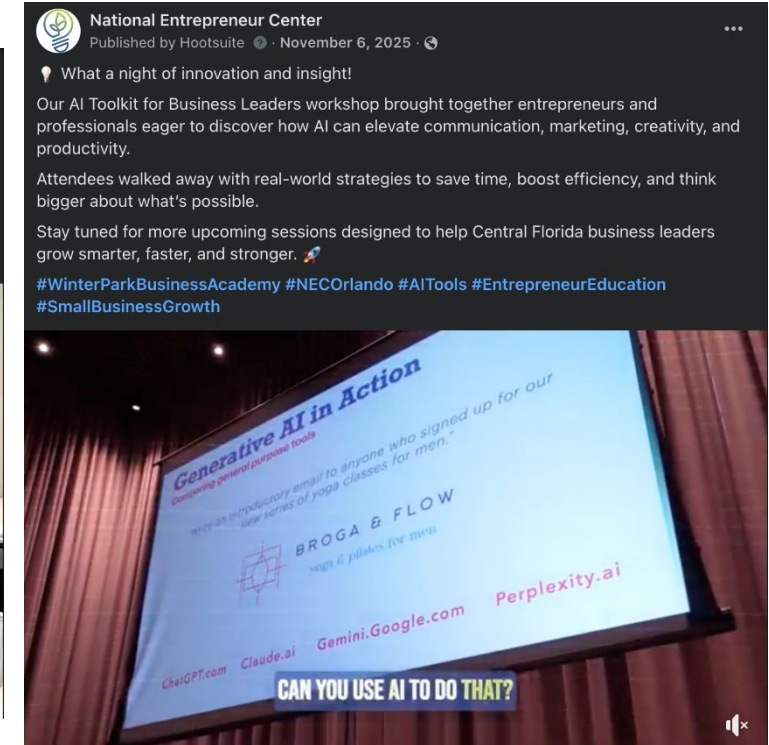
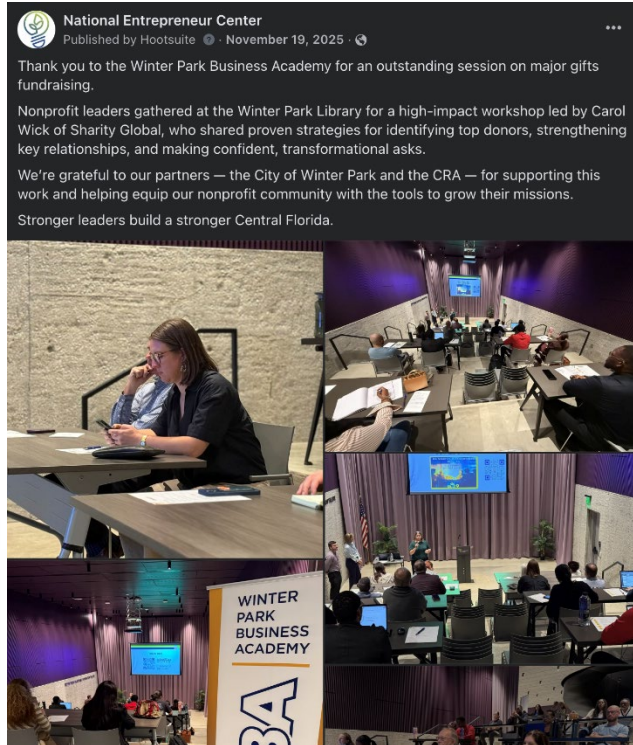
CFLBizLink.com/WinterPark
Winter Park Community Center
721 W. New England Ave.
Winter Park, FL 32789

*56,884 views 2/4 – 3/12/26

Winter Park Business Academy is advertised on Bungalower.com daily throughout the year. This includes individual workshops and generic WPBA promotional images.

Each workshop is also featured for a week on the Bungalower Calendar.

WPBA Social Media Stats



Posts about WPBA on @NationalEC

WPBA REACH: 7,842

WPBA Impressions: 25,917

WPBA Average Engagement Rate: 9.1%






(0.5%-3.5% is considered a good rate by industry standard)

