





March 23, 2017; 12:00 pm

Chapman Room

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

## CRA advisory board

#### 1 Administrative items

A. Approval of the Meeting Minutes from 2-23-17

#### 2 Action items

- A. Park Avenue Tree Grating
- B. Targeted Industry Enhancement (TIE) Program Project Castle

#### 3 Informational items

- A. State Legislative Updates
- B. CRA Annual Report
- C. Board Appointment Update

#### 4 Public Comment

#### 5 New business items

#### 6 Adjournment

A. CRA AB meeting - April 27

#### 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."



meeting date March 23, 2017	approved by   City Manager
item type ☑ Administrative ☐ Action ☐ Information	☐ City Attorney ☐ N A

## CRA advisory board

#### **Subject**

Approval of Minutes

#### motion | recommendation

Motion to approve the February 23, 2017 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 February 23, 2017
12:00 pm Chapman Room

**MINUTES** 

Chairman Daniel Butts called the meeting to order at 12:01 pm

BOARD MEMBERS PRESENT: Daniel Butts, Woody Woodall, Alex Trauger, Javier Omana, Teri Gagliano, Jeff Stephens

**BOARD MEMBERS ABSENT**: Lance Decuir, Tom Hiles

STAFF MEMBERS PRESENT: Dori Stone (@12:30 p.m.), Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes

**ADMINISTRATIVE ITEMS:** 

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

#### **ACTION ITEMS:**

#### Item A: Denning Dr. Final Design

Staff provided a brief update on the project and stated it isn't a "final" design but is about 90-95% complete. Bus route and pull-out changes were discussed and Public Works provided clarification on bus stops and striping of the roads in those areas. Staff also provided an update on the outcome from the February 21st CR Agency meeting stating the caveat to secure a written agreement from Lynx supporting the project. Board was assured Lynx was involved in discussions pertaining to the stops and striping and were in agreement on the changes. A letter of support from Lynx was provided in the Board packets. The interlocal agreement between the City and the CRA was also provided in the packets for reference.

#### INFORMATIONAL ITEMS:

New Business:
There being no further business to discuss, the meeting adjourned at 12:56 p.m.
Chairperson, Daniel Butts
Board Liaison, Laura Neudorffer

### CITY OF WINTER PARK COMMUNITY REDEVELOPMENT ADVISORY BOARD

Regular Meeting February 23, 2017
1:00 pm Chapman Room

**MINUTES** 

Chairman Daniel Butts called the meeting to order at 1:00 pm

BOARD MEMBERS PRESENT: Daniel Butts, Woody Woodall, Jeff Stephens, Javier Omana, Alex Trauger, Teri Gagliano

BOARD MEMBERS ABSENT: Lance Decuir, Tom Hiles

STAFF MEMBERS PRESENT: Dori Stone, Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Troy Attaway, Butch Margraf

**ADMINISTRATIVE ITEMS:** 

#### Item A: Approval of the 01-26-17 Meeting minutes

Motion made by Javier Omana, seconded by Woody Woodall, to approve the 01-26-17 minutes. Motion passed 6-0.

#### **ACTION ITEMS:**

#### Item A: Denning Dr. Final Design

Staff provided a brief overview from the Work Session discussion. Staff spoke on the Agency's approval of the \$1.8M for the project which includes undergrounding, and decorative lighting, along with extending the project beyond the CRA boundary near the Lee Rd. extension.

The Agency's caveat to obtain a written agreement from Lynx supporting the project was secured. Board spoke on the Walkability luncheon held at the Welcome Center and the support the project received from the speaker along with the community.

Motion made by Alex Trauger, seconded by Javier Omana, to approve the Denning Dr. Final Design. Motion passed 6-0.

#### INFORMATIONAL ITEMS:

#### **PUBLIC COMMENT:**

Donna Collado inquired on the bus stop going East on Webster that is replacing the Southbound stop on Denning Dr. and whether there is room for two buses and the answer was yes, the buses would be stop in the right hand turn lane and traffic would be able to continue around the bus while it is stopped.

#### **NEW BUSINESS:**

#### **Item A: CRA Annual Report Photo**

Communications staff was in attendance and secured Board member photos for the 2016 CRA Annual Report.

#### ADJOURNMENT:

#### Item A: CRA AB meeting - March 23rd

Chairperson,	Daniel Butts
Board Liaisor	n. Laura Neudorffer



meeting date March 23, 2017	annroved by	☐ City Manager
item type ☐ Administrative ☐ Action ☐ Information	арргочей ву	☐ City Attorney ☐ N A

## CRA advisory board

Subject: Item 2A

Park Avenue Tree Grating

#### motion | recommendation

Motion to approve the installation of the tree grate pilot project as presented.

#### background

This project is in consideration of replacing select planter beds on Park Avenue with small, easy to maintain tree grates. Currently, these locations on Park Avenue could benefit from an upgrades due to the following:

**ADA Compliance** – Tables and chairs from restaurants, plant material, and uneven surfaces create challenges for people with disabilities.

**Tree Health** – Root systems are competing for space, water, and air as well as soil compaction due to constantly being walked on.

**Aesthetics** – Tree grates give a nice, clean appearance. The current beds hold trash, waste, food from restaurants, and cigarette butts. The installation of grates can also assist with crowd movement through modulated widths.

Planter beds were selected based on a number of considerations including minimal impact to existing infrastructure, current health of the tree and coordination of long term strategy for Park Avenue landscape operations and maintenance.

Funding for this initiative dates back to the Park Avenue refresh project from 2015. Staff was able to use existing city resources to cover part of the cost for the project resulting in a net savings of \$41,692. Per the motion by the advisory board and Agency, these funds were to be expended for the aesthetic enhancement of Park Avenue. In short, these savings provide for a further leverage of the project by adding additional aesthetic enhancement. It is the intent of the city to cover the remainder of expenses for this pilot.

#### alternatives other considerations

N/A

#### fiscal impact

\$41,692 from existing funds through the Park Avenue refresh line item project during FY2015.

