# CRA Board Agenda

February 14, 2011 at 2:00 p.m.

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

## Administrative Items
- Approval of minutes from November 18, 2010

## Action Items
- Housing Rehabilitation Program Amendments
- Targeted Industry Enhancement (TIE) Program
- Reallocation of QTI Funds

## Informational Items
- Marketing Contract with Engauge
- Summer Youth Enrichment Program Update

## New Business Items

## Adjournment Items

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## 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 #1A

Minutes from 11-18-2010

motion | recommendation

Approval of the minutes.

background

alternatives | other considerations

fiscal impact

strategic objective
COMMUNITY REDEVELOPMENT AGENCY  
November 8, 2010

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:07 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:  
Mayor Kenneth Bradley  
Commissioner Phil Anderson  
Commissioner Beth Dillaha  
Commissioner Carolyn Cooper  
Commissioner Tom McMacken

Also present:  
City Manager Randy Knight  
CRA Attorney Anthony Garganese  
Deputy City Clerk Michelle Bernstein  
CRA Director Dori DeBord  
Assistant CRA Director Peter Moore

Absent:  
Orange County Representative Stan Roberts

1. Administrative Items.

Motion made by Commissioner McMacken to approve the minutes of August 9, 2010 and September 13, 2010; seconded by Commissioner Dillaha. The motion carried unanimously with a 5-0 vote. (Representative Roberts not present)

2. Action Items.

A. Selection of Marketing Consultant

CRA Director Dori DeBord provided a summary of the selection process for the marketing consultant firm. She answered questions regarding the members of the selection committee and CRA Advisory Board. Patrick Chapin, Park Avenue Task Force, explained the selection process and who attended and participated in the decision making process. He also spoke about the two different presentations that were given by OCG and Engauge, LLC and explained the difference between the two firms in what they presented and the price difference in their proposals because of the different services being offered. He said that the scope of services varied significantly between the two firms and the services being offered might not be something that the City could use or want. Commissioner Cooper said she wanted a little more community basis and is concerned with the rebranding. She said she does not want to lose the positive value that we have now and suggested to further enhance the brand that we currently have.

Motion made by Commissioner Dillaha to authorize the Chairman of the CRA Agency to enter into a contract with Engauge LLC and to put a cap of $75,000; seconded by Commissioner Cooper.

Commissioner McMacken said he is not comfortable in putting a cap on it now until staff has an opportunity to meet with them to further define the scope. Mayor Bradley asked for clarification regarding the contract process. Ms. DeBord said her desire was for the Commission to provide her with direction so that she can negotiate the contract and then have it signed. She explained that the next CRA meeting is not until February, so they would have to plan another CRA meeting in order for the Commission to accept the contract which affects the timeframe. Commissioner Anderson asked if this is within the allowances that they set for this project. Ms.
DeBord said yes and further explained. Commissioner Cooper asked if there are funds that are reserved for the implementation of this. Ms. DeBord said no and provided clarity on this issue. She also asked Ms. DeBord if she could provide a cap amount that she would be comfortable with. Ms. DeBord said she believes $90,000 would be appropriate based upon the scope.

Motion made by Commissioner Cooper to amend the $75,000 cap to a $90,000 cap and to authorize the CRA Agency to move forward with Engague, LLC for a sum of up to $90,000 and to allow the Commission to sign the agreement if it is at $90,000 or less; seconded by Mayor Bradley.

Hal George provided several comments and concerns regarding the two firms, their presentations, their proposals and how different they were.

Patrick Chapin said he supports the $90,000 budget and feels confident that they can get the job done with that amount of money.

Commissioner Anderson said he would hope that staff would come back to them if they will not be able to negotiate a contract for the $90,000. Ms. DeBord agreed.

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

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

B. Authorization of Valet Services

Assistant CRA Director Peter Moore provided a brief summary of the valet parking grant agreement request for $5,000 by the Park Avenue Area Association. He explained that the valet parking has been operating on the Avenue for a number of years and has been very successful. Commissioner Cooper asked if it is a dollar for dollar match and he said yes.

Motion made by Commissioner Cooper to approve $5,000 from the Park Avenue Area Task Force funds and authorize expenditures of these funds; seconded by Commissioner Anderson. 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. Informational Items

A. Park Avenue Area Task Force Update

Assistant CRA Director Peter Moore provided a brief update on the Park Avenue Area Task Force and addressed their current activities. To date the task force and its subcommittees have addressed the valet program and the funding and the marketing RFP and rankings of proposals. They have also updated the parking count from the 2003 survey and have also looked at the Wayfinding Program and approved it. Mayor Bradley spoke about the approved strategic plan
and the six deliverables. He requested to keep this item at the forefront of the CRA Agency board to help guide them and keep them on track in reaching their ultimate goal. Ms. DeBord answered Commissioner Cooper’s question by providing clarification regarding the CRA funding and how it relates to the Park Avenue Task Force. She explained that when the Park Avenue Area Strategic Plan was developed approximately two years ago, it was decided that the CRA Agency would generously allocate $150,000 for three years to implement the six goals of this plan. She stated that some of the goals require dollars to be spent and some goals do not and that the dollars were to allow the strategic plan to be unfolded. She explained that the authority is always with the CRA Agency and as a part of the budget they approved the $150,000. She noted that it is the task force’s mission to ensure the goals are implemented and the CRA department is responsible for oversight.

B. Summer Youth Enrichment Program; Guidelines, Application and Revisions

Ms. DeBord provided a summary on what the Summer Youth Enrichment Program includes, how it works, and what it provides. She noted that staff has made the following minor changes/additions to the program; updated the program application to include additional student information, established program guidelines which will detail eligibility requirements and program information, and modified the recommendation form to seek the recommendation from a teacher rather than the student’s guidance counselor. She explained that the CRA Agency budgeted $30,000 for FY 2010-11 and listed the program selections for this year: Winter Park Library, Whelbourne Avenue Day Nursery, Depugh Nursing Home, Orlando NAACP, Center for Independent Living, Hannibal Square Community Land Trust, Hannibal Square Heritage Center and the Boys and Girls Club.

C. CRA Scholarship Program

Ms. DeBord explained the concept of the scholarship program and noted that they currently do not have one. She indicated that they have reviewed other statewide CRAs and staff has found only one example of a CRA that funds a scholarship program in their CRA Plan. She also noted that staff is evaluating the criteria of that program and is working on various concepts. Ms. DeBord indicated that they have come up with a potential concept for the program and they were looking at establishing a review committee that would be made up of two CRA Advisory Board members, one CRA Agency member, one Community member and a volunteer representative from Valencia Community College. She said they also need to create a community service requirement for all scholarship recipients, to establish GPA standards as part of the application review process and possibly naming the scholarship as a memorial for a past active community member.