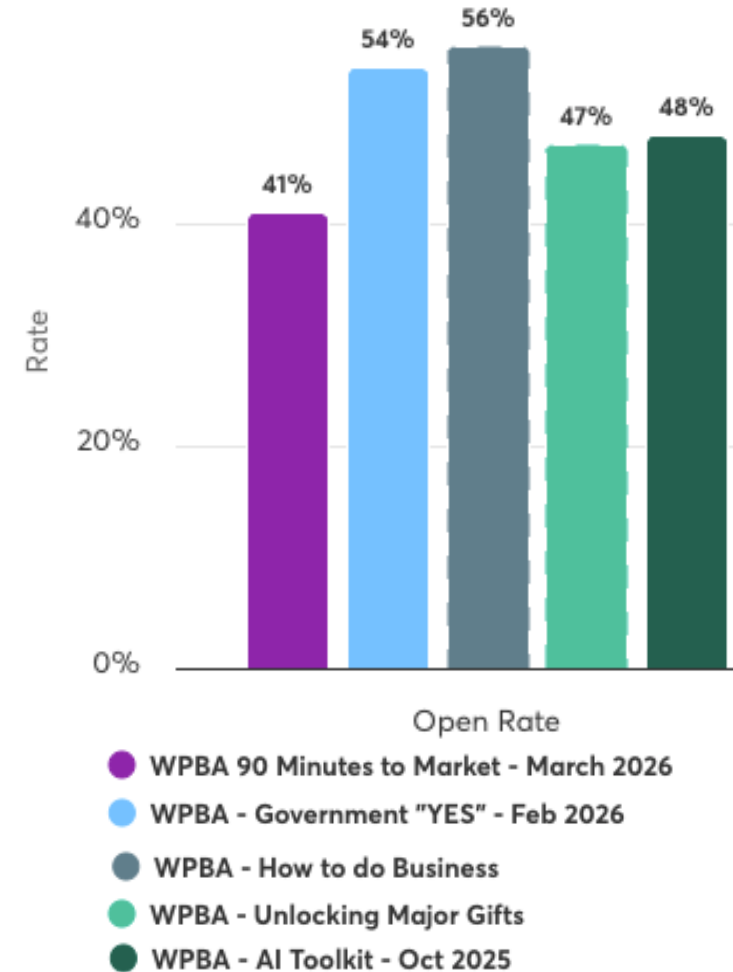




Monthly E-Mails to Registrants



Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
 WPBA 90 Minutes to Market - March 2026	798	301 41%	32 4%	65 8%	0 0%
 WPBA - Government "YES" - Feb 2026	736	370 54%	29 4%	56 8%	0 0%
 WPBA - How to do Business	699	362 56%	23 4%	50 7%	2 1%
 WPBA - Unlocking Major Gifts	606	262 47%	19 3%	48 8%	0 0%
 WPBA - AI Toolkit - Oct 2025	614	271 48%	22 4%	45 7%	2 1%



**October -
March**

3,453
Emails Sent

1,566
Opened

125
Click Throughs

Additional emails were sent as WPBA reminders as well as highlighting events in monthly NEC newsletters.



Looking Ahead

Through strengthened collaboration, WPBA is positioned to expand participation and deepen its impact on the Winter Park business community. This continued growth supports broader economic development outcomes by equipping entrepreneurs with the tools, guidance, and connections needed to succeed. In alignment with our proposed services, we recommend the following:

1. **Deepen Local Resident Engagement:** Collaborate more closely with the City of Winter Park to raise resident awareness of the WPBA.
2. **Strengthen Strategic Marketing:** Continue and expand digital advertising placements in local publications with strong digital reach (e.g. Bungalower).
3. **Continue to enhance the WPBA Landing Page** with new online educational content and resources thus extending the program's value beyond event attendance and creating a year-round self-service resource hub.
4. **Increase Mentoring Participation** through a targeted effort to promote one-on-one and roundtable mentoring as this could meaningfully increase individual business impact and program differentiation.



THANK YOU

for your continued support of small business!

We are grateful for this partnership!



Services provided by:





Economic
Development Advisory
Board

agenda item 6.a

item type

Staff Updates

meeting date

May 12, 2026

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Econ Dev Commercial Performance Report

motion | recommendation

background

Monthly reports as requested

alternatives | other considerations

fiscal impact

attachments

1. Property Overview - Park Ave 2 - Apr 1, 2026 - Apr 30, 2026
2. EDAB Commercial Performance Report -May 2026

Property Overview

Apr 1 - Apr 30, 2026

Property:

