



Economic Development Advisory Board Regular Meeting

Agenda

January 11, 2022 @ 8:15 am

Virtual

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 November 9, 2021 | 1 minute |
| 3. Staff Updates | |
| a. Gap Analysis Scope of Work | 20 minutes |
| b. EDAB Strategy & Action Plan update | 20 minutes |
| c. Data and Reports | 5 minutes |
| d. Chamber Update | 10 minutes |
| 4. Public Comments (for items not on the agenda): Three minutes allowed for each speaker | |
| 5. Non-Action Items | |
| 6. Action Items | |
| 7. Board Comments | |
| 8. Adjournment | |



Economic
Development
Advisory Board

agenda item

item type	Consent Agenda	meeting date	January 11, 2022
prepared by	Jesica Lovelace	approved by	
board approval			
strategic objective	N/A		

subject

Approval of minutes from November 9, 2021

motion / recommendation

Approve as presented

background

Approval of the minutes from November 9, 2021 is requested.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[110921 EDABoard Meeting Minutes ADA.docx](#)



Economic Development Advisory Board Minutes

November 9, 2021 at 8:15 a.m.

Virtual Meeting

Present

Drew Madsen, Michael Dick, Ginny Enstad, Tracy Liffey

Kyle Dudgeon, Jessica Lovelace

Absent

Betsy Gardner-Eckbert, Bill Segal, and Sarah Grafton

Meeting called to order

Meeting was called to order at 8:20 am.

Consent Agenda

a) Approval of Minutes

Motion made by Michael Dick, seconded by Ginny Enstad, to approve the September 14, 2021 minutes. Motion passes 4-0.

Action Items

a) EDAB Strategies & Action Plan Items

Assistant Division Director, Kyle Dudgeon introduced the item. Mr. Dudgeon discussed the action plan with the City Commission and communicated feedback. The Commission stressed the importance of addressing all Winter Park corridors and not only Park Avenue. In response to concerns about how to prioritize this item, Mr. Dudgeon put forth two action plan elements.

-Gap Analysis Study

A gap analysis will identify strengths and weaknesses as well as any surplus or leakages in the market. Mr. Dudgeon stressed the importance of finding relevant localized data that is reflective of the current, post-COVID market. Therefore he requested to contract an outside consultant to develop a more accurate and realistic depiction of the city's economic outlook.

The Board commented on the contracting procedure, how this gap analysis will align with the north star vision, and cost. Mr. Dudgeon replied he believes total cost of work is about \$20,000. Staff stated they can either use a consultant under an existing contract, or comply with procurement policy and obtain three quotes. He believes a gap analysis will help provide support for future programming aligned with future ARPA fund requests. Furthermore, building an appropriate scope for the consultant services will include input from the Board.

-Citywide Business Façade Program

The existing CRA Business Façade Program reimburses matching funds up to \$20,000 to participating businesses seeking to make improvements to their exterior façade. Currently, the façade program is limited to businesses within the Community Redevelopment Area. Mr. Dudgeon is requesting to expand the façade program citywide. The program has a high participation rate and encourages private/public partnerships and investment.

The board was concerned with the total number of applicants the program can realistically support seeing that the program is funded at \$100,000. Mr. Dudgeon responded stating that maximum participation demonstrates the program's value. Board was interested in encouraging participation among businesses with code enforcement concerns. Mr. Dudgeon will add language to program documents to urge businesses to apply for funding and comply with code enforcement standards. Prior to approval, the board opened the floor to public comment. No public attendees.

The board requested a motion to approve the EDAB Strategies & Action Plan Items separately. Motion made to approve Gap Analysis Study by Michael Dick, seconded by Ginny Edstan to approve. Motion passes 4-0.

Motion made to approve Citywide Business Façade Program with added code enforcement language by Michael Dick, seconded by Tracy Liffey to approve. Motion passes 4-0.

Staff Updates

a) Initiatives and Data Update

Assistant Division Director, Kyle Dudgeon introduced the item. Mr. Dudgeon discussed the Winter Park vacancy rate. Current Park Avenue vacancy rate is approximately 7.7 percent. Should pending occupants reach lease-fulfillment, the Park Avenue vacancy rate is reduced to about 3.7 percent. Winter Park is hosting a Hometown Holidays Window Showcase, which encourages local businesses to decorate their storefront windows for the upcoming holiday season. To maximize participation, participating businesses will receive a \$100 utility credit.

Mr. Dudgeon briefly discussed the Business Welcome Packet, developed to encourage local business recruitment and investment. Board wants packet to include extensive details regarding the business services new companies should be aware of prior to establishment. Board also requested a piece that discusses community engagement and the Winter Park vision. Furthermore, board requests the current welcome packet language be changed from "committed to growth" to "committed to quality of living, economic vibrancy, and cultural preservation."

b) Chamber update

This item was not addressed due to Ms. Gardner-Eckbert's absence.

Public Comment

None.

Non-Action items

Board interested in how to prepare for City Commission joint work session scheduled for December 14. Meeting will serve as a strategy session to discuss economic development focus areas, programming, progress, and initiatives. Mr. Dudgeon is open to meeting with Board members individually to help prepare for the meeting.

Board Comments

None.

Adjournment

There being no further business, the meeting adjourned at 9:16 a.m.

Bill Segal, Chairperson

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board

agenda item

item type	Staff Updates	meeting date	January 11, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective			

subject

Gap Analysis Scope of Work

motion / recommendation

background

At the November 9th EDAB meeting, staff introduced the concept of a gap analysis study to better understand the city's strengths and weaknesses when it comes to the local business climate. Staff stated the scope of work will help identify a surplus and leakage in the market to better identify target industries 'wants' and 'needs'. The board agreed to move forward, but suggested a review of a consultants scope for discussion at an upcoming meeting.

This item provides for that discussion, and dissemination of the scope will be provided at the meeting. Staff is not requesting any action, only feedback and direction on the language provided.

alternatives / other considerations

fiscal impact



Economic Development Advisory Board

agenda item

item type	Staff Updates	meeting date	January 11, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective			

subject

EDAB Strategy & Action Plan update

motion / recommendation

N/A

background

At the November 9th, EDAB meeting, staff provided a draft EDAB strategy and action plan and implementation schedule for review by the board. In keeping with this outline, staff is providing an update to initiative underway and accomplished under the various strategies agreed upon by EDAB. These include:

Business Welcome Packet: A final draft is provided for EDAB discussion. At board direction, staff is working with both planning and permitting departments to provide guides on approval processes. Work is ongoing, but staff is requesting feedback from the board on the initial document for marketing, distribution, and ongoing refinement.

ECO Counter (pedestrian counters): Installed on November 30th 2021, this counter monitors traffic activity along Park Avenue for performance metric purposes. The attached report provides key statistics for the month of December 2021. Also by comparison, this technology is also used by Coral Gables. Their metrics are also attached as backup for discussion purposes.

Hometown Holiday Window Contest: Complete with a total of 13 registered participants. All of which were in the downtown area.

alternatives / other considerations

fiscal impact

ATTACHMENTS:

[EDAB Strategy&Actions outline tasks.pdf](#)

ATTACHMENTS:

[city of winter park economic development resource guide DRAFTED V.1.0.pdf](#)

ATTACHMENTS:

[WP_ECO_Counter December 2021.pdf](#)

ATTACHMENTS:

[CORAL GABLES ECO December 2021.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



CITY OF WINTER PARK ECONOMIC DEVELOPMENT RESOURCE GUIDE

JANUARY 2022

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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

