

winter park



# agenda

April 28, 2016; 12:00 noon

Room 200

401 S. Park Ave. 2<sup>nd</sup> Floor

## CRA advisory board

### 1 Administrative items

A. Approval of the Meeting Minutes from 3-31-16

### 2 Action items

A. Denning Drive public meeting presentation

### 3 Informational items

A. CRA Annual Report – 2014-2015

### 4 Public Comment

### 5 New business items

### 6 Adjournment

A. CRA AB meeting – May 26

## 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  
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session/Regular Meeting  
12:00 pm**

**March 31, 2016  
Chapman Room**

**MINUTES**

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Chairman Daniel Butts called the meeting to order at 12:03 pm

**BOARD MEMBERS PRESENT:** Daniel Butts, John Dowd, Woody Woodall, Joe Terranova, Lance Decuir (arrived after approval of Minutes), and Alex Trauger

**BOARD MEMBERS ABSENT:** Jeff Stephens

**STAFF MEMBERS PRESENT:** Dori Stone, Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Jason Seeley

**ADMINISTRATIVE ITEMS:**

It was suggested to merge the Work Session and Regular Meeting into one meeting due to the light agenda and in the interest of time. Mr. Butts made the recommendation to the Board and all agreed.

**Item A: Approval of Minutes**

Approval of the February 25, 2016 Work Session and Regular Meeting Minutes.

**Motion made by John Dowd, seconded by Joe Terranova, to approve the February 25, 2016 Work Session and Regular Meeting Minutes. Motion approved 5-0.**

**ACTION ITEMS:**

**INFORMATIONAL ITEMS:**

**Item A: Community Center Updates**

Jason Seeley, Recreation Manager, provided a power-point presentation and overview of the programs and funding currently available at the Community Center to give insight on what the CRA funding assists in providing at the Center. This includes annual Community events, Youth & Teen activities, Senior Activities, before and after school programs, as well as Summer Camp and other school break camp days. The community center staff also works towards providing scholarships and discounts to keep everything they have to offer affordable to every family regardless of income. The Board expressed concern regarding funding ending upon the expiration of the CRA. The Board also suggested reviewing all programs and working toward transferring some of the programs over to the City so as to continue such programs once CRA funding ends. Mr. Seeley also updated the Board on the Audio System upgrade taking place at the Center at this time. The Board suggested hosting an upcoming CRA meeting at the Community Center and Mrs. Stone suggested including a tour in the meeting agenda to show Board members that are not familiar with the facility everything it has to offer.

**Item B: Denning Drive Community Meetings**

Staff provided an update on the community meetings and progress thus far. Goal is to get the word out to the community such as publishing a special edition of The Hannibal Herald. Staff will be providing detailed information regarding CRA/ED programs including SYEP, Home Renovation, Business Façade, etc. Staff will provide a mock presentation on the 28<sup>th</sup> to run through up to date information. Board suggested that CRA Board members be invited to the public meetings.

**Item C: Board Appointment Update**

Mr. Dudgeon provided a schedule on the Board Members terms to date and informed those eligible to re-apply what action they need to take in order to do so.

Next regularly scheduled meeting is April 28<sup>th</sup>, 2016.

There being no further business to discuss, the work session/regular meeting adjourned at 1:00 p.m.

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Chairperson, Daniel Butts

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Board Liaison, Laura Neudorffer



# agenda item

meeting date April 28, 2016

item type ☐ Administrative  
☒ Action  
☐ Information

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

## CRA advisory board

### Subject: Item 2A

Denning Drive public meeting presentation

### motion | recommendation

Recommendation to move forward with public meeting presentation as presented.

### background

At the March 31, 2016 meeting, staff provided an update on the general scope of two community meetings which were to take place at the Winter Park Civic Center regarding Denning Drive. The first of which being on May 12<sup>th</sup> and the second on June 7<sup>th</sup>. Staff has partnered with GAI consultants to facilitate each meeting. The first will focus on engaging the public with existing conditions on Denning, soliciting input, and participating in discussion. The second meeting is to incorporate comments made by the public into a design concept which articulates their input and concerns. This outline is reflected in Attachment A.

A special edition of the Hannibal Herald was sent to the CRA district on Thursday April 21<sup>st</sup> to inform the public of each meeting (Attachment B). The periodical also advises the district on the latest CRA programs available, projects and upcoming meetings. Hard copies of the Herald can be found in City Hall, Heritage Center and the Community Center.

The purpose of this agenda item is to review the scope of the first public meeting for comments by the board. Meeting one will be divided into four sections:

1. Complete Street 101
2. 'What do we see?'
3. Walking audit
4. Priorities Exercise

- 1) The first section will focus on street operations, namely its users and efficiency. Attachment C is an example of how this concept can be introduced. The image divides the roadway into

three sections. These include the 'Traveled Way', 'Streetside' and 'Context'. Each section reveals new users to the road from moving (cars, bikes, people, buses) to static (parks, businesses, homes). Providing this context can introduce the public to a communal perspective and language when identifying opportunities and concerns later in the presentation. An important factor will be emphasizing the relationship between the street and its performance level with each user. It also sets the stage for part II of the conversation, 'what do we see'.