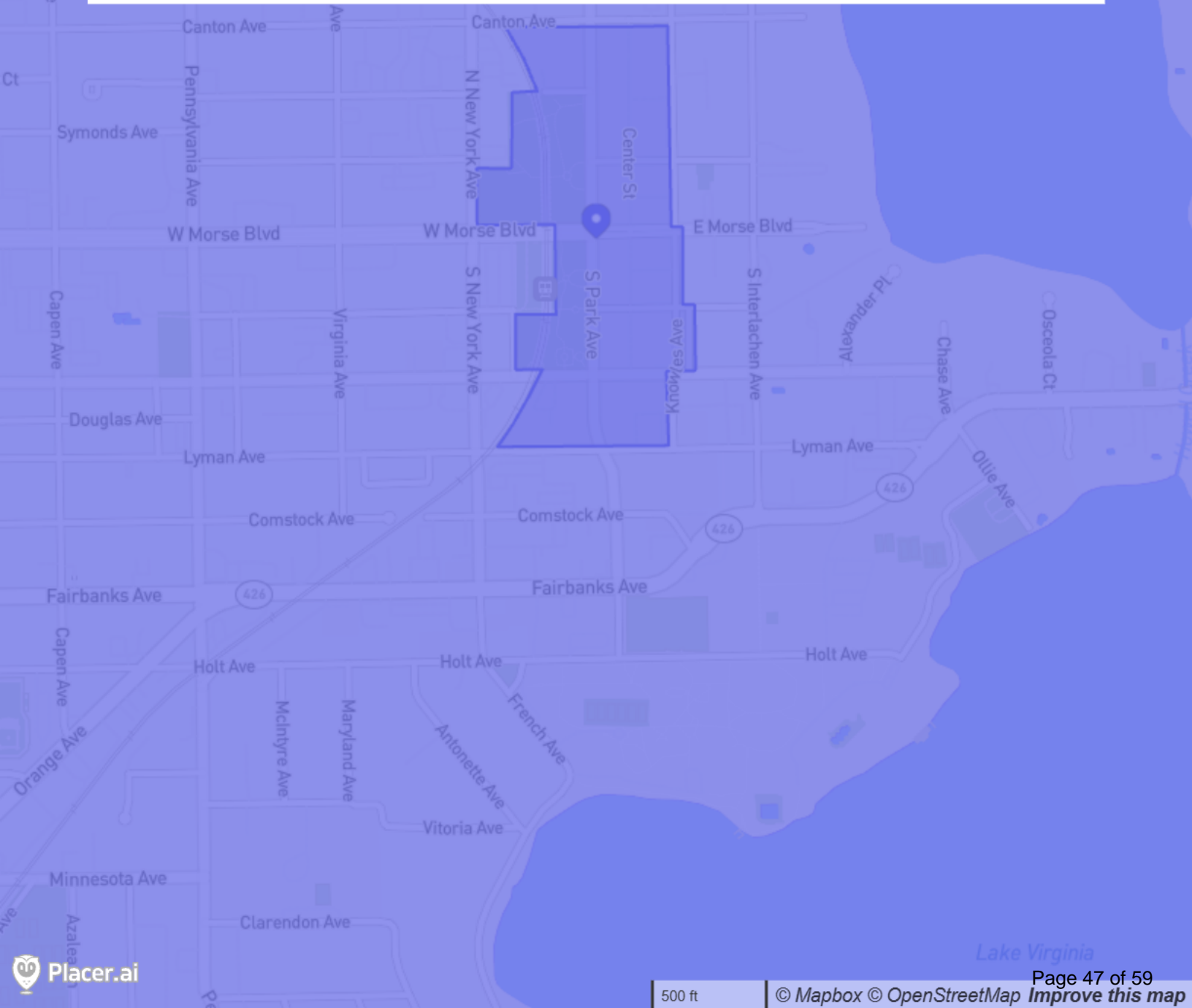


Park Ave 2

Morse Boulevard, , FL 32789



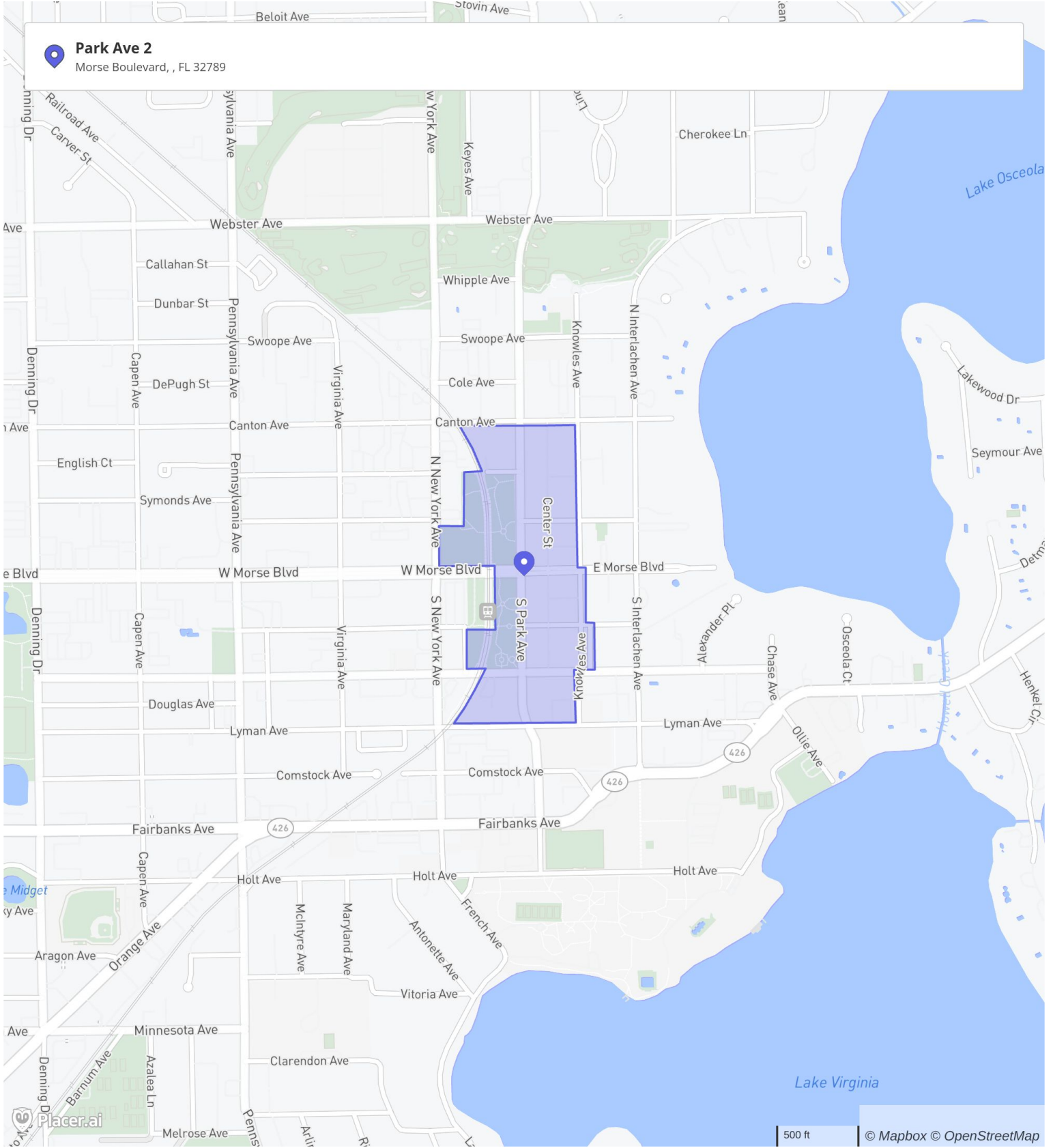
Scan to view on placer.ai platform





Property Overview

Apr 1 - Apr 30, 2026





Property Overview

Apr 1 - Apr 30, 2026

Metrics

Park Ave 2
Morse Boulevard, FL

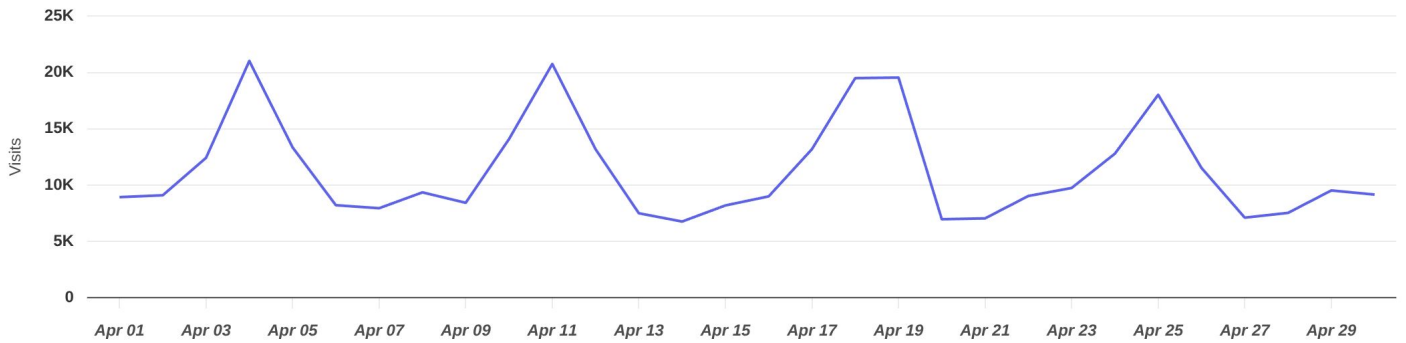
Visits	338.9K	Panel Visits	26.8K
Visitors	250.1K	Visits YoY	+22%
Visit Frequency	1.35	Visits Yo2Y	+33.5%
Avg. Dwell Time	89 Min	Visits Yo3Y	+25%

Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Park Ave 2
Morse Boulevard, FL



Daily | Visits | Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Apr 1 - Apr 30, 2026

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Park Ave 2 Morse Boulevard, FL	\$76.1K	44.2%	35.2	White (48.7%)	2.69
Florida	\$68.1K	32.3%	42	White (52%)	2.59

Apr 1st, 2026 - Apr 30th, 2026 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

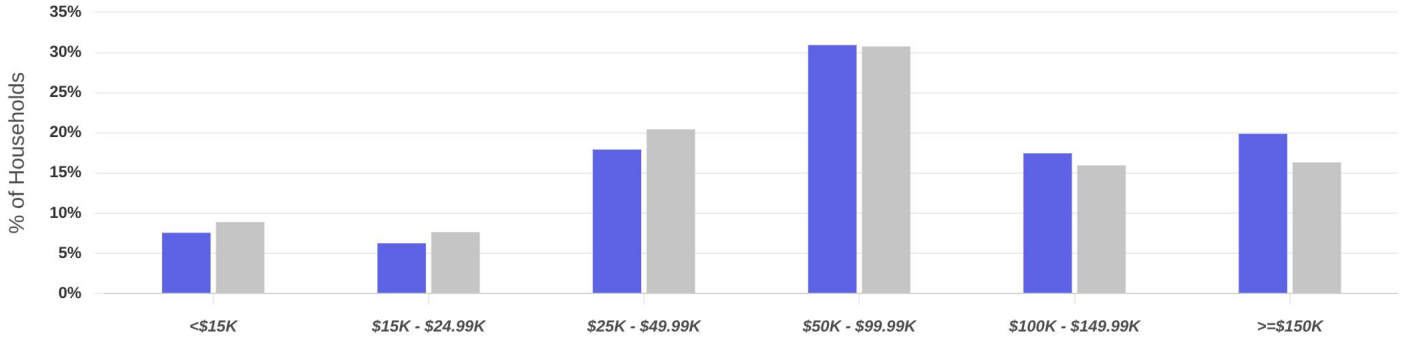
Apr 1 - Apr 30, 2026

Household Income

Park Ave 2

Morse Boulevard, FL

Florida



Apr 1st, 2026 - Apr 30th, 2026 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

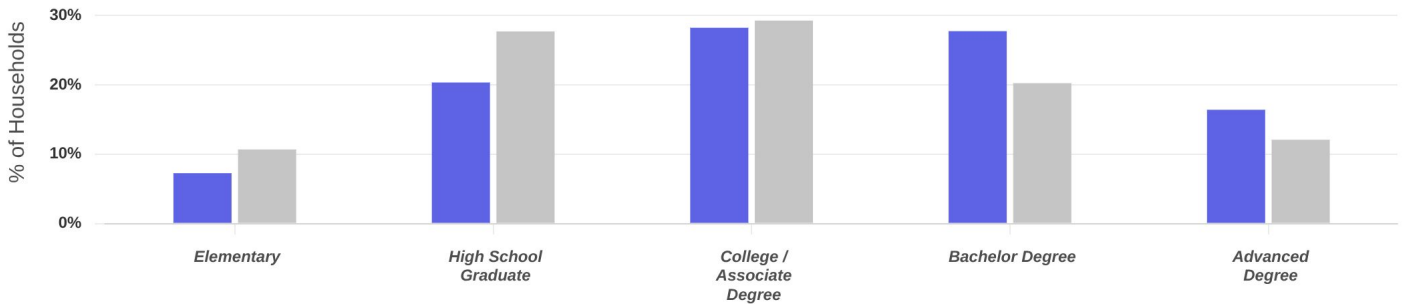


Education

Park Ave 2

Morse Boulevard, FL

Florida



Apr 1st, 2026 - Apr 30th, 2026 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

