

winter park



agenda

April 23, 2018 at 2:00 pm

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

CRA board

1 administrative items

- a. Approval of workshop and meeting minutes from November 13, 2017

2 action items

- a. Park Place Garage Improvements
- b. Golf Course Parking Enhancements

3 informational items

- a. Winter in the Park 2017

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."

winter park



community
redevelopment
agency

agenda item

meeting date April 23, 2018

item type ☒ Administrative
☐ Action
☐ Information

approved by ☐ City Manager
☐ City Attorney
☐ N/A
☐ Advisory Board

final vote

CRA board

subject

Approval of minutes

motion | recommendation

Approval of the workshop and meeting minutes from November 13, 2017 is requested.

Background

COMMUNITY REDEVELOPMENT AGENCY
WORK SESSION
November 13, 2017

The work session meeting of the Community Redevelopment Agency was called to order by Chairman Steve Leary at 1:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Steve Leary
Commissioner Greg Seidel
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper (on phone from 1:45 to 2:10); otherwise, absent.
Commissioner Pete Weldon
Orange County Rep. Hal George

Also present:

City Manager Randy Knight
City Clerk Cynthia Bonham
Planning Director Dori Stone
CRA Manager Kyle Dudgeon

CRA Manager Kyle Dudgeon addressed the intent of the meeting was to provide updates based on direction given to them at the August work session and September budget meeting to help provide clear direction for the CRA Agency meeting that will take place after this work session.

CRA Capital Improvement Plan update FY 2018-2022

Mr. Dudgeon first addressed New York Avenue improvements. He stated it has been determined that the intersection of Morse Boulevard and New York Avenue functions well as a four way stop so there is a potential to revisit the scope of work for New York Avenue because of deleting the mast arms. Other improvements to New York Avenue were addressed as well as the importance of improving the aesthetics of New York Avenue. Public Works Troy Attaway commented that the \$1.7 million project was removing everything that is there to include all curbs, sidewalk, and then replacing everything. He summarized what was proposed. Mayor Leary explained the budget for New York Avenue and what it includes: functional improvements at Fairbanks/New York Avenue and functional improvements including parking at New York and Morse Boulevard (\$420,000); and \$1.7 million to include those items as well as tearing up sidewalks and curbs, repaving and rebuilding new ones as well as additional vegetation.

US 17-92 PD&E Orlando Avenue

Mr. Dudgeon addressed the potential for cost share that is built into the CIP. He addressed the \$1 million difference to what they already have encumbered and the \$200,000 in FY20 for landscape improvements for consideration. He stated the City needs to have their share budgeted by the end of 2021 to begin construction in 2022. He stated they have everything in the budget as they currently have it but are supplementing that with the additional difference between what they are required to have as part of the City's cost share.

Planning Director Dori Stone explained the process where they have the updated PD&E. She commented that the DOT already put design into the work program and there is still right-of-way construction that still needs to be programmed into MetroPlan Orlando's long range work program which will be done. She stated they would like to go to them with the understanding to DOT that we have the money so when the project is ready to go, they are ready with the funding. Ms. Stone answered questions of the Commission.

Parking Strategies

Mr. Dudgeon stated the information provided is the reflection of the parking strategies conversation previously held. He spoke about the additional parking ambassador (enforcer) startup costs and that the police budget would only be supplemented from the CRA in terms of salary. Planning Director Dori Stone spoke about the ticket structuring and bringing options for ticketing to the CRA Agency. The need to improve the parking situation was discussed.

CRA Lighting and Tree Plan

Mr. Dudgeon stated staff has coordinated with the electric utility to provide a more concrete plan they believe they can accomplish within the next two years along with the undergrounding in the CRA. He summarized the cost and answered questions.

Large Scale Capital Projects

Mr. Dudgeon addressed the August discussions for larger scale projects. He stated this item addresses those items and build larger scale liquidity over time for some of those items as well as incorporate the potential for any legislative changes. He stated this is a policy change by the CRA Agency and the value was set for projects over \$500,000.

Downtown Bollard Installation

Mr. Dudgeon stated this item is at the discretion of the Agency and is something approached to staff from the Public Works and the Fire Departments who have been considering this for a while. He stated this is not yet incorporated into the CIP. He stated these provide an enhanced safety feature as each proposed location is able to stop vehicular traffic from entering the area during street closures. Discussion ensued if they should test this out with a couple to start with to see how it works.

CRA Enhancement Fund

Mr. Dudgeon addressed the September 25 CRA Agency meeting where they were directed to bring back any capital item greater than \$20,000. He provided a list of improvements in the packet.

Welbourne Nursery

Mr. Dudgeon spoke about the intent to match the Winter Park Day Nursery dollars to the funds Welbourne Day Nursery is receiving. There was a consensus to support this.

Orange Avenue Corridor Plan

No discussion held.

The CRA Agency meeting adjourned at 2:30 p.m.

ATTEST:

Chairman Steve Leary

City Clerk Cynthia S. Bonham

COMMUNITY REDEVELOPMENT AGENCY
November 13, 2017

The meeting of the Community Redevelopment Agency was called to order by Chairman Steve Leary at 2:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Steve Leary
Commissioner Greg Seidel
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper (on phone
sporadically)
Commissioner Pete Weldon
Orange County Rep. Hal George

Also present:

City Manager Randy Knight
City Clerk Cynthia Bonham
Planning Director Dori Stone
CRA Manager Kyle Dudgeon

Approval of September 25, 2017 work session and regular meeting minutes

Motion made by Commissioner Sprinkel to approve the minutes; seconded by Commissioner Weldon and carried with a 5-0 vote with Commissioner Cooper being absent.

CRA Capital Improvements Plan update FY2018-2022

CRA Manager Kyle Dudgeon provided an updated version of the Capital Improvement Plan. Mayor Leary clarified that the adjustments to the CIP need to be approved.

New York Avenue Streetscape

CRA Manager Kyle Dudgeon addressed the intersection of Morse Boulevard and New York Avenue and the potential replacement of what would have been a mast arm to a four way stop which changed the scope. Planning Director Dori Stone explained they have about \$1.7 million in the CIP and New York Avenue project. She explained the other option provided to them in the work session of \$420,000 which gets them the necessary improvements at Fairbanks and New York Avenues, the pedestrian improvements at New England Avenue, Morse Boulevard and Canton Avenue. They will then bring back a beautification plan.

