Economic Development Advisory Board

September 15, 2015 at 8:00 a.m.

Winter Park City Hall, Chapman Room
401 Park Avenue S., Winter Park, FL 32789

1 administrative
   a. Approve minutes from 8-18-2015

2 action

3 informational
   a. 2015 Business Survey Results

4 new business

5 public comment

adjourn

Next meeting: October 20th

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 3a

Minutes from August 18, 2015

motion | recommendation

Request to approve the August 18, 2015 EDAB minutes as presented.

Background
Meeting was called to order at 8:00 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: John Caron, Owen Beitsch, Kelly Olinger, John Gill, Patrick Chapin

BOARD MEMBERS ABSENT: Marc Reicher, Maura Weiner, Steve Flanagan

STAFF MEMBERS PRESENT: Dori Stone, Kyle Dudgeon, Clarissa Howard

ADMINISTRATIVE ITEMS:
A. Approval of the July 21, 2015 Minutes
Motion made by Owen Beitsch, seconded by Kelly Olinger, to approve the July 21, 2015 minutes. Motion passes with unanimous vote.

Communications Director, Clarissa Howard, addressed the Board regarding media coverage and her role in addressing the public.

ACTION ITEMS:
A. Notice of Disposal – Progress Point Property
Staff presented new information relating to the Notice of Disposal proposal for Progress Point and asked the Board to recommend taking the NOD forward to the Commission for final approval. Staff provided information relating to the economic feasibility of the proposal including estimates on tax base, special assessment payments, and job creation. The Board felt the proposal was consistent with previous conversations regarding potential uses of the property.

Motion made by Patrick Chapin, seconded by Owen Beitsch, in favor of supporting the Notice of Disposal proposal. Motion passes with unanimous vote.

INFORMATION ITEMS:
A. Historic Preservation Incentives
Staff provided information relating to the latest revision of the historic preservation ordinance under review by the Historic Preservation Board. As part of this ordinance, staff is requesting discussion by EDAB to review ideas regarding historic preservation incentives and their impact. Staff provided four types of incentive categories including educational, promotional, development and financial. The Board felt that historic preservation is important, but should imply a balance between property rights and preservation. They were also concerned that any financial incentive or abatement would lessen contributions to the general fund and revenues would need to be supplemented elsewhere. Staff stated that any incentive should be passed by resolution to provide more flexibility in evaluating and changes packages over time. Staff stated that a resolution, should it include financial incentives for historic preservation, would be brought back for the Board to review.

NEW BUSINESS
There being no further business, the meeting adjourned at 9:30 a.m.

__________________________________________
John Caron, Chairperson

__________________________________________
Laura Neudorffer, Board Liaison
 Subject 2a

2015 Business Survey Results

**motion | recommendation**

N/A

**Background**

At the March 17\textsuperscript{th} EDAB meeting, the board approved the dispersal of a business survey with the intent of assessing local economic conditions and using the results to assist in the discussion of future economic development policies/programs. This initiative is consistent with the goals of the Economic Development Plan.

Staff spent April through July raising awareness, distributing and collecting responses. The business survey closed on July 1\textsuperscript{st}. Staff received 137 responses, or approximately 5\% of total businesses in Winter Park. After cleaning the data of duplicates and incomplete responses, 129 were recorded.

Responses to the survey elicit a discussion regarding policy implications and exploring programming for the future. Top responders by industry included retail (29\%), professional services (29\%) and other services (13\%). The locations of these businesses are represented in the map, attachment A. Based on available demographic data; responses are proportionate to the city’s makeup as a whole.