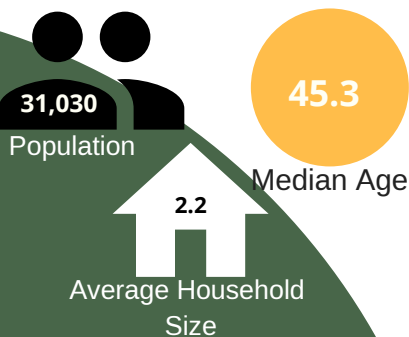
Personal Property Tax

Millage Rate 16.3156

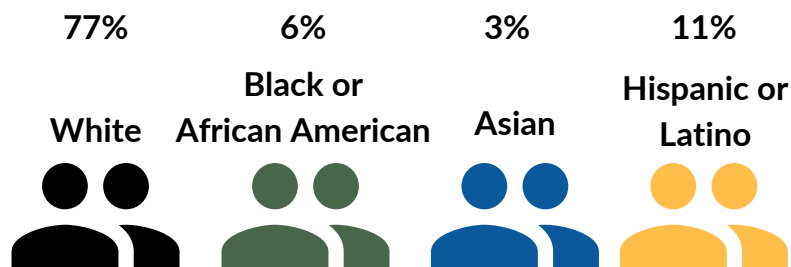
Sales Tax

6.5%

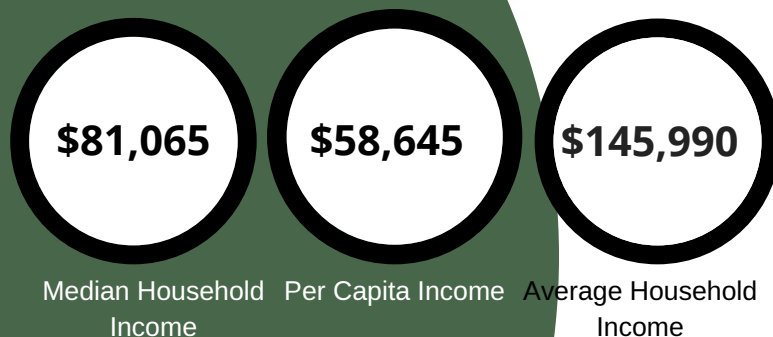
POPULATION PROFILE*



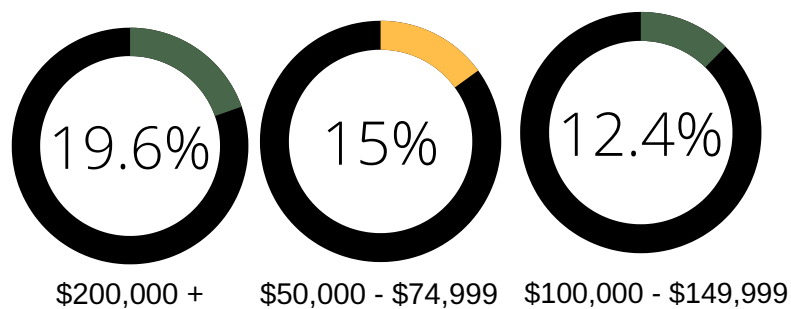
DEMOGRAPHICS*



INCOME PROFILE*

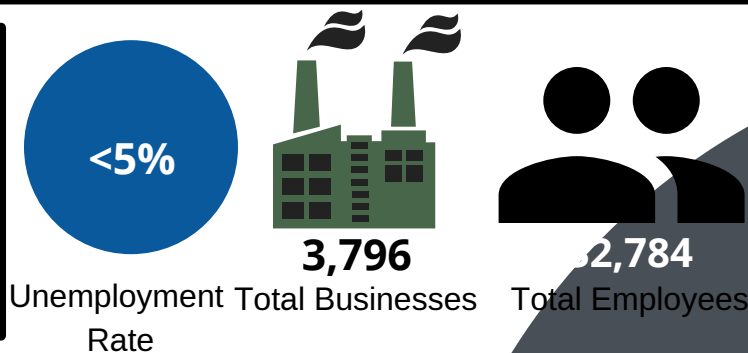


LARGEST HOUSEHOLD INCOMES*

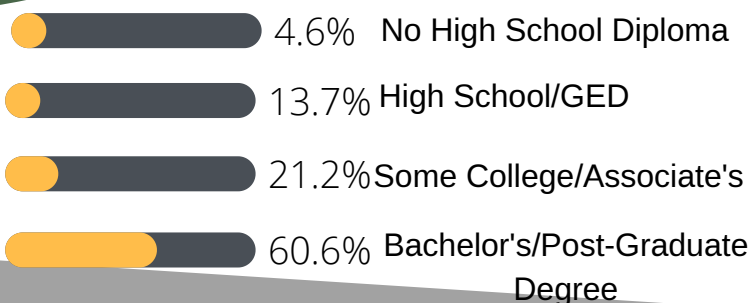


8.8% Percentage of families below the poverty level, compared to an Orange County average of 12.6%

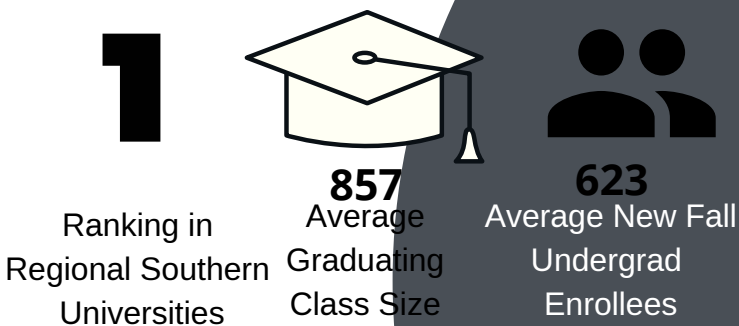
EMPLOYMENT PROFILE*



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.

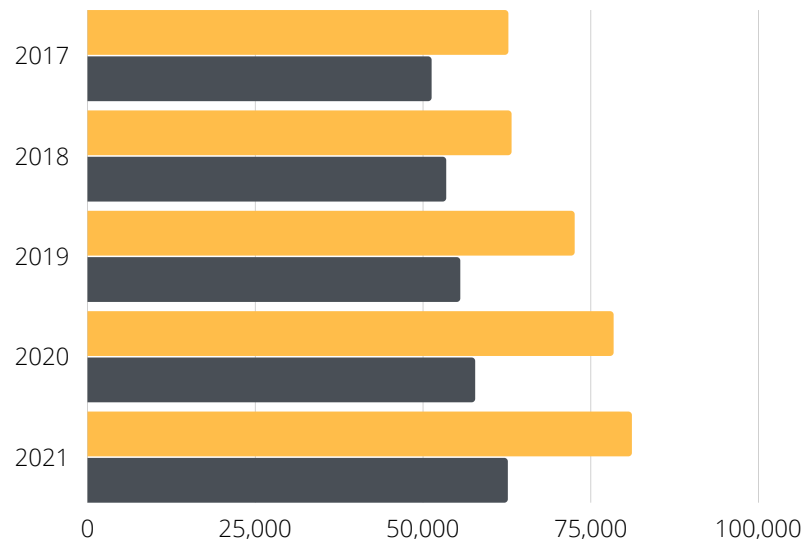
COMMUNITY PROFILE

POPULATION

Winter Park has seen stable population growth demonstrating a 1.3% increase to 30,630 from 2019-2020, representing an average annual rate of 1.1% growth. Over the same period, Orange County's population increased by 3%, with average annual growth rate of 2 percent.

MEDIAN HOUSEHOLD INCOME

Median Household Income for Winter Park is \$81,065 a nearly 30% premium over Orange County. Overall growth in income has steadily increased over the last few years and is projected to increase by approximately 12% over the next five years. Furthermore, with an average household income over \$100,000, the city is an attractive demographic for relocating businesses. Winter Park's higher than average income levels are due primarily to the concentration of jobs in higher wage paying industries such as health care, financial services, and real estate.

