AGENDA

1. ADMINISTRATIVE ITEMS
   A. Approval of Minutes ---------------------------------January 25, 2010

2. ACTION ITEMS
   A. W. Morse Blvd Streetscape- Underground Electric & Landscaping
   B. Business Façade Program Guideline Revisions
   C. Economic Incentives- QTI & TIJR Pilot Programs
   D. Project Funding Allocations
      -Housing Rehabilitation Program
      -Business Façade Program
      -New York/New England Undergrounding
      -New England Streetscape – Shady Park to Capen
      -Winter in the Park Ice Rink 2010
      -QTI & TIJR Pilot Programs
   E. RFI Recommendation 941 Morse (State Office Building)
   F. Park Ave Area Strategic Plan Task Force Appointments

3. INFORMATIONAL ITEMS

4. NEW BUSINESS

5. ADJOURNMENT

“If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hear, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record included the testimony and evidence upon which the appeal is to be based.” (F. S. 286-0105).
“Persons with disabilities needing assistance to participate in any of these proceeds should contact the City Clerks Office (407-599-3277) at least 48 hours in advance of the meeting.”
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY BOARD

ITEM (1A): Approval of Minutes from January 25, 2010

DATE: May 10, 2010

ADMINISTRATIVE ITEM _X_ ACTION ITEM _ INFORMATION ITEM _

ITEM DESCRIPTION:
Approval of the minutes from the January 25, 2010 meeting of the CRA Agency.

ALTERNATIVES CONSIDERED:
NA

BUDGET ALLOCATION:
NA

CRA ADVISORY BOARD RECOMMENDATION:
NA

STAFF RECOMMENDATION IS:
Approval of minutes as presented.
COMMUNITY REDEVELOPMENT AGENCY
January 25, 2010

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 1:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:  
Mayor Kenneth Bradley  
Commissioner Margie Bridges (arrived at 2:26)  
Commissioner Karen Diebel  
Commissioner Beth Dillaha  
Commissioner Phil Anderson  
Orange County Representative Stan Roberts

Also present:  
City Manager Randy Knight  
City Attorney Anthony Garganese  
City Clerk Cynthia Bonham  
CRA Director Dori DeBord

Mayor Bradley welcomed Dori DeBord to the City as this was her first CRA Agency meeting.

1. Administrative Items.

Motion made by Commissioner Anderson to approve the minutes of November 9, 2009; seconded by Representative Roberts. Motion carried unanimously with a 6-0 vote.

2. Informational Items.

A. Project Budget Update and Funding Priorities

Assistant CRA Director Peter Moore commented that this is what we have available to the CRA for the rest of this fiscal year to allocate to projects (under CRA statute, we are required to allocate all unencumbered funds by the close of the fiscal year and that they have traditionally made it a practice of bringing up projects and allocating them over the course of the year).

He explained the streetscape projects that Public Works and Finance have determined could be closed out and that many of these are significantly under budget resulting in substantial cash on hand for additional projects or to decrease the debt service during this year. The total surplus funding from closed out projects totals approximately $1.5 million due in large part to projects completed under budget: Orange Avenue, Pennsylvania Avenue, and Webster Avenue.

The Orange Avenue Streetscape was originally estimated at $3.5 million; however, estimated actual expenditures once all items are closed out will be closer to $2.6 million. Additionally, both the Pennsylvania Streetscape and Webster Streetscape added further surplus. Staff has met with Public Works and believes that these significant savings were due to savings on labor costs and being able to do many components of these projects in-house. When these streetscapes were originally proposed, some over 4 years ago, the construction industry was booming and labor and material costs were much higher. The CRA is fortunate to have been able to take advantage of the current economy to perform these projects significantly under budget. Once the surplus streetscape savings are added to this fiscal year's surplus revenues, the CRA has almost $2 million to spend on projects.
At the December 17 Advisory Board meeting, staff was asked to develop a list of funding priorities to allocate the surplus FY 2010 cash reserves. The following is a summary of CRA revenues, surplus project funds, adopted projects, pending projects, and potential new projects. The new projects are not in any priority order and will be ranked for Agency consideration at the February CRA Advisory Board meeting.

**Revenues:**

- Est. FY 2010 total funding surplus Rev over Exp + Debt: $1,850,000
- Surplus Funds from completed projects: $1,500,000
- Total Funds Available for Projects: $3,350,000

**Adopted and Pending Projects:**

- Community Center interest payment (estimate): -$200,000
- Housing Rehab: -$100,000
- Business Façade: -$200,000
- Park Avenue Area Strategic Plan: -$150,000
- Wayfinding (estimate): -$150,000
- W. Morse Blvd Streetscape (estimate): -$450,000
- Demolition 941 Morse Blvd: -$185,000
- Total Committed to Adopted and Pending Projects: -$1,435,000

**Funds Available for Potential New Projects:** $1,915,000

**Potential New Projects:**

- Community Center Project (on agenda): $1,000,000
- Parking Piazza (on agenda): $60,000
- Housing Rehabilitation: $60,000
- Hannibal Square Community Land Trust: $30,000
- Business Façade: $100,000
- Ice Rink 2010: $150,000
- New England Streetscape - Capen to Denning: $500,000
  - (alternative) New England Streetscape - brick in front of Community Center and Capen/NE Intersection: $Pending
- Underground Electric-North NE/NY Intersection: $50,000
- New England: Knowles – Interlachen: $Pending
- Pennsylvania: Lyman – Fairbanks: $Pending
- New York Streetscape: $Pending

Commissioner Dillaha suggested prioritizing the streetscape of New York Avenue to improve the look of the entire downtown. Mr. Moore stated we do not have a scope of work for that because of the discussions being off and on again. He stated they have had conversations with Public Works and it was determined that New York Avenue cannot be bricked because of the response times and the main loading road for commercial traffic but that they could make improvements similar to Orange Avenue (more landscaping, improve sidewalks, decorative lighting, undergrounding power lines, etc.). Representative Roberts agreed that this is a worthwhile project. Mayor Bradley agreed but asked at what price. He wanted to push this forward as a scope project. He also spoke to the Community Center project and that anything we can pay down in terms of borrowing less on the project makes sense to him.
B. Winter in the Park Update (Ice Skating Rink)

Assistant CRA Director Peter Moore explained that the temporary ice rink placed in the West Meadow of Central Park was a success with over 9,700 skaters attending during November 20 – January 3. This event helped to set downtown Winter Park apart from other shopping destinations during the holidays to promote and strengthen our businesses. Staff will be working over the next couple weeks to survey merchants to determine the effect the ice rink had on their business and if they would be supportive of having the event again next year.

He addressed the zip code analysis being randomly conducted of visitors. Of the total 9,771 visitors, 1,235 supplied zip codes. The majority of skaters came from the immediate area of Winter Park and Maitland (50%) while the top ten locations included skaters from Orlando, Longwood, Lake Mary, and Winter Springs (77%+ in top ten). Most of our marketing efforts were focused on the immediate area through the utility bill flyers and may represent an untapped opportunity for additional customers if advertising dollars are used to target outside of the immediate area.

Staff met with representatives from Magic Ice to go over areas of concern in this first year of operation and to discuss potential areas for improvement in subsequent years if the event is continued. Ideas included:

- Work with Park Ave Area merchants to create a special event day or series of events to draw rink traffic to downtown stores.
- Decide to approve the event earlier to allow more time to generate major sponsors and develop and implement a marketing plan.
- Open a week earlier and a week later to capture more of the holiday crowd and post holiday, returning student traffic.
- Consider a larger rink and tent, allowing for a more open air experience.
- Addition of a decoration package and lighting package.
- Concessions to be either expanded to include minor food service or consider the placement of vending machines. Magic Ice representatives indicated that of all the concessions they run, ours were the lowest priced. Additionally the cost to provide staffing to concessions outweighed revenue received. Expanded food service may help to boost revenues but further investigation needs to be done to determine menu options that would not detract from area merchants.
- Target younger children with Mommy and Me days.
- Consider offering Christmas tree sponsorships either as a decorative competition among businesses or fundraiser.
- Expand marketing outside of immediate area to reach larger breadth of customers. (Most skaters were from immediate area.)
- Adjust hours to correspond with peak times and uses. Consider separate hour schedules for times when school is in and out of session.
- Consider the branding and sale of additional Winter in the Park collateral, including T-shirts, mugs, knit caps, scarves, Christmas ornaments, etc.
- Provide a trailer for restroom service instead of portable units.

Expenses:
The CRA allocated $120K for the rink. Currently, outstanding expenses are approximately $125K with an additional $10K in costs anticipated. Higher costs were due to underestimating the pass-through staffing figures for rink operations. Magic Ice used their experience with the
City of Cocoa as an estimate of labor expenses however our rink did more business, which requires more staffing, and included the additional position of a concessionaire.

Revenues:
Sponsorships: $30,506. Included the sale of the majority of the dasher board opportunities as well as each of the major sponsors (Holler Automotive, Florida Hospital).

Skate Fees: $88,281. Included skate rental fee as well as admission. School days helped to drive additional traffic and spread awareness of the rink.

Concessions: $3,610. Included the sale of drinks and snacks. Revenues were generally lower here than estimated and the approach or availability of concessions will have to be evaluated if this project is again considered.

Socks: $1,042.

Group Rentals: $3,860. Included private party rental of rink for special events.

Total Revenues: $127,299

Net Surplus/Deficit: Pending loss estimate of: $7,701

Mr. Moore explained that this will come to CRA Agency possibly in March.

C. Historical Association Funding Request

CRA Director Dori DeBord explained that at the January 11, 2010 City Commission meeting, the Historical Association asked for $25,000 in operational support in addition to the $25,000 that had already been allocated by the City Commission during the budget process. She stated she spoke with the Executive Director for the Historical Association who will begin working on the programs that they bring in and the types of programs that would take place within the CRA. Staff will work with the Historical Society of their annual calendar of events to bring forward to the Agency a variety of programs that provide economic benefit to the CRA and the City overall.

They were directed to bring the issue to the Economic Development Department and the CRA to discuss the possibility of requesting funding through the CRA. Staff will meet with the Association to determine their needs and to discuss how funding may be used to promote the projects of the CRA. Traditionally, funding is provided from the CRA based on executed grant agreements with benchmarks and guidelines for how monies are to achieve a specific goal.

