

winter park



community
redevelopment
agency

agenda

January 26, 2017; 12:00 pm

Chapman Room

401 S. Park Ave. 2nd Floor

CRA advisory board

1 Administrative items

- A. Approval of the Meeting Minutes from 10-27-16 and 11-17-16

2 Action items

3 Informational items

- A. CRA Agency meeting review – January 23
- B. CRA Side Street Sign Program
- C. Winter in the Park 2016
- D. CRAAB calendar 2017

4 Public Comment

5 New business items

6 Adjournment

- A. CRA AB meeting – February 23

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."



agenda item

meeting date October 27, 2016

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

Subject

Approval of Minutes

motion | recommendation

Motion to approve the September 22, 2016 workshop and meeting minutes is requested.

background

N/A

alternatives | other considerations

N/A

fiscal impact

N/A

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session
12:00 pm**

**October 27, 2016
Chapman Room**

MINUTES

Chairman Daniel Butts called the meeting to order at 1: pm

BOARD MEMBERS PRESENT: Daniel Butts, Tom Hiles, Woody Woodall, Alex Trauger

BOARD MEMBERS ABSENT: David Moorehead, Javier Omara, Lance Decuir, Jeff Stephens

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Jeff Briggs, Allison McGillis

ADMINISTRATIVE ITEMS:

Item A: Approval of the 06-23-2016 Meeting minutes

ACTION ITEMS:

Item A: City Comprehensive Plan – Future Land Use

Staff gave a brief update on the Future Land Use plan. The organization of the Comp Plan pertaining to the Future Land Use was reviewed and discussion was held with the Board. Additional information covered at the 10/27/16 Transportation Meeting was distributed to the Board members as well. Staff walked the Board through the Land Use Element highlighting items in Sections G & H of the element.

Walk through discussion began with Item G, Rollins College on page 4. Discussion included the vertical zoning option for Park Ave keeping retail and restaurant on the first floor with other businesses allowed on upper floors.

G5 discussion included the grandfathering of new buildings of same size not being required to increase parking to current standards, but if new building is larger than additional parking must be provided. G20 is already in the Code but due to multiple requests to convert a residential property into a Bed & Breakfast, Staff felt it best to include the language in the Comp Plan. This ties into G18, whenever a property becomes available the City receives inquiries regarding turning the property into a B&B.

G21, Staff trying to be proactive...and has considered the sale of City's Water Plant Property on New York Ave. The property is about one acre in size.

INFORMATIONAL ITEMS:

Item A: CRA Agency meeting review – October 24

Staff will recap the meeting outcome in the Regular Meeting of the CRA AB due to time constraints in the Work Session.

New Business:

Item A: Rescheduling of next meeting date – November 24

There being no further business to discuss, the meeting adjourned at 1:03 p.m.

Chairperson, Daniel Butts

Board Liaison, Laura Neudorffer

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

Regular Meeting
1:00 pm

October 27, 2016
Chapman Room

MINUTES

Chairman Daniel Butts called the meeting to order at 1:03 pm

BOARD MEMBERS PRESENT: Daniel Butts, Tom Hiles, Woody Woodall, Alex Trauger

BOARD MEMBERS ABSENT: David Moorehead, Javier Omara, Lance Decuir, Jeff Stephens

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Jeff Briggs, Allison McGillis

ADMINISTRATIVE ITEMS:

Item A: Approval of the 06-23-2016 Meeting minutes

Motion made by Alex Trauger, seconded by Tom Hiles, to approve the 09-22-2016 minutes. Motion passed 4-0.

ACTION ITEMS:

Item A: City Comprehensive Plan – Future Land Use

Staff gave a brief recap of the discussion held at the Work Session. Staff also informed the Board that there have been mixed reviews from other City Boards on the Comp Plan only to express that there is room for flexibility as the plan moves forward. Board members clarified that the vote would be for the Future Land Use Element and the areas within the CRA area only. Board also expressed hopes for better density in the area while keeping in mind the height restrictions.

The volume of material is a challenge. For the district they would like the comp plan to be managed in such a way that the zoning that falls at the City level encourage the area and maintains its brand. Development is inherent to this. If you relax some of the restrictions on the policies you allow for more growth that will be easier to maintain. Concern was voiced regarding the level of specificity going into the Comp Plan. Thoughts on updating the Fairbanks area to change it from being only Commerce. Perhaps increasing the height restrictions, etc.

1G3- Daniel had concerns approving the statement limiting the number of restaurants to ensure proper amount of retail. *listen to audio!*

Motion made by Tom Hiles, seconded by Daniel Butts, recommending the area from the railroad tracks on Fairbanks to Denning Dr. on South side be updated to allow up to four story buildings to further incentivize redevelopment in the area. Motion passes 3-1.

INFORMATIONAL ITEMS:

Item A: CRA Agency meeting review – October 24

Staff provided an update on the CRA Project discussion list that took place at the October 24, 2016 meeting. CRA Agency will hold their own Strategic Planning session in January to discuss the criteria for prioritizing the project list.

New Business:

Item A: Rescheduling of next meeting date – November 24

Due to the Thanksgiving holiday the meeting will be moved up by one week to November 17th, 2016 and the Board shall prioritize the list. All Board members present today are available to attend on the 17th to have a focused discussion on the Denning Dr. project.

There being no further business to discuss, the meeting adjourned at 1:53 p.m.

Chairperson, Daniel Butts

Board Liaison, Laura Neudorffer

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session
12:00 pm**

**November 17, 2016
Commission Chamber**

MINUTES

Chairman Daniel Butts called the meeting to order at 12:08 pm

BOARD MEMBERS PRESENT: Daniel Butts, Woody Woodall, Alex Trauger, Javier Omana

BOARD MEMBERS ABSENT: David Moorehead, Lance Decuir, Jeff Stephens, Tom Hiles

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Jeff Briggs, Allison McGillis

ADMINISTRATIVE ITEMS:

Item A: Approval of the 10-27-2016 Meeting minutes

ACTION ITEMS:

INFORMATIONAL ITEMS:

Item A: Design of Denning Dr.

Staff provided a brief overview of the Denning Dr. updates and opened it to discussion. Public Works staff was also in attendance and available to answer Board questions.

***On SP8-1 Troy suggested moving the East lanes more West...

Do need turn lanes at Webster and would like turn lanes at Solana

There are no buses that go this route

Multi use path is on west side

Mini stop signs were discussed

Should leave area near OCPS at Bennett as 3lane road to take future development into consideration

Bus stop relocation at Denning & Webster – per Butch, Lynx is already stopping at Webster. Move current Denning stop and move it around the corner to Webster

Driveways along path will remain flat so as not to interrupt the flow of pedestrian traffic***

Staff went over the three a la carte items that are on the table- Connection between Denning Dr & Lee Rd., Undergrounding and Lighting, and Combining of Phase I and II.

PW staff is committing to install new LED cobra head lighting regardless of the decision on the a la carte items

At this point, Staff stated that although no action could be made, it is open for discussion.

Alex has a serious concern about undergrounding being paid by CRA. Decorative lighting would be a great touch.

New Business:

There being no further business to discuss, the meeting adjourned at 1:13 p.m.

Chairperson, Daniel Butts

Board Liaison, Laura Neudorffer

winter park



agenda item

meeting date January 26, 2016

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

subject : Item 3A

CRA Agency meeting review – January 23

motion | recommendation

N/A

background

Staff is providing information regarding the outcome of the strategic work session requested by the CRA Agency on January 23.

alternatives | other considerations

N/A

fiscal impact

N/A



agenda item

meeting date January 26, 2017		approved by <input type="checkbox"/> City Manager	
item type	<input type="checkbox"/> Administrative	<input type="checkbox"/> City Attorney	<input checked="" type="checkbox"/> N/A
	<input type="checkbox"/> Action		
	<input checked="" type="checkbox"/> Information		

CRA advisory board

subject : Item 3B

CRA Side Street Sign Program Review

motion | recommendation

N/A

background

During the recession, the CRA Side Street Sign Program was initiated to assist business owners receive more Park Avenue frontage for off-Park Avenue merchants. The intent was to provide additional marketing for storefronts not readily visible. Over the years, the program has been met with large participation. The program itself requires a one-time fee of \$450 dollars for installation of the sign. There is also an annual maintenance fee of \$100 that has been on moratorium. These funds are used for maintenance of the program. It currently provides little guidance on what can be put on the sign, and merchants are responsible for layout and design to entice foot traffic to their shops.