- 2) This section translates the discussion from a theoretical to a practical one, reviewing street cross-sections that face similar struggles and opportunities to Denning Drive. Discussion may ensue on how each challenge by the road is related to Denning current cross-section.
- 3) The walking audit will provide an opportunity to focus on Denning's experience. The audit will engage those willing to participate in a personal experience using their new lens and perspective gained in the previous conversation. GAI and staff will accommodate those not able to participate in the walk by facilitating a conversation at the Civic Center using an image presentation. Indirectly, this may also serve as a control group to those who experienced the walk versus those who stayed in the Civic Center.
- 4) Based on input received during the walking audit, GAI will engage in a priorities exercise with the intent of identifying how efficiently each user is being served by the road. This section will also introduce past efforts to reimage Denning and use them in context with the discussion.

Changes to the scope of the conversation are expected to occur between now and May 12<sup>th</sup>. It is the intent of today's discussion to identify any shortfalls in the presentation or information not gathered to date.

#### **alternatives | other considerations**

N/A

#### **fiscal impact**

N/A





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## Memorandum

To	Kyle Dudgeon
CC	Frank Bellomo, Dori Stone
Subject	Denning Drive Public Meetings – Draft Agendas
Project	
From:	Blake Drury
Date	March 31, 2016

Kyle,

Here are my initial thoughts on the two public meetings. I look forward to refining and discussing further with you and the team.

### Public Meeting One

- Intent:** Gather public input on desired complete street elements and priorities
- Venue:** Valencia (Denning and Morse)
- Team:** Community Solutions Group (Blake Drury, Frank Bellomo, Claudia Ray-Centeno)  
City of Winter Park (Kyle, Dori, Butch, Troy)
- Agenda:** Welcome/Intros (5 mins)  
Walking Audit (30 mins) Note existing conditions and opportunities  
*Start @ Corner of Denning/Morse South down east side to New England;  
cross to park side; walk north along west side up to Symonds or English  
(note no sidewalk condition on east side); walk south along west side back  
to Morse; return to Valencia.*  
Complete Streets 101 (10 mins) Presentation to amplify conditions and  
opportunities seen in walking audit. Focus on needs and experiences of different  
users of the street – what are the “gaps” that need to be filled?  
Exercise One (25 mins) User Evaluations – How is the street performing for  
moving users (cars, buses, trucks, bikes, peds) and static users (shops, offices,  
businesses, houses)? *Map with table annotations*  
Report Out (10 mins)

Exercise Two (15 mins) Potential Improvements – Based on User Evaluations, what potential improvements could be introduced to “fill the gaps” to make a complete street?

Report Out (10 mins)

What Have We Heard (15 mins) Team confirms what we’ve heard today and positions discussion on future improvements.

## **Public Meeting Two**

**Intent:** Present sketch concepts based on desired complete street elements and priorities

**Venue:** TBD

**Team:** Community Solutions Group (Blake Drury, Frank Bellomo, Claudia Ray-Centeno)  
City of Winter Park (Kyle, Dori, Butch, Troy)

**Agenda:** Welcome/Intros (5 mins)

What Have We Heard (15 mins) Team reaffirms what we heard in Meeting One.

Complete Streets 101 (20 mins) Presentation to amplify conditions and opportunities seen in walking audit. Focus on needs and experiences of different users of the street – what are the “gaps” that need to be filled? Include information gathered in Public Meeting One and narrow to only potential things applicable to Denning.

How and Why We Responded – Potential Solutions (25 mins) Presentation to walk through sketch concept (could do multiple options; won’t know until we hear issues from Meeting One)

Feedback Wall (open) – Sticky note comments, suggestions, changes on wall-sized roll prints of concept design

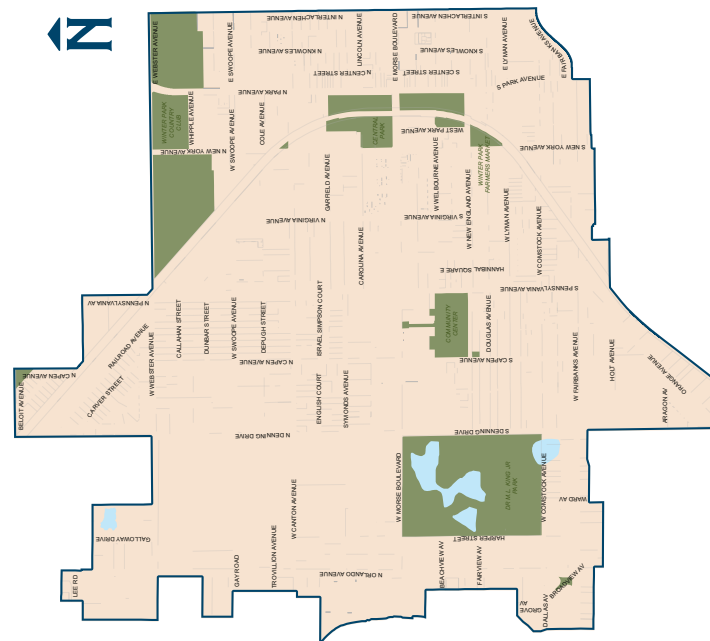


Community Redevelopment Advisory Board			
MEETING Schedule	work session @ noon	<b>MAY 28</b>	<b>JUNE 25</b>
	meeting @ 1 p.m.	<b>JULY 23</b>	<b>AUG 27</b>
		<b>SEPT 24</b>	<b>OCT 22</b>
	Chapman Room	<b>NOV 19</b>	<b>DEC 17</b>
Community Redevelopment <b>AGENCY BOARD</b>		<b>MAY 11, AUG 10 &amp; NOV 9</b> @ 2 p.m. ■ Commission Chambers	

please note  
Dates, times and/or locations of  
meetings are subject to change.

