

Economic Development Advisory Board

September 15, 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 8-18-2015

2 action

3 informational

- a. 2015 Business Survey Results

4 new business

5 public comment

adjourn

Next meeting: October 20th

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."

Economic Development Advisory Board



meeting date 9-15-15

approved by

item type ☐ Administrative
☒ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3a

Minutes from August 18, 2015

motion | recommendation

Request to approve the August 18, 2015 EDAB minutes as presented.

Background

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

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

**August 18, 2015
Chapman Room**

MINUTES

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

BOARD MEMBERS PRESENT: John Caron, Owen Beitsch, Kelly Olinger, John Gill, Patrick Chapin

BOARD MEMBERS ABSENT: Marc Reicher, Maura Weiner, Steve Flanagan

STAFF MEMBERS PRESENT: Dori Stone, Kyle Dudgeon, Clarissa Howard

ADMINISTRATIVE ITEMS:

A. Approval of the July 21, 2015 Minutes

Motion made by Owen Beitsch, seconded by Kelly Olinger, to approve the July 21, 2015 minutes. Motion passes with unanimous vote.

Communications Director, Clarissa Howard, addressed the Board regarding media coverage and her role in addressing the public.

ACTION ITEMS:

A. Notice of Disposal – Progress Point Property

Staff presented new information relating to the Notice of Disposal proposal for Progress Point and asked the Board to recommend taking the NOD forward to the Commission for final approval. Staff provided information relating to the economic feasibility of the proposal including estimates on tax base, special assessment payments, and job creation. The Board felt the proposal was consistent with previous conversations regarding potential uses of the property.

Motion made by Patrick Chapin, seconded by Owen Beitsch, in favor of supporting the Notice of Disposal proposal. Motion passes with unanimous vote.

INFORMATION ITEMS:

A. Historic Preservation Incentives

Staff provided information relating to the latest revision of the historic preservation ordinance under review by the Historic Preservation Board. As part of this ordinance, staff is requesting discussion by EDAB to review ideas regarding historic preservation incentives and their impact. Staff provided four types of incentive categories including educational, promotional, development and financial. The Board felt that historic preservation is important, but should imply a balance between property rights and preservation. They were also concerned that any financial incentive or abatement would lessen contributions to the general fund and revenues would need to be supplemented elsewhere. Staff stated that any incentive should be passed by resolution to provide more flexibility in evaluating and changes packages over time. Staff stated that a resolution, should it include financial incentives for historic preservation, would be brought back for the Board to review.

NEW BUSINESS

There being no further business, the meeting adjourned at 9:30 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



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☐ N/A

**agenda
item**

Subject 2a

2015 Business Survey Results

motion | recommendation

N/A

Background

At the March 17th EDAB meeting, the board approved the dispersal of a business survey with the intent of assessing local economic conditions and using the results to assist in the discussion of future economic development policies/programs. This initiative is consistent with the goals of the Economic Development Plan.

Staff spent April through July raising awareness, distributing and collecting responses. The business survey closed on July 1st. Staff received 137 responses, or approximately 5% of total businesses in Winter Park. After cleaning the data of duplicates and incomplete responses, 129 were recorded.

Responses to the survey elicit a discussion regarding policy implications and exploring programming for the future. Top responders by industry included retail (29%), professional services (29%) and other services (13%). The locations of these businesses are represented in the map, **attachment A**. Based on available demographic data; responses are proportionate to the city's makeup as a whole.

RESPONDENTS BY INDUSTRY		
Business Sector	Count	%
Accommodation	1	0.8
Arts & Entertainment	2	1.6
Construction	5	3.9
Educational Services	1	0.8
Financial Services	5	3.9
Health Care & Social Assistance	5	3.9
Manufacturing	1	0.8
Other Services	17	13.2
Professional	36	27.9
Real Estate	11	8.5
Restaurant	7	5.4
Retail	37	28.7
Transportation	1	0.8
Total	129	100%

Survey Methodology

To conduct this survey, staff sent 3x5 cards via mail to every registered business in the city using business certificate data. Business owners were directed to respond to the survey online at www.cityofwinterpark.org/edsurvey or by contacting staff for a paper copy. Staff also coordinated with the Chamber of Commerce to raise awareness of the survey through email blasts, reminders at local meetings and word of mouth through daily interactions. The Orlando Sentinel Winter Park Forum also provided two separate articles discussing the purpose and location of the business survey online. Staff additionally handed out 3x5 cards at the Building and Permitting Department and by dropped off cards in person. As an incentive, respondents were entered for a chance to win one of fifteen gift cards to a Winter Park restaurant.

Results

Attachments B and C provide a condensed and full version of the survey results respectively.