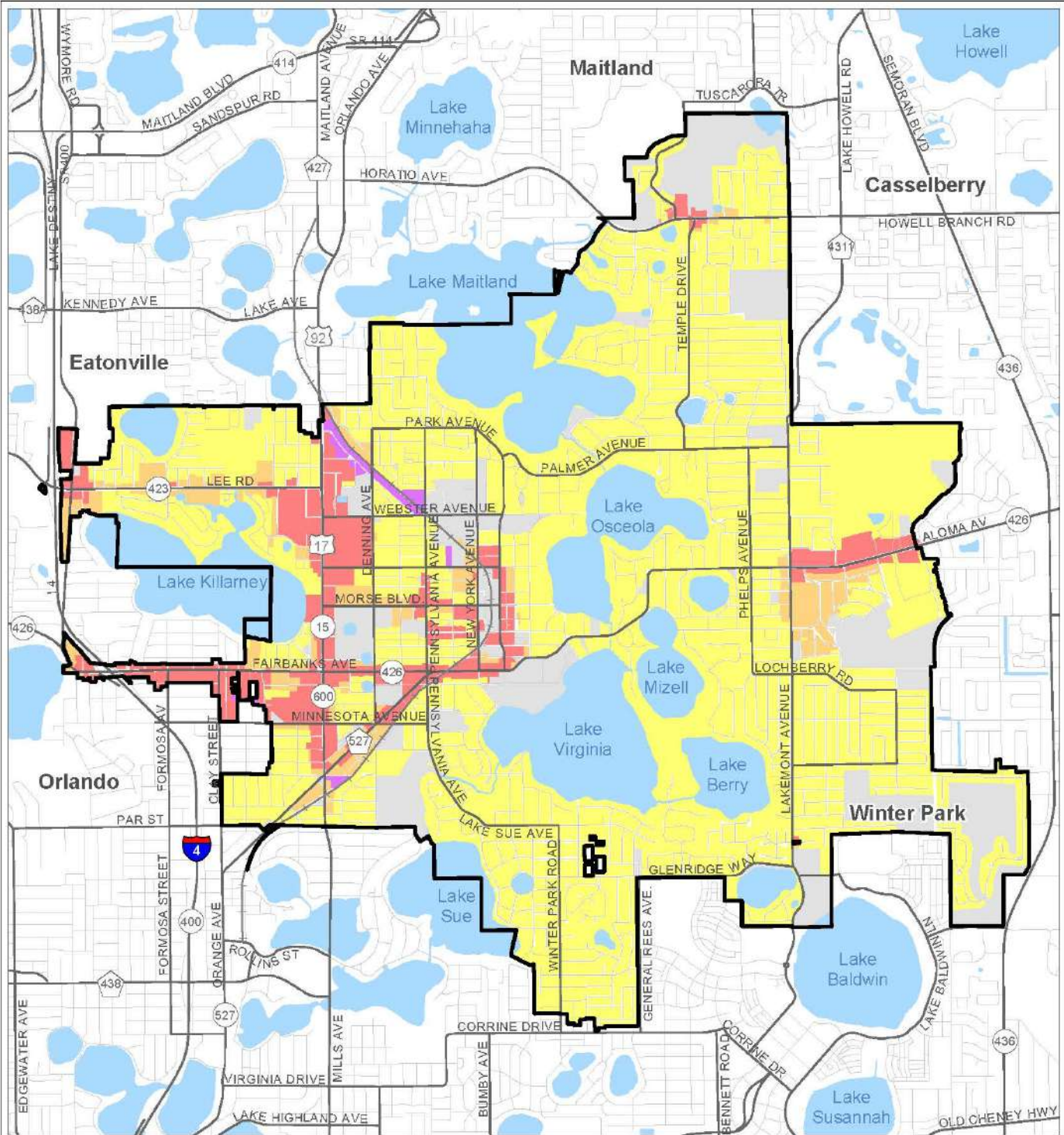


EDUCATIONAL ATTAINMENT

With more than 83% of the population age 18+, over 32% of the population with a college degree, and 28% of the population with an advanced graduate level degree, Winter Park has a highly educated population and boasts some of the region's most well-known educational institutions. Rollins College is a well-known, regionally accredited, highly ranked liberal arts college, that graduates over 800 new students a year—a graduating class dominated by its business, marketing, and social science majors. Thus, Rollins College serves as the heartbeat of the Winter Park workforce and provides a plethora of opportunities for new businesses seeking to call Winter Park home.

WINTER PARK WORKFORCE

Winter Park strives to create new opportunities to expand its workforce and support local businesses. As such, approximately 97% of the total Winter Park population is employed, boasting a 2.6% unemployment rate—1.7% lower than Orange County. With a booming Services industry and thriving Financial and Real Estate industries, Winter Park is a great location for business seeking expansion.



**ZONING BY
GENERALIZED CLASS**
City of Winter Park, Florida

Legend

- | | |
|---|--|
| Commercial | Residential |
| Industrial | Other |
| Office | |



0 0.25 0.5 0.75 1
Miles

Date: 11/11/2021
Project: CRA20211111
Source: Winter Park Planning Department

WINTER PARK ZONING MAP



BUSINESS INCENTIVE PROGRAMS

The City of Winter Park aims to remain competitive among surrounding communities and therefore offers a wide range of programs that can help your business relocate to and grow in our community. Please contact the Economic Development Department for more information about these programs.

TARGET INDUSTRY ENHANCEMENT (TIE) PROGRAM

The purpose of the TIE Program is to promote the expansion, growth, and development of high wage jobs and maintain the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community. Any private company desiring to locate within the municipal boundaries of the City of Winter Park that meets the Program Guidelines is eligible to apply.

TARGET INDUSTRY ENHANCEMENT (TIE) PROGRAM

The Community Redevelopment Agency (CRA) of the City of Winter Park established the Business Façade Matching 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. Eligible businesses must be located within the boundaries of the Winter Park CRA.

BUSINESS ASSISTANCE

The City of Winter Park is open for business. Boasting a convenient location in the heart of the fast-growing Metro Orlando area while setting itself apart from its neighbors with its small-town charm, superior level of service, low tax rates, and a proven track record of commercial success, Winter Park is *the* location for new businesses.

WINTER PARK CHAMBER OF COMMERCE

The mission of the Winter Park Chamber of Commerce is to develop, promote and sustain a vital, thriving business climate throughout the community and to initiate, support and enhance the civic, educational and economic well-being of the area. For more information go to www.WinterPark.org.

NATIONAL ENTREPRENEUR CENTER

Dedicated to fostering new business ideas, supporting business growth, and providing resources to the small business in Central Florida. The National Entrepreneur Center provides a single location where small businesses can access a variety of business resources, technology, research tools and support organizations that can provide: free one-on-one business coaching, low-cost seminars, networking events, access to business building tools and resources, certification assistance for minority owned businesses, connections to procurement opportunities, and publicity opportunities. For more information go to www.nationalec.org.

FLORIDA VIRTUAL ENTREPRENEUR CENTER

The Florida Virtual Entrepreneur Center is a free web portal designed to connect entrepreneur with business support organizations, programs and service providers who can support their new or growing business. The Virtual Entrepreneur Center provides useful links to service providers, latest business resources, and other agencies to support starting up, expanding or relocating your business. To learn more go to www.flvec.com.

GROWFL

GrowFL provides companies, at no cost, a suite of high-end, high-speed technical assistance and business resources to companies that have grown beyond the startup phase and need access to information and decision-making tools typically only available to larger companies. The goal of the Florida Economic Gardening Technical Assistance Program is to stimulate investment in Florida's economy by providing technical assistance for expanding businesses in the state. For more information go to www.growfl.com.

BIZLINK ORANGE

BizLink Orange, powered by the National Entrepreneur Center, is an online platform that provides business owners with free "How-To" guides, action plans, business resources, and coaching services. BizLink aims to develop a network of resource partners who work together to "accelerate the growth and development of Central Florida's small business community."

IF OPPORTUNITY DOESN'T KNOCK, BUILD A DOOR.
MILTON BERLE



BUSINESS SERVICES

WHERE TO START

Opening a business in a new location is a exciting. It is Winter Park's goal to guide business owners through the process from start to finish. Ultimately, the city will work tirelessly to help new businesses open their doors as quickly and as smoothly as possible. See more on page 11.

BUSINESS CERTIFICATES

Winter Park's user-friendly self-service portal simplifies the business certificate application process that making it easier for new companies to operate in the city. See more on page 12.

BUSINESS PERMITS

Winter Park's Building and Permitting Services department is available to walk business owners through the process of applying for and receiving proper business permits. Our Permit Specialists are dedicated to ensuring an accurate and compliant journey. See more on page 14.

HELPFUL LINKS

The City of Winter offers a wealth of business services designed to streamline the startup journey. We invite prospective companies to visit our website to learn more about what it means to conduct business in the city and contribute to our economy. See more on page 15.



WHERE TO START

STEP 1:

FORM AN ENTITY

It is important that new businesses understand state licensing and permitting in the State of Florida as well as the City of Winter Park. Before a company can own and operate a new business in the City, the owners must first identify the appropriate certificate and permits are necessary for their type of business.

STEP 2:

ACQUIRE INSURANCE

Depending on your structure, location, and employees, you may need additional insurance to operate. Please feel free to reach out to the City for more information on required and recommended insurance.

STEP 3:

REGISTER YOUR BUSINESS

Winter Park is available to help new and relocating merchants acquire all the required documents, licenses, and permits necessary to own and operate a business within the City. Please reach out to our qualified experts for any and all assistance.

STEP 4:

GET BUSINESS SUPPORT

Before you open a new business in the City, there is an abundance of information and resources available for you to determine your best foot forward. The City of Winter Park provides start-up assistance, business planning and training, access to valuable networking groups, and a dedicated department committed to helping new businesses grow and thrive.