# Important Contacts

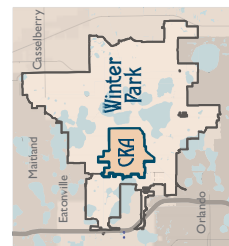
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<b>MANAGER</b> Kyle Dudgeon @ 407.599.3217 kdudgeon@cityofwinterpark.org	<b>DRUG TIP HOTLINE</b> 407.599.3286	<b>CODE COMPLIANCE SECTION</b> 24-HOUR COMPLAINT LINE 407.599.3392
<b>COORDINATOR</b> Laura Neudorffer @ 407.643.1657 lneudorffer@cityofwinterpark.org	<b>NON-EMERGENCY</b> 407.644.1313	<b>cityofwinterpark.org/cra</b>



City of Winter Park  
401 South Park Avenue  
Winter Park, FL 32789



**CRA District**



SPECIAL EDITION 2016

SUPPORT WINTER PARK...SHOP YOUR LOCAL MERCHANTS

# Hannibal Herald

WINTER PARK'S CRA DISTRICT NEWSLETTER

## Denning Drive

Building off the 2007 Strategic Plan » prioritizing safety, complete streets

Since its birth, the Community Redevelopment Agency (CRA) has executed projects within the guidelines of the CRA Plan to improve the neighborhood. In 2007, the CRA constructed a strategic plan to implement several projects in the interest of public safety, social development, economic vitality, transportation, communication, housing, property values, and business opportunities. These projects included the Winter Park Community Center, streetscape improvements, and more.

From 2008 to 2013, the CRA was hit by the recession making it more difficult to continue their string of successful projects. As the recession waned, the CRA began to pick up the pieces and continue their work in the district. For two years, CRA staff, advisory boards and community members worked on developing new projects in the district to continue the work that was started in 2007.

From this, staff was able to create a 5-year capital improvement plan. One of the first projects is an evaluation of Denning Drive.

As a four-lane undivided roadway, Denning Drive can be viewed as a pass-through for daily commuters looking to avoid the traffic of Fairbanks or Orlando avenues. Because of this, people view the road as heavily traveled. Normally, a road of this size has the capacity for 20,000 to 25,000 cars a day. However, traffic studies state that Denning Drive carries about 9,000 to 10,000 cars daily, which means it is a much less-traveled roadway than originally thought.

Part of the CRA's mission is to remedy faulty street layouts and smooth traffic within the district. Working with private consultants, as well as receiving local input from the public and advisory boards, the CRA is currently working on a re-evaluation of Denning Drive. While no final approvals have been made, studies from the consultants suggest a new layout for Denning could not only keep a similar level of service for vehicles, but provide new opportunities for neighboring residents, bicyclists and walkers. Some discussions have suggested a new look for the road could include attractive tree canopies, sidewalks, safe pedestrian crosswalks for residents to walk to Winter Park Village, and protected left-turn arrows for traffic.

The city and CRA would like to get your valuable input on what's to become of Denning Drive. Please join us for the two very important meetings listed below:

### Denning Drive Public Meetings

**Thursday, May 12, 2016**  
workshop format to facilitate a discussion from the community

**Tuesday, June 7, 2016**  
follow-up based on feedback gained from community participants

**5:30 to 7:30 p.m.**  
Rachel D. Murrah Civic Center ■ 1050 W. Morse Blvd.



## Improved programming for CRA residents

One of the main focuses of the CRA is its strong relationship to rehabilitating homes in the Hannibal Square neighborhood. Its flagship, the Home Renovation Program, has been a great resource in helping community residents with health and safety upgrades to their homes. This grant program has assisted with roof upgrades as well as door and window improvements. Because of the importance of these safety features, other essential improvements that have not been funded. In response to these, the CRA has unveiled two new programs to address these needs.

### CRA Driveway Grant

This grant program helps enhance current housing within CRA neighborhoods by installing new or replacement driveways, or repair of existing driveways currently made of gravel, mulch, or in a state of disrepair. The program uses new brushed concrete or other material as approved by CRA staff. Applicants may be eligible for up to \$3,000 in funding for this program and are based on a first come, first served basis.

Applicants are not eligible to receive both the Driveway Grant and Home Renovation Program funds within the same Fiscal Year (October 1 through September 30).

CRA residents interested in one of these programs are encouraged to pick up an application at **City Hall** {401 S. Park Ave.} the **Winter Park Community Center** {721 W. New England Ave.}, or visit [cityofwinterpark.org/cra](http://cityofwinterpark.org/cra) and click on the **CRA Programs** located on the right.

### Paint Only Grant

A coat of paint can make a world of difference. For that reason, this grant program is to enhance homes within the CRA neighborhoods by providing materials and professional contractors to apply new exterior paint. CRA staff shall provide a paint palette for applicants to select from and enlist licensed professionals to complete the work in a timely manner. Applicants may be eligible for up to \$1,000 to improve the exterior of their home.

Applicants are also not eligible to receive both the Paint Only Grant and Home Renovation Program funds within the same Fiscal Year (October 1 through September 30).

## Helping CRA businesses

Started in 2009, the **Business Façade Matching Grant Program** provides matching funds to small business owners to improve the look of properties within the CRA. To date, 40 businesses have taken advantage of the program, which has provided over \$420,000 in funding.