Staff has received an elevated number of comments with regards to overall signage on Park Avenue. Given the program has not been updated since its inception; staff sees this as an appropriate time to review the program and consider changes in policy and or the design of the plates or pole themselves.

Staff recommends working with in house staff as well as a consultant to determine appropriate recommendations for updates to the program. These may include:

- Design standards on color, font, size or text to ensure businesses are using the space appropriately.
- Renderings for new designs of the plates and/or poles.
- A review of eligible applicants to ensure proper policy and administration of the program.
- Commentary on how this program fits into the greater scheme of Park Avenue wayfinding and branding.

alternatives | other considerations

Do not consider an update to the program.

fiscal impact

Consultant fees once a full scope is determined.



Side Street Sign Program Guidelines

Program Description:

The Off-Park Ave Business Pole Sign Advertising Program was created to provide advertising visibility for businesses located on the side streets off Park Avenue and in courtyard areas along the Avenue. The program allows merchants with storefronts not readily visible from Park Avenue to post signage in the City-owned right-of-way advertising their location to potential cu

stomers along the main pedestrian corridor of Park Avenue. A limited number of advertising spaces are available at each intersection (See attached map for Pole Locations) and the popularity of the advertising space has resulted in waiting lists for available signage slots.

Eligibility:

Eligible participants must be business owners that front along side streets off Park Avenue and no further than the railroad tracks to the West and Knowles Avenue to the East (see attached map for Eligible Off-Park Business Frontage Locations). Businesses may NOT front along Park, New York, or Knowles Avenues. Participation is based on a first-pay, first-served basis, with businesses on waiting lists given priority over new requests. Business owners located in courtyards along Park Avenue are eligible to participate in the program (See attached map Eligible Courtyard Business Locations).

New England/Hannibal Square Businesses: Currently the City has two sign poles located at the intersection of New England and New York Avenues advertising businesses located along New England in the Hannibal Square commercial area. Businesses with signage in the program will fall under the same guidelines presented in this document. Eligible businesses for the two sign pole locations at New York and New England must be located along New England Avenue, from New York to Pennsylvania (See map for Eligible New England/Hannibal Square Business Frontage locations).

Participation Fee:

Eligible participants pay for the ability to advertise in City-owned right-of-way with the City retaining ownership of all signage materials and structures used in the program. Participants pay a one-time initial posting fee of \$450.00 for the first year of signage followed by an annual maintenance fee of \$100.00. Annual payments are due on October 1st of each year. If payment is not received the business owner will be notified in writing and have thirty (30) days to pay or have their sign removed.

New participants joining the program will pay a prorated cost of the first annual fee payment based upon the month in which they joined. Prorated payment will be calculated by City Staff and due by Oct. 1st. (e.g. a business joins the program in March and pays \$450.00. On Oct. 1st when annual \$100.00 payments are due, the business will only pay for 6 months, April – September, or \$50.00. The following year the business will pay the regular \$100.00 annual fee.)

**Note: Due to the economic recession, the Economic Development/CRA Department will not be charging the \$100 maintenance fee until further notice.*

Process:

Business owners desiring to participate in the program will contact the Economic Development/CRA. If space is available on one of the City-owned sign poles then a representative from the business must deliver a check for \$225.00 to the City of Winter Park and receive the metal plate which they are then responsible for layout and design with their desired advertisement. Design choices are not limited by color, font, or text other than that the design must fit within the space available and be on both sides of the plate. Once the plate is ready to be posted, it should be returned to City Staff with the remaining \$225.00 payment and the City will install the plate on the sign pole. The business owner should never place or remove the plates without the participation of the City. If there are no available sign locations at the time of request, each business will be kept on a waiting list and notified once an empty slot becomes available.

Installation of New Sign Pole Locations:

The location and number of businesses and courtyards along Park Avenue can be expected to fluctuate over time creating or decreasing demand for signage poles at different locations. Business owners that desire to have an additional signage pole installed may make a request to the Planning Department of the City of Winter Park to install additional poles. It remains the sole right of the City to refuse any request for additional poles and new poles may require approval from the City Commission. If it is determined that a pole will be installed either at an intersection or a courtyard entrance, business owner applicants must gather at least four (4) interested businesses that would be eligible for signage at the same location. The initial program fees collected must be able to cover the cost of installing a new sign pole location. All aspects of any new sign pole including design and location of placement will remain within the sole discretion of the City of Winter Park Planning Department and the City Commission.

Maintenance:

The City of Winter Park will be responsible for maintaining the sign poles, keeping them clean and in working order. Each business will be responsible for maintaining their individual sign and making repairs as needed in case of vandalism or wear and tear. The City should be contacted to remove the sign for any needed repairs. If repair or replacement is needed then the City will notify the business owner in writing and the owner will have 30 days to contact the City and correct the problem.

Termination/Withdrawal/Business Closure:

Termination: Participants will be notified in writing if they are in violation of the program guidelines and will have 30 days to rectify any issue. Common issues for termination would be non-payment of the annual fee and upkeep of signage not being maintained.

Withdrawal: Businesses desiring to end participation in the program must notify the City of Winter Park in writing sixty (60) days prior to the annual participation fee payment of \$100.00. Once notified, the City will remove the sign and make the space available for another business.

Moving/Business Closure: Businesses that move outside of the eligible participation area for the program or that cease to operate will have their sign removed. If a business moves within the eligible participation area, and there is space available for their sign at a new pole location, the City will move the sign at no charge. If space is not available the business will be placed on the waiting list until a space becomes available. The business will not be required to repay the initial posting fee of \$450.00 if they move within the eligible area.

Changes to Program Guidelines:

Program guidelines are subject to change. If significant changes occur to the program guidelines that cause a business to determine that they no longer wish to participate, a refund of the \$100.00 annual fee will be paid to the business and their sign will be removed.

Revenues:

Funding received by the program will be dedicated to maintaining and improving the Park Avenue commercial corridor including any maintenance fees associated with this program and to forward fund any additional sign pole locations or improvements.



Economic Development/CRA Department
401 Park Avenue South
Winter Park, FL 32789
Phone: 407-599-3398
Fax: 407-599-3499
www.cityofwinterpark.org

Side Street Sign Program

A. Business Information

1. Name of Business (DBA): _____

2. Business Site Address: _____

3. Business E-Mail Address : _____

4. Business Phone No.: _____ 5. Business Fax No.: _____

Business Contact Person/Manager Information

6. Name: _____ 7. Phone No.: _____

8. E-Mail Address : _____ 9. Cellphone No.: _____

A. Pole Location

9. Requested Pole Sign Location:

- | | | |
|---|--|--|
| <input type="radio"/> Canton Ave. & Park Ave. | <input type="radio"/> New England Ave. & Park Ave. | <input type="radio"/> Morse Blvd. & Park Ave. - Center |
| <input type="radio"/> Comstock Ave. & Park Ave. | <input type="radio"/> New England Ave. & New York Ave. | <input type="radio"/> Morse Blvd. & Park Ave. - NE |
| <input type="radio"/> Lyman Ave. & Park Ave. - NE | <input type="radio"/> Shops on Park - North End | <input type="radio"/> Morse Blvd. & Pennsylvania Ave. |
| <input type="radio"/> Lyman Ave. & Park Ave. - SE | <input type="radio"/> Shops on Park - South End | |

I hereby certify that the foregoing statements are true and correct to the best of my knowledge. I acknowledge that I received and read Advertising Program Guidelines. I understand that my business is responsible for any printing, layout, and/or design cost associated with the sign. I also understand that the City maintains sole proprietorship of the sign after the business decides to no longer participate the program. I hereby abide to pay the initial posting fee and any participation fees that may come after.

