



Economic Development Advisory Board Subcommittee

Agenda

May 3, 2022 @ 2:30 pm

Commission Chambers

welcome

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please note

Times are projected and subject to change.

1. Call to Order

2. Discussion Items

- a. Continued discussion of EDAB subcommittee

90 minutes

3. Adjournment



Economic
Development
Advisory Board
Subcommittee

agenda item

item type Discussion Items	meeting date May 3, 2022
prepared by Kyle Dudgeon	approved by Peter Moore, Michelle del Valle, Randy Knight
board approval Completed	
strategic objective	

subject

Continued discussion of EDAB subcommittee

motion / recommendation

N/A

background

At the April 19 meeting, the subcommittee further discussed the overall vision and definitions for economic development. The board discussed the need for a flow from said definition to guiding principles, then to measurable metrics and actionable programs for execution. Through their conversation, consensus was built around a general definition with direction to staff to generate guiding principles. The core elements of these principles were discussed and identified by the subcommittee, and intended to be reviewed at this meeting. These can be found in the attachment.

Further, staff has provided metric examples of these principles for discussion. While not intended to be a final list, they provide context by which the board may wish to evaluate each principle.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[041922 City Commission EDABoard Joint Subcommittee Meeting Minutes ADA.pdf](#)

ATTACHMENTS:

[Economic Development Definition & Guiding Principles DRAFT V1.0.pdf](#)

ATTACHMENTS:

[Metric Examples Packet.pdf](#)



Economic Development Advisory Board Subcommittee Minutes

April 19, 2022 at 2:30 pm

Present

Mayor Phil Anderson, Commissioner Sheila DeCiccio, Economic Advisor Board members Drew Madsen and Betsy Gardner Eckbert. Staff members Peter Moore and Kyle Dudgeon

(1) Call to Order

Mayor Anderson called the meeting to order at 2:33 pm.

(2) Discussion Items

A. Continued discussion of EDAB priorities and strategies

Mr. Dudgeon briefly went over what the committee discussed at the previous meeting. The committee agreed to develop a working definition for economic development. Mr. Dudgeon advised the committee that staff is requesting that the committee determine (1) what staff can provide as a deliverable while working in tandem with the board and (2) what can staff do to promote policy/programs consistent with that deliverable.

Ms. Gardner Eckbert responded by stating that success for the committee would be to determine how to empower staff, to establish a consensus about what the committee wants, and to create an operating thesis for the committee and the board. Mayor Anderson agreed and added the need for a clear statement on what economic development staff does. In particular, the programmatic parameters of economic development tasks. Mayor Anderson explained the need to reframe economic development as what an economic development department does and determine where there is an overlap between the economic development board and the department. Mayor Anderson also noted the need to discuss the function of target business clusters.

In response to the task of identifying a working definition for economic development, Ms. Gardner Eckbert specified the importance of quality of life, stating that quality of life must be a leading feature for economic development. In addition, she mentioned the value of establishing a desired tax base mix. Specifically, does the City want to focus on attracting young people to Winter Park? Ms. Gardner Eckbert also inquired about how the city intends to approach the gap between the number of available

jobs and the number of people willing and able to work. She stated there is a 6000-person gap between the two. Furthermore, Ms. Gardner Eckbert also wants the committee to determine the City's business cluster needs within the framework of an inclusive economy.

Mayor Anderson stated that attracting young people is a part of the City's targeted business segment. In referencing Ms. Gardner Eckbert's comment about establishing a tax base mix, he stated that the committee should focus more on tax rate growth as opposed to a tax base mix. Mayor Anderson noted that residential expansion drives the growth, and raised the question of whether the City is growing the tax base at the same rate the City is growing its business, which supports quality of life and community attractiveness. Mayor Anderson added that the City only grows supply through development and annexation. Follow up discussion ensued regarding tax base mix versus tax base growth. Mr. Moore added that knowing the appropriate tax base mix helps developers know how to and with what to approach Winter Park.

Mr. Madsen stated that the committee should consider keeping the economic development definition simple and then develop governing principles around that definition.

Commissioner DeCiccio expressed concern about the city's geographical boundaries as it relates to growth. She stressed the value of determining how to keep Winter Park affordable, how to keep Winter Park vibrant for future generations, and how to establish itself as a place where people want to live, work, and play.

Mayor Anderson suggested the committee start with Mr. Madsen's economic development definition and then build from there.

Ms. Gardner Eckbert suggested the committee consider a holistic and more inclusive definition of what prosperity means in Winter Park. Mr. Madsen responded in stating that inclusivity should be a principle for economic development and not necessarily included in its definition.

Mayor Anderson proposed adding enhance quality of life and attracting business owners to the definition of economic development.

Discussion followed on how the City should define charm as it relates to Winter Park's identity. Committee members added the importance of considering equity, access, and inclusivity when discussing charm and the City's appeal to residents. Specifically, Ms. Gardner Eckbert raised the concern regarding use of words that may send an unintended message to people outside of Winter Park. Mr. Madsen added that Winter Park's charm and quality of life is the City's competitive advantage. Mayor Anderson mentioned that charm is more about history and architecture (i.e., tree-lined streets, lakes, etc.).

The committee developed a list of guiding principles to include growing the tax base, charm, quality of life, attracting business owners, inclusivity, and attracting young people. Ms. Gardner Eckbert inquired about whether the City should be trying to attract new industries or should the city leverage the industries it already has. Mr. Moore suggested changing that particular principle to attracting targeted businesses.

Ms. Gardner Eckbert added that the City should leverage its wealth of education to help the workforce. Particularly, Winter Park is a great place to learn, as education is one of the City's biggest exports. Mayor Anderson recommended adding leveraging educational partnerships for workforce as an additional guiding principle.

Mayor Anderson raised the question of what does Winter Park need to grow: population or economy. Ms. Gardner Eckbert responded stating that Winter Park's population growth is stagnant. Therefore, as she continued, Winter Park must consider whether it wants to remain stagnant or move toward targeted population growth.

Mr. Madsen continued stating that Winter Park's personal mission is economic growth and quality of life. Hence, Winter Park will need to determine what needs to be done to achieve economic growth and quality of life in a responsible and smart way. Mr. Moore suggested a holistic approach to residential density by focusing more on promoting population growth in certain areas while discouraging growth in other areas. Mr. Madsen added that the committee should also include "smart" growth as another guiding principle. Ms. Gardner Eckbert agreed stating that the City should focus on promoting growth that fuels quality of life and innovation while reinforcing the uniqueness of Winter Park.

