



Economic Development Advisory Board Regular Meeting

Agenda

January 10, 2023 @ 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. [Approve minutes of regular meeting November 8, 2022.](#) 1 minute
 3. **Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 4. **Action Items**
 - a. [EDAB Annual Report & Next Steps](#) 30 minutes
 5. **Non-Action Items**
 - a. [Retail 'right-mix' - MJB Consultants Phase II](#) 10 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	January 10, 2023
prepared by	Tatia Ghviniashvili	approved by	
board approval			
strategic objective			

subject

Approve minutes of regular meeting November 8, 2022.

motion / recommendation

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:

Draft Minutes.pdf



Economic Development Advisory Board Meeting Minutes

November 8, 2022 at 8:15 a.m.

City Hall, Commission Chambers
401 S. Park Avenue | Winter Park, Florida

Present

In person: Betsy Gardner Eckbert, Drew Madsen, Elijah J. Noel; Virtually: Chair Sara Grafton; Board Coordinator Tatia Ghviniashvili.

Absent

Bill Segal, Ginny Enstad, and Tracy Liffey.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon.

1) Call to Order

Sara Grafton called the meeting to order at 8:23 a.m.

2) Consent Agenda

- a. Approval of minutes from September 13, 2022

Due to the absence of Bill Segal, Ginny Enstad, and Tracy Liffey, a physical quorum was not met; therefore, no action was taken. Approval of minutes deferred to next meeting.

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

There were no public comments.

4) Action Items

5) Non-Action Items

- a. Presentation - MJB Consultants

Michael Berne, MJB Consulting, presented concluding remarks on Phase I of Winter Park Retail mix analysis, which is aimed at understanding the retail potential of various commercial corridors in the city, and isolating future possibilities from a market and real-estate perspective.

Since the last meeting, Mr. Berne conducted interviews with various stakeholders, reviewed data on trade area demand, and developed a customer profile to help further the retail understanding of these commercial corridors.

He presented the board with background information on the demographics and psychographics of Winter Park City and introduced the term “trade area” which refers to the geography from which a district draws its most frequent and reliable patrons. The trade area can exist beyond city lines and is composed of roughly 70% of the customer base. A comparison of the trade area demographics and psychographics to those of Winter Park City were highlighted. He pointed out that the trade area consists of a large population of millennials who value craftsmanship, authenticity and are drawn to novelty.

Mr. Berne identified six commercial corridors located inside the trade area and spoke in detail about each one. He broke down retail positioning, potential and risks/hurdles associated with them.

1. Park Avenue continues to remain Orlando’s premier walkable authentic shopping experience. There is an opportunity to broaden the customer base and expand into side-streets. Duplication of mix and high rent levels are potential retail risks for this corridor.
2. Hannibal Square is seen as the extension of the Park Avenue economy with a food and beverage skew. Growth limitations and insufficient foot traffic are a few of its retail downfalls.
3. Fairbanks Avenue is viewed as an “every so often” use corridor. There’s potential in retail areas of home improvement and ongoing beautification.
4. Orange Avenue is also viewed as an “every so often” use corridor with affordable eclecticism. However, limited number of sites and competition from office users offers potential risks.
5. 17/19 (The Golden Mile) is an upmarket/specialty strip-tail and is the “restaurant row” for the north side of Metro Orlando. Has potential for both upscale and value shopping, as well as conveniences with specialty appeal. Very high land costs and dwindling sites are a risk.
6. Aloma consists of mid-market conveniences and is a local catchment without any tangible changes in the near future.

The floor opened for discussion and the board pointed out discrepancies in data presented regarding median home value in Winter Park City. Mr. Berne was asked to verify as it can have an effect on the retail narrative moving forward. A request

was also made to index the project scope against the retail/restaurant landscape of other communities.

Mr. Dudgeon highlighted the following necessary steps for Mr. Berne to complete:

1. Developing an executive summary memo that incorporates feedback provided by the board.
2. Working with staff to develop a scope for a blueprint to transition from Phase I to Phase II. Phase II would begin describing implementation efforts to include interviews, research and presentation of draft plan.

6) Staff Updates

a. ED Commercial Performance Report

Mr. Dudgeon gave updates on center street cleanup and debris cleanup in commercial areas. He also briefly went over the holiday window showcase, which incentivizes merchants around the city to decorate for the holidays with a discount to their utility bills.

Data from the pedestrian counter report for the Autumn Art Festival was unavailable due to complications related to Hurricane Ian, but staff will work to obtain pedestrian counts for Winter on the Avenue and the Christmas Parade.

7) Board Comments

8) Upcoming Agenda Items

9) Adjournment

The meeting was adjourned at 9:21 a.m.

Minutes approved by the board on_____.

/s/ Tatia Ghviniashvili, Board Coordinator



Economic Development Advisory Board

agenda item

item type	Action Items	meeting date	January 10, 2023
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective			

subject

EDAB Annual Report & Next Steps

motion / recommendation

Approve as presented

background

From time to time, staff has developed a comprehensive annual report for the work entertained and completed by the Economic Development Advisory Board.

Request from staff is to approve the report and place on the city's website.

alternatives / other considerations

Amend the report

Do not approve the report

fiscal impact

N/A

ATTACHMENTS:

[EDAB Annual Report 2022-Final_Draft.pdf](#)

EDAB ANNUAL REPORT 2021-2022



JANUARY 4

**City of Winter Park
Economic Development Division**



Background

ECONOMIC DEVELOPMENT ADVISORY BOARD

Division 3, Section 2-56 in the Winter Park Code of Ordinances states, “The Economic Development Advisory Board is an advisory board and shall, after receiving such information as it deems appropriate, and following due deliberation in accordance with its internal rules and procedures, give advice and recommendations to the city commission concerning economic development. The economic development advisory board shall have no adjudicatory or enforcement authority.”

Through portions of 2021 and all of 2022, the board has commented, reported, and tangled with a vast array of issues and discussion topics. The purpose of this document is to encapsulate those conversations in a report format to celebrate its successes, historical reference, and provide guidance in the future.