Applicant's Signature

Print Name

Date

CITY USE ONLY

Date Application Received: _____ Requested Pole Location: _____

Is there an available spot in requested pole location? Yes No If not, number on wait list? _____

Payment: 1st Payment \$ _____ Date: _____ 2nd Payment \$ _____ Date: _____

Comments: _____



winter park



agenda item

meeting date January 26, 2017

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

subject : Item 3C

Winter in the Park – Holiday Ice Rink Summary

motion | recommendation

N/A

background

Staff is providing information relative to the 8th year of Winter in the Park.

alternatives | other considerations

N/A

fiscal impact

N/A

Winter in the Park 2016

Event Summary January 2016

Department of Economic Development/CRA



#WINTER in the PARK



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Event Summary

The 8th 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. 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." The event reached into a new market this year by working with Cox Events to broker digital advertising through various mediums including a radio, internet and mobile campaign. This is the CRA's first attempt into new digital media forums in such a pronounced way. The campaign saw over 600,000 impressions, and a click to response rate of .34%. The national average varies between .08 and .1%. Cox was also brought on to act as an event coordinator allowing CRA staff to spend more time on project and program management.

The event continued to put dollars into the hands of local businesses in the downtown core as attendees skated, shopped and dined on the Avenue. Funded by the Community Redevelopment Agency and City of Winter Park, the 2016 season continued what is now a Winter Park tradition to many families and visitors to the downtown area.

Event Details

Total Skaters in Attendance: 17,456
Total Revenues: \$191,143.98
Total Expenditures: \$211,055.04
Net Cost: approximately -\$19,911.06

Notes on Revenues

The emergence of the mobile campaign has opened a new market for new revenues moving forward. This seemed particularly appealing to new and existing sponsors leading to higher sponsorship dollars on the year. The event also sold out of Groupon offers which provide an additional source of revenue outside of general admission and sponsorship. Revenues on holidays have increased over last year demonstrating an appetite for family friendly activities around holiday traditions.

Notes on Expenditures

Expenditures saw a decrease for the second year in a row, but some increases in site costs were noticeable. Repairing of the West Meadow with sod has increased for two years in a row. A slightly higher cost is expected in the 2017-2018 year. Marketing expenses remained stable,

and allowed for several avenues of advertisement. Pass-through labor costs to Magic Ice increased due to higher wages for seasoned workers. Lighting and Décor decreased due to foresight of one-time purchases in prior years for video entertainment to accompany the ice rink.

Results & Responses

Methodology

A demographic profile was administered by employees of Magic Ice over the season from November 18th through January 8th. We also received additional survey data from Groupon and Square. We received over 4000 responses from our sources total.

Key Findings

- 40% of attendees were from the 32789 or 32792 zip codes indicating a strong local market.
- Groupon recipients average star rating of 4.45 out of 5 stars.
- Winter in the Park Facebook page for the event rates the rink 4.5 out of 5 stars.
- 65% of Groupon patrons are new to the event.

Economic Impact

Most of visitors to Winter in the Park planned to shop or dine after skating. This creates a topline estimate of nearly \$400,000 in direct planned purchases based on 2013 data. This provides proof that downtown Winter Park is a perfect fit for the Winter in the Park season. With a total event attendance of approximately 30,000 (skaters and spectators) this implies that Winter in the Park adds nearly 500 shoppers each day in the downtown during the season. This equates to a direct economic impact for local businesses.

Marketing & Special Events

This year the season was heavily promoted through partnerships with radio, print, internet, and mobile media. The CRA spent \$15,665.13 in marketing and building awareness for the season. For the first time, staff used a marketing firm which mobile advertisement technology attempting to break into new markets. 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 255 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.

Summary & Recommendations

Winter in the Park is continuing to grow as a staple in the Winter Park community during the holidays. Word of mouth suggests most expect the ice rink annually and plan family activities around coming to the rink.

Conversations with major sponsors have been very favorable and indicate room to grow in future years. The success of continued support by the Winter Park Wealth Group, Winter Park Memorial Hospital, Winter Park Hospital for Children, the Winter Park Chamber of Commerce, and the Parke House Academy enabled the event to maintain sponsor revenues.

For future consideration staff suggests the following:

Partnership. Continue the partnership with Cox Events, or a similar marketing/event coordination firm. Using a third party vendor for advertising and coordination allows for staff to maintain higher levels of service with day to day activities within the division as well as opens additional resources not normally available to staff.

Movie Night. Consideration to find a cheaper alternative to supplementing the ice rink than movies in the rink.

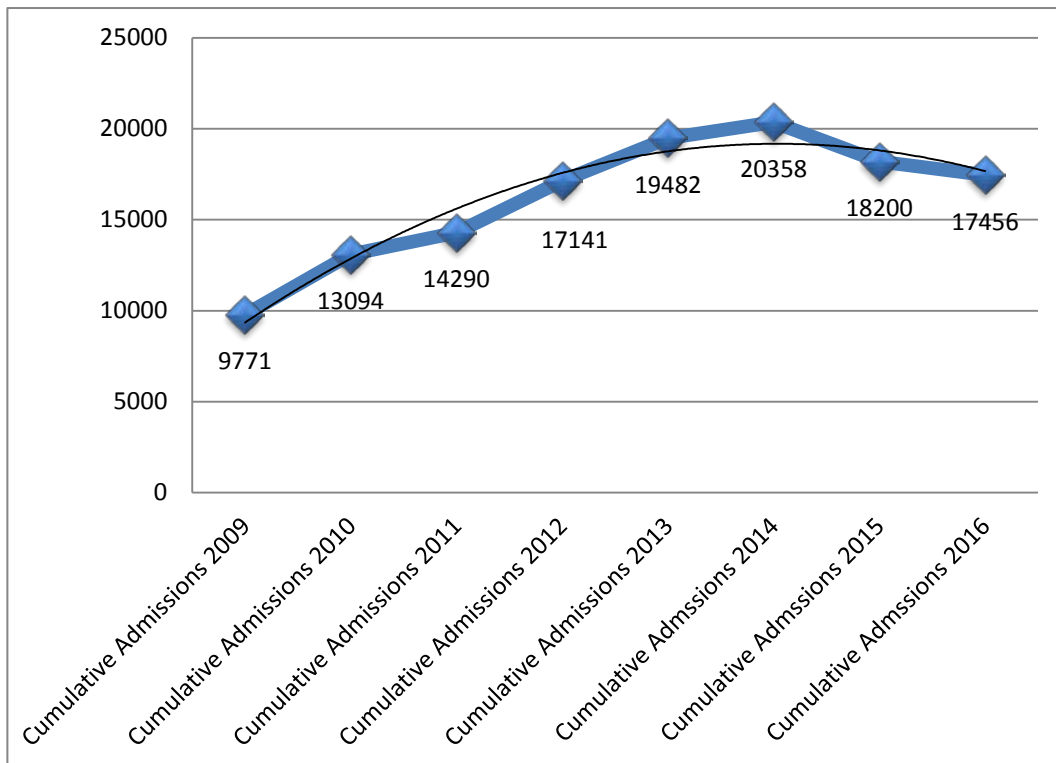
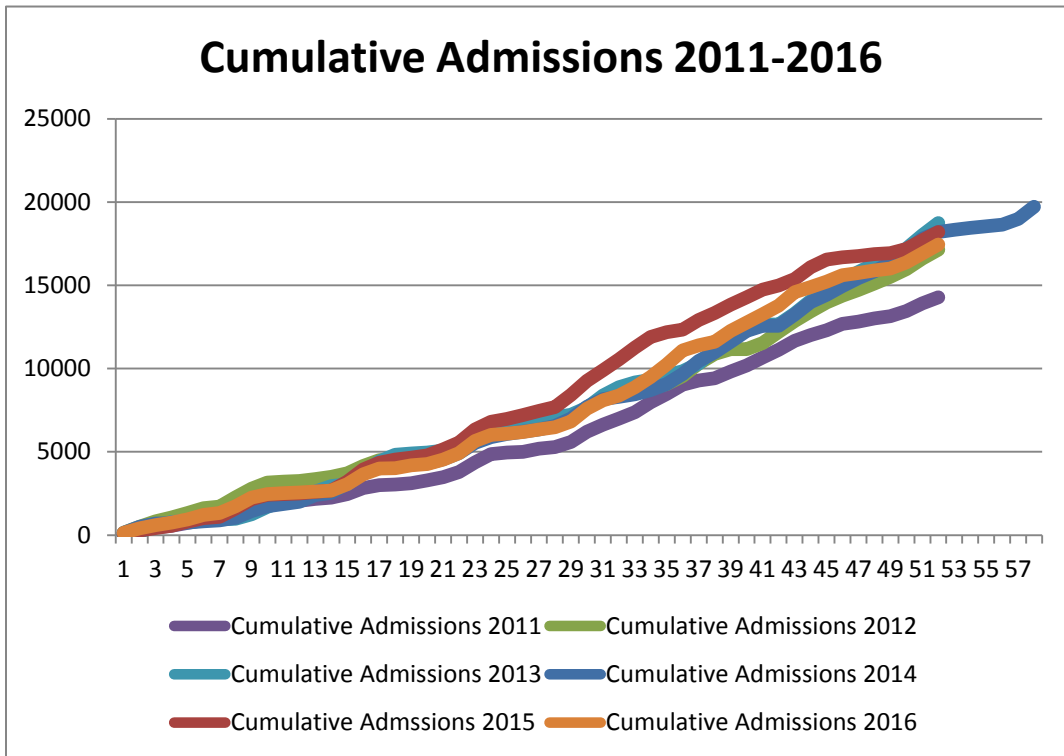
Sod/Floor Replacement. Replacing the West Meadow's sod every year is an expense that has grown in recent years. The installation of a floor around the ice rink is also an expense that may need to be reviewed. Staff intends to work with the Parks Department to consider alternatives.

