# agenda

November 8, 2010 @ 2:00 p.m.

City Hall Commission Chambers
401 Park Avenue South · Winter Park, Florida

<table>
<thead>
<tr>
<th>1: administrative items</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Approval of Minutes:</td>
</tr>
<tr>
<td>August 9, 2010</td>
</tr>
<tr>
<td>September 13, 2010</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2: action items</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Selection of Marketing Consultant</td>
</tr>
<tr>
<td>b. Authorization of Valet Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3: informational items</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Park Avenue Area Task Force Update</td>
</tr>
<tr>
<td>b. Summer Youth Enrichment Program: Guidelines, Application, and Revisions</td>
</tr>
<tr>
<td>c. CRA Scholarship Program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4: new business items</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>5: adjournment items</th>
</tr>
</thead>
</table>

appeals & assistance

“If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, 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 includes 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 proceedings should contact the City Clerk’s Office (407-599-3277) at least 48 hours in advance of the meeting.”
subject

Approval of minutes from the August 9, 2010 and September 13, 2010 CRA Agency Meetings

motion | recommendation

Approve minutes

background

See attached minutes

alternatives | other considerations

N/A

fiscal impact

N/A

strategic objective

N/A
The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:08 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:  Also present:
Mayor Kenneth Bradley     City Manager Randy Knight
Commissioner Beth Dillaha   CRA Attorney Anthony Garganese
Commissioner Carolyn Cooper   Deputy City Clerk Michelle Bernstein
Commissioner Tom McMacken   CRA Director Dori DeBord
Orange County Representative Stan Roberts   Assistant CRA Director Peter Moore

Members absent:
Commissioner Phil Anderson

1. Administrative Items.
   a. Approve the minutes of 5/10/10 and 6/14/10.

   Motion made by Commissioner McMacken to approve the minutes of May 10, 2010 and June 14, 2010; seconded by Commissioner Cooper. Motion carried unanimously with a 5-0 vote (Commissioner Anderson not present).

2. Action Items.
   A. FY 2011 CRA Budget

   Assistant Economic Development/CRA Director Peter Moore provided a PowerPoint presentation illustrating the proposed FY2011 budget. He briefly discussed several regional issues which included the declining taxable value of commercial properties, how taxable properties are valued, and related future concerns. He also spoke about estimated revenues and expenditures, debt service, and the project funding surplus which decreased from $1.8 million to $375,000. He highlighted some selected major cost reductions which included cuts to staffing, contractual services, business and social programs, and parking lease agreements with the Mt. Moriah Church and Mr. Straughter.

   Mr. Moore mentioned that staff had worked with Mt. Moriah to renegotiate the existing lease but that they still suggested cancelling the lease with Mr. Straughter. The Mt. Moriah lease would become a 5 year agreement which would provide the church with $25 per space per month for 40 spaces for two years and in the subsequent three years, rates would increase to $30 a space. This would provide the CRA with some budgetary savings, ensure long-term funding for the church, and keep a well utilized parking lot available for local businesses. Mr. Moore clarified Commissioner Cooper’s question related to the Straughter Lot and said that they had originally secured the smaller lot at $40 per space per month for 10 spaces with the purpose of possibly entering a tripartite agreement with both leasers to improve the entire parking area. Unfortunately with the CRA’s revenue prospects looking negative in the near future, this was something that they could drop in the short term and possibly revisit in the future.
Mr. Moore mentioned that they proposed reducing their promotional activities budget by 50% ($10,000) which is traditionally used to fund minor special events and business openings. He also noted that they had chosen to remove the Bridgebuilder’s Scholarship Fund, which has traditionally assisted 10 students annually with college scholarships and costs $20,000 annually.

Mr. Moore stated if the proposed FY2011 budget for project funding is adopted as presented, funding available for projects in FY2011 will total $374,509. Of this total, $317,200 or 85% is from variable revenue sources like Investment Revenue and Miscellaneous Revenue. He then discussed the allocation of project surplus (FY2010 budget) and stated that staff recommends using FY2010 surplus revenues to forward fund some traditional projects during the next fiscal year such as Housing Rehabilitation, the Business Façade Program, the Business District Event Program and Wayfinding. He said that with a remaining surplus of $324,237 and the projected surplus of around $370,000, they should have around $700,000 of unencumbered funds to weather a continued downturn. Mr. Moore provided an overall summary stating that revenues have declined and costs are up which translates to a decrease in project spending flexibility. Mr. Moore noted that now is the time to plan with a cautious outlook for the future.

There was an overall question and answer discussion which followed. Mr. Moore addressed several items including the ice rink revenues and costs, debt service, reductions in Community Center programs and the effects on services. Mr. Knight noted that they budgeted more in the general fund to cover programming at the Community Center to cover this item. Mr. Knight also addressed concerns with property assessments.

Commissioner Cooper shared her concerns, from a legal standpoint, with this year’s funds regarding an issue with the statute requiring residual funds to be allocated. She stated that she would be more comfortable if they would allocate the FY2010 funds not FY2011. Attorney Garganese clarified the item and stated that the issue that the Commissioner is bringing up is that each Redevelopment Agency has to have a Redevelopment Trust Fund. He addressed the statute being clear that tax increment revenues that have been received from other taxing authorities have to go into the trust fund and that the money that goes into the trust fund has to be expended on current projects, to pay debt, put in an escrow account and reserve it to pay future debt payments or you can earmark it for a project that has to be completed within three years. He noted that the gray area in the statute relates to the proper allocation of funds not directly received as TIF; if it is not tax increment financing, that money can be set aside as a reserve account for the CRA. Mayor Bradley said that the CRA Attorney needs to make that decision on and the status of those funds and bring that recommendation to them. Mr. Moore noted that staff has been talking with the CRA Attorney regarding this item.

Commissioner Cooper shared her concern with the Bridgebuilders Scholarship Fund and said that she would like to see the scholarship program funded at some minimum level because she believes education is critical. A short discussion ensued and it was suggested that maybe there should be some sort of reciprocal agreement with a future scholarship program that required recipients to give back to the City either through community service or other means. Commissioner McMacken shared the same concerns with the scholarship fund and was hoping that at some level they could contribute to that this year.

Motion made by Representative Roberts to accept the FY2011 budget as recommended by the CRA Advisory Committee; seconded by Commissioner McMacken for discussion.
Motion amended by Commissioner McMacken to have $5,000 allocated to the Bridgebuilders Scholarship Fund and that $5,000 be taken out of the dollars that are currently allocated to the Community Center Programs; seconded by Commissioner Cooper.

Mary Daniels, 650 Canton Avenue, addressed concerns with the Bridgebuilders Fund being removed from the FY2011 budget. She said that education is important and that the scholarship fund needs to be kept in the budget.

Lurline Fletcher, 790 Lyman Avenue, shared her concerns regarding the Bridgebuilders Scholarship Fund and the Community Center projects. She said that both elements are very important in the community and they need to be kept in the budget.

Fairelyn H. Livingston, 642 W. New England Avenue, speaking on behalf of the Hannibal Square Heritage Center said she would like the Agency to keep the current programs. She also would like to see the scholarship fund continue and be greater than $5,000.

Motion made by Commissioner Cooper to amend the amendment that the scholarship fund be increased to $10,000 and that those funds come out of the unallocated funds instead of coming out of the Community Center programming; seconded by Commissioner Dillaha. Commissioner McMacken asked if that was a doable source that they can use for that. Mr. Knight stated yes. Upon a roll call vote on the amendment to the amendment, Mayor Bradley and Commissioners Dillaha, Cooper, McMacken and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote (Commissioner Anderson was not present).

Motion made by Mayor Bradley to amend the original amendment that all scholarship funds that will be administered through the CRA have, and to be determined by staff, as any scholarship that he has ever seen, has a requirement that will be mutually acceptable to the CRA Advisory Board and others, that suggests that they have some return from it; seconded by Commissioner McMacken.

Commissioner McMacken said that his original amendment included a dollar amount that would no longer be necessary since they passed an amendment for $10,000. He asked Mayor Bradley if he would like to add to his statement that the $5,000 is withdrawn as part of his amendment to that amendment. Mayor Bradley stated that he does not want to withdraw the $5,000 and if he just wants to withdraw it, he will then just amend the original budget. Commissioner McMacken said that the $5,000 is a moot point now that they have potentially overwritten by the $10,000. Commissioner McMacken withdrew his original amendment. Mayor Bradley said that the budget will have in it an amendment for $10,000.

