



Economic Development Advisory Board Regular Meeting

Agenda

November 9, 2021 @ 8:15 am

Virtual Meeting

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/bpm 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.

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- | | |
|---|------------|
| 1. Call to Order | |
| 2. Consent Agenda | |
| a. Approval of minutes for September 14, 2021 | 1 minute |
| 3. Action Items | |
| a. EDAB Strategies & Action Plan Items | 30 minutes |
| - Gap Analysis Study | |
| - Citywide Business Façade Program | |
| 4. Staff Updates | |
| a. Initiatives and Data Update | 10 minutes |
| b. Chamber Update | 10 minutes |
| 5. Public Comments (for items not on the agenda): Three minutes allowed for each speaker | |
| 6. Non-Action Items | |
| 7. Board Comments | |
| 8. Adjournment | |



Economic
Development
Advisory Board

agenda item

item type	Consent Agenda	meeting date	November 9, 2021
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

Approval of minutes for September 14, 2021

motion / recommendation

Approve as presented

background

N/A

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[091421 EDABoard Meeting Minutes ADA.pdf](#)



Economic Development Advisory Board Minutes

September 14, 2021 at 8:15 a.m.

Virtual Meeting

Present

Bill Segal, Drew Madsen, Michael Dick, Sarah Grafton, Ginny Enstad, Tracy Liffey
Peter Moore, Kyle Dudgeon, Vanessa Balta, Jesica Lovelace

Absent

Betsy Gardner-Eckbert

Meeting called to order

Meeting was called to order at 8:16 am.

Consent Agenda

a) Approval of Minutes

Motion made by Drew Madsen, seconded by Michael Dick, to approve the August 10, 2021 minutes.

Motion passes 6-0.

Action Items

a) EDAB Strategies & Action Plan

Assistant Division Director, Kyle Dudgeon introduced the item. Mr. Dudgeon stated based on board direction he reached out to each board member individually to answer plan-related questions and concerns prior to today. Three main points arose: clarity (roles and process for the board and staff), identity (precision on definition of projects), and priority (gap analysis, new business improvement programs, expanding business façade program). The board commented on commission involvement and comparative analysis of peer/neighboring/benchmark communities. Mr. Dudgeon responded by stating that the goal is to work through priorities with board and acquire necessary feedback. The plan has not been sent to the commission; however, some commission members have participated with plan development.

Prior to approval, the board opened the floor to public comment.

Phil Anderson, 1621 Roundelay Lane, is looking forward to working with the committee.

Carolyn Cooper, 1047 McKean Circle, asks that the board tie in a financial portion to the plan so the Commission knows what type of budget is necessary to implement. Vice Mayor Cooper is also interested to learning how the Economic Development Advisory Board (EDAB) coordinates with other boards. She referenced the Community Development Block Grant as an example of board coordination with the Community Redevelopment Agency (CRA) Advisory Board. Furthermore, she is favorable

toward understanding critical gaps, proper growth factor applied to CRA Tax Incremental Funding (TIF), whether EDAB is interested in shepherding land valuation, and is thankful to expand business façade beyond the CRA.

After lengthy discussion, the board requested a motion to approve the EDAB Strategies & Action Plan. **Motion made by Drew Madsen, seconded by Sarah Grafton to approve. Motion passes 6-0.**

Staff Updates

a) Sustainability Action Plan Update

Vanessa Balta, provided background information about sustainability staff and updates regarding the sustainability action plan to include sections pertaining to climate resiliency and equity.

The board questioned the number of households utilizing solar electric as well as any data related to business's attention to calculating their carbon footprint and adopting processes to reduce carbon footprint that are consistent with established standards. Ms. Balta responded stating that the city has seen a modest upward progression toward solar electric usage (100 homes total). She continued in stating that the city manages a greenhouse gas inventory of existing businesses while also implementing programs to recognize businesses implementing sustainable practices (i.e., Green Business Recognition Program).

Public Comment

There being no further business, the meeting adjourned at 9:18 a.m.

Bill Segal, Chairperson

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board

agenda item

item type	Action Items	meeting date	November 9, 2021
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

EDAB Strategies & Action Plan Items

- Gap Analysis Study
- Citywide Business Façade Program

motion / recommendation

Approve as presented

background

At its October 27 regular meeting, an agenda item was prepared for review by the City Commission regarding the mission of the Economic Development Advisory Board (EDAB) and its current work. A copy of the agenda item title sheet is included for review. The Commission commented on several aspects of the board, newly approved strategies and action plan, and other initiatives moving forward. After a lengthy discussion, the Commission agreed that a joint work session with EDAB would be helpful to define and prioritize issues of economic development. In the interim, staff has itemized its own short list from the plan consistent with previous conversations had by the board for review and discussion. Any recommendations by the board will be provided to the Commission as part of its joint meeting with EDAB currently scheduled for December 14.

Short listed items for immediate implementation include support for a gap analysis and expanding business façade citywide. Short list items requiring further evaluation from the board include seminar/roundtable topics and partners, economic development report content, and framing business development programs after the gap analysis is complete. Staff has included a rudimentary implementation schedule for review. Also included is a sample gap analysis and CRA business façade guidelines and application for discussion.

Staff is requesting support to engage a consultant for an updated gap analysis and updated citywide business façade program. Total cost is estimated at \$20,000 and

\$100,000 respectively. Funds would be taken from the American Rescue Plan Act (ARPA) local allocation set aside for business support.

alternatives / other considerations

Amend the request

Do not consider the request

fiscal impact

\$120,000 for gap analysis and citywide business façade program for consideration from ARPA funding.

ATTACHMENTS:

[CC agenda item_EDAB.pdf](#)

ATTACHMENTS:

[EDAB Implementation Schedule.pdf](#)

ATTACHMENTS:

[ESRI Winter Park Retail Gap Analysis sample .pdf](#)

ATTACHMENTS:

[CRA Business Facade Guidelines.pdf](#)

ATTACHMENTS:

[CRA Business Facade Application.pdf](#)



City Commission agenda item

item type Non-Action Items	meeting date October 27, 2021
prepared by Peter Moore	approved by Michelle del Valle, Randy Knight
board approval Completed	
strategic objective Fiscal Stewardship Intelligent Growth & Development Quality of Life	

subject

Discussion of the Mission of Economic Development Advisory Board.

motion / recommendation

background

The Economic Development Advisory Board (EDAB) is made up of business professionals from diverse fields of industry and experience, offering a one-stop shop for intellectual capacity to tackle issues and discuss high-level problems facing the city. Traditionally, the role of EDAB has been fluid with case-by-case assignments from the Commission. Past projects have been self-guided and largely centered around data collection and dissemination. They have also weighed in on policy and projects including parking code language, and business retention and recruitment incentives. The code governing their purview is extremely broad and offers up substantial flexibility of purpose:

"The economic development advisory board is an advisory board and shall, after receiving such information as it deems appropriate, and following due deliberation in accordance with its internal rules and procedures, give advice and recommendations to the city commission concerning economic development. The economic development advisory board shall have no adjudicatory or enforcement authority."