It is important for new businesses to understand the requirements for obtaining a license to conduct business within the City of Winter Park. One of the many ways that Winter Park aims to create a welcoming setting for merchants is to provide expert assistance, information, and direction throughout the process of obtaining a business certificate. For information on how to apply for a business certificate, please contact the Building & Permitting Services Department at 407.599.3237.

Winter Park welcomes all types of business such as:

- Brick-and-mortar businesses
- Home-based businesses
- New restaurant, Food, and/or Beverage establishments
- Professional services

Winter Park promotes entrepreneurial accessibility. In supporting all types of businesses, Winter Park establishes itself as an ideal location for an economically diverse business population.

MERCHANT EMPLOYEE PARKING PROGRAM

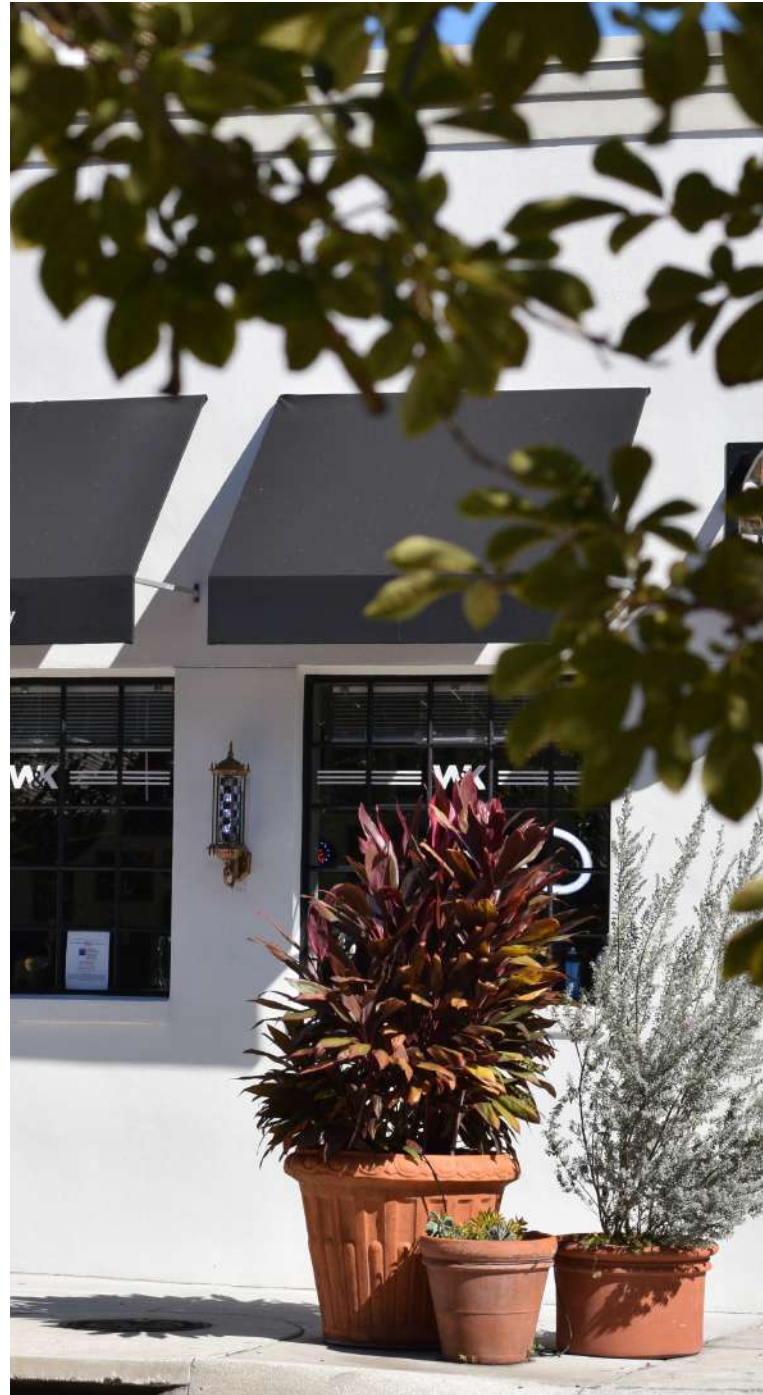
The City of Winter Park implemented the Merchant Employee Parking Program to:

1. Provide convenient all-day parking for Park Avenue area employees.
2. Eliminate the need for employees to continually move their car.
3. Open up spaces on the Avenue for customers and guests.

This program provides free 8-hour designated parking areas for all employees located in the downtown Winter Park area; specifically, within the boundaries from Fairbanks to Webster avenues, and New York to Interlachen avenues

Winter Park is committed to promoting a supportive business environment that purports a supreme quality of life.

For additional information and questions pertaining to the Merchant Employee Parking Program, please contact:
wpparking@cityofwinterpark.org



BUSINESS PERMITS

Winter Park is constantly seeking new ways to streamline the business service process as a means to encourage business growth and merchant performance. Therefore, the City has developed an online portal to make applying for permits, business certificate, plans and tree removals easier. All permits must be submitted via the City of Winter Park Permitting Self Service portal. Online submission of permit applications will help to streamline application intake and will improve transparency for the permitting process.

For more information on the business permit submission checklist, the permit application process, the plan review process, or the inspection process, please reach out to the Building & Permitting Services Department at 407.599.3237.



HELPFUL LINKS

THE CITY IS FULL OF RESOURCES!

Zoning Map

<https://cityofwinterpark.org/docs/residents-guests/planning-to-visit/helpful-maps/zoning-map.pdf>

Future Land Use Map

<https://cityofwinterpark.org/docs/residents-guests/planning-to-visit/helpful-maps/future-land-use-map.pdf>

Fee Schedule

<https://cityofwinterpark.org/feeschedule>

Permitting Self-service Portal

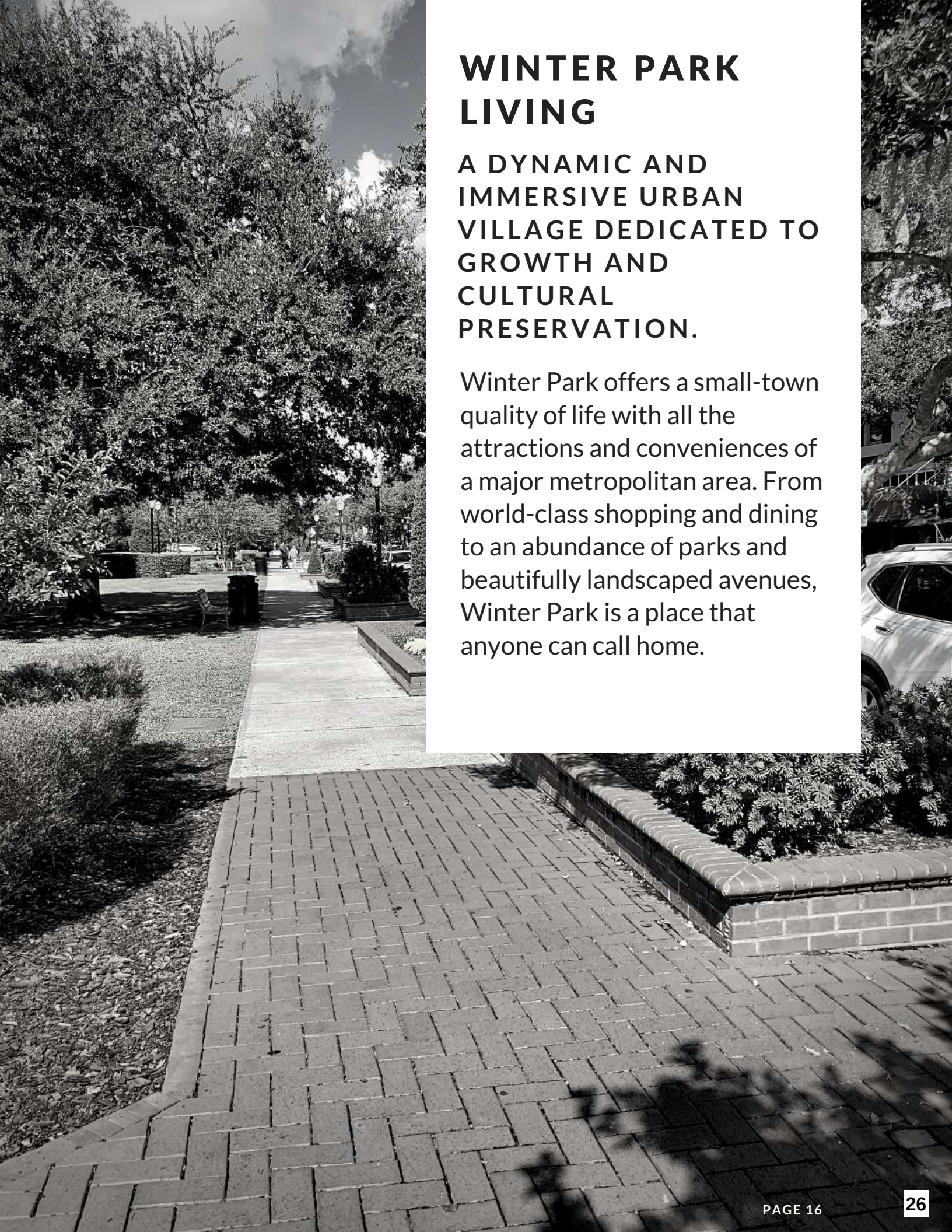
<https://cityofwinterpark.org/self-service/>

