

winter park



community
redevelopment
agency

agenda

September 26, 2016 at 3:30 p.m.

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

CRA board

1 administrative items

2 action items

- a. Get on Board – SunRail on Saturday's support request

3 informational items

4 new business items

5 adjournment

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."



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redevelopment
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meeting date September 26, 2016	approved by <input type="checkbox"/> City Manager <input type="checkbox"/> City Attorney <input type="checkbox"/> N A <input type="checkbox"/> Advisory Board
item type <input type="checkbox"/> Administrative <input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	final vote

CRA board

subject

Get on Board – SunRail on Saturday’s support request

motion | recommendation

Recommendation to approve \$20,000 in CRA funds for Saturday SunRail operations

background

On February 23rd, 2015 the CRA Agency approved an opportunity to financially support weekend SunRail ridership during the Sidewalk Art Festival. On March 21-22, in partnership with the Florida Department of Transportation (FDOT), Florida Hospital, and the Chamber of Commerce, ridership numbers for that weekend totaled 10,098. By comparison during the 2015 year, the city saw 510 riders per day on average. From a CRA perspective, this accomplished two goals. The first was to provide an alternative mode of transportation to downtown Winter Park alleviating parking issues. The second was to facilitate additional foot traffic creating a positive economic environment for the district.

The CRA is now being presented with another opportunity to participate in a similar fashion. The ‘Get on Board’ campaign is attempting to provide SunRail operations on Saturday from October 1 through February 4, 2017. The train would provide all day tailored operations, including ticketed sales, to meet the needs of major events and the public. This may include locally the Autumn Art Festival and Winter on the Avenue. It is estimated that the total cost of the campaign is \$250,000. Should it exceed that goal, operations would continue on Saturday’s past February 4th until all funds (including ticket revenue) are depleted.

Financially, the campaign’s seed money is derived from the City of Orlando and the Downtown Orlando Partnership. They have also secured funding from non-public entities including Florida Hospital, the United Arts, and private business. Additionally, the Park Avenue Merchants Association (PAMA) and the Chamber of Commerce are looking to provide \$2,500 contributions to the Platinum Engineer Sponsorship level. The request is to provide the remaining funding for this sponsorship of \$20,000 out of the

Small Scale CRA projects fund. Staff is also requesting that should the CRA choose to take funding from this line item that it be replenished back to the \$40,000 for FY16-17.



Get On Board

SunRail on Saturdays

Investment and Community Support Opportunities

#TEAMSUNRAIL





Dear Friend,

The number one question we hear about SunRail is, “When is our train going to run on the weekends?” This illustrates both the enthusiasm people have for our young mass transit system, as well as their desire to see SunRail’s operating hours expand beyond those that primarily serve daily commuters.

As you may know, SunRail was designed to be a commuter rail system that would immediately give residents an alternative to I-4 and their vehicles during daily commuting hours – while also serving as the backbone of a future multi-modal transit system that connects with and enhances other forms of transit. That future includes the weekend service so many of our Central Florida residents desire.

At this moment, SunRail is not in a position to expand service to weekends. We knew this was going to be the case for the first several years of SunRail’s existence. That said, accepting the status quo and letting challenges stand in our way is not what we do in Orlando. When we see opportunities to make our community stronger and increase the quality of life for our residents, we work together to craft creative, partnership-driven solutions to turn good ideas into reality. That’s precisely what some of our major businesses and community organizations are doing... through a pilot project that will fund **SATURDAY SERVICE ON SUNRAIL FROM OCTOBER THROUGH JANUARY.**

Through a unique nonprofit partnership, the Downtown Orlando Partnership, The Downtown Orlando Foundation, The Downtown Development Board, some of Orlando’s major businesses and key community stakeholders are working together to fund and lead this exciting effort.

This project is important for a number of reasons. First, by offering leisure service, we create opportunities for residents to “try out” SunRail. This will, in turn, lead to more people adopting the train as their commuting method of choice and building long-term ridership on the system. Second, this community-driven project puts us in a position to showcase the demand for expanded service and, thus, helps permanent weekend service become a reality more rapidly. Third, this project represents an important shared commitment by our businesses and civic community to the success of mass transit options throughout our region.

Additionally, the October - January window features major events occurring virtually every Saturday in Downtown Orlando, as well as near station stops up and down the SunRail line. SunRail service on Saturdays will drive attendance to these events and give attendees a new transportation option. The SunRail On Saturdays project is an important endeavor for our community and I strongly encourage you to get involved and become a funding partner. We cannot do this without you. Accompanying this letter is a document that outlines the various levels for nonprofit contributions.

If you would like to learn more about the project or have questions, please contact Bridget Keefe at the Downtown Orlando Partnership at (407) 595-0897.

Sincerely,

Buddy Dyer



Mayor, City of Orlando
Chair, Central Florida Commuter Rail Commission

Platinum Engineer Sponsor - \$25,000

- Six opportunities available
- Tax-deductible non-profit contribution
- Recognition at announcement event with Mayor Buddy Dyer
- Recognition in all press releases
- Recognition at associated earned media events
- Recognition during City Hall meeting with proclamation
- Logo placement on letterhead
- Logo placement on Team SunRail website
- Logo placement on event emails and announcements
- Logo placement on SunRail on Saturdays outdoor billboards
- On-train advertising with logo placement
- Special feature on website for Saturday service promotion
- Social media spotlights on DOP outlets
- Individualized social media promotion on SunRail outlets
- 20 round-trip SunRail tickets

Gold Conductor Sponsor - \$2,500

- Logo placement on Team Sunrail website and print marketing pieces
- 10 round-trip SunRail tickets
- Pair of event tickets for each of the events below*:
 - Come out With Pride Festival
 - Orlando Magic basketball game
 - Orlando Solar Bears hockey game
 - Dr. Phillips Center show (tbd)
 - Wall Street Plaza block party
 - Downtown Orlando Tours

**Exact dates and times pending*



Commuter Enthusiast - \$25+ donation

- Individual recognition on social media outlets
- Participation in grassroots, crowd-funding effort
- 2 round-trip SunRail tickets
- One-of-a-kind Orlando/SunRail themed t-shirt