Discussion followed on evaluating metrics for economic development to include attainable housing and food security, the potential for trading commercial space for residential growth, and the need to create a philosophy outlining the role of the Economic Development Advisory Board. Further discussion was also held on whether Winter Park's economic development definition needs a principle about recognizing Winter Park as a regional partner and player in the greater community. At the conclusion of the meeting, direction to staff was to provide a list of comprehensive guidelines under an economic development definition.

(3) Adjournment

The meeting adjourned 4:26 pm. Next meeting is scheduled for May 3rd at 2:30pm.

Phil Anderson, Mayor

Board Liaison, Kyle Dudgeon



Winter Park- Economic Development Definition (April 19, 2022)

“Economic Development is the creation of wealth from which community benefits are realized. It is more than a jobs program, it’s an investment in growing your economy and enhancing the prosperity and quality of life for all residents.”

The Department follows a number of guiding principles in which it follows to execute its initiatives, projects, and programs.

1. Our **quality of life** is our competitive advantage.

(Metric example: City report, City Visioning)

2. Act as fiscal stewards in **Growing the tax base** to meet our needs (to support Quality of Life) and ensure future prosperity, and provide thoughtful and premier commercial choices for residents and guests.

(Metric example: City budget metrics, DOR code analysis)

3. **Attract targeted businesses** that are resilient, offer opportunity, and add to individual and community prosperity, be a net exporter of high value goods and services, and safeguard real estate ad valorem growth rate exceeds expense growth.

(Metric example: Location Quotient Report, Wages, Chamber Scorecard)

4. Maintain the city as a **regional partner and player** in the community while maintaining the city’s scale and character as a **unique economic driver**.

(Metric example: Regional organization membership, infrastructure and road spending, consumer trade area market spending)

5. Embrace and leverage the **attractiveness of education through local institutions** for a career bound workforce and lifelong learning.

(Metric example: Census)

6. Coordinate with city departments on strategies and availability of attainable housing to **ensure proximity to the job needs** and activation opportunities within the community.

(Metrics example: Chamber scorecard)

7. Winter Park is a welcoming city that strives for **inclusivity** as a premier place to live work and play.



fiscal year
2021

city of winter park **REPORT CARD**

vision

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.

objectives

1. Exceptional quality of life
2. Intelligent growth & development
3. Fiscal stewardship
4. Public health & safety
5. Investment in public assets & infrastructure

Despite continued challenges, throughout Fiscal Year (FY) 2021, key indicators were collected to track the City of Winter Park's performance across a number of categories. Inside you will find how the city measures up to its top priorities.

Find the complete listing of the city's performance measurements at cityofwinterpark.org/pm

911 calls answered within 10 seconds

quarter	first	second	third	fourth
within 10 sec	96%	97%	95%	96%
call volume	5,059	6,227	5,477	5,694

goal answer 95 percent or more 911 calls within 10 seconds **objective** public health & safety

Police response times [priority 1]

quarter	first	second	third	fourth
response times	0:02:06	0:02:29	0:02:19	0:01:39
call volume	41	39	48	54

goal respond in under 3 minutes **objective** public health & safety

Fire-Rescue response times [fire]

quarter	first	second	third	fourth
response times	0:07:49	0:08:17	0:08:20	0:08:13
call volume	11	22	7	16

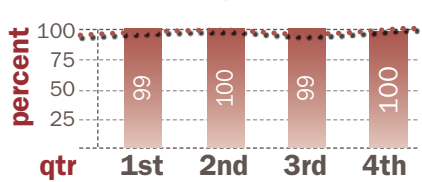
benchmark respond in under 10 minutes **objective** public health & safety

Fire-Rescue response times [medical]

quarter	first	second	third	fourth
response times	0:07:31	0:07:05	0:07:19	0:06:56
call volume	910	907	1,002	1,104

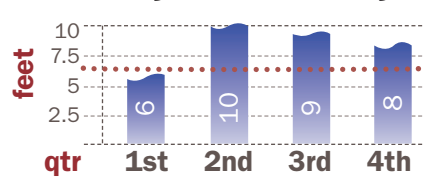
benchmark respond in under 10 minutes **objective** public health & safety

Code cases brought into compliance



goal resolve 90 percent of cases **objective** public health & safety

Average lake clarity

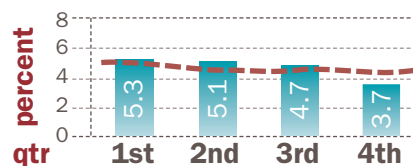


goal clarity of 6.5 feet or more **objective** investment in public assets

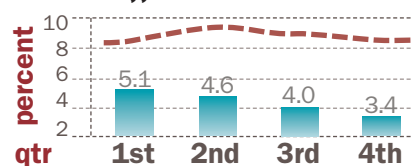
..... goal line

Economic indicators

Retail vacancies FY21

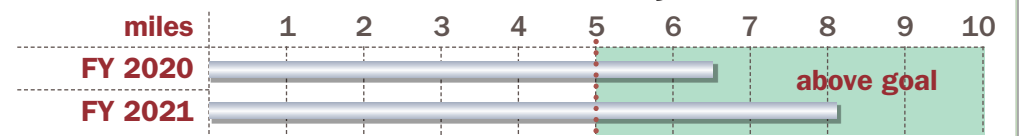


Office vacancies FY21



----- regional vacancy rate **objective** growth & development

New electric lines underground



goal 5+ miles annually; 68% complete **objective** investment in public assets

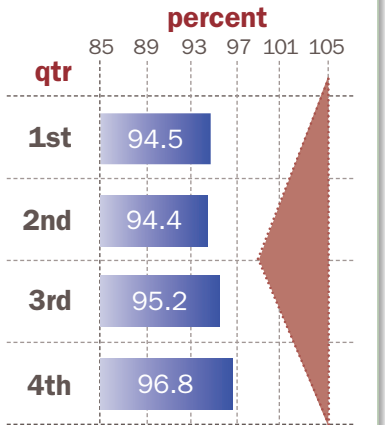
SAIDI*

fiscal year	2020	2021
minutes	36.4	34.4

goal less than 60 minutes **objective** investment in public assets

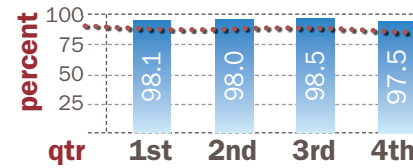
SAIDI is the average outage duration for each customer served. *Data excludes hurricanes.