The board has spent the last few months building a Strategic Outline with city staff to help guide short and mid-term action that would take advantage of one-time ARPA fund allocations to help position the city to be on a more robust economic footing. These include the regular collection and commissioning of data relevant to the economic health of the city, quarterly economic development reports, a business welcome and

information packet, a revamped website interface, and programmatic elements. These programmatic elements are currently being fleshed out with the board and will be considered over the next couple of months, but initial thoughts include: performing industry gap analysis work to determine the missing components of the macro economy. Using those results to create targeted recruitment programs (such as the former Qualified Target Industry (QTI), Target Industry Enhancement (TIE), and others) that would then incentivize the location of those tenants and businesses to Winter Park. Expanding the CRA's successful Business Façade Matching Grant Program city-wide using ARPA funds so that businesses rebuilding from the pandemic can improve the physical appearance of properties and support the tax base. Work with regional and local partners on event mix and educational training initiatives, including roundtables on how to start a small business, using ecommerce, setting up an at-home business (cottage industry), or for larger organizations, getting connected with trade connections and import/export assistance.

Staff has already worked with EDAB to provide immediate economic support through hosting music in the park, enhanced street cleanings, investing in technology enhancements including real time availability of parking (Park Place Garage on Canton) and foot traffic counters to assist in the evaluation of peak and off-peak exchanges with the public.

EDAB serves as an excellent source for discussion of high-level business related decisions. In past City Commissions, task forces were set up to discuss the options for specific projects or problems, such as the Old Library Task Force, the original Fiber Task Force, the Golf Course Task Force, Park Avenue Task Force (Business Improvement District), and the Cultural Task Force (Enzian relocation). EDAB may offer an excellent “first blush” opportunity for feedback and thoughts to help guide any decision making that the Commission could use for advice. Upcoming issues like the Swoope NOD, the Post Office location search, and the continued discussions over the scope of a possible solicitation for the Old Library site, could all be areas the board could weigh in on. This would give that qualified body significant work that doesn't fit in the box of Planning & Zoning or in the Parks Board territory but has to do with the efficient use of city assets.

alternatives / other considerations

fiscal impact

Approximately \$500k has been allocated in ARPA funds for business and economic recovery related support. A portion of this is being used to implement holiday related initiatives, with the remainder ideally reserved to implement the programmatic elements being developed by the board.

ATTACHMENTS:

[3a - 2021 EDAB Strategies Action Plan.pdf](#)

EDAB Implementation Schedule					
Item	Initial Steps	Funding		Subsequent Steps	Funding
Gap Analysis	Macro	20,000		Recruitment/Development Programs	150,000
	Street Level	20,000			
Façade Program	Activate city-wide (1 year)	100,000		(Future funding would be part of budget process)	TBD
Regular Seminar/Roundtables	Chamber/Associations	-		Ecommerce	10,000
	NEC			Cottage Industry	
	Partner Orgs			Financial support organizations	
				Technical assistance partners	
Business Welcome Packet	Print and Online	2,500			
EcoCounter (Ped counter)	Installation	Staff Time		Record for measurement, marketing, and optimization as required	Staff Time
Promote the Winter Park experience	Hometown Holiday Window Contest	Staff Time			
Quarterly Economic Development Report	Vacancy & Rent	Staff Time			-
	Development Report				
	Building & Permitting stats				
	Economic overview				
Update Website	Routine Data Reports Available Online	Staff Time		(Routine report costs to be part of budget)	TBD
	Initial Steps Funding	142,500		Subsequent Steps Funding	160,000
Timeline			Nov - Feb		
			Feb - Sep		
			Total Cost FY22		302,500



Retail MarketPlace Profile

Winter Park City, FL
Winter Park City, FL (1278300)
Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	31,030
2021 Households	13,566
2021 Median Disposable Income	\$67,235
2021 Per Capita Income	\$58,645

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$681,794,000	\$986,140,936	-\$304,346,936	-18.2	474
Total Retail Trade	44-45	\$614,260,671	\$827,099,533	-\$212,838,862	-14.8	331
Total Food & Drink	722	\$67,533,329	\$159,041,403	-\$91,508,074	-40.4	143

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$130,037,814	\$264,160,343	-\$134,122,529	-34.0	23
Automobile Dealers	4411	\$103,120,925	\$252,121,569	-\$149,000,644	-41.9	14
Other Motor Vehicle Dealers	4412	\$15,305,958	\$7,220,292	\$8,085,666	35.9	4
Auto Parts, Accessories & Tire Stores	4413	\$11,610,931	\$4,818,482	\$6,792,449	41.3	5
Furniture & Home Furnishings Stores	442	\$22,988,104	\$35,024,574	-\$12,036,470	-20.7	22
Furniture Stores	4421	\$12,642,748	\$23,060,893	-\$10,418,145	-29.2	14
Home Furnishings Stores	4422	\$10,345,356	\$11,963,681	-\$1,618,325	-7.3	8
Electronics & Appliance Stores	443	\$18,199,074	\$27,422,083	-\$9,223,009	-20.2	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$43,360,744	\$36,005,710	\$7,355,034	9.3	29
Bldg Material & Supplies Dealers	4441	\$39,959,783	\$34,881,706	\$5,078,077	6.8	26
Lawn & Garden Equip & Supply Stores	4442	\$3,400,961	\$1,124,004	\$2,276,957	50.3	3
Food & Beverage Stores	445	\$107,546,793	\$231,946,516	-\$124,399,723	-36.6	33
Grocery Stores	4451	\$97,395,981	\$188,487,977	-\$91,091,996	-31.9	13
Specialty Food Stores	4452	\$4,467,817	\$9,599,031	-\$5,131,214	-36.5	12
Beer, Wine & Liquor Stores	4453	\$5,682,995	\$33,859,508	-\$28,176,513	-71.3	8
Health & Personal Care Stores	446,4461	\$40,891,732	\$64,790,214	-\$23,898,482	-22.6	36
Gasoline Stations	447,4471	\$60,821,360	\$11,549,003	\$49,272,357	68.1	6
Clothing & Clothing Accessories Stores	448	\$32,178,573	\$79,268,490	-\$47,089,917	-42.3	72
Clothing Stores	4481	\$21,447,248	\$54,439,376	-\$32,992,128	-43.5	45
Shoe Stores	4482	\$4,745,071	\$2,139,488	\$2,605,583	37.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$5,986,254	\$22,689,626	-\$16,703,372	-58.2	25
Sporting Goods, Hobby, Book & Music Stores	451	\$15,373,990	\$41,922,313	-\$26,548,323	-46.3	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,704,003	\$38,797,216	-\$26,093,213	-50.7	21
Book, Periodical & Music Stores	4512	\$2,669,987	\$3,125,097	-\$455,110	-7.9	4
General Merchandise Stores	452	\$101,309,859	\$4,080,143	\$97,229,716	92.3	6
Department Stores Excluding Leased Depts.	4521	\$71,709,101	\$1,544,892	\$70,164,209	95.8	2
Other General Merchandise Stores	4529	\$29,600,758	\$2,535,251	\$27,065,507	84.2	4
Miscellaneous Store Retailers	453	\$25,184,585	\$27,835,100	-\$2,650,515	-5.0	61
Florists	4531	\$1,256,609	\$1,112,321	\$144,288	6.1	4
Office Supplies, Stationery & Gift Stores	4532	\$5,473,398	\$13,709,997	-\$8,236,599	-42.9	13
Used Merchandise Stores	4533	\$5,653,150	\$2,575,822	\$3,077,328	37.4	13
Other Miscellaneous Store Retailers	4539	\$12,801,428	\$10,436,960	\$2,364,468	10.2	31
Nonstore Retailers	454	\$16,368,043	\$3,095,044	\$13,272,999	68.2	4
Electronic Shopping & Mail-Order Houses	4541	\$13,597,798	\$2,698,942	\$10,898,856	66.9	2
Vending Machine Operators	4542	\$261,439	\$0	\$261,439	100.0	0
Direct Selling Establishments	4543	\$2,508,806	\$396,102	\$2,112,704	72.7	2
Food Services & Drinking Places	722	\$67,533,329	\$159,041,403	-\$91,508,074	-40.4	143
Special Food Services	7223	\$1,115,369	\$4,692,240	-\$3,576,871	-61.6	2
Drinking Places - Alcoholic Beverages	7224	\$5,948,842	\$6,257,562	-\$308,720	-2.5	4
Restaurants/Other Eating Places	7225	\$60,469,118	\$148,091,601	-\$87,622,483	-42.0	137

