

# Economic Development Advisory Board

**October 21, 2014 at 8:00 a.m.**

Winter Park City Hall, Chapman Room  
401 Park Avenue S., Winter Park, FL 32789



## **1. administrative**

- a. Approve minutes from 09-16-14

## **2. action**

- a. EDAB 3-year Economic Development Plan

## **3. informational**

- a. Fairbanks Façade Grant Program

## **4. new business**

## **5. adjourn**

### appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK  
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting  
8:00 a.m.**

**September 16, 2014  
Chapman Room**

**MINUTES**

---

Meeting was called to order at 8:05 a.m. in the Chapman Room of City Hall.

**BOARD MEMBERS PRESENT:**, Kelly Olinger, Stephen Flanagan, John Caron, Marc Reicher, Maura Weiner, John Gill, and Owen Beitsch

**BOARD MEMBERS ABSENT:** Patrick Chapin

**STAFF MEMBERS PRESENT:** Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon

**ADMINISTRATIVE ITEMS:**

Motion made by Kelly Olinger, seconded by John Caron, to approve the August 19, 2014 minutes. Motion passes with unanimous vote.

**ACTION ITEMS:**

**INFORMATION ITEMS:**

Kyle Dudgeon, Economic Development Program Coordinator, gave an overview of the updated Economic Development Plan Update draft to the Board and objectives were discussed. The Board questioned the validity of the employees to business graph on page 8, requested replacing the Focus Area numbers with bullet-points, along with minor verbiage changes.

Additional suggestions from the Board included getting a better idea of the metrics and providing Proof Statements from businesses such as Floyd's and Pannullo's regarding the Business Façade Grant Program. David Buchheit, CRA Manager, suggested editing to a one year plan in lieu of the three year plan to allow staff to gather data while the Visioning works towards providing staff with a scope to form a three year plan. Mr. Flanagan wants corridor studies to be a part of the Visioning process. Staff will update the plan to reflect the recommended changes and bring it back to the Board in final draft form at the next regularly scheduled meeting.

**NEW BUSINESS**

There being no further business, the meeting adjourned at 9:37 a.m.

---

Marc Reicher, Chairperson

---

Laura Neudorffer, Board Liaison

2014-15

# City of Winter Park Economic Development Plan



Economic Development/CRA Department  
October 2014

**Office of City Manager**

Randy Knight  
City Manager

Michelle del Valle  
Assistant City Manager

**Economic Development/CRA Department**

Dori Stone  
Director

David Buchheit  
CRA Manager

Kyle Dudgeon  
Program Manager

Laura Neudorffer  
Coordinator

**Economic Development Advisory Board**

Chair: Marc Reicher  
Vice Chair: Owen Beitsch  
Patrick Chapin  
Stephen Flanagan  
John Gill  
John Caron  
Kelly Olinger  
Alternate: Maura Weiner

Please direct comments to:  
Economic Development/CRA Department  
Phone: 407-599-3217

## TABLE OF CONTENTS

Executive Summary.....	5
EDAB 3 Year Plan chart	
Background.....	7
Winter Park’s Economic Mission.....	8
Demographic and Market Trends.....	8
Population	
Tax Base Analysis	
Industry Sectors & Employment	
Multimodal Transit (Sunrail)	
Plan Development Process.....	13
Economic Development Advisory Board	
City Visioning	
Plan Objectives.....	14
Annual Reporting.....	15
Performance Metrics	
Accomplishments & Proof Statements	
Review & Adjustment for New Fiscal Year	
Major Projects by Year.....	16
Ongoing Projects.....	20

## **TABLE OF FIGURES**

Figure 1 – Population Totals for the City of Winter Park 2000 - 2013

Figure 2 – Winter Park Taxable Value Allocation by Type of Use 2014

Figure 3 – 7 Year Change in Local Unemployment

Figure 4 – Annual Change in Vacancy Rate for Office and Retail Space

Figure 5 – Annual Change in Relative Cost per Square Foot of Office and Retail Space

Figure 6 – Sunrail Ridership Shares-June 2014

Figure 7 – Winter Park Sunrail Station Ridership Numbers-June 2014

## EXECUTIVE SUMMARY

The 2014 Economic Development Plan provides an operational framework for the City of Winter Park that will guide the city's investment in economic development initiatives. These initiatives are designed to strengthen the city's economic vitality and quality of life through sustainable growth, assisting through public private partnership, and by recognizing and removing impediments that may restrict smart business development.

The 2014 Economic Development Plan builds upon the prior Economic Development plan first drafted in 2011. The initiatives target opportunities through data-driven, sustainable programming.

Through a collaborative process between city staff and the Economic Development Advisory Board (EDAB), the Plan has been modified from its 2011 counterpart in that three focus areas, instead of five, will be the primary goals. These will be pursued in the next three years:

- Promote Economic Development and Grow the Tax Base
- Promote and Enhance Community Character, Culture & Livability
- Target and Grow Business Clusters

The plan has also been formatted to be cognizant of an upcoming 'City Visioning' process. The intent of this exercise is to create a unified vision for the future of Winter Park. It is anticipated this method could last months with approximately 100 public meetings in total, significantly impacting the roll and tasks of the EDAB board. In turn, it has the potential to change the scope of this plan. As a response, the plan calls for three, 1-year plans for implementation. This structure's intent is to provide direction (and potentially assist in the visioning process), but allow for flexibility and review as the city completes visioning.

Each year, economic development staff will provide a report outlining completed projects and metrics. These will be vetted to EDAB for review and consideration at which time proposals for changes to next year's scope of work will be discussed.

The plan's structure can be viewed on the following page titled, "**EDAB 3 Year Plan**".

The ultimate objective is to provide systemic, pragmatic and sustainable approaches to economic development that support the goals of this plan.

The Diagram represents three, 1-year outlooks as direction for implementation of the Economic Development Advisory Board's 3 year plan. This structure's intent is to provide direction, but also allow for flexibility and review as the City moves beyond its Visioning process.