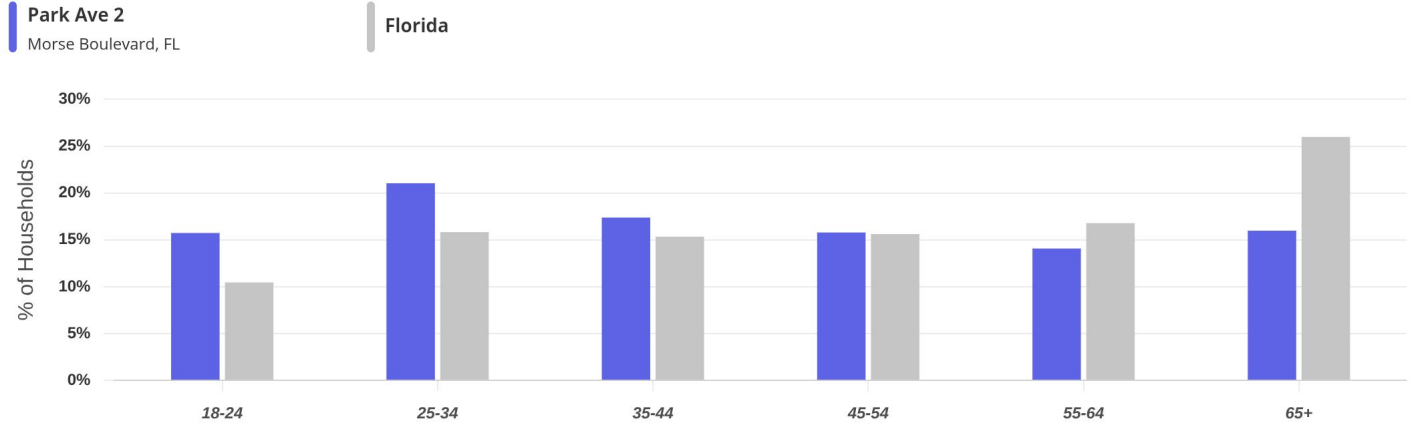




Property Overview

Apr 1 - Apr 30, 2026

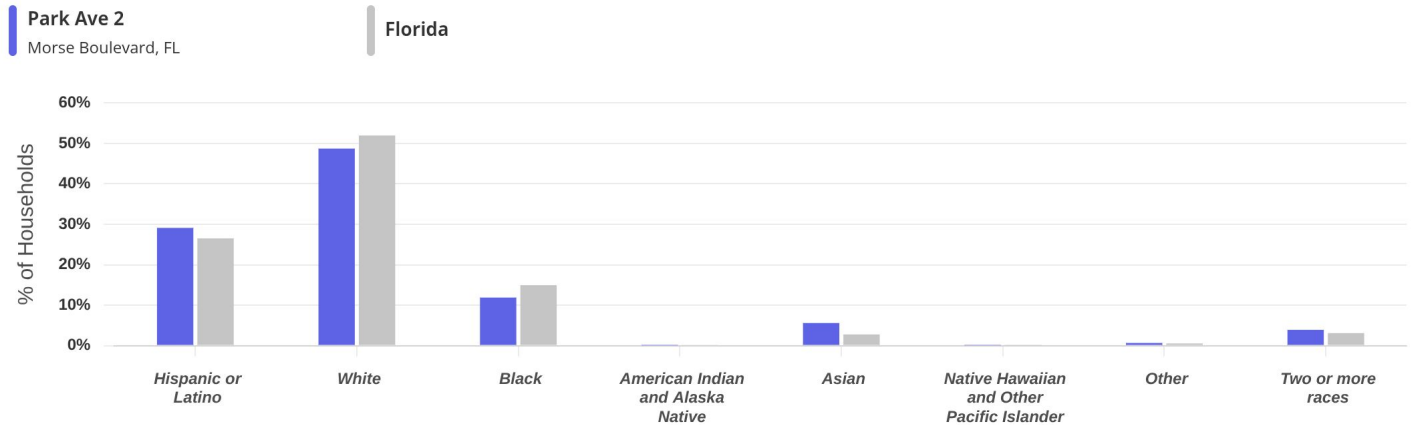
Age



Apr 1st, 2026 - Apr 30th, 2026 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



Apr 1st, 2026 - Apr 30th, 2026 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