Motion made by Mayor Bradley to amend that the scholarship that is to be presented is done through staff, through CRA Advisory Board input, that has certain stipulations on the scholarship that would encourage and require something that brings back to the CRA, such as for example, if after five years you do not come back or give back you pay back. Ms. DeBord stated that she had that conversation when she started with the City, she raised concerns over the fact that the scholarship fund is not in the CRA plan at all and that is something that needs to be revised since they are talking about rewriting the CRA plan and that in order to make it tied to the statutory requirements, you need to have something that comes
into play with regard to the CRA, whether it be through community service or something along those lines. She stated that she was going to ask the Agency to allow them to bring back some appropriate guidelines that would meet the statutory language that is required for expending CRA funds on this type of activity. **Seconded by Commissioner McMacken.**

**Upon a roll call vote on the amendment, Mayor Bradley and Commissioners Dillaha, Cooper, McMacken and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote (Commissioner Anderson not present).**

Mayor Bradley summarized where they are on the 2011 CRA budget. He addressed the motion made above and the second which was amended to have $10,000 placed in the scholarship fund which he believed that $5,000 comes from Community Center funding and $5,000 from Reserves. Commissioner Cooper said all from the Reserves. Mayor Bradley asked if it is from the 2010 reserves and if they can put things in the 2011 budget that comes from 2010 reserves. City Manager Knight said yes.

Upon a roll call vote on the amendment to the amendment, Mayor Bradley and Commissioners Dillaha, Cooper, McMacken and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote (Commissioner Anderson not present).

**B. Allocation FY 2010 CRA Surplus Reserves**

Motion made by Commissioner Cooper to table until they get a legal opinion on the unallocated portion; Commissioner Dillaha seconded.

Upon a roll call vote, Mayor Bradley and Commissioners Dillaha, Cooper, McMacken and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote (Commissioner Anderson not present).

Ms. DeBord stated that this item would be brought back to the Agency in early September. She also mentioned that they would like to bring back all of the agreements that have been approved today and noted that they will schedule that item as soon they can.

3. **Informational Items**

No items presented.

4. **New Business**

Commissioner Dillaha addressed discussions about conducting a search for a Facilities Director for the Community Center. She stated she heard that the Winter Park Health Foundation is contributing money toward that search and asked for clarity. Parks Director John Holland explained that the Winter Park Health Foundation has provided the City with an opportunity to apply for a grant so they can find a consulting firm to help evaluate the needs of the City and the programming of the center.

**Motion made by Commissioner McMacken to adjourn; seconded by Commissioner Cooper. The motion carried unanimously with a 5-0 vote.**
The CRA Agency meeting adjourned at 3:13 p.m.

____________________________
Chairman Kenneth W. Bradley

ATTEST:

____________________________
Deputy City Clerk Michelle Bernstein
The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:05 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:  Also present:
Mayor Kenneth Bradley     City Manager Randy Knight
Commissioner Phil Anderson   CRA Attorney Anthony Garganese
Commissioner Beth Dillaha     Deputy City Clerk Michelle Bernstein
Commissioner Carolyn Cooper   CRA Director Dori DeBord
Commissioner Tom McMacken   Assistant CRA Director Peter Moore

Absent:
Orange County Representative Stan Roberts

1. **Administrative Items.**

   No items to address.

2. **Action Items.**

   A. **Allocation FY 2010 CRA Surplus Revenues**

   CRA Director Dori DeBord noted that this is a continuation of the discussion from the last meeting on August 9, 2010 regarding the 2010 budget items. She addressed the consensus and/or approval from the Agency to budget the 2010 dollars to some of the 2011 programs. The list includes the Housing Rehab Program for $60,000 and the Business Façade for $25,000 plus the change to the 25% grant. She also listed the Business District Event Matching Grant Fund of $2,500 for the entire year and the Winter in the Park Holiday Ice Rink which has already been funded and is expected to come out of next year’s funds. She noted that there is also an additional Wayfinding of $150,000 for when they move ahead with the FDOT sign approvals for the state roads so they can begin to have the Wayfinding program take effect in the downtown and CRA district. She noted that the allocations to the Housing Rehab, Business Façade, Business District Event and Wayfinding program will total $240,000 which leaves the CRA with about $340,000 in leftover funding to be reserved in an escrow account for future indebtedness. She mentioned that the escrow account is not a locked in account, it can be touched throughout the year if they find that they need available funds. She also noted that the escrow account monies will collect interest until such a time when they need it. Staff has worked with the Finance Department and the CRA Attorney and this option fully complies with Florida Statutes.

   Mayor Bradley asked if the list presented to them is a prioritized list and if there is some flexibility with the fund amounts and where they are allocated. Ms. DeBord stated that sometimes they are not allocated and that the wayfinding funds are generally put into the wayfinding pot of money and at this time they do not have a plan on how they are going to spend the $150,000.

   Ms. Debord noted that the Housing Rehabilitation and Business Facade Programs have allocated amounts set for those programs. She explained that the Housing Rehabilitation
Program allows for up to $20,000 per home which is usually a set dollar amount that comes out and if the entire $20,000 is not needed by a particular homeowner, the remainder rolls back into the program and they try to fund additional homes with that money. She said right now they have a waiting list which takes into account the $60,000 and continues on for some undisclosed amount next year. Mayor Bradley asked if that amount is spent by November 1 and if next April the CRA finds that they are tight in their debt or if a specific task force is ready to launch certain items, would they go to reserves. Ms. DeBord said yes. He then asked if they should fund the items quarter by quarter. Ms. DeBord did not believe it would be as effective because they would have to continually bring the item back for approval to the Agency and the Board for authorization to spend additional monies and it makes the process much more of a step by step process rather than letting them roll along.

Mayor Bradley requested a Park Avenue Task Force update for the next regularly scheduled meeting whereby Ms. DeBord acknowledged. She mentioned that they have reserves for the Park Avenue Task Force and they are trying to hold onto reserves but if there is a need for money for that task force or for any community area in the CRA, they can always come forward and ask for funding as needed for a particular item.

Commissioner Cooper asked for clarity regarding the Park Avenue Task Force and their goals. Ms. DeBord provided a brief outline noting that it consists of 9 members that was appointed by the CRA Agency. It was put together with six goals, the first of which is branding the Park Avenue area and formalizing a brand which has never been done. She noted that they have asked the CRA and City staff to issue a marketing RFP using the $125,000 they still have in the budget. She said 10 firms applied to the RFP and they are currently reviewing them and will come to the CRA Agency for formal action on November 8, 2010. She said they are also working on the parking and wayfinding in the downtown area and have created a sub-committee to look at both the parking situation and employee parking alternatives as well as wayfinding alternatives. Commissioner Cooper asked if they are looking at a parking district. Ms. DeBord said they are looking at all the alternatives, as well as the parking districts, the current available space and employee parking and have a planning staff person helping with this.

Commissioner Dillaha asked how the Task Force is handling the marketing for the Winter Park Ice Rink Festival to make sure it is a huge success and how are they going to get participation from the merchants. Ms. DeBord addressed the Red Bag Sale event that the Park Avenue merchants will be doing the second week after the ice rink opens (a red bag containing a buck slip and coupons which will be in the Observer and handed out at the Farmers’ Market and ice rink). She stated the merchants will also distribute them and they were asked to provide them with a list of discount opportunities and they are working with the Park Avenue Area Association and the Chamber to coordinate the discount amounts and which merchant will be offering the discount.

She said they are also looking at trying to do another Saturday event sometime between Thanksgiving and Christmas where they can get the Park Avenue Association members to come out and decorate a tree and do some sort of merchandizing around the ice rink. Commissioner Dillaha asked if maybe they could help encourage the merchants to stay open later on Thursday and Friday nights when the ice rink is open and to have one or two adult ice skating events to help attract more adults and people.
Commissioner McMacken asked if there is a way that they can quantify where people come from and to do a survey. Ms. DeBord said they solicited a questionnaire to the merchants last year after the ice rink event and this year they are going to be doing the same thing, which will enable them to compare the data from last year. Mayor Bradley noted that they did a survey last year by asking peoples zip codes and they have that data and that they can always use that detailed information.

Commissioner Cooper asked if they have scholarship funds and how it works. Ms. DeBord said $10,000 is in the scholarship program and they are currently working through the legalities of the program, such as where and how the CRA dollars are being spent. She noted that they are working with the CRA Attorney and they will bring the item back as soon as they have it finalized.

Motion made by Commissioner McMacken to approve the allocation FY 2010 CRA Surplus Revenues as presented; seconded by Commissioner Dillaha. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Cooper, McMacken and voted yes. The motion carried unanimously with a 5-0 vote (Representative Roberts was not present).