Electric Utility rates vs. state average



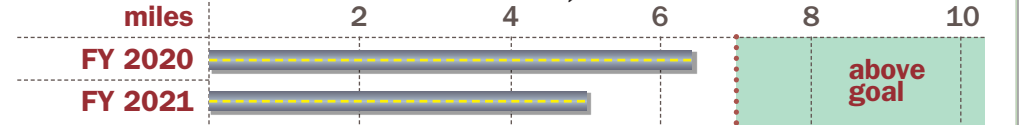
goal rates <105 percent of state average **objective** fiscal stewardship

Fleet availability



goal minimum 95% of vehicles in operation **objective** fiscal stewardship

Road miles repaved



goal greater than 7 miles [maintain road PASER rating] **objective** investment in public assets

Pavement Surface Evaluation and Rating is a 1-10 rating system for road pavement condition.

Parks acreage per 1,000 people



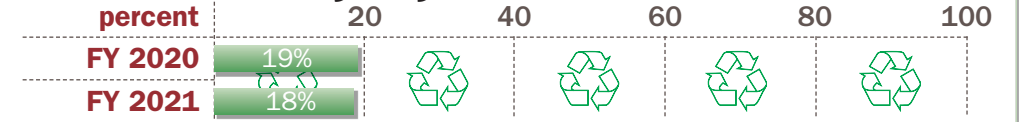
goal more than 10 park acres per 1,000 people **objective** quality of life

Tree plantings

quarter	first	second	third	fourth
trees planted	96	105	26	155

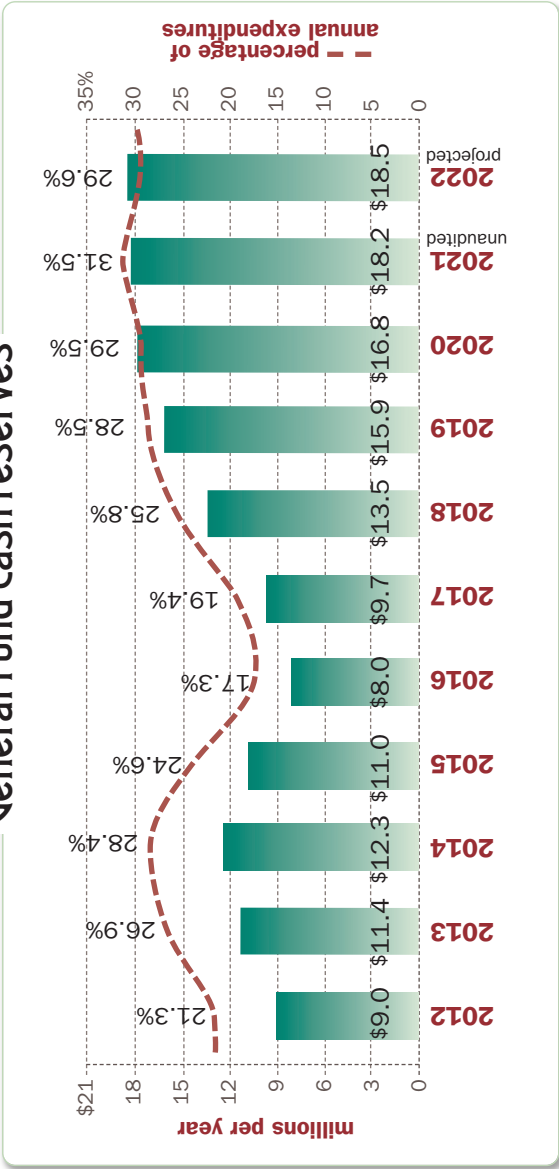
goal plant 600 trees annually [382 in 2021] **objective** quality of life

Recycling = waste diversion



goal continue to increase waste diversion tonnage **objective** growth & development

General Fund cash reserves



Governments hold cash in reserve for a variety of reasons. Often money is set aside to prepare for emergencies, such as natural disasters or unrealized revenues. Reserves may also be accumulated to fund specific projects or to position the city to take advantage of matching grants or land purchase opportunities.

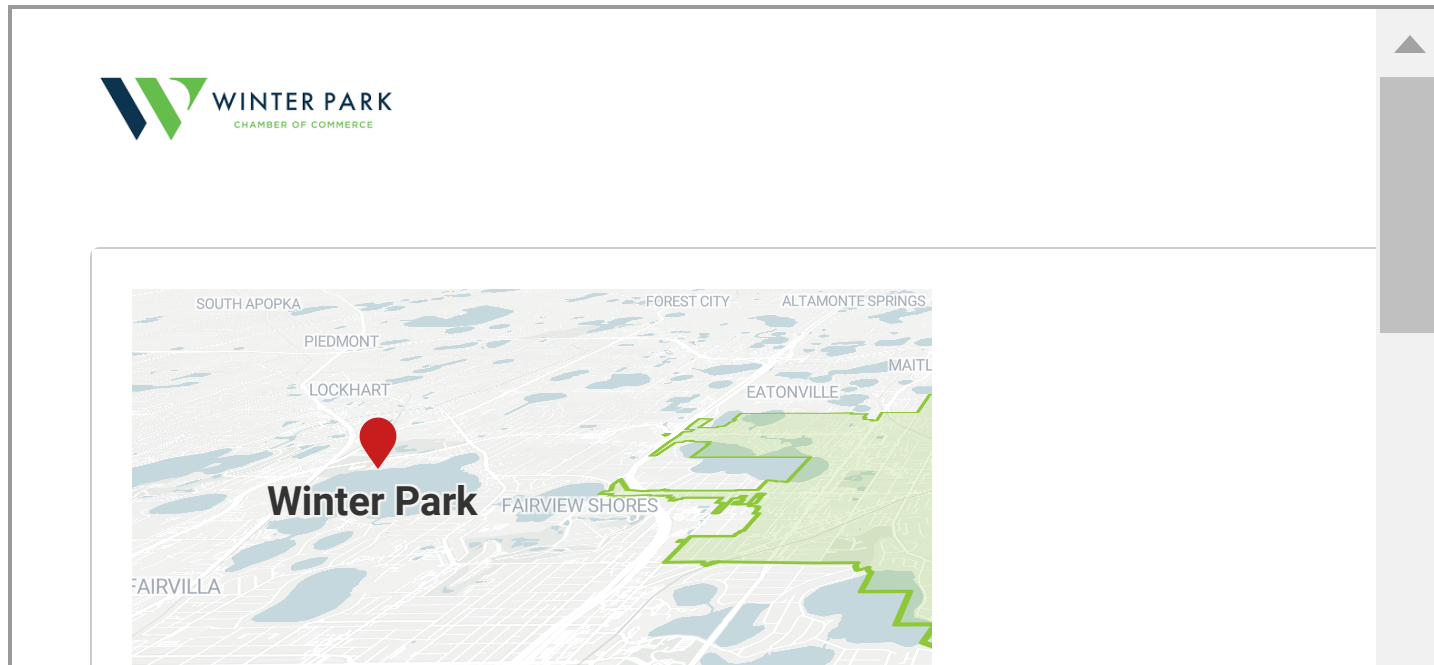


401 South Park Avenue
Winter Park, FL 32789

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U S POSTAGE
PAID
ORLANDO FL
ACG