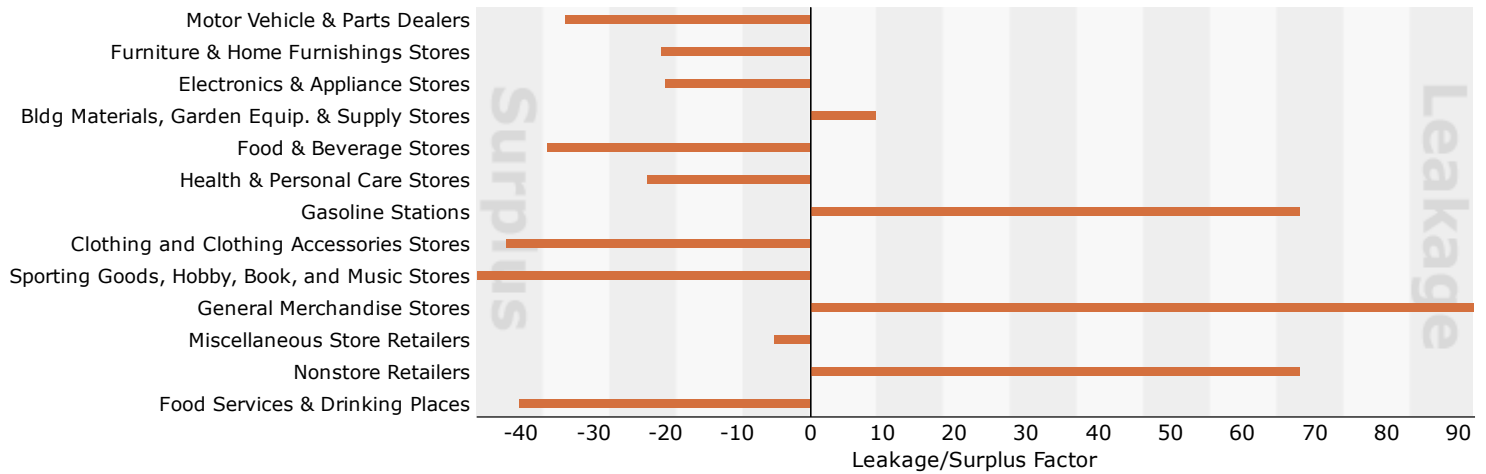
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

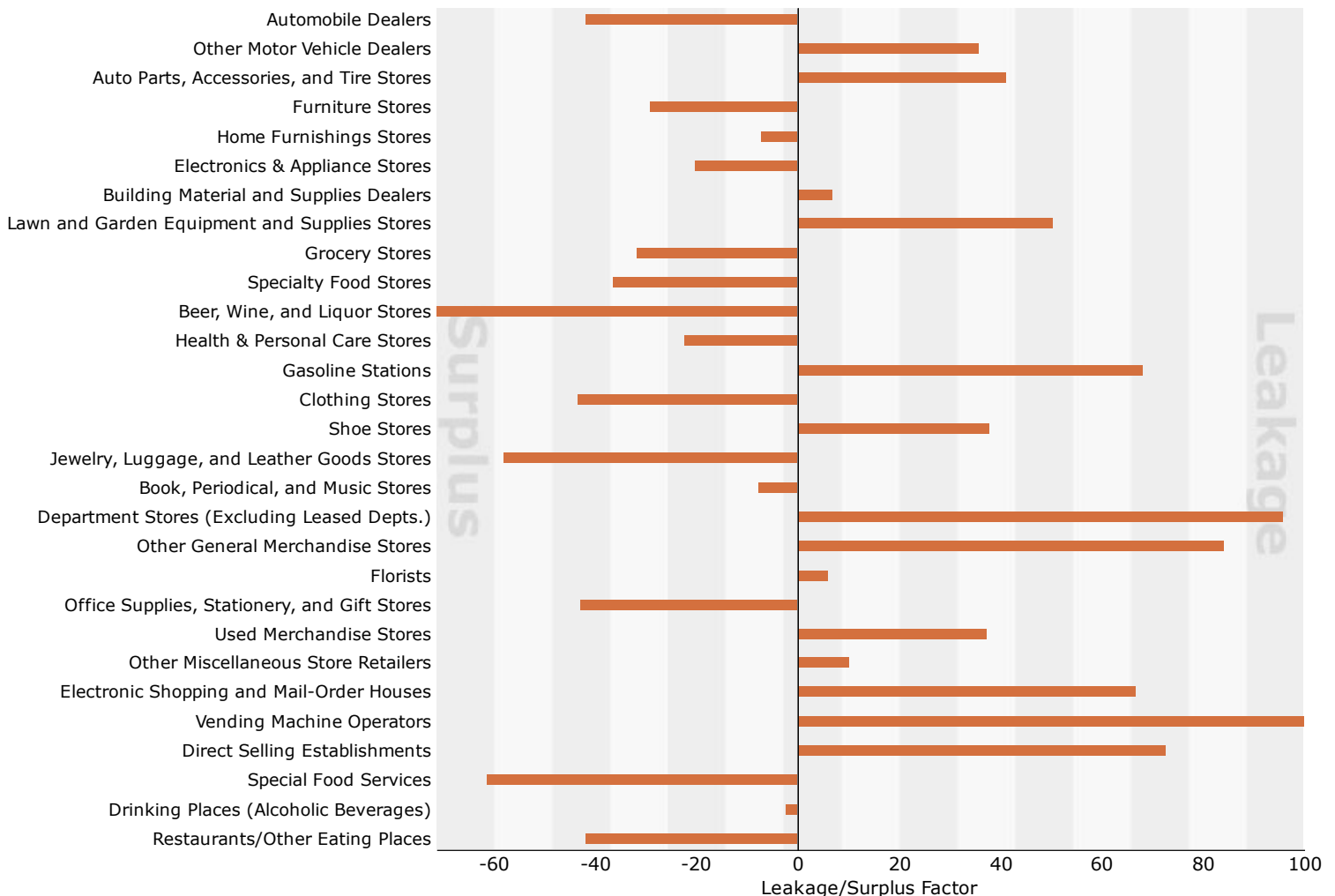
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 01, 2021

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Business Façade Grant Program Guidelines

The Community Redevelopment Agency (CRA) of the City Of Winter Park established the Business Façade Grant Program to provide a financial incentive to property and business owners to renovate and reinvest in the exterior of their business or commercial property. The program specifically encourages redevelopment and reinvestment for commercial properties located in the Winter Park CRA district of the City.