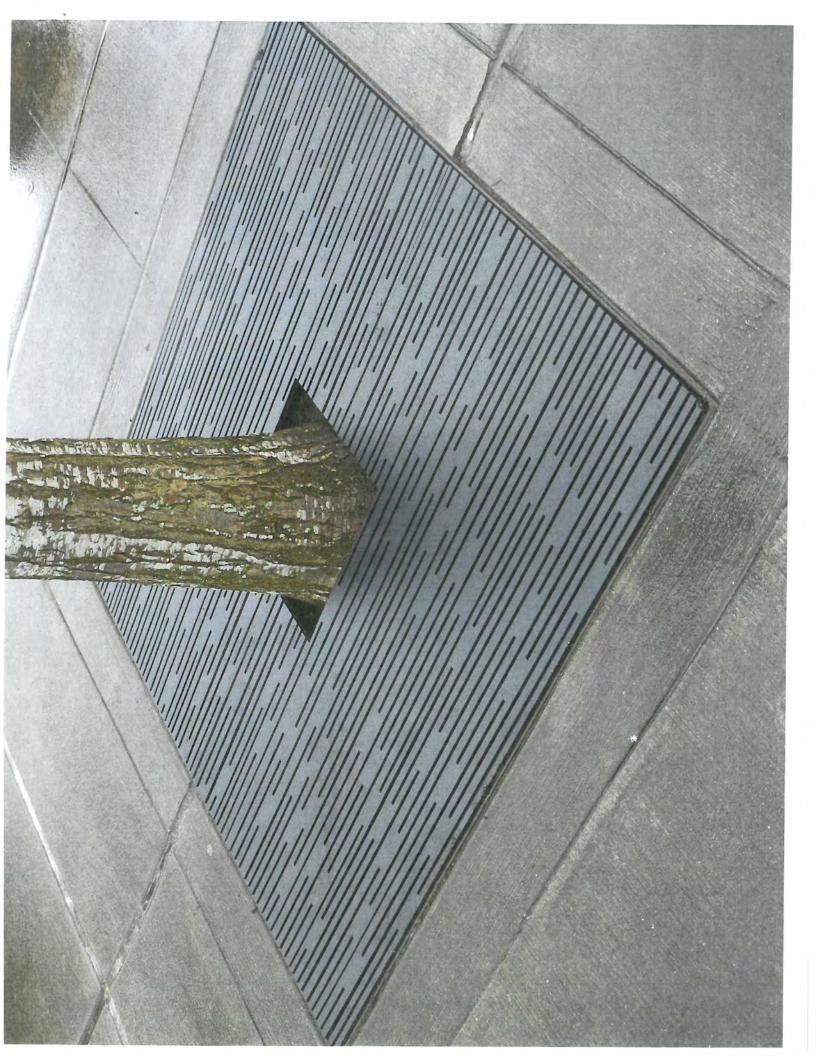
#### Park Ave. Tree Grate Pilot Project

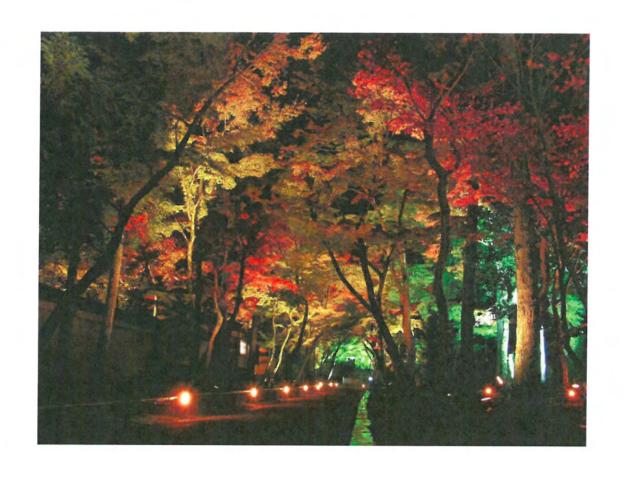
- 1) 520 S. Park Ave. /add grate
- 2) 510 S. Park Ave. /add grate
- 3) 326 S. Park Ave. /add grate
- 4) 316 S. Park Ave./ possibly remove tree/add grate
- 5) 310 S. Park Ave./add grate
- 6) 308 S. Park Ave./ palm/add grate
- 7) Bank of America ATM 270 S. Park Ave./remove & replace ligustrum/add grate
- 8) 250 S. Park Ave./remove & replace ligustrum/add grate
- 9) 118 S. Park Ave./2 removals/add 2 grates
- 10) 102 N. Park Ave./remove podo(qtip)/add grate
- 11) 112 N. Park Ave./remove weeping podo & replace/add grate
- 12) 212 N. Park Ave./add grate
- 13) 313 S. Park Ave./remove & replace tree/add grate
- 14) 327 S. Park Ave./add grate
- 15) 329 S. Park Ave./existing palm/add grate.

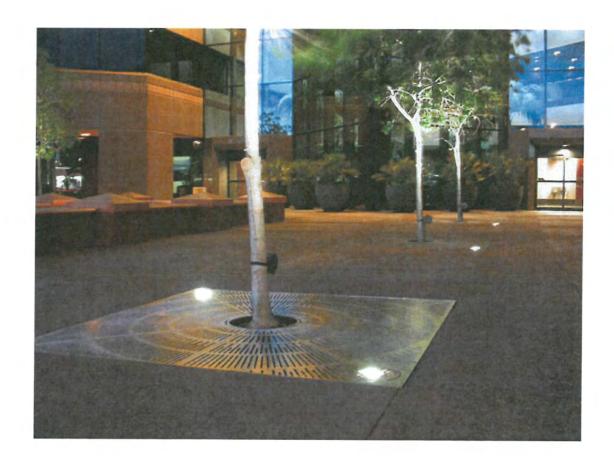


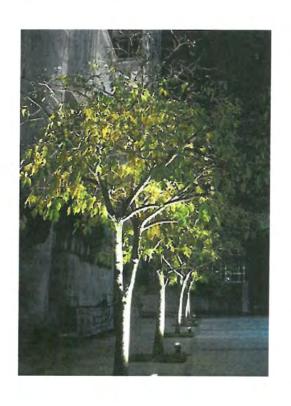
### Benefits of Tree Grates on Park Avenue

- ADA Tables and chairs from restaurants, plant material, uneven surfaces, etc. create challenges for people with disabilities.
- Tree Health Root systems are competing for space, water, and air as well as soil compaction due to constantly being walked on.
- Aesthetics Tree grates give a nice, clean appearance. The current beds hold trash, dog waste, food from restaurants, and cigarette butts. Also, forcing crowds through modulated widths can add to the feeling of a successful urban space.



