

Economic Development Advisory Board

April 21, 2015 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 3-17-2015

2. action

- a. Community Redevelopment Agency - capital improvement endorsement

3. informational

- a. Conversation with Commissioner Greg Seidel
- b. Business tenures update

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.**

**March 17, 2015
Chapman Room**

MINUTES

Meeting was called to order at 8:00 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: Patrick Chapin, Stephen Flanagan, John Caron, Owen Beitsch, Marc Reicher

BOARD MEMBERS ABSENT: John Gill, Maura Weiner, Kelly Olinger

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Kyle Dudgeon, Lindsay Hayes

ADMINISTRATIVE ITEMS:

A. Approval of the February 17, 2014 Minutes

Motion made by Stephen Flanagan, seconded by Owen Beitsch, to approve the February 17, 2015 minutes. Motion passes with unanimous vote.

ACTION ITEMS:

A. Art on the Green

Lindsay Hayes, Senior Planner, introduced Sara Davey, Chairman of the Public Art Advisory Board and Jan Clanton, Board Member. They are requesting endorsement for the next Art on the Green display in Central Park from November 2015 through March 2016.

Motion made by John Caron, seconded by Patrick Chapin, to approve the request for endorsement for Art on the Green. Motion passes with unanimous vote.

B. Winter Park Business Survey

Kyle Dudgeon, Program Manager, stated the suggestions made by the board at the previous meeting were taken into account and staff is looking for approval to move forward. The board commented that the survey was improved. Staff stated that distribution of the survey would begin on April 1st and promotion would continue throughout the month.

Motion made by Owen Beitsch, seconded by Marc Reicher, to approve distribution of the survey. Motion passes with unanimous vote.

INFORMATION ITEMS:

C. SunRail ridership update

Staff provided information relating to SunRail ridership. Staff stated this information was pertinent due to the recent weekend ridership sponsored by several partners, including the Winter Park CRA, for the Art Festival.

NEW BUSINESS

The board questioned staff on the citywide visioning process and potential outcomes including design standards. Staff provided information relating to the timeline and process moving forward. Staff stated visioning should yield an inspirational message that should flow into a review of comprehensive plan updates, land development code and design standards discussions. Staff stated that process could begin after visioning is complete.

There being no further business, the meeting adjourned at 9:33 a.m.

Marc Reicher, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



meeting date 4-21-15

approved by

item type ☐ Administrative
☒ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3

Staff is presenting information related to a project administered by Community Redevelopment Agency staff.

motion | recommendation

Staff is requesting a motion to endorse the CRA capital improvement plan concepts as presented.

Background

Based on direction provided by the Community Redevelopment Agency, staff was tasked with identifying and conceptualizing large-scale capital projects that would improve the CRA district.