She stated there may be an opportunity to help the Historical Association fund some of their programs and open up additional funding for operating. The CRA has, as a practice, provided project funding rather than operational funding based on the need to extend specific programs. The opportunity may be to cover the cost of programs for the Historical Society, allowing them to have additional resources to cover their operational needs.

Ms. DeBord encouraged the CRA Agency to continue to authorize staff to look at opportunities and program funding for the Historical Association, rather than operating funding.
Commissioner Anderson stated he understands that in terms of supporting this operationally, that is more a function of the Commission decision (as the Library) but in terms of supporting on a type of grant based event and if there is a specific project that cannot be accomplished under the normal operating budget, that is the basis for suggesting and requesting a grant from the CRA. Ms. DeBord stated if it were in the CRA district and they could do it as a program, it is something they can build into our budgetary process and look to see if funding was available. She stated there would have to be modifications made to the CRA budget to find money since this has not been done in the past.

Commissioner Dillaha stated that she understood that CRA funds are not used for operational expenses and that we need to speak about this on the regular Commission agenda and have it funded out of the General Fund, as opposed to the CRA, if the Commission agrees.

This will be added as an action item for the upcoming Commission meeting.

3. **Action Items.**

   A. **Community Center Financing**

   Assistant CRA Director Peter Moore addressed the approval of financing the $9.1 million Community Center project with a loan from SunTrust Bank, evidenced by a CRA bond issue. He stated we recently went through an RFP to obtain financing proposals and received four summary descriptions of those proposals. Staff has met with the City's financial advisors and bond counsel and has unanimous agreement that the SunTrust proposal is the most advantageous to the City. He stated the bond counsel and financial advisor are present for any questions. He spoke about when the ordinance will come before the City Commission and that the issue of how much they intend to borrow on the Community Center needs to be addressed.

   Other information was provided as follows in the CRA package and provided to the board members. The CRA Agency previously approved the construction of a 38,000 square foot Community Center for the City. The two year process involved the substantial involvement and input of residents, City staff and officials, as well as other program stakeholders. In May 2009, the City issued an RFQ to hire a firm to construct the Center and selected the design-build team of Turner Construction and Shenkel Shultz. In December 2009, the City released an RFP to solicit loan proposals from banks to finance the estimated $9.3 million facility. Four banks responded to the request. Below is a summary of their proposals.

   **SunTrust Proposal:**
   - **Amount:** Up to $9.6 million
   - **Term:** 15 years (ends before sunset of CRA)
   - **Rate:** 4.48% fixed rate (based on the 10 Year Interest Rate Swap plus basis points. Only one other bank offered a fixed rate, with others containing rates fixed for just a portion of the term.)
   - **Pre-Payment:** Allows the ability to pre-pay up to 15% of outstanding principal each year without penalty.
   - **Reserves:** Requires no debt service reserves or deposit with the bank unlike other proposals.
   - **Bank Processing Fees:** $2,000 lowest of any submitted proposal.

   Overall the SunTrust proposal allows the most flexibility at attractive rates while eliminating any interest rate risk from a variable rate deal that could expose the CRA to a long-term rise in rates.
The SunTrust proposal (and others) offered variable rates as well as some rates that utilize some federal subsidy programs for eligible projects. Staff, the financial advisor and bond counsel all recommended using the fixed rate standard bond issue instead of a more complex option.

Throughout the month of January, final drafts of the bond documents will be prepared for adoption by the CRA, the City and Orange County Board of Commissioners. Staff anticipates holding the bond closing with SunTrust in early February 2010.

Based on discussion at the December 2009 work session, staff was asked to look into recommending an amount to buy-down the cost of borrowing associated with the Community Center. Currently, the estimated cost to build the facility is approximately $9.3 million. With the removal of the demolition costs of the State Office Building previously approved, the total project comes to about $9.1 million. Based on surplus funding from projects that closed under budget, staff has evaluated two funding scenarios:

**Scenario #1** – Finance the full cost of the Community Center with no equity match from the CRA.

Finance the project entirely through a bond issue. By financing the entire amount, the CRA will have almost two million in cash reserves (verses $1 million) to allocate to projects this year. This will result in debt service payments of approximately $840,000 annually. The decision to finance the entire cost of the project should be based upon the availability of eligible projects for funding this year and the likelihood of pursuing capital projects vs. programs. If the CRA Agency intends to finance additional projects within the next fiscal year it would be less expensive to go ahead and do the extra financing now while rates are low and the fixed cost of borrowing has already been borne. It would be more expensive to borrow a small amount again next year than it would to borrow more now.

| Community Center Project Contribution | $0 |
| Approx. SunTrust Bank Loan for Community Center | $9,100,000 |
| Estimated Annual New Debt Service | $840,000 |
| Remaining funds for Projects in 2010 | $1,915,000 |

**Scenario #2** – Buy down bond debt by up to $1 million.

If the CRA finances approximately $9.1 million the annual debt service will be approximately $840,000. If the CRA buys down the debt and finances approximately $8.1 million, the annual debt service will be approximately $747,000. This will free up approximately $100,000 annually of future CRA capacity for borrowing for other capital projects.

| Community Center Project Contribution | $1,000,000 |
| Approx. SunTrust Bank Loan for Community Center | $8,100,000 |
| Estimated Annual New Debt Service | $747,000 |
| Remaining funds for Projects in 2010 | $915,000 |

The City’s consultant currently estimates the entire cost of the Community Center project at about $9.33 million that includes the demolition of both the State Office Building and all FF&E. The Advisory Board has approved paying for the $185K in demolition costs for the State Office
Building out of cash reserves instead of part of the financing package. This places the need for funding at just over $9.1 million.

Currently the CRA has approved and has pending a number of projects (below):

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In addition to the project funds available from surplus revenues over expenses, there are a number of old streetscape projects that Public Works and Finance have determined could be closed out and many of these are significantly under budget resulting in substantial cash on hand for additional projects or to decrease debt service during this year. The total surplus funding from closed out projects totals approximately $1.5 million.

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<td>Surplus Funds from completed projects</td>
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Staff recommended that $1 million of the surplus be used to decrease debt borrowing and to reserve CRA capacity for other future projects. The remaining funds available will be reserved over the course of FY 2010 based on a list of priorities approved by the Board. The CRA Advisory Board recommended at the January 14, 2010 meeting, to finance the full cost of the Community Center with a 4.48% fixed rate loan from SunTrust to preserve current capital for projects this fiscal year.

Staff recommended signing the CRA Bond Resolution and approving financing the entire cost of the Community Center with a loan from SunTrust Bank (using the 15 year fixed rate option), not to exceed $9.2 million, leaving almost $2 million in cash reserves to be dedicated to projects this fiscal year. Discussion ensued as to what will happen to projects that are not funded because of not allocating the entire $9.1 million.

Motion made by Commissioner Anderson to approve the bond issue of $9.1 million for discussion; seconded by Commissioner Dillaha.

Commissioner Diebel stated she is still reserved about doing this project at this time and that we are going to the end of our bonding potential. Representative Roberts stated he would rather see a $8.1 million bond and worry about the other expenditures at another time from operating expenses as they can be afforded. Other questions were asked of Mr. Moore to further clarify the issue. Commissioner Anderson expressed his preference to issue the $9.1 million bond and to keep the extra $1 million in the bank for a larger project that may come forward and if nothing is planned at this time he may be in agreement with Representative Roberts. Commissioner Diebel stated that there is still crossover between what we have in capital projects in the
General Fund that fall within the CRA which are also competing priorities that do not necessarily have to be funded out of the General Fund. Mayor Bradley asked if any scenario planning has been done around the projected revenues for next year. Mr. Moore addressed a 5% decrease in CRA taxable values for next year. The current operating costs and the costs for the new Community Center were addressed.

Discussion ensued regarding borrowing the extra $1 million to pay for future capital projects that are not yet authorized. Commissioner Diebel did not want to over borrow if the projects are not approved yet. Commissioner Dillaha agreed with borrowing $9.1 million because of the option we have to pay the loan down. After further discussion, Commissioner Anderson stated we should borrow less and if the loan needs to be upsized because something changes in the future, we can borrow more funds. He decided to go with the $8.1 million.

Commissioner Anderson asked if the interest rate swap is a true risk shifting document, i.e., we will not have an issue if the variable rate bond market blew up, we are not in default but have a fixed rate with the bank who handles whatever happens in the marketplace. Kelly Ryman, Dunlap and Associates responded that this is a plain vanilla fixed rate bond issue; there is no variable rate or swap attached to it.

Motion for $9.1 million was withdrawn by Commissioner Anderson.

Motion made by Commissioner Anderson to borrow the $8.1 million; seconded by Representative Roberts.

Joe Terranova, 700 Melrose Avenue, wanted to borrow the $9.1 million so the money is there is we need it because of the great deal the City is receiving. Commissioner Dillaha clarified that staff recommended the financing of the entire $9.1 million.

The motion carried with a 3-2 vote with Mayor Bradley, Commissioner Anderson, and Orange County Representative Roberts voting yes. Commissioners Dillaha and Diebel voted no. Commissioner Bridges was absent.

Motion made by Representative Roberts to adopt the resolution, seconded by Commissioner Anderson. Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha and Bridges and Representative Roberts voted yes. Commissioner Diebel voted no. The motion carried with a 4-1 vote. Commissioner Bridges was absent.

B. Demolition of 941 Morse (State Office Building)
E. Request for Proposals (RFP) for State Office Building Property

Items B and E were addressed together.

Demolition Information

CRA Agency Director Dori DeBord addressed the interest in the property at 941 Morse Boulevard to either use the existing building, using it for a public use, looking at the site for a mixed use project, as a public private partnership or as a private use. She stated they are looking for direction as to how to approach the RFP process.
The following information was provided in the Commission packet. There was an allocation of $185,000 made to pay for the demolition of the State Office Building located at 941 Morse Blvd from CRA Cash Reserves. The demolition of the State Office property is proposed as part of the Community Center project financing package. The demolished property will be used as a staging area for construction and recycled material will be used in the construction of the new Community Center. To avoid financing the demolition of a building with long term financing, staff is proposing that the demolition of the building be removed from the final financing request and that CRA cash reserves be used to pay the cost. This will reduce interest expense resulting in a decrease to annual debt service payments by approximately $15,000.