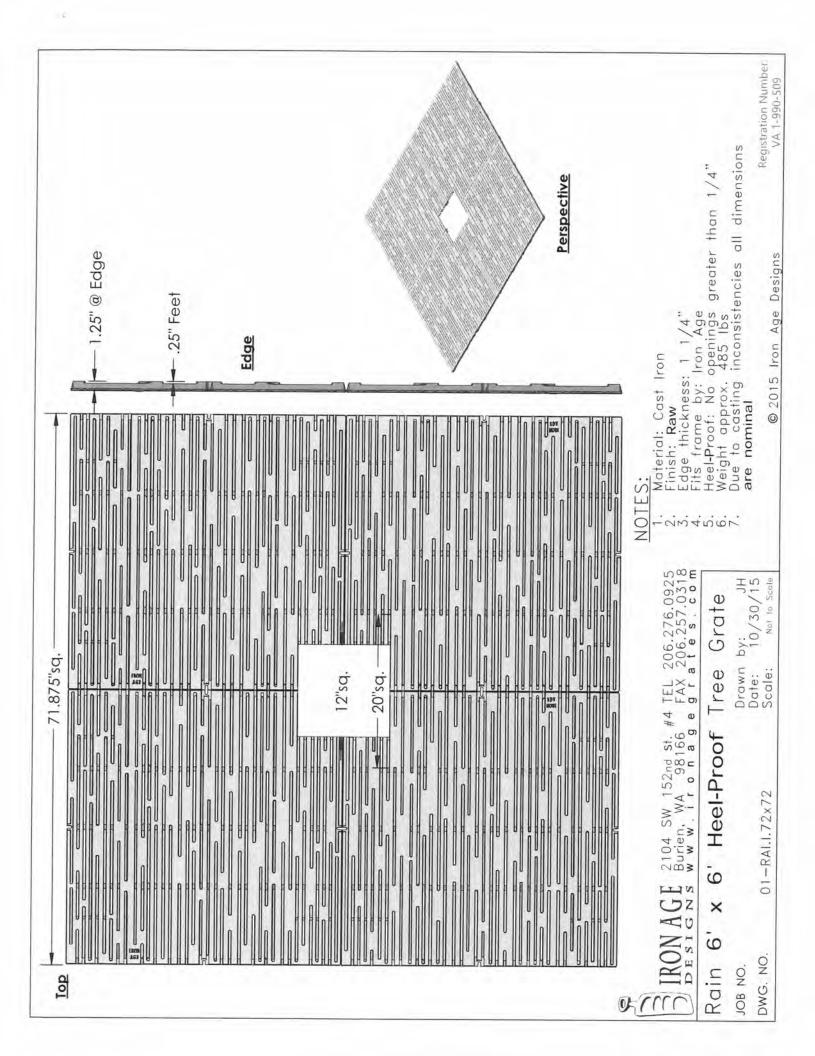




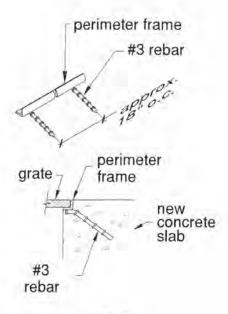




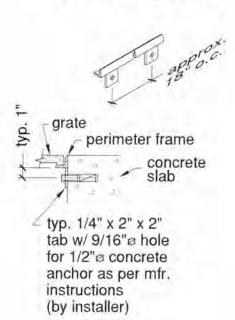




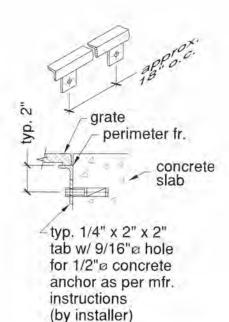
### Frame Types



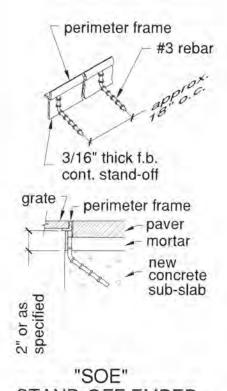
"F" **EMBED** used with new surround slabs



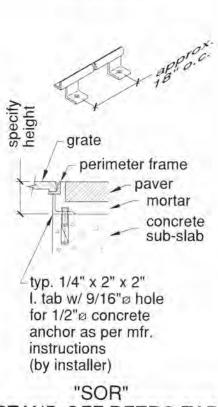
"R" **RETRO TAB** used with existing surround slabs



"IR" INVERTED RETRO TAB used with existing surround slabs

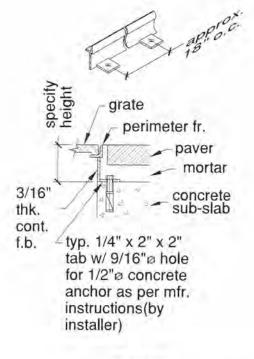


STAND-OFF EMBED used with pavers. sand setting bed



## STAND-OFF RETRO TAB

used with pavers, grout setting bed



#### "SOC" STAND-OFF RETRO CONTINIOUS used with pavers. continuous skirt



#### Iron Age Designs 2104 SW 152nd St Suite 4 Burien, WA 98166

Phone 206-276-0925 Fax 206-257-0318

Quote	•
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Date	Quote #
9/24/2016	160926FL3

Tak 200 257 0510	Ship To
Name / Address	Winter Park, FL
City of Winter Park Joe Smirit	

	Terms	Lead Time	SPECIFIER	Rep	ı	Project
	50%/DUE ON RECEIPT	6-8 Weeks	J. Smirit	KA	P	ark Ave
Item		Description		Qty	Cost	Total
zRNX72-72I99TG	RNX6x6HP - Rain 6' x 6' Tree Grate, HEEL PROOF (no opening larger than 1/4"), 4 pieces per set, 12" square center hole, raw cast iron, fits Iron Age custom frame, price per set		, 11	1,598.00	17,578.00T	
BKD FINISH	BAKED ON OIL FINISH- p	rice per set		11	285.00	3,135.00T
zFRE6x6	6'SQ STEEL "R" FRAME FOR Retrofitting INTO NEW CONCRETE, raw steel, price per each			11	286.00	3,146.00T
Custom - Other	Rain tree grate, 6' x 12' grate, HEEL PROOF, (no opening larger than 1/4") raw cast iron, fits Iron Age Custom frame, price per set. to include (4) 36" x 36" extenstion panels.		4	3,100.00	12,400.00T	
CUF	CUSTOM FABRICATION FOR FRAMES, 6' x 12' "R" frame, for retrofitting into new concrete. raw steel, price per each.		4	570.00	2,280.00T	
BKD FINISH	BAKED ON OIL FINISH- For the 6' x 12" castings, price per set.		4	440.00	1,760.00T	
AR-Custom Casti	Rain tree grate, 6' x 9' tree grate, HEEL PROOF, (no opening larger than 1/4") raw cast iron, fits Iron Age custom frame, price per set. pricing includes extension panels with cuts for tree grate opening.		v 1	2,750.00	2,750.00T	
BKD FINISH	BAKED ON OIL FINISH - price per set		1	380.00	380.00T	
CUF	CUSTOM FABRICATION FOR FRAMES, 6'x 9' "R" frame, for retrofitting into new concrete, raw steel, price per each.			1	520.00	520.00T

ALL PRODUCTS MADE IN US
CUSTOMER TO VERIFY QUANTITIES,
MATERIALS, FINISH
QUOTE VALID FOR 30 DAYS; PLEASE CALL
FOR UPDATED PRICING AFTER 30 DAYS
Custom castings, fabrication or finishes are
non-returnable

TO PROCEED WITH AN ORDER, PLEASE SIGN & FAX TO 206-257-0318 or E-MAIL TO INFO@IRONAGEGRATES.COM

Signature\_\_\_\_

Total

#### Iron Age Designs 2104 SW 152nd St Suite 4 Burien, WA 98166

Phone 206-276-0925 Fax 206-257-0318

Que	ote
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Date	Quote #
9/24/2016	160926FL3

Tax 200-237-0310	Ship To
Name / Address	Winter Park, FL
City of Winter Park Joe Smirit	

	Terms	Lead Time	SPECIFIER	Rep		Project
	50%/DUE ON RECEIPT	6-8 Weeks	J. Smirit	KA	P	ark Ave
Item		Description		Qty	Cost	Total
DISCOUNT*	Discount: 8% based on mult	i-phase hardscapes.			-3,515.92	-3,515.92
Freight	Freight - business to limited	access without a lift gat	e.		4,725.00	4,725.00T
	REVISED ON 2.16.17					
	Revised on 2.21.17 to change Sales Tax	e the frame style, no cos	st increase.		0.00%	0.00
					0.0070	0.00

ALL PRODUCTS MADE IN US
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QUOTE VALID FOR 30 DAYS; PLEASE CALL
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TO PROCEED WITH AN ORDER,
PLEASE SIGN & FAX TO 206-257-0318
or E-MAIL TO
INFO@IRONAGEGRATES.COM

INFO@IKONAGEGRATES.COM

Signature\_\_\_\_\_

**Total** USD 45,158.08



meeting date March 23, 2017	approved by	City Manager
item type ☐ Administrative ☐ Action ☐ Information	approved by	☐ City Manager ☐ City Attorney ☑ N A

## CRA advisory board

#### Subject: Item 2B

Target Industry Enhancement (TIE) Program – Project Castle

#### motion | recommendation

Motion to approve the TIE program update

#### background

City staff maintains a partnership with the Metro Orlando Economic Development Commission for business relocation and expansion assistance. Staff was contacted regarding participation in a Qualified Target Industry (QTI) application by an out of state business interested in moving their headquarters to Winter Park. The QTI program is a state-led incentive program for encouraging new and expanding businesses to move to and grow in Florida.

In 2010, the city passed resolution 2052-10 which defined the Economic Development/CRA department as the city's local economic development agency, a prerequisite of participating in state economic development incentive programs under F.S. 288.

The TIE program was used by the City in 2012 for the purposes of relocating Ruth's Chris headquarters to Winter Park. The updates to the program provide for the following:

- Updated incentive award values.
- Provide flexibility to be used in concert with county or state incentive programs, but also to be used at the sole discretion of the Agency where appropriate.