#1 - Motion made by Commissioner Sprinkel to approve \$450,000 to add the additional \$30,000 for beautification and trees (and to keep the four way stop signs at Morse Boulevard/New York Avenue); seconded by Mayor Leary.

17-92 PD&E Update

Planning Director Dori Stone stated the 17-92 improvements included the current intersection improvements on 17-92 that we have in the 2018 budget (Morse and 17-92 intersection), in the 2019 and 2020 budget (17-92 and Fairbanks intersection); and in the 2021 budget (17-92 and Webster intersection); and additional 17-92 funds in 2020. She stated with all this combined it meets their obligation of \$3.4 million for DOT and asked that the CIP be amended to include the additional \$1.2 million in 2020 to get them to the \$3.4 million obligation.

#2 - Motion made by Commissioner Weldon to amend the CIP to include the additional \$1.2 million; seconded by Commissioner Sprinkel.

Parking Strategies

After discussion:

#3 – Motion made by Commissioner Weldon to deny the increase of \$50,000 (the \$150,000 total was for the enforcement officer, the LPR (License Plate Reader Technology), and the parking code review) and focus the \$100,000 previously approved and already in the budget for the parking code rewrite and the purchase of the LPR; seconded by Mayor Leary.

CRA Street Lighting/Tree Plan:

CRA Manager Kyle Dudgeon addressed the funds budgeted and that their request for additional funding incorporates all of Project G (an additional \$51,000 on top of the \$200,000 originally budgeted and an additional \$10,000 for trees). Also requested was an additional \$271,000 for Project K for next year's FY 2018/19.

#4 – Motion made by Commissioner Sprinkel to approve in the CIP an additional \$51,000 in this year's budget for the lighting plan for Project G and in the same CIP to approve \$271,000 for next year for Project K (total of \$322,000); seconded by Orange County Representative Hal George.

Large Scale Capital Projects

CRA Manager Kyle Dudgeon explained this is identified as any project over \$500,000 and that this line item provides the Agency an opportunity to act on an item includes, or not. Planning Director Dori Stone stated they would like to include this in the CIP. There was discussion that they did not believe the CRA Agency needed to act on this.

Downtown Bollards

Planning Director Dori Stone stated they do not have bollards in the CIP at \$580,000 and will bring back a cost for two of them using the guidelines provided by the CRA agency to put them at the Farmer's Market.

Welbourne Nursery

#5 - Motion made by Commissioner Weldon to approve the additional \$10,000 from \$25,000 to \$35,000 for Welbourne Nursery to match the Winter Park Day Nursery support dollars; seconded by Commissioner Sprinkel.

CRA Enhancement Fund

CRA Manager Kyle Dudgeon explained this is for any request over \$20,000 for ADA improvements and brick and sidewalk repairs as requested by Public Works.

#6 - Motion made by Commissioner Sprinkel to approve the CRA Enhancement Fund projects as listed; seconded by Commissioner Seidel.

No public comments were made for any of the motions.

Upon a roll call vote, on motion #1, Mayor Leary, Commissioners Seidel, Sprinkel and Weldon and Orange County Representative Hal George voted yes. The motion carried with a 5-0 vote. Commissioner Cooper voted yes later after the vote was taken.

Upon a roll call vote, on motion #2, Mayor Leary, Commissioners Seidel, Sprinkel and Weldon and Orange County Representative Hal George voted yes. The motion carried with a 5-0 vote. Commissioner Cooper was absent.

Upon a roll call vote, on motion #3 for denial, Mayor Leary, Commissioners Sprinkel, Cooper (by phone) and Weldon and Orange County Representative Hal George voted yes. The motion carried with a 5-0 vote. Commissioner Seidel voted no.

Upon a roll call vote, on motion #4, Mayor Leary, Commissioners Seidel, Sprinkel, Cooper (by phone) and Weldon and Orange County Representative Hal George voted yes. The motion carried with a 6-0 vote.

Upon a roll call vote, on motion #5, Mayor Leary, Commissioners Seidel, Sprinkel, Cooper (by phone) and Weldon and Orange County Representative Hal George voted yes. The motion carried with a 6-0 vote.

Upon a roll call vote, on motion #6, Mayor Leary, Commissioners Seidel, Sprinkel, Cooper (by phone) and Weldon and Orange County Representative Hal George voted yes. The motion carried with a 6-0 vote.

Other issues

Commissioner Weldon spoke about being a supporter of using CRA funds for electric undergrounding and asked why this is not a sound idea with other Commissioners given our desire to increase the rate of completion of the undergrounding project and that this is a legitimate use of the funds within the CRA. Commissioner Seidel commented that he is happy to discuss it further. Mr. George addressed issues with taking CRA dollars to be used for something in the general funding to be paid for. Commissioner Sprinkel agreed with Mr. George and spoke in opposition to the informal meeting scheduled for tomorrow with Commissioners Weldon and Seidel. Commissioner Cooper spoke in agreement with Commissioner Sprinkel in that all Commissioners need to be invited. Mayor Leary asked Electric Director D'Alessandro to bring something forward as to the cost to underground on the Westside. There was a consensus for this.

Commissioner Weldon spoke about the plan for the library that includes optional components that were not within the original scope that are extensions of access to and enjoyment of the park. He addressed possibly using CRA funds for some of the added features that are conceptually available in the plan. There was a general consensus to review this. Commissioner Cooper asked that sometime in the future they discuss acquiring the Post Office property.

The CRA Agency meeting adjourned at 3:23 p.m.

Chairman Steve Leary

ATTEST:

City Clerk Cynthia S. Bonham



agenda item

meeting date April 23, 2018

item type ☐ Administrative
☒ Action
☐ Information

approved by ☐ City Manager
☐ City Attorney
☐ N/A
☒ Advisory Board

final vote 4-0

CRA board

Subject

Park Place Garage Parking Improvements

motion | recommendation

Approval of \$30,000 dollars for Park Place Garage improvements is requested.