Application Forms

<https://cityofwinterpark.org/planning-zoning>

Home-based Business Form

<https://cityofwinterpark.org/docs/departments/planning-transportation/business-certificate/home-business-certificate-regulations.pdf>



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.



DINING

Winter Park is a culinary smorgasbord. Winter Park's the historical charm and beguiling scenery draws a wide variety of highly acclaimed, prominent restaurants to the local area with the goal of serving the community's diverse dining patrons and enhancing Winter Park's culinary scene. Whether it be one of Winter Park's new trendy walk-up joints, its inviting outdoor venues designed to allow patrons to bask in the city's natural beauty, to its Michelin star rated establishments, Winter Park's dining scene is more than a mere experience—it is the Winter Park way of life.



SATURDAY FARMERS' MARKET

Located just around the corner from Park Avenue, the Winter Park Farmers' Market makes for a fun morning of browsing while sipping on a flavored coffee. Rated as one of the best farmers' markets in central Florida, the Winter Park Farmers' Market offers a wonderful selection of beautiful orchids, indoor and outdoor plants, fresh produce, baked goods, delectable treats, and so much more. The market takes place every Saturday morning from 7 a.m. to 1 p.m. and provides a lush array of foot traffic for the market as well as local businesses.

PUBLIC SAFETY

Featuring a nationally recognized Police and Fire Departments, the City of Winter Park is committed to the safety of its residents and businesses. With one of Central Florida's lowest crime rates and a Class 2 Insurance Services Office Fire Protection Classification, Winter Park's residents and businesses can rest securely knowing that they have one of the most dedicated and effective Police and Fire forces in the County.

HEALTH SERVICES

Winter Park residents have access to a wide variety of healthcare services for all individual and family needs. Advent Health, headquartered in Winter Park, is ranked number one in the Orlando metropolitan area and is ranked number three in all of Florida. Advent Health's nationally ranked specialty programs coupled with Winter Park's high rated, premium health care providers ensures that Winter Park residents and visitors are well covered for a wealth of health care and wellness needs.

EDUCATION

With top rated schools and nationally ranked institutions of higher education, Winter Park offers your family and workforce quality education at all levels. With outstanding primary school facilities, Winter Park hosts 'A' ranked elementary, middle, and high schools. In addition, the city is home to Rollins College, Full Sail University, Valencia Community College, and Winter Park Tech, giving adult residents and employees easy access to higher education.



THE LIFE BLOOD OF THE
WINTER PARK COMMUNITY
ARE ITS CULTURAL ROOTS



The Winter Park Cultural Experience

Winter Park is as beautiful as it is unique. As the official city seal's tagline touts, "The City of Culture and Heritage," Winter Park is not only known for its abundance of upscale shopping and dining. Winter Park is committed to preserving its history and showcasing its culture by imparting and cultivating several cultural amenities that articulates the lifeblood of the Winter Park community. With over 700,000 cultural tourists visiting each year, Winter Park is proud of the many museums and galleries located right in the core of its downtown. Winter Park is the destination for those interested in world-class art and rich cultural experiences.

CHARLES HOSMER MORSE MUSEUM OF AMERICAN ART

The Charles Hosmer Morse Museum of American Art houses the world's most comprehensive collection of works by Louis Comfort Tiffany (1848-1933), the scope of which includes Tiffany jewelry, pottery, paintings, art glass, leaded-glass windows, lamps, and the chapel interior he designed for the 1893 World's Columbian Exposition in Chicago. In its galleries, the museum also features a major collection of American art pottery and representative collections of late-19th and early-20th century American painting, graphics and decorative art. Located at 445 N. Park Ave, 32789. For hours and information visit: www.morsemuseum.org.

ROLLINS MUSEUM OF ART

The newly named Rollins Museum of Art (RMA) is famed as the first college museum in the state of Florida to be accredited by the American Alliance of Museums (AAM) and is also one of only four AAM-accredited art museums in all of Orlando. The RMA features rotating exhibitions that encourage transformative encounters with art and culture across a dynamic spectrum of artistic expression. Original and traveling exhibitions change seasonally and feature outstanding works of art for all tastes, from the early Renaissance to cutting-edge contemporary. Original exhibitions are drawn from a broad range of paintings, prints, drawing, sculpture, and objects in the permanent collection that includes the works of Albert Bierstadt, Alex Katz, John Frederick Kensett, Henri Matisse, Thomas Moran, Pablo Picasso, Ed Ruscha, Tintoretto, and Tiepolo among many other artists. Located at 1000 Holt Ave, 32789, on the Rollins College campus. For hours and information visit: www.rollins.edu/cfam.





Winter Park values a strong
quality of life as well as
support for the people that
live and work in our
community.

MAYOR PHIL ANDERSON

ALBIN POLASEK MUSEUM & SCULPTURE GARDENS

Founded in 1961, this former Mediterranean-style home and studio of internationally known sculptor, Albin Polasek (1879-1965), features over 200 of his life-like busts and grand sculptures in several rooms as well as the broad gardens that slope down to Lake Osceola. The Museum and Sculpture Gardens is located at 633 Osceola Avenue, 32789. For hours and information visit: www.polasek.org.

CHARLES HOSMER MORSE MUSEUM OF AMERICAN ART

This City of Winter Park facility managed by Crealdé School of Art pays tribute to the past, present, and future contributions of Winter Park's founding African American community through a unique collection of historic photographs and oral histories. Established by Crealdé in 2007, the center aims to preserve the community's historical legacy and bring awareness to the community's cultural significance while featuring visual art exhibitions and educational programs that explore Southern folklore and cultural preservation. Come share an inspiring history told by the people who have lived it! Free admission. Located at 642 New England Avenue, 32789. For hours and information visit: www.hannibalsquareheritagecenter.org.

CASA FELIZ HISTORIC HOME MUSEUM

One of Winter Park's most stunning historical attractions, Casa Feliz is a restored farmhouse overlooking the golf course in the heart of Winter Park Florida and is the signature residential work of noted architect James Gamble Rogers II. Today, Casa Feliz serves the community as a historic home museum and rental location for private parties, weddings, and business events. Open to the public for tours. Located at 656 North Park Ave, 32789. For hours and information visit: www.casafeliz.us.



WINTER PARK HISTORICAL MUSEUM

Discover the tradition and history Central Florida's premier urban village. The Winter Park Museum houses themed displays, including pictorial history, collectibles, memorabilia, and artifacts that reflect specific eras of Winter Park history as well as relate to the cultural growth of the community. Located in the Farmers' Market, 200 West New England Avenue, 32789. Free admission. For hours and information visit: www.wphistory.org.



**LET'S
STAY IN
TOUCH**

IMPORTANT CONTACTS

**IT'S IMPORTANT TO
STAY IN TOUCH!**

CITY OF WINTER PARK

ECONOMIC DEVELOPMENT

401 SOUTH PARK AVENUE
WINTER PARK, FL 32789

FOR MORE INFO CONTACT US
WWW.CITYOFWINTERPARK.ORG/ED
407-599-3398 PH
407-599-3499 FAX

POLICE DEPARTMENT

Neighborhood Watch

Officer Belcore: 407-599-3507

Drug Tip Hotline

407-599-3286

Non-Emergency

407-644-1313

FIRE-RESUCE DEPARTMENT

Chief Fire Marshall

Jim Santoro: 407-599-3610

Non-Emergency

407-644-1212

CENTURYLINK

CenturyLink is a leading provider of high-quality broadband, entertainment and voice services over its advanced communications networks to consumers and businesses in 33 states.