# EDAB 3 Year Plan

## 2014-15

### City Visioning

Projects to be completed during Visioning process:

## 2015-16

Annual Report provided to EDAB contains:

- Review of projects
- Recount of proof statements and other metrics
- Review of yearly events, Visioning
- Proposals for changes to 2015-16 year scope

Projects to be completed during this fiscal year:

## 2016-17

Annual Report provided to EDAB contains:

- Review of projects
- Recount of proof statements and other metrics
- Review of yearly events
- Proposals for changes to 2016-17 year scope

Projects to be completed during this fiscal year:



## BACKGROUND

The City of Winter Park was established in the late 1880's as a destination resort for northern investors looking for a warmer climate. Since that time, the city has become known for an active and thriving downtown retail core, desirable neighborhoods, a broad spectrum of cultural events and an exceptional quality of life.

This quality of life is driven by several strongly defined market segments which includes retail and office development with limited warehouse activities. This development pattern has been spurred by the redevelopment of the Park Avenue and the Hannibal Square area as well as the revitalization of the Winter Park Village along US Highway 17-92.

The city is also home to several large employers outside of the retail sector, including Bonnier Corporation, Rollins College and Florida Hospital Winter Park. Overall, there are approximately 31,000 employees within the city limits. Vacancy rates remain healthy and continue to be some of the lowest in the region.

Looking at a more regional picture, Winter Park competes with employment centers in the region such as Downtown Orlando, Maitland, Lake Mary/Heathrow and Millenia/Metrowest markets which are all located along the I-4 corridor, also called the Florida High Tech Corridor.

An important component to the city's continued arts and cultural development is the growth of tourism. In 2005, Americans for the Arts completed a survey and estimated that over 700,000 cultural tourists visit the city annually. The Winter Park Art Festival attracts the largest number of tourists interested in arts and culture with an estimated annual average of 300,000 visitors during the three day event. The Charles Hosmer Morse Museum of American Art averages 65,000-80,000 visitors per year, while the Polasek Sculpture Gardens and the Cornell Fine Arts Museum have a combined attendance of about 45,000 visitors per year.

Tourism has significant effect on the Winter Park economy. Due to the economic recession, domestic and international visitors numbers fell by about 9% in 2009, however indicators show that growth in the tourism market in 2010 is substantially at the same number as 2008, showing no further losses. Slow but steady increases in the national and international economy will hopefully mean stable tourism growth throughout the Metro Orlando region.

Over the years many, articles and travel pieces have been written about Winter Park including a 2009 National Geographic piece ranking Winter Park in their list of the world's top historic destinations for their fifth annual "Places Rated" survey. Many qualify Winter Park as a "hidden gem" and a great place to shop, dine and visit. This has encouraged and accommodated the community redevelopment effort along the downtown corridors.

## A MISSION FOR WINTER PARK'S ECONOMIC FUTURE

The 2014 plan outlines the mission for economic development in Winter Park as:

### MISSION FOR WINTER PARK

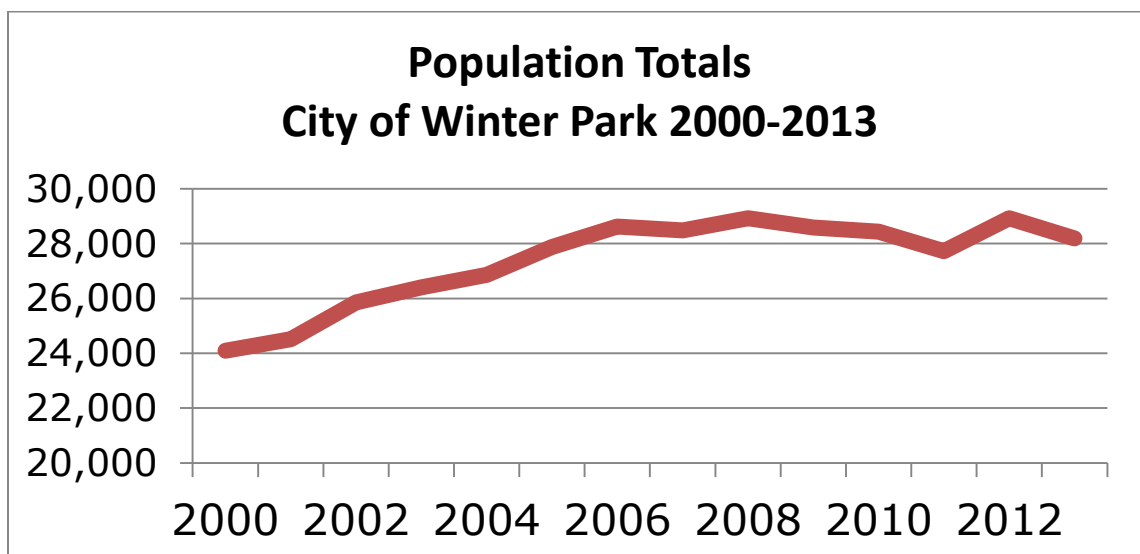
*To promote a diverse, sustainable, and proactive economic environment that incorporates all elements of the City's identity, focused on community, culture, and commerce.*

This mission mirrors the plan's 2011 counterpart as being the main charge of EDAB. It also encapsulates the three key goals of the 2014 plan.

## DEMOGRAPHIC AND MARKET TRENDS

### *Population<sup>1</sup>*

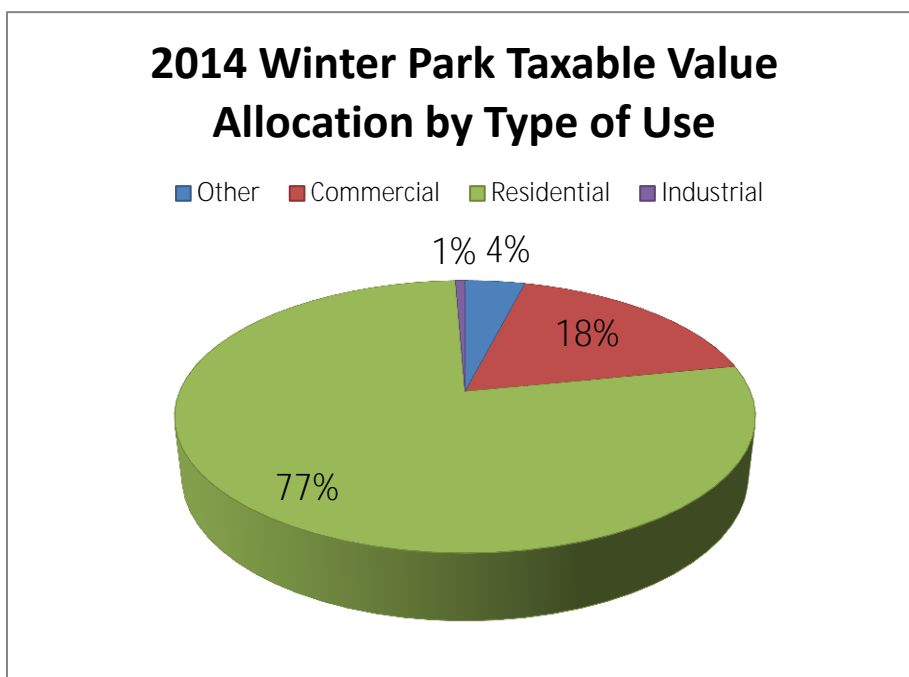
According to the Bureau of Economic and Business Research Winter Park's population for 2014 declined from 28,924 to 28,184 or a loss of over 700 people. Since the year 2000 however, Winter Park's population has grown 14.5% or an annualized rate of 1.03%. Though the recent decline in population is potentially due to the recession and recovering real estate market, long term trends of population showcase a steady, positive incline aiding the consumer base for local businesses.



