



Economic Development Advisory Board Regular Meeting

Agenda

November 8, 2022 @ 8:15 am

Winter Park City Hall Commission Chambers

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.

-
1. **Call to Order**
 2. **Consent Agenda**
 - a. [Approval of minutes from September 13, 2022](#) 1 minute
 3. **Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 4. **Action Items**
 5. **Non-Action Items**
 - a. [Presentation - MJB Consultants](#) 40 minutes
 6. **Staff Updates**
 - a. [ED Commercial Performance Report](#) 5 minutes
 7. **Board Comments**
 8. **Upcoming Agenda Items**
 9. **Adjournment**



Economic
Development
Advisory Board

agenda item

item type	Consent Agenda	meeting date	November 8, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective			

subject

Approval of minutes from September 13, 2022

motion / recommendation

Approve as presented

background

Request to approve the September 13th meeting minutes as requested.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[091322 EDABoard Meeting Minutes ADA.pdf](#)



Economic Development Advisory Board Meeting Minutes

September 13, 2022 at 8:15 am

Present

Board Members: Bill Segal(virtual), Drew Madsen (virtual), Ginny Enstad, Sarah Grafton, Tracey Liffey, Elijah Noel

Staff Members: Peter Moore, Rene Cranis, Kyle Dudgeon

Absent

Betsy Gardner Eckbert

(1) Call to order

Staff called the meeting to order at 8:18 am.

(2) Consent Agenda

a. Approval of minutes from May 10, 2022

Motion to approve minutes made by Drew Madsen, seconded by Ginny Enstad. Motion Passes 6-0.

b. Approval of minutes from July 12, 2022

Motion to approve minutes made by Sarah Grafton, seconded by Ginny Enstad. Motion Passes 6-0.

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

None.

(4) Action Items

a. Election of New Chair and Vice Chair

CRA Assistant Division Director, Kyle Dudgeon, introduced the item stating every year, the city's ordinance requires a vote for a new chair and vice chair. Discussion was had by the board regarding the existing chair, and willingness to serve. The board also discussed new members willing to serve.

Motion to appoint Sarah Grafton Chair made by Ginny Enstad, seconded by Tracy Liffey. Motion Passes 6-0.

Motion to appoint Tracey Liffey Vice-Chair made by Ginny Enstad, seconded by Sarah Grafton. Motion Passes 6-0.

(5) Non-Action Items

a. MJB Consultants Update

CRA Assistant Division Director, Kyle Dudgeon, introduced the item. He stated MJB Consultants and Michael Berne were hired to identify the City of Winter Park's appropriate retail mix and determine if Winter Park is best leveraging its space. For today's meeting, Mr. Dudgeon stated the purpose of the board would be to provide comments prior to a final deliverable, and aid staff in deal points as part of a Phase II implementation plan.

Mr. Berne went on to provide a brief recap of their findings from the last meeting including ceiling to online consumption, the current market is experiencing retail turnover as opposed to an end of retail service, and how a winning downtown formula is all about specialty and it well-positioned for longevity as it is difficult to replicate online.

Furthermore, Mr. Berne's presentation went on to cover changing trends as part of the market including a shift towards food and beverage, dwindling selection of comparison good, and shortening of dwell times. He provided some general information related to sales per square foot and affordable rent including an average class A area is around \$500 sales per square foot and Park Avenue roughly encompassed this value. He suggested these values spill into other commercial areas to help drive up economic health such as on Fairbanks and Hannibal Square.

Discussion ensued regarding sales per square foot and affordable rent with particular emphasis on explaining differentiation of values. These differentiations could include whether or not the value includes marketing, and differences between stores that do and do not have liquor licenses. Mr. Berne stated he would review and revise. The board also asked about particular firms that may be missing in the downtown. MJB and staff responded that this level of specificity would be reviewed in the subsequent phase and there are some brands and collections that could benefit from inclusion into the districts.

b. Utility Deferment/Incentive Program

CRA Assistant Division Director, Kyle Dudgeon, advised the board on the general intent and purpose of the program. He stated that this program is being driven by the Water/Wastewater Department and suggested they push this item until which time the Department Head is able to attend the meeting.