In short, the updates allow for the city to use the program as a local incentive, or partner with the county/state for the purposes of the QTI or other state programs.

Project Castle's application provides for a total of 157 net new jobs to Winter Park over the next three years with an average annual salary of \$90,000 - \$100,000. This is over 200% above the prevailing average wage in Orange County.

The payout schedule beings in 2018 providing for no immediate financial contribution. The program acts as a rebate providing for additional protection **to** the Agency ensur**ing** all jobs have been created and retained prior to **commitment** of any funds. Staff will account for this **encumberance** during the upcoming budget cycle. Funding is additionally subject to Project Castle meeting all the statutory requirements of the QTI program and an affirmation and obligation of support by Orange County.

#### alternatives | other considerations

N/A

#### fiscal impact

\$109,900 over 5 years with payments beginning in 2018.

#### RESOLUTION NO. 2052-10

A RESOLUTION OF THE CITY OF WINTER PARK, FLORIDA DEFINING THE ECONOMIC DEVELOPMENT/CRA DEPARTMENT OF THE CITY OF WINTER PARK AS THE CITY'S LOCAL ECONOMIC DEVELOPMENT AGENCY FOR THE CITY OF WINTER PARK PURSUANT TO THE REQUIREMENTS OF CHAPTER 288.106(3)(a)(9), FLORIDA STATUTES AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Winter Park is entering into a Qualified Target Industry Tax Refund Program in cooperation with Orange County and the State of Florida; and

WHEREAS, the purpose of the Qualified Target Industry Tax Refund Program is to retain and expand job opportunities within the City of Winter Park and part of the program is to provide certain tax refund benefits to targeted industries; and

WHEREAS, assignment and recognition of a Local Economic Development Agency within the City of Winter Park provides for the submittal of an application for participation in the Tax Refund Program to the State of Florida in an expeditious manner.

BE IT ENACTED by the people of the City of Winter Park, Florida as follows:

Section 1. The City Commission of the City of Winter Park hereby designates the Economic Development/CRA Department as the City's Local Economic Development Agency for the City of Winter Park pursuant to Chapter 288.106(3) (a) (9), Florida Statutes.

Section 2. This resolution shall take effect immediately upon its passage and adoption.

Adopted at a regular meeting of the City Commission of the City of Winter Park, Florida held at City Hall, Winter Park, Florida on the 10th day of May, 2010.

Kenneth W. Bradley, Mayor

ATTEST:

Cynthia S. Bonham, City Clerk





### City of Winter Park Community Redevelopment Agency Targeted Industry Enhancement (TIE) Program Guidelines

#### **PURPOSE:**

The purpose of the TIE Program is to promote the expansion, growth, and development of high wage jobs and maintain the City of Winter Park and the Community Redevelopment Agency's (CRA) competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community.

#### **ELIGIBLE APPLICANTS:**

Any private company desiring to locate within the boundaries of the Winter Park CRA that meets the Program Guidelines listed below. Governmental or non-profit entities may also be eligible provided that the Applicant does not occupy tax-exempt or tax-abated property.

#### **PROCESS:**

If submitting for an incentive as part of a county or state program, application material from said program may be substituted for the TIE application.

Applications are received on a first-come, first-served basis. Applications may be submitted to the City's Department of Economic Development for review of eligibility. Incomplete applications will not be accepted. If the Applicant is seeking assistance from the County or State in partnership with their application, this program will mirror those processes as closely as possible to ensure efficiency and full evaluation of the request and solvency of the business. Based on a review by City staff a contract will be drafted with the Applicant for approval by the CRA Agency. No agreement will be considered final until approved by the CRA Agency. Applicants may be required to attend public meetings to discuss the application.

#### **GUIDELINES:**

If submitting as part of a county or state application package, guidelines under such program will be followed. However, City/CRA staff may request additional information from the Applicant as required following the guidelines of the TIE program.

In order to be considered for the Program, the Applicant should consider the guidelines listed below (see also Table 1: Guideline Matrix). Meeting all the guidelines does not guarantee approval of an application and all terms of any approval are at the sole discretion of the City/CRA:

Department of Economic Development/CRA 401 S. Park Ave Winter Park, FL 32789 407-599-3398 TIE Program Guidelines Updated 3/16/2017

- The Applicant must have at least 50 full-time equivalent employees on the payroll at the time of application. All applicants will be required to maintain that levels of employment for the term of the agreement with the City/CRA. If a business has multiple locations, only those physically located within the City limits will be considered eligible for the purposes of the application.
- Have an average annual salary per employee at or above 115% of the area Metropolitan Statistical Average (see attached wage sheet). Average wage levels that are substantially higher than the minimum requirements may receive a greater incentive award at the discretion of the City/CRA Board.
- Be a business in the targeted industry cluster listing for the City of Winter Park:
  - Arts and Culture
  - Creative Services
  - o Financial & Professional
  - Health Care
  - o Knowledge Creation
  - o Real Estate Development
    - or
  - o Corporate Headquarters (USA)
- Applicant must commit to maintain any jobs created in the City for a period of 5-10 years. Ten years is preferred but may be reduced at the sole discretion of the City/CRA Board.
- Agree to utilize City utilities (Water, Sewer, Electric) where applicable.
- Demonstrate that the business is, and will remain, economically sound over the course of the agreement by submitting financial statements and tax returns as requested.
- Be willing to submit employee information including number of employees, salaries, total payroll, and address information indicating how many jobs are currently held by residents of the City. (Individual employee information will not be disclosed.)
- All licenses must be up to date and all property taxes must be current, with no debts in arrears to the City when a contract is signed.
- If leasing space, the Applicant must provide an extended or new lease with a property owner to be signed once a contract for the TIE Program has been executed with the City/CRA. The lease must meet the minimum term requirements as determined by the City/CRA.
- Indicate that the Program is a major factor in its determination to locate/expand in the City.

#### **COMMITMENT OF FUNDS:**

Funds are awarded for every job created by a company where the average annual wage meets or exceeds the definition of a high-wage. High-wage jobs are defined as those paying at least 115% of the average Metropolitan Statistical Area annual wage. (View attached wage eligibility sheet.)

Average Wage Rate Category	Incentive per Job	
115% of County Average Wage	\$	1,000
150% of County Average Wage	\$	1,500
200% of County Average Wage	\$	2,000

#### Applicants applying for job creation/relocation assistance:

A company with 50 jobs and an average wage at 150% of the County average would receive \$75,000 (50 jobs X \$1,500). This amount would be paid out based on the Applicant's stated need and final decision of the City/CRA. Payments would be based on continued adherence to the agreed upon wage level and number of jobs retained.

The maximum grant amount awarded may not exceed 200,000 for any one Applicant over the term of the agreement. Additional funding may be considered if county or state funds are applied.

#### TERM & DISBURSAL OF FUNDS:

The term of the agreement will require the awarded Applicant to maintain any created or retained jobs for a period of 5-10 years. Payout of awarded funds will vary depending upon the needs of the Applicant and type of assistance requested. Prior to the disbursal of any funds the awarded Applicant must provide the City/CRA an executed lease agreement sufficient to meet the required term.

#### Applicants applying for job creation/relocation assistance:

Payout of program funds will vary depending upon the stated needs of the Applicant but will usually range from 2-5 years. Payment terms are more flexible and will be negotiated on a case-by-case basis to account for the varying situations that relocating businesses may encounter. Initial payment is made once the creation of the new jobs is confirmed and subsequent payments will be made annually.