MEETING DATES

January 11

February 8

March 8

March 31 (subcommittee)

April 19 (subcommittee)

May 3 (subcommittee)

May 10

July 12

September 13

November 13

MEMBERSHIP:

Bill Segal

Drew Madsen

Sarah Grafton

Ginny Enstad

Betsy Gardner Eckbert

Elijah Noel

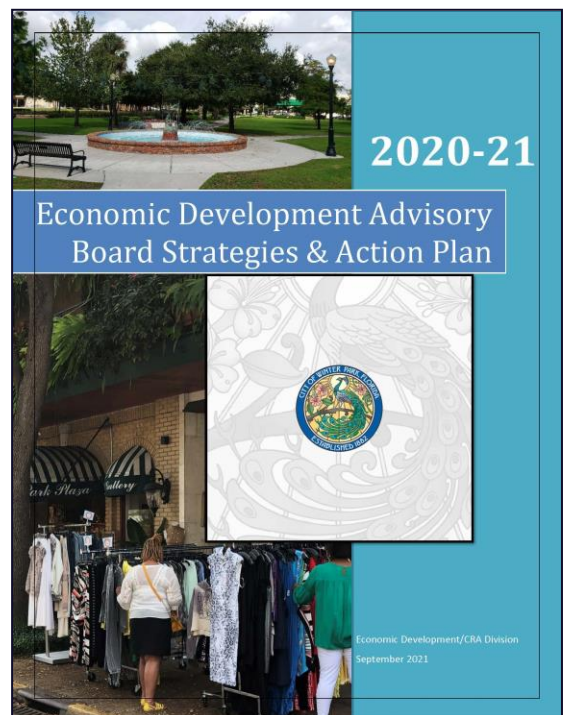
Tracey Liffey

EDAB Strategy & Action Plan (SAP)

2021-22 SAP PLAN

The 2021-22 SAP was intended to provide a structure to civic engagement towards businesses emerging out of the pandemic, outlining a targeted approach to data mining, guidance on program production, and initiatives undertaken. For 2022, staff and the board were able to cultivate several successes in four major topic areas broken down beginning on page 4. These included:

- Advising on Industry Trends
- Maintain a Healthy Downtown Core
- Enable Retention and Recruitment Opportunities
- Facilitation & Ombudsmanship



EDAB Subcommittee

At the February 8, 2022 meeting between the City Commission and EDAB, a point of emphasis was to allow a subcommittee to continue the dialogue of strategies and priorities for EDAB beyond the time set aside in one worksession. Through a series of three meetings, select members of EDAB and the City Commission held roundtable discussions on an overarching vision, guidelines and metrics to support those vision(s), and what initiatives or programs may be possible to help nurture those efforts. Emphasis on those discussions were placed on quality of life as well as what may be considered traditional definitions of economic development. Meetings were held on March 31, April 19, and May 3 of 2022.

SAP Plan Projects

ADVISE ON INDUSTRY TRENDS

METRIC REPORTING:

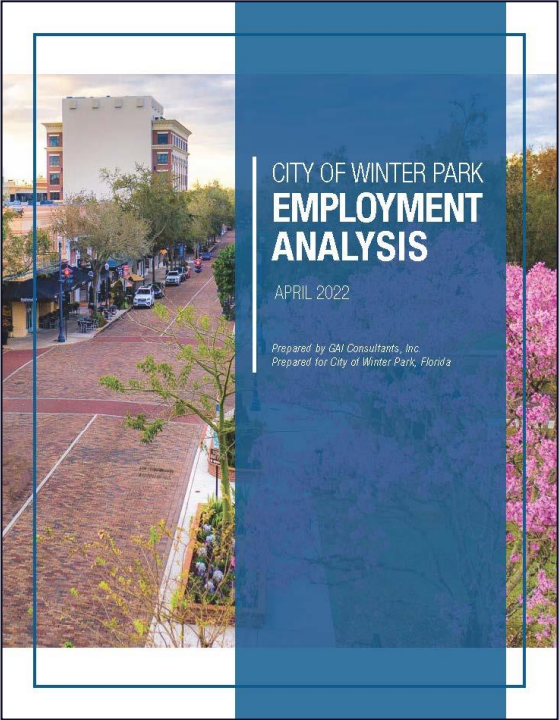
Employment Cluster Report – This type of analysis provided clarity on two fronts from an employment perspective. More specifically, which sectors in the City are a strength and which sectors are a weakness. This cluster report continues to build in richness as it continues to establish a timeline with the 2009 and 2016 cluster reports. In short, report highlights include:

- Total jobs are more than sufficient to meet the local demand (labor force participation) and therefore the remaining jobs are effectively exported, creating net wealth for the community.
- The City has a higher concentration of sector employment than the national economy within seven target clusters: Education & Knowledge Creation, Real Estate & Development, Arts, Culture, & Entertainment, Health Care Services, Financial & Professional Services, Retail Trade, and Creative Services.
- Consumers in Winter Park's downtown are spending \$7.7 million on retail goods, approximately 1.68% of the total retail spending within the City of Winter Park.
- Winter Park's downtown and the city as a whole are generating a surplus (sales) of nearly \$109.1 million and \$304.3 million per year, respectively, in excess of what the resident population would otherwise be expected to support suggesting that additional sales and receipts are effectively from population outside the market area.

Development Report - Two iterations of this report were developed in 2022. The March 2022 report highlighted over \$276 million in private investment over 13 projects with only 25% of total square footage being net new articulating the potential for investment to showcase both redevelopment and new development opportunity.

Commercial Performance Report – Monthly report on vacancy and price per square foot of retail and office leasing activity generated in comparison to the region. For 2022, office and retail vacancy averaged 3% versus 3.8% and 8.0% for the region respectively according to CoStar.

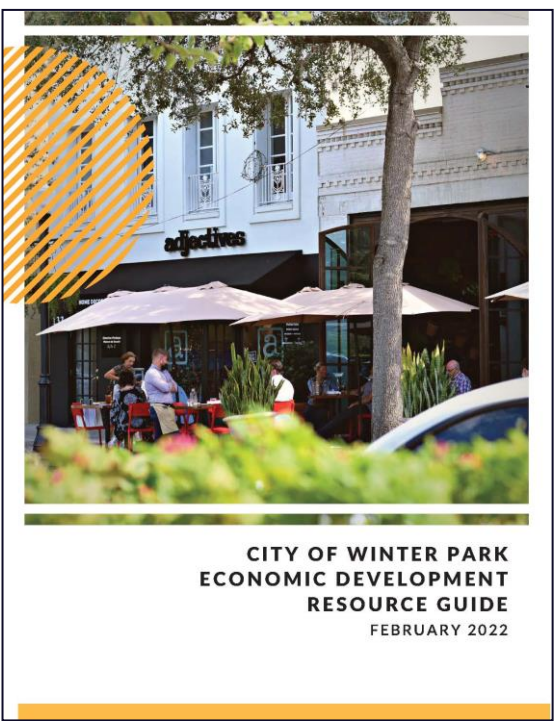
Business Information Packet – A free, downloadable general compendium on history, culture, demographics, opportunities, practices, services, incentives and policies within Winter Park.



EMPLOYMENT CLUSTER REPORT

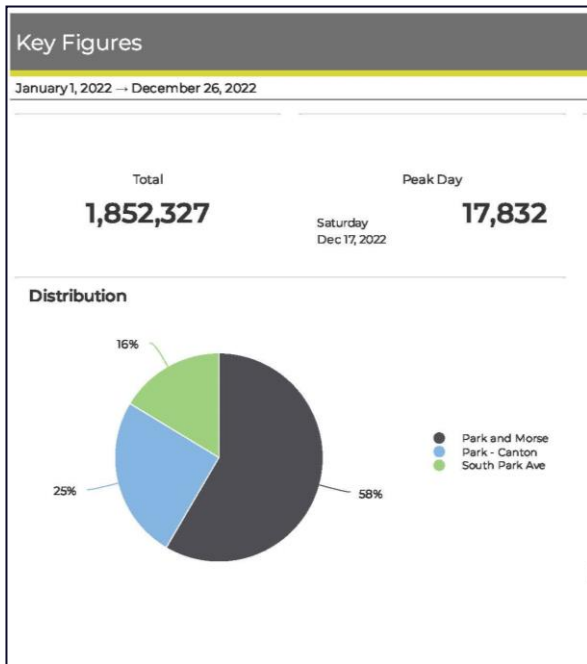


DEVELOPMENT REPORT



MAINTAIN FOCUS ON BICYCLE AND PEDESTRIAN CONNECTIONS:

Technology enhancements: Installed on November 30, 2021, this counter monitors traffic activity along Park Avenue for performance metric purposes. Over the course of 2022, staff collected monthly data points to determine several key figures regarding foot traffic along the city's major corridor.