Whether you visit Orange Avenue, Hannibal Square, Winter Park Village, Park Avenue, Fairbanks Avenue or U.S. Highway 17-92, you can see improvements all around as reinvestment is incentivized through this program. Some selected examples around town include the Regions Bank building at Fairbanks Avenue and U.S. Hwy. 17-92, the Winter Park Fish Company and Winter Park Playhouse on Orange Avenue, and the restaurant 310 on Park Avenue.

Funding for the program is limited, so if you own a business and are interested in learning more about this program, please contact CRA Manager Kyle Dudgeon at [kdudgeon@cityofwinterpark.org](mailto:kdudgeon@cityofwinterpark.org) or **407.599.3217**, or visit [cityofwinterpark.org/cra](http://cityofwinterpark.org/cra) and click on the **CRA Programs** located on the right.

## Home Renovation Program

Since 2002, the CRA has been assisting income-qualified CRA District homeowners whose properties are in need of improvements. Over a span of 14 years, the agency has invested in excess of \$1.5 million for these improvements.

The **Home Renovation Program** is a forgivable, zero-interest loan program for 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 eliminate threatening health and safety-related property conditions of dwellings located in the CRA District. Applicants may apply for up to \$20,000 in funding, and must submit a complete application with all required documentation by August 31 of that same year. Applications will be prioritized in the following categories: health and safety, code violations, and new applicants. Applicants must also be mindful that each address may only go through this program once every 10 years.

There is currently a waiting list for this program. Applications will be made available as funds are available. Please contact CRA Coordinator Laura Neudorffer at [lneudorffer@cityofwinterpark.org](mailto:lneudorffer@cityofwinterpark.org) or **407.643.1657**, or visit [cityofwinterpark.org/cra](http://cityofwinterpark.org/cra) and click on the **CRA Programs** located on the right.

## Summer Youth Enrichment Program

The Summer Youth Enrichment Program (SYEP) provides basic employment knowledge and skills to high school students between the ages of 14 and 18 who live within the CRA District. Each student is interviewed by CRA staff and one or two of the local non-profit providers that participate in the program.

Students will be placed in current minimum wage paid internships for 20 hours per week, for a total of eight weeks, over the summer. They are given the opportunity to learn about interviewing dos and don'ts, build their self-confidence, receive basic business etiquette training, and gain hands-on work experience

while giving back to their community. Throughout this process, students are educated on what to expect in an interview, proper attire, how to create and build a resumé, and the ever-important networking. This program has been proud to have a student each year hired on at one of the non-profit providers once their SYEP time is completed.

Applications are made available each year at the end of March and are due mid-April. For more information, questions about the program or application process, please contact CRA Coordinator Laura Neudorffer at [lneudorffer@cityofwinterpark.org](mailto:lneudorffer@cityofwinterpark.org) or **407.643.1657**, or visit [cityofwinterpark.org/syep](http://cityofwinterpark.org/syep).

## The next phase of Visioning

Since June 2015, the city has embarked on a proactive mission to gather community thoughts on the city's future. Through this process of community involvement and interaction, the city will gather information to establish a vision that is:

- a promotion of shared and common values
- a representation of the look, feel, and function of the area and individual neighborhoods
- foresight into what the community wants to become
- a reflection of Winter Park's diversity
- inclusive of all city residents and businesses
- representative of the consensus of its citizens

Together with residents and stakeholders, the steering committee is guiding a one-year, six-phase process to develop a grassroots plan for the community's future. Focused on involving residents in the process, Visioning is divided into six phases of **Community Events**:

**Phase I » Chai Talks + Neighborhood Walks** kicked off the visioning process and gave residents an opportunity to provide input on how they would like to be involved in the process and share their initial feelings about Winter Park.

**Phase II » Celebrate Winter Park** focused on the importance of civic engagement, how we can all make a difference, the small things we can do, and values we will build upon. An active base of engaged residents began thinking about the process and were ready to participate on tangible projects based on their love for their community.

**Phase III » Keynotes in the Park** was an event series of three public speakers designed to be educational and thought provoking. The goal was to encourage people to think past their daily lives and discuss how changing demographics will affect our future, as well as help identify the trends, risks, and opportunities for Winter Park.

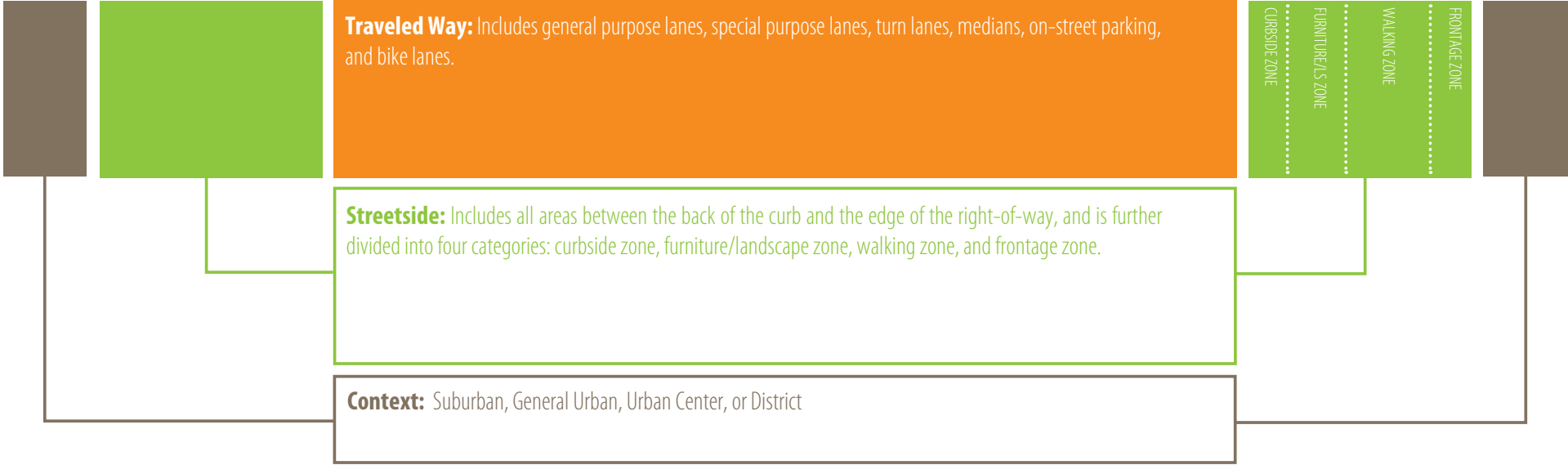
**Phase IV » For the Love of Winter Park** used great cities as inspiration and allow residents to discuss what is memorable about other places and apply that to Winter Park. We began to write the story about the future by focusing on what we have learned, our memories of places we love, and what we love about Winter Park.