The cost estimate to demolish the building was based on estimates solicited by ZHA (Community Center Consultant). Crushed building material from the demolition of the State Office Building will be recycled and reused as part of the Community Center project saving an estimated $28,000. Recycling and reuse are cost efficient policies that help to support the Green City agenda of the City of Winter Park.*

*If this project cannot be done in tandem with the demo of the old Community Center then the estimate to do the demolition and haul all debris away would increase the project cost by approximately $30K, for a total of $215K.

**Alternatives**
Alt 1: Finance demolition as part of the Community Center loan request. This will free up available cash on hand for this fiscal year but cost the CRA more in the long run through interest expense incurred.

Alt 2: Allocate $215,000 to the demolition of the site and hold the funds in reserve until a final determination for the use of the site can be agreed upon. This option would still allow the demolition to be removed from the financing package and be paid from cash but would not have the site demolished in tandem with the Community Center demolition.

**BUDGET ALLOCATION:**

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*Does not include the surplus funds from closed out projects that came in under budget. Figures represent FY2010 budget revenues over expenses only.

This item was unanimously approved by the CRA Advisory Board the meeting held on December 17, 2009. Staff’s recommendation is approval of the $185,000 for the demolition of the State Office Building.
Item E: Request for Proposals (RFP) for State Office Building Property Information

The following information was provided in the CRA Agency packet.

The CRA purchased the State Office Building site in for $540,000 in 2006. Since that time, no redevelopment has occurred on the property. There has been recent interest in developing the site as a public-private partnership, using either the existing structure or demolishing the current building and creating a new development plan meeting the current planning guidelines.

The most comprehensive solution to redeveloping the site is to ask for proposals from private providers who may have some interest in developing the property. The RFP process will include a site plan requirement meeting all current Comprehensive Plan and Code requirements for the property as well as a financial plan for either leasing or purchasing the property from the CRA. The timeframe for the RFP will allow the CRA Advisory Board to review the alternatives at the April meeting and make a recommendation to the CRA Board at their next meeting. The fee to advertise the RFP is estimated at $400. No other costs are associated with this process.

This item generated a great deal of discussion from both the Board and the audience. The concern by the Board is the timing of any RFP process and the need for the process. The Board is concerned that there is no community consensus on the best use of the State Office Building Site. They have a recommendation to demolish the building on this agenda as an additional item to the Community Center funding package. Once the building is demolished, there seems to be some thought that the community should decide the best use of the property. Staff explained that the only option the CRA had to consider any options, including Public Private Partnerships is through the RFP process. The Board approved the RFP process subject to review by them of the scope and RFP, including all materials that reflect the potential development patterns permitted on the site and the historical information on the Planning the Possibilities activities. They would like to see this information in February at an evening workshop.

Staff’s recommendation is approval to draft an RFP for review and discussion with the CRA Advisory Board to be held at a work session in February followed by submittal to the Agency for approval in March.

Commissioner Anderson agreed with soliciting interest in this parcel and advocated that we would like to hear about is how this interest may also share the site with the potential library of some square footage.

Commissioner Dillaha addressed the allocation of the money for the demolition. Ms. DeBord stated the demolition of the building was incorporated into the demolition of the Community Center in order to leverage out a cost; in order to split the two, the State Building demolition is going to be a little more expensive than originally intended. She stated they could allocate those dollars and choose not to spend them at this time and set them aside in the CRA budget. It was clarified that it will not be demolished now without knowing what is going to happen with the site.

Mayor Bradley stated we should not allocate the funds before knowing what will happen with the site. Ms. DeBord stated the demolition of the State Office Building was a recommendation brought forward by the CRA Advisory Board. She stated the RFP option came in after the discussion. The process schedule was discussed as well as issuing a Notice of Intent (NOI) for
this project. Ms. DeBord stated that would not take too long to prepare. Commissioner Dillaha commented that two months is not a lot of time and agreed with the need to take it through the proper channels and have the CRA Advisory Board discuss this as well. She stated that it would be advantageous and important to put criteria in the NOI that we want to see as a City such as having a walkway/pathway to create a pedestrian friendly City, connect Lake Island Park with that site and going over to Winter Park Village, and also include the trees in the front and creative architecture. Mayor Bradley stated he does not want to limit the criteria. Commissioner Dillaha agreed that she does not want to dictate how it is done but that this is a good opportunity to say what the City would like to see and for them to take that information and come up with ideas to present to us.

Motion made by Mayor Bradley that we issue a Notice of Interest (NOI) (Request For Information – RFI) for the 941 Morse Boulevard building to be prepared and sent out by staff, to be done under staff’s recommendation in terms of the timing, both to the process as well as the different boards/committees to come back to us in April with what the property can be used for; seconded by Representative Roberts.

Commissioner Bridges arrived to the meeting at this time (2:27 p.m.)

Commissioner Dillaha asked for assurance that they will have input in the NOI prior to it going out so they can ensure there are certain items included that they want to see as a City. City Manager Knight asked if they are in agreement that this needs to come back to the Commission for approval of the actual document rather than staff trying to gather input from individual Commissioners that may not agree with each other. Ms. DeBord stated a special meeting on the Agency would have to be scheduled to authorize the Notice of Interest.

Mayor Bradley questioned what would be included in the Notice of Interest at this point besides the trees and walkway. Commissioner Dillaha stressed the importance that the City become a pedestrian friendly community and to incorporate this into the design. Commissioner Bridges agreed with sending out the NOI first because this is an opportunity to frame conceptually what they may be interested in seeing unlike an RFP. Ms. DeBord stated they can produce a Notice of Interest that would cover everything with regard to connectivity, looking at green, recognizing the City’s values, looking at the comprehensive plan requirements, etc. into a very broad letter with staff’s creativity being able to keep it broad enough to get some partnerships and some alternatives that would incorporate what the Commission wants. She suggested allowing staff to get this out within the next two weeks and to bring back to the CRA Agency those letters more quickly rather than coming back to them with a draft of the notice letters. She stated once it is drafted they need to give people 30 days to submit a NOI to the City and after that period is over, that would come back for a staff committee to review, go to the CRA Advisory Board and then back to the CRA Agency.

Commissioner Dillaha commented that we need to consider whether the City will maintain ownership of the site. Commissioner Diebel inquired about the library submitting interest for this site. City Manager Knight stated we have seen plans of how it could work at that site and they have made it known they are interested in that site but have not made a proposal how to pay for it.
Joe Terranova, 700 Melrose Avenue, agreed with the consideration of a Notice of Interest rather than an RFP and wanted to keep it as open as possible and not include any mandatory requirements but only mention those items as ones the City is interested in.

Mayor Bradley commented about wanting to solicit suggestions from the Commissioners and others as to what should happen to this property.

Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha, Diebel and Bridges and Representative Roberts voted yes. The motion carried unanimously with a 6-0 vote.

Motion made by Mayor Bradley to table Item B (demolition) until the NOI process is dealt with, seconded by Commissioner Anderson and carried unanimously.

C. Parking Piazza Purchase

Ms. DeBord addressed the purchase of the parking piazza located at the SW corner of the intersection of New England and Pennsylvania Avenues.

This information was provided in the CRA Agency packet: The City owns approximately 80% of the public parking lot (parking piazza) on New England and Pennsylvania Avenues. Hannibal Square Ltd. owns the southern 30 feet of that parking lot and has 12 private parking spaces on that property. The City Commission has received an unsolicited offer to sell all of that property for $65,000 unifying the entire parking lot in public ownership.

Staff has talked with two appraisers who have told the City that it is close to impossible to find other comparable sales where someone has sold a portion of an existing parking lot. However, they have also said that for the purposes of appraising improvements on properties, they typically assign a value of $5,000 per parking space. So that would be in the same $60,000 range as the suggested offer. The property is now zoned multi-family (R-3) with a conditional use for parking. If this were a stand-alone R-3 lot that could be used for duplex, then again the $60,000-$65,000 price is in line with expected values. The City will not gain any parking with this purchase. However, there is value to having public ownership of this entire parking lot in order to use it as the City desires for special events, etc.

On January 11, the City Commission asked that this item be referred to the CRA Agency for funding approval of $60,000 for the purchase of the property. The CRA has sufficient cash reserves to consider funding this item.

Staff recommends approval of the purchase of the remaining parking spaces located at the SW corner of the intersection of New England and Pennsylvania Avenues.

This item was continued until the CRA Advisory Board’s February meeting. Staff was asked to provide additional information regarding the existing developer’s agreement that allows use of the parking and whether or not there is a termination date as well as whether or not the contribution of CRA funds to this lot purchase will require that CRA review is required for any future use change to the property. Ms. DeBord asked if the CRA Agency wanted this to go back to the board first to get their questions answered before making a decision.
Upon discussion, a motion was made by Mayor Bradley that we purchase the parking piazza parking lot for $60,000; seconded by Commissioner Diebel. Commissioner Dillaha asked Ms. DeBord to inform the CRA Advisory Board that it is not her intention that we go ahead of the board next time on issues. City Manager Knight reminded the Commission that this property was part of other properties that the City was looking at purchasing and that the Commission directed staff to pay for this out of CRA funds. He stated this was part of the economic incentive discussion and that this was not a deliberate slight to the CRA Advisory Board. Mr. Terranova addressed this issue and what happened at the CRA Advisory Board meeting.

Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha, Diebel and Bridges and Representative Roberts voted yes. The motion carried unanimously with a 6-0 vote.

D. Funding for St. Patrick's Day Parade

Ms. DeBord stated that there is a small organization committee that puts on the parade each year who has asked the City to assume responsibility for this parade but are willing to help both financially and organizationally to get the parade going.

The following information was provided in the CRA Agency packages: The City would assume responsibility for the St. Patrick's Day Parade with the CRA covering a portion of the costs.

The St. Patrick's Day Parade has been a part of the Winter Park community for over 30 years. Event attendance is estimated at between 5,000 to 7,000 people annually. The cost to host the event and reimburse the City for staff time, services and insurance is about $5,500. This has been a privately sponsored event in the past. This year the event is scheduled for Sunday, March 7, 2010 from 12:00 p.m. to 4:00 p.m.

If funding is not available, the parade will not take place. Funding for the event is approximately $5,000-6,000 annually. As a first year match, CRA staff recommends that the Parade Committee fund at least 25% of the total for 2010. Match funding for future years will be 50%. This will place the first year approximate funding needs at $4,000, with subsequent years costing approximately $3,000. Future allocation for the event will become part of the annual CRA budget process.