- 1,852,327 total pedestrian traffic (1/1/22 – 12/26/22)
 - 25% of total foot traffic on Saturday
 - Park/Morse Intersection
 - 58% of total pedestrian traffic
 - Average weekday traffic - ~3,080
- Average weekend traffic - ~4,360

City of Winter Park, EcoCounter

2022 PARK AVENUE PEDESTRIAN STATISTICS

Foot traffic helps drive the Winter Park experience through culture and commerce. Through this system staff has tracked several points throughout the year to assist in the decision making process on impacts to foot traffic by road closures, weekend events, and other special considerations. These metrics are also invaluable when they are creating a narrative for grant support and marketing the area.

SAP Plan Projects

ENABLE RETENTION AND RECRUITMENT OPPORTUNITIES

GAP ANALYSIS

Introduced early in 2022, the purpose of a gap study is to better understand the city's strengths and weaknesses when it comes to the local business climate. In part, the scope of work helped to identify market surplus and leakages to better identify community wants and needs. This was completed in tandem with the business cluster study.

Retail 'Right-mix' Initiative: In Spring 2022, EDAB engaged with MJB Consulting to provide guidance on the general market conditions and emerging influences impacting retail activity. Evaluating the city's commercial corridors, the goal was to understand, at a more nuanced level, whether Winter Park's retail mix is fully leveraging its synergistic potential and, if not, what market and real estate-related factors might be responsible. The resulting analysis showcased a narrative for positioning, potential, and risks for each corridor. The chart below highlights *some* of this positioning analysis. A full copy of the report can be found on the city's website.

	Park Ave	Hannibal Square	Fairbanks	Orange Ave	17-92 (The Golden Mile)	Aloma Ave
Positioning	Premier walkable Authentic shopping	Park Ave spillover Local orientation	Park Ave spillover	'Hipster' Psychographics	Upmarket strip-tail "Restaurant Row" for north metro	Mid-market conveniences
Potential	Broadening customer base Side streets	Strong Connectivity/ in-fill	Service uses (professional services, home design, hybrid college)	Craft food and beverage Vintage/resale	Comparison shopping over convenience shopping	Fast casual/casual food and beverage
Risks	Stagnation/duplication of mix Rent vs. sales	Foot traffic Competition from office uses	Navigation & left turns Negative image	Limited # of sites Access and parking -Competition from office uses	High land costs Un-interesting frontage	Low profile Growth limitations

RIGHT-MIX COORIDOR ANALYSIS HIGHLIGHTS

Business Façade Program Expansion: Expanded in late 2021, the board and staff agreed to expand the successful CRA business façade program to engage all eligible businesses citywide. Between the City and CRA programs, eight (8) businesses have taken advantage of the program in the last 14 months.

Interest in the CRA and City program has anecdotally been the highest since the pandemic. This has been assisted by the expansion of the program citywide, column in the city newsletter, word of mouth, and expedited process among others.

SAP Plan Projects

FACILITATION & OMBUDSMANSHIP

Permit Support: Staff facilitated the process and CRA sponsored permit fees for sidewalk sales, on-street café seating throughout the year. On average, each permit supported 30 businesses each.

Winter Park Farmer's Market Retail Row (September – December 2022): As an encore to the pandemic initiative, staff received a number of merchant requests to revive Farmer's Market Retail Row. Staff worked with City Departments and organized with merchants to give them another opportunity to showcase their wares. During the fall and winter months, six merchants were given placement within the Farmer's Market, and were supported by the City's CRA for permit fees.

Business to Government Resources: Between January and March, staff developed an internal listing of business assists through several mediums including emails, phone calls, personal interactions, and others. The purpose of this internal benchmarking was to garner data points on the needs and outreach of the business community to available resources. Within this timeframe staff averaged 1.3 business assists per day with 47% of requests related to incentives or existing programming.

ADDITIONAL ANALYSIS

(in-kind support for business and partner organizations to participate in growth activities within the City: From time to time, staff encounters an opportunity to engage with entrepreneurial and mission driven organizations looking to participate in activities within the City limits. These activities include; but not limited to, the use of city facilities, sharing in intellectual property, or coordination of capital resources amongst others. Staff asked the board to consider supporting engagements of this nature including the potential for small monetary contributions. Approved by board, staff had one such engagement coordinating with Rollins College on the Orange County Empowering Good program. Developed to support nonprofit organizations through the development of customized education programs and the implementation of organizational assessment coaching. With a small portion of the class located in Winter Park, staff facilitated the location of the ceremony venue at the new Library and Event Center attended by 100 graduates and guests.

TECHNOLOGY ENHANCEMENTS

Park Avenue Parking Sensor Pilot Program: In an effort to continue pursuit of cutting edge products that improve the consumer and resident experience in Winter Park, staff partnered with a well-known third party vendor to pilot their new parking sensor technology. The end goal was to determine real time data for end user parking availability on the demarcated spaces on Park Avenue. A second goal was to establish benchmarks for duration, frequency, and peak parking times to aid in policy and decision-making.

Free to the City, the program lasted 4 months with a final data report both confirming some anecdotal notions and generating some underlying nuances in others. A final report deliverable is expected in January 2023 with the potential for additional cooperation in Q2 of the calendar year.

Community Development Block Grant (CDBG) Digital Inclusion Project: The Community Development Block Grant (CDBG) program provides federal funding to cities and counties for housing, economic opportunities, and public/non-profit capital projects, principally for low- and moderate income areas. Staff is submitting an application for financial support to the Denning Drive/MLK area for Public Wifi. From Webster to Orange Avenue, this improvement will benefit residents, guests, and businesses to promote digital inclusion and safe gathering spaces during and after the pandemic.

Approved for submittal by EDAB, and awarded with contract signatures in September 2022, \$125,000 will be funneled towards this project for construction activities associated with installation of equipment and improvements along the east side of Denning Drive. The project, which is part of the City of Winter Park's Digital Inclusion Project, will assist with the implementation of free public Wi-Fi services to the community area along Denning Drive to provide access to wireless services to low-income residents and connect them with community assets.

A Request for Proposal on the project will be issued in January 2023 with final product completion in September 2023.