Winter Park Prosperity Scorecard

Welcome to the Winter Park Prosperity Scorecard. The Chamber spent several months conducting surveys and having community conversations to determine the metrics that matter in gauging Winter Park's economic recovery – both the successes and areas that need attention and focus. The Prosperity Scorecard incorporates ESG principles to ensure we are measuring not just our financial bottom line, but social and governance issues, as well. We will update the Prosperity Scorecard as data is available, so please visit this site often. Thank you.





WINTER PARK

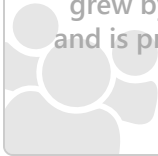
CHAMBER OF COMMERCE



(/)

26,307

Winter Park (32789) 2021 population grew by 1,523 over the last 5 years and is projected to grow by 560 over the next 5 years.



31,037

Winter Park (32789) 2021 employment grew by 693 over the last 5 years and are projected to grow by 1,685 over the next 5 years.



Economic Development (Prosperity)

\$3.9B

Winter Park (32789) Gross Regional Product 2021



\$

Winter Park (



Jobs

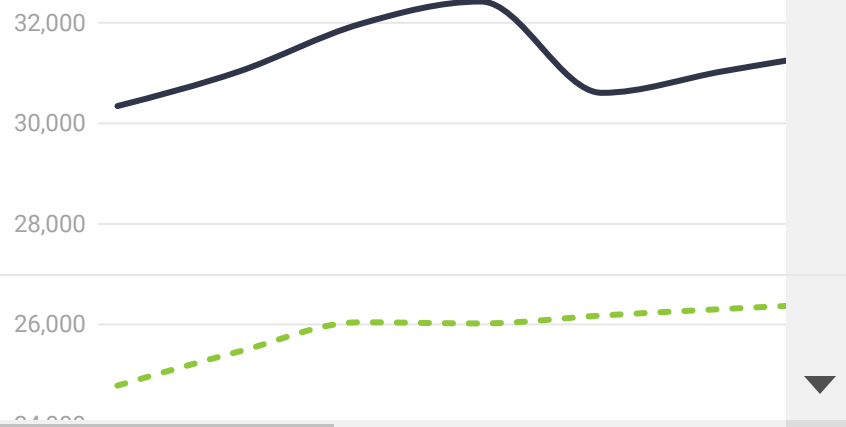
Population and Jobs

City of Winter Park (32789) - (hover to display values)

34,000



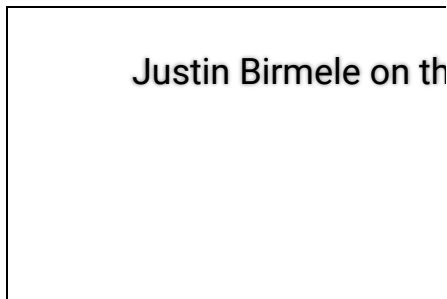
From 2016 to 2021, jobs (increased by 2.3% in Winter Park, FL (in Orange county) (ZIP 32789) from 30,344 to 31,037. This change outpaced the



Embed the Winter Park Prosperity Scorecard
 (<https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/3221/CMS/Winter-Park-Prosperity-Scorecard-Embedding-Instructions.pdf>)

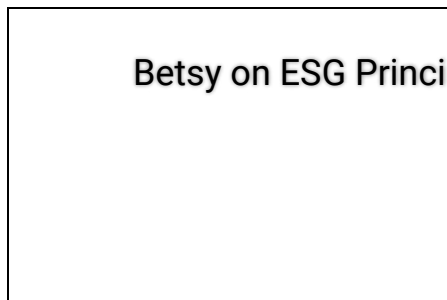
Why are these metrics important to our community?

Employment Gaps



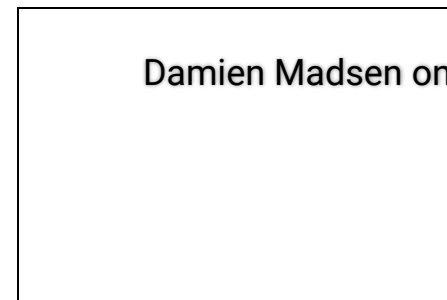
Justin Birmele

ESG Principles



Betsy Gardner Eckbert

Office Space



Damien Madsen

Children in Poverty

Latonya Pelt on the

Latonya Pelt
 Welbourne Avenue Nursery and Preschool
[\(https://www.welbourneavenuenursery.org/\)](https://www.welbourneavenuenursery.org/)

Sustainability

Michelle del Valle on

Michelle del Valle
 City of Winter Park
[\(https://cityofwinterpark.org/\)](https://cityofwinterpark.org/)

Diversity in Decision Making

Thor Falk on the Wir

Thor Falk
 Winter Park PRIDE Project
[\(https://winterparkprideproject.org/\)](https://winterparkprideproject.org/)

Winter Park Chamber of Commerce

📍 151 W. Lyman Ave., Winter Park, FL 32789
<https://maps.google.com?q=151+W.+Lyman+Ave.+Winter+Park+FL+32789>

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(/)



(<https://www.facebook.com/WinterParkChamber>)



(<https://twitter.com/WPChamberFL>)



(<https://www.linkedin.com/company/winter-park-chamber-of-commerce>)



(<https://instagram.com/winterparkchamber/>)



(<https://www.youtube.com/c/WinterParkChamberofCommerce?gvnc=1>)

[Sign up for our newsletter here.](#)

(<http://eepurl.com/gNA-LD>)

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Community Profile

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

Prepared by Esri

Winter Park c...

