

Economic Development Advisory Board

June 18, 2013 at 8:30 a.m.

Chamber of Commerce Welcome Center,
151 W. Lyman Ave, Winter Park, 32789



1 administrative

- a. Approval of minutes from 03-19-13

2 action

- a. 2014 Economic Development Budget

3 informational

- a. Economic Development Plan 3 year work-map

4 new business

5 adjourn

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."

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting
8:30 a.m.**

**March 19, 2013
Welcome Center**

MINUTES

Meeting was called to order at 8:37 a.m. in Winter Park Chamber of Commerce Welcome Center.

BOARD MEMBERS PRESENT: Marc Reicher, Stephen Flanagan, Kelley Olinger, Owen Beitsch, Daniel Smith, and John Gill

BOARD MEMBERS ABSENT: Patrick Chapin

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Peter Moore, Laura Neudorffer, and Craig O'Neil.

Dori Stone welcomed the board and introduced new staff members-David Buchheit and Laura Neudorffer. Mrs. Stone also asked that everyone at the table introduce themselves.

ADMINISTRATIVE ITEMS

A. Approval of Minutes

Motion made by Stephen Flanagan, seconded by John Gill, to approve the June 12, 2012 minutes. Motion carried unanimously with a 6-0 vote.

ACTION ITEMS

A. Business Recognition Nomination – Winter Park Playhouse

Debra Hendrickson, Winter Park Chamber of Commerce, nominated Winter Park Playhouse for the Business Recognition Award. Giving back to their community and sharing the enrichment theatre can provide in the lives of children and adults alike, The Winter Park Playhouse has proven to be an integral part of the Winter Park Community providing seven main-stage theatre productions per year and monthly cabarets that have consistently sold out. Opening in 2002 as a small theatre in the back of a performing arts school, The Winter Park Playhouse has broadened their audience base by 15% and expanded their programming, increasing total revenue by 20%.

The Winter Park Playhouse employs an estimated 68 actors, musicians, and technicians along with an average of 50-75 volunteers which includes their Board of Directors. They are the only professional musical theatre in Central Florida and one of the few left in the state. They are a member of the Winter Park Chamber of Commerce and the Park Avenue Merchant's Association.

Aside from their proven track record, The Winter Park Playhouse has taken professional, educational musical theatre into Title I elementary schools throughout the 4 county area through their R.E.A.C.H. Program (Relevant Educational Arts for Children). They have reached over 17,000 children with this program. They also donate tickets to hundreds of local charities each year to assist in fundraising efforts, perform at public events such as the Winter Park Art Festival and Host Leadership Winter Park at the Playhouse each year.

Board members agreed that Ruth's Hospitality Group had been a great addition to the city. They have had a significant economic and social impact.

Motion made by Dan Smith, seconded by Marc Reicher, to approve the nomination and award Winter Park Playhouse a Business Recognition Award. Motion carried unanimously with a 6-0 vote.

B. Ravaudage CDD Petition and Interlocal Agreement

Mrs. Stone updated the Board on the progress of the Petition and Agreement.

Brett Seeley, MBS Capital Markets, presented a brief summary and powerpoint presentation pertaining to the Ravaudage CDD petition. Mr. Seeley gave an overview of the plan for the CDD and how it could benefit the City of Winter Park. Examples of successful CDD's given were Baldwin Park and Celebration. Mr. Seeley discussed Chapter 190 which governs CDD's, Assessments, securing of Bonds, etc. Mr. Seeley explained that a portion of the financing would be paid through the CRA but the debt would only appear on the CDD's budget. EIP and increments would be used to pay the bonds. He estimated the bonds to be between \$9M - \$13M.

Board members questioned franchise fees, return of investment, responsibilities, etc. and all items were discussed with Mr. Seeley and City staff. Sufficient information was gathered for the Board to make a motion.

Motion by Stephen Flanagan, seconded by Kelly Olinger, to recommend approval of the Ravaudage CDD. Motion carried unanimously with a 6-0 vote.

Motion by Owen Beitsch, seconded by John Gill, to approve the Inter-local Agreement in concept, with the recommendation the committee be charged with creating the criteria for any implementation of future projects. Motion carried unanimously with a 6-0 vote.

C. Minor League Baseball

A brief discussion was held regarding the possibility of Minor League Baseball at the site of the Ravaudage CDD. There would not be an assessment on the 6 acres allotted for the MLB. Mrs. Stone offered to come back to the board at a later date with more details as they are obtained.

INFORMATION ITEMS

NEW BUSINESS

There being no further business, the meeting adjourned at 10:09 a.m.

Marc Reicher, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



meeting date June 18, 2013

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

subject

Approval of FY 2014 Budget

motion | recommendation

Approve the FY 2014 Economic Development Budget for the City of Winter Park

background

Staff has been working on the objectives of the Economic Development Plan.