UPCOMING INITIATIVES

FOR IMPLEMENTATION AND/OR CONSIDERATION

Retail ‘Right-Mix’ Phase II: The purpose of the additional and continuing work are to offer guidance on the roles that the City, various non-profit, and private sector stakeholders should be playing with respect to retail overall and within specific individuals areas or district and to address initiatives, commitments, actions, and/or behaviors consistent with those roles. This includes drawing on the executive summary paper of phase I and continuing to draw on the input from interviews conducted, further develop those relationships for input, identify benchmarks, and target improvements for synergistic value amongst retail shop owners.

The resulting return on investment is a framework for program, initiative, and/or incentive development.

Retail and Office Taxable Value Analysis: Through the course of the year, staff has been working internally on a Department of Revenue (DOR) code analysis to better understanding ad valorem value as it relates to overall City revenues and expenditures. Used by the Orange County Property Appraiser, DOR codes classify properties and buildings by their use. Over a 20 year period, staff evaluated retail and office values to gain a better understanding on the yield of these taxable value categories, and the city’s ability to spend for public good. The resulting analysis is expected in 2023 with potential consideration by either EDAB and/or the subcommittee.

TECHNOLOGY ENHANCEMENTS

Parking Sensor Technology Trial Two: With the conclusion of the pilot program, staff discussed future opportunities with the vendor and next steps. A verbal agreement was put in place for a second trial of the system occurring in Q2 2023. Goals for the project still include a system or application for end user interface, and benchmark data on duration, frequency, and peak time to assist in policy and decision-making.

Pedestrian Counts Phase II: Based on the initial outcomes of the Park Avenue pedestrian count system, staff sees several opportunities to increase the scale of the program. These include side street counts, coordination Parks Department, Public Works and Transportation Department, and grant management to use the information to solicit funding opportunities.





Economic Development Advisory Board

agenda item

item type	Non-Action Items	meeting date	January 10, 2023
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective			

subject

Retail 'right-mix' - MJB Consultants Phase II

motion / recommendation

Review for guidance on scope of work and process for phase II.

background

The Phase I work nearly completed by Mike Berne / MJB Consulting focused on an analysis of the retail, dining, and entertainment situation in the City of Winter Park. That effort reflected the community's general market conditions and emerging influences impacting retail activity, positioning, and potential development of key areas of the community.

The purposes of the additional and continuing work of Phase II are [1] to offer guidance on the role(s) that the City, various non-profit, and private sector stakeholders should be playing with respect to retail overall and within specific individual areas or districts and [2] to address policies, initiatives, commitments, actions and behaviors consistent with those roles.

In this phase, the consultant would be drawing on the input from interviews conducted in the prior Phase I work while also reconnecting with those same stakeholders with additional questions related to implementation. Such outreach, however, does not guarantee or necessitate buy-in to the plan's ultimate recommendations.

Toward these ends, the outlined work would include, but necessarily be limited to, the following kinds of activities.

TASK 1

This task group centers on potential implementation strategies, largely amplifying information or concepts suggested by Phase I.

- Interviews with department heads and staffers, elected officials as well as relevant stakeholders to better understand the mandates, programs, capacities, resources, and biases of each as well as the political dynamics between them.

- In-depth examination of existing land use, zoning, and regulatory frameworks.
- Evaluation of existing retail incentives / "carrots" as well as consideration of new ones.
- Understanding of current parking resources, policy, and management as well as transportation infrastructure and functioning.
- Assessment of pandemic-era innovations.
- Reference to best practices drawn from experience, analogs, or case studies [up to five (5)] across the Southeast or other pertinent locations.

TASK 2.0

It is agreed the work completed or provided by Mike Berne / MJB Consulting will require some coordination and participation by GAI or CSG but the exact nature of that work has yet to be determined. Accordingly, it has been further agreed that we might assist in a nominal supporting role as Phase II is completed. While we don't know the full dimensions for that work, it could include time or effort allocated to:

- Attend or coordinate meetings including presentations.
- Monitor the progress of work and billings.
- Establish local context.
- Assemble data from CoStar, ESRI or other services proprietary to GAI or CSG.
- Review documents.
- Other TBD.

In any case, for purposes of this proposal, it is expressly understood that, with the exception of any administrative responsibilities and document reviews required by TASK GROUP 1.0, there may be no time allocated to these potential activities.

Deliverables

Deliverables will take varied forms.

- For TASK GROUP 1.0, the deliverables, include an executive-summary memo and a final presentation. The physical deliverables will be reviewed by GAI or CSG and subsequently submitted to the City. For purposes of this proposal, any conversation or event occurring by phone, WEBEX, ZOOM, TEAMS, or similar means will be construed as a meeting.
- For any analysis completed by GAI and identified as Task Group 2.0, we anticipate only the provision of key tables or graphs that would support or complement any analysis provided or prepared by Mike Berne/ MJB Consulting. We do not anticipate any memoranda or reports. Again, for purposes of this proposal, any conversation or event occurring by phone, WEBEX, ZOOM, TEAMS, or similar means will be construed as a meeting.

alternatives / other considerations

N/A

fiscal impact

Consulting services are accounted for in the staff budget

ATTACHMENTS:

[CSG_Proposal_WPRetail PH2_12_20_2022.pdf](#)



Planning | Urban Design
Landscape Architecture
Economics | Real Estate

December 20, 2022

Mr. Kyle Dudgeon
Assistant Division Director
CRA/Economic Development
City of Winter Park
401 South Park Avenue
Winter Park, Florida 32789

**Proposal for Professional Services
Phase II, Retail Positioning Implementation Plan
Winter Park, Florida**

Dear Mr. Dudgeon:

Per our continuing conversations with the City of Winter Park ("Client" or "City") and Mike Berne / MJB Consulting, we are submitting this proposal for an additional work effort.

While the Community Solutions Group ("CSG") of GAI Consultants ("GAI") might provide minor assistance to [1] coordinate certain activities, [2] provide local context, [3] assemble selected data, and [4] monitor invoicing, the work described in this scope will be effectively completed by Mike Berne / MJB Consulting. The described services would be performed according to our existing Continuing Services Agreement [RFP3-18A] with the City.

Scope of Work

The Phase I work already completed by Mike Berne / MJB Consulting focused on an analysis of the retail, dining, and entertainment situation in the City of Winter Park. That effort reflected the community's general market conditions and emerging influences impacting retail activity, positioning, and potential development of key areas of the community

The purposes of the additional and continuing work of Phase II are [1] to offer guidance on the role(s) that the City, various non-profit, and private sector stakeholders should be playing with respect to retail overall and within specific individual areas or districts and [2] to address policies, initiatives, commitments, actions and behaviors consistent with those roles.

In this phase, we would be drawing on the input from interviews conducted in the prior Phase I work while also reconnecting with those same stakeholders with additional questions related to implementation. Such outreach, however, *is not* meant to secure their buy-in to the plan's ultimate recommendations, which would be the purpose of subsequent work if authorized.

Toward the above ends or purposes, the currently outlined work would include, but necessarily be limited to, the following kinds of activities.