B. Service Provider Agreements FY 2011

Ms. DeBord mentioned that they annually perform service provider agreements with the Enzian Theater, the Welbourne Avenue Day Nursery and the Crealde School of Art.

She noted that this year they have added the Mt. Moriah Church parking agreement. Ms. DeBord noted that the parking lease agreement for Mt. Moriah is for $12,000 and is a revised version of the former agreement and represents a negotiated compromise between the CRA and the church. The original agreement provided 40 spaces at a cost of $40 per space per month. The agreement could also be cancelled by either party with 60 days notice. The new agreement stipulates a 5 year arrangement in which the CRA will pay $25 per space per month for the first two years, and then $30 per space per month for the subsequent three years. The church has the option of cancelling the agreement before the 5 year term ends if they determine they will construct a building on the property. This agreement will save the CRA over $7,000 in FY 2011, will provide the church with guaranteed income for 5 years, and still provides the businesses and community with convenient parking. This agreement would become effective October 1, 2010.

Ms. DeBord stated that the Enzian Theater is based on a calendar year and provides $18,000 annually to the organization to provide 12 free popcorn films to the public in Central Park. This has long been a tradition of the City and brings an average of over 400 moviegoers each month to the downtown business district.

Ms. DeBord mentioned this year’s approved FY 2011 budget for the Welbourne Avenue Day Nursery provides $7,000 for educational supplies and other improvements and this new agreement becomes effective on October 1, 2010.

Ms. DeBord explained that the new agreement for the Heritage Center and Crealde School of Art will provide $40,000 effective October 1, 2010. She noted that the Heritage Center was completed by the CRA to celebrate the history of diversity in the City and is managed by the
Crealde School of Art. Commissioner Cooper asked what the agreement covers and if they are free programs. Ms. DeBord noted that the Center hosts many annual events and manages an award winning collection of photographs and art displays. Crealde has used past funding to pay for operations of the facility and to provide art programs to the community. She also noted that most of the programs are free to the community, but there might be a cost if money comes out of the Crealde School of Art for photographic equipment or something along those lines, but the programs themselves are offered for free. Commissioner McMacken questioned the amount for the parking and if they are saving $7,000 or if that is the cost. Ms. DeBord noted that they are saving $7,000 and the cost is $12,000.

Motion made by Commissioner Dillaha to approve the service provider agreements; seconded by Commissioner Cooper. Commissioner McMacken asked if all the agreements have been reviewed by counsel. Ms. DeBord stated yes. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Cooper, McMacken voted yes. The motion carried unanimously with a 5-0 vote (Representative Roberts was not present).

3. New Business

Ms. DeBord stated that she will provide the Agency with a written update prior to the next meeting on the Park Avenue Task Force and a status of their six goals. Mayor Bradley said it might be helpful if they received the packet of information on their work before they approve the item. It was noted that there is one more person to appoint. Ms. DeBord said they have asked but have not received an inquiry yet. Mayor Bradley asked that the item be on the November agenda so they can bring a recommendation which they will ratify.

Per the request of Commissioner McMacken, Ms. DeBord provided an update on the State Office Building. She noted that there was a meeting about six weeks ago with Concord Eastridge Inc. (CEI) representatives along with the City. She noted that Rogers, Lovelock, Fritz (RLF) currently does not have a signed lease with CEI but they have a memorandum of understanding that should the terms be acceptable to all parties they would sign a lease to occupy the second floor at 35,000 square feet. She said the attorney’s are reviewing the lease and the terms and that surveys have been done on the property. She noted that the City will continue to own the parking area around the building and they are looking at the treed area in the front of the building to possibly use as a conservation easement or for a park, depending on what the City codes will allow. She is meeting with the CEI representatives on Wednesday morning and the City’s arborist to look at and determine the health of the trees. CEI has offered as part of their lease to take care of that particular area as well as the parking area. Currently they are working on all of the terms of the lease and since it is a complex agreement they want to make sure the City receives a good deal, but they also understand that CEI terms reflect RLF’s participation and RLF is also looking at terms in what they can afford for a leased space. She said she hopes to bring a lease back to the City Commission for consideration in early October. Commissioner Cooper said that parkland would be more beneficial to the City and that would be her preference.

Mayor Bradley asked if they can always provide an update on the following major items which include the State Office Building, the Park Avenue Task Force and the Community Center.

Commissioner Dillaha asked about the ice rink again and the Park Avenue Task Force. She said she would like to see some form of agreement on how late the merchants will stay open,
the discount programs and other promotional items. Ms. DeBord stated that she can approach that idea to the Park Avenue Area Association and the Chamber and maybe they can come up with a Letter of Understanding between the two parties listing what they and the City will be providing. She said she cannot guarantee that all of them will abide by it, but they will try to obtain an agreement. Commissioner Dillaha stated that she would like to see a commitment on both sides and not just from the City. Ms. DeBord said she will try to have something back to them by the November 8, 2010 meeting regarding this item.

The CRA Agency meeting adjourned at 2:36 p.m.

__________________________
Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham
Subject: 2A

Approval of the rankings for the Marketing Plan RFP as submitted by the selection committee.

**motion | recommendation**

Approval of the rankings and authorizing the Chairman of the CRA Agency to enter into a contract with Engauge LLC.

**background**

RFP 28-2010 was developed to solicit proposals from marketing firms to assist the CRA in building a formal brand image and the creation of a marketing plan for the Park Avenue and Hannibal Square areas. A selection committee made up of members of the Park Avenue Area Task Force (PAATF), downtown merchants and city staff received 10 completed proposals, selected the top five for oral presentations, and submitted the following ranking for consideration by the Task Force. The Task Force supported the ranking at their October 5, 2010 meeting. The CRA Advisory Board unanimously approved the ranking and recommended entering into a contract with Engauge LLC at their meeting on October 28, 2010. The CRA Advisory Board requested that staff negotiate the contract with Engauge LLC carefully to ensure that the appropriate tasks are included to support the Brit Beemer study and the direction of the Park Avenue Area Strategic Plan.

Rankings:
1 - Engauge
2 - OCG
3 – North Star
4 – Kidd Group
5 – Land Design Innovations

A CD of all RFP responses is included in the packet.
PROCESS TO-DATE:
10 Responses Received: September 9, 2010
Selection Committee Initial Rankings: September 16, 2010
Top 5 Ranked Firms Presentations: September 29, 2010
Approval of Ranking by PAATF: October 5, 2010
Approval of the Ranking by the CRA Advisory Board: October 28, 2010

alternatives | other considerations

The only alternative would be to not fund the marketing plan. The marketing plan is a major component to the Strategic Plan and to the economic viability of the Park Avenue/Hannibal Square area. Creating and marketing a brand for this area of Winter Park establishes a strategy to ensuring the identity of the area and significant confidence in investment in Winter Park.

fiscal impact

There is adequate funding to enter into an agreement with the top ranked firm based on their proposal. The PAATF has approximately $120,000 in funds available for projects. The top ranked firm’s (Engauge) proposal response is $112,000.

strategic objective

This item fulfills the first goal of the adopted Park Avenue Area Strategic Plan and supports Goal Six (financial viability) of the 2007 CRA Strategic Plan.
Subject: 2B

Approval of the FY 2010/2011 Valet Parking Grant Agreement with the Park Ave Area Association.

motion | recommendation

Approve $5,000 funds from the Park Avenue Area Task Force funds and authorize expenditures of these funds.

background

The CRA has received a request from the Park Avenue Area Association for $5,000 in matching funds to assist with their Valet Parking Program along the Avenue. This item was approved at the October 5, 2010 Park Avenue Area Task Force meeting.

Valet parking has been operating on the Avenue for a number of years and has been very successful. Over the last six months the valet service has parked over 900 cars a month making it one of the city’s most inexpensive parking arrangements (see budget allocation section). Valet parking offers a convenient, highly visible means of offering residents and visitors a convenient way to visit the Avenue.

Staff recommendation is to provide the $5,000 in matching funds to the Park Avenue Area Association for the Valet Parking Program for two reasons: (1) The CRA receives 70% of its revenue from commercial properties with approximately one-fifth coming from properties fronting Park Avenue; and (2) a vibrant and successful business district along our main street maintains the village character of our Avenue while contributing greatly to our property tax revenues.

The CRA Advisory Board unanimously approved the agreement and recommended approval by the CRA Agency.
alternatives | other considerations

The CRA could choose not to fund the valet service and allow self-parking along Park Avenue.

fiscal impact

The CRA funds three other parking arrangements:  
27 spaces in the Bank of America garage @ $45.46 per space per month  
133 spaces in the Park Place garage @ $28.91 per space per month  
40 spaces in the Mt. Moriah Church lot @ $25 per space per month.