General Admission. Growing costs in site work may be offset by an increase in general admission tickets. Staff suggests evaluating a \$1-\$2 increase. This could be offset by additional coupon offers throughout the season for residents and guests mitigating some discontent with the increase.

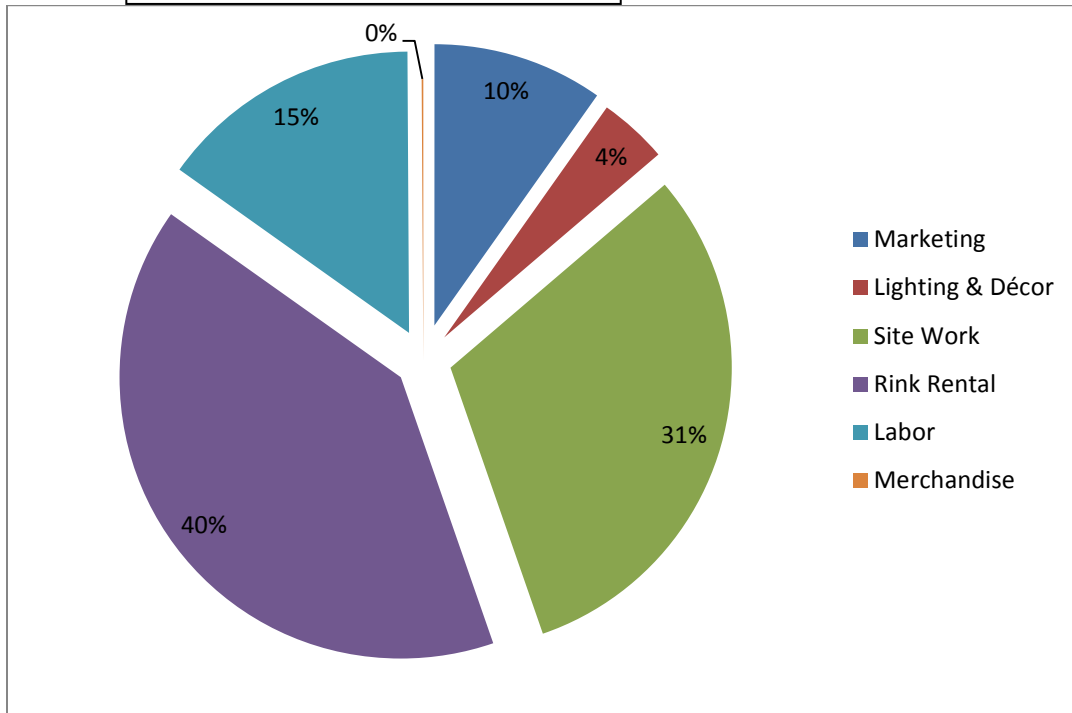
Chiller Size. One remaining criticism of the rink is its size. In order to make the rink bigger, staff would need to lease a larger chiller to keep the increased surface area cold. This would lead to increased site costs, but may attract new/repeat customers.

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.