GAI Consultants, Inc.
618 E. South Street
Suite 700
Orlando, Florida 32801

T 407.423.8398
gaiconsultants.com

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TASK 1.0

This task group centers on potential implementation strategies, largely amplifying information or concepts suggested by Phase I.

- Interviews with department heads and staffers, elected officials as well as relevant stakeholders to better understand the mandates, programs, capacities, resources, and biases of each as well as the political dynamics between them.
- In-depth examination of existing land use, zoning, and regulatory frameworks.
- Evaluation of existing retail incentives / "carrots" as well as consideration of new ones.
- Understanding of current parking resources, policy, and management as well as transportation infrastructure and functioning.
- Assessment of pandemic-era innovations.
- Reference to best practices drawn from experience, analogs, or case studies [up to five (5)] across the Southeast or other pertinent locations.

TASK 2.0

It is agreed the work completed or provided by Mike Berne / MJB Consulting will require some coordination and participation by GAI or CSG but the exact nature of that work has yet to be determined. Accordingly, it has been further agreed that we might assist in a nominal supporting role as Phase II is completed. While we don't know the full dimensions for that work, it could include time or effort allocated to:

- Attend or coordinate meetings including presentations.
- Monitor the progress of work and billings.
- Establish local context.
- Assemble data from CoStar, ESRI or other services proprietary to GAI or CSG.
- Review documents.
- Other TBD.

In any case, for purposes of this proposal, it is expressly understood that, with the exception of any administrative responsibilities and document reviews required by TASK GROUP 1.0, there may be no time allocated to these potential activities.

Deliverables

Deliverables will take varied forms.

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- For any analysis completed by GAI and identified as Task Group 2.0, we anticipate only the provision of key tables or graphs that would support

Planning | Urban Design
Landscape Architecture
Economics | Real Estate

or complement any analysis provided or prepared by Mike Berne/ MJB Consulting. We do not anticipate any memoranda or reports. Again, for purposes of this proposal, any conversation or event occurring by phone, WEBEX, ZOOM, TEAMS, or similar means will be construed as a meeting.

**Community Solutions Group,
a GAI Consultants, Inc.
Service Group**

Laura J. Smith

Digitally signed by Laura J. Smith
DN: E=L.Smith@gaiconsultants.com,
CN=Laura J. Smith
Date: 2022.12.20 15:33:16-05'00'

Laura Smith
Assistant Financial Analyst
Manager

Owen M. Beitsch

Digitally signed by Owen M. Beitsch
DN: E=o.beitsch@gaiconsultants.com,
CN=Owen M. Beitsch
Reason: I am approving this document
Date: 2022.12.20 15:30:39-05'00'

Owen Beitsch, PhD, FAICP, CRE
Senior Director, Economic & Real
Estate Advisory Services

LS:OB/cl

BY: _____

PRINTED
NAME: _____

TITLE: _____

DATE: _____



Economic Development Advisory Board

agenda item

item type	Staff Updates	meeting date	January 10, 2023
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	EDAB SAP 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 - Jan 2023.pdf](#)

ATTACHMENTS:

[Park Avenue Pedestrian Count_Annual 2022.pdf](#)

Commercial Performance Report

1/23

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

Sources: ESRI, CoStar, BLS

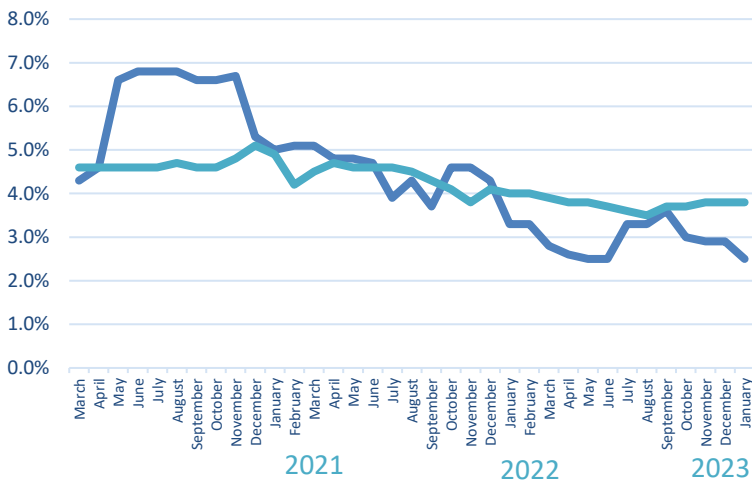
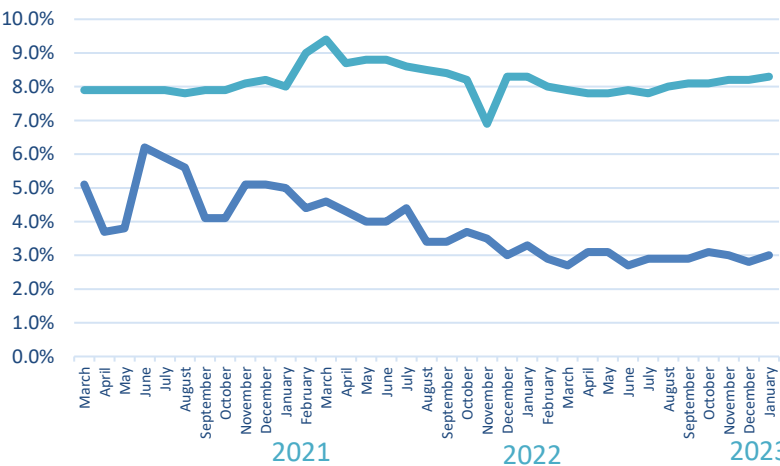
OFFICE