**Phase V » Weekends in the Park** gave participants the opportunity to learn about the vision, key choices related to it, and potential strategies. They were able to share their opinions and express support for what they desire, helping to design the Winter Park Vision.

**Phase VI » Winter Park Vision on Tour**, the final stage in the visioning process, will celebrate and highlight the progress made during the previous year. The plan will be presented to the public in a variety of ways, and move throughout the community inspiring residents to remain involved as they share in the future of Winter Park!

For more information regarding *Vision Winter Park*, please visit [visionwinterpark.org](http://visionwinterpark.org), email [vision@cityofwinterpark.org](mailto:vision@cityofwinterpark.org), or call **407-599-3665, option 1**.

FIGURE 1 Illustrative Diagram of Thoroughfare Elements



winter park



# agenda item

meeting date April 28, 2016

item type ☐ Administrative  
☐ Action  
☒ Information

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

## CRA advisory board

### Subject: Item 3A

CRA Annual Report 2014-2015

### motion | recommendation

N/A

### background

Staff is providing a copy of the 2014-2015 CRA Annual Report to the board for informational purposes. Per Florida Statute 163 Part III, staff is required to produce an annual report identifying programs and projects undertaken using increment revenue. A copy of the report must be sent to each contributing authority (the County and the City) by March 31<sup>st</sup> of each year. A copy of the board approved budget is also required as part of the report.

### alternatives | other considerations

N/A

### fiscal impact

N/A







*the*  
COMMUNITY  
REDEVELOPMENT  
*agency*

*2015*  
ANNUAL REPORT  
*fiscal year*





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# mission

To preserve and improve the residential viability and livability of the neighborhoods within the Community Redevelopment Agency (CRA) area by initiating and encouraging activities which empower residents to effect change and to enhance and improve the commercial areas of the CRA by implementing and encouraging activities that promote economic growth.

The Winter Park CRA is guided by a CRA Plan which is designed to explore the critical factors that have shaped Winter Park and to identify opportunities to create a quality environment for residents and businesses. The CRA Plan has been the foundation for establishing and defining the vision and mission for revitalizing the Winter Park CRA area. The CRA Plan and the CRA Plan Amendment were adopted in August 1994 and February 1999, respectively.