This item was approved unanimously by the CRA Advisory Board at their meeting on January 14, 2010. Staff recommendation was to approve the funding as a matching grant for the St. Patrick's Day Parade with a 25% match for 2010, requiring a 50% match for all subsequent years.

Upon further comments, a motion was made by Mayor Bradley to approve the City taking on the responsibility for the parade but with the matching funds coming from the St. Patrick's Day Parade Committee; seconded by Representative Roberts.

Discussion ensued regarding the need to control who will participate in the parade and to follow certain standards and guidelines.
Ed O'Brien, Winter Park St. Patrick's Day Committee President, commented about the challenges of putting on a parade and that they have always tried to run it as a family parade. He stated their objective is to keep the parade going. It was clarified that the City will help fund the parade but the committee will still organize it and keep it going. Ms. DeBord stated the parade will be on a Saturday morning next year.

Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha, Diebel and Bridges and Representative Roberts voted yes. The motion carried unanimously with a 6-0 vote.

New Business

Commissioner Anderson asked about staff working on economic development incentives and if there is a timeline whereby the kinds of companies or efforts to be targeted by this will be discussed. Ms. DeBord stated they have a consultant who reviewed this, they received the results about two weeks ago, they are looking to put together a package to take before the Economic Development Advisory Board and then bring it back to the CRA Agency as quickly as possible. She hoped to have that to them by March. Commissioner Anderson asked if there are any additional items that they need to budget in the future for that. Ms. DeBord stated that will be coming forward either through the CRA Agency or through the City budget as well if you are looking at economic incentives outside the CRA.

Mayor Bradley asked about the New York streetscape and that he would like for this to come back with pricing. He also spoke about Denning Avenue regarding the streetscape and if something happens on that site he did not know at what point we need to look at Denning in terms of parts of its corridor.

Motion made by Commissioner Bridges to adjourn; seconded by Commissioner Dillaha. The motion carried unanimously with a 6-0 vote.

The CRA Agency meeting adjourned at 3:21 p.m.

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY BOARD

ITEM (2A): W. Morse Blvd Streetscape – Underground Electric & Landscaping

DATE: May 10, 2010

ADMINISTRATIVE ITEM ___ ACTION ITEM ___ INFORMATION ITEM ___

ACTION REQUESTED:
Approval of funding the undergrounding of electric wiring and improved landscaping components of the Morse Blvd streetscape from 17/92 to New York.

KEY ELEMENTS/FACTS IMPACTING DECISION:
The W. Morse Blvd Streetscape from highway 17/92 to New York Ave includes repaving of the road, improved sewer/water infrastructure, decorative street lighting, undergrounding of electric, and landscaping. The Water Utility has completed its improvements and work will shortly begin on the remaining portions of the project.

At the November 9, 2009 meeting, the CRA Agency approved funding the decorative lighting component of the streetscape improvement at a cost of $267,000 with an estimate of $450,000 for the entire project once the undergrounding and landscaping costs were included. Staff now has estimates from both the Electric Utility and Parks Department regarding those costs and the breakdown of the project is as follows:

Electric Utility Costs: $105,000
Underground Electric north-south lines at Denning, Capen, and Virginia. Underground electric at mid 500 W. Morse block (lines between Penn and Virginia) and labor. (Note that undergrounding will not include New York Intersection and a couple of poles on the NW corner of the intersection in front of the condo property, Park West.)

Brighthouse Costs: $18,690
Underground Brighthouse cable along corridor. Costs may be waived by Brighthouse, discussions are pending.

Landscaping Costs: $66,805
Zoysia sod on almost an acre of medians, addition of 13 new trees, irrigation system, and 34 hanging flower baskets.

New Project Costs $190,495
Previously Approved Funding $267,000
Total Project Cost $457,495
At the worksession on Feb 23rd, the CRA Advisory Board asked staff to look into the cost of adding bricked crosswalks to the three major intersections along the corridor (Denning, Capen, Virginia). These crosswalks would add an attractive visual accent to the streetscape while enhancing pedestrian and driver safety. Staff has met with Public Works and estimates that each of the intersections would cost $15,000 each to complete for an additional total of $45,000. If the board chooses to include this in the scope of the project the new total cost of the project will be approximately $502,495.

PROCESS TO DATE:
November 9, 2009: $267K approved by CRA Agency for decorative lighting

ALTERNATIVES CONSIDERED:
Consider reducing the amount of undergrounding however this would leave unsightly cross lines along the corridor.

BUDGET ALLOCATION:
The estimated final budget for the project was approximately $457,495. The addition of the bricked crosswalks will add approximately $45,000 to this total for project total of $502,495. Funds are available in the CRA FY 2010 reserves to make up the remaining $235,495 needed to complete this streetscape with the crosswalks.

CRA ADVISORY BOARD RECOMMENDATION:
This item was unanimously approved by the CRA Advisory Board at the meeting held on February 25, 2010.

STAFF RECOMMENDATION IS:
Given the opportunity to further enhance the streetscape with bricked crosswalks and the availability of CRA funds to make this addition, staff recommends approving $235,495 to complete the electric undergrounding, landscaping, and crosswalk additions to the W. Morse Blvd Streetscape.
ITEM DESCRIPTION:
The Business Façade Improvement Matching Grant Program was created to incentivize merchants/property owners to improve the look of their properties, supporting the success of our CRA businesses and providing for attractive street frontages. The program allows an eligible business up to $20,000 in matching funds to make improvements to facades of the building that are visible from public rights-of-way.

Over the course of completing projects a few potential revisions to the program have been brought forward for consideration. Staff has attached a revised Program Guideline document with new changes highlighted for Board review. A brief summary of the recommended changes are below:

Multi-Tenant Buildings: Adds a new section to clarify the issue of how businesses and commercial property owners are eligible to apply if they are part of a multi-tenant building. The issue has arisen where property owners have wanted to use the program to fix up vacant storefronts, however it is staff’s recommendation that the focus of the program remain on assisting existing small businesses and not property owners with vacant storefronts. Property owners can still apply as long as they meet the eligibility requirements but they would only be eligible as a single applicant and would not receive funding for every storefront in their property.

Commitment of Funds- Projects received when funds are not available: Under the current guidelines, an applicant may not begin a project until funding has been allocated for their improvements and a contract signed. This leaves applicants with the choice of either proceeding with the project on their own, delaying the project, or not completing the project at all. Staff has considered the possibility of allowing for a one-year retroactive treatment of applicants that meet all the guidelines, apply for the program and want to proceed with their project immediately even though funds are not available. This means that applicants that fill out the application and get “in-line” for funding would be able to proceed with their project without having to wait for the CRA to allocate more funds. The benefit is that this will allow worthwhile projects to proceed immediately and be reimbursed later. The downside for the businesses is that they would be proceeding with a project at the risk of not being reimbursed.
ALTERNATIVES CONSIDERED:
Staff originally proposed that businesses that apply and proceed with projects when funding is not available would only be eligible for reimbursement of up to $5,000 in matching grants vs. $20,000 allowed for a business that waits for funding availability. At the April 22, 2010 meeting, the CRA Advisory Board recommended increasing the limit to $20,000 to be consistent throughout the program and not penalize businesses choosing to move forward with projects immediately.

BUDGET ALLOCATION:
$200,000 has been allocated to the program this year with an additional $100,000 pending approval by the Board as part of this month’s agenda. All current funds are committed.

CRA ADVISORY BOARD RECOMMENDATION:
This item was unanimously approved by the CRA Advisory Board at the meeting held on April 22, 2010.

STAFF RECOMMENDATION IS:
Approval of changes to the program.
APPLICATION
You must submit a written application. Staff will then work with you to help you meet program conditions that are required for a commitment of funds. Incomplete applications will not be accepted.

CRITERIA
- Must be a small business as defined by the U.S. Small Business Administration. (For more information, visit www.sba.gov/size).
- Business may be an individually owned franchise as long as it meets all other criteria.
- Applicant must share 50% of the cost. The maximum grant the City will provide is $20,000 with up to $2,000 of the total allowed for outdoor furniture and dining fixtures.
- The business must be located within the boundaries of CRA I and II (see map).
- The business owner and property owner must jointly apply.

ELIGIBILITY
Eligible participants include both commercial property owners and business lessees with written authorization of the property owner.

Eligible work: Rehabilitation of building facades visible to the street or public right-of-way, including storefronts; cornices; gutters and downspouts; signs and graphics; exterior lighting; canopies and awnings; painting and masonry cleaning. Permit and design review fees can be reimbursed through the program.

The following repairs are allowed as long as they are part of work which is directly visible from public right-of-ways and specifically approved by the CRA: landscaping and irrigation; fences; seal coating and re-striping of parking lots; and bike racks.

Ineligible work: Roofs; structural foundations; billboards; security systems; non-permanent fixtures; interior window coverings; personal property and equipment; security bars; razor/barbed wire fencing; sidewalks and paving.

Ineligible participants:
- National corporate franchises
- Government offices and agencies (non-governmental, for-profit, tenants are eligible)
- Businesses that exclude minors
- Properties primarily in residential use
- Properties exempt from property taxes
CONTRACTURAL AGREEMENT
Accepted applicants will have to enter a contractual agreement with the CRA prior to disbursement of grant funds.

DESIGN
Design and planning costs directly related to the application for grant funds under the façade program may be reimbursed from grant monies once a contract is signed.

APPROVALS
The City and CRA has the sole authority to determine eligibility of proposed work and confirmation of completed work. Certain work may be required or precluded as a condition of funding. Participants will be responsible for obtaining necessary regulatory approvals, including any needed by City departments or boards and including, but not limited to building permits and any other necessary permits. All work must comply with city, state and federal regulations.

COMPETITIVE BIDDING
Applicants are required to get two (2) competitive bids for every type of proposed work and the CRA will match half of the cost of the lowest bid up to twenty thousand dollars ($20,000) inclusive of any design or planning costs being reimbursed. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and contractor.

MINORITY & COMMUNITY SUPPORT
Applicants are encouraged to hire minority, women-owned, or small business contractors.

COMMITMENT OF FUNDS
The grant available for each property is 50 percent of the cost of eligible improvements and associated design fees, up to $20,000 with a cap of $2,000 of that total allowed to be spent on outdoor furniture and dining fixtures. Accepted applicants may draw on up to 50% of the estimated grant monies to be awarded, as determined by the lowest bid on the application, with proof of invoices paid. The remaining grant payment will be paid once the project is complete. Grants are awarded on a first come, first served basis, as long as funding remains available in the program.