(6) Staff Updates

a. Project Updates

CRA Assistant Division Director, Kyle Dudgeon, provided brief updates concerning staff items and projects. He provided an update on the parking sensor pilot, and stated analysis and review was underway. He also stated staff was looking to facilitate organizations looking to take temporary space in Winter Park that were consistent with the board's industry priorities. He used the example of tech firms and entrepreneurship organizations. He continued that EDAB could play a role in assisting their placement through small sponsorship and/or in-kind contributions. The board agreed with staff's assessment and request.

b. ED Commercial Performance Report

CRA Assistant Division Director, Kyle Dudgeon, provided an update on the following:

- The Commercial Performance Report is a monthly report developed to furnish concise updates regarding local development projects within the city.
- In the past six months, Park Avenue has seen 1.1 million patrons in foot traffic.
- The Development Report is a quarterly to biannual report outlining significant projects in the city.

Mayor Phil Anderson, 1621 Wanderlay Lane, added that he was excited by the work from the board and sustaining comparison shopping and how that trickles down to other commercial corridors were important takeaways for him based on the days conversation.

(7) Board Comments

The board inquired about holiday events and decorations. Staff responded that the city is moving forward with several initiatives it started with last year including lights and events, but no new initiatives were set to move forward this year.

(8) Upcoming Agenda Items

None.

(9) Adjournment

There being no further business to discuss, the meeting adjourned at 9:38am.



Economic Development Advisory Board

agenda item

item type	Non-Action Items	meeting date	November 8, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	Focus Area 1: Advise on Industry Trends		

subject

Presentation - MJB Consultants

motion / recommendation

background

The consultant is providing concluding thoughts to their work prior to a final deliverable. The outline for discussion is as follows:

Outline of Presentation - Phase I findings (MJB Consulting):

1. Phase I scope: A reminder

- Analysis of market and real estate variables *only*

2. Customer profile(demographics/psychographics)

- City of Winter Park versus broader trade area

3. Retail vision(s) for individual districts (Park Ave, Hannibal Square, Fairbanks, Orange, 17/92 and Lakemont/Aloma)

- Market positioning
- Tenanting potential
- Risks/vulnerabilities

Discussion of Next Steps - Phase I/II (MJB Consulting)

4. Phase II

- Purpose: to provide a blueprint for realizing the retail vision(s) outlined in Phase I, as based on an assessment of Winter Park's current infrastructure for implementation

- Scope: familiarization of the roles that different public, non-profit and private-sector stakeholders are *currently* playing with respect to retail (e.g. mandates, programs, capacities, resources and biases) as well as the political dynamics between them; evaluation of existing zoning/regulatory frameworks, incentive packages and pandemic-

era innovation

- Deliverable: implementation plan providing guidance on roles that these stakeholders *could/should* be playing, with detail on specific initiatives, commitments, actions and behaviors

5. Timeline

- Phase I executive summary memo: completion in December 2022

- Phase II interviews: January/February 2023

- Phase II research: January/February 2023

- Phase II presentation of draft plan: March 2023

MJB Consultants is contracted for Phase I only. EDAB would need to approve any subsequent scope and contract for Phase II implementation.

alternatives / other considerations

N/A

fiscal impact



Economic Development Advisory Board

agenda item

item type	Staff Updates	meeting date	November 8, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	Focus Area 1: Advise on Industry Trends		

subject

ED Commercial Performance Report

motion / recommendation

N/A

background

Monthly reports as requested

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[ED Commercial Performance Report-Nov '22.pdf](#)

ATTACHMENTS:

[Park Ave Pedestrian Traffic Report - September 2022.pdf](#)

ATTACHMENTS:

[Center Street Postcard.pdf](#)