ELIGIBLE APPLICANTS

- The grant applicant must be a property owner or a business owner leasing a storefront;
- The business must be located within the boundaries of the Winter Park CRA (see map);
- If applying as the tenant, an affidavit must be signed by the property owner consenting to the improvements (see application);
- Proposed project must be a small business as defined by the U.S. Small Business Administration (For more information visit www.sba.gov/size;
- Business may be an individually owned franchise as long as it meets all other criteria;
- Tenant must have at least two years remaining in lease at location of proposed project;
- Exterior Improvement Program Grant can only be used once per building; regardless of ownership;
- Buildings with multiple occupants may be eligible on a case by case basis;
- The project applicant must owe no outstanding property taxes, fees, judgment, or liens to the City of Winter Park or Orange County and have no outstanding code violations.

Ineligible Applicants: National corporate franchises, government offices and agencies (non-governmental, for-profit, tenants are eligible), businesses that exclude service to minors, properties primarily in residential use, properties exempt from property taxes.

ELIGIBLE PROJECTS

The Exterior Improvement Grant program is funded through Community Redevelopment Agency funds. The CRA will match the Owner/Lessee up to fifty percent (50%) of the total cost of eligible improvements up to \$20,000. Project cost must exceed \$2,500 of eligible improvements to be considered for façade grant. All work must be done on the exterior of a street facing side of the building.

Eligible work: Rehabilitation of building facades visible to the street or public right-of-way, including:

- storefronts;
- ledges;
- gutters and downspouts;

- signs and graphics;
- exterior lighting;
- canopies and awnings;
- painting and masonry work.

Following repairs are allowed as long as they are part of work which is directly visible from public right-of-ways and specifically approved by the CRA:

- landscaping and irrigation;
- fences;
- seal coating, re-striping of parking lots and bike racks;
- New construction may be considered on a case-by-case basis if the applicant is upgrading the current façade of a property.

Ineligible Activities:

- roofs;
- structural foundations;
- billboards;
- security systems;
- non-permanent fixtures;
- interior window coverings;
- personal property and equipment;
- security bars; razor/barbed wire fencing;
- sidewalks and paving;
- all necessary government approvals, building permits, and taxes;
- services performed by a non-licensed contractor
- work performed prior to grant award

AWARD TIMELINE

Applications will be collected quarterly beginning October 1st. Businesses may apply during any quarter of the fiscal year, but are encouraged to submit their applications as soon as possible to ensure funds are available for commitment.

First time applicants are encouraged to participate as they will be given priority over businesses who have previously participated in the CRA Business Façade Program. Staff will also review safety repairs and total leverage of CRA funding to determine award.

AWARD REIMBURSEMENT

Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements, not to exceed \$20,000 per storefront. Larger buildings with more than one storefront and/or more than one side visible (on a corner) may be considered for a larger grant on a case by case basis by the CRA Director. Any projects totaling less than \$2,500 in qualified improvements are not eligible.

Approved applicants may request on up to 50% of the estimated awarded grant funds, with proof of paid invoice. The remaining grant funds will be paid once the project is complete. Grants are awarded on a first come, first served basis, as long as funding remains available in the program.

The CRA reserves the right to refuse reimbursements in whole or in part for work that is not completed within 9 months. The CRA cannot reserve funds indefinitely, grants may be subject to cancellation if not completed or significant progress has not been made by the completion date. Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.

In the event all programs funds have been committed, owner/lessee may still submit an application, complete approved façade work and be reimbursed for that work if funding is approved. Due to the uncertain nature of budget availability in any given year, the CRA cannot guarantee that funding will be available or if any applicant will be reimbursed. Applicants who submit a completed application and are on the waiting list may be eligible to be reimbursed if funding becomes available up to one year past the date of their application submittal. Work completed in advance of funding availability must be maintained in like-new condition and match with the scope of work submitted with the application in order to receive reimbursement. Only applicants that have previously applied, and been placed on the waiting list prior to beginning any exterior improvement under this program, may be eligible for funding.

Multi-Tenant Building: Business tenants in a multi-tenant property may apply to the program as long as the tenant has a clearly definable independent entrance into the storefront that is clearly visible from public rights-of-way (ex. strip-mall tenants). Business tenants in multi-tenant buildings that do not have independent storefronts are not eligible to apply, however the property owner may still apply if they meet the eligibility requirements. Multi-tenant property owner may still apply if they meet all other eligibility requirements. Property owners will not be able to apply if other tenants in the same property have previously used the program. If no other tenant in the property has utilized the program then the property owner may apply as the applicant and receive up to \$20,000 for the entire property.

COMPETITIVE BIDDING Applicants are required to get three (3) competitive bids for every type of proposed work. The CRA will match up to 50% of the cost up to \$20,000. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and contractor.

APPROVALS

The CRA has the sole authority to determine eligibility of proposed work and confirmation of 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

needed by City departments or boards and including, but not limited to, building permits and any other necessary permits. All work must comply with city, state and federal regulations.

CONTRACTUAL AGREEMENT

Accepted applicants must enter into a contractual agreement with the CRA prior to disbursement of grant funds.

SUBMISSION REQUIREMENTS

Application packages must include documentation that illustrates the visual impact of the project and its cost.

Failure to provide required information will delay the review and/or approval process.

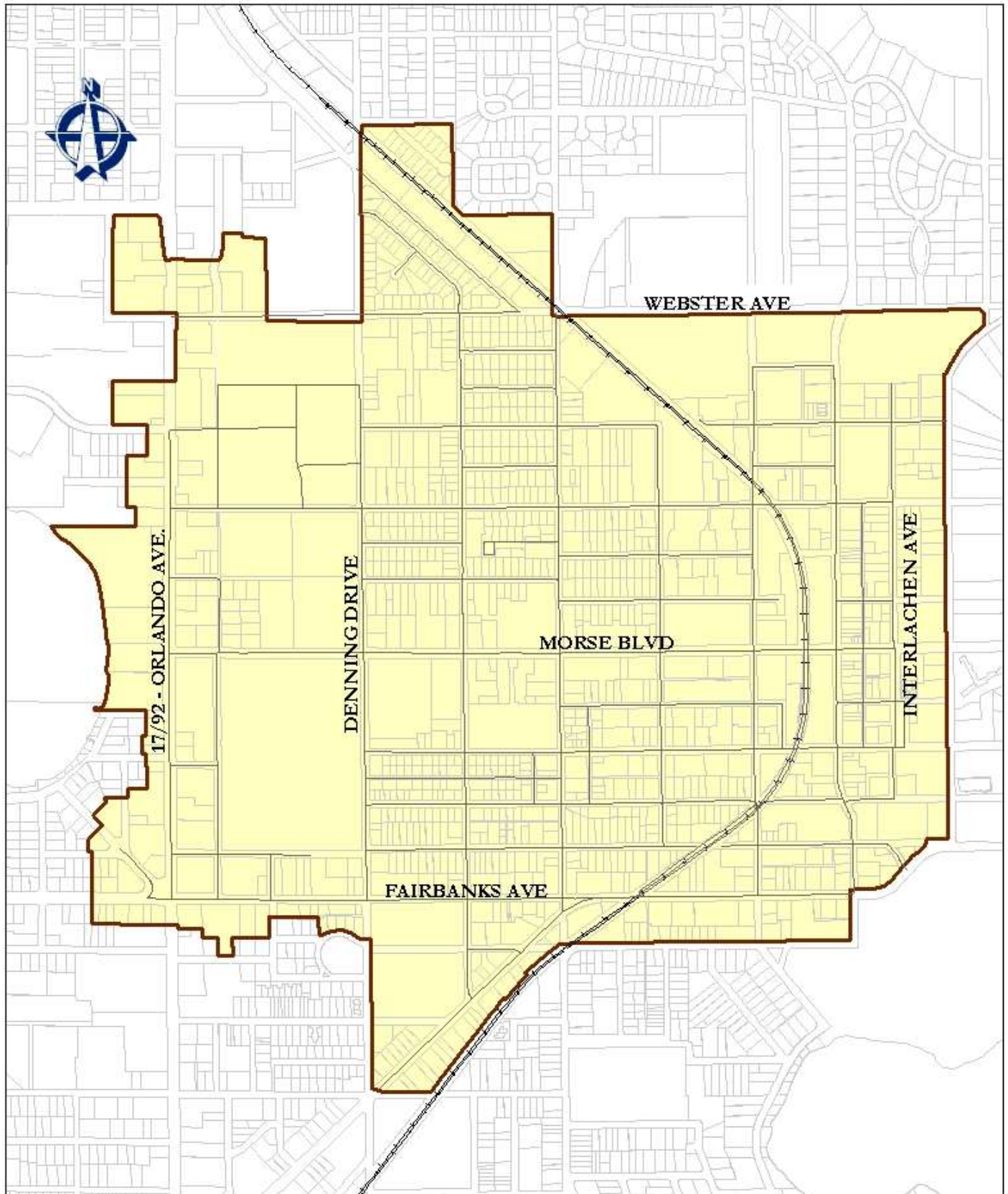
The applications must include the following attachments:

1. Complete application form
2. Copy of current business license
3. Copy of current property insurance
4. Written consent from property owner giving permission to conduct exterior improvements (*if necessary*)
5. Digital photographs of existing conditions of project
6. Written description of project improvements including material list and color selections
7. Simple sketch of improvement project
8. Three competitive bids for each type of work proposed

Submit complete applications to:
Community Redevelopment Agency
Attn: Exterior Improvement Grant Program
401 Park Avenue South
Winter Park, FL 32789

For more information about the CRA's Business Façade Program, please contact our office at 407-599-3217.

Winter Park Community Redevelopment Agency Boundary Map





**City Of Winter Park
Community Redevelopment Agency
(CRA) Business Façade Program**

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. BRIEF DESCRIPTION OF PROPOSED EXTERIOR IMPROVEMENTS

6. 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: \$_____._____

7. SOURCE(S) OF ADDITIONAL FUNDING

8. 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.

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 a 50/50 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 rehabilitated, 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 Business Façade 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:

Kyle Dudgeon
Economic Development/CRA Program Manager
Phone: 407-599-3217
Email: kdudgeon@cityofwinterpark.org

Business Façade 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 Business Façade 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

item type Staff Updates	meeting date November 9, 2021
prepared by Kyle Dudgeon	approved by
board approval	
strategic objective N/A	

subject

Initiatives and Data Update

motion / recommendation

N/A

background

Staff is providing an update relative to the following topics. In general, these items do not necessitate action by the board, but are included to provide the public the most up to date information regarding the status of various issues. The board may use this time to address discussion or viewpoints on these items.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[ED Commercial Performance Report 11.21.pdf](#)

ATTACHMENTS:

[Park Avenue Vacancy Map 10.22.21.pdf](#)

ATTACHMENTS:

[Summary Pages_Draft_city of winter park economic development resource guide_RE draft.pdf](#)

ATTACHMENTS:

[HHWS Merchant InEvite.pdf](#)