407-901-3688 or 800-786-6272

www.centurylink.com

CODE ENFORCEMENT DIVISION

407-599-3600

24-Hour Complaint Line

407-599-3392

UTILITIES CUSTOMER SERVICE

Customer_Service@cityofwinterpark.org

407-599-3220

POWER OUTAGES

Power & Street Light Outages

877-811-8700

TECO PEOPLES GAS

Since 1895, Peoples Gas has provided Florida's citizens and businesses with reliable, economical energy services. As the state's leading natural gas provider, Peoples Gas has offices in every major metropolitan area to serve more than 330,000 commercial, industrial and residential customers.

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BRIGHTHOUSE NETWORKS

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WINTER PARK

"All of us, at some time or other, need help. Whether we're giving or receiving help, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors--in our own way, each one of us is a giver and a receiver.."

-Mr. Rogers



City of Winter Park

Kyle Dudgeon

01/05/2022

Key Figures

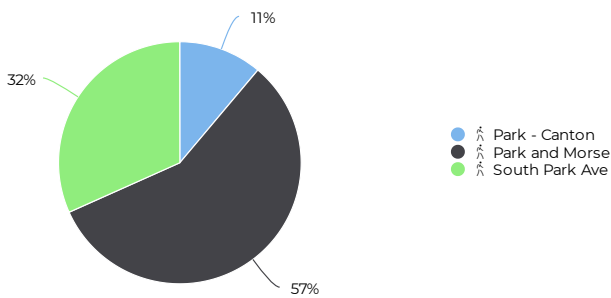
City of Winter Park

November 30, 2021 → December 31, 2021

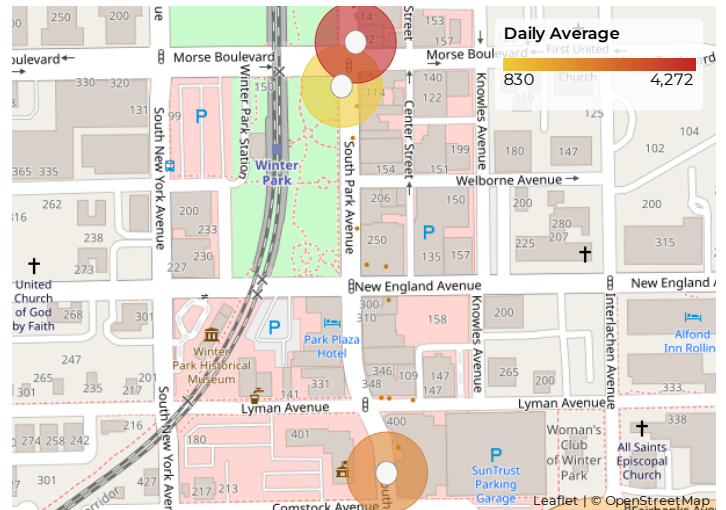
Total
238,988

Peak Day
Saturday
Dec 4, 2021
13,715

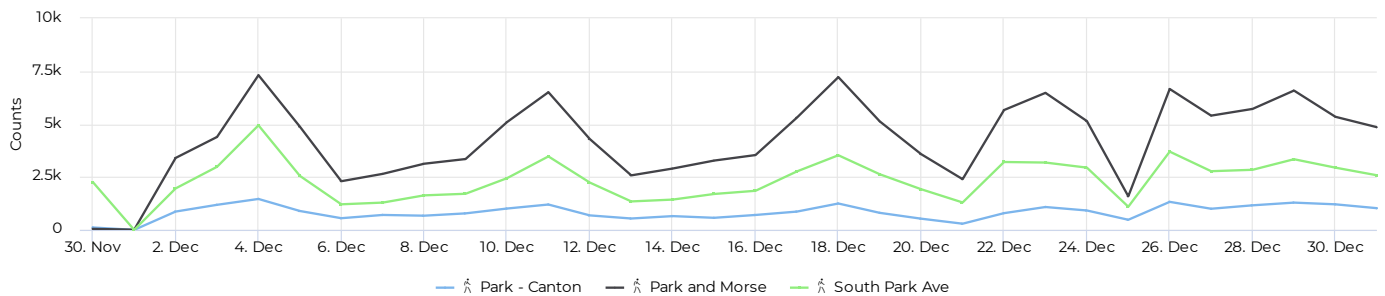
Distribution



Key Figures Map

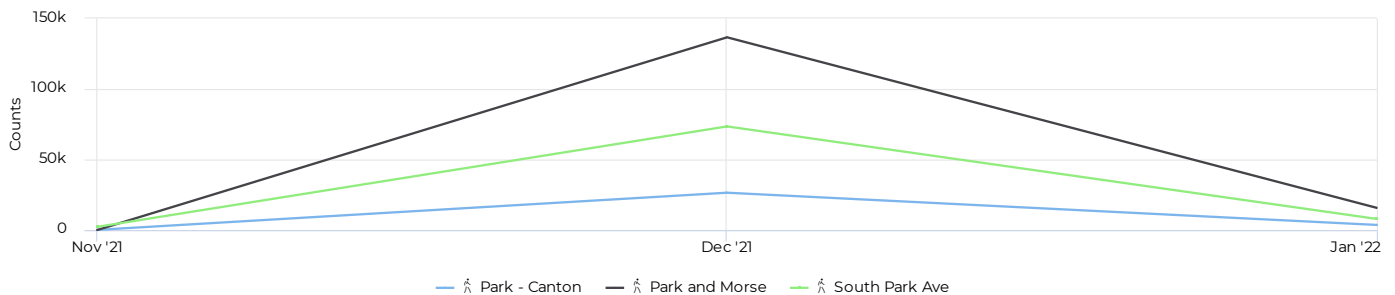


Daily traffic



Monthly traffic

01/05/2021 → 01/04/2022



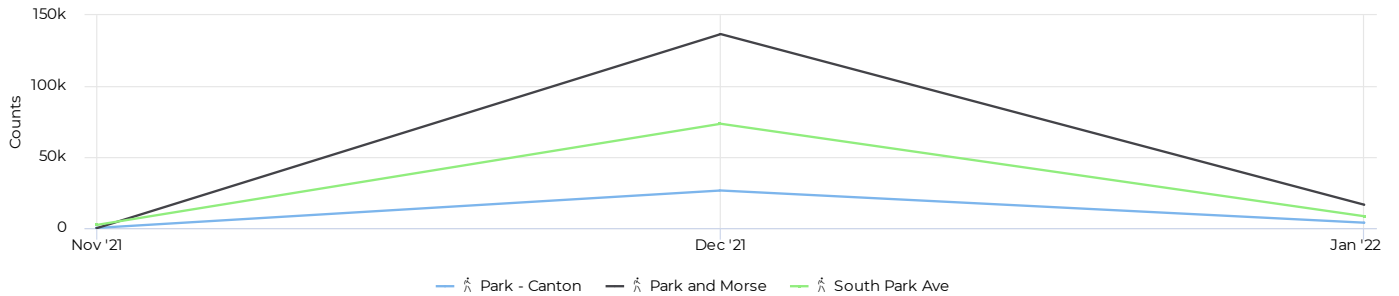
Key Figures

City of Winter Park

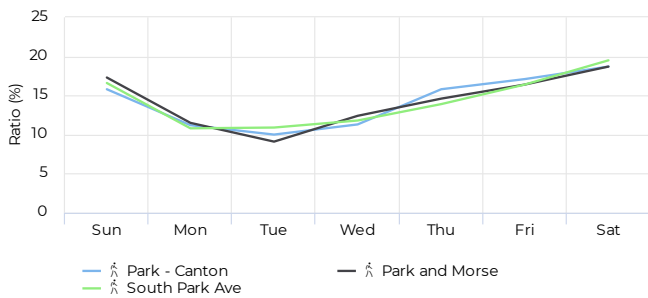