Applicants who apply for funding during a fiscal year in which all funding has been committed may still have the option to complete approved façade work and be reimbursed for that work if funding is approved. The City/CRA makes no guarantee as to whether funding will become available or if any applicant will be reimbursed. Applicants who submit a completed application and are on the waiting list will be eligible to be reimbursed if funding becomes available up to one year past the date of their application submittal. Work completed in advance of funding availability must be maintained in like-new condition and match with the scope of work submitted with the application in order to receive reimbursement. Only applicants that have previously applied, and been placed on the waiting list prior to beginning any façade improvements, will be eligible for funding.

MULTI-TENANT BUILDINGS

Business Façade Improvement Program

Last Updated: 5/3/2010
A business tenant may apply even if they are part of a larger multi-tenant property as long as they have a clearly definable independent entrance into a storefront that is clearly visible from public rights-of-way. An example would be strip-mall tenants. Business tenants in multi-tenant buildings that do not have independent storefronts will not be able to apply, however the property owner could still apply if they meet all other eligibility requirements. Property owners will not be able to apply on behalf of vacant storefronts in their property if other tenants in the same property have previously used the program. If no other tenant in the property has utilized the program then the property owner may apply as the applicant and receive up to $20,000 for the entire property. This will restrict any future business tenants from using the program for the restricted five-year term.

PROGRAM REUSE RESTRICTION
A grant recipient’s business location may not be the beneficiary of another grant until after a 5-year time frame unless improvement work only consists of outdoor furniture and dining fixtures with total expense to the CRA at or below $2,000. If a business is sold and the new owner wishes to apply for the grant, the five-year time frame still applies. The five-year time frame begins at the date the improvements are completed. Property owners of multi-tenant buildings that apply for the program will restrict any tenant business in that building from applying for the program for the five year term.

GENERAL CONDITIONS
The following general conditions will apply to all projects:

- Improvements funded by the grant will be maintained in good order.
- Property taxes must be current, and participants may have no debts in arrears to the City when a contract is signed.
- Applicants must show proof of property insurance.
- All projects will display signage indicating the CRA’s involvement in the improvement work. Signs will be provided by the CRA.

For more information on this and other city programs please visit www.cityofwinterpark.org
City Of Winter Park
Community Redevelopment Agency
(CRA) Business Façade Matching
Grant Program

1. APPLICANT
Name: ____________________________
Address: __________________________
____________________________________ Zip ______________
Contact Name: _____________________ Phone Number: ____________
Email: ____________________________ Fax Number: ________________
Legal Form: Sole Proprietorship ☐ Partnership ☐
Corporation: Profit ☐ Non-Profit ☐
In which State are the incorporation and/or organization documents filed?
____________________________________________
Social Security Number/Tax Identification Number: ________________

2. BUILDING/BUSINESS TO BE IMPROVED
Name: ____________________________
Address: __________________________
____________________________________ Zip ______________
Legal Description: ____________________
Property Tax Parcel Number: __________

3. OWNER OF PROPERTY (if not applicant)
Name: ____________________________
Contact Name: _____________________
Address: __________________________
____________________________________ Zip ______________
Phone Number(s): ____________________

4. AUTHORIZATION TO UNDERTAKE WORK
If the applicant is not the owner of the property, provide written evidence that the owner authorizes this work to be undertaken. (Typically a lease or other written permission that shows the owner has read the program guidelines and understands the conditions and restrictions.)
5. BRIEF DESCRIPTION OF PROPOSED EXTERIOR IMPROVEMENTS

6. ESTIMATED COST OF WORK FROM BIDS RECEIVED (Applicant may make multiple copies of this page if the applicant is acting as their own General Contractor and more than one type of work is being performed. List each type of work separately under item 5 and enter the required bids below.)

Bid #1:
Company Name: ____________________________________________
Contact Name: ____________________________________________
Contact Phone Number: ____________________________________
Bid Amount for Total Work: $__________

Bid #2:
Company Name: ____________________________________________
Contact Name: ____________________________________________
Contact Phone Number: ____________________________________
Bid Amount for Total Work: $__________

7. SOURCE OF MATCHING FUNDS

8. INVESTMENT VALUE OF WORK BEING PERFORMED BY APPLICANT
Include the total cost estimate of all work being performed at the business, both exterior and any interior improvements being made. $__________

8. ACKNOWLEDGEMENTS
☐ I have read and understand the program guidelines and criteria
☐ I have attached a copy of my current business license to this document
☐ I have attached a copy of my current property insurance
☐ To the best of my knowledge the business and the property are current on all local, state and federal taxes
☐ I have attached a copy of the scope of work and available drawings or sketches
☐ I understand that final approval must come from all City departments concerned with any improvement and that award of the grant by the CRA does not guarantee approval of the project. The applicant must meet all City requirements and codes.
CERTIFICATION BY APPLICANT
The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a 50/50 grant and is true and complete to the best of the applicant’s knowledge and belief.

If the applicant is not the owner of the property to be rehabilitated, or if the applicant is not the sole owner of the property, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property. Evidence of this authority must be attached.

The CRA is dedicated to promoting and encouraging diversity in the programs that it supports or funds. Successful applicants in the CRA Business Façade Matching Grant Program are encouraged to contact contractors that are certified minority owned or small businesses.

Verification of any information contained in this application may be obtained by the CRA from any available source.

Applicant Signature ______________________________ Date ________________

Please return a copy of this completed application along with any supporting documentation to the CRA.

Peter Moore
Assistant Director Community Redevelopment Department
401 S. Park Ave
Winter Park, FL 32789
Phone: 407-599-3567
Fax: 407-599-3499
Email: pmoore@cityofwinterpark.org
ACTION REQUESTED:
Endorsement of the State Qualified Targeted Industry Program (QTI) and the City’s proposed Targeted Industry Job Retention Program (TIJR).

KEY ELEMENTS/FACTS IMPACTING DECISION:
Qualified Target Industry (QTI):
This program leverages state incentives offered through the Qualified Target Industry Tax Refund Program. The program provides incentives to create high wage jobs in targeted industries. The State provides tax refunds to the company, and the local government is required to provide a 20% local match. Program application and review is handled by the State.

Under QTI, pre-approved applicants who create jobs paying 115% of the average annual wage receive tax refunds of $3,000 per new job created; for businesses paying 150% of the average annual wage, add $1,000 per qualifying job; for businesses paying 200% of the average annual wage, add $2,000 per job. An approved applicant receives refunds on taxes paid, including corporate income, sales and use, ad valorem, intangible personal property, insurance premium and certain other taxes. There is a cap of $5 million per single qualified applicant in all years, and no more than 25% of the total refund approved may be taken in any single fiscal year. Additional information on the program is attached.

Every applicant seeking QTI funds must be approved by resolution of the local government supporting the match component. A municipality may also pass a one-time resolution stating general support for the QTI program and designating a local agent for economic development. This one time resolution does not commit a municipality to any match requirements but allows any submitting applicant to that city to have its application processed while the local match resolution is prepared (expedited processing). Staff is recommending approval of the one-time resolution expressing support for the QTI program (attached).

Targeted Industry Job Retention Program (TIJR):
The purpose of the TIJR Program is to retain 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. With many companies looking to relocate to other areas across the region, the city needs an available tool to retain valuable employers.
The TIJR provides financial inducement to keep major employers, in targeted industries, with a certain number of high wage employees on the payroll, within the municipal boundaries of the City of Winter Park. Based on eligibility criteria the program would provide funding per high-wage job retained within the city. Awarded funds would be allocated over a period of 5 years to reduce risk and make sure that the applicant is meeting program guidelines. All applications would require approval by action of the City Commission. This would be the first program of its kind in the State of Florida and is modeled after the concept of the State QTI program and similar programs in other states. Proposed guidelines for the program are attached for review.

ALTERNATIVES CONSIDERED:
Considered smaller payment amounts per job retained under the TIJR program but determined that the financial incentive would not be significant enough to induce an employer to stay within the city.

BUDGET ALLOCATION:
Budget requirements would vary based upon eligible applicants. It would seem unlikely to receive more than one or two applications annually to either program because of the eligibility requirements. Additionally both programs are paid out over a period of years to reduce the burden on the budget in any one fiscal year.

For example:
**QTI**: a business creating 100 new high-wage Florida jobs under the QTI program would receive $3,000 per job or $300,000. The local government’s match would be $60,000 paid out over 4-5 years, or $12,000 - $15,000 annually.

**TJR**: a business retaining 100 high-wage jobs within Winter Park would receive $1,000 per job or $100,000 over 5 years. Winter Park’s annual cost to retain these jobs would be $20,000 annually.

Staff is estimating that no more than $50,000 would be needed in any single fiscal year to operate these programs within the CRA. Staff recommends that $200,000 be allocated as a one-time reserve for the programs to provide for 4 years of anticipated operating funds. These funds would come from the one-time project surplus funds available for this fiscal year.

Any eligible applicants falling outside the CRA would require budgetary action by the City Commission to fund on a case-by-case basis. All applications, either to the CRA or City Commission, would require individual approval on a case-by-case basis.

CRA ADVISORY BOARD RECOMMENDATION:
This item was unanimously approved by the CRA Advisory Board at the meeting held on April 22, 2010.

These programs were unanimously approved by EDAB on April 13th.
STAFF RECOMMENDATION IS:
Endorsement of the State QTI program and endorsement of the TIJR Program Guidelines as submitted. Allocation of $200,000 to a new project account to establish a funding source for the programs.
The Qualified Target Industry (QTI) Tax Refund is a tool available to Florida communities to encourage quality job growth in targeted high value-added businesses.

Pre-approved applicants who create jobs in Florida receive tax refunds of $3,000 per net new full-time equivalent Florida job created; $6,000 in an Enterprise Zone or Rural County. For businesses paying 150 percent of the average annual wage, add $1,000 per job; for businesses paying 200 percent of the average annual salary, add $2,000 per job. New or expanding businesses in selected targeted industries or corporate headquarters are eligible.

If approved, the applicant may receive refunds on the taxes it pays. This includes corporate income, sales, ad valorem, intangible personal property, insurance premium, communications services, and certain other taxes. There is a cap of $5 million per single qualified applicant in any year, and no more than 25 percent of the total refund approved may be taken in any single fiscal year.

