

winter park



community
redevelopment
agency

agenda

February 22, 2018; 12:00 pm

Chapman Room

401 S. Park Ave. 2nd Floor

CRA advisory board

1 Administrative items

- A. Annual Report Photo
- B. Approval of the Meeting Minutes from 11-30-17

2 Action items

3 Informational items

- A. CRA Project Update
- B. Winter in the Park 2017

4 Public Comment

5 New business items

6 Adjournment

- A. Next CRAAB meeting – March 22

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 February 22, 2018

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 November 30, 2017 meeting minutes is requested.

background

N/A

alternatives | other considerations

N/A

fiscal impact

N/A

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

**Regular Meeting
12:00 pm**

**November 30, 2017
Chapman Room**

MINUTES

Chairman Javier Omana called the meeting to order at 12:07 pm

BOARD MEMBERS PRESENT: Javier Omana, Jeff Stephens, Teri Gagliano, Alex Trauger, and Woody Woodall.

BOARD MEMBERS ABSENT: Lambrine Macejewski

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

ADMINISTRATIVE ITEMS:

Item A: Approval of the 11-09-2017 Meeting minutes

Motion made by Teri Gagliano, seconded by Jeff Stephens, to approve the November 9, 2017 minutes. Motion passes 5-0.

ACTION ITEMS:

INFORMATIONAL ITEMS:

Item A: November 13, 2017 CRA Agency Meeting Review

Staff provided the Board with an overview from the CRA Agency meeting and opened the floor for questions and comments. Board inquired about bollards, staff stated that Public Works is involved in obtaining additional quotes and the information will be presented to the CRA Agency once complete. Other topics of interest included parking strategies, the implementation of an additional parking ambassador, status of the library project, and tree grate installation progress. Staff informed the Board that Denning Dr. is estimated to be complete late summer 2018.

Item B: Meeting Calendar 2018

Staff provided Board members with a list of the 2018 Meeting schedule

NEW BUSINESS ITEMS:

Staff presented the option of adjusting the current work session and regular meeting schedule to be more efficient and eliminate downtime to better utilize Board members time.

Motion made by Alex Trauger, seconded by Woody Woodall, to maintain the current 12:00 p.m. start time for regular meetings but allow staff the flexibility to adjust the agenda and/or schedule accordingly to accommodate work sessions as needed.

Motion passes 5-0

ADJOURNMENT:

There being no further business to discuss, the meeting adjourned at 12:50 p.m.

Chairman, Javier Omana

Board Liaison, Laura Neudorffer

winter park



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agenda item

meeting date September 21, 2017

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

Subject: Item 3A

Project Updates

motion | recommendation

background

This item provides a platform for staff to discuss relevant projects within the CRA boundary. Items discussed generally do not necessitate action by the board, but offer an opportunity to share updated information.

alternatives | other considerations

fiscal impact

BEFORE



AFTER



TEEN CHEF PROGRAM - JANUARY 2018



winter park



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agenda item

meeting date February 22, 2018

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

Subject

Winter in the Park 2017 report

motion | **recommendation**

background

Staff is providing information relative to the 9th year of Winter in the Park.