The matching funds requested of $5,000 will cover the cost of maintaining one valet station at the New England location. Funding would come from the CRA funds allocated to the implementation of the Park Ave Area Strategic Plan. Currently there is approximately $120,000 available to the Task Force to fund this item and the Marketing RFP proposal in the agenda packet.

strategic objective

This item is consistent with the CRA Strategic Plan Goal number 3 (maintaining commercial character) and number 6 (financial viability of the CRA) by supporting an environment that nurtures and cultivates our small business community and is listed as Goal #2 under the 2009 Park Ave Area Strategic Plan.
PARK AVENUE AREA ASSOCIATION FY 2010/2011
VALET PARKING GRANT AGREEMENT

THIS VALET PARKING GRANT AGREEMENT ("Agreement") is entered into this ___ day of __________, 2010, by and between the CITY OF WINTER PARK COMMUNITY REDEVELOPMENT AGENCY, a body corporate and politic created pursuant to Part III of Chapter 163 of the Florida Statutes (the "CRA"), and the PARK AVENUE AREA ASSOCIATION (d/b/a the Winter Park Chamber of Commerce), a Florida 501c6 non-profit corporation ("Recipient").

RECITALS

WHEREAS, it is a goal of the CRA to create opportunities to attract new and expanding businesses to the CRA and support the existing business community; and

WHEREAS, it is a goal of the CRA to enhance the economic vitality of the business population to attract private investment in the CRA; and

WHEREAS, it is an objective of the CRA to develop alternative parking approaches within the CRA to improve traffic flow, foster commercial development and support activity nodes; and

WHEREAS, the Recipient is a non-profit organization that has been operating and continues to operate a valet parking service on Park Avenue, which service has helped resolve parking issues along Park Avenue and provided a convenient way for residents and visitors to visit Park Avenue and support the business community on Park Avenue; and

WHEREAS, the CRA has found and determined that it would be beneficial to the Community Redevelopment Area and consistent with the Community Redevelopment Area Plan and the above-stated goals and objectives to support the Recipient’s valet parking service through a grant of funds upon the terms and conditions hereinafter described;

NOW, THEREFORE, for and in consideration of the above premises, the promises and provisions contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the CRA and the Recipient agree as follows:

NOW, THEREFORE, in consideration of the premises and of the mutual covenants herein contained, the receipt and sufficiency of which are hereby acknowledged, the CRA and the Recipient hereby agree as follows:

1. INCORPORATION OF PREAMBLE. The preamble of this Agreement is incorporated herein as covenants and agreements and made a part hereof.

2. TERM. This Agreement shall be effective upon the execution by all parties (the
3. **GRANT.** The CRA, subject to terms and conditions provided in this Agreement and the availability of grant monies, hereby authorizes the award of a grant to the Recipient in an amount not to exceed Five Thousand Dollars ($5,000) (the “Grant”). Recipient agrees to utilize the Grant, or any portion thereof, solely for the purposes of implementing and providing the Park Avenue Valet Program as described on attached Exhibit “A” (the “Recipient’s Program”).

4. **DISBURSAL.** Disbursal of the Grant, or any portion thereof, to the Recipient is made in consideration of, and on the condition that the Grant, or any portion thereof, be expended in implementing and performing the hereafter described Recipient Program, and the complete and satisfactory performance of the terms of this Agreement. No other use of the Grant, or any portion thereof, may be made without the written consent of the CRA. Subject to the foregoing, the Grant shall be disbursed to the Recipient on the first day of January 2011 following the Effective Date of this Agreement.

5. **UTILIZATION OF GRANT FUNDS.** The Recipient shall use said funds will be exclusively used for the purposes of providing at least one valet parking stand along Park Ave for the entire 10/11 fiscal year, with the expectation that, on average, 800-1,000 cars will utilize the location on a monthly basis.

6. **PROGRESS AND FINANCIAL REPORT.** By June 1, 2011, the Recipient shall submit to the CRA a Report. The Report shall be consistent with Exhibit “A” and shall detail the expenditure of the Funds. Failure to comply with the requirement for submission of the Report may result in the ineligibility of the Recipient to receive any future contributions from the CRA.

7. **NONPROFIT STATUS.** During the term of this Agreement, the Recipient will: (a) preserve its status as a section 501(c)(6) tax-exempt nonprofit corporation, duly organized and validly existing under the laws of the state of Florida; (b) maintain the requisite corporate power and authority to carry on its business; and (c) comply with its articles of incorporation, by-laws, policies, and all applicable laws, regulations, and rules.

8. **NONDISCRIMINATION.** Recipient agrees that in the performance of Recipient’s Objectives that Recipient shall not unlawfully discriminate, harass, or allow harassment against any participant in Recipient’s activities or services on the basis of sex, race, color, ancestry, religious creed, national origin, physical disability, or age, nor shall Recipient limit or give preference to participate in or attend Recipient’s programs to persons on the basis of sex, race, color, ancestry, religious creed, national origin, physical disability, or age.

9. **ACCOUNTABILITY AND OVERSIGHT.** The Grant covered by this Agreement are public funds and as such are subject to all applicable federal, state, and local laws and regulations pertaining to the use of public funds. The use of any funds provided under this Agreement for a purpose other than those expressly stated herein may subject the Recipient, its
officers, employees or agents, to criminal prosecution, administrative sanctions, and liability for repayment of the misused funds. In addition to the foregoing and the other terms and conditions provided in this Agreement, the Recipient shall have the following obligations pertaining to the use of the public funds and the oversight of the Recipient’s Objectives:

(a) Recipient’s Obligations and Responsibilities. Recipient hereby agrees as follows:

i. Requests For Additional Information. The Recipient agrees to respond within twenty (20) days of a written request for additional information from the CRA.

ii. Input. The Recipient will seek comment from the CRA and from the public on issues related to its performance of Recipient’s Objectives under this Agreement. Upon written request from the CRA, the Recipient will be required to attend meetings of the CRA pertaining to the award of the Grant, the Recipient’s Objectives, or any other matter relating to or in connection with this Agreement.

iii. Standards of Conduct. The Recipient will operate under professional standards of conduct and organizational effectiveness, consistent with the public interest and mandates of the Florida Statutes.

(b) CRA’s Obligations and Responsibilities. The CRA hereby agrees as follows:

i. CRA Staff Review and Evaluation. The CRA Manager, or its designee shall, at the request of the CRA, provide to the CRA a review and evaluation of the Recipient’s compliance with the terms and conditions of this Agreement, the effectiveness and benefits derived from the Grant and offer recommendations to improve the efficiency and effectiveness thereof, as measured by the Recipient’s participation therein.

10. MONITORING. Recipient shall permit the CRA to access and monitor the Recipient’s program related to Recipient’s Objectives to ensure compliance with the terms of this Agreement. Recipient shall, to assist monitoring of its program, provide to the CRA or the CRA’s designee access to all relevant records and such other information as the CRA may deem necessary.

11. OTHER EXPENSES AND FUNDING. Except as expressly provided in and subject to this Agreement, it is understood and expressly agreed by and between the parties to this Agreement that the CRA is not responsible or obligated to provide any additional funding for the Recipient’s Objectives or to approve reductions in the scope of the promised Recipient’s Objectives. The Recipient acknowledges and agrees that Recipient shall bear the sole responsibility to perform the Recipient’s Objectives and to provide any additional funds necessary to perform and achieve the Recipient’s Objectives, regardless of the actual costs and even if those costs exceed the Recipient’s cost estimate. Further, any expenditure made by Recipient pertaining to or in connection with performing or achieving the Recipient’s Objectives

3
prior to the Effective Date is undertaken at the Recipient’s sole expense.

12. **ACCURACY OF INFORMATION.** Recipient warrants and represents that all documentation and information provided by Recipient in connection with this Agreement, including all representations, statements and information contained therein, are and shall continue through the term of this Agreement to be true, complete and accurate in all material respects. Any material changes to such documentation and/or information must be provided to the CRA within twenty (20) days of such changes.

13. **INDEMNIFICATION.** The Recipient agrees to indemnify and hold the CRA harmless from and against any and all liability, claims, demands, damages, expenses, fees, fines, penalties, suits, proceedings, actions and cost of actions, including attorneys’ fees for trial and on appeal, of any kind and nature arising or growing out of or in any way connected with the performance of this Agreement by Recipient, Recipient’s performance of the Objectives or because due to the mere existence of this Agreement itself.