For example, a corporate headquarters wants to relocate 50 high-wage jobs to the City and qualifies for \$50,000 in assistance. They require the funding upfront to assist with build-out and payment is agreed to be made in two equal annual installments. A commitment to remain in the City for 10 years is signed and once the company relocates to the City, the initial payment is made for \$25,000 with the subsequent payment made on the anniversary of the initial payment.

#### **REPORTING REQUIREMENTS:**

Prior to receiving an annual payment the Applicant must submit a report to the Director, or their designee, two months before the anniversary of the contract execution date. Applicant will provide updated figures for employee count, total payroll, and salary information. Once the Director has made a determination that the requirements of the contract have been met, payment will be issued to the Applicant. Any delays in providing the annual report will delay payment. If it is determined that an Applicant has not maintained the level of high-wage jobs outlined in the contract the City/CRA may reduce the grant amount accordingly. If employment levels fall

Department of Economic Development/CRA 401 S. Park Ave Winter Park, FL 32789 407-599-3398

below the minimum requirements of the Program the City/CRA may choose to terminate the contract.

#### **CONTRACTUAL AGREEMENT:**

All approved Applicants will execute an agreement with the City Commission or CRA Agency which stipulates the individual terms of the incentive awarded. Any mutually agreed upon contract may include provisions for repayment of City/CRA funds if Program Guidelines are not maintained.

#### CHANGE IN OWNERSHIP, BANKRUPTCY, RELOCATION OF BUSINESS:

<u>Change of Ownership</u>: If an Applicant's business changes ownership it will still be eligible for receipt of award funds if the contractual obligations continue to be met.

<u>Relocation of Business</u>: Any Applicant business relocating within the City of Winter Park will still be eligible to receive payments with the proof of a new lease covering the remaining term of the contract agreement. Any Applicant business moving outside of the City of Winter Park will no longer receive annual payments and will have to refund any awarded funds given to-date.

<u>Bankruptcy/Dissolution</u>: If an Applicant's business declares bankruptcy and is unable to meet the obligations of the contract or if the business is dissolved, no future payment will be made by the City/CRA.

#### **CONFIDENTIALITY:**

Financial statements and other information submitted to the City are not considered public records under FL Statute 288.075. However the City may use certain information retained for the purpose of issuing public reports, including the Applicant's name and business, contact info, description of need, number of full time equivalent jobs created, ratio of employees residing inside the City limits, the amount of any grant award, term of payment, and general wage information gathered for the purpose of determining eligibility.

#### **EXPANSION OF EXISTING BUSINESSES:**

Those businesses already located within the City that wish to expand may access the City's Qualified Target Industry (QTI) Program for assistance.

#### ADDITIONAL PROGRAM ASSISTANCE:

Participation in this Program would not preclude an Applicant from seeking additional assistance from the City/CRA if approved by the respective bodies.

#### **PROGRAM FUNDING:**

Nothing contained in this Program shall be construed to be a guarantee or entitlement to an economic incentive from the City of Winter Park, regardless of an Applicant's conformity to the Guidelines, financial condition of the City/CRA, or funding budgeted for economic incentives.

Department of Economic Development/CRA 401 S. Park Ave Winter Park, FL 32789 407-599-3398 TIE Program Guidelines Updated 3/16/2017 For more information on this and other City programs please visit <a href="www.cityofwinterpark.org">www.cityofwinterpark.org</a> and click on Departments, Economic Development/CRA.

**Table 1: Guideline Matrix** 

Guidelines	Job Creation		
# of Jobs (FTE)	For relocation to the city, at least 50 new jobs		
Average Annual Salary	High wage; minimum of 115% of County Average Wage		
Targeted Industries	Arts & Culture; Creative Services; Financial and Professional; Health Care; Knowledge Creation; Real Estate Development; Corporate Headquarters		
Term of Commitment to Remain in City	5 - 10 years		
Incentive Considered	\$1,000 - \$2,000 per job created; incentive varies based on level of average wage		
Payout of Incentive Awarded	Varies; no more than 5 years		
Maximum Incentive	No more than \$200,000 total over 5 years		

### T.I.E. PROGRAM APPLICATION

# GENERAL PROJECT OVERVIEW

Name of Business

#### **Project Title (1-5 word description)**





Contact the City of Winter Park to discuss your project and application before submitting a formal proposal. If submitting as part of a county or state incentive program, please submit said application in lieu of TIE program application. The complete and signed application must be filed with:

Department of Economic Development/CRA
Attn: Department Manager
401 Park Avenue S.
Winter Park, FL 32789

Tel: 407-599-3217 Fax: 407-599-3499

E-mail: kdudgeon@cityofwinterpark.org

FOR CITY USE ONLY						
Received	Revised	Completed				

BUSINESS INFORMA	ATION					
Business Name						
Address						
City	State		Zip Code			
Telephone		Fax				
Contact Person's Nam	ne					
Title		E-mail				
·	ployer Identification Number					
Is the business minori	ty owned?					
○ Yes ○ No If	yes, explain:					
	any related entity, applied for ar yes, explain:	nd/or been a	pproved for City incentives in the past?			
PROJECT OVERVIE	W					
	ving best describes this busine	ss:				
☐ New business to						
☐ Existing Florida t	ousiness relocating jobs to Winter	Park				
B. How many employ	ees (full and part time) are emp	loyed by the	business worldwide?			
C. How many jobs (fu	II and part time) are being cons	idered for re	location to Winter Park?			
Why are these jobs mov	ving?					
D. Give a <u>full</u> description of this business, including a company overview and the nature and duties of the jobs being relocated to Winter Park:						

E.	E. In what Targeted Industry(ies) does the relocating business operate? (Check all that apply)						
	☐ Arts and Culture	☐ Health Care	☐ Corporate Headquarters (USA)				
☐ Creative Services							
	☐ Financial and Professional	☐ Real Estate Development					
F.	What 4-digit NAICS code best des	cribes your business activity?					
G.	What is the project's proposed lo	cation address:					
Ad	ldress						
Cit	ty	State	Zip Code				
н.	What is the project's current loca	tion address (if different):					
Ac	ldress						
Cit	ty	State	Zip Code				
I.	Is the project located within the C	community Redevelopment					
	Area of Winter Park? (See attache	d map)	○ Yes ○ No				
J.	Which of the following describes	the applicant's operation:					
	☐ Multi-State business enterprise						
	☐ Multinational business enterprise						
	☐ Florida business enterprise						
K.	Which of the following describes	this business:					
	☐ Regional Headquarters Office	☐ International Headqua	rters Office				
	☐ National Headquarters Office	☐ This is not a dedicated	d headquarters office				
ı	What is the expected length of st	av estimated for this husiness	if it relocates to Winter Park?				
		ay commuted for this business	in a relocated to winter rank.				
	<ul><li>○ 5 years</li><li>○ 6 to 10 years</li></ul>						
	10+ years						
	, ioi youio						
J	IOB AND WAGE OVERVIEW						
A.	How many total jobs (full and par of this project?	t time) are expected to be reloc	ated to Winter Park as part				
В.	B. How many Full Time Equivalent (FTE) jobs are expected to be relocated to Winter Park as part of this project?						
	- •						

C. How many relocating employees already live in Winter Park?									
as part of this project? (Cash payments to the employees such as performance bonuses and overtime should be included. The wage reported here is only an estimate of the average wage to be paid and will not be used in the certification, agreement, and claim evaluation process.)									
E. What percentage of jobs beir	E. What percentage of jobs being relocated include benefits (health care, retirement plans)?								
CARITAL INVESTMENT OVER									
A. Describe any capital investment of facility; upgrading, remodeling of facility; upgrading of facility; upgra	ent in real and p			truction of new facility;					
remodeling of facility, appraising, is	splacing, or buying	Thew equipment.).							
B. Will this facility be:									
C Leased space with renovation	ns or built out								
C Land purchase and construc	tion of a new bui	ilding							
<ul> <li>Purchase of existing building</li> </ul>	(s) with renovati	ons							
Addition to existing building(	s) (already owned)	)							
Other (please describe in 4A a	bove)								
O Histalia and about all and a control				handle a small a sad ba					
C. List the anticipated amount as connection with this project of	• • •	-	nent to be made i	by the applicant in					
	Year 1	Year 2	Year 3	Total					
Land or Building Purchase									
Construction/Renovations									
Manufacturing Equipment									
R&D Equipment									
Other Equipment (computers, office furniture, etc)									
Total Capital Investment									
D. What is the estimated square footage to be occupied by the relocation?									
·	· ·		-						
E. When is the final location decision anticipated (date)?  F. What is the anticipated date construction will begin?									
G. What is the anticipated date	operations will o	commence?		G. What is the anticipated date operations will commence?					