alternatives | **other considerations**

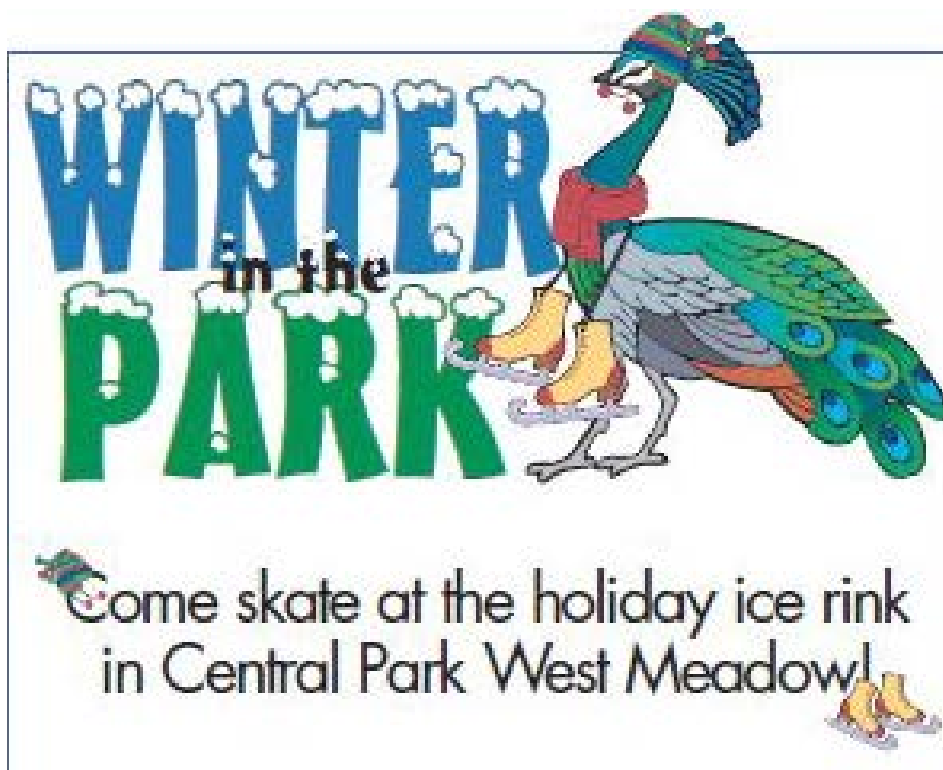
N/A

fiscal impact

\$225,000 budget allocation with offsetting revenues

Winter in the Park 2017

Event Summary
February 2017



Department of Economic Development/CRA

#WINTER in the PARK

TABLE OF CONTENTS

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

Executive Summary

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

Experience

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

Marketing

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

Economic Impact

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

Summary and Recommendations

The following are considerations for future years of the ice rink including the evaluation of an open air concept, emphasis on traditional holiday themes in lieu of LED lighting, integration of special events and social media, and partnerships with third party discount sites.

CRA Considerations

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

Event Details

Total Skaters in Attendance: 16,266
Total Revenues: \$187,306.70
Total Expenditures: \$212,420.34
Net Cost: approximately -\$25,113.64

Attendance

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

That said, using updated tendering technology, staff was able to finally begin to piece together where the origin of destination guests of the rink came from. Major points of origin included 1. Orange County, 2. Orlando, 3. Winter Park, 4. Altamonte Springs, and 5. Maitland suggesting the event operates as a regional attraction.

Notes on Revenues

The largest differentiation in revenue was the absence of opening weekend. Chiller issues resulted in the delay of opening the rink resulting in a missed opportunity for revenue, and the distribution of complimentary tickets for good will. Data on ticket redemption rates suggests many of these tickets were used resulting in missed opportunities for revenue twice over. Revenues on or near special events and holidays have continued to spike upwards demonstrating an appetite for family friendly activities around holiday traditions.

Sponsorship

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

Notes on Expenditures

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

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

Experience

Groupon

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

Special Events

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

Marketing

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

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



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

Economic Impact

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



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

Recommendations

For future consideration staff suggests the following:

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

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

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

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

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

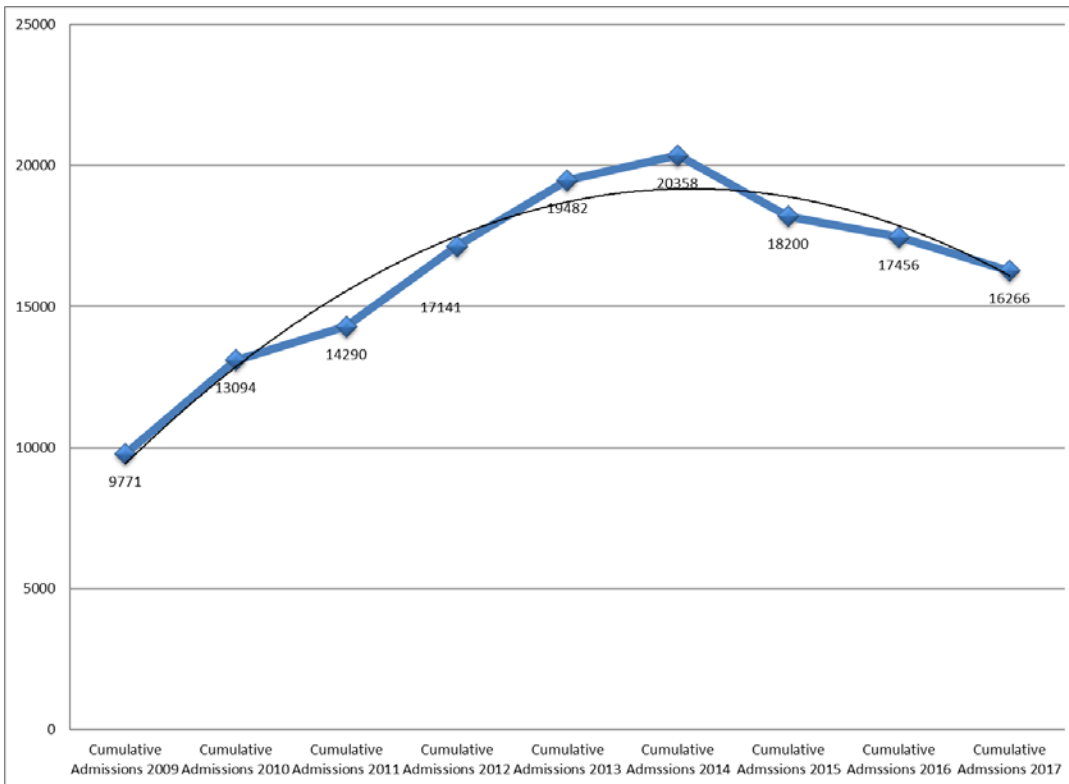
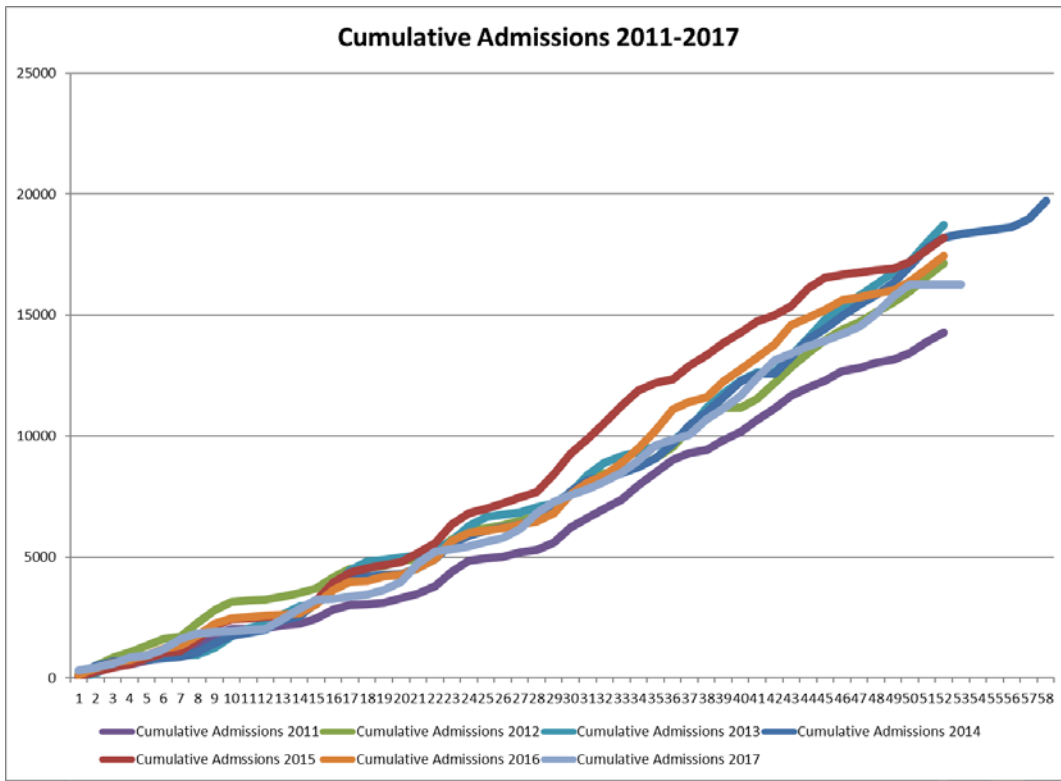
CRA Considerations