14. **FORFEIT OF GRANT FUNDS/REPAYMENT OF GRANT FUNDS IMPROPERLY EXPENDED.** If any or all Grant funds are not expended, or have not been expended, in accordance with this Agreement, or if personal property acquired with Grant funds is not being used, or has not been used, for Grant purposes in accordance with this Agreement, the CRA, at its sole and absolute discretion, may require the Recipient to forfeit the unexpended portion of the Grant funds and to repay to the CRA any funds improperly expended.

17. **REMEDIES.** The rights and remedies hereunder are in addition to, and not in limitation of, other rights and remedies under this Agreement, at law or in equity, and exercise of one right or remedy shall not be deemed a waiver of any other right or remedy. In the event the Recipient breaches any of the terms or conditions of this Agreement, the CRA reserves the right to seek equitable relief and/or all other remedies as available to it under applicable law, including, but not limited to, repayment of the Grant, or any portion thereof. Further, the CRA reserves the right to deem the Recipient ineligible for participation in future CRA grants, loans or projects.

18. **TERMINATION OF AGREEMENT.** The Recipient agrees that:

(a) **Actions Required By Recipient Upon Termination.** In addition to any other obligation provided for in this Agreement, upon termination of this Agreement, either by the expiration of term provided for herein, early termination as provided below, or any other reason resulting in the termination of this Agreement, Recipient shall, within thirty (30) days of such termination:

i. **Final Written Report.** Submit a final written report describing how funds were utilized by Recipient.

ii. **Accounting.** Provide an accounting of grant funds expended up to and including the date of termination.

iii. **Reimbursement.** Reimburse the CRA for any unexpended funds.
(b) Early Termination. Notwithstanding anything to the contrary provided for in this Agreement, upon ten (10) days written notice to the Recipient, the CRA may, in addition to any right permitted by this Agreement or statute, terminate this Agreement prior to the end of the term provided herein upon the occurrence of any one or more of the following events:

i. The mutual consent of the Recipient and the CRA.

ii. The Recipient materially defaults in its performance of any of the provisions provided for in this Agreement.

iii. The Recipient utilizes the Grant, or any portion thereof, in violation of this Agreement.

iv. The Recipient declares bankruptcy, is wound up, dissolved or otherwise ceases to exist as a legal entity.

v. The Recipient fails to obtain or maintain its section 501(c)(6) tax-exempt non-profit status.

vi. The Recipient fails to comply with any local, state or federal statute, ordinance, rule, order, regulation or requirement.

vii. Prior to the expiration of this Agreement, the CRA declares or makes a finding that Recipient’s performance under this Agreement is unsatisfactory or inconsistent with the goals and objectives of the CRA.

viii. The CRA determines, in its sole discretion, that facts have arisen or situations have occurred that fundamentally alter the expectations of the parties or make the purposes for the Grant, or any portion thereof, as contemplated infeasible or impractical.

ix. The CRA determines, in its sole discretion, that there have been material changes in the scope or nature of the Recipient’s Objectives from that which was presented by the Recipient or there have been material delays in the implementation of the Recipient’s Objectives and such material changes or delays have not received prior written approval of the CRA.

x. Discovery of misuse of the Grant, or any portion thereof, or any other action taken by the Recipient that endangers the life or safety of persons participating in the Recipient’s activities, programs or services.

19. NO WAIVER. Continued performance by either party hereto, pursuant to the terms of this Agreement, after a default of any of the terms, covenants or conditions herein shall not be deemed a waiver of any right to terminate this Agreement for any subsequent default, and no waiver of such default shall be construed or act as a waiver of any subsequent default.
20. **CONSTRUCTION; SEVERABILITY.** This Agreement shall be construed in accordance with the laws of the State of Florida. It is agreed by and between the parties that if any covenant, condition or provision contained in this Agreement is held to be invalid by any court of competent jurisdiction, such invalidity shall not affect the validity of any other covenants, conditions or provisions herein contained.

21. **NONASSIGNABILITY.** The Recipient may not assign its rights hereunder without the prior written consent of the CRA. Failure to comply with this section may result in immediate termination of this Agreement.

22. **EXPENSES.** Except as otherwise expressly provided in this Agreement, each party to this Agreement will bear the party’s own expenses in connection with the preparation, execution, and performance of this Agreement and the transactions contemplated by this Agreement. In the event of any default on the part of any party to this Agreement and the necessity to initiate court action for the enforcement of any right herein, then in such event, the parties in such action shall be responsible for their own respective costs and expenses of such action, including attorney’s fees.

23. **NO THIRD PARTY BENEFICIARIES.** Nothing in this Agreement, express or implied, is intended to or will be construed to confer upon any person, other than the parties to this Agreement, any right, remedy or claim under or with respect to this Agreement.

24. **NO JOINT VENTURE.** It is mutually understood and agreed that nothing contained in this Agreement is intended, or shall be construed, as in anyway creating or establishing the relationship as partner or joint venture between the parties hereto or as constituting Recipient as the agent or representative of the CRA for any purpose or in any manner whatsoever.

25. **VENUE.** Any litigation occurring as a result of this Agreement shall be held in the courts of Orange County, Florida and shall be governed by the laws of the State of Florida. The Recipient agrees to notify the CRA of an occurrence of any incident or action filed against Recipient, such as but not limited to, lawsuits, injuries, or allegations of abuse or neglect.

26. **ENTIRE AGREEMENT.** This Agreement constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; any representations or statement heretofore made with respect to such subject matter, whether verbal or written, are merged herein. No other agreement, whether verbal or written, with regard to the subject matter hereof shall be deemed to exist.

27. **NOTICE.** Any notices to be delivered hereunder shall be in writing and be deemed to be delivered when (i) hand delivered to the person hereinafter designated, or (ii) deposited in the United States Mail, addressed to a party at the addresses set forth opposite the party’s name below, or at such other address as the applicable party shall have specified, from time to time, by written notice to the other party delivered in accordance herewith:
28. **EXHIBITS.** Any exhibits referenced in this Agreement are a part of this Agreement as if fully set forth in this Agreement.

29. **AUTHORIZED PARTIES.** Each of the individuals signing this Agreement represents and warrants that he or she has been properly authorized by his or her respective organization to enter into this Agreement and that by their signatures each of the parties does intend and hereby legally bound under the terms of this Agreement.

**IN WITNESS WHEREOF,** the parties hereto have executed this instrument for the purpose herein expressed, the day and year first above written.

[Signature Pages Follow]
WITNESSES:

Print Name: ______________________

Print Name: ______________________

WITNESSES:

Print Name: ______________________

Print Name: ______________________

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this ______ day of ________, 2010, by Kenneth W. Bradley, as Chairman of the City of Winter Park Community Redevelopment Agency, a body corporate and politic created pursuant to Part III of Chapter 163, Florida Statutes, on behalf of the CRA. He or she is personally known to me or produced the following identification:

______________________________.

(NOTARY SEAL)

Notary Public:

Printed Name:

Commission No.:

My Commission Expires: ____________________
STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 7th day of October, 2010, by Patrick Wilder, as President & CEO of Park Avenue Area Association (d/b/a Winter Park Chamber of Commerce, a Florida 501c6 non-profit corporation). He or she is personally known to me or produced the following identification:

Drivers License

(NOTARY SEAL)

Notary Public:

Printed Name: Shannon N. Mitchell

Commission No.: DD961951

My Commission Expires: 2/15/2014
EXHIBIT “A”—Recipient’s Program

The Park Avenue Area Association in cooperation with the Winter Park Chamber of Commerce has operates a valet parking program along Park Avenue. This valet program has traditionally parked an average of 800 - 1,000 cars a month from visitors to the shopping, dining, and recreation areas along this historic business district. Valet parking allows for the efficient and hassle free parking of cars for visitors and residents while providing the City with innovative ways to address parking needs in the downtown area.

For FY 2011 the Park Avenue Area Association is requesting $5,000 from the CRA which will be matched with $5,000 in funds from the Winter Park Chamber of Commerce/Park Avenue Area Association. These funds will be exclusively used for the purposes of providing at least one valet parking stand along Park Ave for the entire 10/11 fiscal year, with the expectation that, on average, 800-1,000 cars will utilize the location on a monthly basis.

By June 1, 2011, the Recipient shall submit to the CRA a Report. The Report shall be consistent with the Objectives, including the average number of cars parked per month, and shall detail the expenditure of the Funds. Failure to comply with the requirement for submission of the Report may result in the ineligibility of the Recipient to receive any future contributions from the CRA.
Subject: 3A

Park Avenue Area Task Force (PAATF) Update

background

Staff will discuss the latest activities of the PAATF with the board.