Population Summary	
2000 Total Population	27,771
2010 Total Population	27,674
2021 Total Population	31,030
2021 Group Quarters	1,658
2026 Total Population	32,686
2021-2026 Annual Rate	1.05%
2021 Total Daytime Population	46,730
Workers	28,406
Residents	18,324
Household Summary	
2000 Households	12,315
2000 Average Household Size	2.13
2010 Households	12,160
2010 Average Household Size	2.14
2021 Households	13,566
2021 Average Household Size	2.17
2026 Households	14,289
2026 Average Household Size	2.17
2021-2026 Annual Rate	1.04%
2010 Families	6,614
2010 Average Family Size	2.85
2021 Families	7,234
2021 Average Family Size	2.89
2026 Families	7,572
2026 Average Family Size	2.90
2021-2026 Annual Rate	0.92%
Housing Unit Summary	
2000 Housing Units	13,048
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	32.8%
Vacant Housing Units	5.6%
2010 Housing Units	13,577
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	31.8%
Vacant Housing Units	10.4%
2021 Housing Units	14,995
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	37.9%
Vacant Housing Units	9.5%
2026 Housing Units	15,855
Owner Occupied Housing Units	53.2%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	9.9%
Median Household Income	
2021	\$81,065
2026	\$91,075
Median Home Value	
2021	\$464,773
2026	\$474,509
Per Capita Income	
2021	\$58,645
2026	\$63,434
Median Age	
2010	44.4
2021	45.0
2026	45.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

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

Prepared by Esri

Winter Park c...

2021 Households by Income

Household Income Base	13,567
<\$15,000	8.3%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	8.6%
\$200,000+	20.1%
Average Household Income	\$134,922

2026 Households by Income

Household Income Base	14,291
<\$15,000	6.9%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	15.2%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	10.0%
\$200,000+	20.8%
Average Household Income	\$145,990

2021 Owner Occupied Housing Units by Value

Total	7,878
<\$50,000	0.3%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	3.6%
\$200,000 - \$249,999	4.8%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	19.0%
\$400,000 - \$499,999	16.8%
\$500,000 - \$749,999	16.9%
\$750,000 - \$999,999	10.3%
\$1,000,000 - \$1,499,999	8.2%
\$1,500,000 - \$1,999,999	2.9%
\$2,000,000 +	5.8%
Average Home Value	\$666,876

2026 Owner Occupied Housing Units by Value

Total	8,430
<\$50,000	0.0%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	1.8%
\$200,000 - \$249,999	3.5%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	20.5%
\$400,000 - \$499,999	19.3%
\$500,000 - \$749,999	17.4%
\$750,000 - \$999,999	10.4%
\$1,000,000 - \$1,499,999	8.3%
\$1,500,000 - \$1,999,999	3.0%
\$2,000,000 +	5.9%
Average Home Value	\$685,750

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

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

Prepared by Esri

	Winter Park c...
2010 Population by Age	
Total	27,674
0 - 4	4.3%
5 - 9	5.1%
10 - 14	5.4%
15 - 24	14.8%
25 - 34	9.8%
35 - 44	11.4%
45 - 54	15.4%
55 - 64	13.9%
65 - 74	8.7%
75 - 84	6.6%
85 +	4.6%
18 +	81.7%
2021 Population by Age	
Total	31,031
0 - 4	4.0%
5 - 9	4.5%
10 - 14	5.0%
15 - 24	13.8%
25 - 34	12.1%
35 - 44	10.5%
45 - 54	11.9%
55 - 64	14.7%
65 - 74	12.2%
75 - 84	7.0%
85 +	4.4%
18 +	83.4%
2026 Population by Age	
Total	32,687
0 - 4	4.2%
5 - 9	4.5%
10 - 14	4.6%
15 - 24	13.3%
25 - 34	11.3%
35 - 44	11.8%
45 - 54	11.1%
55 - 64	13.3%
65 - 74	13.0%
75 - 84	8.5%
85 +	4.3%
18 +	83.9%
2010 Population by Sex	
Males	12,970
Females	14,704
2021 Population by Sex	
Males	14,770
Females	16,261
2026 Population by Sex	
Males	15,521
Females	17,166

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022



Community Profile

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

Prepared by Esri

Winter Park c...

2010 Population by Race/Ethnicity

Total	27,674
White Alone	86.8%
Black Alone	7.7%
American Indian Alone	0.2%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.8%
Hispanic Origin	7.0%
Diversity Index	33.8

2021 Population by Race/Ethnicity

Total	31,031
White Alone	80.9%
Black Alone	11.2%
American Indian Alone	0.2%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	2.7%
Hispanic Origin	11.9%
Diversity Index	47.2

2026 Population by Race/Ethnicity

Total	32,685
White Alone	80.4%
Black Alone	11.7%
American Indian Alone	0.2%
Asian Alone	2.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	2.7%
Hispanic Origin	12.0%
Diversity Index	47.9

2010 Population by Relationship and Household Type

Total	27,674
In Households	94.2%
In Family Households	69.3%
Householder	23.9%
Spouse	18.7%
Child	23.4%
Other relative	2.0%
Nonrelative	1.3%
In Nonfamily Households	24.9%
In Group Quarters	5.8%
Institutionalized Population	1.2%
Noninstitutionalized Population	4.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022



Community Profile

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

Prepared by Esri

	Winter Park c...
2021 Population 25+ by Educational Attainment	
Total	22,549
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	2.5%
High School Graduate	12.3%
GED/Alternative Credential	2.1%
Some College, No Degree	11.8%
Associate Degree	8.7%
Bachelor's Degree	31.5%
Graduate/Professional Degree	29.3%
2021 Population 15+ by Marital Status	
Total	26,829
Never Married	33.3%
Married	47.4%
Widowed	7.0%
Divorced	12.3%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	13,254
Population 16+ Employed	96.3%
Population 16+ Unemployment rate	3.7%
Population 16-24 Employed	8.6%
Population 16-24 Unemployment rate	6.2%
Population 25-54 Employed	62.9%
Population 25-54 Unemployment rate	3.6%
Population 55-64 Employed	19.6%
Population 55-64 Unemployment rate	4.1%
Population 65+ Employed	8.9%
Population 65+ Unemployment rate	1.3%
2021 Employed Population 16+ by Industry	
Total	12,764
Agriculture/Mining	0.2%
Construction	6.7%
Manufacturing	4.1%
Wholesale Trade	2.6%
Retail Trade	6.9%
Transportation/Utilities	3.5%
Information	2.0%
Finance/Insurance/Real Estate	12.5%
Services	58.7%
Public Administration	2.7%
2021 Employed Population 16+ by Occupation	
Total	12,766
White Collar	82.9%
Management/Business/Financial	29.5%
Professional	33.8%
Sales	10.8%
Administrative Support	8.7%
Services	9.0%
Blue Collar	8.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	1.0%
Production	0.8%
Transportation/Material Moving	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022