### Eligibility

In order to participate, a company must apply to Enterprise Florida (EFI) prior to making a decision to locate or expand in Florida. All final decisions on applications are based upon all available information at that time. Any business decisions, such as announcements, leasing of space or hiring of employees, made prior to submission of a complete, effective QTI application will be grounds for disapproval. Projects that clearly do not require inducement will not be approved. In order to qualify for consideration under the program, an applicant must:

- be in a target industry (see attached Target Industries List);
- submit an application before making a decision to locate or expand in Florida, and demonstrate that the tax refund will make a material difference in the company’s decision to locate or expand in the community;
- create at least 10 net new full-time equivalent Florida jobs and, if an expansion project, increase employment by at least 10 percent (whichever is greater). For a project located in a rural community or an enterprise zone, the net increase in employment may be waived in special circumstances;
- pay an average annual wage that is at least 115 percent of the state, metropolitan statistical area (MSA), or the local average wages. For a project located in a rural county, rural community, a designated brownfield area or an enterprise zone, the wage requirement may be waived in special circumstances;
- show that the jobs make a significant economic contribution to the area economy; and
- provide a resolution from the city or county commission recommending the applicant for the incentive and committing the community to provide a local match equaling 20 percent of the tax refund. If located in a Rural County or designated brownfield area, the business may elect to be exempt from the local match and accept a refund equal to 80 percent of the refund for which they would otherwise qualify.

### Application Process

- EFI staff will shepherd businesses and communities through the entire application process, ensuring that the company and community understand what is required for a complete, effective application.
- EFI reports its evaluation of the application and recommendation to the Director of the Governor’s Office of Tourism, Trade and Economic Development (OTTED) who makes the final decision on the project. While the law allows a maximum of 45 days to evaluate the completed application, EFI makes every effort to expedite the process to meet the applicant’s schedule.
Approval Process

- OTTED's approval or disapproval of the application is in the form of a letter of certification.
- If the application is approved, the certification will indicate the amount and schedule of tax refunds approved, as well as the number of jobs and average wage rate for the project jobs. These must be the same as stated in the application.
- While the law allows a maximum of 30 days to evaluate the completed application, OTTED makes every effort to expedite the process to meet the applicant's schedule.
- Once the QTI application is approved, the business will begin working directly with OTTED to finalise the tax refund agreement. Within 120 days of issuance of the certification, the QTI business and the Director of OTTED must sign a written tax refund agreement.

Refund Process

- The business submits a claim each year for the scheduled tax refund and the community must pay its local match into the Economic Development Trust Fund.
- If all the terms of the tax refund agreement are met, then OTTED pays the refund, including the local match, directly to the business.
- During the 2009 Legislative Session, the Economic Stimulus Exemption (ESE, Chapter 288.106 (4)(b)4,F.S.) language in QTI and was modified to allow businesses affected by an economic downturn in their industry, hurricanes or named tropical storms, or specific terrorist attacks to receive additional time to meet their job creation commitments. Businesses with claims due between January 1, 2009, and July 1, 2011, are eligible to apply for a one or two year exemption.

Statutory Reference: Section 288.106, Florida Statutes
Effective January 15, 2009

Only businesses able to locate in other states and serving multi-state and/or international markets are targeted. Retail activities, utilities, mining and other extraction or processing businesses, and activities regulated by the Division of Hotels and Restaurants of the Department of Business and Professional Regulation are statutorily excluded from consideration. All projects are evaluated on an individual basis and therefore operating in a target industry does not automatically indicate eligibility.

**Manufacturing Facilities**

- Food & Beverage Products
- Textile Mills & Apparel
- Wood & Paper Products
- Printing & Related Support Activities
- Chemicals
  - Ethanol & Biodiesel Fuel Manufacturing
  - Pharmaceutical Manufacturing
- Plastics & Rubber Products
- Metal & Non-Metallic Mineral Products
  - Ultra High Purity Silicon Manufacturing
- Machinery
  - Electronic Flight Simulator Manufacturing
  - Optical Instruments Manufacturing
  - Turbine and Turbine Generator Manufacturing
- Electrical Equipment
- Computer & Electronic Products
  - Electromedical Apparatus Manufacturing
  - Laser & Optoelectronics Manufacturing
  - Semiconductor Manufacturing
  - Photovoltaic & Hydrogen Fuel Cells
  - Software Reproducing
- Transportation Equipment
  - Aircraft Manufacturing
  - Marine Manufacturing
  - Aerospace Manufacturing
  - Aircraft Maintenance, Repair & Overhaul
- Furniture & Related Products
- Miscellaneous
  - Surgical & Medical Instrument Manufacturing

**Information Industries**

- Publishing Industries
  - Software Publishing
  - Music Publishing
- Film, Video, Sound Recording & Electronic Media
  - Production (Excluding temporary "on location" filming)
  - Postproduction Services
  - Integrated Record Production/Distribution
- Telecommunications
  - Satellite Communications
- Data Processing, Hosting & Related Services
- Other Information Services
  - Internet Publishing & Broadcasting
  - Web Search Portals

**Professional, Scientific & Technical Services**

- Professional, Scientific & Technical
  - Computer Programming / Software Development
  - Computer System Design
  - Management, Scientific & Technical Services
  - Research & Development
  - Scientific & Technical Consulting Services
  - Simulation Training
  - Testing Laboratories
  - Space Launch Activities
  - Flight Training Services
  - Centralized Corporate Training Services

**Wholesale Trade & Distribution**

- Merchant Wholesalers, Durable & Non-Durable Distribution Centers
- Electronic Markets Agents & Brokers

**Corporate Headquarters**

- Corporate, Subsidiary & Regional Managing Offices
- Offices of Bank & Other Holding Companies

* Those industries in italics are examples of the subsections.

** Some industries have specific eligibility criteria beyond those outlined in statute. For questions regarding project eligibility, contact Enterprise Florida.
### Average Wages for Incentive Eligibility

#### Annual Wage

<table>
<thead>
<tr>
<th></th>
<th>Average Wage</th>
<th>115%</th>
<th>150%</th>
<th>200%</th>
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<tr>
<td>Florida</td>
<td>$39,621</td>
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</table>

#### Hourly Wage

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<td>$19.05</td>
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<td>$14.44</td>
<td>$16.61</td>
<td>$21.66</td>
<td>$28.88</td>
</tr>
</tbody>
</table>

### Average Annual Wage and Hourly Wage

Source: Enterprise Florida, Inc. Effective January 1, 2010
City of Winter Park
Targeted Industry Job Retention (TIJR)
Program Guidelines

PURPOSE:
The purpose of the TIJR Program is to retain 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.

ELIGIBLE APPLICANTS:
Any private company located within the municipal boundaries of the City of Winter Park that meets the Program Criteria and may be considering leaving the City due to sound financial or economic reasons. Governmental or non-profit entities may also be eligible provided that the applicant does not occupy tax-exempt or tax-abated property.

PROCESS:
Applications are received on a first-come, first-served basis. Applications may be submitted to the City’s Department of Economic Development for review of eligibility. Incomplete applications will not be accepted. Based on that review, City staff will draft a contract with the Applicant for approval by the CRA Agency or the City Commission, depending on the source of funding. No agreement will be considered final until approved by either the CRA Agency or the City Commission. Applicants may be required to attend public meetings to discuss the application.

CRITERIA:
In order to be eligible for the Program the applicant must meet the following criteria:

- Have at least 50 full-time equivalent employees on the payroll at the time of application submittal and maintain that level of employment for the term of the agreement with the City. If a business has multiple locations, only those physically located within the City limits will be considered eligible for the purposes of the application.
- Have an average annual salary per employee at or above the area Metropolitan Statistical Average (see attached wage sheet).
- Be a business in the targeted industry cluster listing for the City of Winter Park:
  - Arts and Culture
  - Creative Services
  - Financial & Professional
  - Health Care
  - Knowledge Creation
  - Real Estate Development
- Demonstrate that the business is, and will remain, economically sound over the course of the agreement by submitting financial statements and tax returns.
- Be willing to submit employee information including number of employees, salaries, total payroll, and address information. (Individual employee information will not be disclosed.)
- All licenses must be up to date and all property taxes must be current, with no debts in arrears to the City when a contract is signed.
- If leasing space, the applicant must provide an extended or new lease with a property owner to be signed once a contract for the TIJR Program has been executed with the City. The lease must cover the term of the contract signed with the City.
- Indicate that the Program is a major factor in its determination to remain in City.

COMMITMENT OF FUNDS:
Funds are awarded based on the number of high-wage jobs retained in the City by the business applying for Program funds. High-wage jobs are defined as those paying at least 115% of the average Metropolitan Statistical Area annual wage. (View attached wage eligibility sheet.) For every job retained that meets or exceeds the definition of a high-wage job, the City will provide one thousand dollars ($1,000.00) in grant funds. For every high-wage job retained belonging to an employee residing within the City limits, an additional one hundred dollars ($100.00) will be awarded.

For example, an applicant with a total of 100 high-wage jobs, with half of them belonging to City residents, would receive a total award of 105,000. (100 total jobs X $1,000) + (50 City jobs X $100) = $105,000.

The maximum grant amount awarded may not exceed $125,000 for any one applicant.

TERM:
All awarded Program funds are paid out over a period of five (5) years in equal annual installments. The initial payment is made on the date of the contract’s execution with subsequent payments made on the anniversary of the execution of the contract.

For example, an approved applicant executing a contract on Jan 1, 2011 for $105,000 would receive an initial payment of $21,000 with subsequent payments through January 1, 2015.

REPORTING REQUIREMENTS:
Prior to receiving an annual payment the Applicant must submit a report to the Director of Economic Development two months before the anniversary of the contract execution date. Applicant will provide updated figures for employee count, total payroll, and salary information. Once the Director has made a determination that the requirements of the contract have been met, payment will be issued to the Applicant. Any delays in providing the annual report will delay payment. If it is determined that an Applicant has not maintained the level of high-wage job retention outlined in the contract, the City will reduce the grant amount accordingly. If retention levels fall below the minimum requirements of the Program the City may choose to terminate the contract.
CHANGE IN OWNERSHIP, BANKRUPTCY, RELOCATION OF BUSINESS:

Change of Ownership: If an Applicant’s business changes ownership it will still be eligible for receipt of award funds if the contractual obligations continue to be met.

Relocation of Business: Any Applicant business relocating within the City of Winter Park will still be eligible to receive payments with the proof of a new lease covering the remaining term of the contract agreement. Any Applicant business moving outside of the City of Winter Park will no longer receive annual payments and will have to refund any awarded funds given to-date.