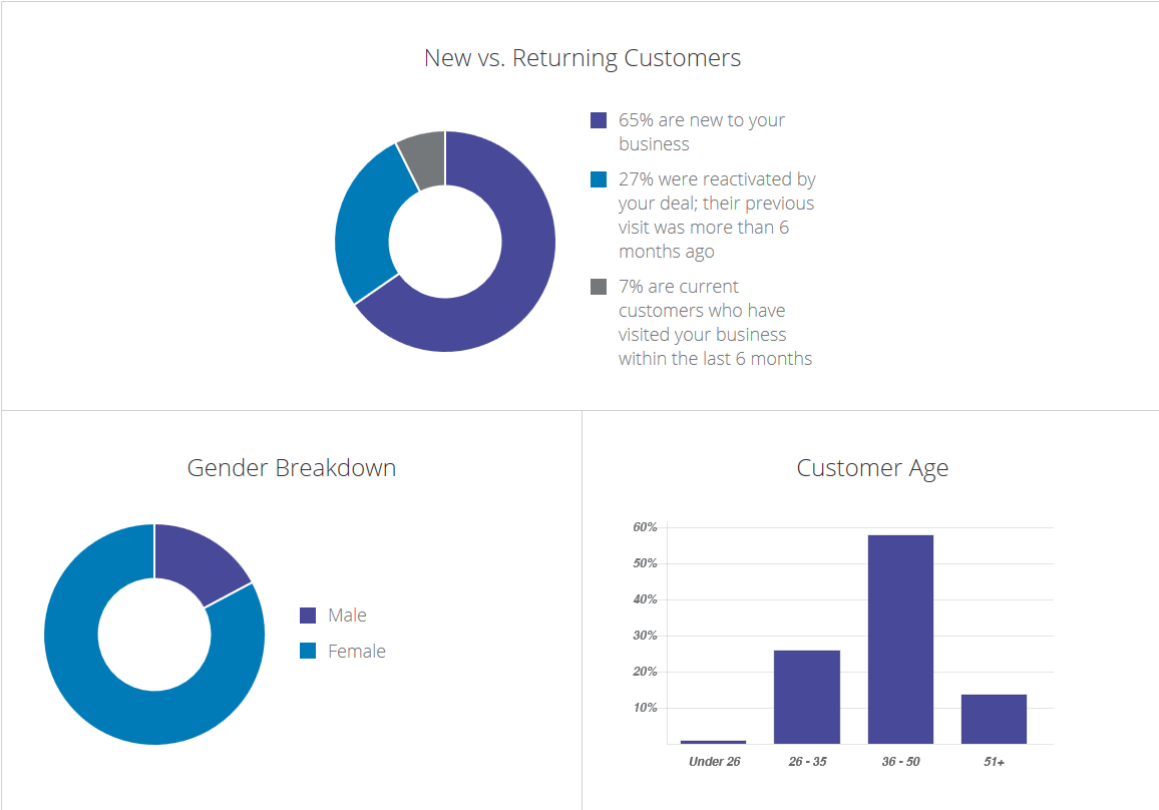
Appendix A – Graphs



Expenses

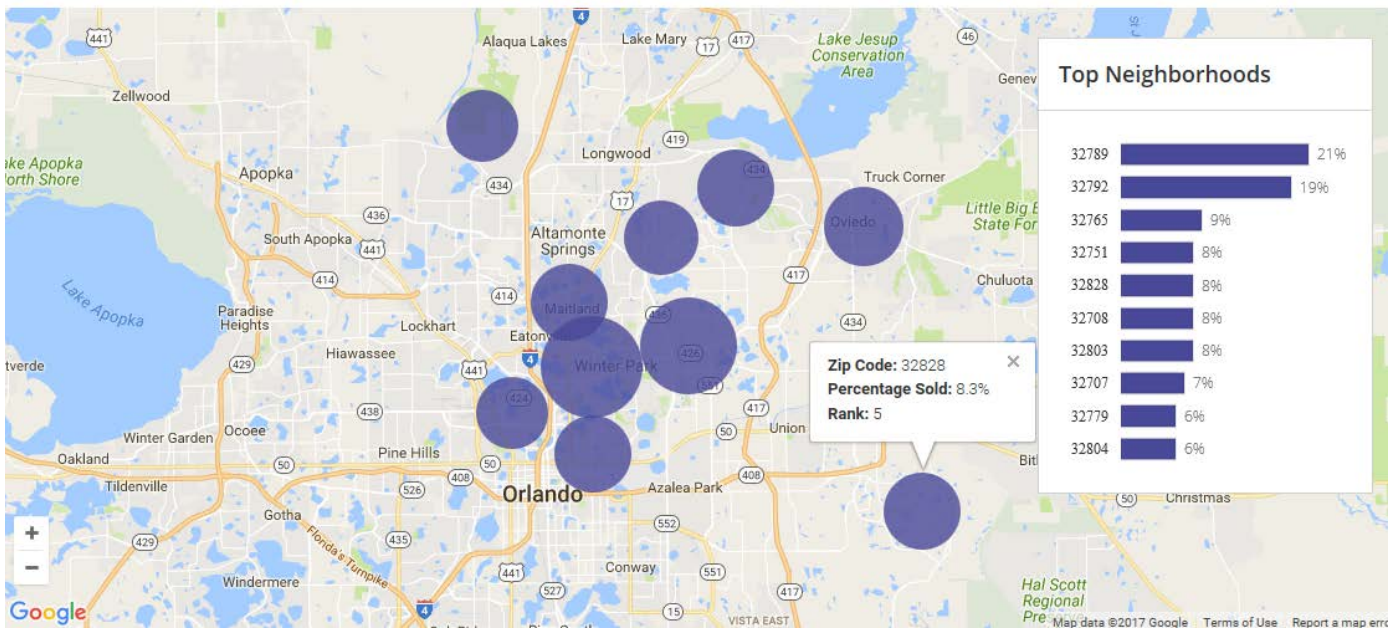


Appendix C – Demographic Summary



Customer Distribution

Where your customers live



NOVEMBER - DECEMBER 2016

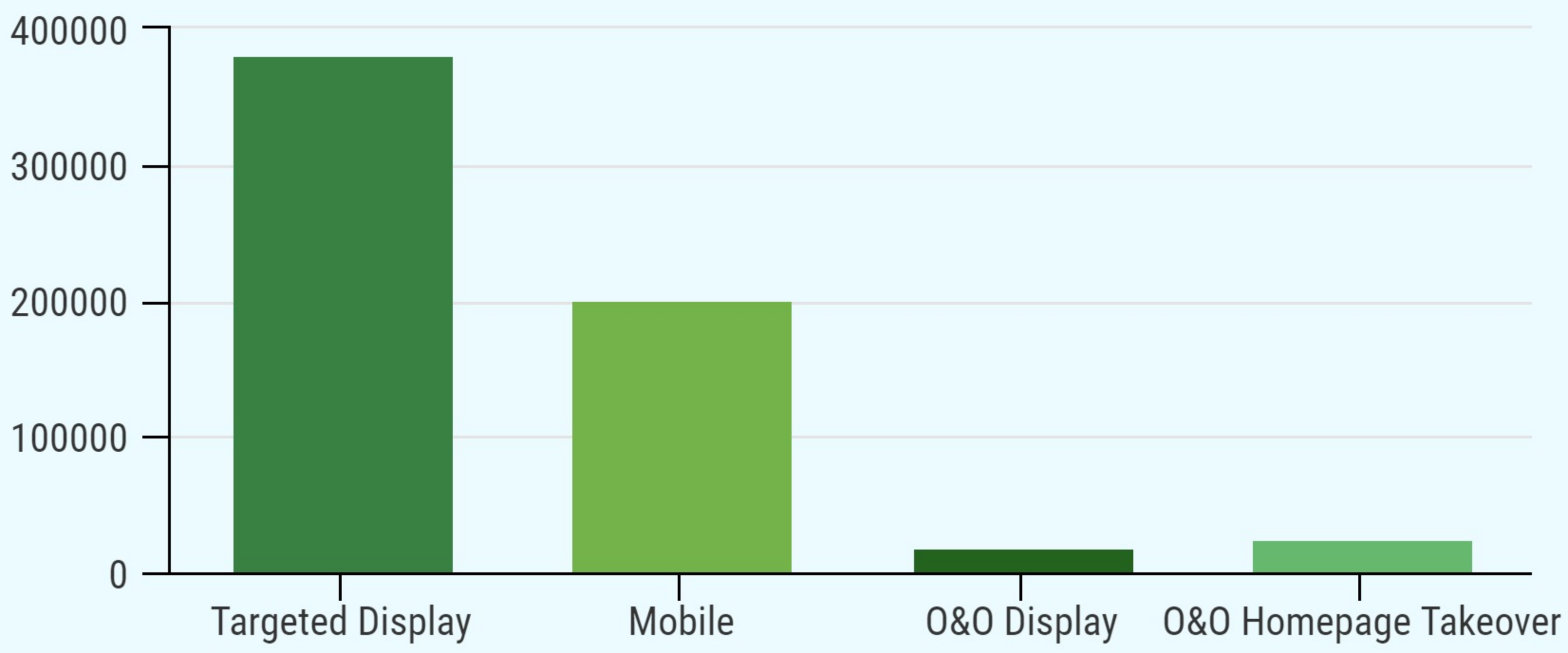


626,831
IMPRESSIONS

2,135
CLICKS

0.34%
CTR

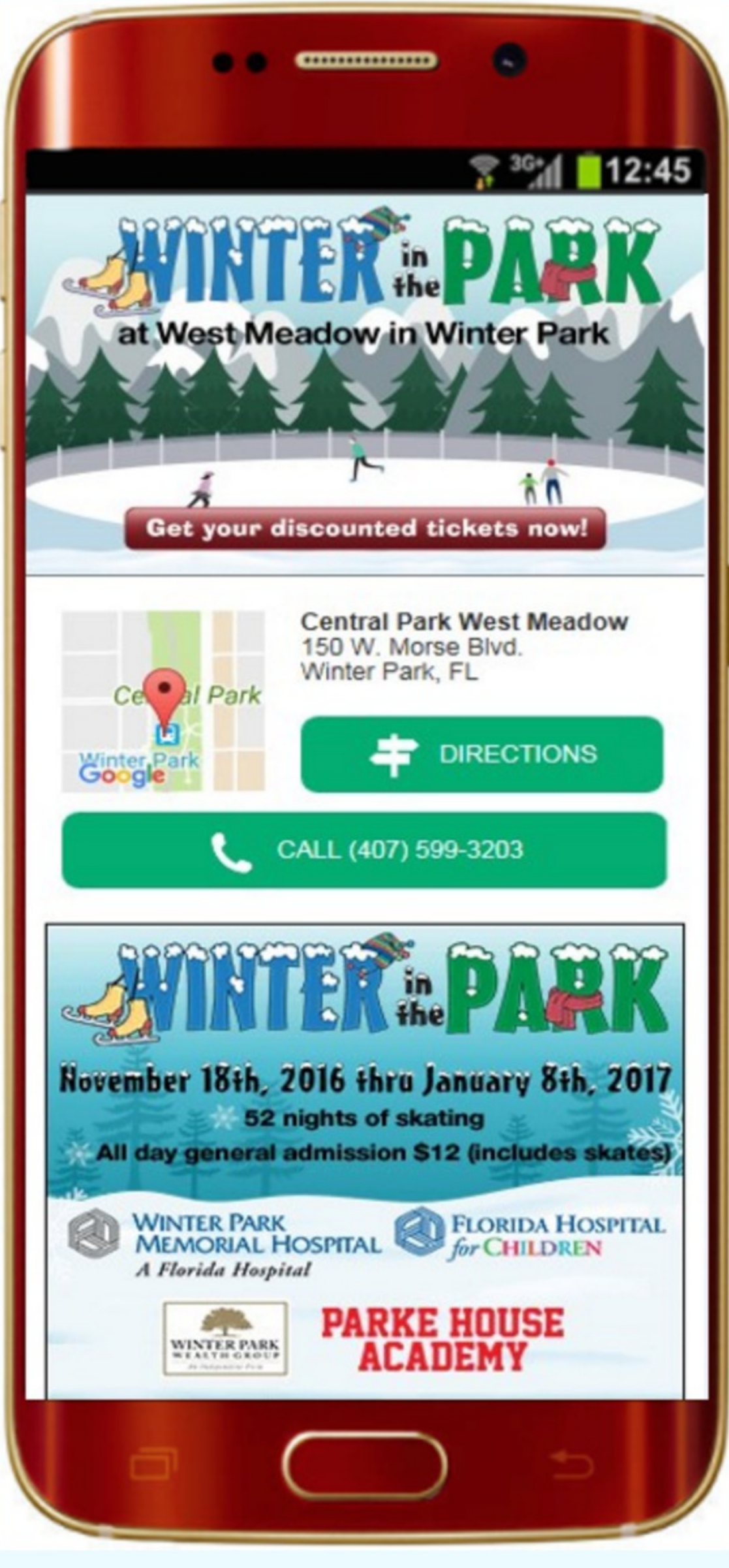
IMPRESSIONS BY CAMPAIGN



CAMPAIGN HIGHLIGHTS

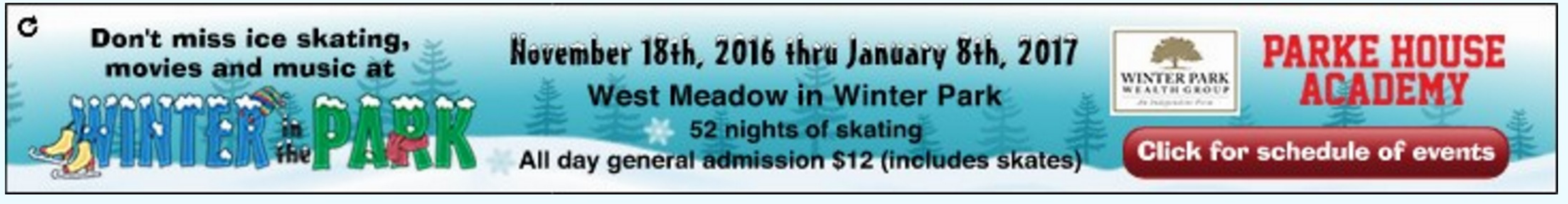
- ❄️ TARGETED DISPLAY DELIVERED A **0.23% CTR** - WHICH IS NEARLY 3X THE AVERAGE!
- ❄️ MOBILE CAMPAIGN DELIVERED A **5.32% SAR** (SECONDARY ACTION RATE) - WHICH IS 1.3X THE AVERAGE!
 - 7 CLICK TO CALL
 - 3 CLICK FOR DIRECTIONS
 - 16 CLICK TO WEBSITE
 - 34 CLICK ON COUPON
- ❄️ O&O DISPLAY & HOMEPAGE TAKEOVERS DELIVERED A **0.29% CTR**
 - ROS ADS DELIVERED A 0.07% CTR
 - HOMEPAGE WALLPAPERS DELIVERED A 0.46% CTR
 - HOMEPAGE FLOATER TO FIXED (300X250) DELIVERED A 0.43% CTR