# district map

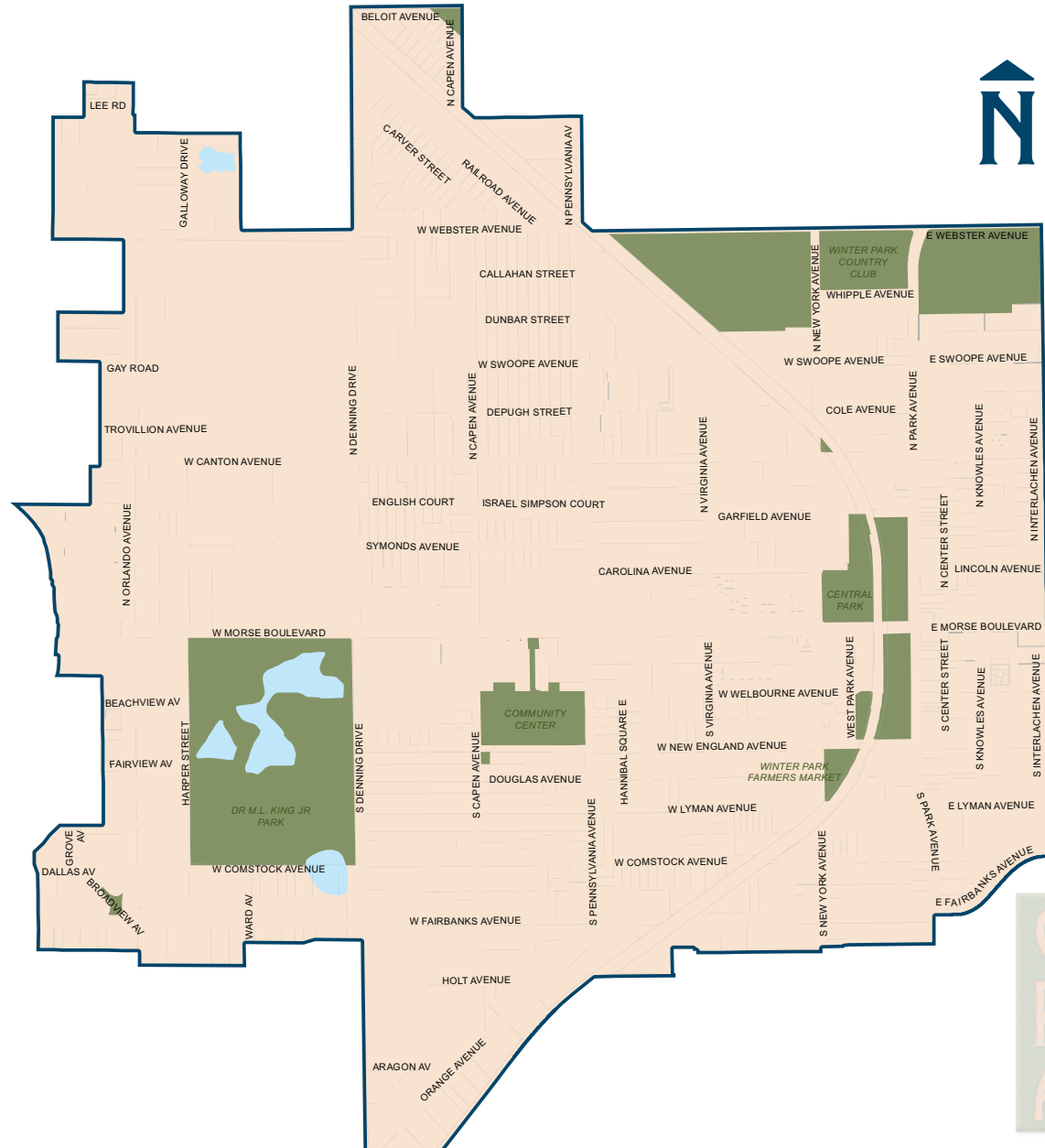
winter park



community  
redevelopment  
agency



iv





# history

The Winter Park Community Redevelopment Agency (CRA) Fiscal Year 2015 Annual Report covers all activities for the period of October 1, 2014, through September 30, 2015. The report includes a complete financial statement of the CRA's revenues and expenses, amount of tax increment funds collected, and a record of CRA activities for the fiscal year.

Since 1994, the agency has played an integral role in the removal of blight and adding value to the downtown area and surrounding community. Established initially in the central business district and historic Westside community of Winter Park, the CRA expanded its boundaries to include the U.S. Highway 17-92 corridor in 1999.

Today, the CRA encompasses 15 percent of the city's land area, has approximately 10 percent of the residential population, and contains over 50 percent of all businesses in the City of Winter Park. The CRA fulfills its goals by investing tax increment financing (TIF) revenues into capital improvements, incentive programs, and offering numerous community initiatives to meet needs and education of the community that it serves. The agency receives tax revenue from both the city and county for the area it encompasses.

In 1994, the CRA's taxable value of all properties was \$194 million. The 2015 CRA's taxable value was



# history



\$621 million. This represents an 11 percent increase from the prior year. Over the last couple of years the real estate market has grown consistently. In turn, taxable valuations for CRA properties have mirrored this trend. Increment revenues for the year increased from about \$2.4 million to \$2.9 million, or about 19.8 percent. This is an improvement over last year's increase of 13.5 percent and shows that the market is nearing pre-recession levels.

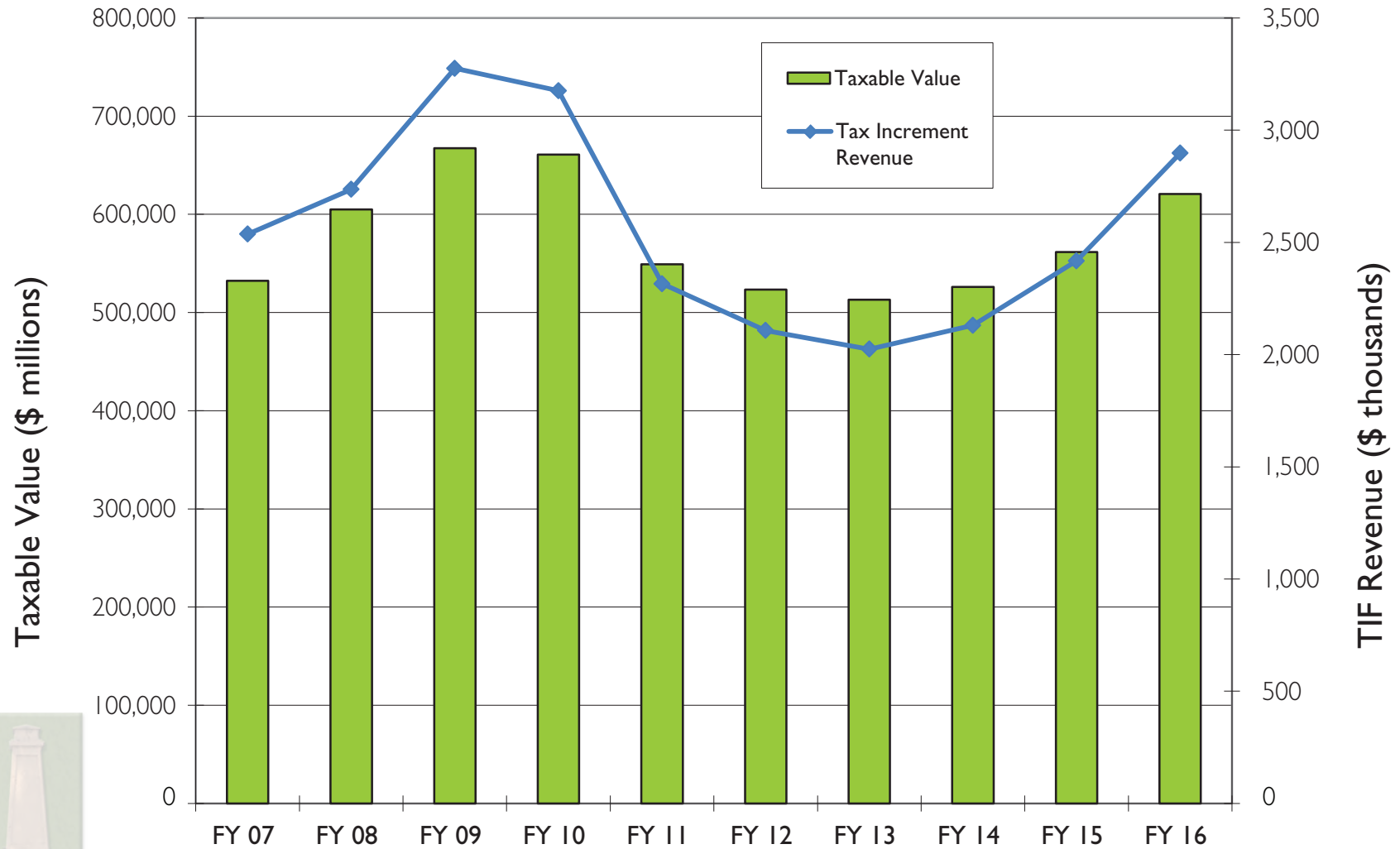
The projects and programs highlighted in this report are outlined in adopted redevelopment plans and are guided by volunteer advisory boards that make recommendations to the Community Redevelopment Agency Board. This board is comprised of the Winter Park City Commission and a representative appointed from Orange County. Redevelopment initiatives are coordinated in these areas by CRA staff and implemented by partners including city departments, the Florida Department of Transportation, local non-profits and community groups, as well as private citizens.