Background

The 2017 Parking Strategies report revealed several opportunities for parking management. One included the exploration of modern technology within the context of Winter Park's assets and resources. CRA and Winter Park IT staff have been evaluating a sensor or 'puck' technology to assist with public facing real time information on parking areas that also serve to capture data analytics of parking use. Sensors can either be installed on the ceiling or on the floor of each parking space. They then communicate availability to other devices such as display boards in view of the public.

IT staff has developed a small proof of concept in the City Hall parking lot for troubleshooting purposes, and are prepared to move forward with a pilot using their own resources.

Developing this technology internally provides several benefits. The first is the significant cost savings of internal software development and management. Secondly, it allows for the integration of other technology and software management solutions should they be desired. Third is the potential scalability should other locations for sensors be considered.

The 2006 Park Place Garage agreement with the Morse Genius Foundation states that any capital improvements over and above regular maintenance shall be proportionately paid by the City and the Foundation in proportion to their respective proportionate interest. In this case, the only parking spaces that will be affected are the public spaces on the fourth and fifth floor requiring the CRA to commit the funding. Included in the backup material is an approval letter from the Foundation stating their willingness to allow the CRA to participate in this project.

If approved, staff will look at two types of sensor technology. Ceiling mounted sensors are viewable to the public, and change colors based on the availability of the space. Floor sensors are made to run flush with the ground and not interrupt current aesthetics. Useful life of the ground sensors are ten years, while ceiling mounted are expected for longer. The project concept image provides a general rendering of hardware and software performance as well as what each type of installation would look like.

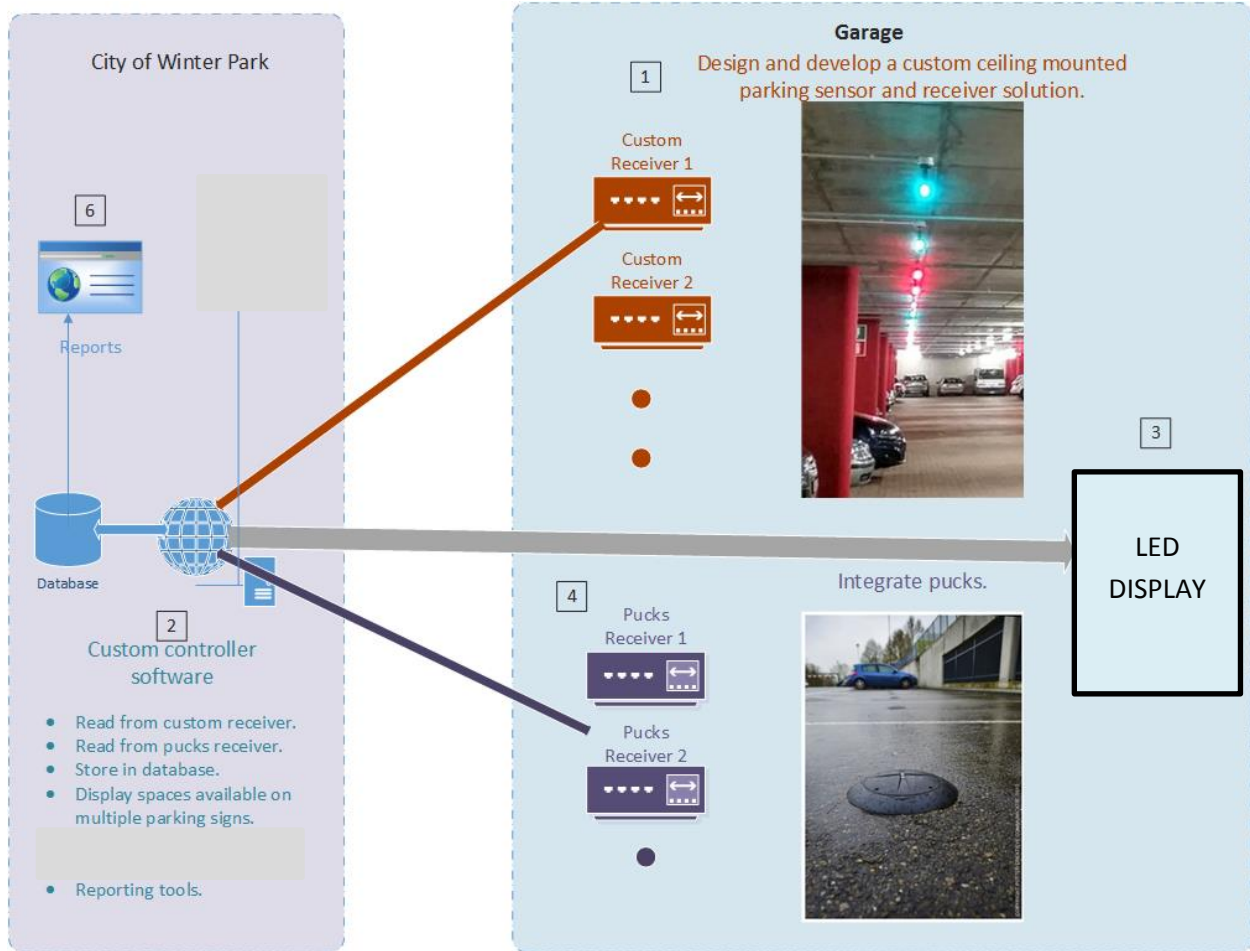
Total installation includes sensors on the fourth and fifth floor public spaces of the garage as well as two sign displays at the Garfield Ave. and Canton Ave. entrances. Displays will be LED as to reflect real time changes in garage availability, but will not infringe on the current sign code. In keeping with their request, staff will work with facilities management at the Morse Genius to ensure project partnership. Estimated time frame for installation is three to six months after Agency approval.

The CRA Advisory Board unanimously approved this project.

fiscal impact

\$30,000 from CRA Enhancements line item.

PROJECT CONCEPT:



(4) All of the fifty eight (58) spaces located on the fifth floor of the Parking Structure.

(C) A perpetual non-exclusive easement in and over the Parking Structure for the purpose of parking bicycles in the area identified as Bicycle Spaces on attached Exhibit "B".

3. Foundation Parking Spaces.

The Foundation reserves for its exclusive use including the use by its tenants and invitees:

(1) Twenty one (21) spaces designated on Exhibit "B" on the ground floor of the Parking Structure;

(2) All fifty eight (58) spaces located on the second floor of the Parking Structure; and

(3) All fifty eight (58) spaces located on the third floor of the Parking Structure.