Bankruptcy/Dissolution: If an Applicant’s business declares bankruptcy and is unable to meet the minimum program criteria or if the business is dissolved, no future payment will be made by the City.

CONFIDENTIALITY:

Financial statements and other information submitted to the City are not considered public records under FL Statute 288.075. However the City may use certain information retained for the purpose of issuing public reports, including the applicant’s name and business, contact info, description of need, number of full time equivalent jobs retained, ratio of employees residing inside the City limits, the amount of any grant award, term of payment, and general wage information gathered for the purpose of determining eligibility.

For more information on this and other city programs please visit www.cityofwinterpark.org
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY BOARD

ITEM (2D): Project Funding Allocations FY2010

DATE: May 10, 2010

ADMINISTRATIVE ITEM __ ACTION ITEM __ X INFORMATION ITEM __

ACTION REQUESTED:
Approval of allocating funding to the project list submitted.

KEY ELEMENTS/FACTS IMPACTING DECISION:
As the end of the fiscal year approaches, staff has made an estimate of unencumbered funds available to be allocated to projects before the close of the fiscal year which includes one-time surplus funds left over from projects completed under budget and surplus FY 2010 operational funds. At the CRA Advisory Board meeting on December 17, 2009, staff was directed to develop a list of funding priorities to allocate the surplus funds and the CRA Advisory Board has discussed these issues at subsequent meetings.

By CRA statute all remaining or unencumbered funds must be allocated by the end of the fiscal year. Based on Board discussion and project timing, staff recommends allocating funding to the following projects now:

**Estimated FY 2010 Unencumbered Funds Available for Projects: $1,328,000**

*Project Funding List*

<table>
<thead>
<tr>
<th>Project</th>
<th>Funding Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Rehabilitation</td>
<td>$80,000</td>
</tr>
<tr>
<td>Business Façade Program</td>
<td>$100,000</td>
</tr>
<tr>
<td>New York/New England Undergrounding</td>
<td>$60,000</td>
</tr>
<tr>
<td>New England Streetscape – Shady Park to Cape</td>
<td>$200,000</td>
</tr>
<tr>
<td>Winter in the Park Ice Rink 2010</td>
<td>$200,000</td>
</tr>
<tr>
<td>QTI-TIJR Program Funding</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

**Total Funding Request** $840,000

**Additional Funds Available** $488,000

Details about each project are highlighted in the following project descriptions:

**Housing Rehabilitation Program:** Provides funding of up to $20,000 for income qualified homeowners within the CRA to make needed health and safety improvements to their home. The program is extremely popular with a waiting list for services. All of the $100,000 originally budgeted for the program has been allocated. Additional funding
will allow 4-5 projects to be completed before the close of this fiscal year. Staff recommends an increase of 80% to the currently budgeted funds for this program.

- Allocation of $80,000 in additional funds for Housing Rehabilitation

**Business Façade Program:** Provides up to $20,000 in matching funds for small businesses to make improvements to the facades of their businesses, improving the look of commercial corridors, incentivizing and leveraging private investment, and maintaining property values. The $200,000 previously budgeted has been allocated to projects. Staff recommends an increase of 50% to the currently budgeted funds for this program.

- Allocation of $100,000 in additional funds to the Business Façade Improvement Program

**New York/New England Undergrounding:** The CRA recently completed a street improvement to the intersection by undergrounding the electric wiring. Just north of the intersection there remain three electric poles with transformers that the Electric Utility says can be placed underground for $59,166. The removal of these unsightly poles will put the finishing touches on this intersection (photo attached). This project will also contribute to the long range of plan of eventually completing a major streetscape along New York Ave.

- Allocation of $60,000 to underground the remaining electric just north of the intersection at New England and New York Avenues.

**New England Streetscape from Shady Park through the Capen Intersection:**
Previously the Board had discussed the possibility of bricking and lighting the street from Shady Park all the way to Denning Dr. to create pedestrian connectivity from the Community Center to Lake Island Park. This project has been estimated at $500,000. Based on funding constraints, staff recommends a smaller scale project that still provides the pedestrian connectivity desired by the original plan. Currently the brick street ends just east of Hannibal Square near the Heritage Center and Shady Park (photos of existing site attached). Staff proposes continuing the streetscape through the intersection of Capen and New England. This will provide a continuity to the street brick work already performed, create a new entrance to the Community Center project and provide the pedestrian connectivity at the Capen intersection desired in the original street plan but at less than half the cost. The street improvements would also include decorative lighting and sidewalks that are not included in the Community Center project. Additionally this project, if done concurrently with the Community Center would allow for additional savings as the two projects could be coordinated to incur the maximum benefit and limit the hindrance of tearing up the street twice. This streetscape would complete the look of the new facility and create a complementary enhancement to the area.

- Allocation of $200,000 to streetscape New England Ave from Hannibal Square through the Capen intersection.

**Winter in the Park 2010- Holiday Ice Rink:** The 2009 Winter in the Park was a great success bringing almost 10,000 skaters and many times that in visitors to the downtown core during the crucial holiday season. Staff has been working with other City
departments to plan for next year’s event with a slightly expanded rink, larger tent, and improved marketing plan to bring even more visitors to our downtown and support our local businesses. It is Staff’s goal to use the early approval of this event to focus on sponsorship opportunities and cross-promotional activities with the local merchants. (Presentation attached)

- Allocation of $200,000 to Winter in the Park 2010.

QTI-TIJR Programs: The Qualified Targeted Industry Program and the Targeted Industry Job Retention Program offer a competitive and marketing edge to business development within the CRA. The intent of the allocation is to create a pilot program for implementation within the CRA boundaries and provide funding for each program as needed. Staff is estimating that no more than $50,000 would be needed in any single fiscal year to operate these programs within the CRA. Staff recommends that $200,000 be allocated as a one-time reserve for the programs to provide for 4 years of anticipated operating funds. These funds would come from the one-time project surplus funds available for this fiscal year.

- Allocation of $200,000 over four years to fund the QTI and TIJR Pilot Program for the CRA.

Other items to reserve for funding consideration pending further information:

Demolition of the State Office Building (941 Morse Blvd): Staff recommends that $184K be reserved for this project pending the outcome of the RFI/RFP process. If funds are not used for demolition they can be assigned to other projects.

Hannibal Square Community Land Trust: The City/CRA has had a history of assisting the HSCLT with its goal of providing affordable housing to low income families. The HSCLT is currently working on several project proposals which may come before the Board for funding assistance. Staff is recommending that $60,000 be reserved for program assistance to the HSCLT.

Wayfinding: The City has a wayfinding proposal that has been back and forth in discussions with FDOT. Currently staff is trying to work out a compromise related to the requirements laid out by FDOT and the desired functionality of the sign system wanted by the City. If resolution can be reached this fiscal year, Staff is estimating that $150,000 may be needed from the CRA to pay for costs associated with sign manufacture and installation.

PROCESS TO DATE:
December 17, 2009: CRA Advisory Board asked staff to compile a list of potential projects
January 14, 2010: Staff delivered list of potential projects to Advisory Board and received direction
February 25, 2010: Revised list delivered to Advisory Board for further discussion
April 22, 2010: Staff recommendations regarding projects approved by Advisory Board
ALTERNATIVES CONSIDERED:

BUDGET ALLOCATION:
Total of $840,000 in projects to be paid out of one-time CRA cash reserves (over $1 million in reserves is from budget surpluses from completed streetscapes). Estimated unencumbered reserves are $1,328,000, leaving $488,000 to allocate during this fiscal year.

CRA ADVISORY BOARD RECOMMENDATION:
This item was unanimously approved by the CRA Advisory Board the meeting held on April 22, 2010.

STAFF RECOMMENDATION IS:
Approve the funding of the recommended projects.

- Allocation of $80,000 in additional funds for Housing Rehabilitation
- Allocation of $100,000 in additional funds to the Business Façade Improvement Program
- Approval of the project and allocation of $60,000 to underground the remaining electric just north of the intersection at New England and New York Avenues
- Approval of the project and allocation of $200,000 to streetscape New England Ave from Hannibal Square through the Capen intersection
- Approval of event and allocation of $200,000 to Winter in the Park 2010
- Allocation of $200,000 to fund QTI – TIJR pilot programs
Address: W New England Ave & S New York Ave
Winter Park, FL 32789
Looking North on New York Ave at the intersection of New England. Three electric poles with transformers to be taken down.
Existing intersection of Capen and New England

Intersection of Pennsylvania and Lyman showing example of what completed intersection will look like
Winter in the Park 2010

A Holiday Tradition

History
2010 Event Details
Financial Analysis

Presented by Economic Development/CRA

Winter in the Park 2010

Goal

To provide residents and visitors with a unique holiday activity, setting Winter Park apart from other shopping destinations and bringing visitors to its downtown businesses during the crucial and highly competitive holiday shopping season.
Winter in the Park 2010

Background

Conceived by the Parks and Recreation Department and Funded by the Community Redevelopment Agency, the Winter in the Park Holiday Ice Skating Event was a tremendous success in its first year.

✓ Almost 10,000 skaters and an estimated 20,000 visitors
✓ Professional management handled by Magic Ice USA
✓ Major sponsors of Florida Hospital, Holler Classic & Holler Hyundai
✓ Media sponsors of Mix 105.1 and Sunny 105.9
✓ Over 29 participating dasher board sponsors
✓ Tremendous word-of-mouth buzz over the event
✓ Cost of approximately $20,000

Winter in the Park 2010

Process & Dates

Process:
• Internal staff meetings
• External meetings with Magic Ice staff
• Survey of local merchants
• Zip code analysis
• Media sponsor commitments (Channel 6, Mix & Sunny, Sentinel)
• Sponsorship packet under development

Dates:
CRA Advisory Board Approval (funding): April 22\textsuperscript{nd}
CRA Agency Approval (funding): May 10\textsuperscript{th}
City Commission Approval (contract): May 24\textsuperscript{th}
Winter in the Park 2010

Opportunities

➢ Large market of untapped customers (schools, private parties, tourists, churches, community groups, other municipalities)

➢ Opportunity for cross-promotional activities to integrate local merchants into the event

➢ Longer lead time to secure sponsorships

➢ Expanded concessions

➢ Sale of branded merchandise

Winter in the Park 2010

Event Details

Dates of Event:
• November 13th through January 9th
• Adds two weeks vs. previous year
• Available to Rollins students
• Would add an estimated 2,200 skaters
• No additional cost from Magic Ice to provide rink for longer term

Rink Size:
• 56'x72' (Previous size of 46'x68')
• Allows for 40 more skaters during peak times
• Reduces waiting lines
• Improved skating experience
• No additional employees needed to manage larger rink
• Offered at same price as last year's smaller rink
**Winter in the Park 2010**

**Event Details**

**Tent Size:**
- 98'x98' (Previous year's tent was 66'x82')
- Roofline increased by 3 ft to 13 ft high
- Improved spacious covered area allows:
  - More area for private rentals (birthdays and office parties)
  - Expanded seating
  - Improved security
  - Noise reduction by activities taking place within tent confines
- Clear panel tent sides will allow for rink to appear active even when weather requires tent sides to be closed. Improves feeling of openness.