The FY 2014 Budget continues the programs that we have already had in place, and creates a few new programs. These new programs include creation of a cultural coalition, and a Business Façade Program specifically for Fairbanks Avenue.

Staff will continue to reach out to businesses and promote the City Of Winter Park.

2014 Economic Development Budget

Data Purchases	\$4,000
Office Functions	\$2,000
Hosting Seminars, Regional Meetings, Roundtables, etc	\$2,500
Business Recognition Program	\$1,500
Business Welcome Print Costs	\$3,000
Real Estate Database	\$2,000
Cultural Coalition	\$10,000
Marketing/Branding	\$50,000
Business Façade Program for Fairbanks Avenue	\$25,000
Total	\$100,000

Economic Development Advisory Board



meeting date June 18, 2013

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

subject

Economic Development Plan 3 year work-map

motion | recommendation

N/A

background

Attached is the 3 year work-map that staff is using to carry out the Economic Development Plan.

Objective Category	Strategy	Action Steps	Implementation Year	Status
Objective 1: Promote Redevelopment and Grow the Tax Base	<i>Develop Corridor Master Plans (eg: W. Fairbanks, 17-92, Lee, Denning, New York, Aloma)</i>	Establish priority ranking for corridor study, development and implementation. Delineate study boundaries, analyze land use and zoning, look at marketplace needs analysis and identify issues and constraints	1	
Objective 1: Promote Redevelopment and Grow the Tax Base	<i>Develop Corridor Master Plans (eg: W. Fairbanks, 17-92, Lee, Denning, New York, Aloma)</i>	Create an implementation plan and budget. The implementation plan may include redevelopment incentives, targeted business/anchor tenant development plans and streetscape options. Initiate plan amendment/code change as required	1	
Objective #2 Promote and Enhance Community Character & Livability	<i>Evaluate Entertainment, Arts and Culture, Recreation and Events from an economic development perspective</i>	Evaluate to determine economic impact and survey local businesses to determine results	1	Underway
Objective #2 Promote and Enhance Community Character & Livability	<i>Ensure that workforce housing is available</i>	Analyze workforce housing availability in areas close to downtown. Incorporate hospital, Rollins, Full Sail and Valencia	1	
Objective #2 Promote and Enhance Community Character & Livability	<i>Ensure that workforce housing is available</i>	Identify viable sites and research partnership opportunities on cost-effective properties with developers on a program	1	
Objective #3 Engage in Economic Gardening	<i>Create a business climate that gives local businesses an edge</i>	Initiate a Buy Local Program	1	Underway
Objective #3 Engage in Economic Gardening	<i>Establish programs that nurture and cultivate existing and new businesses</i>	Create a customer service environment that favors business through expedited permitting. This may include the use of electronic permitting for projects over a specific size and a Business Assistance Liaison to ensure service-oriented communications within the City	1	
Objective #3 Engage in Economic Gardening	<i>Establish programs that nurture and cultivate existing and new businesses</i>	Create database with inventory availability and property owner contact information for prospective new and relocating businesses	1	Underway
Objective #3 Engage in Economic Gardening	<i>Establish programs that nurture and cultivate existing and new businesses</i>	Create a Business Welcome Package	1	Underway
Objective #4 Target and Grow Business Clusters	<i>Leverage ED programs to grow targeted business clusters</i>	Review all City regulatory codes for constraints and evaluate potential changes that ensure quality yet encourage growth	1	
Objective #5 Achieve Strategic Partnerships	<i>Implement Business Improvement Districts (eg: Park, W. Fairbanks, New England, Aloma)</i>	Identify areas that could benefit from a BID throughout the City	1	Underway
Objective #5 Achieve Strategic Partnerships	<i>Establish performance metrics and work with ED Partners to attain and monitor</i>	Work with ED Partners to create performance metrics based on Economic Development strategy	1	
Objective #3 Engage in Economic Gardening	<i>Create a business climate that gives local businesses an edge</i>	Create a quarterly Business Recognition Program	1-2	Underway