Commercial Performance Report

11/22

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

Sources: ESRI, CoStar, BLS

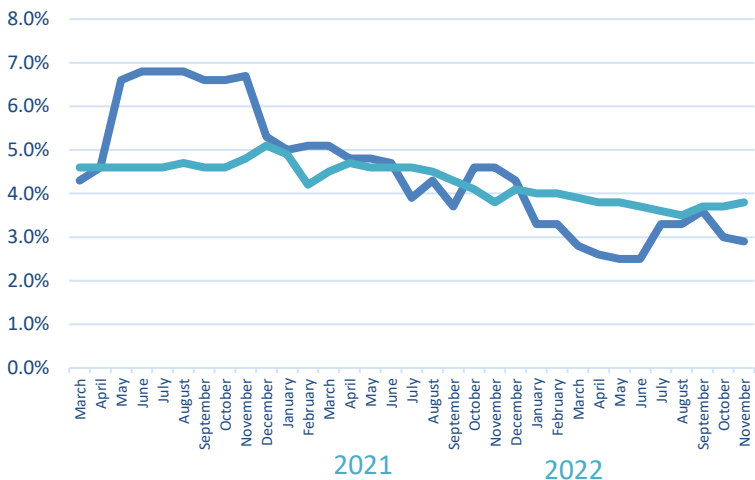
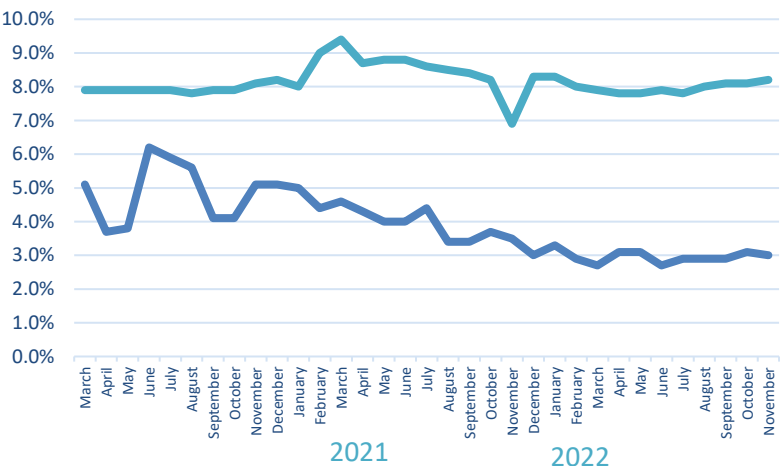
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

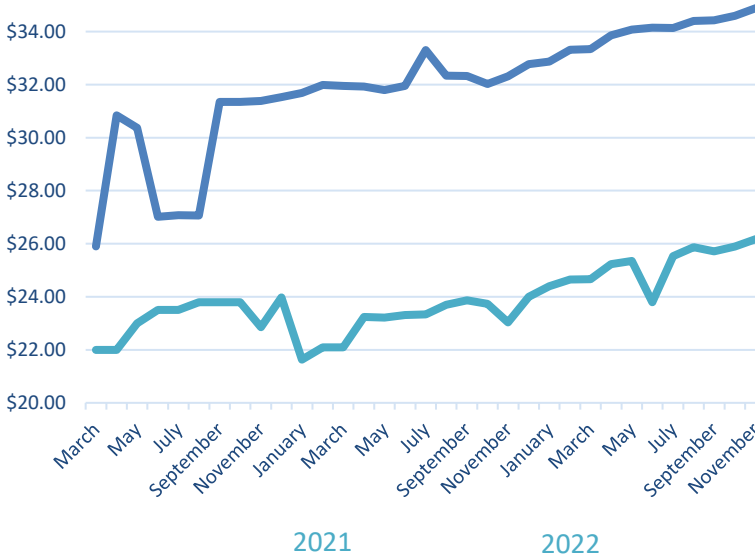
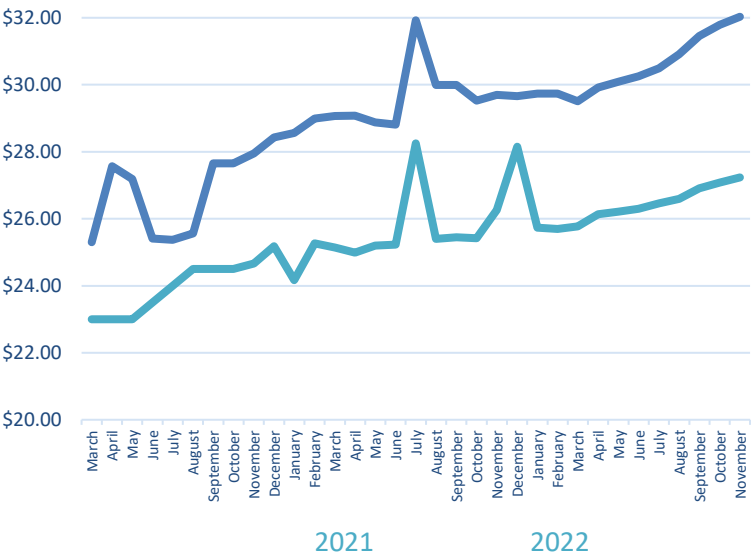
Winter Park Orlando MSA



Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA



City of Winter Park

Kyle Dudgeon
10/18/2022



Key Figures

September 1, 2022 → September 30, 2022

Total

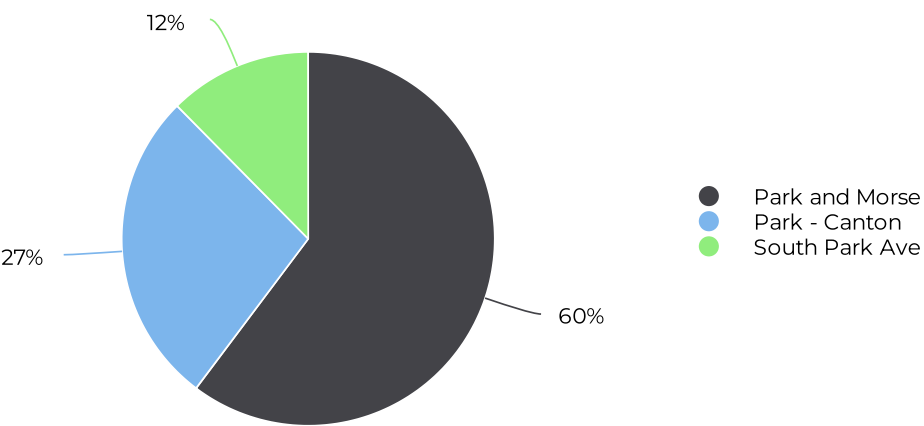
136,078

Peak Day

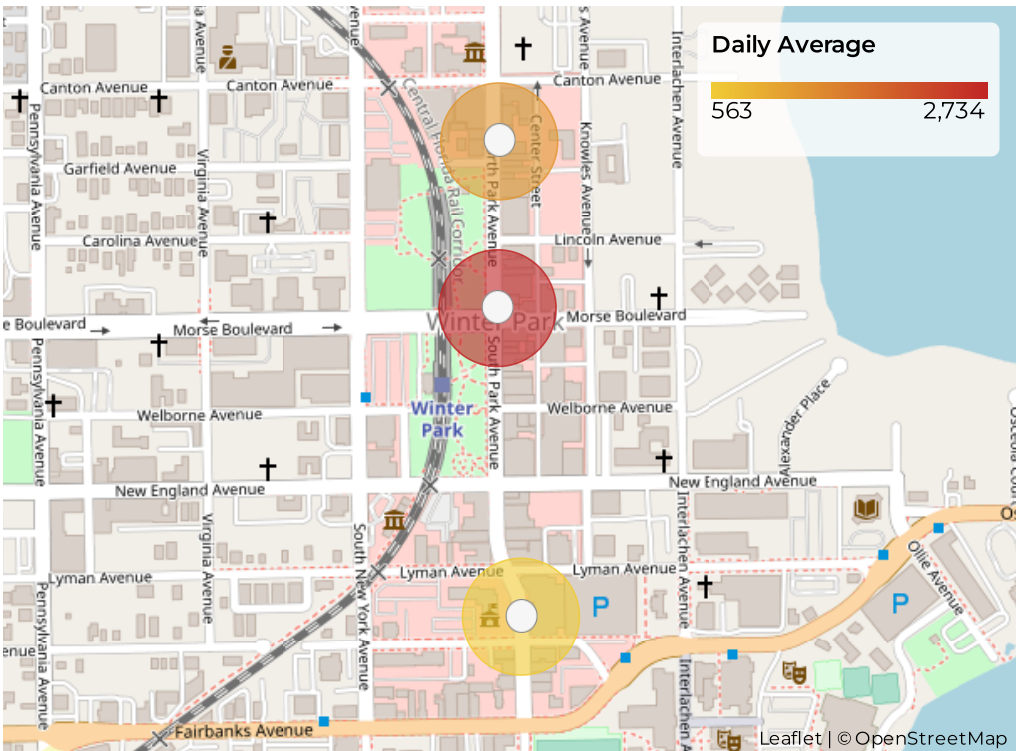
Saturday
Sep 17, 2022

9,137

Distribution



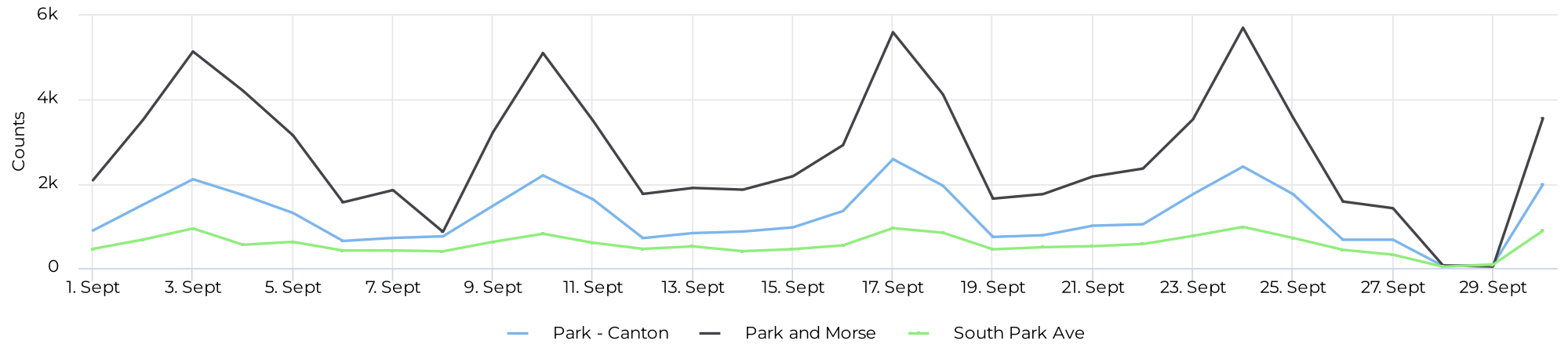
Key Figures Map



Key Figures

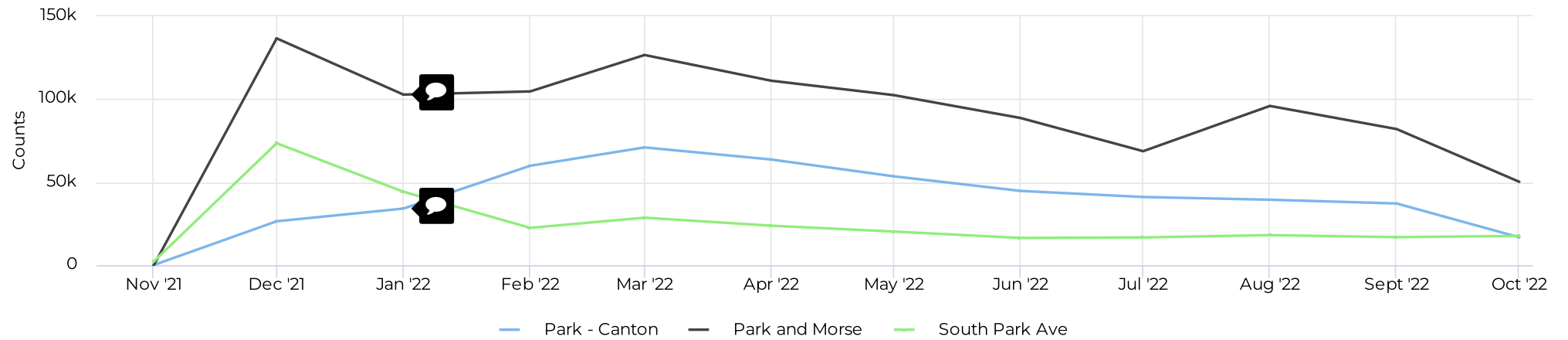
September 1, 2022 → September 30, 2022

Daily traffic