What role will the incentive(s) play in the business unit's decision to locate, expand, or remain in Florida? How will the incentive dollars be used by the business?
What other locations is your company considering for this project?
What advantages or disadvantages offered by these locations do you consider important in your decision?
What advantages offered by the City of Winter Park do you consider important in your decision to relocate?
Indicate any additional internal or external competitive issues impacting this project's location decision:
ORPORATE RESPONSIBILITY  Provide a summary of past activities in Florida and in other states. For example, what kind of corporate citizen has the applicant been? Also list awards or commendations.
Provide any additional information you wish to be considered as part of this incentive application or items that may provide supplementary background information on your project or company

F	INANCIAL STABILITY				
۹.	Please provide the following financial statements and expenditure reports:				
	☐ Last three (3) years of tangible personal property tax paid by the relocating business				
	$\square$ Last three (3) years of utility payments (electric, water, sewer) made by the relocating business				
	Last three (3) years of audited financial statements indicating ongoing financial viability of the relocating business				
В.	What is your business Dun & Bradstreet rating?				
C	ONFIDENTIALITY				
The eq	e City of Winter Park understands the sensitivity of this information. To ensure confidentiality you may uest that your project information (including information contained in this application) be confidential F.S. 288.075, which allows Confidentiality of Records for a 12 month period.				
	Please indicate your confidentiality preference:				
	○ Yes				
	○ No				
S	IGNATURES CONTROLL CONTROL CON				
٩pp	olication completed by:				
	Name				
	Title				
	Company's Name				
	Address				
	City State Zip Code				
	Signature Date				
۸4	horized Company Officer:				
aut	To the best of my knowledge, the information included in this application is accurate.				
	Name				
	Title				
	Signature (REQUIRED) Date				



meeting date March 23, 2017		approved by	☐ City Manager
item type	<ul><li>☐ Administrative</li><li>☐ Action</li><li>☑ Information</li></ul>		☐ City Attorney ☑ N A

## CRA advisory board

Subject: Item 3A

State Legislative Updates

motion | recommendation

N/A

#### background

Staff is providing an update to proposed state legislature changes that have a direct impact on the Winter Park CRA. HB 13 and SB 1770 would:

- 1. Terminate all CRAs in the state by 2037;
- 2. Disallow any new CRAs after July 1, 2017;
- 3. Disallow any new CRA projects or debt after October 2017;
- 4. Disallow bond refinancing after 2037;
- 5. Limit all CRA expenditures after October 2017 to what is listed in statute, not in the CRA plan (current law)
- 6. Limit all CRA expenditures after July 2017 to those budgeted and submitted to the county commission (whether charter or not);
- 7. All budget amendments after July 2017 must be submitted to the county commission (charter or not);

Staff has been working with the city lobbyist to help build a case against these proposed bills. As part of that argument, staff has prepared a brief expenditure summary attached.

#### alternatives other considerations

N/A

### fiscal impact

N/A

#### WINTER PARK COMMUNITY REDEVELOPMENT AGENCY

#### Total Increment Revenue ('02-'15)

\$31,538,517

#### Change in District Taxable Value ('02-'15)

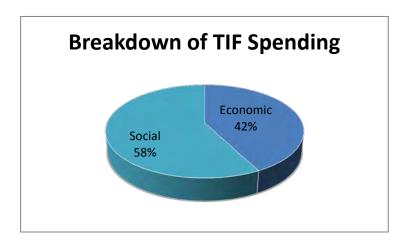
+\$268,040,963 (up 76%)

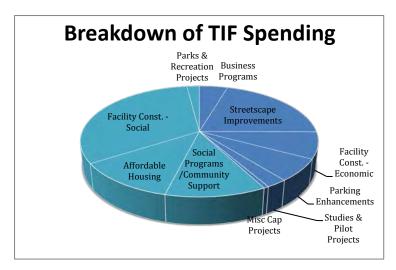
#### As a social driver:

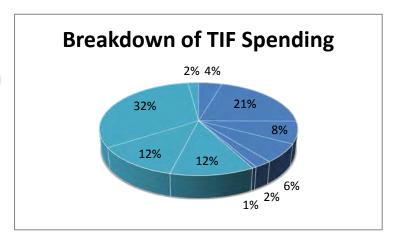
- Community Center \$9M investment + 40K annually
- Heritage Center ~\$1M investment (capital and ongoing)
- HSCLT: \$3.1M investment (cash and land)
- Housing rehab: 135 homes since '02
- SYEP Program: 154 students since '08

#### As an economic driver:

- Installation of parking garages & agreements for parking blight remediation – 208 spaces
- Business Façade: An overall 13:1 private/public ratio assisting with the redevelopment of 51 business locations
- Public sector investment of \$6.3M in infrastructure to drive private sector development.
  - o Pennsylvania
  - New England
  - o E. Morse
  - o W. Morse
  - o Fairbanks
  - o Orange
  - o Webster









meeting date March 23, 2017			
	dministrative ction formation	approved by	City Manager City Attorney N A

## CRA advisory board

Subject: Item 3B

CRA Annual Report 2015-2016

motion | recommendation

N/A

#### background

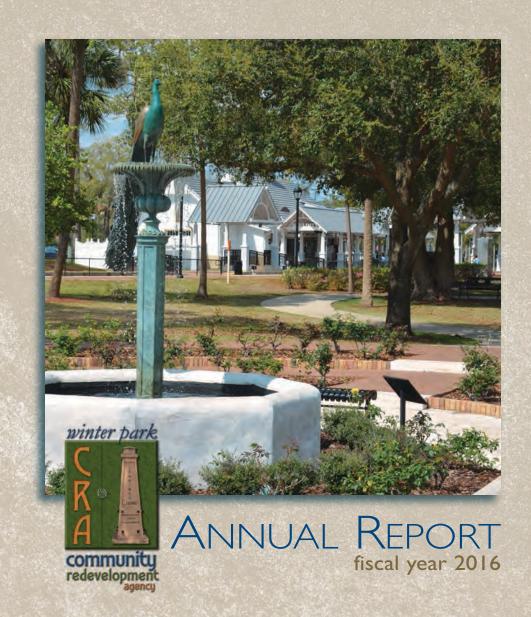
Staff is providing a copy of the 2015-2016 CRA Annual Report to the board for informational purposes. Per Florida Statute 163 Part III, staff is required to produce an annual report identifying programs and projects undertaken using increment revenue. A copy of the report must be sent to each contributing 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. The report is also available online on the CRA's website at www.cityofwinterpark.org.