<table>
<thead>
<tr>
<th>RESPONDENTS BY INDUSTRY</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td>Arts &amp; Entertainment</td>
<td>2</td>
<td>1.6</td>
</tr>
<tr>
<td>Construction</td>
<td>5</td>
<td>3.9</td>
</tr>
<tr>
<td>Educational Services</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5</td>
<td>3.9</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>5</td>
<td>3.9</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td>Other Services</td>
<td>17</td>
<td>13.2</td>
</tr>
<tr>
<td>Professional</td>
<td>36</td>
<td>27.9</td>
</tr>
<tr>
<td>Real Estate</td>
<td>11</td>
<td>8.5</td>
</tr>
<tr>
<td>Restaurant</td>
<td>7</td>
<td>5.4</td>
</tr>
<tr>
<td>Retail</td>
<td>37</td>
<td>28.7</td>
</tr>
<tr>
<td>Transportation</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>129</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
**Survey Methodology**

To conduct this survey, staff sent 3x5 cards via mail to every registered business in the city using business certificate data. Business owners were directed to respond to the survey online at [www.cityofwinterpark.org/edsurvey](http://www.cityofwinterpark.org/edsurvey) or by contacting staff for a paper copy. Staff also coordinated with the Chamber of Commerce to raise awareness of the survey through email blasts, reminders at local meetings and word of mouth through daily interactions. The Orlando Sentinel Winter Park Forum also provided two separate articles discussing the purpose and location of the business survey online. Staff additionally handed out 3x5 cards at the Building and Permitting Department and by dropped off cards in person. As an incentive, respondents were entered for a chance to win one of fifteen gift cards to a Winter Park restaurant.

**Results**

**Attachments B and C** provide a condensed and full version of the survey results respectively.

**Conclusions**

Based on the information provided, a number of conclusions can be inferred.

1. Overall, the response size is in concert with the industry composition of Winter Park at the proportional level.
2. The city should continue to invest in the qualitative elements of Winter Park such as quality of life and high quality infrastructure.
3. Current programs and policies, while not all encompassing, are consistent with the needs of business owners.
4. A limited response level comments on strong economic conditions overall. It is not a priority to comment or criticize local conditions when businesses are performing well.

**Recommendations**

1. Create a work plan to follow-up with respondents concerns at the hyperlocal level.
2. Consider new methods of raising awareness of economic development programs.
3. Continue to monitor and work with city staff on capital infrastructure projects.
4. Continue monitoring the city’s ‘Green Business Challenge’ pilot program.
5. Conduct a business survey, or similar mechanism, every 1-2 years to document local changes in the market.
2015 Business Survey Results
Conducted by Winter Park Economic Development Division

Interest in ED Programs

High level interest only

- Quality infrastructure: 39%
- Signage Improvement grant: 28%
- Marketing Assistance: 29%
- Property Improvement grant: 28%
- Green building incentives: 18%
- Annual survey: 14%

129 Total Responses

Program Participation
Prevention

83 respondents

- Time: 42%
- Awareness: 12%
- None: 10%
- Lack of autonomy: 5%
- Program deadlines: 5%

Business Growth

52% Increasing
32% Stable

45% of businesses surveyed plan to expand in 2 years

Top Market Strengths

The area’s high quality of life, access to customers and close proximity to home are the top reasons for attracting and sustaining business in Winter Park.

- Access to my customers: 72%
- Proximity to home: 60%
- Aesthetics & cultural environment: 59%
- Quality of housing: 16%
- Traffic counts: 15%
- Community Leadership: 13%
- Recreation facilities / entertainment: 13%

Top Business Obstacles

Rent costs were clear front runner in business obstacles. From an economic development perspective, this can be interpreted as a strong, desirable location to do business. Respondents also felt that infrastructure and lack of building space were also hurdles to business growth.

- Rent costs: 63%
- Inadequate infrastructure: 35%
- Lack of building space: 21%
- Funding building improvements: 17%
- Energy costs: 16%
- Inability to access new markets: 12%
- Knowledge of local resources: 10%

Investment Plans

- 27% System Improvements
- 42% New/additional employees
- 42% New products
- 48% Promotional Activities
- 16% None

Rent costs: 63%

Q1 What are your top three reasons for locating or keeping your business in Winter Park? (Select only three)