# history



## 10 Year Historical CRA Tax Base & Revenues







# boards&staff



## BOARD

The Board consists of the Mayor and City Commissioners, as well as an appointed Orange County Commissioner Representative. They are the decision making body.

**left to right ~** Commissioner Greg Seidel, Commissioner Sarah Sprinkel, Mayor Steve Leary, Commissioner Carolyn Cooper and Commissioner Tom McMacken

**not pictured ~** Orange County Representative Hal George



## ADVISORY BOARD

The Advisory Board is a seven-member and one alternate volunteer committee made up of residents and business owners appointed by the Mayor. City staff works with the CRA Board and CRA Advisory Board to carry out the CRA Plan.

**left to right ~** Jeff Stevens, Daniel Butts, Lance Decuir, Woody Woodall, Joe Terranova, and Alex Trauger

**not pictured ~** John Dowd





# boards&staff

## CITY STAFF

left to right ~ Director Dori Stone, CRA Manager Kyle Dudgeon and Coordinator Laura Neudorffer

not pictured ~ Streetscape Attendant David Schilling







# strategic plan

As the economy inches towards pre-recession levels, TIF revenues mirror a positive upward trend. For fiscal year 2015 the Winter Park CRA had an increase of 19.8 percent in increment revenues or approximately \$479,000. This increase in revenue has allowed the CRA to continue its goal of completing a capital improvement plan for the upcoming years. It also provided a realistic conversation on new programs the CRA may be able to administer to ensure success through the coming year.

Staff was able to integrate the CRA Plan, 2007 Strategic Plan, as well as two years' worth of work by staff, the Community Redevelopment Advisory Board and CRA Board, into the 2015 CRA Capital Improvement Plan. Beginning October 1, staff will begin work on multi-year, large-scale infrastructure projects which continue the mission of the CRA over twenty years ago.

The CRA is committed to maintaining and creating programs that will accomplish both the continued implementation of the redevelopment plans, as well as address some of the immediate needs of our businesses, property owners and residents.

For a complete copy of the CRA Strategic Plan, please visit [cityofwinterpark.org/cra](http://cityofwinterpark.org/cra).



# *completed* projects

The Agency was able to move forward on several projects again this year.

## DOWNTOWN KIOSKS

One of the main attractors to the CRA district is its unique charm, shops and walkability. Understanding this, upgraded wayfinding became a major interest. Staff, working with a private vendor, retrofitted two static kiosks in the downtown area to digital kiosks with interactive capabilities. Located at northern and southern points in downtown, the kiosks are now able to point visitors and residents alike to nearby businesses and events.



## MAINTENANCE AND AESTHETICS

The CRA has continued to fund maintenance of the downtown area through sidewalk cleaning, Central Park maintenance, and streetscape maintenance programs. A continuing effort has been exercised by enforcing the city's codes. Cooperation between business owners and the City of Winter Park ensures the quality of the downtown area as a walkable and attractive destination is kept in place.





# programs



The CRA supports a number of initiatives devoted to improving the health, education and environment of the people and businesses it serves.

## HOUSING REHABILITATION PROGRAM

This program is designed to ensure safety and maintain the character of residential neighborhoods by completing necessary rehabilitation work to distressed single-family, owner-occupied homes. To date, approximately 130 homes have been improved for income-qualifying families within the CRA.