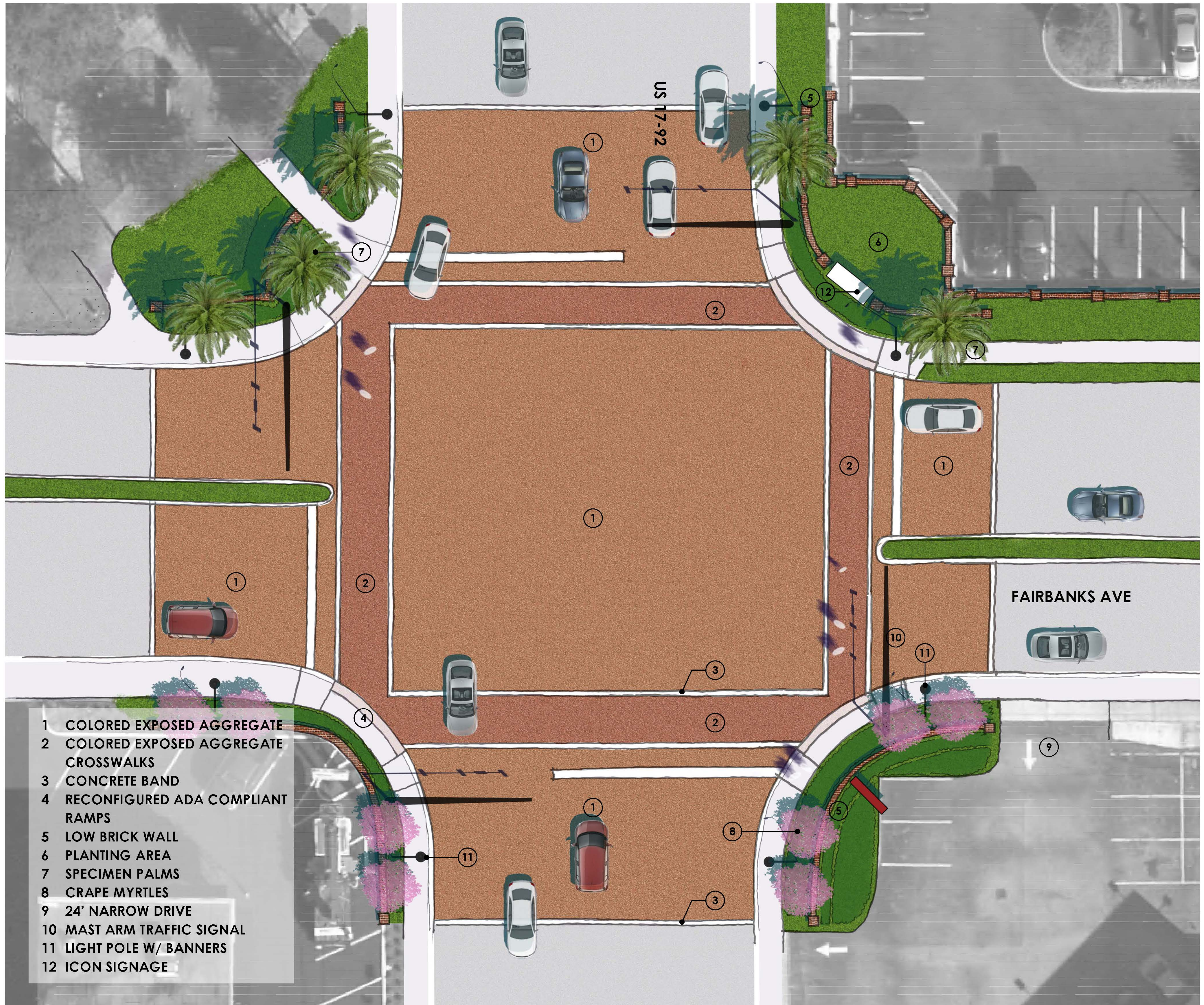
These capital projects include:

- Intersection 17-92 and Fairbanks Avenue
- Intersection 17-92 and Webster Avenue
- New York Avenue Streetscape