Commercial Performance Report

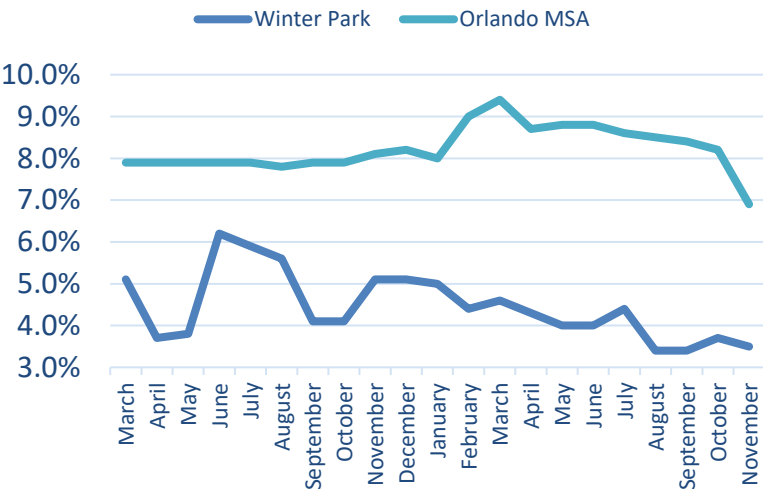
11/21

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

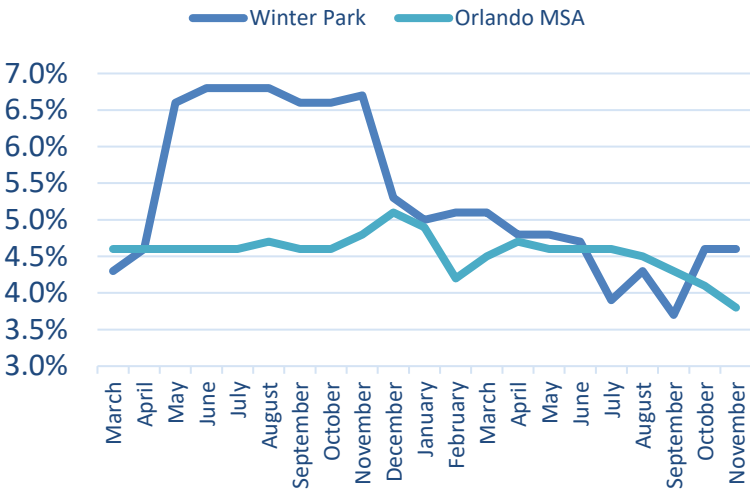
Sources: ESRI, CoStar, BLS

OFFICE

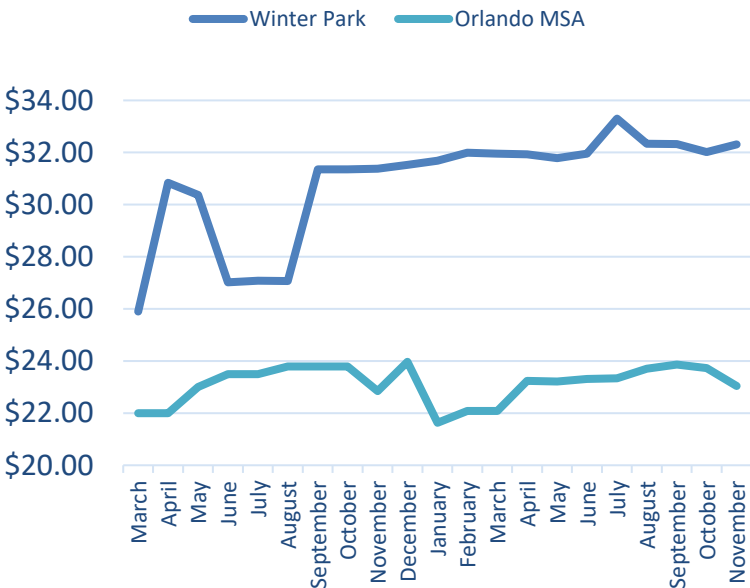
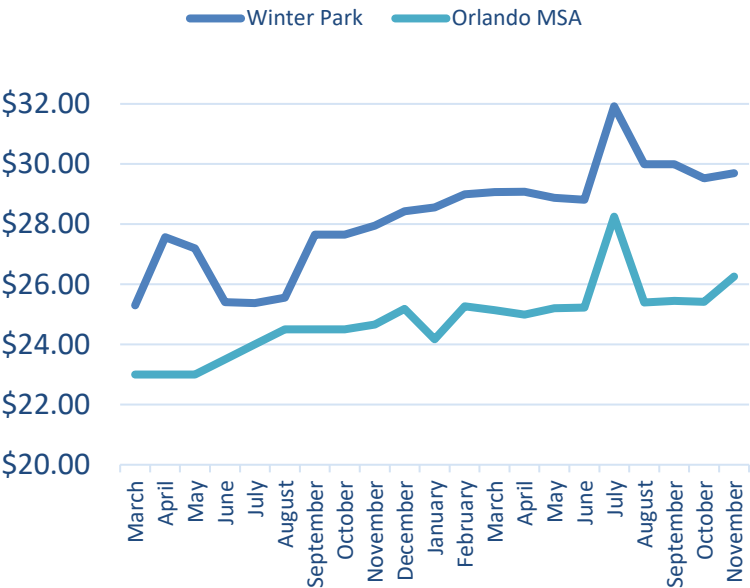
Vacancy



RETAIL



Rental Rate





VACANCY MAP

City of Winter Park
Florida

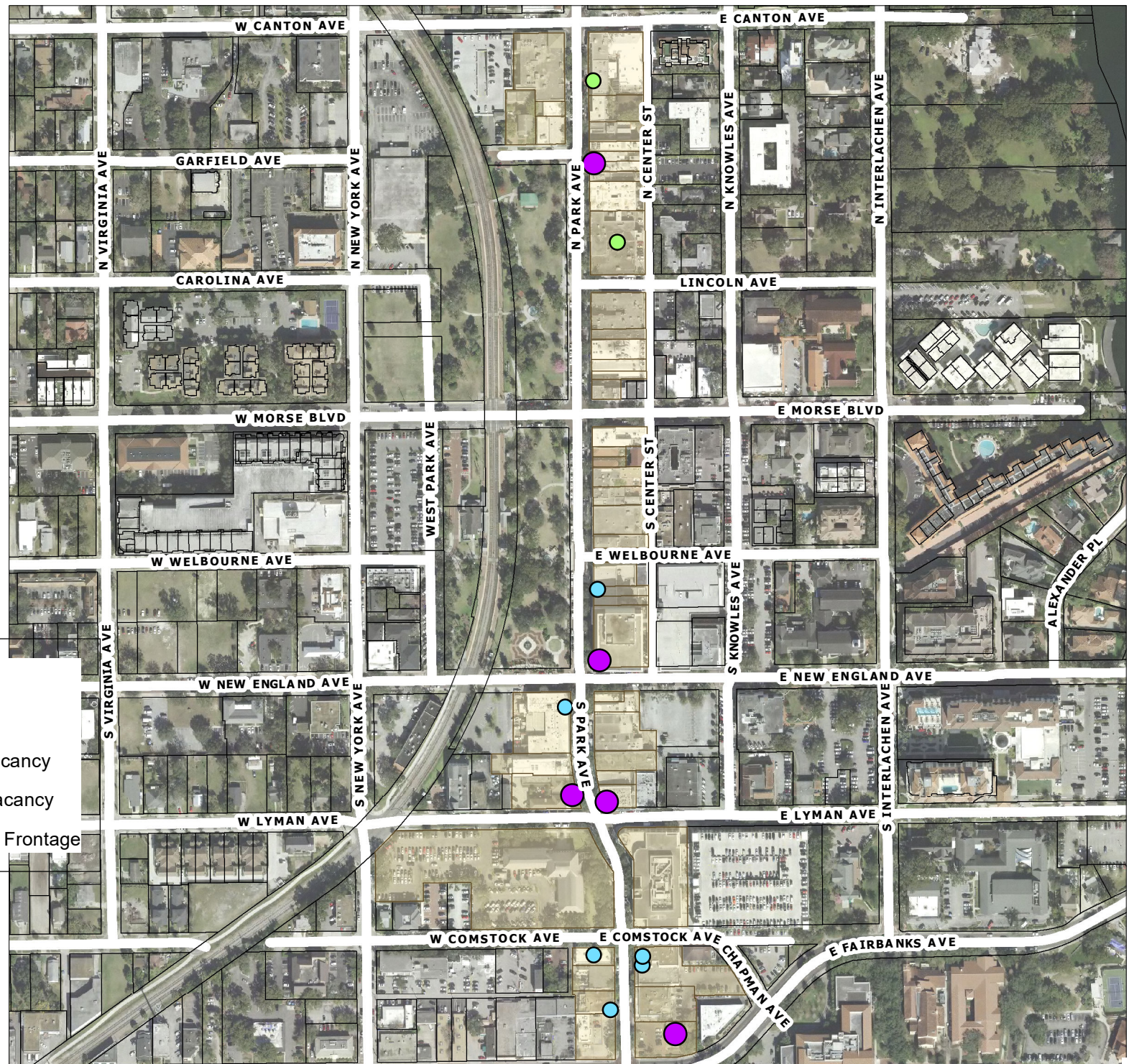
7.7% Vacancy
(excluding pending 3.7%)

Legend

-  Pending Occupancy
-  North Park Avenue Vacancy
-  South Park Avenue Vacancy
-  Park Avenue Property Frontage



Observation Date: 10/22/21





**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT
RESOURCE GUIDE
NOVEMBER 2021**

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Important Contacts



Winter Park is the city of arts and culture, cherishing its traditional scale and charm while building a healthy and sustainable future for all generations.

WELCOME

Renowned by its copious array of stately trees, warm temperatures, and gracefully rolling lakes, the City of Winter Park has positioned itself as a surreptitiously attractive community. Originally developed in the late 1800s as a winter resort for northerners seeking a park in the winter, today it maintains itself as a thriving community that blends a rich living experience with an inviting tourist community against the backdrop of historical gallantry and brick-lined streets.

Home to a little over 30,000 residents, Winter Park is celebrated for its world-renowned shopping districts and long-standing commitment to arts, history, and culture. Local businesses, established and preserved through several generations, have become a complement to new companies relocating to this flourishing community. Boasting a favorable taxing structure and one of the lowest property tax rates in the region, Winter Park is an advantageous location for any business.

Winter Park prides itself as being a walkable community with a distinct and elegant aesthetic that encourages the interplay between residents, visitors, and business owners, which is perfect for an increasingly connected world. Winter Park is committed to maintaining steady growth while preserving the many elements that make the city a prime location for business relocation, business expansion, and overall economic health. Ultimately, Winter Park looks forward to creating meaningful pathways for businesses to blossom within the community and maximize business success.