<sup>1</sup> Bureau of Economic and Business Research at the University of Florida

### ***Tax Base<sup>2</sup>***

FY 2014 saw tremendous growth in the tax base with total taxable values increasing 10% to \$4.27 billion from 2012. Primarily the burden of property taxes falls to Winter Park's residents with residential properties accounting for 77%, followed by 18% for commercial, 0.9% for other categories like tourist attractions and institutional, and 1% for industrial. Overall 12.3% of the city's assessed value is exempt due primarily to property owned by the city, followed by local non-profit religious, homestead exemptions, and educational uses. This is down from 15.4% in 2012. Continued commercial redevelopment and recovery in the housing market will be crucial for future tax base growth. Beyond economic worries that have dragged the property market lower legislative risk still remains with potential caps to growth in non-homestead property. Below is a graph of the taxable value breakdown by type of use.



As shown in the chart, residential taxable value represents 77% of the total allocation by type of use. A modest change was seen over the past two years as the residential tax burden shifted down 2%. Any additional sizeable change over the near term is not expected.

### ***Industry Sectors and Employment***

Past efforts of the Economic Development Plan have relied on a variety of data sources to quantify the composition of Winter Park business. However, this data can be further evaluated by an analysis using Business Certificates and the North American Industrial Classification System (NAICS). It has largely replaced the older Standard Industrial Classification (SIC) due to its design similarities with the United Nations Statistical office's International Standard Industrial Classification system as it offers flexibility when comparing business internationally. A brief review of Business Certificates highlights the following:

Winter Park still maintained a high percentage of trade & services industries including:

---

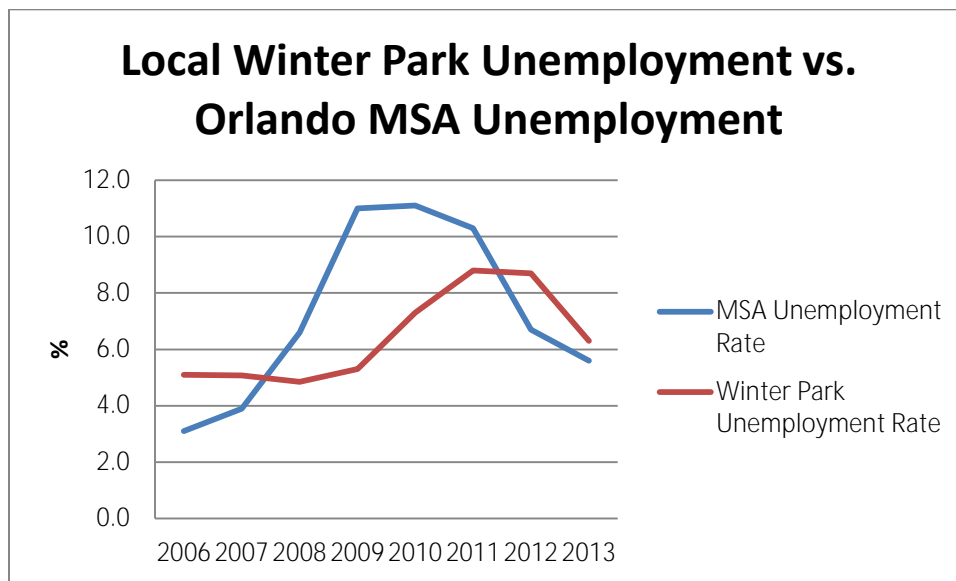
<sup>2</sup> Orange County Property Appraiser

- Professional, Scientific and Technical Services
- Health Care and Social Assistance
- Retail Trade
- Accommodation and Food Service
- Other Services

Based on NAICS codes, these firms provide 71% of the total business in the community. This is similar to the SIC codes for 'trades & service' which provided in the 2011 plan suggest 70% of business is from these industries.

### **Unemployment<sup>3</sup>**

Local unemployment for Winter Park residents has seen a slight fall and remains relatively consistent with Orlando MSA levels. In 2013, Florida provided a lower unemployment rate than the nation suggesting an improved economy at the regional and local levels. Below is a comparative graph of Winter Park's unemployment rate against the Orlando MSA.