CREATIVE EXAMPLES

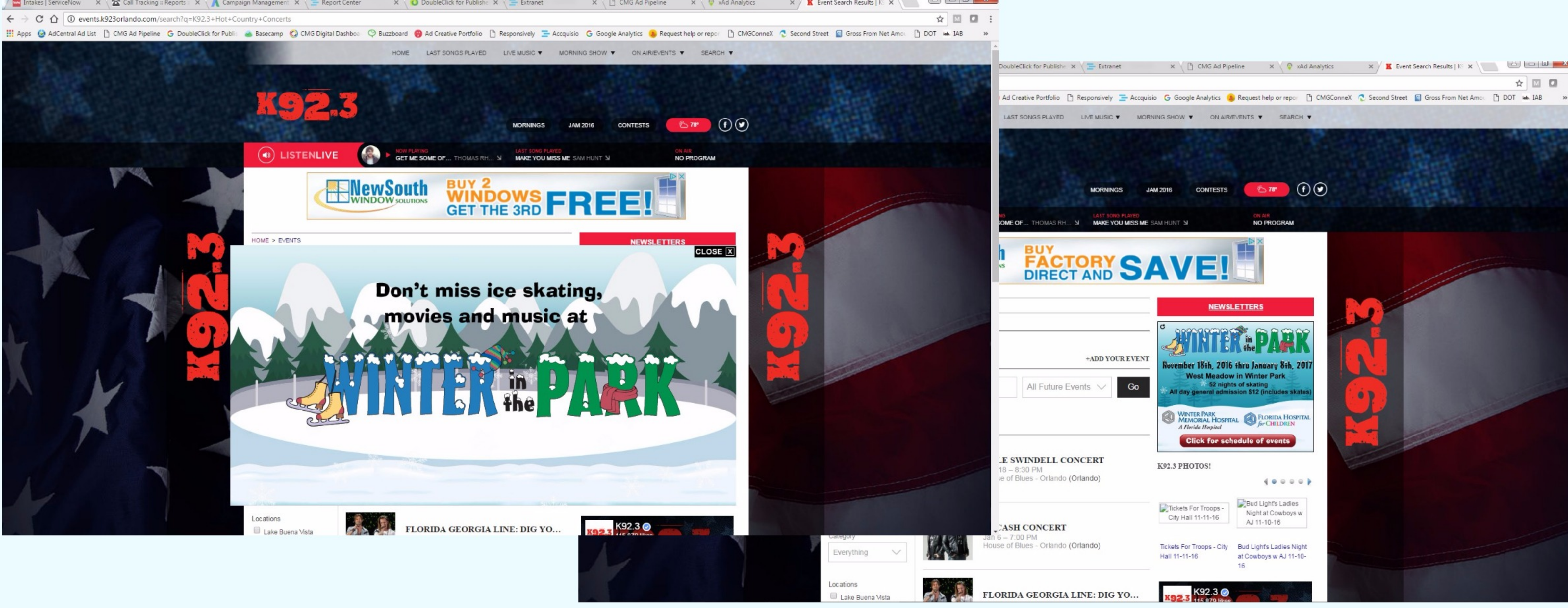


MOBILE CAMPAIGN

TARGETED & O&O DISPLAY



HOMEPAGE TAKEOVERS



Thank you for your partnership!

localsolutions
POWERED BY COX MEDIA GROUP ORLANDO



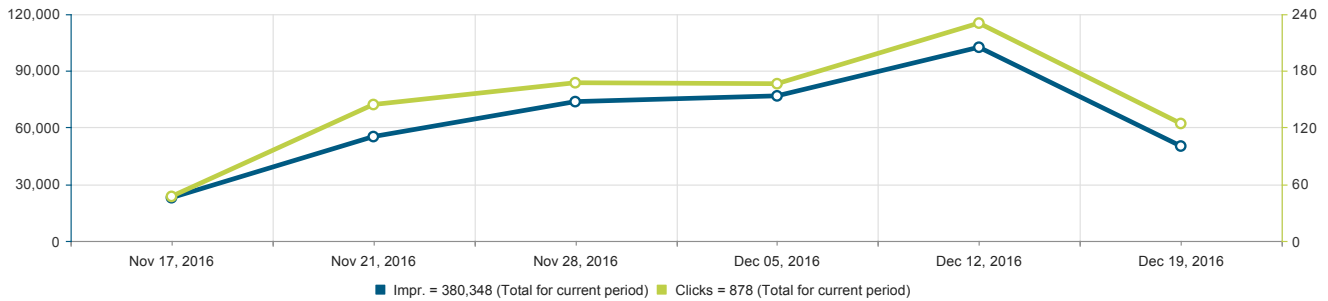
City of Winter Park Performance Report

November 17, 2016- December 25, 2016

Campaign Summary		November 17, 2016 - December 25, 2016		
Campaign Group	Impr.	Clicks	CTR	
City of Winter Park (Winter in the Park 2016) - Keyword Targeting	93,906	229	0.24%	
City of Winter Park (Winter in the Park 2016) - News & Info Network	58,183	174	0.30%	
City of Winter Park (Winter in the Park 2016) - Mom & Family Network	55,161	166	0.30%	
City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	52,728	157	0.30%	
City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	120,370	152	0.13%	
All Results	380,348	878	0.23%	