Since there were numerous conversations regarding this item, she assured the Commission that they are looking into it and they are going to start the plan amendment process, but they would not be able to implement the scholarship program until then. They anticipate having a date on the application, preferably March or early April and the scholarship money will then be available a couple of months after the review process. She said the CRA would be responsible for issuing the checks to the various universities in the name of the scholarship winners and each year the scholarship participant could apply again. She explained that there would be no automatic given just because a previous scholarship was awarded to them at one point in time.
Ms. DeBord said there are various details that need to be worked out: once they get started, such as the dollar amount. She asked for feedback on the concept and if they had any other ideas to put in place. Commissioner Dillaha suggested that they reach out to other companies or schools in the area for matching contributions for scholarships.

Mayor Bradley suggested that they establish certain criteria or requirements such as only allowing the scholarships to be used for Florida schools, which would help encourage individuals to attend school in this area and that this is not just for high school graduates. He spoke about individuals who graduated from high school and then joined the work force and now they want to go back to school to obtain a degree, so he wants to make sure these individuals can also be eligible.

Commissioner Cooper asked if they know what the history is with the scholarships and where they attend school. She requested that a list be provided with a track record of previous scholarships. Ms. DeBord acknowledged the request. Commissioner Cooper said the community service aspect is a very good idea but requested that they arrange it so it does not keep them from holding down a job the summer before they go off to college. She also said she is 100% behind the scholarship and is a very good thing for the community. Commissioner Anderson said he is in favor of the scholarship but is less inclined to put restrictions on where it is used.

Mayor Bradley - Two new business items:

Mayor Bradley said the term for Representative Roberts is expiring soon. City Manager Knight said that he has spoken with Commissioner Edwards for a potential replacement or if a continuation of service by Representative Roberts is allowed based upon Orange County's rules. It was noted that Commissioner Edwards will respond back to Mr. Knight. Mayor Bradley stated that if for any reason Commissioner Roberts is not appointed they want to thank him for his service, as he has been very faithful and an integral part of the CRA Agency.

Mayor Bradley inquired about the process for establishing a name for the Community Center. Ms. DeBord stated that they would be more than happy to look into the naming rights. It was agreed that the CRA Advisory Board should discuss if it is a good idea or not, if it has a name or not, and if it does not have a name that they come up with something that is modern, but not generic.

The CRA Agency meeting adjourned at 3:27 p.m.

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham
Subject #2A

Revision to Housing Rehabilitation Program Guidelines & Forms

motion | recommendation

Approval of the modified Home Rehabilitation Program

background

The Community Redevelopment Agency (CRA) of the City of Winter Park developed a grant program in June 2002 to assist in improving the community housing stock, by rehabbing and enhancing owner occupied houses within the CRA. To date, 140 homes have participated in this program.

In October 2010 staff proposed to update the program to make it more current and meet the needs of the community by offering more options and enhancements to the community. The Advisory board indicated to staff to review the “Community Service” clause and request applicants to complete a specific amount of service hours before approving a project.

With this recommendation in mind, staff would like to make the following changes/additions to the program:

- Update the program application to include more household information and rehabilitation detail.

- Update program guidelines for easy understanding of program guidelines, eligibility requirements, eligible improvements, etc.

- Establish an application deadline in order to review and process applications more efficiently.
• Establish a priority ranking for improved fund allocation.
• Establish mandatory "Home Maintenance and Repair" classes for households that receive HRP funds.

• Increase the "Program Reuse" clause to 10 years in order to serve a larger portion of the community (25% have reused the program).

• Require approved applicants to complete 10 hours of community service prior to the commencement of rehabilitation. Community service work must benefit the CRA district and may be served through churches, nonprofit organizations and the City of Winter Park Public Library.

At their October 2010 meeting the CRA Advisory Board had expressed a desire to have the community service time accounted for prior to the reservation and commitment of dollars in the program. Staff concurred with the recommendation and made the appropriate changes to reflect community service hours prior to a contract with the CRA. The CRA Advisory Board reviewed this item at their January 20th meeting and approved the changes.

alternatives | other considerations

Leave program as-is

______________________________

fiscal impact

The CRA Agency approved $60,000.00 in the FY '10-'11 budget on September 13, 2010.

strategic objective

The creation of affordable housing and the operation of an affordable housing program are specific goals of the CRA Plan.
CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT AGENCY
HOUSING REHABILITATION PROGRAM
GUIDELINES

The Community Redevelopment Agency (CRA) of the City of Winter Park has developed a forgivable zero-interest loan program to qualified homeowners to help improve neighborhoods, bring dwellings into compliance with applicable adopted housing standards, reduce future maintenance costs, preserve decent affordable owner-occupied housing, and to eliminate threatening health and safety-related property conditions of dwellings located in the CRA District.

This program is designed to provide a zero-interest ten (10) year forgivable loan to income-qualified homeowners of owner-occupied single-family homes whose property is in need of improvements. The homeowner will be required to maintain the property in a condition acceptable to the City. This program is intended to be for capital improvements and is not to be responsible for minor maintenance.

Program applications will become available on June 1 of each year as funds are available. Applicants must submit a complete application by August 31 of that same year. Applications will be prioritized in the following categories:

- Health and Safety
- Code Violations
- New Applicants

ELIGIBILITY REQUIREMENTS

✓ The home must be located in the CRA district (see map)
✓ Must meet Orange County’s Income guidelines for very-low, low, and moderate income
✓ Home must be owner occupied
✓ Property must be current on all taxes and liens
✓ Property must have homeowners insurance
✓ Property must not have had prior rehab assistance under City of Winter Park rehabilitation programs within the last ten (10) years

INCOME LIMITS (adjusted by household size) Household must meet the Orange County Income Limit Guidelines for moderate (120% AMI) or below. The income limits are as follows:

<table>
<thead>
<tr>
<th>Income Category</th>
<th>Household Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>1</td>
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<tr>
<td></td>
<td>$34,000</td>
</tr>
<tr>
<td>Moderate Income</td>
<td>1</td>
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<td>$51,000</td>
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ELIGIBLE IMPROVEMENTS

The housing rehabilitation program assists homeowners in correcting health and safety hazards, code violations, and making other repairs to the interior of the home. Eligible improvements may include:

- Exterior painting
- Air Conditioning/HVAC repairs
- Replacing windows, doors and screens
- Weather stripping
- Electrical repairs
- Foundation repairs
- Plumbing repairs
- Roof system repair
- Insulation
- Drywall repair/replacement
- Handicap accessibility improvements
- Installing smoke detectors
- Environmental—lead/mold correction
- Termite treatments (initial treatment only)
- Bathroom fixture repair (safety/health hazard only)
- Sewer and Septic – repair, replacement, and connection fees
- Flooring – vinyl, linoleum, or carpeting
- Tree trimming, removal, & replacement (only if deemed an immediate safety issue by City Inspectors)
- And any other health, safety and code violation improvements deemed necessary by the city

All repairs provided under this program will be completed by a contractor and will be covered by a one-year guarantee period, with the exception of a roof repair which has a three year guarantee period. Applicants will be referred to Orange County if more work is needed other than what the Housing Rehabilitation Program can offer.