Monthly traffic

10/18/2021 → 10/17/2022

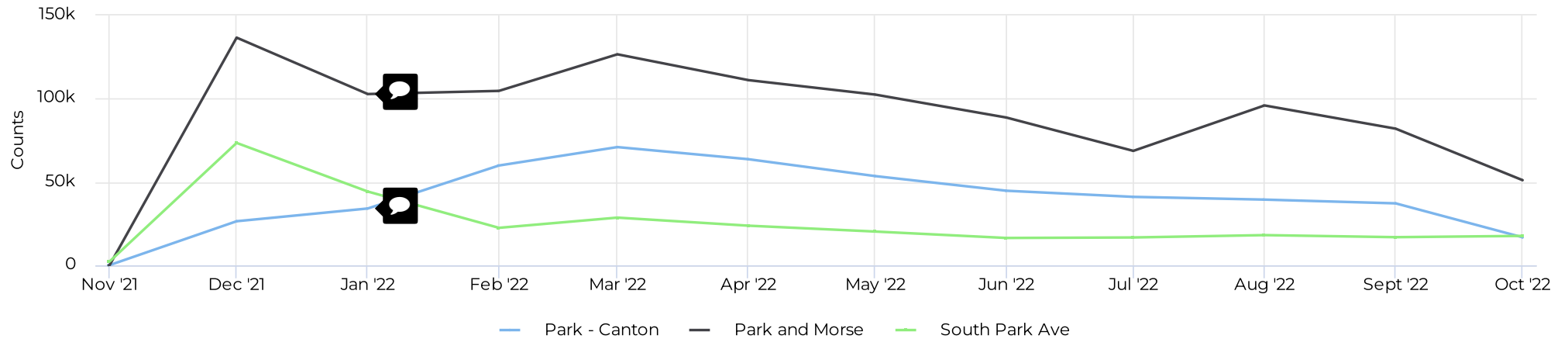


Key Figures

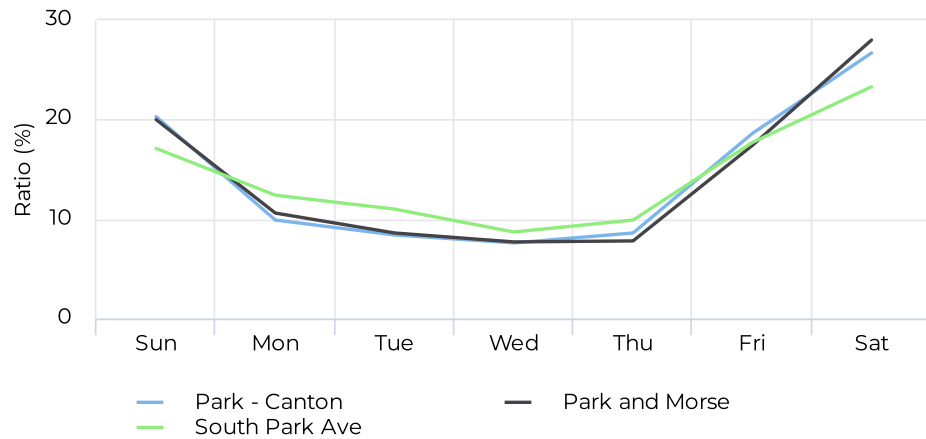
September 1, 2022 → September 30, 2022

Monthly traffic

📅 Whole Period

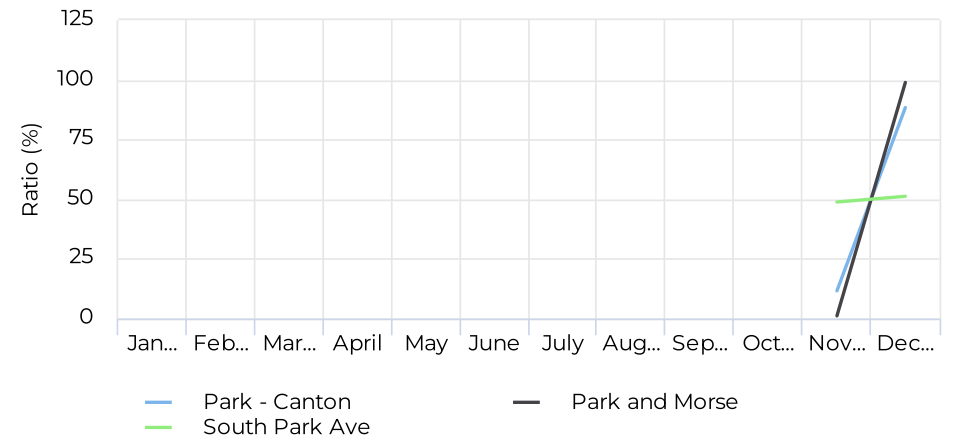


Daily Profile



Monthly Profile

📅 01/01/2021 → 12/31/2021

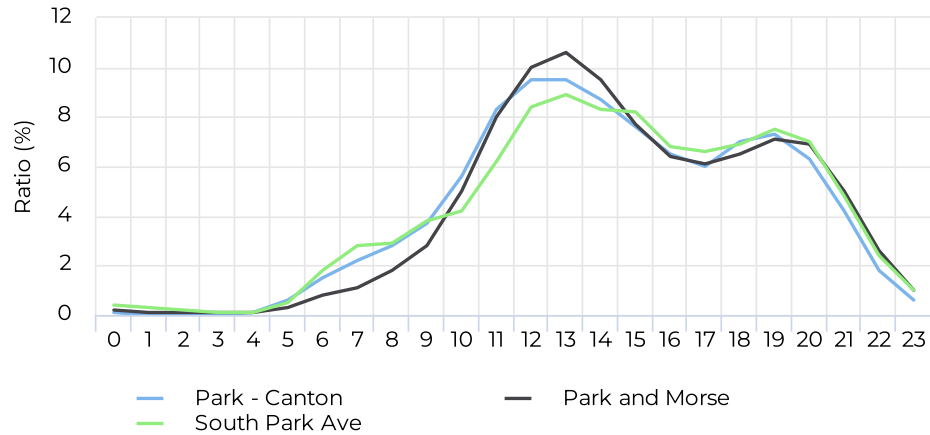


Key Figures

September 1, 2022 → September 30, 2022

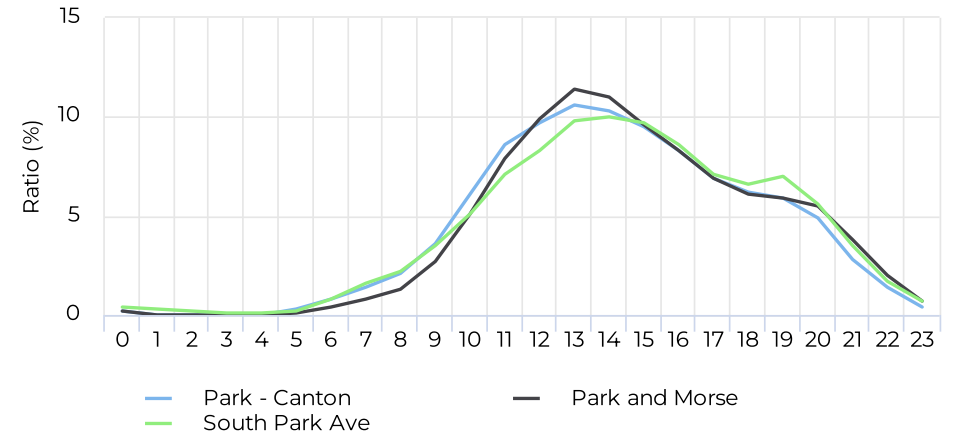
Hourly Profile - Weekdays