Community Profile

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

Prepared by Esri

	Winter Park c...
2010 Households by Type	
Total	12,160
Households with 1 Person	36.6%
Households with 2+ People	63.4%
Family Households	54.4%
Husband-wife Families	42.5%
With Related Children	16.3%
Other Family (No Spouse Present)	11.9%
Other Family with Male Householder	2.9%
With Related Children	1.5%
Other Family with Female Householder	8.9%
With Related Children	5.1%
Nonfamily Households	9.0%
All Households with Children	23.2%
Multigenerational Households	1.9%
Unmarried Partner Households	5.8%
Male-female	4.5%
Same-sex	1.2%
2010 Households by Size	
Total	12,160
1 Person Household	36.6%
2 Person Household	35.5%
3 Person Household	12.8%
4 Person Household	9.5%
5 Person Household	4.1%
6 Person Household	1.2%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	12,160
Owner Occupied	64.5%
Owned with a Mortgage/Loan	42.5%
Owned Free and Clear	22.0%
Renter Occupied	35.5%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	101
Percent of Income for Mortgage	24.1%
Wealth Index	171
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	13,577
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	27,674
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

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

Prepared by Esri

Winter Park c...

Top 3 Tapestry Segments

1.	Retirement Communities (9E)
2.	Urban Chic (2A)
3.	Top Tier (1A)

2021 Consumer Spending

Apparel & Services: Total \$	\$41,588,724
Average Spent	\$3,065.66
Spending Potential Index	145
Education: Total \$	\$36,241,514
Average Spent	\$2,671.50
Spending Potential Index	155
Entertainment/Recreation: Total \$	\$62,892,648
Average Spent	\$4,636.05
Spending Potential Index	143
Food at Home: Total \$	\$105,864,190
Average Spent	\$7,803.64
Spending Potential Index	143
Food Away from Home: Total \$	\$74,226,002
Average Spent	\$5,471.47
Spending Potential Index	144
Health Care: Total \$	\$121,169,358
Average Spent	\$8,931.84
Spending Potential Index	143
HH Furnishings & Equipment: Total \$	\$44,257,652
Average Spent	\$3,262.40
Spending Potential Index	145
Personal Care Products & Services: Total \$	\$17,956,643
Average Spent	\$1,323.65
Spending Potential Index	147
Shelter: Total \$	\$407,368,508
Average Spent	\$30,028.64
Spending Potential Index	149
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$47,842,550
Average Spent	\$3,526.65
Spending Potential Index	148
Travel: Total \$	\$51,105,145
Average Spent	\$3,767.15
Spending Potential Index	149
Vehicle Maintenance & Repairs: Total \$	\$21,376,917
Average Spent	\$1,575.77
Spending Potential Index	142

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Orlando Prosperity SCORECARD

2021

INDICATOR KEY

Green Value | Rank in Top Half of Peer Metros*
Red Value | Rank in Bottom Half of Peer Metros
Gray Value | Ranking Not Available
 ▲ | Improved
 ▼ | Worsened

*See the Appendix for the list of peer metros

Households Above ALICE Threshold **53.2%**
 ALICE Households **34.6%**
 Households Below Poverty **12.2%**

A.L.I.C.E. 2010-18

Asset Limited, Income Constrained, Employed (ALICE)

**All indicators represent the Orlando MSA except where otherwise noted

OPPORTUNITIES

	PROSPERITY		PEOPLE		
ECONOMIC DIVERSIFICATION	Industry Diversity Index	58.1% 2019	Occupation Diversity Index	6.3% 2019	
JOBS	Middle Wage Jobs	667,750 2014-19 ▲	Employment Rate Gap	-2.6pp 2014-19 ▼	RACE -3.6pp 2014-19 ▼
INCOME	Median Wage	\$34,320 2014-19 ▲	Median Income Gap (\$000s)	\$22.7 2014-19 ▼	ETHNICITY \$20.6 2014-19 ▼
INNOVATION & ENTREPRENEURSHIP	Jobs at Stage Two Companies	32.6% 2014-19 ▼	Business Ownership Disparity	77.5% 2012-17 ▲	GENDER 9.1pp 2014-19 ▼
					\$12.3 2014-19 ▼
					57.8% 2012-17 ▼
					60.4% 2012-17 ▼

CAPABILITIES

	PROSPERITY		PEOPLE		
SOCIAL CAPITAL	Disconnected Youth	7.1% 2013-18 ▲	Population Living in Racially Integrated Neighborhoods	98.1% 2013-18 ▲	
INDIVIDUAL HEALTH	Adults in Poor Health**	Physical 13.9% 2014-17 ▼ Mental 14.0% 2014-17 ▼	Years of Potential Life Lost Gap** (Per 100K Residents)	-1,098 2014-19 ▼	RACE 2,047 2014-19 ▲
K-12 EDUCATION	3 rd Grade Reading Proficiency	56.5% School Year 2015-19 ▲	3 rd Grade Reading Proficiency Gap	36.0pp 2015-19 ▼	ETHNICITY 25.8pp 2015-19 ▼
CONTINUED EDUCATION	Educational Attainment (AA+)	43.7% 2014-19 ▲	Educational Attainment Gap	15.9pp 2014-19 ▼	GENDER 3,568 2014-19 ▼
					-3.6pp 2014-2019 ▼