The city has the discretion to prioritize the improvements based on severity of health and safety property conditions as well as severity of Code Enforcement violations. The city reserves final right to approve or disapprove of qualifying repairs and replacements. Final inspections on all work will be performed and approved by city building inspectors.

PROCESS AND TIMEFRAME – An inspection of the dwelling unit will be performed by city staff in order to determine minimum rehabilitation requirements and prepare an itemized scope of the needed improvements.

Once scope is determined, a contract will be signed between homeowner, contractor, and CRA. Upon contract signing, the contractor will have seven (7) days to acquire permits and thirty-five (35) days to complete the contracted repairs and improvements. An extension will be given to the contractor only if the contractor experiences a manufacturer's delay of materials ordered for the job. Regular inspections will be made by staff and a city inspector to coordinate and direct the work of the contractor. Homeowners are to make all reasonable effort to allow access to the property so work can be completed in a timely manner. It is the responsibility of the homeowner to move/relocate all furniture. The homeowner is also responsible for the cleaning and additional maintenance supplies once the project has been completed. The contractor will not move any furniture or provide maintenance supplies.

The loan agreement entered into by the homeowner in the contract will be forgiven after ten (10) years of continuous residence. If the homeowner chooses to sell the property within this period, the homeowner will incur a 10% prorated repayment penalty of the value of loan for
each year remaining in the loan term. If the home ownership passes to another relative, that person must also meet the income limit guidelines or be subject to repayment.

HOME MAINTENANCE TRAINING AND REPAIR PROGRAM – Awarded homeowners must attend a scheduled home maintenance class. The Home Maintenance Training and Repair Program will provide hands-on training designed to teach homeowners how to maintain and repair their homes. City Staff will notify applicants of scheduled class times. This program is in collaboration with Habitat for Humanity of Winter Park.

COMMUNITY SERVICE - Community service of two (2) hours for every $500.00 of grant money awarded will be required. Homeowner, or representative, must complete ten (10) hours of community service prior to the start of home rehabilitation. The CRA will not commence any rehabilitation work if homeowner or representative has not completed the initial service hours. Community service work must benefit the CRA district and may be served through churches, nonprofit organizations and the City of Winter Park Public Library. Initial service hours will be deducted from required total service hour amount.

PROGRAM REUSE - A property that has participated in a Winter Park housing rehabilitation program may not reapply for future assistance for a period of ten (10) years. Homeowners will be able to submit new applications after the ten (10) year term limitation. Exceptions will be made for emergencies where households with homeowner's insurance are unable to pay the deductible (ex. Hurricane causes severe roof damage).

PROGRAM FUNDS AVAILABILITY - Due to the uncertain nature of budget availability in any given year and the uncertainty of future grant awards, the City of Winter Park cannot guarantee that funding will be available in future years for home rehabilitation. In no way will the City of Winter Park be required to offer funding for any home rehabilitation work outside of officially established funds budgeted specifically for the program.
LOAN APPLICATION
City of Winter Park
Housing Rehabilitation Program

Date: ____________________

Applicant: ____________________ SS# ____________________

Co-Applicant: ____________________ SS# ____________________

Address: ___________________________________________________________ Winter Park, FL 32789

Home Phone: ___________ Work Phone: ___________ Cell Phone: ___________

Email: ____________________

Is your property located within the CRA district of Winter Park (see map)? □ Yes □ No

Please check one of the race categories that best describes your household (Optional)

□ American Indian / Alaska Native □ Hispanic / Latino

□ Asian □ White

□ Black / African American □ Other

Additional Household Information (Optional)

□ Single Parent □ Single/Non-Elderly

□ Two-Parent □ Elderly (62+)

□ Female Head of Household □ Person(s) with a Disability

Household Size – Please complete the following information for all persons living in the home. Use a separate sheet of paper if necessary.

<table>
<thead>
<tr>
<th>Name</th>
<th>M/F</th>
<th>Age</th>
<th>Relationship</th>
<th>Social Security Number</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

Number of Persons in Household: ________

Does more than one family live in your home? □ Yes □ No
Household Income Information – Please list all income earners and the sources of income for all persons residing in your home. All income must be verified for persons over 18 years of age or proof if a full-time student.

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Gross Monthly Income</th>
<th>Income Source</th>
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</thead>
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</tbody>
</table>

Proposed Improvements – Please check the item boxes that need improvement. The City reserves final right to approve or disapprove of qualifying repairs and replacements.

☐ Air Conditioner/Heating  ☐ Exterior Paint/Stucco/Siding
☐ Correct Cited Code Violations  ☐ Plumbing
☐ Handicap Accessibility Improvements  ☐ Roof
☐ Doors/Windows/Screens  ☐ Wall/Drywall/Foundation
☐ Electrical System  ☐ Other: __________________________

Previous Participation - A homeowner who has previously participated in the program within the last ten (10) years is not eligible unless an emergency exists that creates a health or safety problem (see guidelines for details). If you have ever been assisted by Winter Park’s Housing Rehabilitation Programs, please provide date: __________________________

Photograph Release Statement: The City of Winter Park has my permission to use photographs of me and/or my home in presentations and publications in conjunction with the City’s Housing Rehabilitation Program. Initials: ________

Applicant’s Declaration: I/We declare under penalty of perjury, that the above statements are true and correct. I/We consent to the physical inspection(s) of the premises to process this application. I/We understand that the enrollment and qualification process may or will impose additional conditions and limitation on my property. The Community Redevelopment Agency reserves the right to change programmatic priorities without notification. I/We agree to provide additional descriptive, financial, and/or other information upon request by the City. I/We understand that the grants are available in limited quantities and selection is based on the criteria listed on the Housing Rehabilitation Program guidelines. I/We have received, reviewed and understand the program rules, limitations and the homeowner obligations listed in the program guidelines.