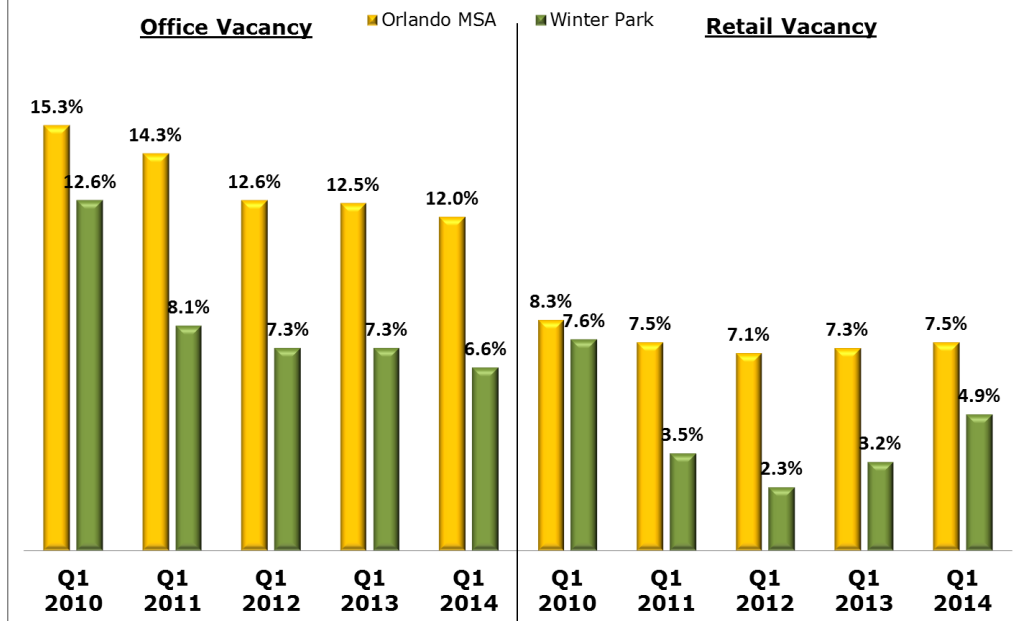
### **Office and Retail<sup>4</sup>**

The last year has shown continued signs of strength in the occupation of office and retail space within the city. Figure 5 below shows a four year change in rates for both the city and Orange County. A healthy vacancy rate is generally 10% or under suggesting acceptable rental rates and a strong small business core.

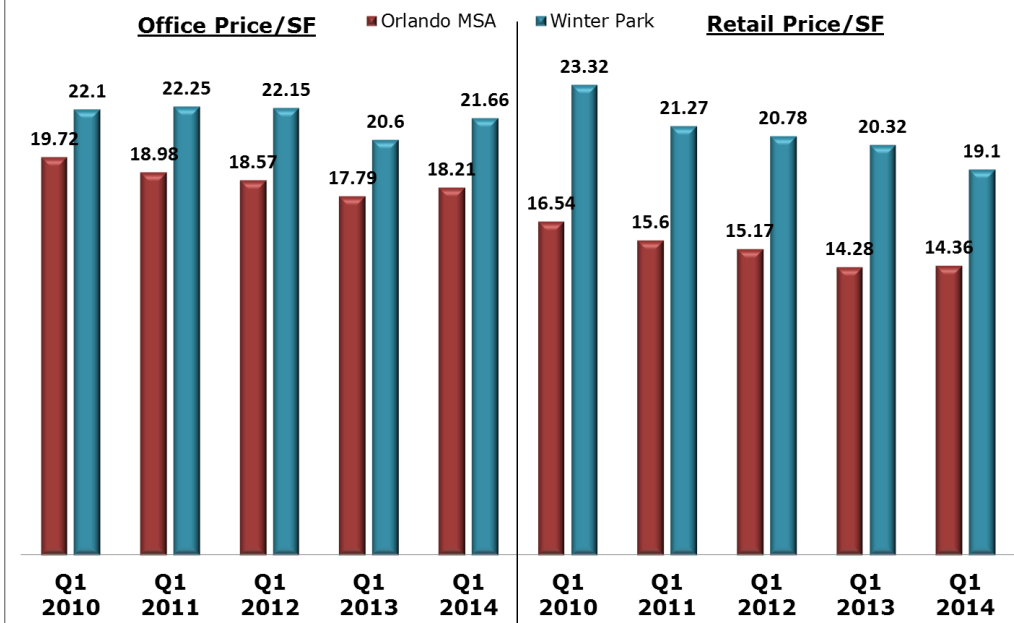
<sup>3</sup> Claritas custom annual reports for the City of Winter Park & Bureau of Labor Statistics.

<sup>4</sup> Costart Office and Retail Report Q1 2014.

### Four-Year Change in Relative Vacancy Rates for Office and Retail Space Orlando MSA & Winter Park



### Four-Year Change in Quoted Rent Rates for Office and Retail Space Orlando MSA & Winter Park

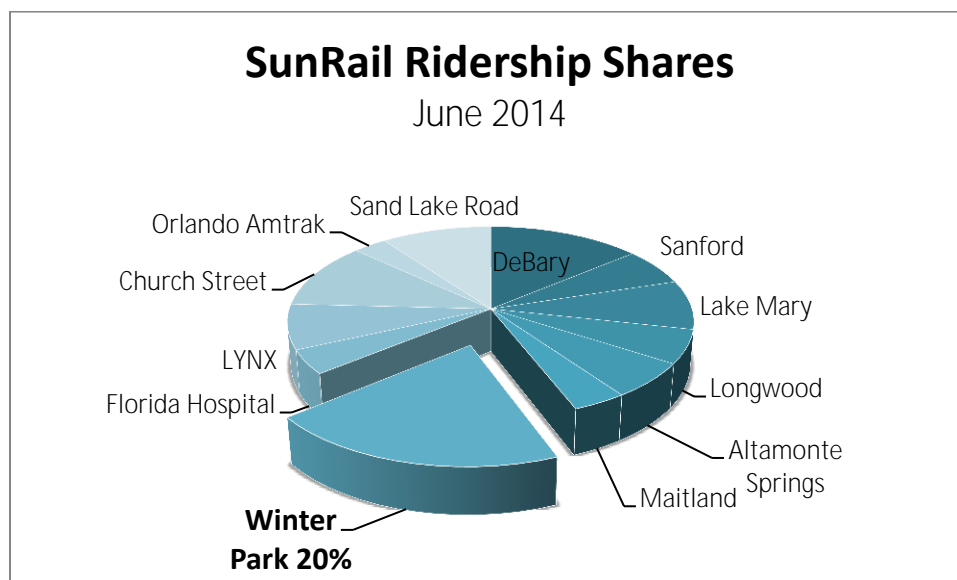


Winter Park is a leader in the region in terms of vacancy rates boasting a significantly low value in both the retail and office sectors. According to CoStar, Winter Park has a total of 325,984 square feet of office space. The city has seen increasing demand for this space dropping from 12.6% to 6.6% in the past 5 years. This places Winter Park 2<sup>nd</sup> out of 26 in the regional market. The retail vacancy market remains low as well, but ranks 7<sup>th</sup> when compared to the same 26 markets.

Totaling 162,544 square feet of total space, rental rates on the retail side have seen a steady decline of 18% over the past 5 years. This behavior is mirrored at the regional level with a 13.2% decline. That said, Winter Park still maintains a 4.9% vacancy rate and \$19.10 per square foot asking price is good for 7<sup>th</sup> and 8<sup>th</sup> out of 26 markets respectively.