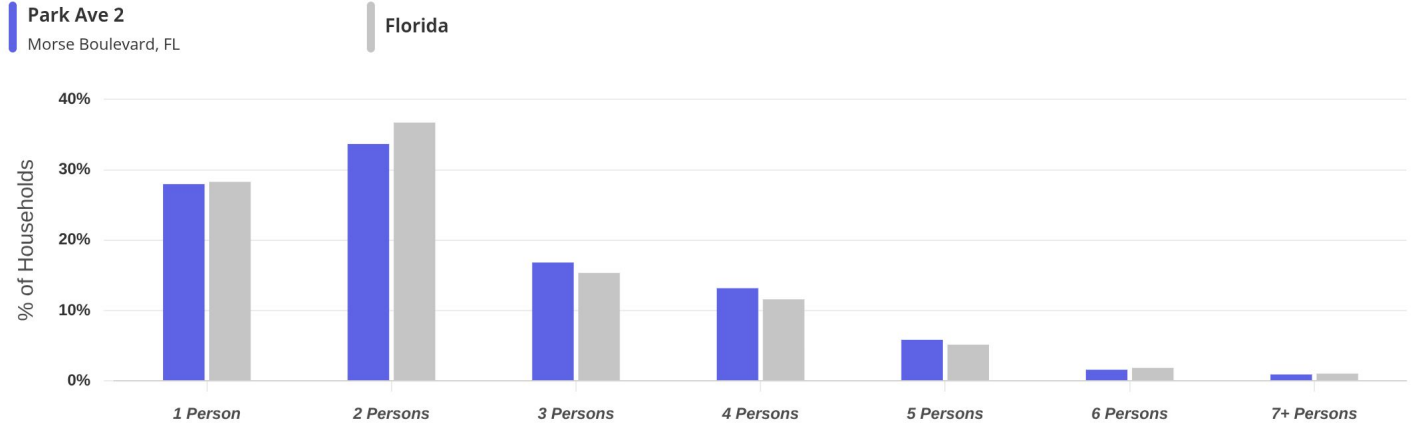




Property Overview

Apr 1 - Apr 30, 2026

Household Size

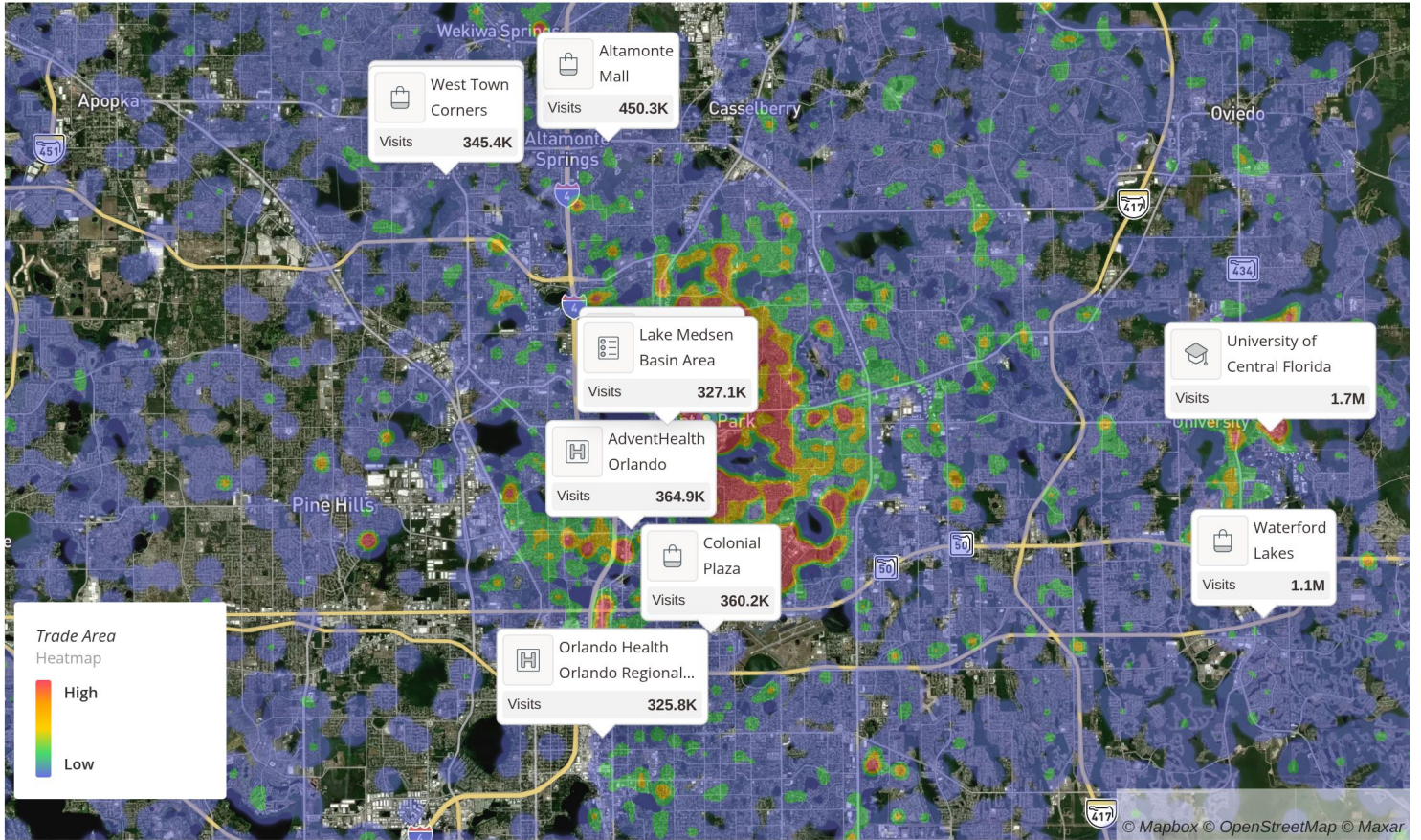


Apr 1st, 2026 - Apr 30th, 2026 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



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

Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Apr 1 - Apr 30, 2026

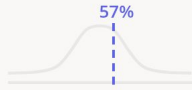
Ranking Overview

Park Ave 2

Morse Boulevard, FL

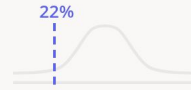
Nationwide

72 / 167



Florida

8 / 9



15mi

1 / 1



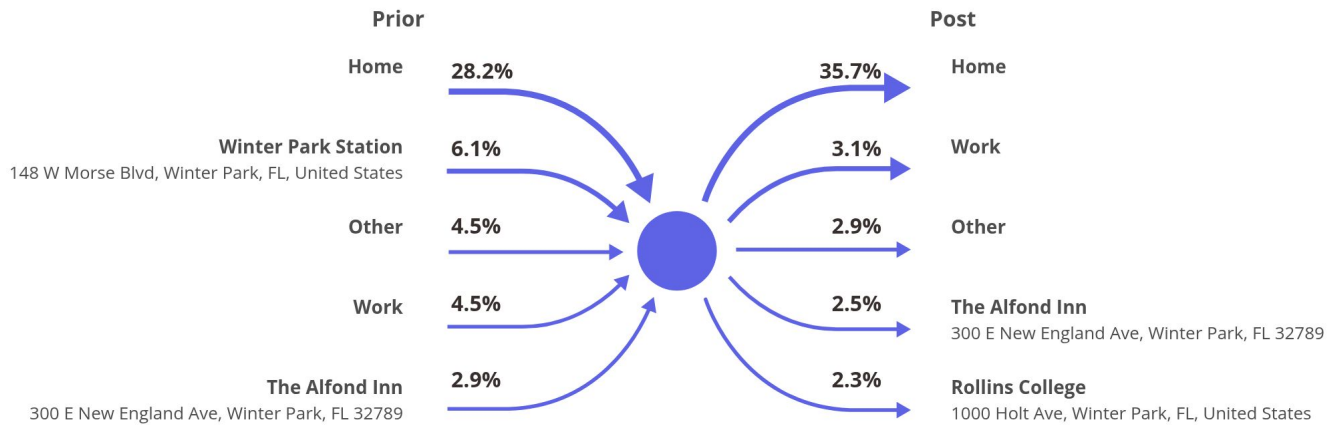
Category: Shopping District | Visits | Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Park Ave 2