Signature of Applicant  Date  Signature of Co-Applicant  Date

FOR OFFICE USE ONLY: Application Received __________ Application Reviewed By __________
Number of persons in household ________ Household Monthly Income $ ________ Household Annual Income $ ________
Is income within HRP guidelines? Yes ________ No ________ Income level: VL ________ L ________ M ________
Eligible ________ Ineligible ________ (reason: __________________________)
Employment Verification

City of Winter Park
Housing Rehabilitation Program

Homeowner: ______________________________________
Address: ______________________________________ Winter Park, Fl. 32789

Dear Sir/Madam,

The above mentioned homeowner has applied for funds for the purpose of rehabilitating their property. In order to be eligible for the program, the Community Redevelopment Agency needs to confirm the applicant's income. Please complete the following information:

A. Company's name: ______________________________________
B. Position held: ______________________________________
C. Dates of employment: ________________________________
D. Rate of pay: Annual $ ____________________ Hourly $ ____________________
E. Hours worked per week: ______________________________
F. Additional compensation, overtime: _____________________
G. Probability of continued employment: _____________________
H. Other remarks: ______________________________________

________________________________________________________________

Please fill in the information requested below and return to our office at
401 Park Avenue South
Winter Park Florida 32789.

Thank you for completing and returning this letter. This information will be treated confidentially.

_________________________________________ Date

Signature of Employer

_________________________________________ Date

I, ______________________________________, hereby authorize release of the above requested information:

_________________________________________ Date

Signature of Applicant

CURRENT HOUSEHOLD INCOME STATEMENT

City of Winter Park
Housing Rehabilitation Program

Name: __________________________________________

Address: _________________________________________ Winter Park, Fl. 32789

Social Security Number: ____________________________

Following is my statement of income for the current calendar year, 20___:

<table>
<thead>
<tr>
<th>Income Source</th>
<th>Actual YTD</th>
<th>Additional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages, salaries, tips, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dividends</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alimony Received</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Gain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pensions and Annuities</td>
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<tr>
<td>Rental real estate, royalties, etc.</td>
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<td></td>
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<tr>
<td>Unemployment Compensation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Income</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL ESTIMATED INCOME

I declare that to the best of my knowledge and belief, the information is true, correct, and complete. Incomplete or misinformation may lead to exclusion from the rehabilitation program and repayment to the CRA of any and all money expended. I agree to submit a copy of this year’s completed tax return as a verification of the above information.

Applicant Signature __________________________ Date __________ Applicant Name Printed __________________________

*Each adult resident of the household must submit a separate income statement. An adult resident is defined as any individual 18 years or older living at the applicant’s address.
UNEMPLOYMENT AFFIDAVIT

Before me this ___ day of ________________, 20___, personally appeared __________________________ who, being duly sworn, deposes and says:

1. I have made application for Housing Rehabilitation Program from the City of Winter Park.

2. Check (a) or (b) as applicable:

   ____ (a) I am not presently employed but anticipate becoming employed within the next twelve (12) months.

   ____ (b) I am not presently employed and do not anticipate becoming employed within the next twelve (12) months.

3. Based on my past work experience, skills, and income history as reflected in my income tax return for the most recent tax year (copy attached) and with adjustments to reflect circumstances anticipated within the next twelve (12) months, I expect to earn $______________ per year when I become employed.

       ________________________________

       Signature

       ________________________________

       Print Name

STATE OF FLORIDA
COUNTY OF ORANGE

Before me personally appeared __________________________ who acknowledged to me that he/she/they executed the foregoing instrument this ___ day of ________________, 20___.

(NOTARIAL SEAL)

       ________________________________

       Notary Signature
       State of Florida at Large
       Print Name:

       My Commission Expires:
AFFIDAVIT

City of Winter Park
Housing Rehabilitation Program

Applicant Name: __________________________________________

Address: __________________________________________________________ Winter Park, Fl 32789

I/We do hereby request the City of Winter Park Housing Rehabilitation Program to process the application for housing rehabilitation improvements to above property.

I/We further authorize the City of Winter Park Housing Rehabilitation Program to make inquiries and verification of all assets, income, employment, mortgage, credit reports, title search and any other information necessary to determine the eligibility of the applicant.

I/We will hold harmless the City of Winter Park Housing Rehabilitation Program with respect to all claims and damages caused by inquiries necessary to determine the eligibility of the applicant(s).

It is understood that any information obtained shall be for the confidential use of the City of Winter Park Housing Rehabilitation Program and the United States Department of Housing and Urban Development.

It is further understood that the applicant(s) shall not incur or be obligated for any cost of this introductory application.

I/We certify that I am/we are the owner(s) of the above property and have disclosed all assets and income as a requisite to determine ability to finance repairs and improvements.

I/We further certify that I/we are unable to secure necessary funds from other sources upon comparable terms and conditions.

I/We understand that I/we must complete ten (10) hours of community service prior to the start of home rehabilitation.

I/We understand that I/we need to make all reasonable efforts to allow access to the property so work can be completed in a timely manner. In the event we cannot provide access, the CRA has the ability to cancel the application and revoke allocated funds.

I/We understand that it is my/our responsibility to move/rearrange furniture in order to provide complete access and it is my/our responsibility to clean up after the rehabilitation has been completed.

_________________________________________________________  ___________________________________________________________  __________
Signature of Applicant                                               Signature of Co-Applicant                                     Date

_________________________________________________________  __________
Witness                                                               Date
Mortgage Verification

City of Winter Park
Housing Rehabilitation Program

Homeowner: ________________________________
Address: ________________________________ Winter Park, Fl. 32789

Dear Sir/Madam,

The above mentioned homeowner has applied for public funds for the purpose of rehabilitating their property. In order to be eligible for the program, the Community Redevelopment Agency needs to confirm the applicant's mortgage. Please complete the following information:

_It is important that this form be returned to us as soon as possible in order to provide services to this homeowner._

A. Name of Mortgage Company: ________________________________

C. Type of mortgage: ☐ Conv. ☐ FHA. ☐ VA.
D. Dates of mortgage: ________________________________ Present balance: $________________________

E. Are payments current: ☐ Yes ☐ No
F. Satisfactory account: ☐ Yes ☐ No
G. Monthly payments: $________________________
   Principal payments: $________________________
   Real estate taxes: $________________________
   Fire insurance: $________________________

Please fill in the information requested below and return to our office at
401 Park Avenue South
Winter Park, Florida 32789

Thank you for completing and returning this letter. This information will be treated confidentially.

______________________________  ________________________
Signature of Employer          Date

______________________________  ________________________
I, ________________________________, hereby authorize release of the above requested information.
Signature of Applicant          Date
APPLICATION CHECKLIST

The following information must be submitted with your completed application. Please check each box as you merge the documentation with the application.