To-date the PAATF and its subcommittees have discussed:

1) Wayfinding
2) Employee Parking Programs
3) Updated the 2003 Parking Study
4) Marketing RFP and Rankings of Proposals
5) Valet Program for Park Ave
Revision to Summer Youth Enrichment Program Guidelines & Forms

The Community Redevelopment Agency (CRA) of the City of Winter Park established the Summer Youth Enrichment Program in FY2006 to provide learning experiences for CRA students to help prepare them for higher education and future career success. To date, over 70 high school students have participated in this program.

Staff has made the following minor changes/additions to the program:

- Update the program application to include additional student information
- Establish program guidelines which will detail eligibility requirements and program information
  - Modified recommendation form to seek the recommendation from a teacher rather than the student’s guidance counselor

Fiscal Impact

The CRA Agency budgeted $30,000.00 for FY 2010-11.
SYEP Eligibility Requirements

PAID INTERNSHIP PROGRAMS:

• RESIDE WITHIN THE CRA OF WINTER PARK

• HIGH SCHOOL STUDENT 14-18 YEARS OLD

• COMPLETE APPLICATION & GAIN ACCEPTANCE TO PROGRAM

• PARTICIPANT MAY NEED TO UNDERGO BACKGROUND CHECK AS DETERMINED BY THE ORGANIZATION WITH WHICH THEY ARE PLACED

• ALL POSITIONS ARE PAID FOR A MAXIMUM OF 20 HOURS PER WEEK AT MINIMUM WAGE

• APPROVAL OF SELECTION PANEL

• HAS NOT PREVIOUSLY BEEN DISMISSED FROM SYEP PROGRAM FOR DISCIPLINARY REASONS

• WRITTEN APPROVAL OF PARENT OR GUARDIAN

• PARTICIPANT MUST COMPLETE A 2 PAGE REPORT ABOUT EXPERIENCE
**SYEP Eligibility Requirements**

**LOCAL PROGRAMS:**

- RESIDE WITHIN THE CRA
- HIGH SCHOOL STUDENT 14-18 YEARS OLD
- COMPLETE APPLICATION & GAIN ACCEPTANCE TO PROGRAM
- COMPLETE 2 HOURS OF COMMUNITY SERVICE WITH A LOCAL W.P. NON-PROFIT ORGANIZATION FOR EVERY $500.00 AWARDED IN SCHOARSHIP FUNDS
- APPROVAL OF SELECTION PANEL
- HAS NOT PREVIOUSLY BEEN DISMISSED FROM SYEP PROGRAM FOR DISCIPLINARY REASONS
- WRITTEN APPROVAL OF PARENT OR GUARDIAN
- PARTICIPANT MUST COMPLETE A 2 PAGE REPORT ABOUT EXPERIENCE
SYEP Eligibility Requirements

INTERNATIONAL PROGRAMS:

• RESIDE WITHIN THE CRA OF WINTER PARK

• HIGH SCHOOL STUDENT 16-18 YEARS OLD

• G.P.A. OF 2.5 OR HIGHER

• COMPLETE APPLICATION & GAIN ACCEPTANCE TO PROGRAM

• APPLY FOR & RECEIVE A PASSPORT PRIOR TO TRAVEL

• PARENTAL TRANSPORTATION TO & FROM ORLANDO INTERNATIONAL AIRPORT

• COMPLETE 2 HOURS OF COMMUNITY SERVICE WITH A LOCAL W.P. NON-PROFIT ORGANIZATION FOR EVERY $500.00 AWARDED IN SCHOARSHIP FUNDS

• UNDERGO PERSONAL INTERVIEW PROCESS

• COMPLETE ANY REQUIREMENTS OF TRAVEL COMPANY

• APPROVAL OF SELECTION PANEL

• HAS NOT PREVIOUSLY BEEN DISMISSED FROM SYEP PROGRAM FOR DISCIPLINARY REASONS

• WRITTEN APPROVAL OF PARENT OR GUARDIAN

• PARTICIPANT MUST COMPLETE A 2 PAGE REPORT ABOUT TRAVEL EXPERIENCE
APPLICATION FOR PARTICIPATION

Name: ___________________________________  Today’s Date: ____________________________

Address: ___________________________________  Street Address: ____________________________

Applicant E-mail: __________________________  Applicant Cell Phone: ________________________

Sex: □ Male  □ Female  Date of Birth: ______/____/____  Age: __________________

U.S. Citizen? □ Yes □ No  Place of Birth: ____________________

Current Grade (or highest grade completed):  □ 9th  □ 10th  □ 11th  □ 12th

Current School: ________________________  School Counselor: ____________________________

With whom do you live?

□ Mother only  □ Father only  □ Mother and Father  □ Parent and Stepparent  □ Guardian/Other (Please specify below)

Name: ___________________________ Relation: ___________________ Phone #: __________________

Father’s Name: ________________________ Occupation: ________________________________

Place of Business: _____________________ Work Phone: ___________________ OK to contact? □ Yes □ No

Father’s Email: _______________________  Father’s Cell Phone: _________________________

Mother’s Name: ________________________ Occupation: ________________________________

Place of Business: _____________________ Work Phone: ___________________ OK to contact? □ Yes □ No

Mother’s Email: ________________________  Mother’s Cell Phone: _________________________

Emergency Contact:

Name: ___________________________ Relation: ___________________ Phone #: __________________

Office Use Only:

Date Application Received __________________________  □ Accepted  Date: __________

Date Application Completed __________________________  □ Denied  Date: __________

Date Application Reviewed __________________________  □ Wait Listed  Date: __________

SUMMER YOUTH ENRICHMENT PROGRAM
City Of Winter Park
Attn: CRA Staff
401 S. Park Ave
Winter Park, Florida 32789
(407) 599-3695
PROGRAM PREFERENCE SELECTION

Please place a one (1) next to the program destination of your first choice and place a two (2) next to your second choice and a three (3) next to your last choice. Do not select more than three programs.

Local

___ ID Tech (Rollins)- Computer Design
___ Adventure Camp (Sea world)- Biology
___ Live Wire (Disney)- Electronics
___ New York Film Academy (Disney)- Film
___ Camp Jam (Orlando)- Music

Internship

___ Winter Park Library
___ Welbourne Ave Day Nursery
___ Depugh Nursing Home
___ Orlando NAACP
___ Center for Independent Living
___ Hannibal Square Community Land Trust
___ Hannibal Square Heritage Center
___ Boys & Girls Club

*All Internship and summer camp experiences are subject to change based upon availability.
APPLICATION FOR PARTICIPATION
Summer Youth Enrichment Program

INFORMATION SHEET AND ACKNOWLEDGMENT FORM
(To be completed by applicant and parent)

The selection staff appointed by the City of Winter Park requires certain students’ records to determine the eligibility and approval of the applicants. By signing this form you are giving the City of Winter Park the right to collect school records for the express purpose of determining eligibility in the Summer Youth Enrichment Program. Directory information concerning your participation in the program will be released to the public as a matter of course, unless notified in writing. This information is limited to name, grade level, schools attended, home address, date of birth, parent's name and address, phone number, and participation dates.

Approval for admittance into the Summer Youth Enrichment Program is the sole decision of the Selection Staff based upon application materials submitted and personal interviews.

ACKNOWLEDGEMENT:

By signing this page of the application, the applicant agrees to, and his/her parent or guardian permits, the receipt of program services and acknowledges the requirements and guidelines set out in the SYEP Program Guidelines attached to this application.

You also represent that the information provided and that the details on this application are true and correct.

__________________________________________________________________________

Applicant's Signature                               Parent or Legal Guardian's Signature

Date _______________________________________________________________________

The Summer Youth Enrichment Program considers applications without regard to race, color, national origin, gender or disability.
APPLICATION FOR PARTICIPATION
Summer Youth Enrichment Program

Student: __________________________

APPLICANT QUESTIONNAIRE
(To be completed by student)

1. What do you plan to do after graduation from high school?
   __________________________________________________________________________
   __________________________________________________________________________

2. List your school activities (such as band, clubs, student government organizations, sports, etc.)
   __________________________________________________________________________
   __________________________________________________________________________

3. What do you like to do in your spare time?
   __________________________________________________________________________
   __________________________________________________________________________

4. Do you currently have a job? ☐ yes ☐ no  If yes, where do you work and how many hours per week?
   __________________________________________________________________________
   __________________________________________________________________________

5. Please list any educational or leadership summer programs in which you have participated?
   __________________________________________________________________________

6. Which are your best subjects in school? Please explain.
   __________________________________________________________________________
   __________________________________________________________________________

7. Which subjects in school give you the most difficulty? Please explain.
   __________________________________________________________________________
   __________________________________________________________________________

8. Please detail your current career plan.
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

(Continued)
Please write one or two paragraph answers to the following questions:

9. Which Scholarship or Internship are you interested in applying for and what do you hope to learn and achieve if you are accepted?