Morse Boulevard, FL



Show by: | Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





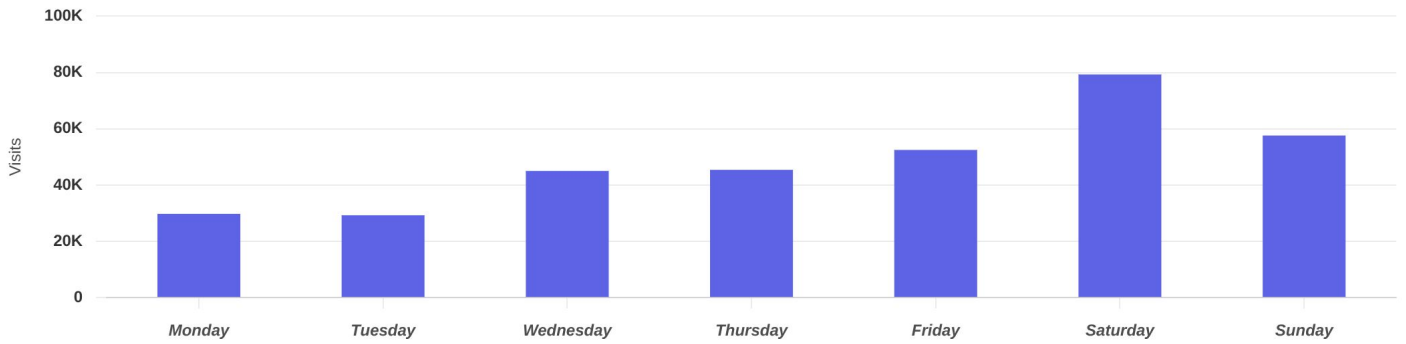
Property Overview

Apr 1 - Apr 30, 2026

Daily Visits

Park Ave 2

Morse Boulevard, FL



Visits | Apr 1st, 2026 - Apr 30th, 2026

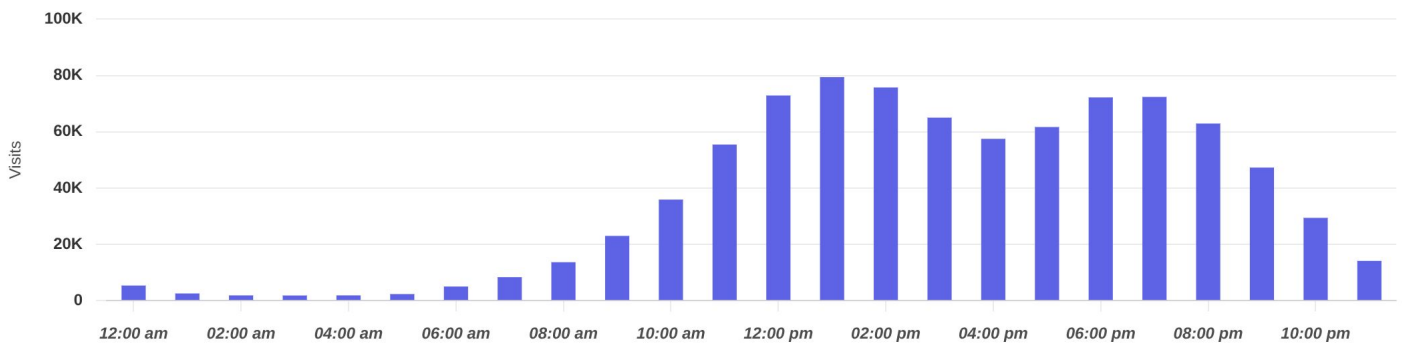
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

Park Ave 2

Morse Boulevard, FL



Visits | Apr 1st, 2026 - Apr 30th, 2026

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















Property Overview

Apr 1 - Apr 30, 2026

Favorite Places

Park Ave 2

Morse Boulevard, FL

Rank	Name	Distance	Visitors (%)
1	 Central Park 401 S Park Ave, Winter Park, FL 32789	0.1 mi	110.2K (44.1%)
2	 Orlando International Airport 1 Jeff Fuqua Blvd, Orlando, FL 32827	11.6 mi	73.6K (29.4%)
3	 Winter Park Village 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	65.8K (26.3%)
4	 Walt Disney World Resort 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	20.1 mi	52.7K (21.1%)
5	 Lakeside and Lakeside Crossing 111- 131 North Orlando Avenue, Winter Park, FL 32789	0.9 mi	45.8K (18.3%)
6	 The Mall at Millenia 4200 Conroy Rd, Orlando, FL 32839	9.2 mi	45.6K (18.2%)
7	 Waterford Lakes Town Center 413 N Alafaya Trail, Orlando, FL 32828	9.6 mi	43.7K (17.5%)
8	 Center of Winter Park 501 N Orlando Ave, Winter Park, FL 32789	1.1 mi	39.6K (15.9%)
9	 Colonial Plaza 601 N Bumby Ave, Orlando, FL 32803	3.3 mi	37.8K (15.1%)
10	 Winter Park Corners 1030 N Orlando Ave, Winter Park, FL 32789	1 mi	37K (14.8%)

Category: All Categories | Min. Visits: 1 | Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