### ***Multi-modal Transit (SunRail)<sup>5</sup>***

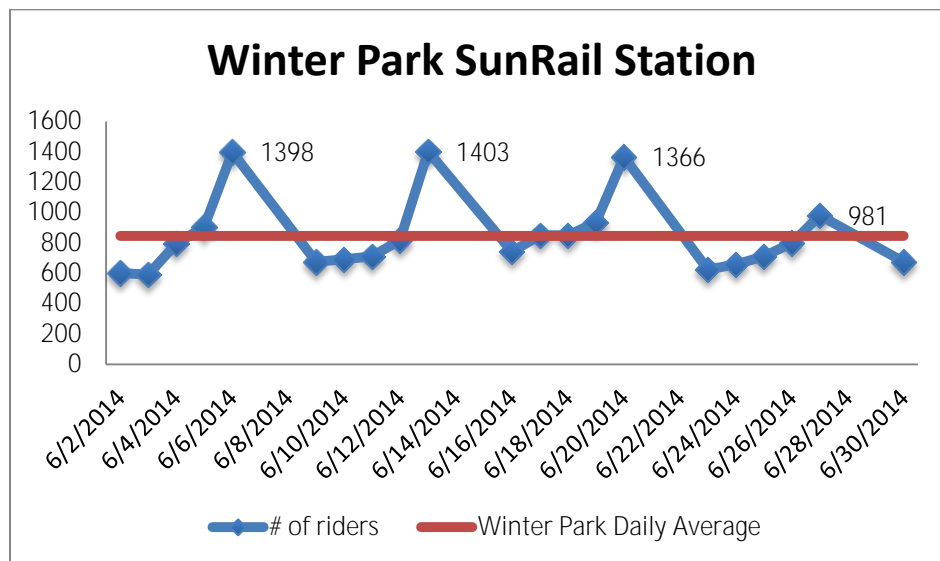
Beginning service on May 1, 2014, the commuter rail system 'SunRail' became available to the City of Winter Park and the greater Orlando region. Located near the intersection of Morse Boulevard and Park Avenue, the Winter Park Station fronts some of the city's greatest amenities including Central Park and the Park Avenue shopping district. This makes SunRail particularly advantageous as Winter Park is able to showcase itself as a live, work and play community. For June 2014, the average daily ridership to Winter Park was 847 people, approximately 262 (31%) and 379 (45%) higher than DeBary and Church Street respectively. Based on the chart, approximately 1-in-5 riders' destinations were Winter Park.



The attractiveness of Winter Park is not only just to commuters. Ridership indicates Winter Park receives a 58% boost on Friday's suggesting the rail line could also cater to leisure and tourism on the weekends. As of now, SunRail does not operate on Saturday and Sunday. A more

<sup>5</sup> Florida Department of Transportation

thorough review of ridership at the 6-month and one year levels will be a greater barometer of how SunRail will affect Winter Park.



## PLAN DEVELOPMENT PROCESS

It is the intent of this plan to augment the successes of its 2011 counterpart, revise outdated items and provide continued direction based on the above stated mission. It continues to rely heavily on the involvement of many city and regional stakeholders, including:

- Public outreach
- One-on-one interviews
- Winter Park Economic Development Advisory Board

It will also rely on the proposed analytics projects to further its actionable items including:

- Business Surveys
- Business Cluster Study
- Business Certificate Study
- Market Rate Housing Analysis

The City Visioning process is also expected to play a large role in the plan development process. As of September 23, 2014, City Commissioners have worked with the Urban Land Institute (ULI) to develop a scope that provides statistical data and will include as many Winter Park residents in the process as possible. Both staff and ULI agreed that to best fulfil this pledge a Technical Assistance Panel would be tapped to facilitate the process and use their expertise to best fit a scope of services that best meets the needs of Winter Park. A drafted scope is expected sometime in October 2014.

## PLAN OBJECTIVES

This plan identifies three focus areas that the City of Winter Park should pursue to achieve its mission and desired economic outcomes. The intended outcomes will support Winter Park as a competitive and attractive as a place to start and grow business in the Central Florida region. These actions will also improve economic opportunity and quality of life for residents.

### OBJECTIVES

- Promote Economic Development and Grow the Tax Base
- Promote and Enhance Community Character, Culture & Livability
- Target and Grow Business Clusters

## PROMOTE ECONOMIC REDEVELOPMENT AND GROW THE TAX BASE

Facilitating continued economic development and redevelopment of the city is a primary role of the Economic Development Department. Engaging with public and private projects supports a stronger tax base, which in turn, provides more revenue for further gains. This objective outlines strategies aimed at promoting this outcome. Critical projects and studies will pave the way for redevelopment to occur and further expansion of the tax base. The following provides strategies which may be involved with the development of these aims. These include analytical elements such as business surveys and certificate analysis, implementation of a Fairbanks Façade Grant Program and inclusion of an Economic Development Element into the Comprehensive Plan.

## PROMOTE AND ENHANCE COMMUNITY CHARACTER, CULTURE & LIVABILITY

Winter Park is known for possessing a livable and highly desirable community that is people-friendly with integrated land uses. Promoting Winter Park's authentic place characteristics such as lakefronts, arts, walkable neighborhoods, vibrant downtown, restaurants, entertainment, quality housing, architecture and transit access is an essential component to what makes the city unique. The plan will continue to build off of this legacy by enhancing past projects, contributing to the city's marketing and branding efforts, strengthening pedestrian, bicycle and transit connections, developing welcome packets for new business and continuing its evaluation of market rate housing stock.

## TARGET AND GROW BUSINESS CLUSTERS

The development of competitive industry clusters is one of the key generators of regional wealth. These symbiotic businesses become dependent on each other and the local resources and support infrastructure that exists in a community. Winter Park has some strong industry clusters that should continue to be monitored and nurtured. The plan will address this through updated cluster analysis and programming for retention and expansion.



## ANNUAL REPORTING

### *Performance Metrics*

The Winter Park Economic Development Plan is intended to be a guide that communicates a vision of economic success through study, action and provide a standard for measurement of that success. City staff will track and report two kinds of measures related to the implementation of the plan.

City staff will track basic economic factors including Winter Park's socio-economic structure and community success factors. These will be quantitative in nature including:

- Population
- Tax Base
- Business Creation
- (Un)employment
- Vacancy Rate & Price/SF
- SunRail ridership

Other reporting metrics will be determined through proof statements.