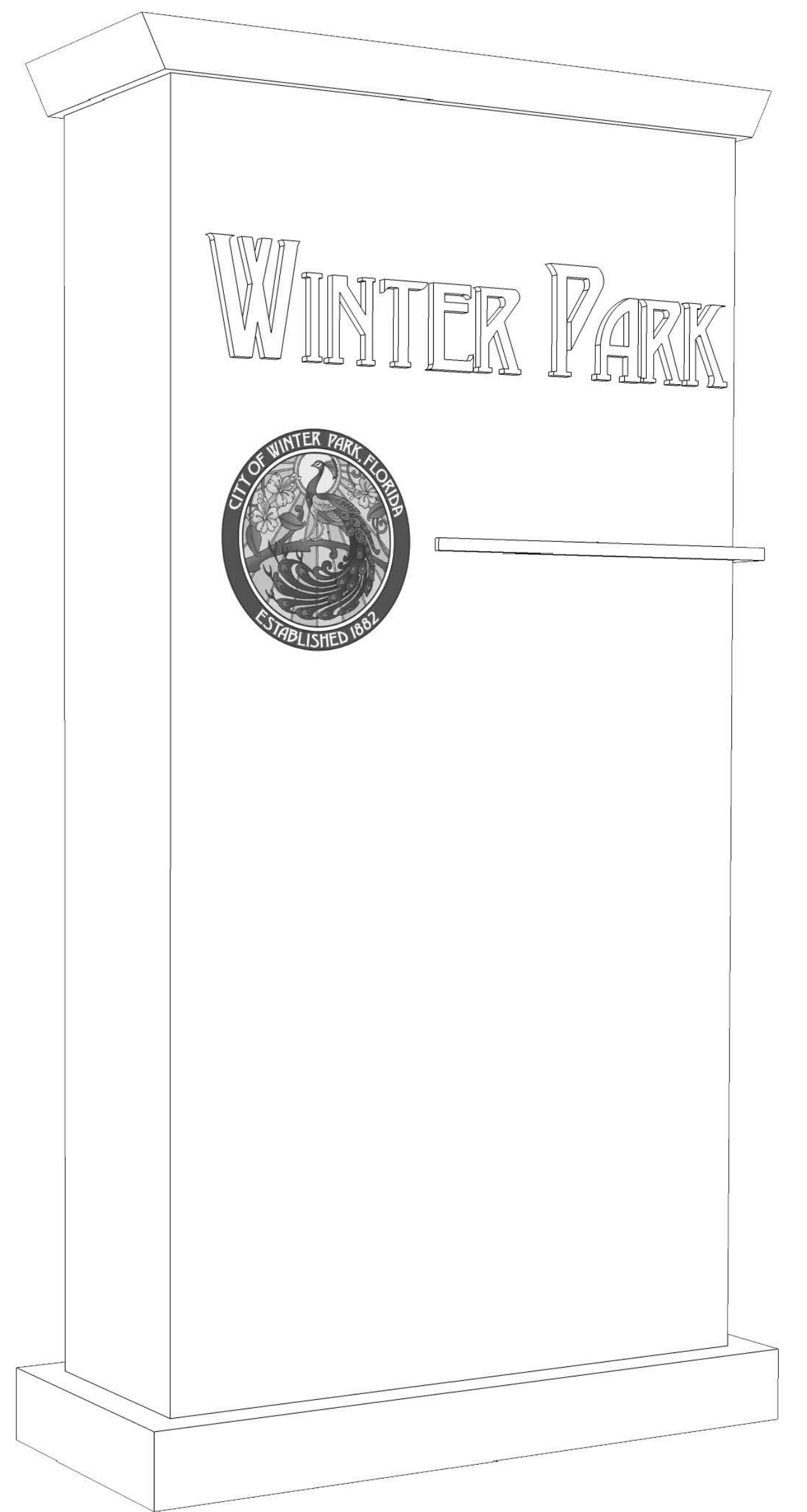
The goal of the Community Redevelopment Agency is to remove blight from the CRA district. As a result, these improvements promote a higher quality of life, add to the desirability of Winter Park, and improve the overall feel of the area.

Staff is requesting the Economic Development Advisory Board endorse the capital projects as presented. To date, staff will present these concepts to the Agency on May 11th.