Answered: 136  Skipped: 1

Answer Choices

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to my customers</td>
<td>72.06%</td>
</tr>
<tr>
<td>Access to my suppliers</td>
<td>2.94%</td>
</tr>
<tr>
<td>Proximity to home</td>
<td>60.29%</td>
</tr>
<tr>
<td>Workforce availability</td>
<td>8.09%</td>
</tr>
<tr>
<td>Community leadership</td>
<td>13.24%</td>
</tr>
<tr>
<td>Quality of housing</td>
<td>16.18%</td>
</tr>
<tr>
<td>Traffic counts</td>
<td>15.44%</td>
</tr>
<tr>
<td>Aesthetics &amp; cultural...</td>
<td></td>
</tr>
<tr>
<td>Recreation facilities/e...</td>
<td></td>
</tr>
<tr>
<td>Rental cost</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Percentage</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Safety services</td>
<td>4.41%</td>
</tr>
<tr>
<td>Aesthetics &amp; cultural environment</td>
<td>58.82%</td>
</tr>
<tr>
<td>Recreation facilities/entertainment</td>
<td>12.50%</td>
</tr>
<tr>
<td>Rental cost</td>
<td>11.76%</td>
</tr>
</tbody>
</table>

Total Respondents: 136
Q2 Please indicate the following barriers to your business (select all that apply)

Answer Choices

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding building improvements</td>
<td>17.35%</td>
</tr>
<tr>
<td>Inability to access new markets</td>
<td>12.24%</td>
</tr>
<tr>
<td>Rent costs</td>
<td>63.27%</td>
</tr>
<tr>
<td>Lack of building space</td>
<td>21.43%</td>
</tr>
<tr>
<td>Knowledge of local resources</td>
<td>10.20%</td>
</tr>
<tr>
<td>Access to capital for equipment</td>
<td>12.24%</td>
</tr>
<tr>
<td>Workforce training</td>
<td>3.06%</td>
</tr>
<tr>
<td>Energy costs</td>
<td>16.33%</td>
</tr>
<tr>
<td>Inadequate infrastructure</td>
<td>34.69%</td>
</tr>
</tbody>
</table>

Total Respondents: 98
Q3 Do you or your employees use SunRail?  
(select all that apply)

Answered: 131  Skipped: 6

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>For work</td>
<td>12.21%</td>
</tr>
<tr>
<td></td>
<td>16</td>
</tr>
<tr>
<td>For personal use</td>
<td>19.85%</td>
</tr>
<tr>
<td></td>
<td>26</td>
</tr>
<tr>
<td>No</td>
<td>74.05%</td>
</tr>
<tr>
<td></td>
<td>97</td>
</tr>
</tbody>
</table>

Total Respondents: 131
Q4 Have you seen more business activity as a result of SunRail?

Answered: 136  Skipped: 1

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19.12%</td>
</tr>
<tr>
<td>No</td>
<td>61.03%</td>
</tr>
<tr>
<td>Uncertain</td>
<td>19.85%</td>
</tr>
<tr>
<td>Total</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Q5 How would you characterize your current business activity level?

Answered: 136  Skipped: 1

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business is rapidly expanding</td>
<td>11.76%</td>
</tr>
<tr>
<td>Business is moderately growing/increasing</td>
<td>39.71%</td>
</tr>
<tr>
<td>Business is holding steady</td>
<td>31.62%</td>
</tr>
<tr>
<td>Business needs more activity</td>
<td>16.91%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
</tr>
</tbody>
</table>
Q6 Which best describes your business plans in the next 1-2 years?

Answered: 132  Skipped: 5

<table>
<thead>
<tr>
<th>Plan to expand operations</th>
<th>45.45%</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan to relocate</td>
<td>3.79%</td>
<td>5</td>
</tr>
<tr>
<td>Plan to reduce operations</td>
<td>2.27%</td>
<td>3</td>
</tr>
<tr>
<td>Plan to sell</td>
<td>0.76%</td>
<td>1</td>
</tr>
<tr>
<td>No changes planned</td>
<td>27.27%</td>
<td>36</td>
</tr>
<tr>
<td>Uncertain at this time</td>
<td>20.45%</td>
<td>27</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>132</td>
</tr>
</tbody>
</table>

Winter Park Business Survey 2015
Complete questions 1-10 (Estimated completion time 2-3 minutes)
SurveyMonkey
Q7 Please check any type of investment or improvement you plan on making in the next 1-2 years