4. Maintenance.

The Foundation and the City are to be responsible for their respective Proportionate Interest for the normal, routine and ordinary maintenance and repair (the "Operating Expenses") of the Parking Structure determined in proportion to their respective parking spaces in the Parking Structure (except for damage caused by the Foundation or the City or their respective officers, agents, employees or invitees, which damage shall be the responsibility of the party to whom such damage is attributable).

City
= 49.26%

5. Operating Expenses.

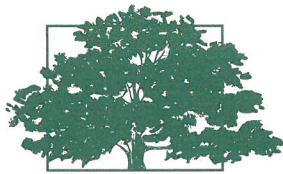
Operating Expenses shall include utilities (electric/ water), telephone, security services, normal and customary repairs and maintenance (including sweeping, pressure cleaning, painting and supplies, elevator maintenance and custodial services), testing and inspections, and ad valorem real and personal property taxes (excluding from the calculation of any party's share of ad valorem taxes any of such party's parking spaces which are exempted from such taxes).

6. Capital Improvements.

Any necessary capital improvements or replacements to the Parking Structure that are not covered by insurance, and any necessary maintenance or repair to the Parking Structure that is not considered to be an Operating Expense shall be proportionately paid by the City and the Foundation in proportion to their respective Proportionate Interest.

7. Traffic Enforcement; Signage.

The Foundation and the City shall cooperate with each other for appropriate parking enforcement for the private spaces retained by the Foundation and the public parking spaces under the control of the City. The foregoing provision includes, but is not limited to, signage to identify the



ELIZABETH MORSE GENIUS FOUNDATION

March 5, 2018

City of Winter Park, Florida

Randy Knight:

The Elizabeth Morse Genius Foundation (Foundation) hereby approves the City of Winter Park's installation and use of parking sensors at the Park Place Garage located at 150 West Canton Avenue specific to the fourth and fifth floors of the garage which by agreement are for the exclusive use of the public. In addition, the Foundation also approves the installation and use of outward facing ground or wall parking counter signs to be installed at the entrances of the garage at both Garfield and Canton Avenue that will be viewable by the public.

- The entire cost to install, use and maintain the above described system; including, but not limited to, parking sensors, parking counter signs and associated equipment will be paid for by the City of Winter Park. The Foundation will not share in paying for any costs related to this system.
- The installation and on-going maintenance of this parking sensor system must be coordinated with, and have the approval of, the Foundation's Facilities Manager, Robert Jones. Mr. Jones' contact information:
 - Cell: 407-948-9960
 - Email: bob@geniusfoundation.org

Please sign where indicated and return a copy to me.

Sincerely,

Richard M. Strauss
Executive VP & Treasurer
Elizabeth Morse Genius Foundation

Randy Knight
City Manager
City of Winter Park

cc: Harold A. Ward, III

winter park



community
redevelopment
agency

agenda item

meeting date April 23, 2018

item type ☐ Administrative
☒ Action
☐ Information

approved by ☐ City Manager
☐ City Attorney
☐ N/A
☒ Advisory Board

final vote 4-0

CRA board

Subject

CRA Enhancement Fund – Golf Course Parking Enhancements

motion | recommendation

Approval up to \$35,000 for Golf Course parking and landscaping improvements is requested.

Background

Proposed enhancements include additional parking spaces, landscape shielding between the golf course and adjacent residential area, bricking, and a moonlight garden concept. The restriping of the lot and added brick improvements will net an additional 27 parking spaces. From a landscape perspective, the scope removes diseased trees and invasive species, and replaces them with healthy shade and understory trees. The landscape portion of this project additionally introduces a moonlight garden concept for additional aesthetics. The backup for this item includes a site plan of the intended improvements, a locator map of the area, and existing conditions images.

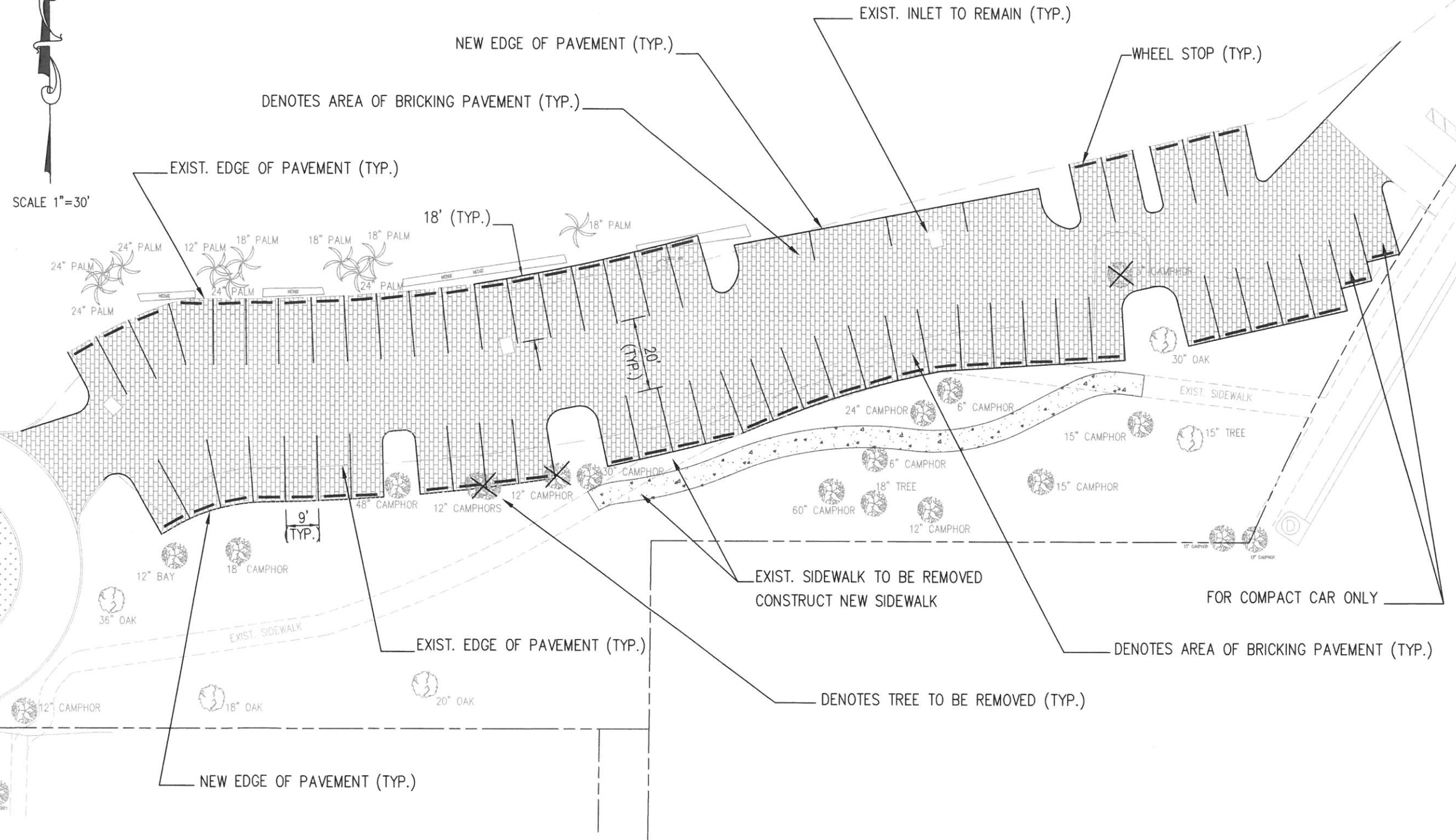
The proposed scope has been discussed favorably by the Golf Course Advisory Board and approved unanimously by the CRA Advisory Board.