☐ Filled out and signed loan application

☐ Copy of photo identification for both the applicant and co-applicant (driver's license, passport, etc)

☐ Copy of last two (2) year's tax returns for every working member of the household over the age of 18 (provide last three year's returns if self-employed)

☐ Copy of last three (3) paycheck stubs for each working member of the household over the age of 18

☐ Copy of verification of any other sources of earned and unearned income for all members of the household (social security award letter, unemployment, alimony, pensions, etc)

☐ Copy of last three (3) complete bank statements (on all accounts including checking, savings, CDs, 401K, etc)

☐ Copy of current mortgage statement

☐ Proof of home ownership (warranty deed, quit-claim deed, etc)

☐ Proof of homeowner's insurance (declaration page)

☐ Signed employment verification form or unemployment affidavit (if applicable)

☐ Signed current income statement form

☐ Signed mortgage verification form

☐ Signed Housing Rehabilitation Affidavit

ONCE APPROVED, HOMEOWNER, OR REPRESENTATIVE, MUST COMPLETE TEN (10) HOURS OF COMMUNITY SERVICE PRIOR TO THE START OF THE HOME REHABILITATION. THE CRA WILL NOT AWARD ANY REHABILITATION FUNDS IF HOMEOWNER HAS NOT FULFILLED THIS REQUIREMENT.
1. Winter Park Library
   - Taking children, youth and seniors to the Library
   - Community Relations Office - MaryGail Coffee - 407-623-3486

2. Winter Park Community Center
   - Opening summer 2011
   - Contact Parks & Recreation 407-599-

3. Winter Park Head Start
   - located at the Community Center
   - Contact # (407) 628-2539

4. DePugh Nursing Home
   - Contact: (407) 644-6634

5. Center for Independent Living
   - Contact: (407) 623-1070

6. Senior’s First
   - Located at the Community Center
   - Contact: (407) 645-0301

7. Welbourne Day Nursery
   - Will charge for background check
   - Contact: (407) 644-5885

8. Habitat For Humanity
   - Contact: (407) 645-4408

9. Hannibal Square Heritage Center
   - Contact: (407) 539-2680

The Housing Rehabilitation Program allows recipients to perform the required community service hours in any non-profit organization within the City of Winter Park. For further information about any of the above locations, please contact the CRA Coordinator at 407-599-3695.
VOLUNTEER TIMESHEET
City of Winter Park Housing Rehabilitation Program

Volunteer Name: __________________________________________
Volunteer Address: ________________________________________
Service Organization: ____________________________
Address: ____________________________________________
Phone No.: ____________________________________________
Supervisor Name: ______________________________________

<table>
<thead>
<tr>
<th>Date</th>
<th>Type of Service</th>
<th>Hours Worked</th>
<th>Signature of Supervisor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

Volunteer Community Service work must benefit the district and must be approved by Staff of the City of Winter Park. The volunteer and the service organization understand and agree that the City of Winter Park has no liability for any personal injury or property damage in any way arising out of or relating to the volunteer community service work and further hereby agree to indemnify and hold harmless the CRA and the City from the same. The undersigned attest the above reported hours are correct.

Volunteer Signature

Service Organization Supervisor Signature
### Subject #2B

Targeted Industry Enhancement (TIE) Program

### motion / recommendation

Approval of the Targeted Industry Enhancement (TIE) Program

### background

Currently the City/CRA has no program available that would provide incentives to major employers of high-wage jobs that would encourage business to remain in the City or to relocate to Winter Park from somewhere else in the State.

The TIE Program brings together the goals of incentivizing high-wage job retention as well as relocation of major employers already in Florida. Many cities and counties throughout Florida offer incentives for high-wage jobs and subsidies typically range from $1,000 - $2,000 depending upon the level of the wage. In an effort to fill the incentive gap in retention and recruitment efforts and to remain competitive with other local governments around the state the TIE program will offer $1,000 - $1,500 dollars per high-wage job retained the city as well as $1,000 - $1,500 per high-wage job relocated or created in the city that falls within the targeted industry guidelines. The full guidelines for the program are attached for review and an outline of guidelines for eligibility is included below for quick review. All final decisions as to funding would be made on a case-by-case basis by the City Commission or CRA Agency based on an application process. All applicants receiving funding would be required to commit to remain in the city for 5-10 years, commit to using city services, maintain the required level of employment, and execute a legal agreement with the City/CRA (see guidelines for details).
<table>
<thead>
<tr>
<th>Guidelines</th>
<th>Job Creation</th>
<th>Job Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Jobs (FTE)</td>
<td>For relocation to the city, at least 50 new jobs</td>
<td>At least 75 jobs on payroll at time of application</td>
</tr>
<tr>
<td>Average Annual Salary</td>
<td>High wage; minimum of 115% of County Average Wage</td>
<td></td>
</tr>
<tr>
<td>Targeted Industries</td>
<td>Arts &amp; Culture; Creative Services; Financial and Professional; Health Care; Knowledge Creation; Real Estate Development; Corporate Headquarters</td>
<td></td>
</tr>
<tr>
<td>Term of Commitment to Remain in City</td>
<td>5 - 10 years</td>
<td></td>
</tr>
<tr>
<td>Incentive Considered</td>
<td>$1,000 - $1,500 per job created/retained; incentive varies based on level of average wage</td>
<td></td>
</tr>
<tr>
<td>Payout of Incentive Awarded</td>
<td>Varies; no more than 5 years</td>
<td>5 equal annual installments</td>
</tr>
<tr>
<td>Maximum incentive</td>
<td>No more than $200,000 total over 5 years; Total payment cannot exceed City/CRA share of real property taxes attributable to the applicant over term of payout.</td>
<td></td>
</tr>
</tbody>
</table>

In order to adequately fund this program, both the CRA and the City Commission will have approval of the applications depending on the funding sources. The CRA can use TIF revenues to fund this program. Each application will be reviewed by the CRA Advisory Board prior to review by the CRA.

The CRA Advisory Board reviewed this item at their meeting on January 20, 2011. At that time, the Board expressed a desire to extend the commitment timetable from 10 years to 5 years. Additionally, they recommended that this item be a part of a bigger economic development package initiated by staff. They also recommended that no new funding be allocated from the FY 2010-11 budget. If budgeted funding from the CRA is required to implement the program it will be brought forward as part of the annual budgeting process, however staff will also request that funding from the general fund be set aside as well.

**alternatives | other considerations**

The CRA can choose to not provide incentives through the CRA funds.

**fiscal impact**

The TIE Program has maximum caps on payouts that can be made to any one applicant that are also tied to real property tax collections on the site where jobs are retained/created. This will ensure that no single tenant receives back more than is contributed in actual dollars to remain or relocate to the city. In addition the filling of vacant spaces through the relocation of new business will increase Utility revenues collected by the city-owned Water and Electric departments.
Staff is recommending a reallocation of the ear-marked QTI program funds of $20,000 a year for five years to this program. Staff is not recommending any additional amount be allocated to the program until the annual CRA budgeting process and estimated next year’s TIF revenues can be determined.