---

**Restroom Facilities:**
- Portable restroom trailer vs. port-o-lets
- Trailers provide:
  - Multiple male and female facilities
  - Handicapped access
  - Baby changing station
  - Improved comfort: AC, stereo, hot/cold sinks, stone tile floors, lighting, etc

**Lighting and Structures:**
- Improved holiday lighting including more Christmas lights, interior lighting, and projection screening.
- Fencing, tables, and sheds
Winter in the Park 2010
Event Details

**Branded Merchandise:**
- Provide branded Winter in the Park merchandise for sale to skaters and visitors
- Includes: headbands, scarves, mugs, T-shirts, and Christmas ornaments
- Additional non-branded merchandise would include socks, gloves, and cameras

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**Expanded Concessions:**
- Improved offerings and menu
- Equipped and managed by Magic
- Net profit split 50/50 with Magic Ice
- All concessions run by Magic Ice around the country are a significant source of event revenues
- Menu items do not unduly compete with existing restaurant businesses in the area
- Attempts to include local restaurants in at-site sales were unsuccessful last year

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**Proposed Concession Menu**

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<th>Item</th>
<th>Price</th>
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<tr>
<td>Hamburger</td>
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<tr>
<td>Chili Dog</td>
<td>$3.00</td>
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<tr>
<td>Hot Dog</td>
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<tr>
<td>Snack Foods</td>
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<tr>
<td>Crisp</td>
<td>$1.00</td>
</tr>
<tr>
<td>Baked Cookies</td>
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<tr>
<td>Muffin</td>
<td>$1.50</td>
</tr>
<tr>
<td>Fruit</td>
<td></td>
</tr>
<tr>
<td>Apple, Orange</td>
<td>$1.00</td>
</tr>
<tr>
<td>Beverages</td>
<td></td>
</tr>
<tr>
<td>Seltzer, Soft Drinks</td>
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<tr>
<td>Fruit Juice</td>
<td>$1.00</td>
</tr>
<tr>
<td>Bottled Water</td>
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<tr>
<td>Hot Chocolate</td>
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<tr>
<td>Hot Tea</td>
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<tr>
<td>Coffee</td>
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<tr>
<td>Candy</td>
<td></td>
</tr>
<tr>
<td>Candy Bars</td>
<td>$1.50</td>
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<tr>
<td>Other</td>
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</tr>
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5/3/2010
**Winter in the Park 2010**

**Event Details**

**Major and Minor Sponsors:**
- 2 Major sponsors at $10,000 each
- 2 Minor sponsors at $5,000 each
- Early approval of event will aid in securing sponsors
- Proven event success will aid in fundraising efforts
- Expanded marketing strategy as incentive

**In-Kind Sponsors:**
- Radio: agreements with Mix 105.1 FM and Sunny 105.9 FM
- TV: agreement with WKMG Local 6
- Print: Orlando Sentinel providing over $25,000 of value as part of marketing plan agreement

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**Winter in the Park 2010**

**Event Details**

**Dasher Board Sponsorships:**
- Larger rink allows for more interior dasher board signage
- Previous participants will be offered advertising at last year’s rate, $500, for a limited time and will be able to reuse the same signage if desired. New participants will pay $600 plus the cost of the signage.
- RFP for dasher board signage is open with a May 14th bid deadline. The City is looking for one print company to do all the signage to lower cost for sponsors and reduce confusion. Last year, sponsors paid the city and then had to figure out their signage on their own. This year the city will charge one price that includes print cost.
- Like last year, discounts will be offered if vendors purchase larger signs.

**Mini-Zamboni:**
- Option to include a miniature golf cart that smooths the ice like a zamboni.
- Cart can be wrapped with advertising collateral and sold as a sponsorship.
- If a sponsor is not found for the zamboni then the city will elect not to have it.
- Cost of $3,500 to have the cart.
Winter in the Park 2010
Marketing Strategy

Aggressive marketing campaign to target multiple demographics and regions and drive customers in larger numbers to the event.

City channels:
- Press releases
- Web Site
- Social media
- Utility Bills
- Hannonb Halnrd
- Winter Park Update
- City Today
- Water Ways

Magazines:
- Orlando Home and Leisure
- Playground (affluent parents)
- Travel Host (tourists)
- WP Home
- WP Lifestyle
- WP Magazine

TV/Radio:
- WKMG Local 6
  - Mix 105.1 FM
  - Sunny 105.9 FM

Newspapers:
- Community Paper (College Park)
- Observer (W.P. Maitland, Baldwin Park)
- Orlando Sentinel (Orange and Seminole)
- Our Town (College Park, Winter Springs, Heathrow)
- Park Press
- Sandspur (Rollins)
- Southwest Bulletin (Dr. Phillips, Gotha, MetroWest, Ocoee, Celebration, Windermere, Winter Garden)
- Many more...

Winter in the Park 2010
Financial Model Results and Analysis

Model Assumptions:
- Ticket Price: $10
- Ticketed Skaters: 15,000
- Days Open: 58
- Assumes sell-out of sponsorships
  - Each addl. skater adds $8.45 in revenue
  - Each $1 increase to ticket price adds over $13,200

![Graph showing Winter in the Park 2010 revenues, expenditures, and profit/loss]

- Total Revenues (ticket and group sales, sponsorships, merchandise, concessions): $208,462.20
- Total Expenditures (ink, tent, payroll, marketing, 5% misc. contingency, etc.): $199,791.56
- Net Profit/Loss: $8,670.65
- Breakeven Point (# skaters): 14,082
Winter in the Park 2010
Summary

➢ Anticipate revenues covering expenses for 2010 event.

➢ Success of marketing programs can be evaluated through skater zip code and marketing surveys.

➢ Success of cross promoting local merchants can be evaluated with end of event merchant surveys analyzing current vs. prior year sales.

Staff is requesting $200,000 in CRA 2010 reserves to fund the Winter in the Park event.
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY BOARD

ITEM (2E): State Office Building RFI Submissions

DATE: May 10, 2010

ADMINISTRATIVE ITEM ___ ACTION ITEM __ X_INFORMATION ITEM ___

ITEM DESCRIPTION:
Staff has received 7 proposals to the CRA issued Request for Information (RFI) regarding the State Office Building site at 941 W. Morse Blvd. This 5 acre site is the only piece of property purchased by the CRA and offers many exciting opportunities for redevelopment. The RFI approved by the CRA Agency, solicited interest from any party for open ended suggestions regarding the future use of the site. The following proposals were received:

Concord Eastridge
Lighthouse Creative
Michael Collard Properties
Morse Blvd Development Associates
Richard Reep
Shutts & Bowen
Winter Park Library

Only those that have submitted for the RFI process will be considered for the second stage submittal of more in-depth proposals through the issuance of an RFP. It was the goal of the CRA Agency to use the RFI proposals to narrow down the desired course of action for future use of the property and pursue a final decision regarding its use through an RFP.

An in-house staff made up of most of the City departments has been reviewing the proposals and presented recommendations to the CRA Advisory Board and Economic Development Advisory Board at a special joint worksession. This worksession, held on April 29th met to discuss the 7 proposals and provide input onto which would be recommended to proceed to the next step. Consensus was reached between the boards and the CRA Advisory Board held a special meeting to vote on a recommendation for the RFI. (See recommendation below)

BUDGET ALLOCATION:
The CRA purchased the State Office Building for approximately $520,000.

CRA ADVISORY BOARD RECOMMENDATION:
On April 29th the CRA Advisory Board unanimously approved the staff recommendation to advance the following proposals for consideration by the Agency to participate in the RFP process:

Concord Eastridge
Michael Collard Properties
Morse Blvd Development Associates
Shutts & Bowen
Winter Park Library

**STAFF RECOMMENDATION IS:**
Staff recommendation is the same as the CRA Advisory Board (see above)
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY BOARD

ITEM (2F): Park Ave Area Strategic Plan Task Force Appointments

DATE: May 10, 2010

ADMINISTRATIVE ITEM ___ ACTION ITEM ___ INFORMATION ITEM ___

ITEM DESCRIPTION:
The Park Ave Area Strategic Plan was approved November 9, 2009 and calls for the
appointment of a task force to provide advisement to staff and the CRA regarding the
best use of $150,000 in funding to accomplish the following goals:

1) Expand Brand and Improve Marketing of the Park Ave Area
2) Implement a Parking and Wayfinding Program
3) Nurture & Cultivate Existing Businesses; Identify and Recruit New Businesses
4) Increase Maintenance and Aesthetics
5) Enhance the Park Ave Area Experience
6) Create a Business Improvement District

The Strategic Plan was adopted as a three year roadmap to implement a number of action
steps outlined in the document. The Task Force will meet with staff and provide
recommendations to the CRA regarding the use of funds and strategies for improving the
commercial viability and long term stability of the district. The nine member Task Force
was designed to be specific so that the composition of the board would appropriately
represent the stakeholders involved and mimic a typical Business Improvement District.

1 – CRA Advisory Board Member
2- PAAA members (president or appointee with one member an eating or drinking est.)
2 – non – PAAA members (one an eating or drinking est.)
1- Winter Park Chamber Representative
2- Major Landlords (3 or more parcels of land)
1- Smaller Landlord (1-2 parcels of land)

BUDGET ALLOCATION:
$150,000 was approved as part of the FY2010 budget toward this initiative.

STAFF RECOMMENDATION IS:
Appointment of a Task Force.
Park Avenue Association Strategic Plan Taskforce

Regular Meeting Schedule:

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