## BUSINESS FAÇADE IMPROVEMENT PROGRAM

This program provides matching grant funds of up to \$20,000 to be used toward exterior improvements to businesses within the CRA, supporting economic stability and maintaining the character and quality of commercial districts.





# programs

## COMMUNITY CENTER PROGRAMMING

The CRA provides funding to a selection of community partners that promote leadership, health and learning activities at the Winter Park Community Center. Program selection is managed by a CRA partner, the city's Parks & Recreation Department.

## SUMMER YOUTH ENRICHMENT PROGRAM

The CRA, in partnership with numerous local nonprofit organizations, provides paid internships and local summer camp opportunities to CRA high school students. It focuses on providing real-world work experience while developing business etiquette skills to aid in future career success.

## EMPLOYEE PARKING PROGRAM

The CRA funded and managed the Downtown Employee Parking Program again for FY 2015, reaching over 1600 employees. This program offers all day parking in designated lots in the form of a hangtag for employees that work along Park Avenue and surrounding businesses. Due to the limited hours for free public parking downtown,





# programs



merchants were unable to provide enough private spaces for all employees to park during their shifts. The hangtags provided a system for complete shift parking while simultaneously turning over visitor spaces for new guests and residents in the downtown area.

## MICRO LOAN PROGRAM

SeaCoast Bank is a community partner who provides loans to start-up and existing small businesses desiring to expand or relocate within the CRA. The CRA provided an additional \$10,000 match for this program in Fiscal Year 2011-12.



## QUALIFIED TARGETED INDUSTRY INCENTIVE PROGRAM

The CRA promotes the expansion, growth and development of high wage jobs to maintain the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community.



# events&partners

The CRA works in partnership with several community organizations also devoted to improving the health, education and environment of the people and businesses it serves. Over the past year, several initiatives were implemented to advance the CRA goals and improve the community's quality of life.

## WINTER IN THE PARK : HOLIDAY ICE SKATING RINK

For the sixth year in a row, the CRA funded the holiday ice skating rink "Winter in the Park." The event ran from November 14, 2014, through January 11, 2015, and was held in the Central Park West Meadow. Residents and visitors were able to experience the feel of winter during the holiday season at "Winter in the Park".

The event drew over 20,000 skaters to the downtown shopping district. In its sixth year the event grew by 4.5 percent compared to previous years. This attraction also provided fundraising opportunities for local schools. During this crucial holiday shopping season, the event brought direct economic impact to local businesses.





# events&partners



## ENZIAN THEATER'S POPCORN FLICKS

The CRA provides monthly films in Central Park and periodically in Shady Park. The free and family-friendly event showcases films that are appropriate for all ages and include holiday classics. Popcorn Flicks is provided to encourage families and friends to gather and build community. It also helps promote economic viability by bringing people to shopping and dining areas. The events draw over 5000 people per year.

## CREALDÉ SCHOOL OF ART

The CRA provides funding for programming and exhibits managed by Crealde School of Art at the Hannibal Square Heritage Center. The CRA also supports the annual Unity Heritage Festival.



## ST. PATRICK'S DAY PARADE

This long running tradition is now supported by the CRA and brings thousands of visitors to the central business district each year to celebrate this 35+ year celebration.



# financials



	Actual FY 2014	Actual FY 2015	Budget FY 2016
<b>REVENUES</b>			
TIF Revenue	2,127,789	2,391,268	2,897,192
Investment Revenue	47,027	64,431	30,000
Misc. Revenue	279,919	232,599	255,000
<b>Totals</b>	<b>\$2,454,735</b>	<b>\$2,688,297</b>	<b>\$3,182,192</b>
<b>EXPENDITURES</b>			
Operating	424,322	316,028	612,492
Community Initiative	74,318	54,683	133,000
Capital Maintenance	82,266	119,159	90,000
<b>Totals</b>	<b>\$580,906</b>	<b>\$489,869</b>	<b>\$835,492</b>
<b>DEBT SERVICE</b>			
Principal	1,010,000	1,055,000	1,085,000
Interest	476,425	230,137	409,053
<b>Totals</b>	<b>\$1,486,425</b>	<b>\$1,285,137</b>	<b>\$1,494,053</b>
<b>NET OPERATING GAIN/LOSS</b>	<b>\$387,405</b>	<b>\$913,291</b>	<b>\$852,647</b>
<b>CAPITAL OUTLAY</b>			
New Projects	\$832,477	\$274,261	\$1,642,183
<b>Totals</b>	<b>\$832,477</b>	<b>\$274,261</b>	<b>\$1,642,183</b>
<b>OTHER FINANCING SOURCES</b>			
Issuance of Debt	\$ —	\$ —	\$ —
<b>CHANGE IN FUND BALANCE</b>	<b>\$(445,072)</b>	<b>\$(638,670)</b>	<b>\$(789,536)</b>
<b>BEGINNING FUND BALANCE</b>	<b>\$2,320,458</b>	<b>\$1,875,386</b>	<b>\$1,148,341</b>
<b>ENDING FUND BALANCE</b>	<b>\$1,875,386</b>	<b>\$1,148,341</b>	<b>\$358,805</b>

FY 2014 and 2015 totals represent actual project expenditures and transfers.

FY 2016 totals reflect project balances rolled forward and estimated budgeted project expenditures combined.

FY 2014 and 2015 Ending Fund Balance represents funds carried over to the subsequent fiscal year from previously approved or ongoing projects.

FY 2016 figures represents unencumbered funds remaining to be assigned to a project before the close of the fiscal year.







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