Vacancy

RETAIL

Winter Park Orlando MSA

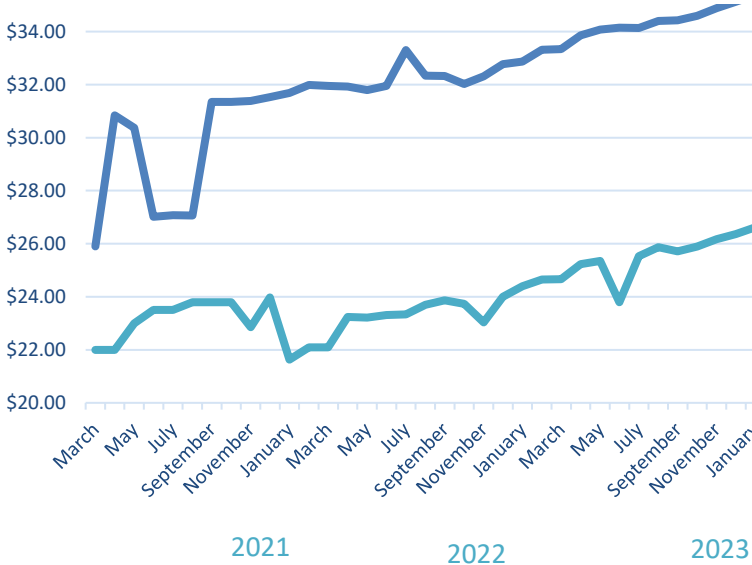
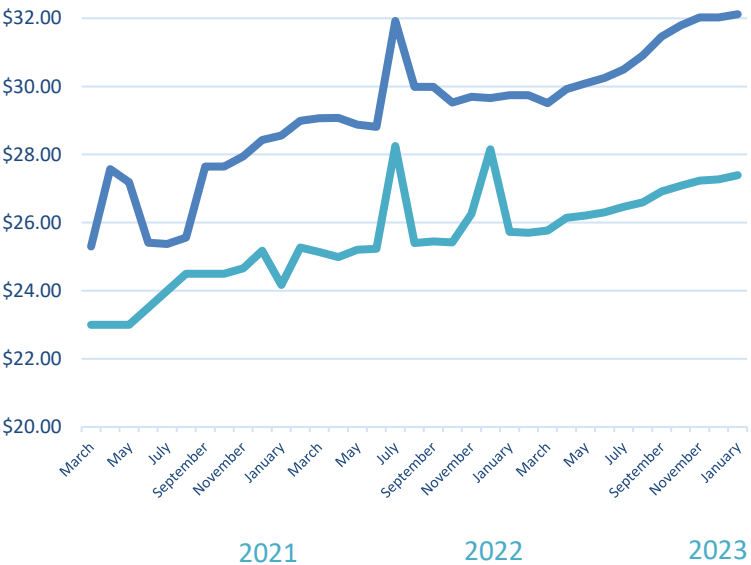
Winter Park Orlando MSA

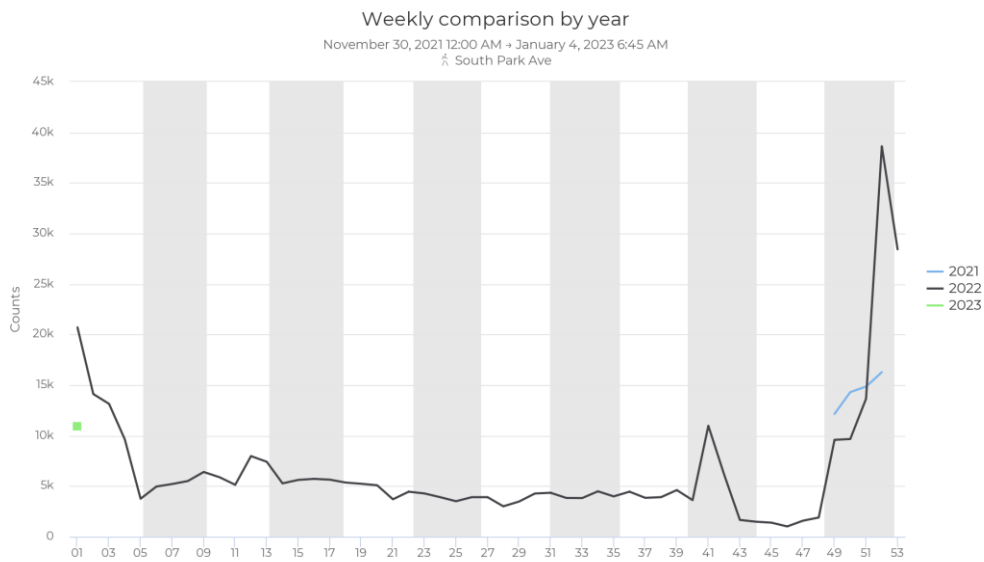
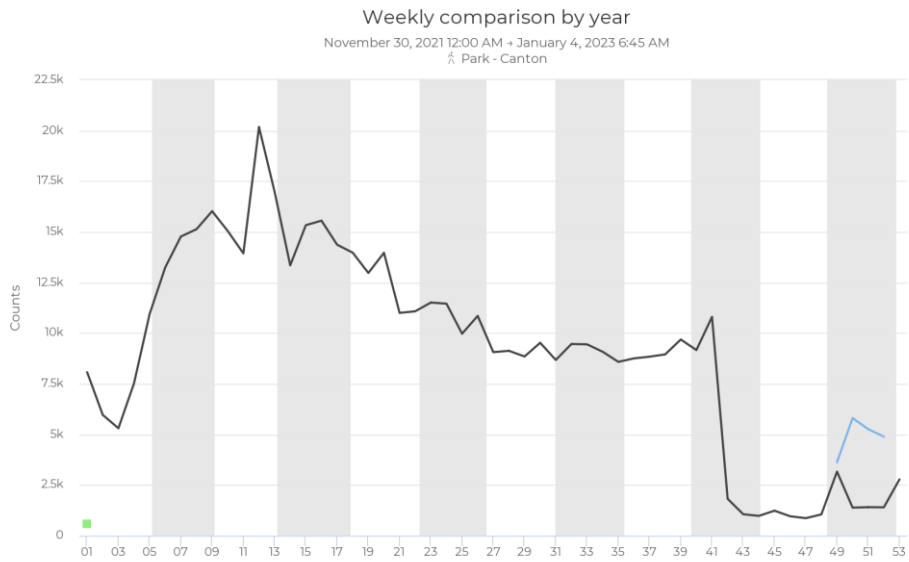
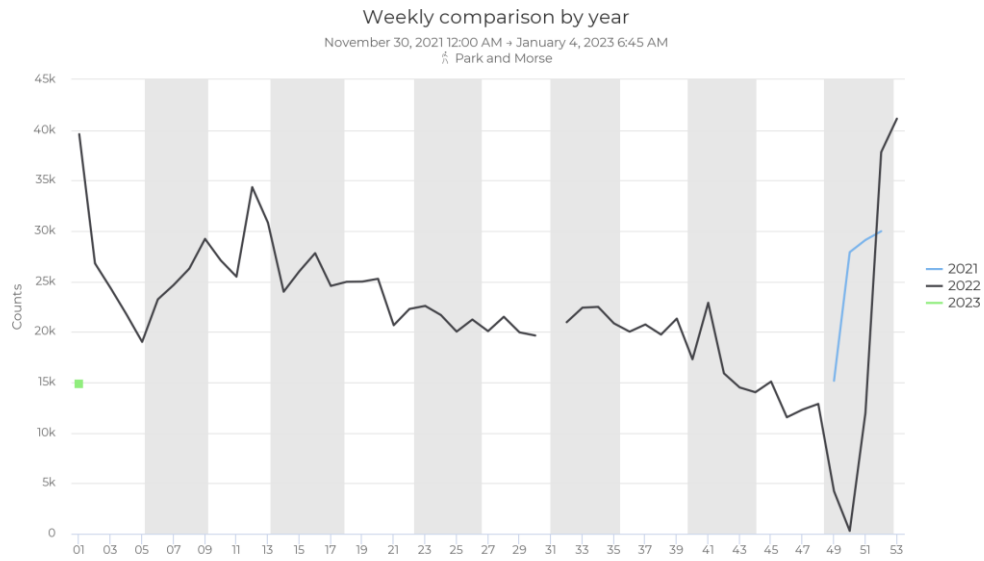


Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA





City of Winter Park

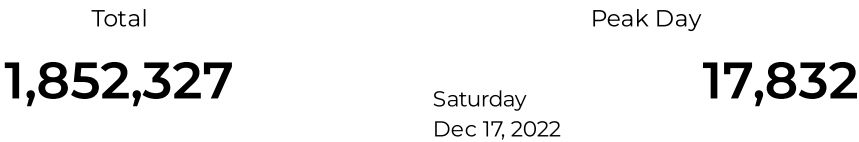
Kyle Dudgeon
12/27/2022



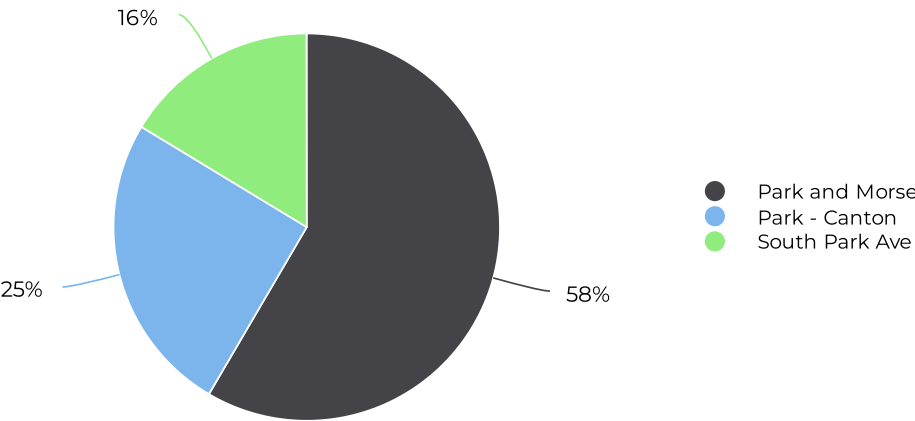
Key Figures

January 1, 2022 → December 26, 2022

Key Figures Map



Distribution

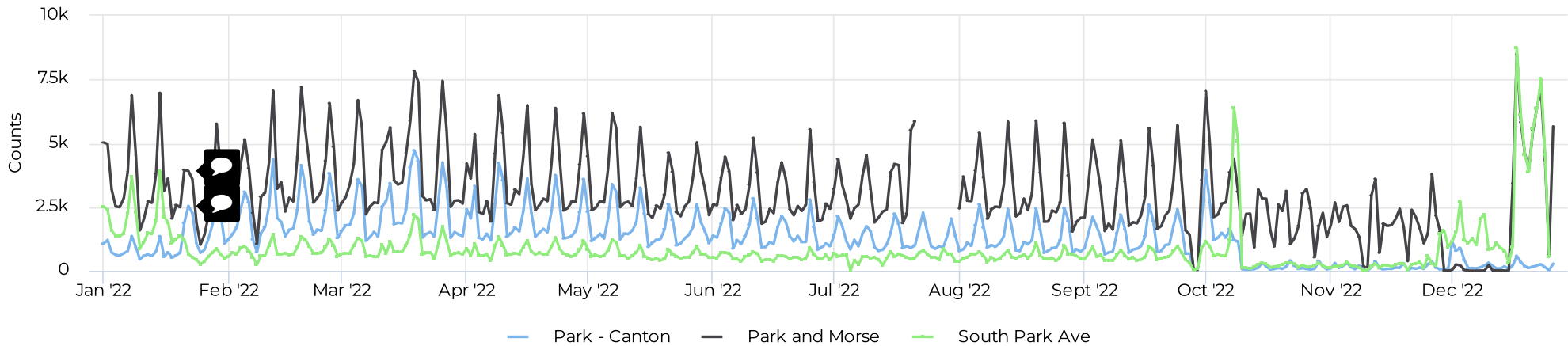


📈 Compared to 01/02/2021 → 12/27/2021

Key Figures

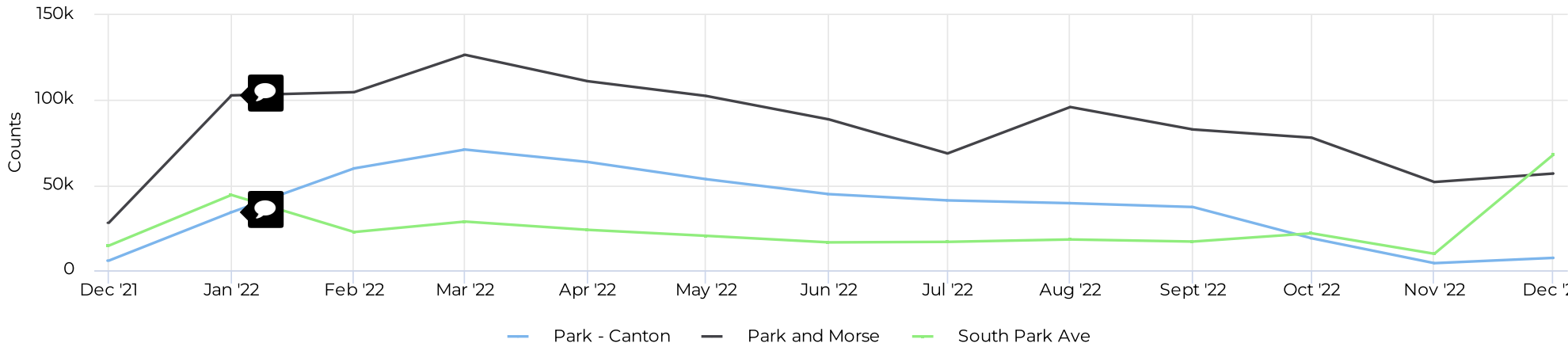
January 1, 2022 → December 26, 2022

Daily traffic



Monthly traffic

12/27/2021 → 12/26/2022

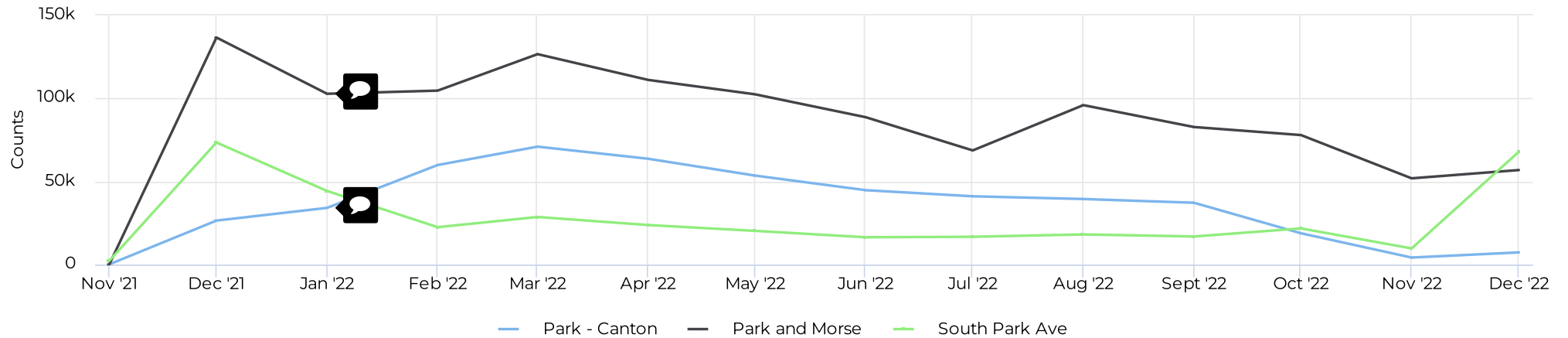


Key Figures

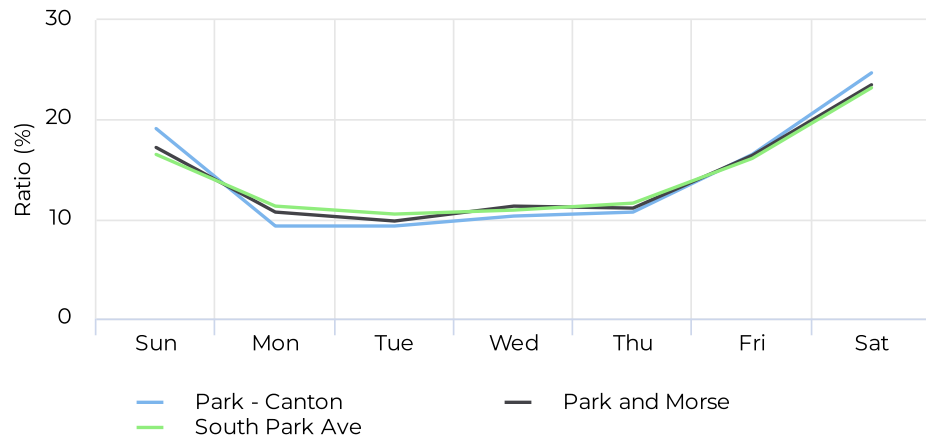
January 1, 2022 → December 26, 2022

Monthly traffic

📅 Whole Period

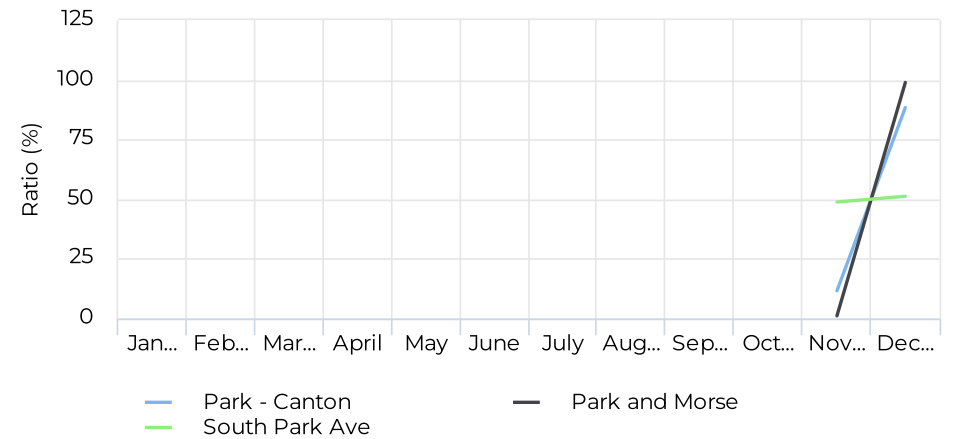


Daily Profile



Monthly Profile