The CRA Enhancement Fund was specifically set aside for physical improvements within the district. Direction was any dollar value exceeding \$20,000 be brought to the Agency for consideration in this line item. Recent examples of providing similar small scale capital funding include the intersection repair of New York and Lyman Avenue and railroad crossing repair at Minnesota Avenue.

fiscal impact

\$35,000 from CRA Enhancement Fund

SCALE 1"=30'



PARKING IMPROVEMENT - SITE PLAN

"CASA FELIZ BRICK H02-27-18" SCALE 1" = 30'
EXIST. PARKING = 35 SPACES TOTAL PARKING = 62 SPACES (+27 SPACES)



CITY OF CULTURE AND HERITAGE


GOLF COURSE PARKING AND LANDSCAPING IMPROVEMENTS MAP

CRA Locator Map

City of Winter Park
Florida

Legend

 CRA

 Improvement Area



CURRENT PARKING AREA



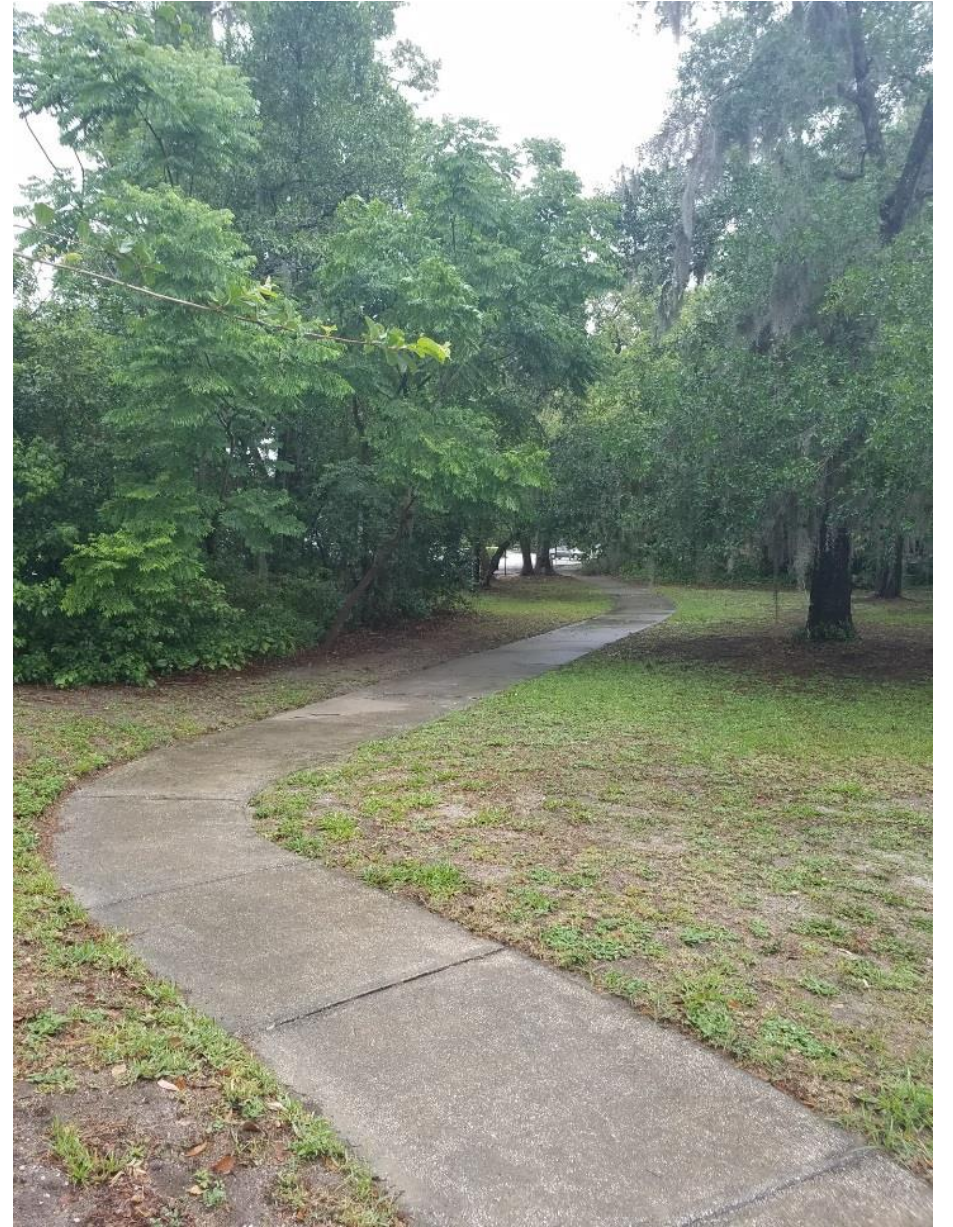
EXISTING PARKING AND LANDSCAPING AREA



CURRENT TREE LINE



PROPOSED GARDEN LOCATION



winter park



community
redevelopment
agency

agenda item

meeting date April 23, 2018

item type ☐ Administrative
☐ Action
☒ Information

approved by ☐ City Manager
☐ City Attorney
☐ N/A
☐ Advisory Board

final vote

CRA board

Subject

Winter in the Park 2017 report

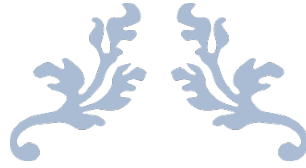
motion | recommendation

N/A

Background

The attached summary provides information relative to the 9th year of Winter in the Park. The report is divided to outline experience, marketing, financials, economic impact, and overall considerations for discussion by the Agency. Staff will highlight the report in talking points, and discuss overall return on investment.

fiscal impact



WINTER IN THE PARK

EVENT SUMMARY



#WINTER in the PARK

FEBRUARY 1, 2017

CITY OF WINTER PARK

Planning/CRA Department

TABLE OF CONTENTS

Executive Summary.....	2
Event Details.....	3
Experience.....	4
Marketing.....	4
Economic Impact.....	5
Recommendations.....	5
CRA Considerations.....	6
Appendix A (Graphs).....	7
Appendix B (Demographics).....	9

Executive Summary

The 9th annual Winter in the Park Holiday Ice Skating Rink continued the family friendly holiday tradition in the downtown core of Winter Park. Our ice skating season helps set the city apart as an appealing shopping destination during the holidays. The rink once again saw a large turnout, with many new and repeat guests alike.

Experience

A main theme to this year's rink was the feedback received to staff regarding this event becoming a holiday tradition for families. On a number of occasions guests stated, "they come every year", or "this is their third or fourth time this season." This was echoed by visitor experiences posted through sites like Groupon where the rink once again received a 4.5 out of 5 star rating.

Marketing

The event continued its effort to reach new markets by working with Cox Events to broker digital advertising through various mediums including a radio, internet, and a mobile campaign. This effort was combined with other digital technologies including Groupon, the Orlando Sentinel, and Square to identify not only who is interested in the event, but who is engaging with it and where they are coming from. The campaigns saw over 1.3 million impressions, and a response rate of 1.6% largely due to the involvement of third party/coupon sales sites. Cox Media also partnered with the City to act as an event coordinator allowing CRA staff to spend more time on project and program management.

Economic Impact

A recent survey determined the rink may have an economic impact upwards of \$400,000 to the downtown. In addition, 38% of merchants responded that there is a positive correlation between the rink and their business. Most others stated the impact of community events had a positive influence on future transactions.

Summary and Recommendations

Pages five and six outline considerations for future years of the ice rink including the evaluation of an open air concept, emphasis on traditional holiday themes in lieu of LED lighting, integration of special events and social media, and continued partnerships with third party sales sites.