Objective Category	Strategy	Action Steps	Implementation Year	Status
Objective 1: Promote Redevelopment and Grow the Tax Base	<i>Identify a strategy to address annexations</i>	Complete annexation studies for each of the priorities. These studies would include a revenue/expenditure comparison, expansion of services review, park land quotient implications	2	
Objective 1: Promote Redevelopment and Grow the Tax Base	<i>Identify a strategy to address annexations</i>	Create an annexation schedule based on data provided through the studies	2	
Objective #3 Engage in Economic Gardening	<i>Market brand image and establish advertising program</i>	Develop marketing program geared to residents and retail customers. This program will promote the City's image and desires in the regional marketplace	2	
Objective #4 Target and Grow Business Clusters	<i>Create growth map for targeted business clusters</i>	Establish network groups for each business cluster. These groups would establish strategies and priorities for individual clusters that would be implemented through the plan	2	
Objective #4 Target and Grow Business Clusters	<i>Create growth map for targeted business clusters</i>	Compile a database for each business cluster and email notification list and create communication network	2	
Objective #4 Target and Grow Business Clusters	<i>Leverage ED programs to grow targeted business clusters</i>	Develop targeted plan to provide incentives through impact fee programs, tax abatement, anchor programs, home rule districts or permitting fee waivers	2	
Objective #5 Achieve Strategic Partnerships	<i>Implement Business Improvement Districts (eg: Park, W. Fairbanks, New England, Aloma)</i>	Provide education and information for affected property owners	2	
Objective #2 Promote and Enhance Community Character & Livability	<i>Strengthen pedestrian, bicycle and transit connections</i>	Promote business and existing residential development patterns around Sunrail station while allowing for adequate pedestrian and transit activities	2-3	
Objective #3 Engage in Economic Gardening	<i>Create a business climate that grows entrepreneurship and businesses</i>	Work with regional educational leaders and venture capital companies to create a Business Incubator	2-3	
Objective #4 Target and Grow Business Clusters	<i>Create growth map for targeted business clusters</i>	Prepare an annual report outlining priorities and strategies for each business cluster	2-3	
Objective #4 Target and Grow Business Clusters	<i>Advance higher education/economic development partnerships to grow business clusters</i>	Work with Education Partners to align curriculum and programs based on targeted business clusters and workforce needs	3	
Objective #5 Achieve Strategic Partnerships	<i>Implement Business Improvement Districts (eg: Park, W. Fairbanks, New England, Aloma)</i>	Provide support for BID election and implementation including coordination with City Departments	3	
Objective #2 Promote and Enhance Community Character & Livability	<i>Evaluate Entertainment, Arts and Culture, Recreation and Events from an economic development perspective</i>	Participate with cultural leaders to create city-wide cultural arts features and create marketing materials that support these events	ongoing	

Objective Category	Strategy	Action Steps	Implementation Year	Status
Objective #2 Promote and Enhance Community Character & Livability	<i>Strengthen pedestrian, bicycle and transit connections</i>	Identify pedestrian/bicycle gaps and investigate transit circulator connecting business districts through the City's Bike/Ped Committee as well as Metroplan Orlando	ongoing	
Objective #3 Engage in Economic Gardening	<i>Create a business climate that gives local businesses an edge</i>	Create a quarterly Business Ambassador Program with Elected Officials	ongoing	Underway
Objective #3 Engage in Economic Gardening	<i>Create a business climate that grows entrepreneurship and businesses</i>	Collaborate with stakeholders to hold networking events	ongoing	Underway
Objective #3 Engage in Economic Gardening	<i>Establish programs that nurture and cultivate existing and new businesses</i>	Develop and host Business Start-up / Business Information Seminars	ongoing	Underway
Objective #3 Engage in Economic Gardening	<i>Establish programs that nurture and cultivate existing and new businesses</i>	Continue Micro Loan Program for small businesses developing within Winter Park	ongoing	Underway
Objective #3 Engage in Economic Gardening	<i>Establish programs that nurture and cultivate existing and new businesses</i>	Continue Facade Matching Grant Program within the CRA and find funding options to expand city-wide	ongoing	Underway
Objective #4 Target and Grow Business Clusters	<i>Leverage ED programs to grow targeted business clusters</i>	Partner with Enterprise Florida and Metro Orlando EDC in leveraging State Economic Development Programs	ongoing	
Objective #4 Target and Grow Business Clusters	<i>Leverage ED programs to grow targeted business clusters</i>	Establish and fund policies through the Targeted Industry Enhancement (TIE) program	ongoing	Underway
Objective #4 Target and Grow Business Clusters	<i>Advance higher education/economic development partnerships to grow business clusters</i>	Establish working relationships with Metro Orlando EDC, UCF, Rollins, Full Sail, Valencia	ongoing	Underway
Objective #5 Achieve Strategic Partnerships	<i>Establish a Quarterly Economic Development Roundtable Program</i>	Meet and identify ways to collaborate to strengthen economy with ED Partners	ongoing	Underway
Objective #5 Achieve Strategic Partnerships	<i>Establish a Quarterly Economic Development Roundtable Program</i>	Build a communication network among all the economic development partners	ongoing	
Objective #5 Achieve Strategic Partnerships	<i>Establish performance metrics and work with ED Partners to attain and monitor</i>	Create an annual report using performance metrics	ongoing	Underway