US17-92 & FAIRBANKS AVE

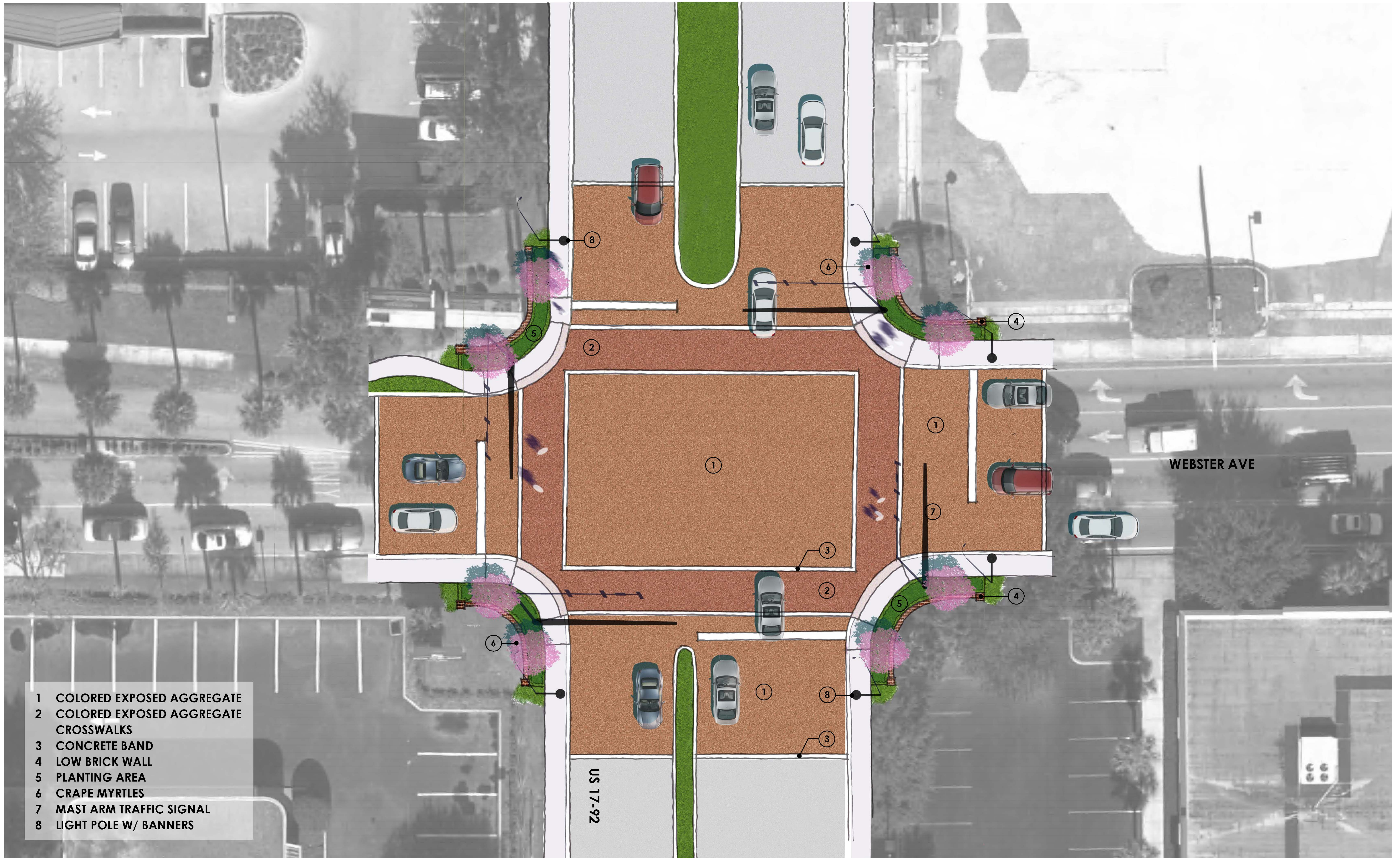


- 1 COLORED EXPOSED AGGREGATE
- 2 COLORED EXPOSED AGGREGATE CROSSWALKS
- 3 CONCRETE BAND
- 4 RECONFIGURED ADA COMPLIANT RAMPS
- 5 LOW BRICK WALL
- 6 PLANTING AREA
- 7 SPECIMEN PALMS
- 8 CRAPE MYRTLES
- 9 24' NARROW DRIVE
- 10 MAST ARM TRAFFIC SIGNAL
- 11 LIGHT POLE W/ BANNERS
- 12 ICON SIGNAGE