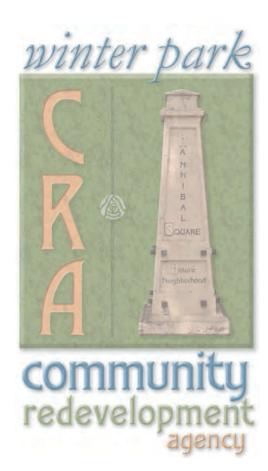
alternatives | other considerations

N/A

fiscal impact

N/A





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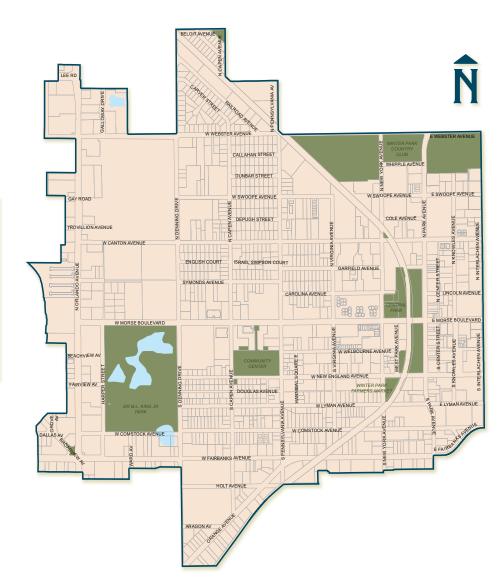




To preserve and improve the residential viability and livability of the neighborhoods within the Community Redevelopment Agency (CRA) district by encouraging and initiating activities which empower residents to effect change and to enhance and improve the commercial areas of the CRA by encouraging and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

The Winter Park CRA is guided by a CRA Plan. The CRA Plan 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 district. The CRA Plan and the CRA Plan Amendment were adopted in August 1994 and February 1999, respectively.

## district map







The Winter Park CRA Fiscal Year (FY) 2016 Annual Report covers all activities for the period of October 1, 2015, through September 30, 2016. 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 Hannibal Square neighborhood 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 7 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 and incentive programs, as well as offering numerous initiatives to meet the needs of the community that it serves. The agency receives tax revenue from both the city and county for the area it encompasses.

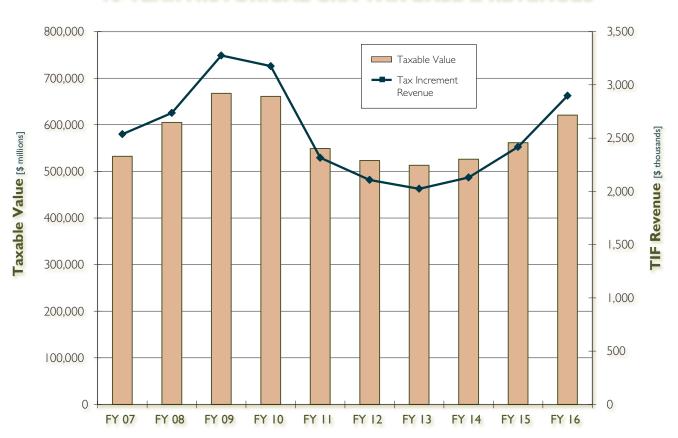


In 1994, the CRA's beginning taxable value of all properties was \$194 million. In 2016, the CRA's taxable value was \$620 million. This represents an 11 percent increase from 2015. Over the last couple of years the real estate market has grown consistently. In turn, taxable valuations for CRA properties 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 CRA 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**



## 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 Pete Weldon 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 Community Redevelopment Advisory Board to carry out the CRA Plan.

**left to right** ~ Javier Omana, Alex Trauger, Woody Woodall, Teri Gagliano, Daniel Butts and Jeff Stephens

not pictured ~ Lance Decuir and Tom Hiles, alternate

### staff



### **CITY STAFF**

**left to right ~ back row** CRA Manager Kyle Dudgeon,
Director Dori Stone and Streetscape Attendant David Schilling

**left to right ~ front row** Program Manager Lindsey Hayes and CRA Coordinator Laura Neudorffer

## strategic plan

Taxable value in the district continues its upward climb; leaving more dollars for increment revenue and blight remediation.

Staff was able to successfully 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. From this, the CRA has taken several steps towards implementation including property acquisition, streetscape improvement, parking, and working in partnership with the initiatives of the city and county.

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**.









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

### **IIII W. FAIRBANKS AVE. PURCHASE**

Located near the corner of Orlando and Fairbanks avenues, IIII W. Fairbanks Ave., known as the bowling alley site, was targeted by the city and the CRA for a twofold purpose. The opportunity to obtain additional frontage to correct transportation deficiencies is a large part of the CRA Plan. Secondly, the CRA Plan highlights the on-going development and expansion of Martin Luther King, Jr. (MLK) Park (formerly Lake Island Park). Prior to its purchase by the city/CRA partnership, the site remained vacant for an extended period of time. Conversations are underway regarding how to best integrate it with existing infrastructure and MLK Park.



#### **DENNING DRIVE**

A significant component to the CRA plan is to identify and provide enhancements for buffering between residential and commercial uses. Denning Drive is a local collector road separating the Hannibal Square neighborhood and Winter Park Village commercial area.

The intent of the project is to right-size the roadway from an undivided four-lane road to a three-lane road with protected left turns. The recaptured right of way will be used to construct a 10-foot, mixed-use path for pedestrians and bicyclists. The project additionally provides for increased landscaping opportunities as well as the added benefit of safety and transportation improvements for all modes of transportation.

An inclusive process, CRA staff led 18 public meetings with stakeholders on this project, including two that were noticed CRA-wide through the *Hannibal Herald*, a revived newsletter utilized in the past which was used for discussing upcoming and current district programs. [At time of print, the project was approved in February 2017 by the Board.]











#### **NEW YORK AVENUE**

CRA staff continued to follow the capital improvement plan by developing concepts for improvements on New York Avenue. Running parallel to Park Avenue, the right of way has great potential for streetscape enhancement to promote connectivity and beautification. The road is also unique as it has an angled railroad crossing at the corner of New York and Lyman avenues.

While continuing to develop concepts and designs holistically, the CRA funded the improvements at the intersection to change this bumpy, rubble-ridden crossing to one that now runs flush between the railroad tracks and road. Designs for the road from Fairbanks to Canton avenues are expected to continue in FY 2017.

### MT. MORIAH LEASE AGREEMENT

The CRA extended its partnership with the Mt. Moriah Missionary Baptist Church to lease 48 spaces located at 411 S. Pennsylvania Ave. in the Hannibal Square area for public use. Written about extensively in the CRA Blight Study, CRA staff continues to collaborate on opportunities to provide parking improvements in the district. The agreement is for five years, with a seven-year option, enabling the agreement to exist throughout the life of the CRA.

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

### HOME RENOVATION 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 135 homes have been improved, with over \$1.5 million in investment for income-qualifying families within the CRA.