**strategic objective**

This program supports the #6 goal of the 2007 CRA Strategic Plan: Financial Viability of the CRA.
PURPOSE:
The purpose of the TIE Program is to promote the expansion, growth, and development of high
wage jobs and maintain the City of Winter Park's competitiveness as a location for major
employers, incentivizing continued long-term investment and involvement in the community.

ELIGIBLE APPLICANTS:
Any private company desiring to locate or remain within the municipal boundaries of the City of
Winter Park that meets the Program Guidelines of job creation or retention within the City.
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.

GUIDELINES:
In order to be considered for the Program the Applicant should consider the guidelines listed
below (see also Table 1: Guideline Matrix). Meeting all the guidelines does not guarantee
approval of an application and all terms of any approval are at the sole discretion of the
City/CRA:

- For relocation to the City the Applicant must have at least 50 full-time equivalent
  employees on the payroll at the time of application. For retention of existing jobs the
  Applicant must have at least 75 full-time equivalent employees on the payroll at the time
  of application. All applicants will be required to maintain those levels of employment for
  the term of the agreement with the City/CRA. 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 115% of the area Metropolitan
  Statistical Average (see attached wage sheet). Average wage levels that are substantially
  higher than the minimum requirements may receive a greater incentive award at the
discretion of the City/CRA Board.
- Be a business in the targeted industry cluster listing for the City of Winter Park:

Department of Economic Development/CRA
401 S. Park Ave
Winter Park, FL 32789
407-599-3398
- Arts and Culture
- Creative Services
- Financial & Professional
- Health Care
- Knowledge Creation
- Real Estate Development
- Corporate Headquarters (USA)

- Applicant must commit to maintain any jobs created or retained in the City for a period of 10 years.
- Agree to utilize City utilities (Water, Sewer, Electric) where applicable.
- Demonstrate that the business is, and will remain, economically sound over the course of the agreement by submitting financial statements and tax returns as requested.
- Be willing to submit employee information including number of employees, salaries, total payroll, and address information, indicating how many retained or created jobs will be held by residents of the City. (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 TIE Program has been executed with the City/CRA. The lease must meet the minimum term requirements as determined by the City/CRA.
- Indicate that the Program is a major factor in its determination to locate/expand in the City.

**COMMITMENT OF FUNDS:**
Funds are awarded for every job created/retained by a company where the average annual wage meets or exceeds the definition of a high-wage. High-wage jobs are defined as those paying at least 115% of the average Metropolitan Statistical Area annual wage. (View attached wage eligibility sheet.)

<table>
<thead>
<tr>
<th>Average Wage Rate Category</th>
<th>Incentive per Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>115% of County Average Wage</td>
<td>$1,000</td>
</tr>
<tr>
<td>150% of County Average Wage</td>
<td>$1,250</td>
</tr>
<tr>
<td>200% of County Average Wage</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**Applicants applying for job retention assistance:**
A company with 100 jobs and an average wage at 200% of the County average would receive $150,000 (100 jobs x $1,500). This amount would be paid in equal installments of $30,000 a year for 5 years based on continued adherence to the agreed upon wage level and number of jobs retained.

**Applicants applying for job creation/relocation assistance:**

Department of Economic Development/CRA
401 S. Park Ave
Winter Park, FL 32789
407-599-3398
A company with 50 jobs and an average wage at 150% of the County average would receive $62,500 (50 jobs X $1,250). This amount would be paid out based on the Applicant's stated need and final decision of the City/CRA. Payments would be based on continued adherence to the agreed upon wage level and number of jobs retained.

The maximum grant amount awarded may not exceed 200,000 for any one Applicant or exceed the City/CRA share of real property tax collections accumulated over the term of the agreement.

TERM & DISBURSAL OF FUNDS:
The term of the agreement will require the awarded Applicant to maintain any created or retained jobs for a period of 5-10 years. Payout of awarded funds will vary depending upon the needs of the Applicant and type of assistance requested. Prior to the disbursement of any funds the awarded Applicant must provide the City/CRA an executed lease agreement sufficient to meet the required term.

Applicants applying for job retention assistance:
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 retaining 100 jobs executing a contract on Jan 1, 2011 for $100,000 would receive an initial payment of $20,000 with subsequent payments through January 1, 2015.

Applicants applying for job creation/relocation assistance:
Payout of program funds will vary depending upon the stated needs of the Applicant but will usually range from 2 – 5 years. Payment terms are more flexible and will be negotiated on a case-by-case basis to account for the varying situations that relocating businesses may encounter. Initial payment is made once the creation of the new jobs is confirmed and subsequent payments will be made annually.

For example, a corporate headquarters wants to relocate 50 high-wage jobs to the City and qualifies for $50,000 in assistance. They require the funding upfront to assist with build-out and payment is agreed to be made in two equal annual installments. A commitment to remain in the City for 10 years is signed and once the company relocates to the City, the initial payment is made for $25,000 with the subsequent payment made on the anniversary of the initial payment.

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 jobs
outlined in the contract the City/CRA may reduce the grant amount accordingly. If employment levels fall below the minimum requirements of the Program the City/CRA may choose to terminate the contract.

**CONTRACTUAL AGREEMENT:**
All approved Applicants will execute an agreement with the City Commission or CRA Agency which stipulates the individual terms of the incentive awarded. Any mutually agreed upon contract may include provisions for repayment of City/CRA funds if Program Guidelines are not maintained.

**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 obligations of the contract or if the business is dissolved, no future payment will be made by the City/CRA.

**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 created/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.

**EXPANSION OF EXISTING BUSINESSES:**
Those businesses already located within the City that wish to expand may access the City’s Qualified Target Industry (QTI) Program for assistance.

**ADDITIONAL PROGRAM ASSISTANCE:**
Participation in this Program would not preclude an Applicant from seeking additional assistance from the City/CRA if approved by the respective bodies.

**PROGRAM FUNDING:**
Nothing contained in this Program shall be construed to be a guarantee or entitlement to an economic incentive from the City of Winter Park, regardless of an Applicant’s conformity to the Guidelines, financial condition of the City/CRA, or funding budgeted for economic incentives.

Department of Economic Development/CRA
401 S. Park Ave
Winter Park, FL 32789
407-599-3398

TIE Program Guidelines
Updated 2/2/2011
Page 4 of 6
For more information on this and other City programs please visit [www.cityofwinterpark.org](http://www.cityofwinterpark.org) and click on Departments, Economic Development/CRA.
Table 1: Guideline Matrix

<table>
<thead>
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</table>
Subject 2C

Reallocation of QTI Funds

**motion | recommendation**
Staff recommends approval of the $20,000 per year for five years of the QTI program into the TIE program and asks for authorization to expend these funds on a corporate headquarters relocation to Winter Park.