Please take a moment to explore and learn about our socioeconomic characteristics, business incentives, services, and our exceptional quality of life. If you are interested in moving to Winter Park, the Economic Development/CRA Department would be happy to provide you with local contacts to meet all your needs. If you require customized information or require further assistance, please contact the department at 407.599.3217.

Top 4 Reasons Why Winter Park is the Premier Business Community

Comprehensive city and business development services, financial incentives, and proximity to capital resources

Access to highly educated workforce and talent to help grow your company.

Strong network of business support groups and partnership opportunities.

Proven track record of success & promising outlook for new business in this post-COVID, diverse economy.

ECONOMIC OVERVIEW

The Winter Park economy is comprised of local, state, and global businesses that all demonstrate a vested interest in the preservation of the local community. What sets the City of Winter Park apart from other areas in Florida is the area's deep-rooted commitment to preserving its identity while maintaining strategic and responsible growth trends. Winter Park's inviting and productive culture, sustainable infrastructure, strong roster of municipal services, and stable economic environment make the city a highly sought-after community for local and international business investments.

Winter Park is conveniently located in the heart of central Florida with convenient access to Interstate 4 (I-4), U.S. Highway 17-92 (17-92) as well as the Amtrak and SunRail rail station, which provides prime access for local commuters.

Winter Park consists of a strong structure of business support groups and networking opportunities, which fosters a tradition of success and economic innovation.

Winter Park is home to a variety of businesses. However, based on recent location quotient (LQ) data, the top three target industries that are unique and specialized to this area include real estate, professional services, and education. Nevertheless, the city is an ideal place for a wide range of occupational clusters to live and work.

TARGET INDUSTRIES

Corporate
Headquarters

Education &
Knowledge
Creation

Real Estate &
Development

Arts & Culture

Healthcare
Services

Financial &
Professional
Services

Scientific &
Technical
Services

Creative
Services

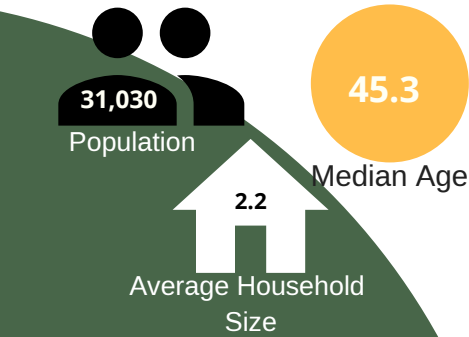
Retail Services

COMMUNITY PROFILE

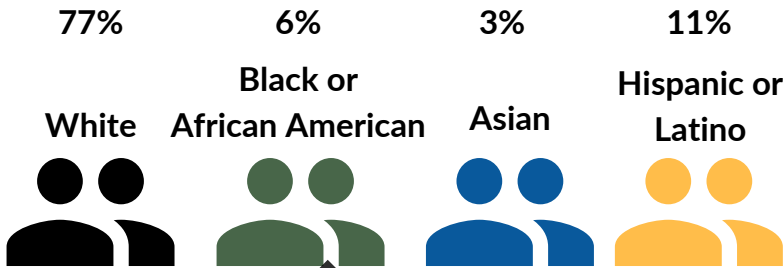
The City of Winter Park serves a robust community of business owners, families, college students, and working adults interconnected through a variety of different social and economic classes, cultural identities, and many other walks of life. The demographics data for the City of Winter Park represent a vibrant City that is home to affluent, well educated, professional families.

No Personal Income Tax
Personal Property Tax
Millage Rate 16.3156
Sales Tax
6.5%

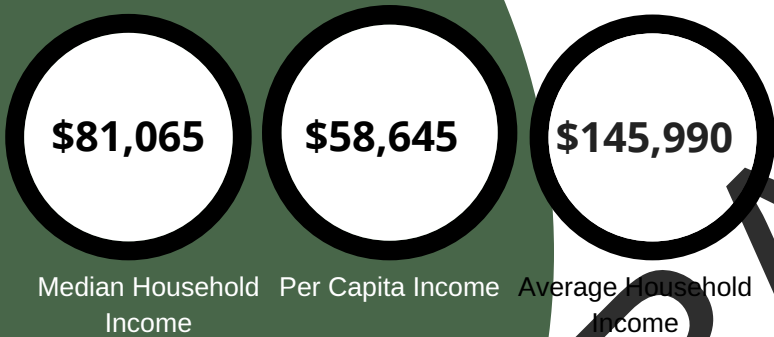
POPULATION PROFILE*



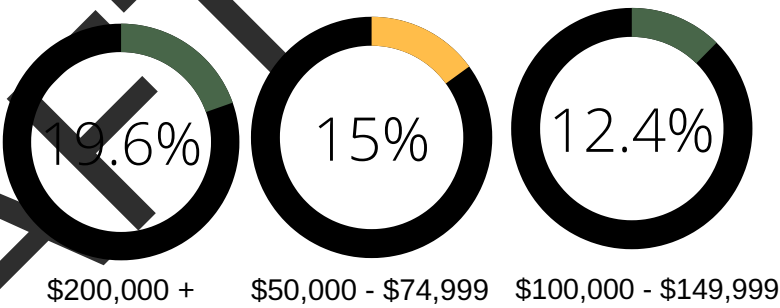
DEMOGRAPHICS*



INCOME PROFILE*

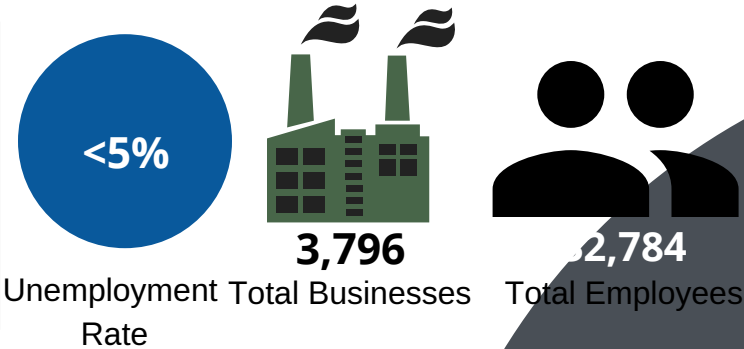


LARGEST HOUSEHOLD INCOMES*

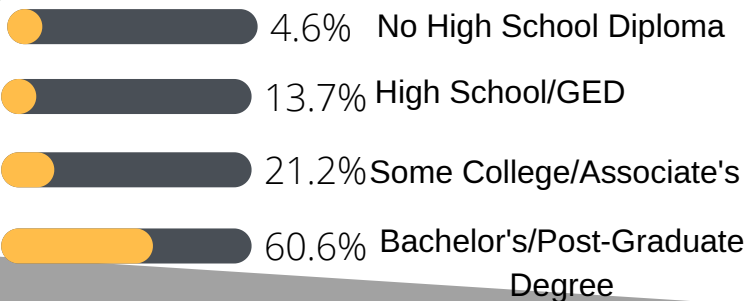


8.8% Percentage of families below the poverty level, compared to an Orange County average of 12.6%