CRA Considerations

The rink as a community event provides several opportunities to execute the contents of the CRA Plan for social and economic gains. However, in its ninth year a review of its assets is important to ensure effective use of CRA dollars and resources. These include opportunity costs of staff and the West Meadow, budget encumbrances, and legislative scrutiny. These three items are provided as discussion points for the board.

Event Details

Total Skaters in Attendance: 16,266

Total Revenues: \$187,306.70

Total Expenditures: \$212,420.34

Net Cost: approximately -\$25,113.64

Attendance

Attendance lowered this year in large part to two factors. The first of which was complications on opening weekend (explained in more detail under notes on revenues) and the lowered purchase and redemption rate of Groupon.

That said, using updated tendering technology, staff was able to continue to piece together where the rinks major markets are located. Major points of origin included 1.Orange County, 2.Orlando, 3.Winter Park, 4.Altamonte Springs, and 5.Maitland suggesting the event operates as a regional attraction.

Notes on Revenues

The largest differentiation in revenue was the absence of opening weekend. Chiller issues resulted in the delay of opening the rink. As a response, complimentary tickets for good will were issued, but ultimately resulted in a net loss the opening days of the rink. Revenues on or near special events and holidays have continued to spike upwards demonstrating an appetite for family friendly activities around holiday traditions.

Sponsorship

Staff was able to coordinate and partner with several sponsors, many of them who have been supporting the ice rink for years. These include Winter Park Memorial Hospital, Parke House Academy, Winter Park Wealth Group, 4 Rivers Smokehouse, Rollins College, the Winter Park Chamber/Park Avenue Merchants Association and Moore Stephens Lovelace CPAs. Total sponsorship was valued at \$27,750. This is consistent with years past demonstrating value to businesses both from an exposure and community partner perspective.

Notes on Expenditures

Expenditures saw a decrease for the third year in a row, including an overall reduction in site work. This is due to efficiencies by interdepartmental staff, and an overall agreement on a fixed cost for sod replacement after the event. Labor costs to Magic Ice increased due to higher wages for seasoned workers. This is the second straight year, however given the seasonality of the

event, staff is comfortable with the increase to ensure an experienced and trained staff is available. Marketing, lighting and décor, and rink rental costs remained stable.

Experience

Groupon

Groupon remains an integral part of attracting guests and receiving feedback. Overall experience continues to remain high rating a 4.5 out of 5 stars. Comments are from both first time and repeat customers and generally state the rink is priced appropriately, or express their gratitude for the event.

Special Events

Special events provide an opportunity for the rink to gain additional exposure as well as integrate into the overall holiday feel of downtown Winter Park. This was particularly evident in the attendance data which had significant increases in daily averages when another event was underway. Higher averages also anecdotally suggest a positive experience from residents and guests as they have likely engaged in multiple events downtown.

Marketing

This year the season was heavily promoted through partnerships with radio, print, internet, and mobile media. The CRA spent \$20,750.46 in marketing and building awareness for the season. Given the strong push towards digital media integration, Staff used a marketing firm specializing in several modes of advertisement including mobile technology.