01/01/2022 → 10/17/2022



Hourly Profile - Weekend

01/01/2022 → 10/17/2022



Key Figures

September 1, 2022 → September 30, 2022

Key Figures Summary

Site	Daily Average ▼	Peak Day	Peak Count
Park and Morse	2,734	Sat Sep 24, 2022	5,710
Park - Canton	1,239	Sat Sep 17, 2022	2,586
South Park Ave	563	Sat Sep 24, 2022	977

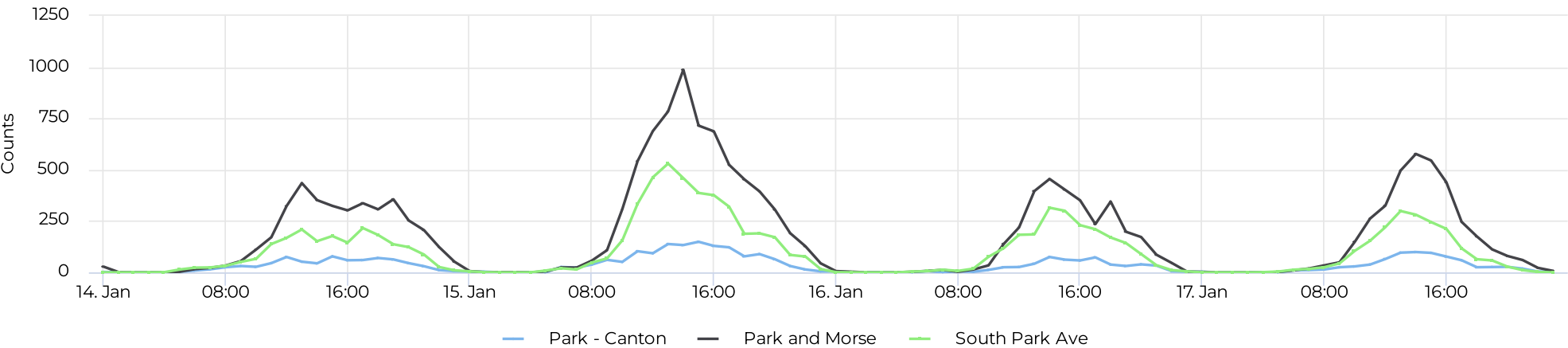
📈 Compared to 09/02/2021 → 10/01/2021

Key Figures

September 1, 2022 → September 30, 2022

Hourly Report

01/14/2022 → 01/17/2022



merchant NOTICE



CENTER STREET CLEANUP CARDBOARD PICK UP SERVICE

before



- Place cardboard curbside before noon Monday thru Saturday
- ALL cardboard must be flattened
- Dumpster lids need to be closed
- ALL plastic wrap & bags must go in trash dumpsters
- Secure glass bottles in bags to avoid breakage in trash dumpsters

after



helpful reminders

- Cardboard pick up service is **Monday thru Saturday** placed curbside before noon
- ALL cardboard boxes must be flattened
- Cardboard dumpster lids need to remain closed
- ALL plastic wrap and bags go in trash dumpsters
- Glass bottles must be secured in bags prior to placing in trash dumpsters
- Front of dumpsters need to remain clear [please do not park next to the dumpsters]
- Area around dumpsters must be free of debris
[items left around dumpsters will not be picked up]
- Food and non-recyclable waste go in the compactors

thank you
for helping keep Center Street clean!