### *Accomplishments & Proof Statements*

A key performance metric for EDAB will be an annual recording of accomplishments and proof statements. These can be in the form of testimonials or declarations which describe a program's effectiveness such as the CRA Business Façade Matching Grant Program:

*"Since its inception in 2008, the program has assisted 48 businesses within the CRA and leveraged over \$7 million in private funding with \$490,000 in grant awards. For every \$1 awarded, the private sector has invested \$12. "*

Similar proof statements will be incorporated into the performance review of programs where applicable. This type of assessment is also valuable as it can double as a marketing tool.

### *Review & Adjustment for New Fiscal Year*

Any successful plan requires monitoring and reflection to assess project success. With that in mind, adjustment also becomes an important tool. The advantageous structure of this plan will allow for EDAB members and City staff an opportunity to reassess yearly projects as well as determine any fine-tuning that may be necessary given the economic or political landscape of Winter Park.

## MAJOR PROJECTS: YEAR ONE

The 2014 Economic Development Advisory Board expressed the need for the plan to be simplified to maintain a fixed course. As a response, the plan is divided between 'Major' and 'Ongoing' projects to provide specific direction over the next three years.

Year one projects provide five focus projects which touch on all three focus areas. Given recent agreement by the Winter Park Commission, a city-wide visioning process is set to take place. Early comments by the Commission suggest every board will have a role in the vision. Therefore, it is imperative that this be a critical project for EDAB in shaping the future vision of the city.

Other projects in year one are to include providing a business survey to city employers is to document potential hurdles preventing development, taking the next step in the *Engauge* marketing study and its 'Everyday Exceptional' concept, conducting an updated business cluster study and implementation of a Fairbanks Business Façade Grant.

### Promote and Enhance Community Character and Livability

Determine and execute the Economic Development Advisory Board's role in the city-wide visioning process

#### Intended Outcomes:

- ✓ Drive the importance of sustainable economic development into the city's vision.

### Promote Redevelopment and Grow the Tax Base

Creation, Delivery and Assessment of a Winter Park Business Survey

#### Intended Outcomes:

- ✓ Document common business obstacles preventing Winter Park firms from growth and success.
- ✓ Receive responses from business owners regarding hurdles to development, expansion plans, business health and others.
- ✓ Report on data and transition it to potential programs or customer service elements to improve the overall quality of Winter Park business.

## Promote and Enhance Community Character and Livability

### Enhance Current Marketing Opportunities

#### Intended Outcomes:

- ✓ Determine a scope of financial support for the 'everyday exceptional' concept.
- ✓ Develop an implementation strategy for that scope.

## Target and Grow Business Clusters

### Conduct an updated Business Cluster Study

#### Intended Outcomes:

- ✓ Data collect, update and report on business cluster information.
- ✓ Combine data results with business survey/certificate data to further augment programs, policies and design new initiatives.

## Promote Redevelopment and Grow the Tax Base

### Implementation of a Fairbanks Business Façade Grant

#### Intended Outcomes:

- ✓ Continue the recommendations provided by the ULI Fairbanks Avenue study.
- ✓ Create and implement a business façade program that is used by private business owners.

## MAJOR PROJECTS: YEAR TWO

Year two projects builds off the efforts of year one providing further advancement on marketing and data collection. Re-examining the business welcome package further promotes community character and livability by marketing the city and its assets to the business community. It also introduces the new business to the city's Economic Development Team. Using the business survey and business certificate data, year two's business certificate study is to evaluate business closures, retention rates and emerging firms. Data sets in year one and two will also provide a policy action by including an Economic Development Element into the city's comprehensive plan. Elements in the plan require quality data to support the policies set forth, and provide a basis for the direction of economic development of Winter Park.

### Promote and Enhance Community Character and Livability

Re-examine a Business Welcome Package for new business

#### Intended Outcomes:

- ✓ Review and evaluate the contents of the drafted 2012 business packet.
- ✓ Work with staff to establish identification and notice system for new businesses coming to the city; distribute package.

### Target and Grow Business Clusters

Conduct a business certificate study

#### Intended Outcomes:

- ✓ Quantify retention rates, business start-ups, closure, target industries and emerging firms.
- ✓ Use data for monitoring, marketing and tracking trends.

### Promote Redevelopment and Grow the Tax Base

Discuss and compose an Economic Development Element for consideration into the city's Comprehensive Plan

#### Intended Outcomes:

- ✓ Gain support for an economic development element in the comprehensive plan.
- ✓ Generate an element that ensures smart growth in the city.

## MAJOR PROJECTS: YEAR THREE

Year three projects look to update existing data sets as well as provide the beginnings of the next economic development plan moving beyond 2017. Using target cluster and business certificate data, a discussion and evaluation of expanding businesses should occur. During this time, EDAB should discuss programs moving forward for expansion and existing businesses within Winter Park. The workforce housing studies were completed in 2009 and 2012 respectively. By fiscal year 2016-2017, a re-evaluation to updated data will be required.

### Target and Grow Business Clusters

Evaluate the need to entice existing businesses to expand within the city

#### Intended Outcomes:

- ✓ Evaluate other city programs for relevancy and frequency of use.
- ✓ Use survey/certificate data to match businesses to business expansion programs.
- ✓ Target and approach individual businesses to gauge expansion potential.

### Promote and Enhance Community Character and Livability

Ensure market rate housing is available

#### Intended Outcomes:

- ✓ Re-examine the 2012 affordable housing study.
- ✓ Ensure quality, market rate housing remains at acceptable levels.

## ONGOING PROJECTS: FY '14-'17

'Ongoing' items will backdrop major projects in any given year. They are labeled 'ongoing' in that it is either unlikely the task will be completed in twelve months' time, or it is an every year assignment.

<b>Strategy:</b> Maintain a database with inventory availability	
<b>Intended Outcomes:</b>	Provide up-to-date data for new and relocating business to the city.
	Identify properties which cannot keep or find tenants; assist if necessary.

<b>Strategy:</b> Maintain strong communication networks with local and regional partners	
<b>Intended Outcomes:</b>	Maintain working relationships with regional partners for collaboration opportunities and information sourcing.
	Continue a strong customer service environment that favors and expedites sustainable business growth.

<b>Strategy:</b> Strengthen pedestrian, bicycle and transit connections	
<b>Intended Outcomes:</b>	Promote business and existing residential development patterns around the Sunrail station while allowing for adequate pedestrian and transit activities.
	Continue documenting Sunrail ridership numbers to identify opportunities for augmenting business growth.