The digital marketing aspect of the campaign not only provided advertisements on sites such as foxnews.com, people.com, and Walmart.com, but also was able to brand through mobile banners to sites such as cnn.com. The campaign also participated in a radio effort. The event received over 200 radio ads over four stations. The campaign also participated in more traditional advertisements once again partnering with the Orlando Sentinel which has shown in the past to elicit event participation.



The data gathered from this year's marketing efforts will further allow refinement in how dollars can be best expended for subsequent seasons.

Economic Impact

To ensure a positive effect on downtown Winter Park, CRA staff executed an economic impact survey in 2012. Topline estimates from this survey suggest almost \$400,000 in direct planned purchases. With over 80% of respondents planning to shop or dine while visiting the Winter in the Park event the downtown is a perfect fit for the event visitor. In 2012, there was an estimated total attendance of approximately 22,757 this implies that Winter in the Park adds an additional 392 shoppers each day in the downtown during the event. Respondents were asked to estimate the amount of money they planned to spend in the downtown indicated a low end spending of \$34 per response and an upper limit of \$67. This equates to \$193,000 - \$383,000 in direct economic impact to local businesses. These impact estimates are based upon skater attendance implied by stated party size of survey respondents.



This year, merchants were also asked to fill out a survey to corroborate how the ice rink potentially impacted their own business. Of respondents, 87% has a positive to neutral response of how the rink impacted their business.

Recommendations

For future consideration staff suggests the following:

Authenticity in Context. Enclosing the rink offers independent environment for song, sound, and fun. However, some consideration should be given to a more open air concept which allows patrons to enjoy the context of Central Park. This would require coordination with the Police Department, Facilities, and the vendor to ensure security and sound buffers are provided.

Third Party Sales Sites/Online Payment. Staff worked this past year to continue the effective use of third party sites like Groupon which prove to be a valuable part of the marketing plan and attendance at the rink. Staff will continue to work internally to maximize these opportunities as well as provide an online payment system through the City's(or third party) website for online payment.

Integration into Special Events. Attendance data suggests a strong correlation between special events such as Winter on the Avenue, holiday parade, and others to a spike in average daily attendance. Staff will evaluate the potential of further maximizing these events to boost attendance.

Consider alternative use of LED lighting. Staff purchased LED lighting as part of the projection mapping exercise to bring a larger ‘pop’ to the event. Based on consumer response, while there is an appreciation for the lighting, there is an expectation for traditional themes within the rink space. Staff will look to evaluate alternative uses for the LED lights in favor of traditional holiday decorations.

Chiller Size. One remaining criticism of the rink is its size. In order to make the rink bigger, staff would need to lease a larger chiller to keep the increased surface area cold. This would lead to increased site costs and renegotiation of contract, but may attract new/repeat customers.

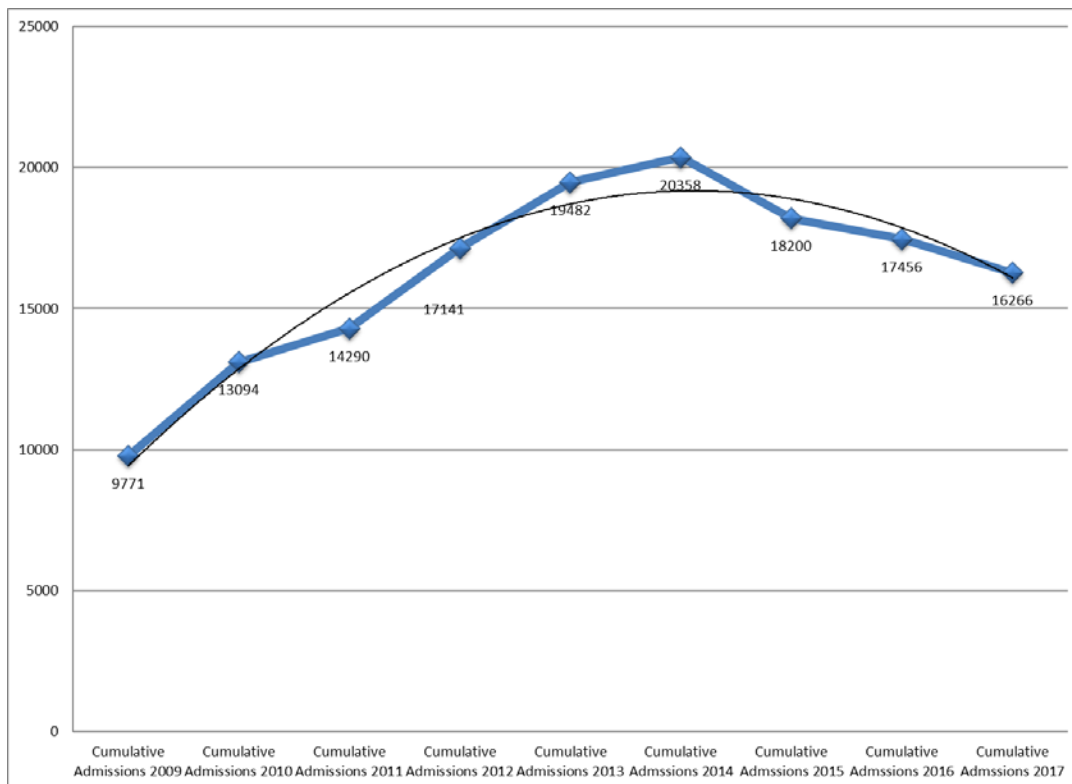
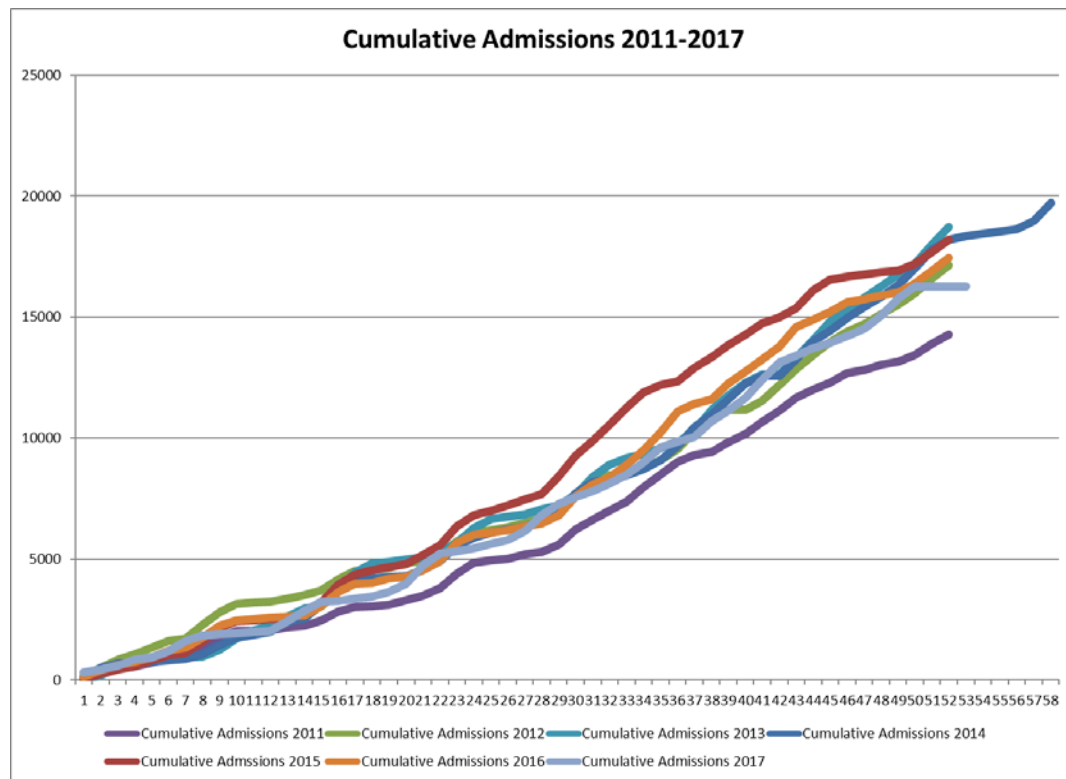
CRA Considerations