US17-92 & WEBSTER AVE



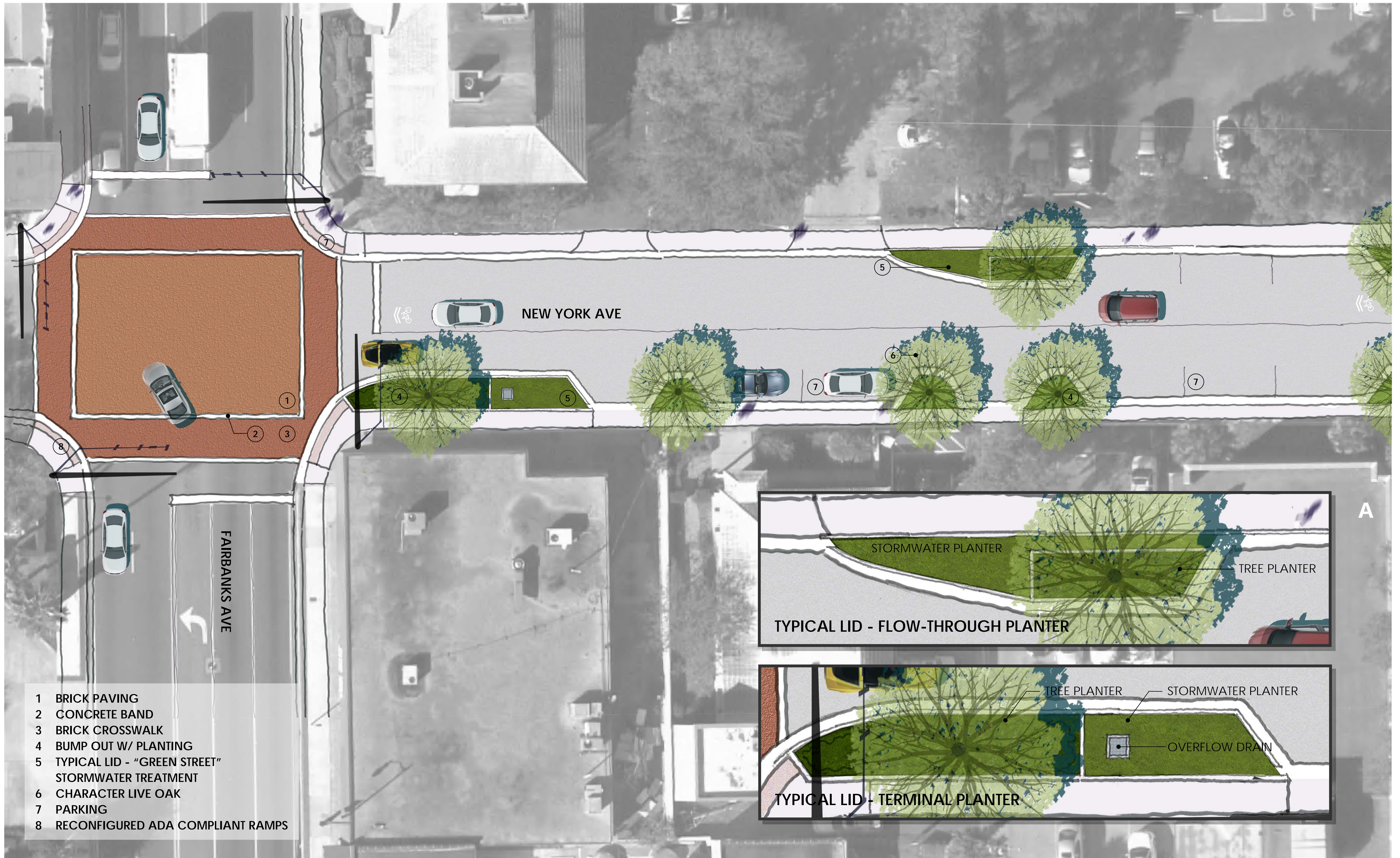
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WEBSTER AVE

US 17-92

NEW YORK AVENUE





Economic Development Advisory Board



meeting date 4-21-15

approved by

item type ☐ Administrative
☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 4

Staff is presenting information regarding long tenured businesses in Winter Park.

motion | recommendation

None

Background

Per board direction, staff is providing information related to businesses that have been in operation, within City limits, over 25 and 50 years respectively. The purpose of this item is two-fold. First is to inform EDAB members. Second is to lay background discussion for a potential business recognition program for long standing businesses within the City of Winter Park.