📅 01/01/2021 → 12/31/2021

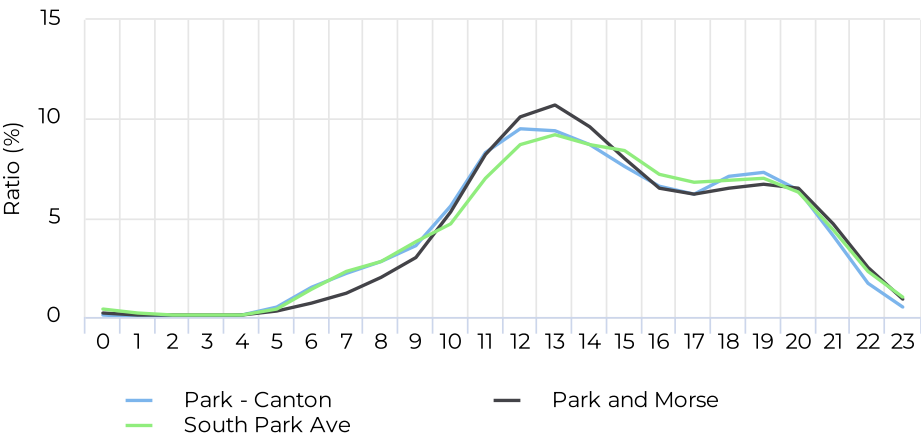


Key Figures

January 1, 2022 → December 26, 2022

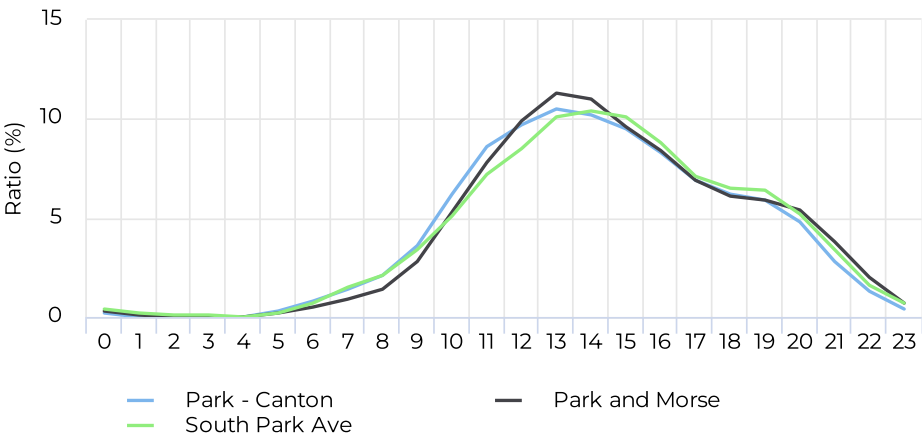
Hourly Profile - Weekdays

01/01/2022 → 12/26/2022



Hourly Profile - Weekend

01/01/2022 → 12/26/2022



Key Figures

January 1, 2022 → December 26, 2022

Key Figures Summary

Site	Daily Average		Peak Day	Peak Count
Park and Morse	3,058	▼ -25.0%	Sat Dec 17, 2022 Sat Dec 4, 2021	8,496 ▲ 16.2%
Park - Canton	1,319	▲ 68.8%	Sat Mar 19, 2022 Sat Dec 4, 2021	4,721 ▲ 223.1%
South Park Ave	855	▼ -62.6%	Sat Dec 17, 2022 Sat Dec 4, 2021	8,753 ▲ 77.1%

📈 Compared to 01/02/2021 → 12/27/2021

Key Figures

January 1, 2022 → December 26, 2022

Hourly Report

01/14/2022 → 01/17/2022