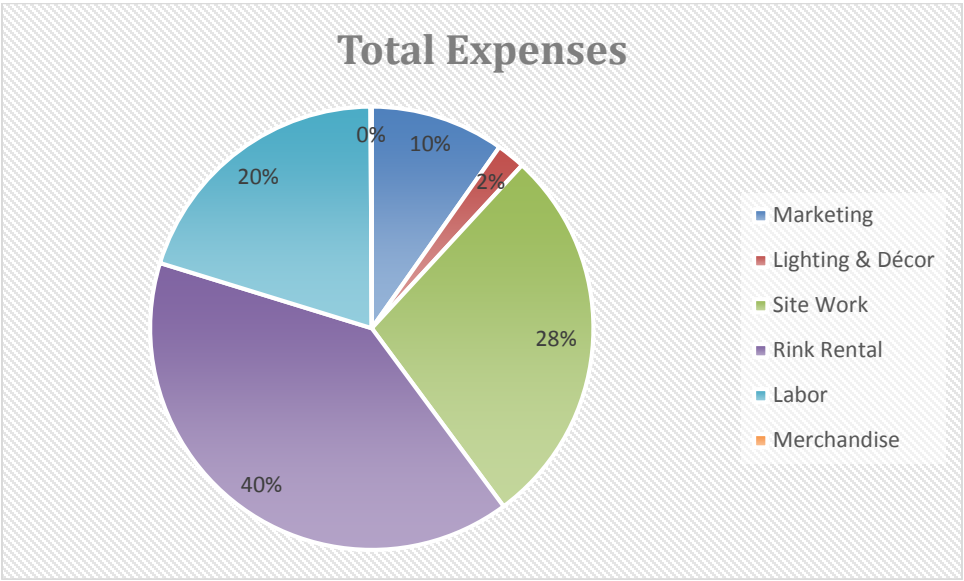
Opportunity Cost. The location of the rink at the West Meadow provides several social and economic benefits to the community. However, there are opportunity costs associated with the eight week event with regards to asset management. The rink itself commits the City to encumbering the Meadow with no alternative uses. As part of the site costs, the CRA also pays to re-sod the Meadow. There are no found alternatives to this annual purchase. The rink also requires a significant amount of CRA and City staff time.

Budget Encumbrances. While the budgetary mission of the rink is to break-even, the annual commitment of \$225,000 does limit the opportunity to execute other projects. With nine years left in the CRA, that is a total allocation of almost \$2 million for other strategic initiatives.

Legislative Scrutiny. Bills in the state legislature specifically restrict the use of CRA funding with regards to special event and tourism based projects. Aside whether these bills pass, it is notable to consider what affect the introduction of these bills may have on current and future legislators.

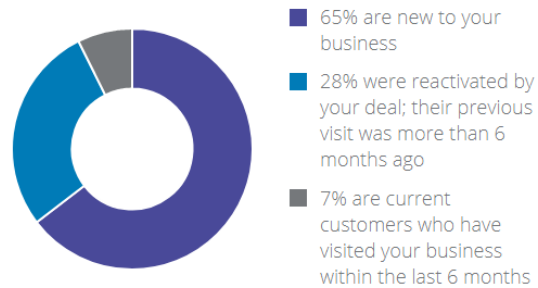
Appendix A –Graphs





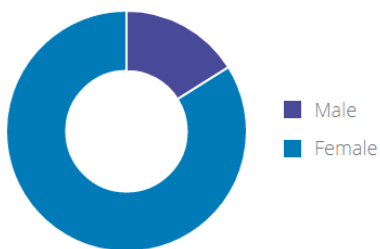
Appendix B –Demographic Summary (Groupon)

New vs. Returning Customers

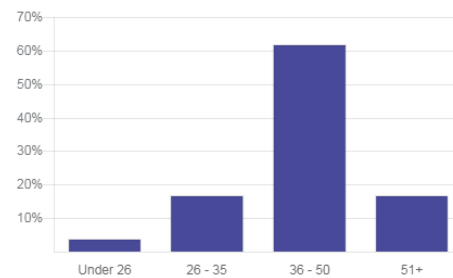


Based on 706 survey respondents

Gender Breakdown



Customer Age



Customer Distribution

Where your customers live