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

10. What will you do to help ensure your success in the program?

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
SUMMER YOUTH ENRICHMENT PROGRAM

City of Winter Park
Attn: CRA Staff
401 S. Park Ave
Winter Park, Florida 32789
(407) 599-3695

RECORDS RELEASE FORM
To Be Completed By Student and Parent

As indicated below:

✓ I hereby give my permission for the release of any records from my son's/daughter's file to the CRA SYEP Program. [Parent or Legal Guardian]

✓ I hereby give permission for you to release any of my school records to the CRA SYEP Program. [Program Participant]

I authorize the release of school records from my son's/daughter's file that may be requested by the Summer Youth Enrichment Program. I understand that these records will be handled in a confidential manner and that they will be made available only to program staff and representatives from the Summer Youth Enrichment Program.

This authorization is limited to the following records:

- Official School Transcript
- Orange County: Student Academic Involvement Report with tests scores
- Test Results (PSAT, SAT, ACT, FCAT if available).
- Attendance Record for 8th-12th grades
- Student grades/progress reports
- Information concerning disciplinary actions
- Individual Education Plan (IEP)

Student’s Name: ______________________________________________

Student’s School I.D. Number: __________________________________

Student’s Social Security Number: _______________________________

Parent or Guardian’s Name: ____________________________________

Note: A photocopy of this record release form should be accepted as an original and the date indicated below has no bearing on when the information is requested by the Summer Youth Enrichment Program.

Signature of Parent or Guardian (Required if student is under 18)   Date

Signature of Student (Required if student is 18 or older)   Date
COUNSELOR RECOMMENDATION FORM

Student: ______________________  Current Grade: ________________

To Be Completed By Current Guidance Counselor

The aforementioned student is applying to the Summer Youth Enrichment Program of the City of Winter Park’s Community Redevelopment Agency. Please complete this form and return it to our office at your earliest convenience. Your cooperation is appreciated.

City of Winter Park
Attn: CRA Staff
401 S. Park Ave
Winter Park, Florida 32789
(407) 599-3695

Which of the following best describes this student's high school curriculum?

☐ Vocational  ☐ General  ☐ Academic/College Prep
☐ Honors Program  ☐ Remedial  ☐ Other _______________

What is this student's current academic unweighted GPA? ___________

What is this student's approximate class rank?

☐ Top 10%  ☐ Top 25%  ☐ Top 50%  ☐ Below 50%

What is this student's reading level?  ☐ Above  ☐ At  ☐ Below Grade Level

How would you describe this student's attendance?

☐ Excellent  ☐ Good  ☐ Fair  ☐ Poor

Has this student ever been subject to school disciplinary action or suspension?

☐ Yes  ☐ No

If yes, explain:
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Counselor's Name (please print): ____________________________

Counselor's Signature: ________________________________

School: ___________________________  Date: ________________

Please return this form with a copy of the student’s current official transcript
ENGLISH RECOMMENDATION FORM  
(Complete only if applying for a scholarship and not an internship)

Student: __________________________ Course Name: __________________________

To Be Completed By Current English Teacher

The aforementioned student is applying to the Summer Youth Enrichment Program of the City of Winter Park’s Community Redevelopment Agency. Please complete this form and return it to our office at your earliest convenience. Your cooperation is appreciated.

City of Winter Park  
Attn: CRA Staff  
401 S. Park Ave  
Winter Park, Florida 32789  
(407) 599-3695

Last Progress Report Grade: ______

Please comment on this student’s skills and/or deficiencies in each of the following areas:

1. Written Communication:
   __________________________________________________________________________
   __________________________________________________________________________

2. Oral Communication:
   __________________________________________________________________________
   __________________________________________________________________________

3. Reading Comprehension:
   __________________________________________________________________________
   __________________________________________________________________________

4. Study Skills:
   __________________________________________________________________________
   __________________________________________________________________________

5. Would you recommend this student as someone who has potential for post-secondary educational opportunities? □ Yes □ No  Why?
   __________________________________________________________________________
   __________________________________________________________________________

6. Please comment on your perception of this student’s maturity, cooperation, reliability, and motivation to succeed academically:
   __________________________________________________________________________
   __________________________________________________________________________

Teacher’s Signature: __________________________  Teacher’s Name: __________________________

(Please Print)

School: __________________________  Date: __________________________
Applications will be accepted only from students living within the CRA boundaries of Winter Park (see attached map).

Before submitting the application, please ensure that you have completed and provided the following:

- All appropriate boxes checked and blanks filled in on all pages.
- Have read and understand SYEP Program Guidelines (attached)
- **Release, Waiver of Liability and Indemnity Agreement** signed by student, or if student is under the age of 18, by parent/guardian.
- **Information Sheet** signed by both student and a parent/guardian.
- **Questionnaires and essays** completed by student and parent/guardian.
- **Record Release Form** signed by parent/guardian.
- **Recommendation Forms** completed by your school counselor and English teacher (for scholarships only)
- **Verification of U.S. citizenship or residency.** Please attach a copy of one of the following documents:
  - U.S. Birth Certificate
  - U.S. Passport
  - Naturalization papers
  - Alien Registration Card
- Photocopy of student's most recent school transcript or report card, and FCAT scores

Please mail the completed application before **March 30th** to:

City of Winter Park
Attn: CRA Staff
401 S. Park Ave
Winter Park, Florida 32789
(407) 599-3695

For Questions regarding the application requirements or program rules please call:
(407) 599-3695

You will not be considered for participation in the program until all required components of your application have been received.

Applications are due by **March 30th** and are considered on an as-received basis. Final decisions will be made in early April after a personal interview.
The Community Redevelopment Agency (CRA) of the City of Winter Park established the Summer Youth Enrichment Program (SYEP) to provide teenage CRA residents with enriching summer experiences to help introduce them to the business world, further their sense of responsibility, provide an educational experience, and expose them to new life experiences, leading to improved character and understanding of the world around them.

Program applications will become available on March 1st of each year as funds are available. Students must submit completed applications by April 30th of that same year. Highest consideration is given to those applicants who have not previously participated in the program, are in good academic standing (GPA and references), and have demonstrated local community involvement. Final decisions will be made in mid-April after a personal interview.

ELIGIBILITY REQUIREMENTS

✓ Student must reside in the CRA district (see map)
✓ Student must be between the ages of 14 – 18 years old
✓ Must have written approval of parent or guardian
✓ Must have not been previously dismissed from the SYEP program

PROGRAM INFORMATION

The Summer Youth Enrichment Program provides students the opportunity to obtain real world experiences while promoting personal growth and understanding. Selected students will work in a safe and educational environment with non-profits located throughout Winter Park. Students placed with a provider in the program will work directly for the non-profit as their employee. All positions are paid for a maximum of 20 hours per week at minimum wage. Students may need to undergo a background check as determined by the non-profit organization with which they are placed.

Interested applicants must submit a complete application and all required documentation (see application checklist). The selection panel will call those eligible students for a personal interview, and students will be notified of their acceptance into the program by early May. Accepted students must attend a mandatory business etiquette workshop hosted by the CRA in cooperation with Rollins College. Internships will begin in mid-June after the end of the school year. This is an eight-week internship work program and students must report to work according to their schedule during this period of time. At the end of their internship, the CRA will mail students a program survey which they will have submit back in order to be eligible to participate in future CRA programs.
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY
SUMMER YOUTH ENRICHMENT PROGRAM
STUDENT APPLICATION

Date: ______________________

Name: _________________________________________________________________________

Address: ________________________________________________________________________

______________________________________________________________________________

Home Phone: _________________________ Applicant’s Cell Phone: ______________________

E-mail: _______________________________________________________________________ 

Sex: ☐ Male ☐ Female Date of Birth: _____/_____/______ Age: __________

Are you legally eligible to work in the U.S.? ☐ Yes ☐ No

Current Grade (or highest grade completed): ☐ 9th ☐ 10th ☐ 11th ☐ 12th

Current School: __________________________________________ GPA: _________________ 

(2.0 gpa preferred)

School Counselor: ________________________________________________________________

With whom do you live?