City of Winter Park Business Tenures

Firms over 25 and 50 Years

Background – National Survival Rate Stats

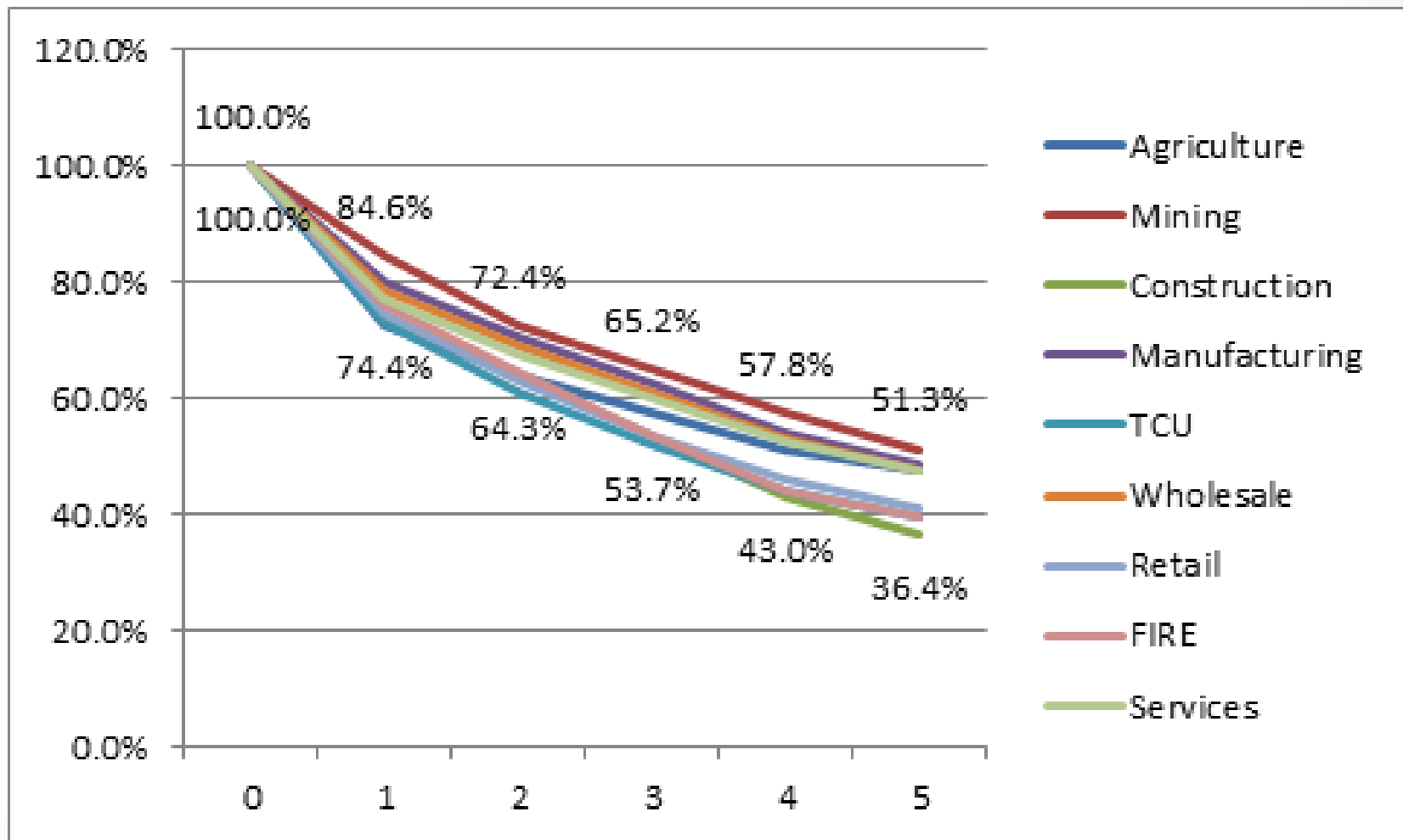
- Florida compares less favorably at the 10 year mark (28%)₁
- Winter Park is closely equivalent at the 15 year level(23%)₂
- Economic climate does not significantly affect birth and death rates ₁