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

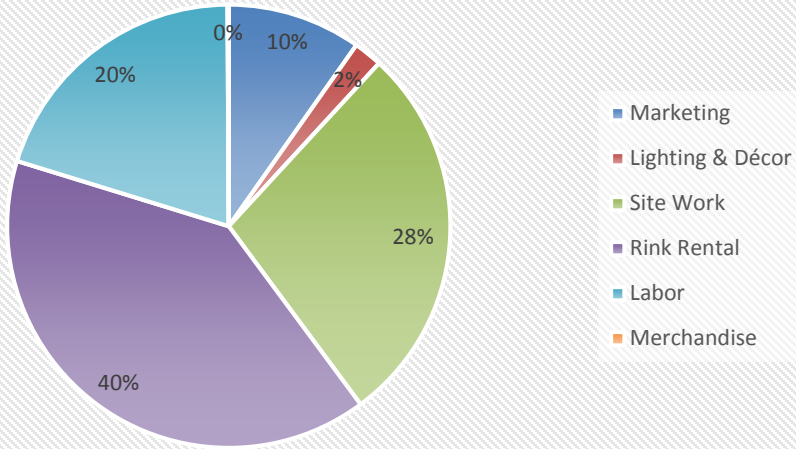
Budget Encumbrances. While the budgetary mission of the rink is to break-even, the annual commitment of \$225,000 does limit the opportunity to execute other projects. With nine years left in the CRA, that is a total allocation of almost \$2 million for other strategic initiatives.

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

Appendix A – Graphs



Total Expenses



Appendix B –Demographic Summary (Groupon)

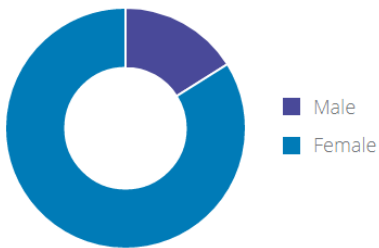
New vs. Returning Customers



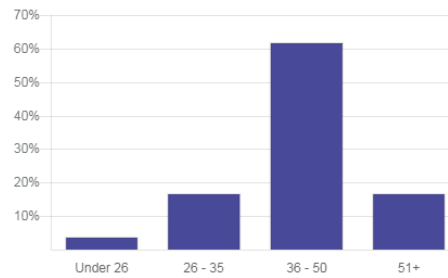
- 65% are new to your business
- 28% were reactivated by your deal; their previous visit was more than 6 months ago
- 7% are current customers who have visited your business within the last 6 months

Based on 706 survey respondents

Gender Breakdown



Customer Age



Customer Distribution

Where your customers live