### **RESIDENTIAL DRIVEWAY & PAINT PROGRAMS**

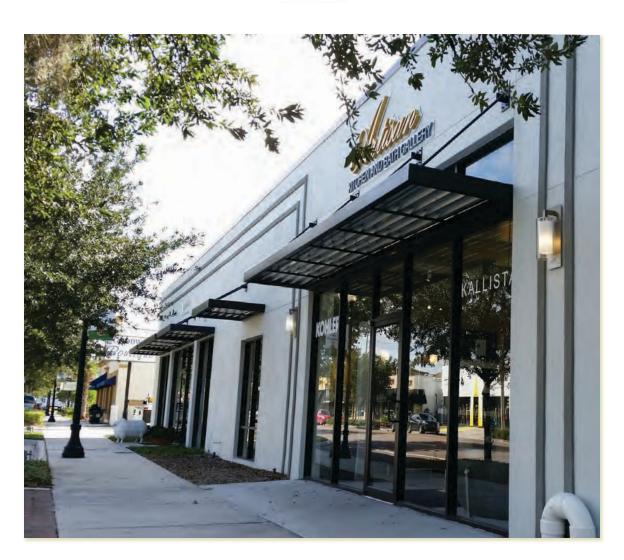
During the administration of the housing rehabilitation program, the priorities of expenditures started with safety improvements. This left a void in improving the aesthetic value of the home. Because of this, the Residential Driveway and Paint programs were created. These programs focus on elevating the importance of cosmetic aesthetics by providing funds for driveway construction/rehabilitation, as well as new paint for existing structures. In their first year, the programs worked on three houses, approving two paint applicants and one driveway. There is now a waitlist, which is an indication for this type of demand within the district.













### 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, as well as maintaining the character and quality of commercial districts. To date, the program leverages a 13:1 ratio with regards to private/public funds.

#### MICRO LOAN PROGRAM

SeaCoast Bank is a community partner that 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 FY 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.



### **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 the city's Parks & Recreation Department, a CRA partner.



### SUMMER YOUTH ENRICHMENT PROGRAM

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





#### MERCHANT EMPLOYEE PARKING PROGRAM

The CRA implemented the Merchant Employee Parking Program for several purposes, including the need to make spaces available on Park Avenue for customers and guests. Employees with a hang tag are provided all-day parking in select downtown areas. Providing these locations incentivizes the movement of employee cars off the main, downtown commercial arterials and frees on-street parking for patrons and guests. The program is in its third year.



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.

### 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 enjoy this celebration, which has been a signature event for almost 40 years.

### POPCORN FLICKS IN THE PARK

The CRA funds monthly films in Central Park that are produced by Enzian Theater. The free and family-friendly event showcases films that are appropriate for all ages, including 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. These movie events draw over 5,000 people per year.











### "WINTER IN THE PARK" HOLIDAY ICE SKATING RINK

For the seventh year in a row, the CRA funded the holiday ice skating rink "Winter in the Park." The event ran from November 20, 2015, through January 10, 2016, and was held in the Central Park West Meadow. Residents and guests were able to experience the feel of winter during the holiday season at "Winter in the Park."

The event drew over 30,000 skaters and spectators to the downtown shopping district. In its seventh year, the event buys not only goodwill as an expected community staple during the holiday season, but drives direct impact and foot traffic to local merchants.



#### ORGANIZATIONAL SUPPORT GRANT

With the understanding that partnerships can emerge between budget cycles, the organizational support grant was created to financially assist non-profit organizations with programming and events that produce a direct benefit to the district. In its first year, the grant assisted with the "Winter on the Avenue" event, partnering with the city and Winter Park Chamber of Commerce, to draw 15,000 people to downtown providing a direct benefit to local merchants.

### CREALDÉ SCHOOL OF ART

The CRA provides funding for programming and exhibits managed by Crealdé School of Art at the Hannibal Square Heritage Center. The CRA also supports the annual Unity Heritage Festival, celebrating Dr. Martin Luther King, Jr.

### WINTER PARK PLAYHOUSE

The CRA provides funding for programming to the Winter Park Playhouse located on Orange Avenue. The purpose of the funds is to assist with the Playhouse's programming for youth and elderly in the district as well as provide discounted ticket prices to plays.

### partners



### WELBOURNE AVENUE NURSERY& KINDERGARTEN

Continuing to carry out the social side of the CRA plan, funding is provided to the Welbourne Avenue Nursery & Kindergarten for physical building improvements and assistance in social programming for the district.

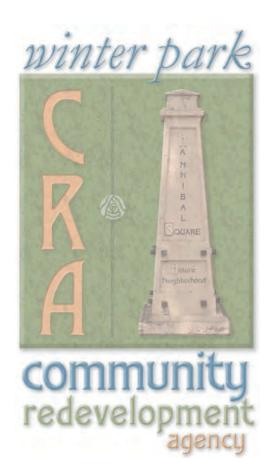
# financials

REVENUES	Actual FY 2015	Actual FY 2016	Budget 2017
TIF Revenue	2,391,268	2,986,272	3,798,143
Investment Revenue	63,100	42,467	40,000
Misc. Revenue	260,177	187,334	255,000
Totals	\$2,714,545	\$3,216,073	\$4,093,143
EXPENDITURES			
Operating	391,634	440,010	603,671
Community Initiative	88,500	131,825	173,000
Capital Maintenance	119,159	75,331	90,000
Totals	\$599,293	\$647,166	\$866,671
DEBT SERVICE			
Principal	1,055,000	1,085,000	1,120,000
Interest	443,378	409,053	373,552
Totals	\$1,498,378	\$1,494,053	\$1,493,552
NET OPERATING GAIN/LOSS	\$616,874	\$1,074,854	\$1,732,920
CAPITAL OUTLAY			
New Projects	\$401,090	\$1,405,963	\$3,434,750
Totals	\$401,090	\$1,405,963	\$3,434,750
OTHER FINANCING SOURCES			
Issuance of Debt	\$2,230 0 -	\$2,230 0 -	\$2,230 0 -
CHANGE IN FUND BALANCE	\$215,785	\$(331,109)	\$(1,701,830)
BEGINNING FUND BALANCE	\$1,875,386	\$2,091,171	\$1,760,060
ENDING FUND BALANCE	\$2,091,171	\$1,760,060	\$58,230

FY 2015 actuals represent a reconciliation and recalculation of expenditures which occurred after the FY 2015 Annual Report submittal.

FY 2015 and 2016 totals represent actual project expenditures and transfers. The Ending Fund Balance represents funds carried over to the subsequent fiscal year from previously approved or ongoing projects.

FY 2017 totals reflect project balances rolled forward and estimated budgeted project expenditures combined. The figures represents unencumbered funds remaining to be assigned to a project before the close of the fiscal year.



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#### CRA COORDINATOR

Laura Neudorffer @ 407.643.1657 Ineudorffer@cityofwinterpark.org



### agenda item

meeting date M	<b>1arch</b> 2 <b>3</b> , 201 <b>7</b>	approved by	☐ City Manager
item type	<ul><li>☐ Administrative</li><li>☐ Action</li><li>☑ Information</li></ul>	арргоved by	☐ City Attorney ☐ N A

### CRA advisory board

Subject: Item 3C

Board Appointment Update

motion | recommendation

N/A

### background

The following chart describes appointment dates, term and eligibility for members of the Community Redevelopment Agency Advisory Board. Per Article 3, Section 2-48 of the Code of Ordinances, appointments shall be made for three-year terms with an opportunity to be reappointed for one three-year term immediately following the expiration of the initial three-year term. Appointments are made at the first City Commission meeting in May.

Those wishing to reapply may do so either online at <a href="https://cityofwinterpark.org/government/boards/citizen-board-application/">https://cityofwinterpark.org/government/boards/citizen-board-application/</a>.

Name	Term Ending	Eligible for new term?
Chair: Daniel Butts	2017	No
Vice Chair: Woody Woodall	2017	Yes
Javier Omana	2019	Yes
Tom Hiles	2019	Yes
Jeff Stephens	2018	Yes
Lance Decuir	2018	Yes
Alex Trauger	2019	Yes
Alt: Teri Gagliano		*will move into regular position if a seat is vacated.

### alternatives | other considerations

N/A

### fiscal impact

N/A