Years in Existence	Survival Rate ₁
2	69%
5	49%
10	34%
15	26%



Source: Bureau of Labor Statistics₁
Winter Park Building & Permitting₂

Background – National Survival Rate Stats by industry

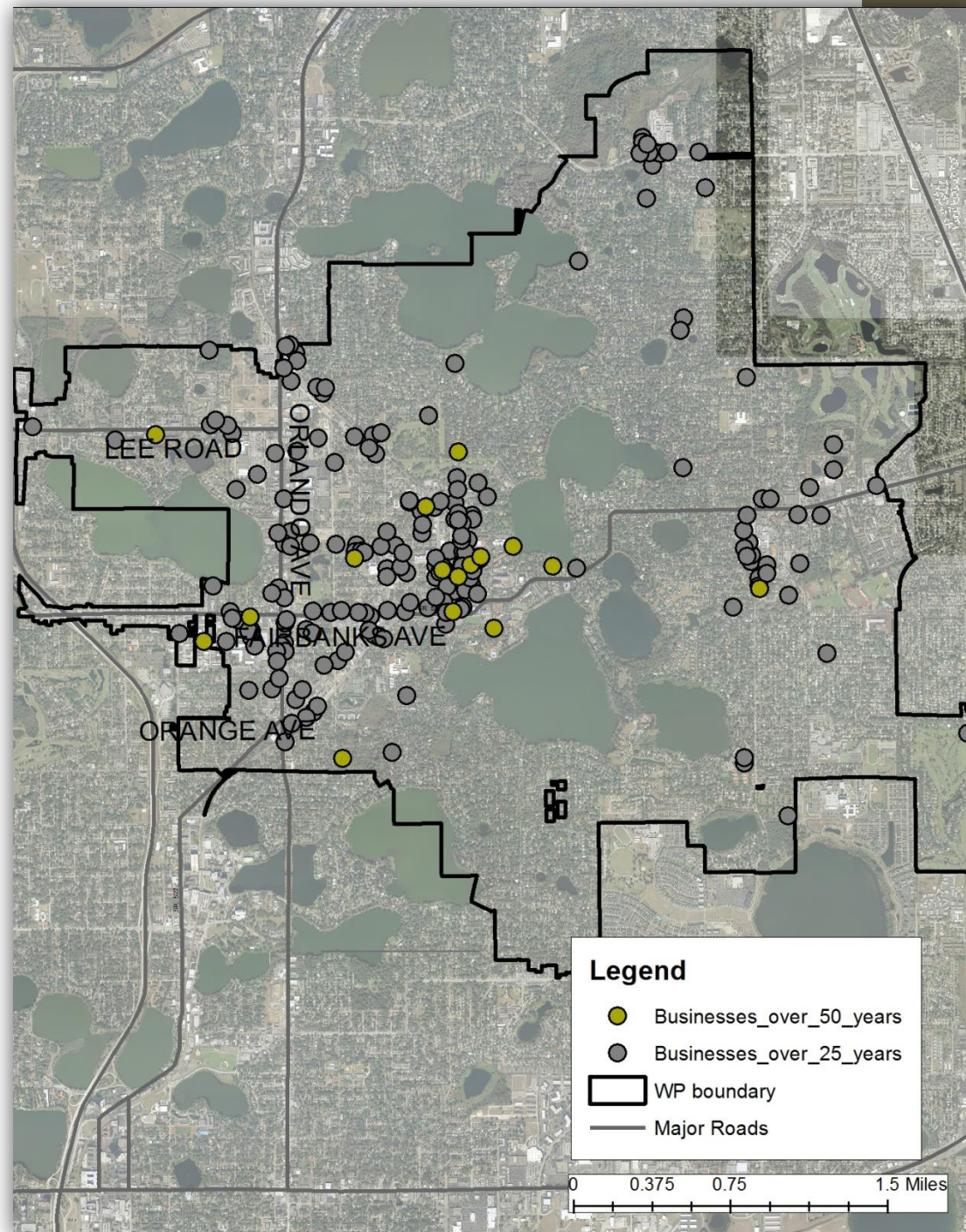


Source: Bureau of Labor Statistics

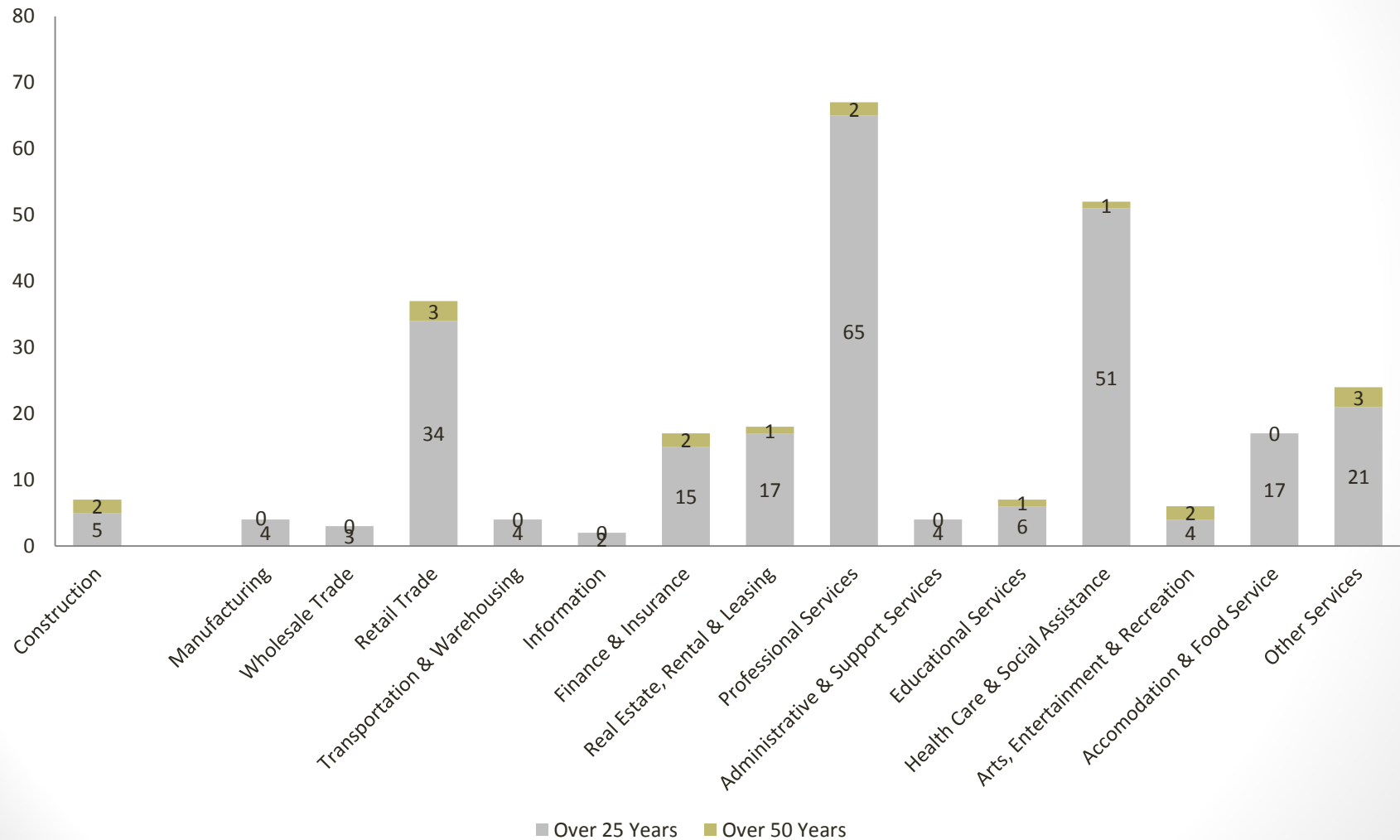
Winter Park Business

- Total Businesses \approx 3000
- Businesses over 25 years – 269 (8.4%)
- Businesses over 50 years – 16 (.5%)

Where are
they located?



Businesses over 25 & 50 Years by Type



Employees and Wages

(Orange County, FL Statistics)

- Approximately half of tenured firms are in high wage fields (46%)
 - Professional Services (Rank 1 – avg. \$42.60/hr)₁
 - Health Care & Social Assistance (Rank 3 – avg. \$33.93/hr)₁
- Median tenure of employees₂
 - Management, Professional and related – (Rank 13; 3.6 years)
 - Health Care & Social Assistance – (Rank 8; 4.4 years)
- According to Florida DEO, jobs in these fields (*Professional Services, Health Care/Social Assistance*) are expected to grow 16% and 27% respectively.₁

Source: *Florida Dept. of Economic Opportunity*₁
*Bureau of Labor Statistics*₂

Considerations

- WP has a number of long standing businesses that yield high wage jobs.
- Firms in the Professional Services/Health Care fields, despite some higher employment turnover, continue to stay in business.
- Employment projections suggest continued growth in these fields.