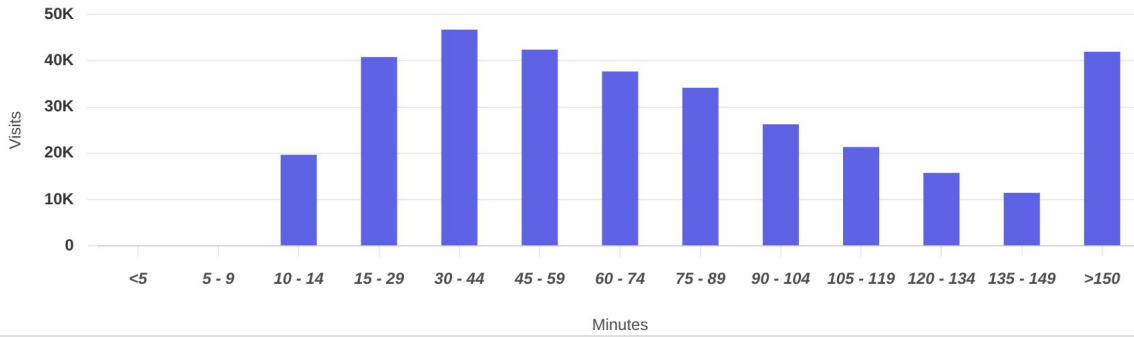


Property Overview

Apr 1 - Apr 30, 2026

Visit Duration

Park Ave 2
Morse Boulevard, FL



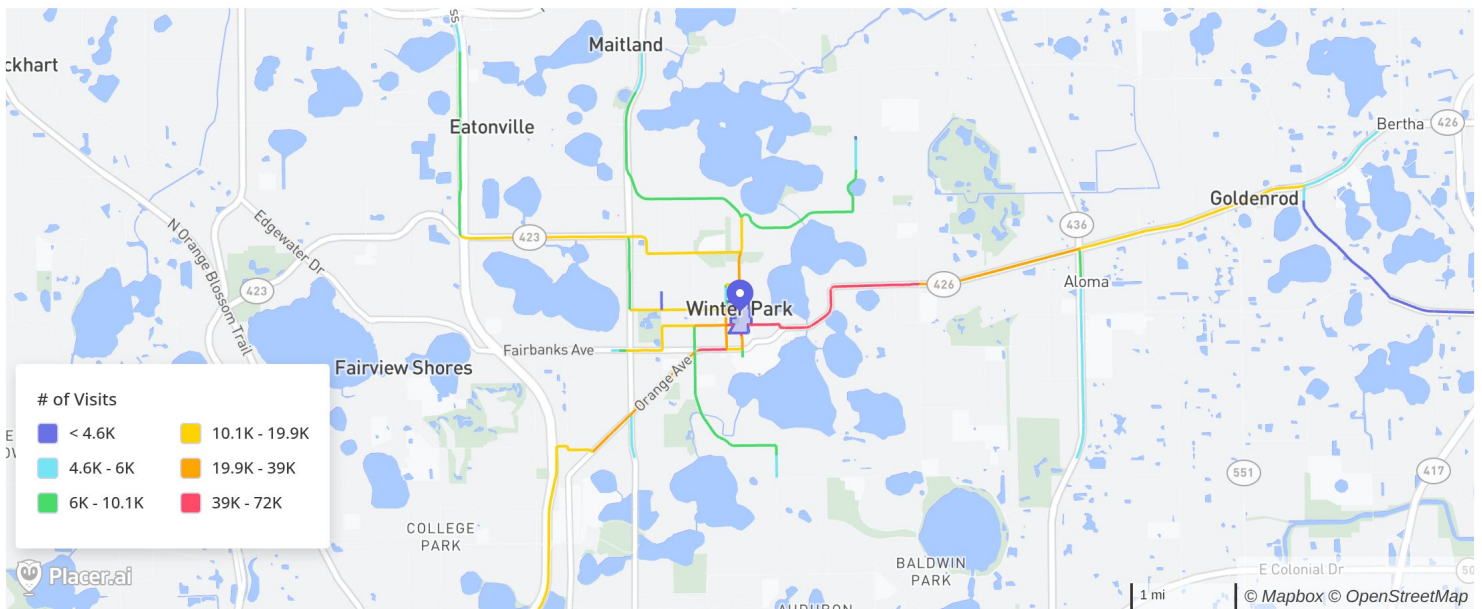
Average Stay	89 min
Median Stay	67 min

Visits | Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

Park Ave 2
Morse Boulevard, FL



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

Journey Direction: To Property | Apr 1st, 2026 - Apr 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Commercial Performance Report

5/26

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

Sources: ESRI, CoStar, BLS

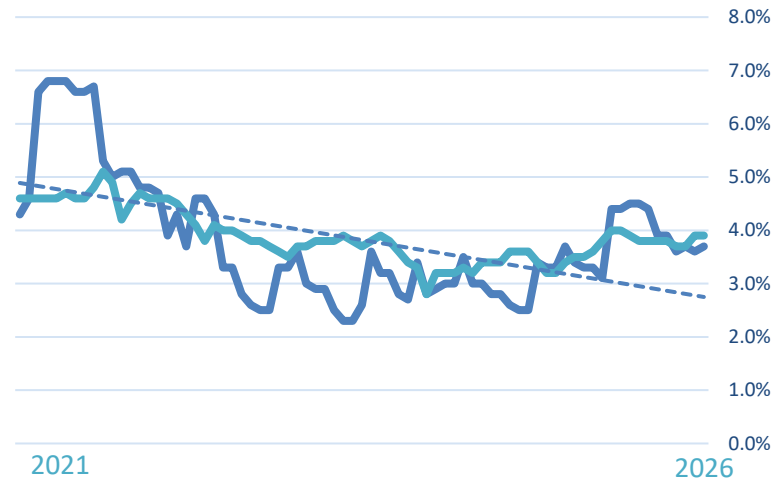
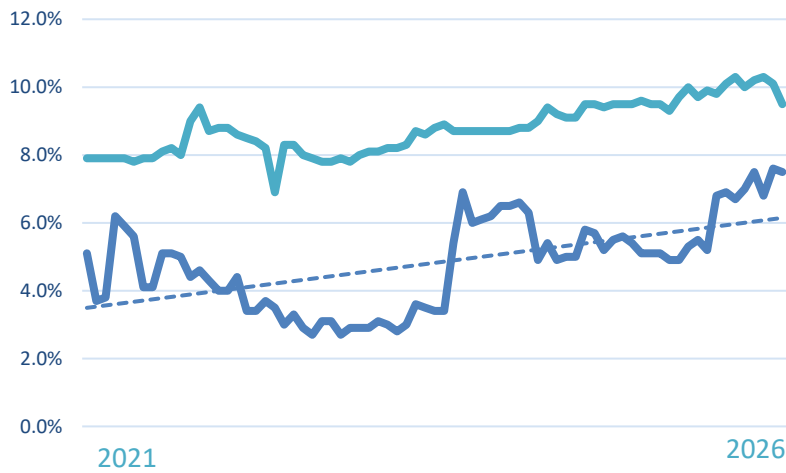
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA