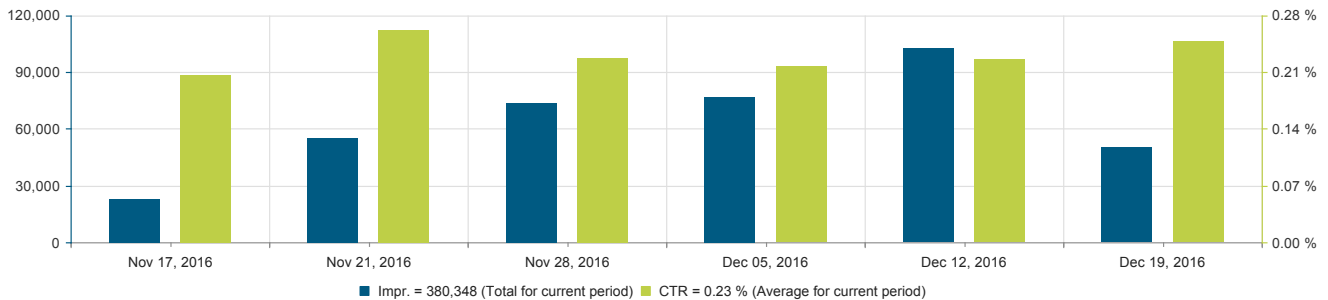
Impression & Click Performance

November 17, 2016 - December 25, 2016



Impression & CTR Performance

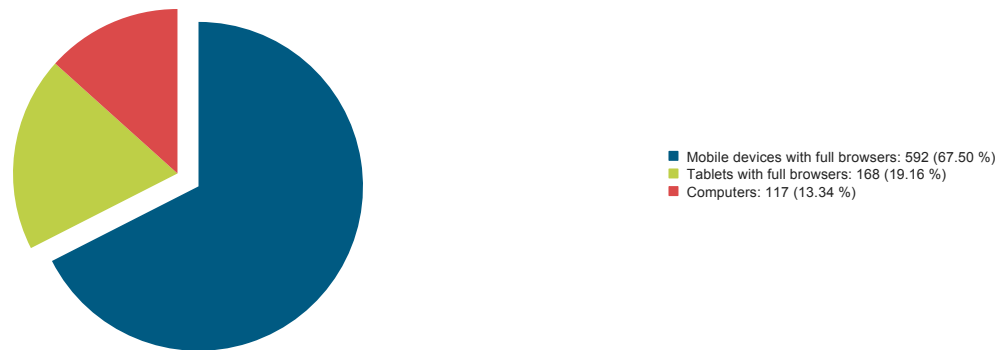
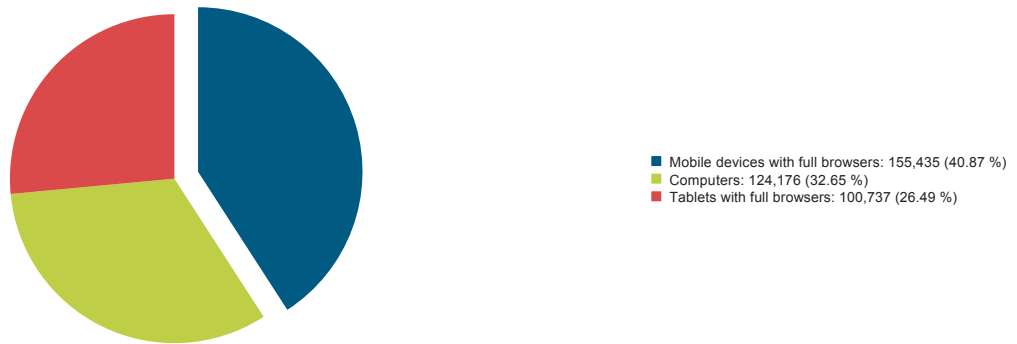
November 17, 2016 - December 25, 2016



Performance by Device

November 17, 2016 - December 25, 2016

Device	Impr.	Clicks	CTR	
PC	124,176	118	0.10%	
Smartphone	155,435	592	0.38%	
Tablet	100,737	168	0.17%	
All Results	380,348	878	0.23%	



Ad	Size	Campaign	Clicks	Impressions	CTR
300x250_gdn_CityofWinterPar_WPMemorialFHFC.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	104	77,191	0.13%
300x250_gdn_CityofWinterPar_WPWealthPH.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	40	20,285	0.20%
728x90_gdn_CityofWinterPar_WPHHealthPH.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	4	9,539	0.04%
728x90_gdn_CityofWinterPar_WPMemorialFHFC.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	4	7,527	0.05%
160x600_gdn_CityofWinterPar_WPMemorialFHFC.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	0	2,920	0.00%
160x600_gdn_CityofWinterPar_WPHHealthPH.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	0	2,908	0.00%
300x250_gdn_CityofWinterPar_WPWealthPH.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	193	64,699	0.30%
728x90_gdn_CityofWinterPar_WPMemorialFHFC.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	12	11,800	0.10%

Ad	Size	Campaign	Clicks	Impressions	CTR
728x90_gdn_CityofWinterPar_WPHealthPH.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	3	5,871	0.05%
160x600_gdn_CityofWinterPar_WPMemorialFHFC.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	16	5,241	0.31%
300x250_gdn_CityofWinterPar_WPMemorialFHFC.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	3	4,369	0.07%
160x600_gdn_CityofWinterPar_WPHealthPH.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	3	1,926	0.16%
300x250_gdn_CityofWinterPar_WPWealthPH.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	123	35,538	0.35%
300x250_gdn_CityofWinterPar_WPMemorialFHFC.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	23	8,202	0.28%
728x90_gdn_CityofWinterPar_WPHealthPH.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	13	7,858	0.17%
728x90_gdn_CityofWinterPar_WPMemorialFHFC.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	0	1,650	0.00%
160x600_gdn_CityofWinterPar_WPHealthPH.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	5	1,109	0.45%
160x600_gdn_CityofWinterPar_WPMemorialFHFC.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	2	804	0.25%
300x250_gdn_CityofWinterPar_WPWealthPH.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - News & Info Network	103	29,374	0.35%
300x250_gdn_CityofWinterPar_WPMemorialFHFC.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - News & Info Network	65	24,630	0.26%
728x90_gdn_CityofWinterPar_WPHealthPH.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - News & Info Network	5	2,434	0.21%
728x90_gdn_CityofWinterPar_WPMemorialFHFC.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - News & Info Network	1	1,544	0.06%
160x600_gdn_CityofWinterPar_WPMemorialFHFC.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - News & Info Network	0	105	0.00%
160x600_gdn_CityofWinterPar_WPHealthPH.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - News & Info Network	0	96	0.00%
300x250_gdn_CityofWinterPar_WPWealthPH.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	120	36,571	0.33%
300x250_gdn_CityofWinterPar_WPMemorialFHFC.zip	300 x 250	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	22	7,503	0.29%
728x90_gdn_CityofWinterPar_WPHealthPH.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	10	3,554	0.28%
160x600_gdn_CityofWinterPar_WPHealthPH.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	3	2,119	0.14%
728x90_gdn_CityofWinterPar_WPMemorialFHFC.zip	728 x 90	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	1	1,751	0.06%
160x600_gdn_CityofWinterPar_WPMemorialFHFC.zip	160 x 600	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	0	1,230	0.00%
Total			878	380,348	0.23%

Top Outreach Publishers		November 17, 2016 - December 25, 2016			
Placement	Ad Group	Clicks	Impr.	CTR	
cnn.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	55	23,394	0.24%	

Placement	Ad Group	Clicks	Impr.	CTR
allrecipes.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	25	13,998	0.18%
walmart.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	20	13,976	0.14%
foxnews.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	64	12,925	0.50%
allrecipes.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	21	9,840	0.21%
lipstickalley.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	7,172	0.04%
hometalk.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	18	5,677	0.32%
orlandosentinel.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	10	4,926	0.20%
etonline.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	10	4,293	0.23%
okmagazine.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	21	3,152	0.67%
washingtonpost.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	14	2,649	0.53%
orlandoweekly.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	3	2,378	0.13%
people.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	10	2,376	0.42%
eonline.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	6	2,068	0.29%
cafemom.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	2	1,987	0.10%
education.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	2	1,900	0.11%
cosmopolitan.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	5	1,698	0.29%
cbsnews.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	2	1,684	0.12%
livestrong.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	26	1,642	1.58%
zimbio.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	2	1,617	0.12%
people.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	8	1,520	0.53%
countryliving.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	1,510	0.20%
steadyhealth.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	7	1,394	0.50%
miamiherald.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	1	1,368	0.07%
yourtango.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	1,332	0.23%
goodhousekeeping.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	1,219	0.25%
cafemom.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	2	1,172	0.17%
lifeandstylemag.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	2	1,044	0.19%
tasteofhome.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	989	0.30%
thewrap.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	3	974	0.31%
livestrong.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	12	954	1.26%
allwomenstalk.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	7	947	0.74%
mentalfloss.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	911	0.33%
cosmopolitan.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	4	901	0.44%
parentsociety.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	0	853	0.00%
bhg.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	3	838	0.36%
parents.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	1	758	0.13%
countryliving.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	4	731	0.55%
stylebistro.com	City of Winter Park (Winter in the Park 2016) - Mom & Family Network	2	706	0.28%
goodhousekeeping.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	1	700	0.14%
nytimes.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	3	694	0.43%
chicagotribune.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	0	692	0.00%

Placement	Ad Group	Clicks	Impr.	CTR
wesh.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	4	678	0.59%
baynews9.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	1	675	0.15%
allwomenstalk.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	0	628	0.00%
clickorlando.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	2	623	0.32%
news4jax.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	0	621	0.00%
harpersbazaar.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	3	582	0.52%
activebeat.com	City of Winter Park (Winter in the Park 2016) - Women 25-54 Network	2	566	0.35%
washingtontimes.com	City of Winter Park (Winter in the Park 2016) - News & Info Network	0	560	0.00%
All Results		497	166,072	0.30%

Top Keyword Summary		November 17, 2016 - December 25, 2016		
Keyword	Ad Group	Clicks	Impr.	CTR
event tickets	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	49	17,242	0.28%
attractions	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	34	13,044	0.26%
family fun	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	15	11,990	0.13%
fun for kids	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	27	9,240	0.29%
kids fun	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	15	8,496	0.18%
festivals and event	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	18	7,136	0.25%
things to do	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	15	4,552	0.33%
attraction park	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	6	4,038	0.15%
travel attractions	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	10	3,213	0.31%
family thing to do	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	8	2,333	0.34%
running events	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	4	2,190	0.18%
events schedule	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	5	1,532	0.33%
local events	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	2	1,064	0.19%
family attractions	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	2	803	0.25%
things to do events	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	2	751	0.27%
attractions to visit	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	0	673	0.00%
things to do for kids	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	5	661	0.76%
travel and tourism attractions	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	0	565	0.00%
fun things to do	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	5	519	0.96%
upcoming events calendar	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	2	409	0.49%
upcoming event	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	1	405	0.25%
fun activities	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	0	376	0.00%
family fun places	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	1	362	0.28%
the events calendar	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	0	346	0.00%
kid attractions	City of Winter Park (Winter in the Park 2016) - Keyword Targeting	0	332	0.00%
All Results		229	93,906	0.24%

Behavioral Performance		November 17, 2016 - December 25, 2016		
Audience	Ad group	Clicks	Impressions	CTR

Family-Focused	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	115	87,375	0.13%
Event Tickets	City of Winter Park (Winter in the Park 2016) - Behavioral Targeting	37	32,995	0.11%

Most Engaged Communities November 17, 2016 - December 25, 2016

Region	City	Most specific location	Clicks	Impressions	CTR
Florida	Oviedo	32765	80	33,377	0.24%
Florida	Orlando	32803	70	27,783	0.25%
Florida	Orlando	32801	33	27,782	0.12%
Florida	Orlando	32822	62	26,333	0.24%
Florida	Winter Springs	32708	54	22,783	0.24%
Florida	Winter Park	32792	54	22,764	0.24%
Florida	Forest City	32714	74	22,038	0.34%
Florida	Orlando	32839	35	17,057	0.21%
Florida	Orlando	32825	45	16,694	0.27%
Florida	Winter Park	32789	23	14,952	0.15%
Florida	Union Park	32817	22	12,514	0.18%
Florida	Maitland	32751	21	11,945	0.18%
Florida	Pine Hills	32808	29	11,669	0.25%
Florida	Orlando	32811	34	11,178	0.30%
Florida	Altamonte Springs	32701	31	10,507	0.30%
Florida	Orlando	32804	25	9,976	0.25%
Florida	Casselberry	32707	24	9,920	0.24%
Florida	Pine Hills	32818	28	9,370	0.30%
Florida	Orlando	32806	20	7,689	0.26%
Florida	Longwood	32750	9	7,452	0.12%
Florida	Belle Isle	32812	17	7,054	0.24%
Florida	Lockhart	32810	12	6,856	0.18%
Florida	Belle Isle	32809	16	6,506	0.25%
Florida	Orlando	32805	15	6,011	0.25%
Florida	Orlando	32826	12	5,742	0.21%
Florida	Azalea Park	32807	17	5,607	0.30%
Florida	Wekiva Springs	32779	9	3,818	0.24%
Florida	Forest City	Forest City	7	2,641	0.27%
Florida	Orlando	32814	2	2,186	0.09%
Florida	Altamonte Springs	Altamonte Springs	4	848	0.47%
Florida	Casselberry	32730	2	575	0.35%



agenda item

meeting date January 26, 2017

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

Subject: Item 3D

2017 CRA AB Calendar

motion | recommendation

N/A

background

Staff has provided a calendar of dates for 2017 CRA Advisory Board meetings. Of note are the dates marked with an asterisk. The purpose of marking these dates in May, November and December are to make board members aware of probable changes in the times and or dates of these meetings. In May, staff is requesting an evening meeting during budget season. November and December dates fall near or on a holiday. While changes are not certain at this time, these meeting dates are likely to be changed.

alternatives | other considerations

N/A

fiscal impact

N/A



CRA AGENCY & ADVISORY BOARD Work Session & Meeting Schedule 2017

The Community Redevelopment Agency's Advisory Board has been established to advise the CRA on activities within the District as they relate to the implementation of the CRA Plan. The CRA Advisory Board typically meets for the regularly scheduled Work Session and Meeting on the fourth Thursday of each month. During months when there are no agenda items for CRA Board action, the CRA Board may not meet. Please contact Kyle Dudgeon, CRA Manager, for more details regarding CRA Advisory Board Agenda items at 407-599-3217. Work Sessions begin at 12 noon, and all regular meetings beginning at 1:00pm following the Work Session. Meetings will be held at Winter Park City Hall, 401 Park Avenue South, or may be changed by the CRA Advisory Board. The CRA Agency meetings begin at 2 p.m. *All meetings are tentatively scheduled. Please check the city's calendar to confirm dates and times.*

CRA Advisory Meeting Dates

January	26 – Work Session/Meeting	July	27 – Work Session/Meeting
February	23 – Work Session/Meeting	August	24 – Work Session/Meeting
March	23 – Work Session/Meeting	September	28 – Work Session/Meeting
April	27 – Work Session/Meeting	October	26 – Work Session/Meeting
**May	25 – Work Session/Meeting	*November	23 – Work Session/Meeting
June	22 – Work Session/Meeting	*December	28 – Work Session/Meeting

CRA Agency Meeting Dates

January 23	July 24
April 24	October 23