Answered: 134  Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical improvements (design, layout, interior/exterior remodeling)</td>
<td>34.33%</td>
</tr>
<tr>
<td>New/expanded products, services, inventory</td>
<td>41.79%</td>
</tr>
<tr>
<td>New/expanded marketing/promotional activities</td>
<td>48.51%</td>
</tr>
<tr>
<td>New/additional employees</td>
<td>41.79%</td>
</tr>
<tr>
<td>Systems improvements</td>
<td>26.87%</td>
</tr>
<tr>
<td>None</td>
<td>15.67%</td>
</tr>
</tbody>
</table>

Total Respondents: 134
Q8 Please indicate your interest level in participating in the following economic development tools:

Answered: 134  Skipped: 3

- Access to lower interest rates
- Small business development assistance
- Improvement grants to... (seems incomplete)
- Marketing assistance
- Signage... (seems incomplete)
Winter Park Business Survey 2015

Complete questions 1-10 (Estimated completion time 2-3 minutes)

- Improvement...
- Employee training
- Annual surveys of local...
- Ombudsman (advocate)...
- Energy efficiency...
- Energy audits/green...
<table>
<thead>
<tr>
<th>Service</th>
<th>Not at all</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to lower interest loans</td>
<td>49.59%</td>
<td>19.83%</td>
<td>16.53%</td>
<td>14.05%</td>
<td>121</td>
</tr>
<tr>
<td>Small business development center</td>
<td>28.80%</td>
<td>27.20%</td>
<td>29.60%</td>
<td>14.40%</td>
<td>125</td>
</tr>
<tr>
<td>Improvement grants to physically upgrade your property</td>
<td>40.16%</td>
<td>15.57%</td>
<td>16.39%</td>
<td>27.87%</td>
<td>122</td>
</tr>
<tr>
<td>Marketing assistance</td>
<td>21.77%</td>
<td>15.32%</td>
<td>33.87%</td>
<td>29.03%</td>
<td>124</td>
</tr>
<tr>
<td>Signage improvement programs</td>
<td>25.83%</td>
<td>15.83%</td>
<td>30.00%</td>
<td>28.33%</td>
<td>120</td>
</tr>
<tr>
<td>Employee training</td>
<td>51.67%</td>
<td>25.83%</td>
<td>16.67%</td>
<td>5.83%</td>
<td>120</td>
</tr>
<tr>
<td>Annual surveys of local business</td>
<td>31.40%</td>
<td>24.79%</td>
<td>29.75%</td>
<td>14.05%</td>
<td>121</td>
</tr>
<tr>
<td>Ombudsman (advocate) program</td>
<td>38.66%</td>
<td>30.25%</td>
<td>24.37%</td>
<td>6.72%</td>
<td>119</td>
</tr>
<tr>
<td>Energy efficiency programs</td>
<td>27.87%</td>
<td>18.03%</td>
<td>35.25%</td>
<td>18.85%</td>
<td>122</td>
</tr>
<tr>
<td>Energy audits/green building incentives</td>
<td>32.00%</td>
<td>20.80%</td>
<td>29.60%</td>
<td>17.60%</td>
<td>125</td>
</tr>
<tr>
<td>High quality physical infrastructure (roads, landscaping, etc.)</td>
<td>16.80%</td>
<td>13.60%</td>
<td>30.40%</td>
<td>39.20%</td>
<td>125</td>
</tr>
</tbody>
</table>
Q9 What would prevent you from participating in a local economic development tool stated in question 8?

Answered: 86  Skipped: 51
Q10 Please enter in the following information to be considered eligible for your chance at 1 of 15 gift cards from Bosphorous and Cocina 214!

Answered: 137  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business name</td>
<td>100.00%</td>
</tr>
<tr>
<td>Business address</td>
<td>100.00%</td>
</tr>
<tr>
<td>Name of respondent</td>
<td>97.81%</td>
</tr>
<tr>
<td>Name of CEO/owner</td>
<td>93.43%</td>
</tr>
<tr>
<td>Telephone number</td>
<td>99.27%</td>
</tr>
<tr>
<td>Company website</td>
<td>88.32%</td>
</tr>
<tr>
<td>Respondent email address</td>
<td>100.00%</td>
</tr>
</tbody>
</table>