**background**

CRA staff has been approached about providing incentive dollars to the relocation of an international corporate headquarters into existing office space within the CRA. This relocation would place approximately 90 employees into about 23,000 square feet of vacant space. Based on the qualifications outlined in the TIE program guidelines, this could be the first project to receive funds.

Funding for this program is already budgeted in the approved FY 2010-11 budget under the QTI program. Staff is recommending reallocating these funds to the TIE program and recommends distribution of the funds to this applicant if all the qualifications are met.

Details of the corporate headquarters include the following:

International corporation with over 6,000 employees
Corporate offices to have approximately 90 staff
75% of the 90 staff make $100,000 + annually
Anticipated utility and taxable value of leasing space at an additional $18-25,000/year
Corporation paid $13,000 in personal tangible property taxes

Staff will develop a contract between the incentive recipient and the City to ensure that the recipient meets the guidelines outlined in the TIE program. Staff anticipates a monitoring requirement as part of that agreement as well.

The CRA Advisory Board approved the use of these funds at their January 20, 2011 meeting. They acknowledged that the funds are currently programmed and were not allocated from reserves. In
addition, they recommended that no new funding be allocated to this program until the FY 2011-12 budget cycle.

alternatives | other considerations

The CRA Agency could allocate funding from the CRA reserves or choose not to support funding the project.

fiscal impact

There is no fiscal impact if the funds are reallocated from the QTI program to the TIE program.

strategic objective
Subject #3A
Park Avenue Area Strategic Plan – Marketing Contract with Engauge, LLC.

**motion | recommendation**
Update about the marketing scope of work and contract with Engauge, LLC.

**background**
Staff has worked with Engauge on the marketing scope of work. The attached scope reflects changes and meets the $90,000 price approved by the CRA. Staff is working on the contract and anticipates work underway by the end of February 2011.

**alternatives | other considerations**

**fiscal impact**

**strategic objective**
# The City of Winter Park - Scope of Services - Revised 1/3/11

<table>
<thead>
<tr>
<th>Phase</th>
<th>Agency Services</th>
<th>Includes</th>
<th>Excludes</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1: Brand</td>
<td>Discovery Day and On-Site Day</td>
<td>Preparation, Engage team members attendance at Discovery Day Session (max 5 people at 4 hours each), Materials, Follow Up Notes, Site Tour (max 4 people at 4 hours each), Project Management of Investigation Phase 1</td>
<td>Drinks/meals for Discovery Day and Site Tour</td>
<td>$8,000</td>
</tr>
<tr>
<td>Investigation</td>
<td>Day (tour)</td>
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<tr>
<td></td>
<td>Public Meetings/Community Input</td>
<td>Coordination and preparation for one (1) public meeting with client. Attendance by agency account team.</td>
<td>Materials or printing costs (if required)</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Primary Research</td>
<td>Review and analyze research study provided by Winter Park (American Research Group study), review of other client research/studies such as strategic plan and citizens survey. Summary report.</td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Primary Research</td>
<td>Group Workshop/Session (2 hours max) with 8 Community Leaders, Cultural Organizations, Merchants/Business Owners. Discussion Guide Development and Report.</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Social Media Audit, Analysis and Report</td>
<td></td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Secondary Research</td>
<td>Review Secondary Research, Market Area Demographics, Trends, Competitive Set. Report.</td>
<td></td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**Sub-Total Phase 1**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Agency Services</th>
<th>Includes</th>
<th>Excludes</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 2: Brand</td>
<td>Brand Strategy</td>
<td>Brand Platform and Engagement Point</td>
<td></td>
<td>$8,000</td>
</tr>
<tr>
<td>Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 2: Brand</td>
<td>Brand Identity</td>
<td>Logo design (two recommended concepts), Tagline concepts (two), graphics standards one-sheet</td>
<td></td>
<td>$8,000</td>
</tr>
<tr>
<td>Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 2: Brand</td>
<td>Brand Strategy</td>
<td>Brand Essence Video – will use still photography, video, imagery owned by the City of Winter Park, and either stock music or music secured by Winter Park</td>
<td>Purchase of usage rights for other music, video footage and photography beyond what WP owns or permission to use</td>
<td>$13,500</td>
</tr>
<tr>
<td>Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 2: Brand</td>
<td>Brand Collateral Materials</td>
<td>Creative development and design of key marketing materials, including: poster (1), presentation template (1), press kit (1), graphics standards one-sheet, only 2 market segment pieces/brochures</td>
<td>Printing, photography</td>
<td>$20,000</td>
</tr>
<tr>
<td>Development</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sub-Total Phase 2**

| Phase               | Marketing Planning              | Integrated Marketing Communications Plan for brand re-launch campaign (12 months), including media, PR and social media recommendations |                                                                          | $18,000 |

**Sub-Total Phase 3**

<p>| Phase               |                                   |                                                                           |                                                                          | $18,000 |</p>
<table>
<thead>
<tr>
<th>Phase 4: Implementation</th>
<th>Marketing Plan Implementation</th>
<th>Creative Campaign Concepts Production, implementation and planning/buying of media for mixed media and other non-traditional tactics per the plan; budgets to be determined based on plan objectives, tactics and final recommendations.</th>
<th>TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUB-TOTAL PHASE 4</strong></td>
<td></td>
<td></td>
<td>TBD</td>
</tr>
<tr>
<td>Other: Miscellaneous Expenses</td>
<td>Travel Expenses, Materials, Courier/Shipping Charges</td>
<td>Discovery Day, Research Presentation, Brand Presentation, and Marketing Plan Presentation plus 4 additional client meetings, assuming all at Winter Park = 8 total in-person meetings</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>$90,600</td>
</tr>
</tbody>
</table>
Subject #3B

Summer Youth Enrichment Program Timeframe and Providers

motion | recommendation

Update of current SYEP Program

background

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.

For 2011, staff is looking to add additional non-profit organizations to the SYEP internship provider list. All organizations are located within city limits and generate substantial benefits to the community. This year organizations will need to submit a provider application which will list the organizations information and internship information. Staff has attached the list organizations and the provider guidelines and application papers.

The following is the SYEP timeline:

February 28 – deadline for organizations to participate in the program
March 1 – Student applications become available
April 29 – Student Applications close
May 9 – Interview with selected SYEP applicants
May 16 – Notify accepted applicants
May 23 – Notify providers of student selection
May 31 – Sign SYEP contract with providers
June 9 – Business Etiquette meeting for students
June 13 – Start of internship
August 5 – End of internship
August 8 – Survey students on internship experience
alternatives | other considerations

Continue using the 2010 providers

fiscal impact

$30,000.00 as approved from the FY '10- '11 budget on Sept. 13

strategic objective

Summer Youth Enrichment Program is listed in the CRA Strategic Plan
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 and further their sense of responsibility while also providing funding resources for our valuable local non-profit providers.