November 30, 2021 → December 31, 2021

Monthly traffic

Whole Period

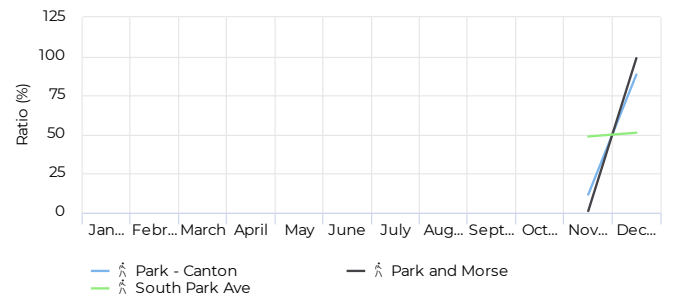


Daily Profile



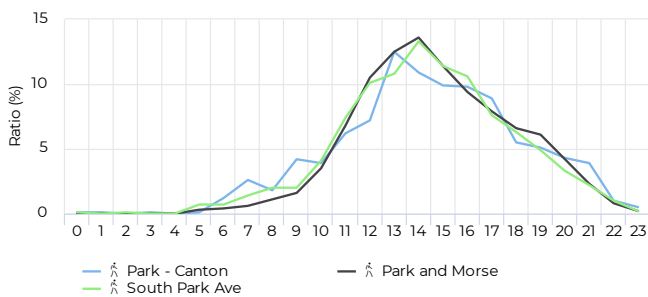
Monthly Profile

01/01/2021 → 12/31/2021



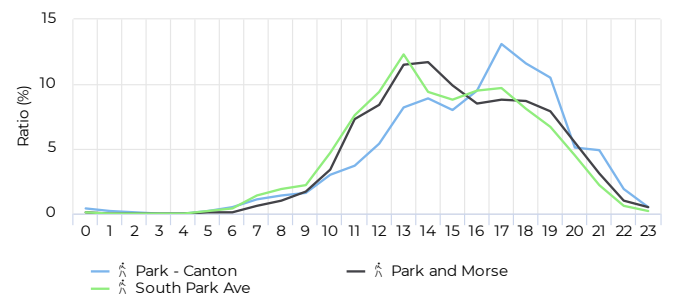
Hourly Profile - Weekdays

01/01/2022 → 01/04/2022



Hourly Profile - Weekend

01/01/2022 → 01/04/2022



Key Figures

City of Winter Park

November 30, 2021 → December 31, 2021

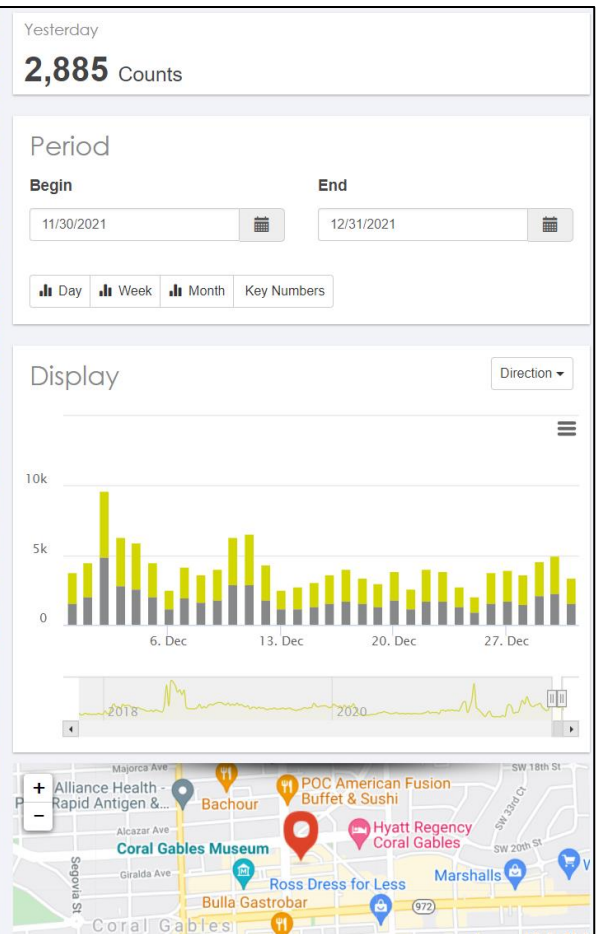
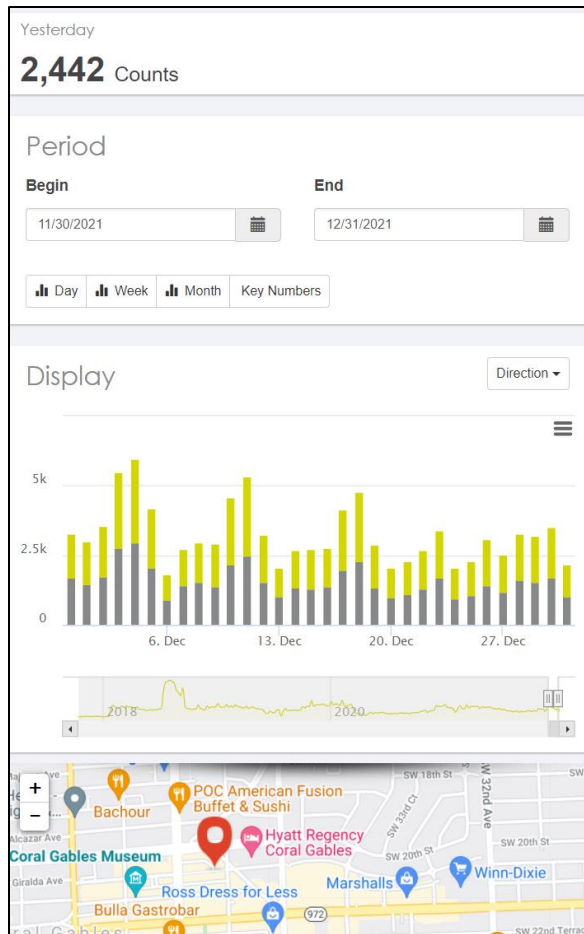
Key Figures Summary

Site	Average	Peak Count	Peak Period
Park and Morse	4,272	7,312	Sat Dec 4, 2021
South Park Ave	2,366	4,942	Sat Dec 4, 2021
Park - Canton	830	1,461	Sat Dec 4, 2021

📊 Compared to 12/01/2020 → 01/01/2021

CORAL GABLES ECO-COUNTER

DATES: 11/30/21-12/31/21





Economic Development Advisory Board

agenda item

item type	Staff Updates	meeting date	January 11, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

Data and Reports

motion / recommendation

N/A

background

Staff is providing an update to its ongoing data and reporting element of its strategies and action plan. 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 1/22.pdf](#)

ATTACHMENTS:

[Park Avenue Vacancy Map 01.22.pdf](#)

Commercial Performance Report

1/22

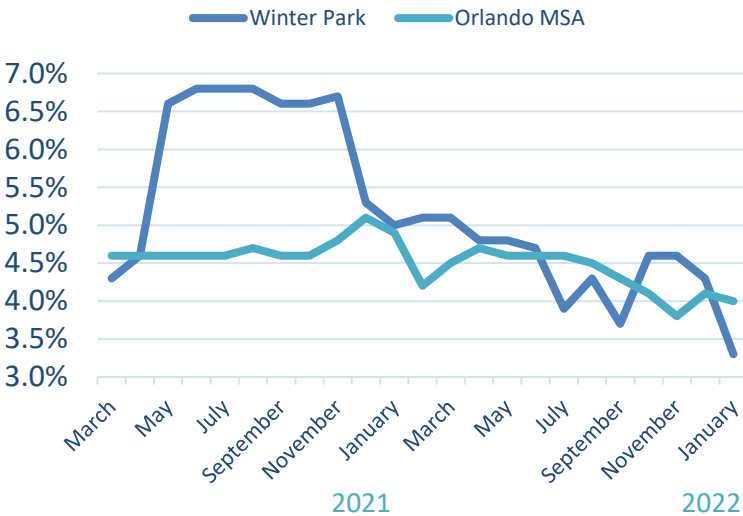
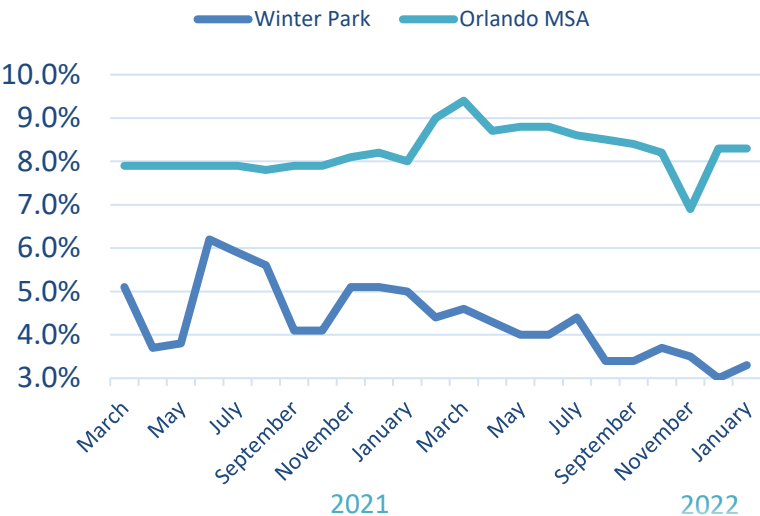
Full list of quarterly reports including annually recorded metrics are available at www.cityofwinterpark.org/pm