<b>Strategy:</b>	Continue, evaluate and further develop economic development metrics and programs
<b>Intended Outcomes:</b>	Continue Micro Loan/Façade Grant/ and Targeted Industry Enhancement (TIE) programs for small and relocating businesses.
	Explore partnerships with other city departments to uncover opportunities for business expansion & retention.
	Assist in the development of business start-up/ business information seminars.
	Use data and success stories to further market the pro-business environment of Winter Park.



## City Of Winter Park Economic Development Advisory Board (EDAB) Fairbanks Business Façade Matching Grant Program

The Economic Development Advisory Board of the City Of Winter Park established the Fairbanks Business Façade Matching Grant program to provide a financial incentive to property and business owners to renovate and reinvest in the exterior of their business or commercial property. The program specifically encourages redevelopment and reinvestment for commercial properties located on Fairbanks Avenue of the City. Grants made to properties will encourage reuse/redevelopment of vacant or underutilized properties, improve appearance, and support the long-term viability of the City. A well-manicured corridor is attractive to business owners and patrons alike. This programs intent is to increase interest in the Fairbanks Avenue area.

### **ELIGIBILITY**

#### **General**

- The grant will contribute the Owner/Lessee a 25%/75% match of the total cost of eligible improvements up to \$5,000.
- Owner/Lessee is responsible for all project costs in excess of the above amount.
- All work must be done on the exterior of a street facing side of an existing building on Fairbanks Avenue.
- Fairbanks Façade Program Grant can only be used once per building; regardless of ownership.
- Fairbanks Façade Grant Program cannot be combined with CRA Business Façade Program.

#### **Applicants**

- The grant applicant must be a property owner or a business owner leasing a storefront;
- The business must the primary visible façade to on Fairbanks Avenue (see map);
- The business owner and property owner must submit a joint application;
- Proposed project must be a small business as defined by the U.S. Small Business Administration (For more information visit [www.sba.gov/size](http://www.sba.gov/size);
- Business may be an individually owned franchise as long as it meets all other criteria;
- Tenant must have at least two years remaining in lease at location of proposed project;
- The project applicant must owe no outstanding property taxes, fees, judgment, or liens to the City of Winter Park or Orange County and have no outstanding code violations.
- **Multi-Tenant Building:** Business tenants in a multi-tenant property may apply to the program as long as the tenant has a clearly definable independent entrance into the storefront that is clearly visible from public rights-of-way (ex. strip-mall tenants). Business tenants in multi-tenant buildings that do not have independent storefronts are not eligible to apply, however the property owner may still apply if they meet the eligibility requirements. Multi-tenant property owner may still apply if they meet all



other eligibility requirements. Property owners will not be able to apply if other tenants in the same property have previously used the program. If no other tenant in the property has utilized the program then the property owner may apply as the applicant and receive up to \$5,000 for the entire property.

**Ineligible Applicants:** National corporate franchises, government offices and agencies (non-governmental, for-profit, tenants are eligible), businesses that exclude service to minors, properties primarily in residential use, properties exempt from property taxes.

#### Scope of Work

Rehabilitation of building facades visible to the street or public right-of-way, including:

- storefronts
- ledges
- gutters and downspouts
- signs and graphics
- exterior lighting
- canopies and awnings
- painting and masonry work.

**Ineligible Activities:** Roofs; structural foundations; billboards; security systems; non-permanent fixtures; interior window coverings; personal property and equipment; security bars; razor/barbed wire fencing; sidewalks and paving; work performed prior to application approval.

### **PROCESS**

#### Pre-Application Meeting

The applicant is required to meet with city staff who will review the applicant's plans per the program requirements to determine eligibility. Staff will provide the applicant with general guidance as to whether the proposed project is likely to qualify for program funds and whether the applicant is sufficiently prepared to move forward to submit the application.

#### Funding Reimbursement

Reimbursement shall be limited to no more than 25% of the total cost of eligible improvements, not to exceed \$5,000 per storefront. All necessary government approvals, building permits, and taxes are not eligible for reimbursement.

The City reserves the right to refuse reimbursements in whole or in part for work that is not completed within 6 months. Funds cannot be reserved indefinitely, grants may be subject to cancellation if not completed or significant progress has not been made by the completion date. Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.

Grants are awarded on a first come, first served basis, as long as funding remains available in the program.

Contracts/Bidding:

Applicants are required to get two (2) competitive bids for every type of proposed work. The grant will match up to 25% of the cost of the bid up to \$5,000, excluding of any design or planning costs being reimbursed. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and contractor.

Accepted applicants must enter into a contractual agreement with the City prior to disbursement of grant funds.

**Disclosures**

The City expressly reserves the right to reject any and all applications or to request additional information from any and all applicants and grantees. The City retains the right to amend the program guidelines, agreements, and application procedures. The City also retains the right to display and advertise properties that receive matching funds under this grant.

In the event all programs funds have been committed, owner/lessee may still submit an application. Due to the uncertain nature of budget availability in any given year, the City cannot guarantee that funding will be available or if any applicant will be reimbursed. Applicants who submit a completed application and are on the waiting list will be eligible to be reimbursed if funding becomes available up to one year past the date of their application submittal. Work completed in advance of funding availability must be maintained in like-new condition and match with the scope of work submitted with the application in order to receive reimbursement. Only applicants that have previously applied, and been placed on the waiting list prior to beginning any façade improvements, will be eligible for funding.

City Staff/EDAB has the sole authority to determine eligibility of proposed work and confirmation of completed work. Certain work may be required or precluded as a condition of funding. Participants will be responsible for obtaining necessary regulatory approvals, including any needed by City departments or boards and including, but not limited to, building permits and any other necessary permits. All work must comply with city, state and federal regulations.

## **SUBMISSION REQUIREMENTS**

Application packages must include documentation that illustrates the visual impact of the project and its cost.