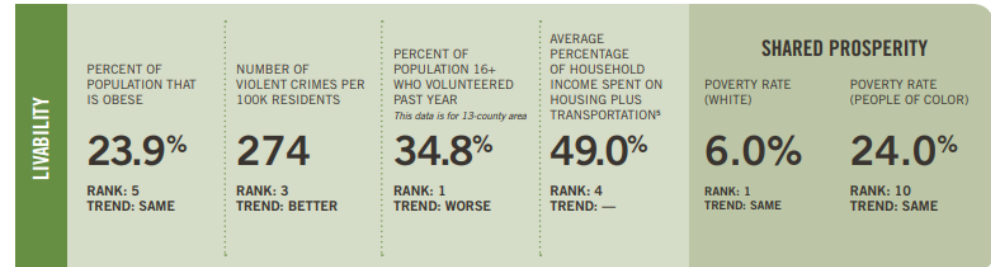
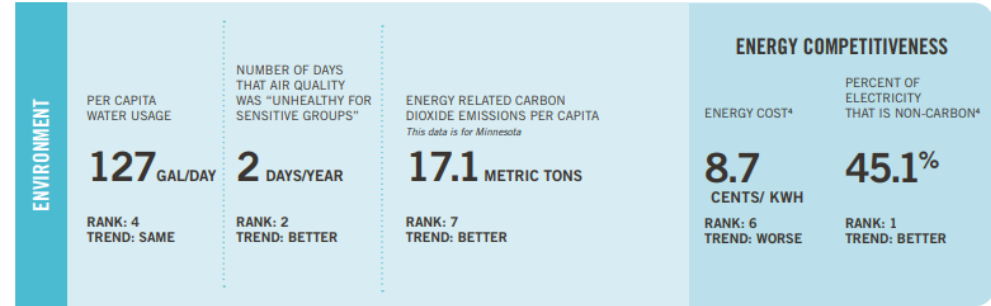
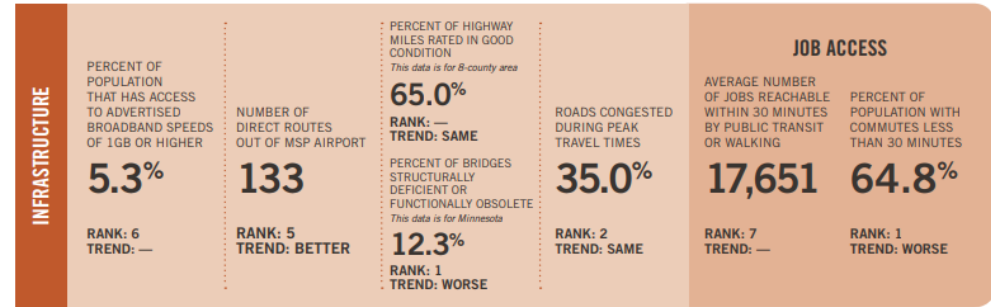
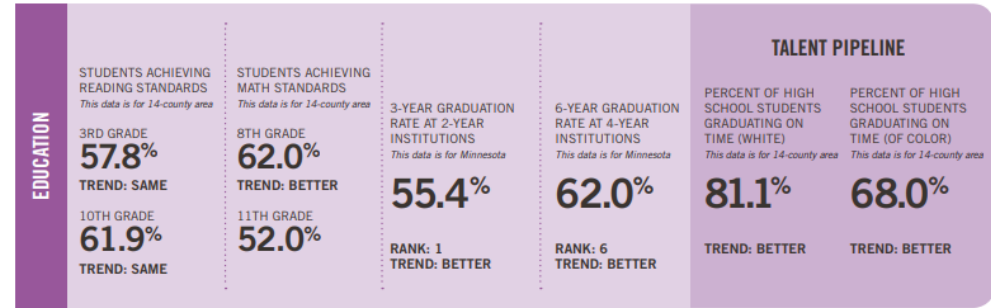
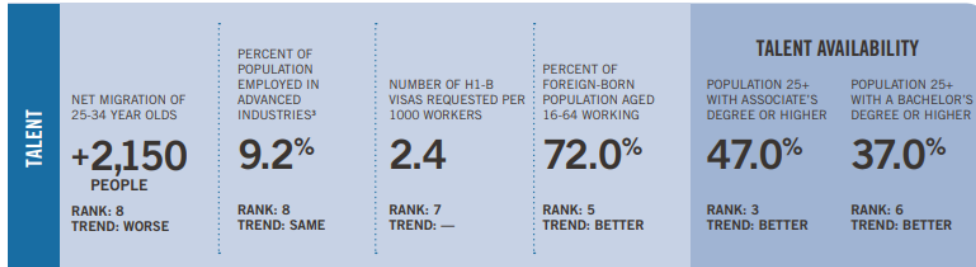
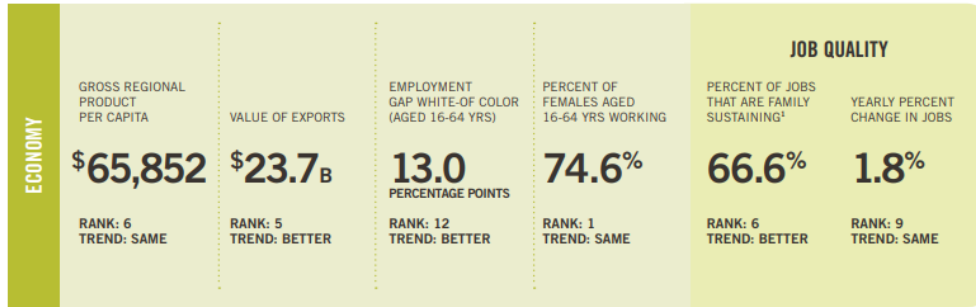
ACCESS

	PROSPERITY		PEOPLE		
TRANSPORTATION	Jobs in 30-min. transit Commute	5,500 2015-19 ▲	Commute Ratio	9.9% 2000-17 ▼	RACE 6.4% 2000-17 ▼
HOUSING	Severely Cost Burdened Renter Households	27.7% 2013-18 ▲	Severely Cost Burdened Households Gap	-6.8pp 2018	ETHNICITY -11.3pp 2018
FOOD	Food Insecurity Rate	12.0% 2018	Neighborhood Food Insecurity Gap	10.4pp 2018	GENDER 2.4pp 2018
DIGITAL	% Households with Internet	89.9% 2015-19 ▲	Internet Access Gap	5.1pp 2015-2019 ▲	5.0pp 2015-2019 ▲
CHILD CARE	Kindergarten Readiness	56.0% 2017-19	Children Under 5 Living in Poverty Gap	-19.6pp 2014-2019 ▲	-15.2pp 2014-2019 ▲

Sample Scorecard: Minneapolis

THIS REGIONAL INDICATORS DASHBOARD is a set of shared metrics that will track the region's change on critical economic, environmental, and social outcomes. Measuring change in the areas that matter most for continued long-term success will help improve our region's economic competitiveness.

Rank: 1=Best, 12=Worst All data reflects the 16-county region unless otherwise indicated. Trend data reflects change between most current data available and the last prior data available. This dashboard is the first set of annual measures. The dashboard will evolve in future years as metrics are refined and analyzed.