**ELIGIBILITY REQUIREMENTS**

- The organization must be a legitimate established non-profit organization located within the City's boundaries
- Must assign an experienced professional with expertise in the content area of the internship to supervise/mentor the intern student. (i.e. the "Site Supervisor")
- Provide the student a maximum of **20 hours** of employment over the course of the eight weeks
- Complete an internship listing that includes job overview, project tasks, minimum skills and qualifications

**INTERNSHIP REQUIREMENTS**

The CRA is looking to partner with local non-profit organizations that have the ability to commit to an eight-week internship experience. Interested non-profits will need to meet the following criteria:

- The internship experience must provide meaningful work assignments
- This internship experience will provide inside exposure to the structure, operations, and decision processes within an organization
- Provide the student with input on their performance
- Provide adequate working space, training, supplies and equipment for student training and learning.

**Experiences that DO NOT qualify as Internships:**

- Internship located in home-based businesses
- Situations where 100% of the work is done remotely or virtually
- Positions in which an intern would **displace** a regular employee (in accordance with FLSA)
- Positions that require door-to-door canvassing, cold-calling, or petition gathering
- Family-owned businesses or positions supervised by a family member
- Telemarketing positions

**PROVIDER PROGRAM INFORMATION**

**SYEP provides local non-profits funding for summer internship wages** for teenage CRA residents to obtain real-world job experience. Providers commit to employ a specific number of students at its office/site location. Students will work directly for the non-profit as their employee, not the City of Winter Park. Providers will let the CRA know how many students they are willing to work with. Students will select what organizations they
will prefer to work with according to the organization and job description provided to them. The CRA cannot guarantee a student being placed with an organization.

The CRA will disburse the provider a “Wage Grant” according to the number of students the provider chooses to have. The wage grant is an amount that equals the current federal minimum wage rate multiplied by the maximum of 20 hours per week that can be worked by the CRA students at the provider’s business during the term of the internship. **Providers must return any unused “wage grant” funds to the CRA upon completion of the eight-week internship program.**

In addition, providers will also receive a “Participation Grant” per CRA student employed by the provider. The participation grant compensates providers for its administrative costs and other costs associated with their participation in the SYEP. Providers could also be reimbursed up to $100 for any additional expenses incurred with the processing of students as employees (ex. background checks or screenings).

Internships will begin in mid-June after the end of the school year. Providers will work with the student to establish an appropriate working schedule. Students must report to work according to their schedule during this period of time. Providers are encouraged to contact the SYEP Coordinator if they encounter any scheduling conflicts or issues with the student(s).

Providers will need to maintain record of the intern(s) worked schedule. Providers must submit a copy of the intern(s) time sheet biweekly to the CRA office. Any unused “wage grant” funds must be returned back to the CRA upon completion of the eight-week internship program.

**Intern Application Process**
Program applications will become available to students on March 1st of each year as funds are available. Students must submit completed applications by April 29th 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. Accepted students will attend a mandatory business etiquette workshop hosted by the CRA in cooperation with Rollins College.

Provider applications need to turned in by **February 28, 2011**. For more information, guidelines or to register your non-profit contact visit our website at www.cityofwinterpark.org or by contacting Gabriella Serrado at 407-599-3695 or by e-mail at gserrado@cityofwinterpark.org

*Updated 11/30/10*
Summer Youth Enrichment Program
Internship Provider Application

401 Park Avenue South * Winter Park, Fl. 32789 * 407-599-3695 * (F) 407-599-3499

Date: 

Provider Name: 

Address: 

Supervisor Name: 

Phone Number: 

Internship Title: 

How many students would you be interested in sponsoring? 

Title: 

Email: 

Tax Exempt Number: 

Will the student(s) be required to take an additional test to qualify for this position?  

○ Yes  ○ No 

Please provide a description of the internship - list job responsibilities and tasks the intern(s) will complete: 

Please list the minimum skills and qualifications required to achieve the job description: 

As an internship provider, I agree to collaborate with the CRA in supporting the SYEP internship program. I/we have reviewed the SYEP Provider Guidelines and the organization is able to provide the student(s) a maximum of twenty (20) hours of employment over the course of eight weeks. I/we also understand that any unused wage grant funds must be returned to the CRA at the end of the internship. For the duration of the internship, I/we will provide meaningful work assignments and consult with the student concerning professional career objectives. I/we further agree to complete CRA's Provider Evaluation when the Internship concludes.

Provider Representative Signature  

Title  

Date
Hannibal Square Heritage Center
642 W. New England Avenue
Winter Park, Fl 32789

Winter Park Public Library
460 E. New England Ave.
Winter Park, Fl 32789

Albin Polasek Museum & Sculpture Gardens
633 Osceola Avenue
Winter Park, Fl 32789

The Gardens at Depugh
550 West Morse Blvd.
Winter Park, Fl 32789

B.A.S.E. Camp
140 N. Orlando Avenue
Winter Park, Fl 32789

Edyth Bush Charitable Foundation
199 E Welbourne Ave # 100
Winter Park, Fl 32789

Winter Park Playhouse
711-C Orange Avenue
Winter Park, Fl 32789

Jewish Family Services
of Greater Orlando
2100 Lee Road
Winter Park, Fl 32789

Big Brothers Big Sisters
of Central Florida
807 S Orlando Ave # L
Winter Park, Fl 32789

Habitat for Humanity
P.O. Box 1196
Winter Park, Florida 32790

Dress for Success Greater Orlando
901 West Webster Avenue,
Portable #52
Winter Park, Fl 32789

Friends of Mead Garden Inc.
151 South New York Avenue
Winter Park, Fl 32789

Welbourne Avenue Nursery
450 West Welbourne Avenue
Winter Park, Fl 32789

Hands on Orlando Inc.
199 East Welbourne Avenue
Winter Park, Fl 32789

KiwaniS Club of Winter Park Foundation Inc.
PO Box 1573
Winter Park, Fl 32790

Open Hands to Africa
321 Dana Way
Winter Park, Fl 32789

Ronald McDonald House Charities of Central Florida Inc.
1350 Orange Ave # 200
Winter Park, Fl 32789

Ten Thousand Villages of Orlando Inc.
346 Park Avenue North
Winter Park, Fl 32789

Elizabeth Morse Genius Foundation
400 N New York Ave # 200
Winter Park, Fl 32789

Youth Can, Inc.
501 N Orlando Ave # 313-245
Winter Park, Fl 32789