☐ Mother only ☐ Father only

☐ Mother and Father ☐ Parent and Stepparent

☐ Guardian/Other (Please specify below)

Name: _______________________ Relation: _________________ Phone #: ______________

Father’s Name: _____________________________ Occupation: __________________________

Cell Phone: ___________________ Work Phone: ______________ OK to contact? ☐ Yes ☐ No

Mother’s Name: _____________________________ Occupation: __________________________

Cell Phone: ___________________ Work Phone: ______________ OK to contact? ☐ Yes ☐ No
Emergency Contact:

Name: ___________________________________________________________________________
Relation: _______________________________ Phone #: _______________________________

PROGRAM PREFERENCE SELECTION

Please place a one (1) next to the program destination of your first choice and place a two (2) next to your second choice and a three (3) next to your last choice. Do not select more than three programs. All internship experiences are subject to change based upon availability.

___ Winter Park Library
___ Welbourne Ave Day Nursery
___ Depugh Nursing Home
___ B.A.S.E Camp
___ Center for Independent Living
___ Hannibal Square Community Land Trust
___ Hannibal Square Heritage Center
___ Boys & Girls Club

Program Information: The selection staff appointed by the City of Winter Park requires certain students’ records to determine the eligibility and approval of the applicants. By signing this form you are giving the City of Winter Park the right to collect school records for the express purpose of determining eligibility in the Summer Youth Enrichment Program. Directory information concerning your participation in the program will be released to the public as a matter of course, unless notified in writing. This information is limited to name, grade level, schools attended, home address, date of birth, parent's name and address, phone number, and participation dates.

Approval for admittance into the Summer Youth Enrichment Program is the sole decision of the Selection Staff based upon meeting eligibility requirements, submitted application materials and personal interviews. Highest consideration will be given to those applicants who are in good academic standing, have a strong GPA and have related work/volunteer experience. The Summer Youth Enrichment Program considers applications without regard to race, color, national origin, gender or disability.

Acknowledgement: By signing this page of the application, the applicant agrees to, and his/her parent or guardian permits, the receipt of program services and acknowledges the requirements and guidelines set out in the SYEP Program Guidelines attached to this application. You also represent that the information provided and that the details on this application are true and correct.

__________________________  __________________________________        ____________
Applicant's Signature    Parent or Legal Guardian's Signature  Date

FOR OFFICE USE ONLY: Application Received ___________________________                 Reviewed By ____________
Eligible _____ (provider: ___________________________________________)                 Wait Listed _____________
Ineligible _____ (reason: ________________________________________________________________________________)
The following questions must be completed by the student. Please write one or two paragraph answers to the following questions. Use a separate sheet of paper if necessary.

Student: _________________________________________________

1. What do you plan to do after graduation from high school?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

2. List your school activities (such as band, clubs, student government organizations, sports, etc.)

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

3. What do you like to do in your spare time?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

4. Please list any educational or leadership summer programs in which you have participated?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

5. Which are your best subjects in school? Please explain.

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

6. Which subjects in school give you the most difficulty? Please explain.

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
Student: __________________________________________________

7. Please detail your current career plan.
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

8. What internship provider are you interested in applying for and what do you hope to learn and achieve if you are accepted?
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

9. What will you do to help ensure your success in the program?
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
RECORDS RELEASE FORM

The student is applying to the Summer Youth Enrichment Program of the City of Winter Park’s Community Redevelopment Agency. Parents must complete this form and submit it to the record’s maintenance office at the student’s school. Your cooperation is appreciated.

City of Winter Park
Attn: CRA Program Coordinator
401 S. Park Ave
Winter Park, Florida 32789
P: (407) 599-3695
F: (407) 599-3499

As indicated below:

☐ I hereby give my permission for the release of any records from my son’s/daughter’s file to the CRA SYEP Program.
☐ I hereby give permission for you to release any of my school records to the CRA SYEP Program.

I authorize the release of school records from my son's/daughter's file that may be requested by the Summer Youth Enrichment Program. I understand that these records will be handled in a confidential manner and that they will be made available only to program staff and representatives from the Summer Youth Enrichment Program.

This authorization is limited to the following records:

- Official School Transcript
- Orange County: Student Academic Involvement Report with tests scores
- Test Results (PSAT, SAT, ACT, FCAT if available).
- Attendance Record for 8th-12th grades
- Student grades/progress reports
- Information concerning disciplinary actions
- Individual Education Plan (IEP)

Parent or Guardian’s Name: ____________________________________________

Student’s Name: ______________________________________________________

Student’s School I.D. Number: __________________________________________

Student’s Social Security Number: _______________________________________

_________________________ __________________________   _____________________
Signature of Parent or Guardian (required if student is under 18)  Date

_________________________ __________________________
Signature of Student  Date
TEACHER RECOMMENDATION FORM

To the student: You must submit at least one recommendation from a current teacher.

Student’s Name: ________________________________

Grade Level: ____________________

The aforementioned student is applying to the Summer Youth Enrichment Program of the City of Winter Park’s Community Redevelopment Agency. Please complete this form and return it to our office at your earliest convenience. Your cooperation is appreciated.

City of Winter Park
Attn: CRA Program Coordinator
401 S. Park Ave
Winter Park, Florida 32789
P: (407) 599-3695
F: (407) 599-3499

How well do you know the applicant? Very Well ______ Somewhat ______ Slightly ______

Please classify the applicant in the following categories: (leave blank for any which you have no opinion)

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Average</th>
<th>Above Average</th>
<th>Superior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-Confidence</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People Skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic Ability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leadership Skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Frequently</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Punctual</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulfills Commitments</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shows Responsibility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shows Initiative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates Common Sense</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates Maturity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Works to their Potential</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Please see next page for additional questions)
TEACHER RECOMMENDATION (continued)

Student: ____________________________________________

What do you consider to be this person’s strongest qualities or talents?

How would you describe the student’s conduct in school?

Please add additional comments that would help to understand or evaluate this student. Recommendations for placement are welcome.

This information will be handled in a confidential manner and will be made available only to program staff and representatives from the Summer Youth Enrichment Program. We strongly encourage you to add any further information that will help us assess this applicant’s candidacy as fairly as possible.

Thank you for your careful evaluation.

Teacher’s Name: ______________________________________

Print ___________________________ Signature ____________________

School: ___________________________ Subject: ______________________

Phone: ___________________________ Email: _________________________

Date: _____________________________

FOR OFFICE USE ONLY:

Documentation Received ______________________ Documentation Reviewed By ___________________
Applications will be accepted only from students living within the CRA boundaries of Winter Park (see attached map).

Before submitting the application, please ensure that you have completed and provided the following:

- All appropriate boxes checked and blanks filled in on all pages
- Have read and understand SYEP Program Guidelines (attached)
- Application signed by both the student and a parent/guardian
- Questionnaires and essays completed by student
- Record Release Form signed by both the student and a parent/guardian
- Recommendation Forms completed by a current teacher
- Verification of U.S. citizenship or residency. Please attach a copy of one of the following documents:
  - U.S. Birth Certificate
  - U.S. Passport
  - Naturalization papers
  - Alien Registration Card
- Student’s most recent school transcript and FCAT scores

Please mail the completed application before April 30th to:
City of Winter Park
Attn: CRA Program Coordinator
401 S. Park Ave
Winter Park, Florida 32789
P: (407) 599-3695
F: (407) 599-3499

Highest consideration is given to those applicants who are in good academic standing, have a strong GPA and have related work/volunteer experience. Final decisions will be made in mid-April after a personal interview.

Applications are due by April 30th. You will not be considered for participation in the program until all required components of your application have been received.
Subject: 3C

CRA Scholarship Program

background

The CRA Agency has set aside $10,000 in CRA money to establish a scholarship program for eligible college students residing in the CRA district. This program is currently not found in the CRA Plan and would require a Plan amendment to allow the expenditure of funds.

After review of other statewide CRAs, staff has found only one example of a CRA that funds a scholarship program in their CRA Plan. Staff is evaluating the criteria of that program and is working on various concepts.

A potential concept for the scholarship program may include:

1. Establish a review committee for all applicants through the CRA that would include:
   - Two CRA Advisory Board members
   - One CRA Agency Member
   - One Community Member
   - Representative from Valencia Community College as the only college located in the CRA

2. Create a community service requirement for all scholarship recipients

3. Establishing criteria such as GPA standards as part of the application review process

4. Naming the scholarship as a memorial for a past active community member
At their meeting on October 28, 2010, The CRA Advisory Board recommended reaching out to the local colleges and technical schools for either a match or other type of support. They also expressed a desire for staff to look towards local businesses for contributions or a match as well. Staff has also received a request from a not-for-profit organization to manage and distribute the scholarship program.

Staff will look into the CRA Advisory Board’s recommendations and bring this item back for Agency direction in early 2011.