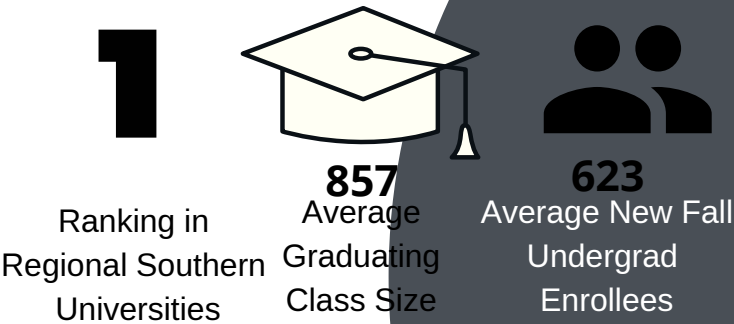
EMPLOYMENT PROFILE*



EDUCATION PROFILE*



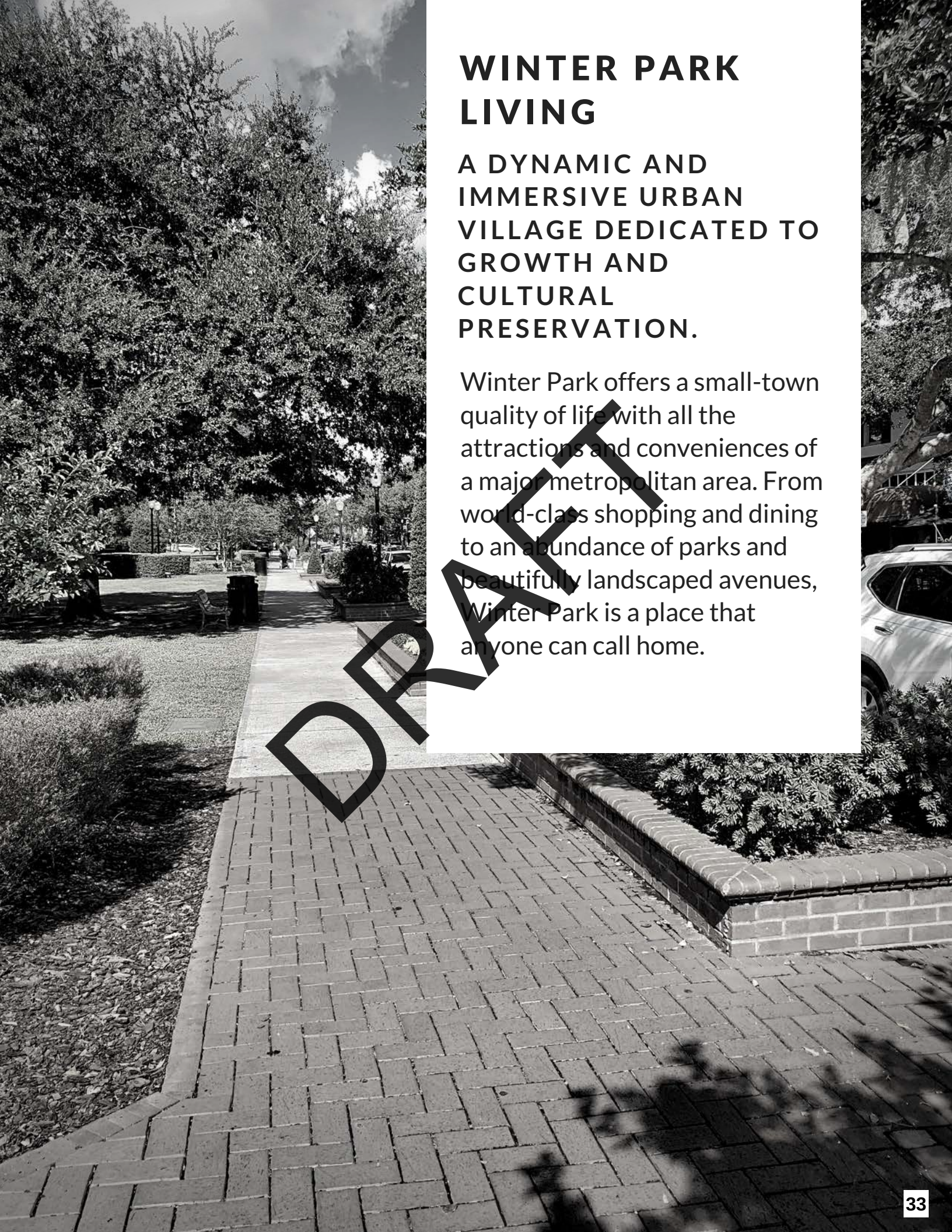
ROLLINS COLLEGE STATS*



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2016

Source: Integrated Postsecondary Education Data System. Enrollment/Graduate data averaged from 2014-2020

*Data is subject to changes as a result of new information, change in process requirements for data collection, and availability of resources.



WINTER PARK LIVING

**A DYNAMIC AND
IMMERSIVE URBAN
VILLAGE DEDICATED TO
GROWTH AND
CULTURAL
PRESERVATION.**

Winter Park offers a small-town quality of life with all the attractions and conveniences of a major metropolitan area. From world-class shopping and dining to an abundance of parks and beautifully landscaped avenues, Winter Park is a place that anyone can call home.

DOWNTOWN WINTER PARK

Since 1887, Park Avenue has welcomed winter-weary visitors. A canopy of century old oaks, quaint brick streets, and thousands of acres of lakes provide the distinctive backdrop for Park Avenue's casually elegant offerings. "The Avenue's" charm is magnified in the truly unique details: hidden gardens and side streets that are home to unique stores, a farmer's market that attracts both locals and visitors alike each Saturday morning, festive parades that mark the seasons, and the scenic boat tour that cruises the canals between the City's lakes overlooking the area's most prestigious homes. Winter Park is a year-round destination that is sure to charm visitors of all ages.



RECREATION & EVENTS

Winter Park offers some of the most beautiful and well renowned park spaces in the region. With over 10 acres of park space for every resident, Winter Park is truly a refuge for nature intertwined with community in the heart of one of the fastest growing metro regions in the country. Whether it's enjoying our world class events, cycling on our regionally integrated bike trails, cruising three of the seven Winter Park lakes on the world-famous Scenic Boat Tour, or enjoying the many community amenities like tennis courts, pools, and a state-of-the-art brand-new community center, Winter Park is the place to live, work, and play.



your invitation **TO PARTICIPATE**

HOMETOWN
Holidays
WINDOW SHOWCASE

sunday **11.14.2021** *thru*
friday **12.31.2021**

register
any time from now to the end of the showcase
cityofwinterpark.org/HWCregister

To be eligible, merchants *must* include:

soft, warm white lights

[awnings | canopies | windows | doors | columns]

and an array of the following:

ornaments, wreaths and/or poinsettias

holiday card-themed items,

Decor must not interfere with rights of way or sidewalk
and needs to be located within each business storefront

EVERY *participating*
merchant **receives \$100 credit**
credit will be applied to commercial utility bill

questions HHWS@cityofwinterpark.org

rules apply | contest sponsored by the City of Winter Park
Community Redevelopment Agency & Electric Utility Department



Economic
Development
Advisory Board

agenda item

item type	Staff Updates	meeting date	November 9, 2021
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

Chamber Update

motion / recommendation

background

Update to be provided by the Winter Park Chamber of Commerce

alternatives / other considerations

N/A

fiscal impact

N/A