1. Annual wage > \$31,000, or 130% of poverty for a household of 4, as per USDA's requirements for SNAP benefits.

2. Small Business Technology Transfer (STTR) The Small Business Innovation Research (SBIR)

3. As defined by Brookings, industries are advanced if a greater share of their workforce is STEM oriented than the U.S. average (21 percent) and their R&D spending is at least \$450 per worker.

4. This data is for each metro's largest electric utility

5. HUD model based on median household income

VITAL STATISTICS

GROSS DOMESTIC PRODUCT

\$228_B

RANK: 7
TREND: INCREASING

TOTAL JOBS

1.9_M

RANK: 6
TREND: SAME

UNEMPLOYMENT RATE-ANNUALIZED*

3.9%

RANK: 1
TREND: DECREASING

POPULATION

3.5_M

RANK: 8
TREND: INCREASING

POPULATION GROWTH

1.1%

RANK: 8
TREND: SAME

LABOR FORCE PARTICIPATION RATE

72.2%

RANK: 1
TREND: SAME

MEDIAN HOUSEHOLD INCOME

\$67,194

RANK: 4
TREND: SAME

TOP TIER TAX RATES
This data is for Minnesota

CORPORATE TAX
9.8%

RANK: 2
TREND: SAME

PERSONAL INCOME TAX⁷
9.85%

RANK: 3
TREND: SAME

POPULATION 55 YEARS +

24.0%

RANK: 8
TREND: INCREASING

POPULATION OF COLOR

22.0%

RANK: 10
TREND: SAME

Rank: 1=Largest, 12=Smallest.

PEER CITIES

Peer regions were selected based on demographic and economic characteristics, location, evidence of competition with MSP for business or talent, and positive economic trajectory.

ATLANTA	PHOENIX
AUSTIN	PITTSBURGH
BOSTON	PORTLAND
CHICAGO	SAN FRANCISCO
DALLAS-FT. WORTH	SEATTLE
DENVER	

RESEARCH PARTNERS

The creation of the dashboard was led by a collaboration of the following research partners:

- GREATER MSP**
- METROPOLITAN COUNCIL**
- MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT**
- MINNESOTA STATE DEMOGRAPHIC CENTER**
- WILDER RESEARCH/MINNESOTA COMPASS**

MONITOR THE MSP REGIONAL INDICATORS DASHBOARD AT greatermsp.org/regionalindicatordashboard

The following resources complement this dashboard and provide additional detailed information:

GENERATION NEXT
gennextmsp.org

MINNESOTA BUSINESS PARTNERSHIP HEALTH SCORECARD
mnbp.com/wp-content/uploads/2015/02/MBP_HealthScorecard.pdf

METROPOLITAN COUNCIL
metro council.org

MINNESOTA COMPASS
mncompass.org

MINNESOTA DASHBOARD
mn.gov/mmb/mn-dashboard/

MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT
mngov/deed/data

REGIONAL INDICATORS (SUSTAINABILITY)
regionalindicatorsmn.com

6. In this case 1 means the lowest rate of the peer cities 7. For those making more than \$258,261 (married joint); or \$154,951 (single)

Sample Scorecard: Ft. Collins



Neighborhood Livability and Social Health

Fort Collins provides a high quality built environment, supports quality, diverse neighborhoods and fosters the social health of residents.

Q4 2021



Culture and Recreation

Fort Collins provides diverse cultural and recreational amenities.

Q4 2021



Economic Health

Fort Collins has a healthy, sustainable economy, reflecting community values.

Q4 2021



Environmental Health

Fort Collins promotes, protects and enhances a healthy and sustainable environment.

Q4 2021



Safe Community

Fort Collins provides a safe place to live, work, learn and play.

Q4 2021



Transportation and Mobility

Fort Collins provides safe and reliable multi-modal travel to, from, and throughout the City.

Q4 2021

High Performing Government

Each section has multiple drop down boxes

FY2017 DASHBOARD

FY2017 ECONOMIC DEVELOPMENT DEPARTMENT

BUSINESS EXPANSION, ATTRACTION AND RETENTION

CITY OF SAN DIEGO BUSINESSES

93,857
Registered businesses

87,784
Small businesses
(fewer than 13 employees) 94%

34,513
Home-based businesses 37%

487,904
Employees at City of San Diego businesses

BUSINESS ASSISTANCE

2,920
Business assists 

156
Events attended

881
Online business portal inquiries (Dec. 1 - June 30)
47 Assistance requests
1,761 Zoning searches

BUSINESS DISTRICTS

18
Business Improvement Districts
15,152
Businesses in BIDs

9
Maintenance Assessment Districts
3,959 MAD Parcels

2
Property and Business Improvement Districts
14,114 PBID Parcels

PARKING METER UTILIZATION

57% Downtown

52% Uptown

31% Mid City

Averages reported. Actual utilization varies by location with each district.

COMMUNITY DEVELOPMENT

ENTITLEMENT FUNDING

Community Development Block Grant (CDBG)
\$16,529,672 Expended
282,376 Families assisted

HOME Investment Partnerships Program
\$15,031,916 Expended
99 Families assisted

Housing Opportunities for Persons with AIDS/HIV (HOPWA)
\$2,746,894 Expended
378 Families assisted

Emergency Solutions Grant (ESG)
\$968,535 Expended
2,889 Families assisted

PROJECTS SUMMARY

3 Completed projects
1 Project in progress
Economic development

4 Completed projects
18 Projects in progress
Infrastructure

6 Completed projects
3 Projects in progress
Public services

1 Completed projects
6 Projects in progress
Community facilities

8 Completed projects
9 Projects in progress
Affordable Housing

14 Projects
Homelessness 

15 Projects
Housing Opportunities for Persons With AIDS/HIV

SAN DIEGO PROMISE ZONE

77,241
Residents


SD sustainability

CITY OF SAN DIEGO POPULATION

1,374,812
Residents

CLIMATE ACTION PLAN METRICS

19.3%
Reduction in Citywide Greenhouse Gas emissions

18%
Reduction in residential energy use 

5%
Reduction in municipal energy use

13%
Reduction in per-capita water use

43%
Renewable energy on the grid

45
Hybrid vehicles in City fleet

66%
Total solid waste diverted

JOB CREATION

10.9%
Growth in sustainability-related jobs

ENHANCING SOCIAL EQUITY

\$746,516
CDBG funds invested in low-to moderate-income (LMI) communities

25
Electric vehicle charging stations installed at nine locations

*** Sustainability data reported for Calendar Year 2017*