***Failure to provide required information will delay the review and/or approval process.***

The applications must include the following attachments:

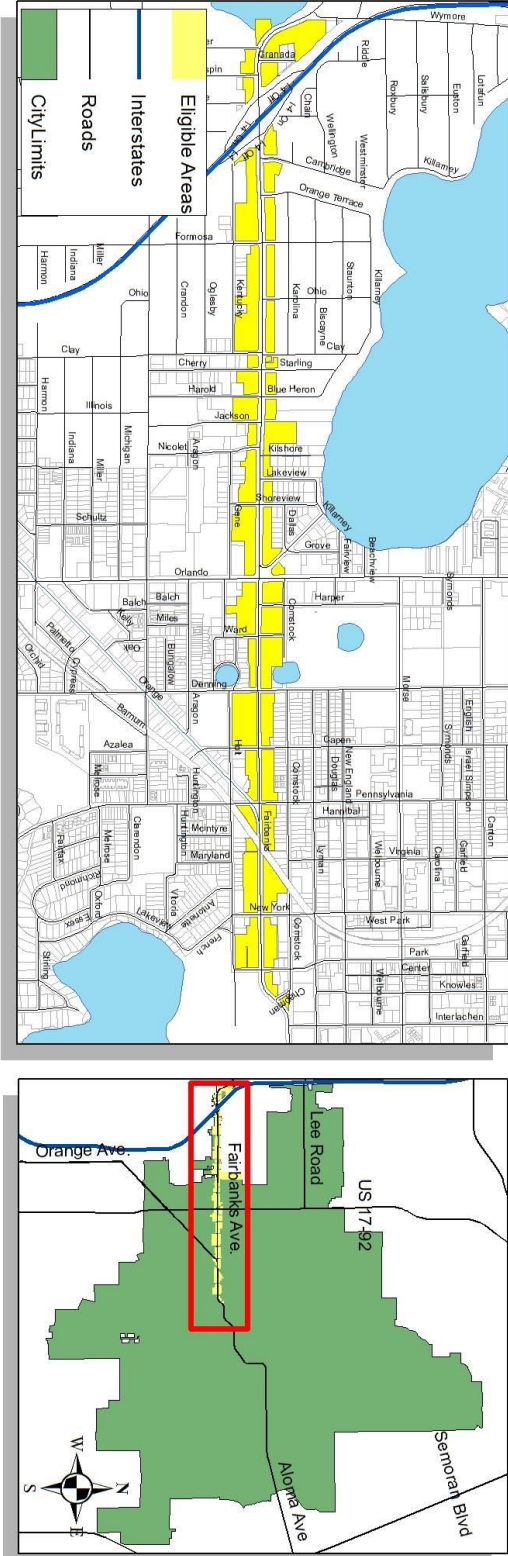
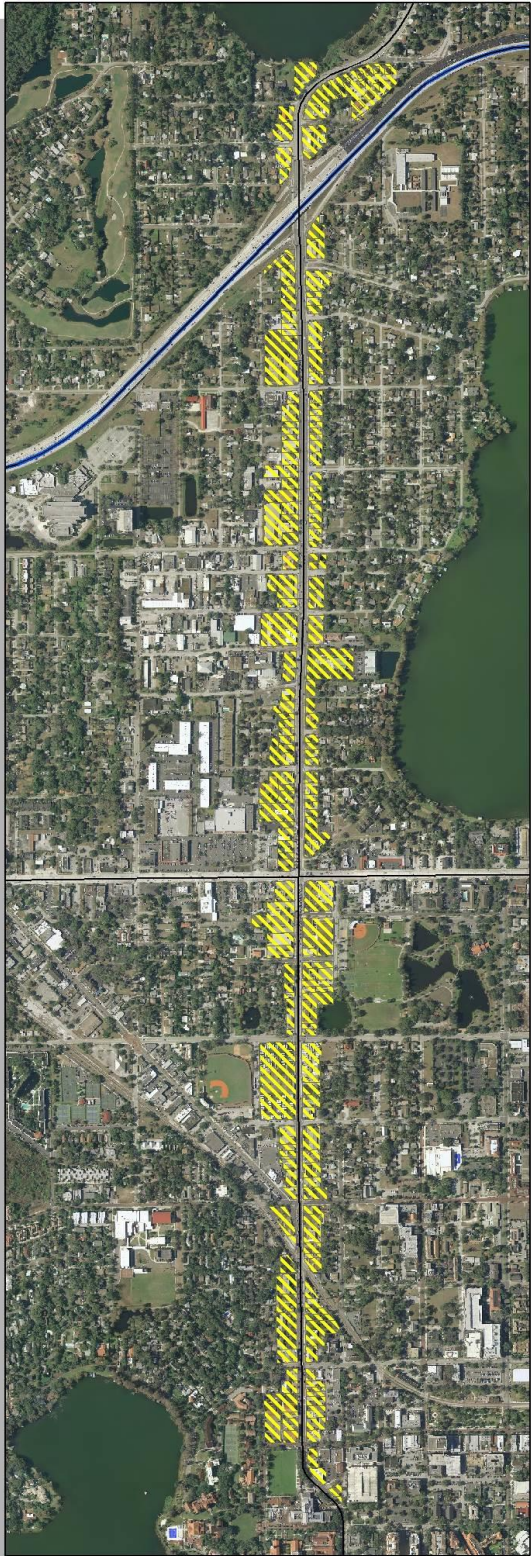
1. Complete application form
2. Copy of current business license
3. Copy of current property insurance
4. Written consent from property owner giving permission to conduct façade improvements *(if necessary)*
5. Digital photographs of existing conditions of project
6. Written description of project improvements including material list and color selections
7. Simple sketch of improvement project
8. Two competitive bids for each type of work proposed

Submit complete applications to:

City of Winter Park Economic Development/CRA  
Attn: Business Façade Program  
401 Park Avenue South  
Winter Park, FL 32789

For more information about EDAB's Business Façade Program, please contact our office at 407-599-3217.

# Fairbanks Facade Grant Program Eligibility Area



**City Of Winter Park  
Economic Development Advisory Board  
(EDAB) Fairbanks Façade Matching Grant  
Program**

**1. APPLICANT**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Legal Form:        Sole Proprietorship ☐                      Partnership ☐

                         Corporation: Profit ☐                      Non-Profit ☐

In which State are the incorporation and/or organization documents filed?

\_\_\_\_\_

Social Security Number/Tax Identification Number: \_\_\_\_\_

**2. BUILDING/BUSINESS TO BE IMPROVED**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

Legal Description (may be attached on separate page):

\_\_\_\_\_

Property Tax Parcel Number: \_\_\_\_\_

Staff Use Only: Application Approved ( Y / N ) Date: \_\_\_\_\_ By: \_\_\_\_\_