Sources: ESRI, CoStar, BLS

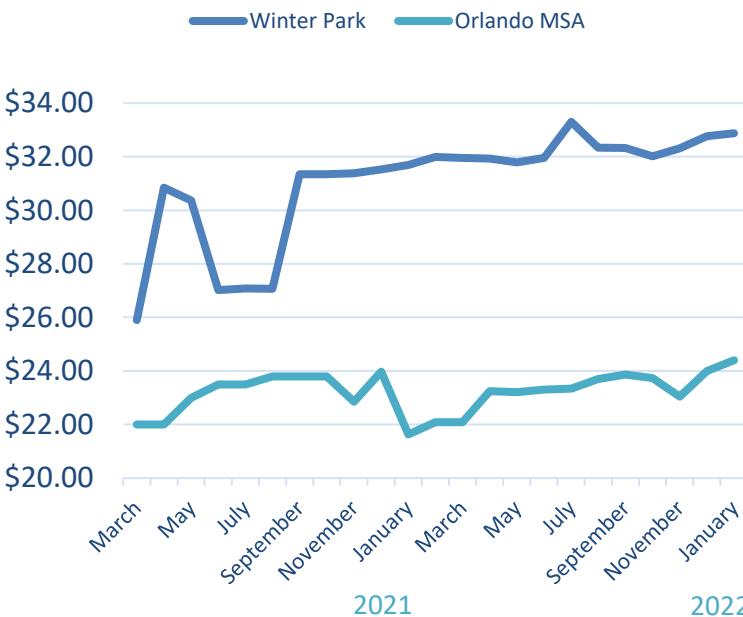
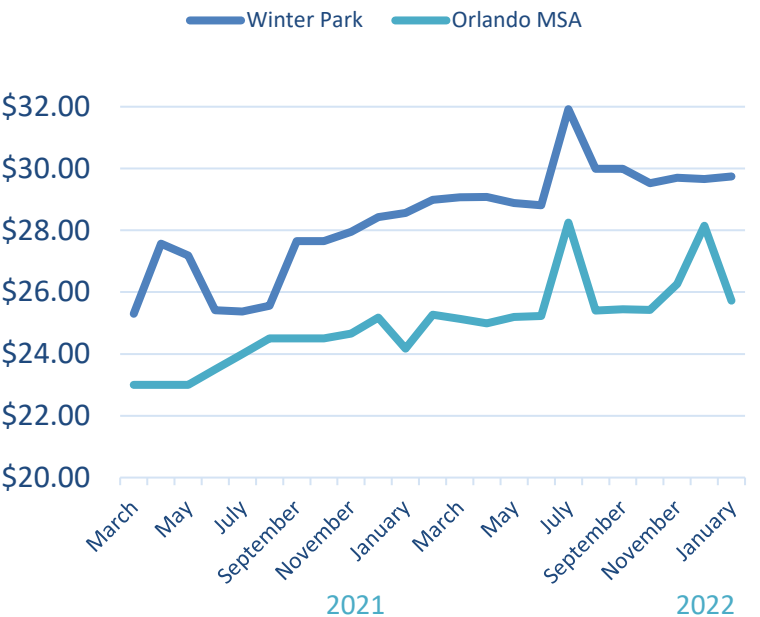
OFFICE

Vacancy

RETAIL



Rental Rate





VACANCY MAP

Economic Development Advisory Board

City of Winter Park
Florida

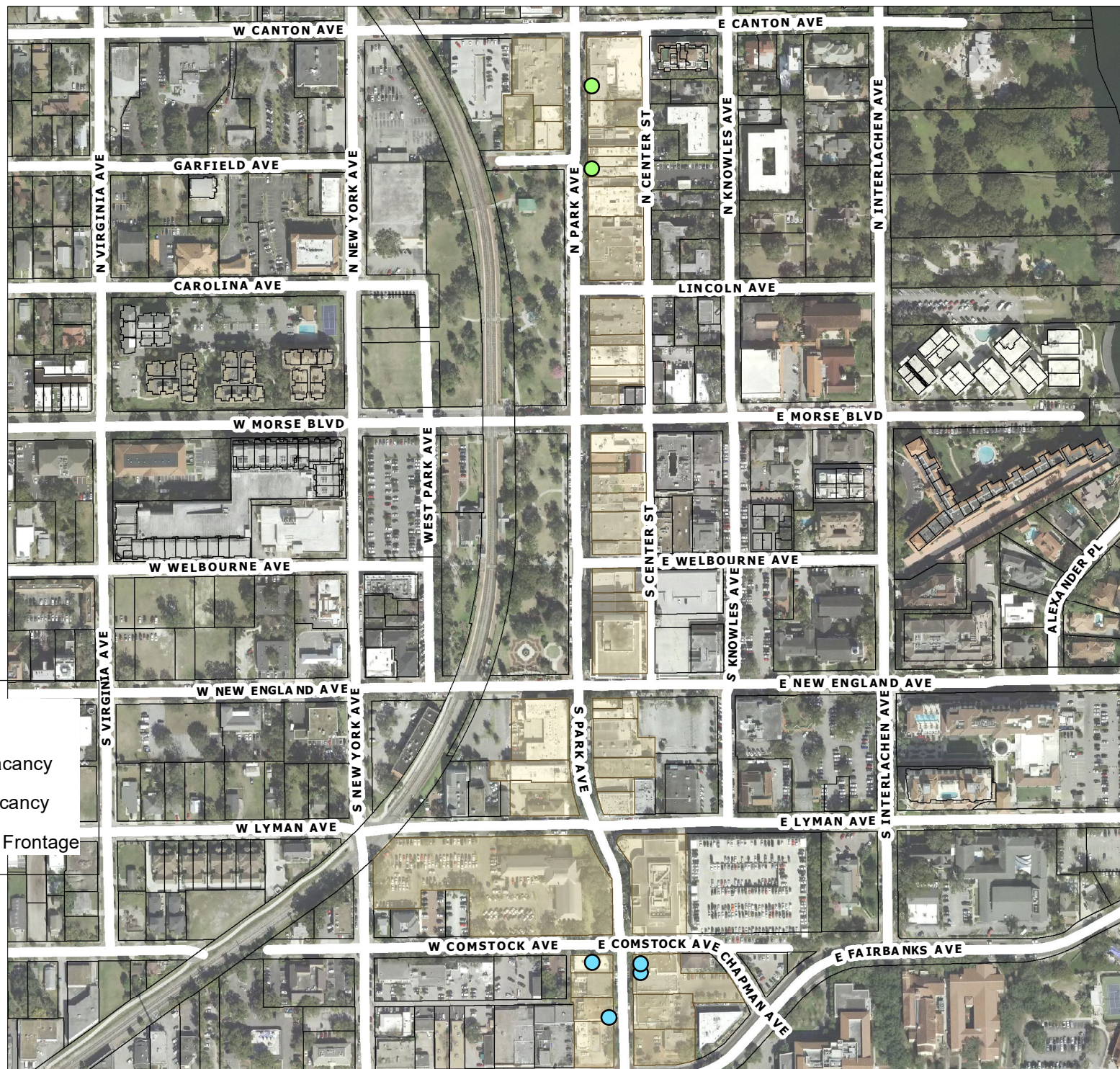
Vacancy 4.3%
(with pending 2.0%)

Legend

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



Observation Date: 1/5/22





Economic
Development
Advisory Board

agenda item

item type	Staff Updates	meeting date	January 11, 2022
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

Chamber Update

motion / recommendation

N/A

background

Update to be provided by the Winter Park Chamber of Commerce

alternatives / other considerations

N/A

fiscal impact

N/A