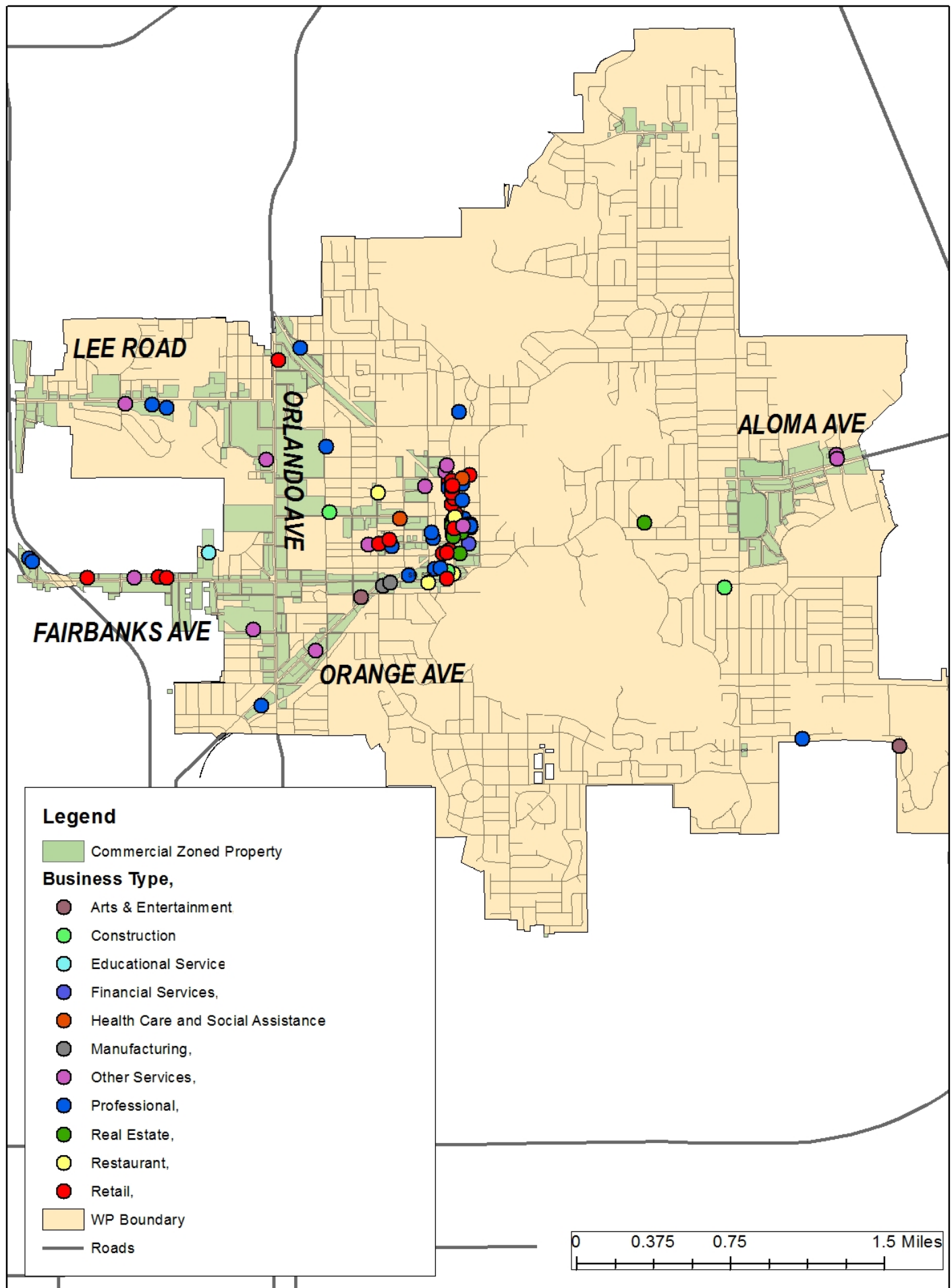
Conclusions

Based on the information provided, a number of conclusions can be inferred.

1. Overall, the response size is in concert with the industry composition of Winter Park at the proportional level.
2. The city should continue to invest in the qualitative elements of Winter Park such as quality of life and high quality infrastructure.
3. Current programs and policies, while not all encompassing, are consistent with the needs of business owners.
4. A limited response level comments on strong economic conditions overall. It is not a priority to comment or criticize local conditions when businesses are performing well.

Recommendations

1. Create a work plan to follow-up with respondents concerns at the hyperlocal level.
2. Consider new methods of raising awareness of economic development programs.
3. Continue to monitor and work with city staff on capital infrastructure projects.
4. Continue monitoring the city's 'Green Business Challenge' pilot program.
5. Conduct a business survey, or similar mechanism, every 1-2 years to document local changes in the market.



Survey Responses by Industry

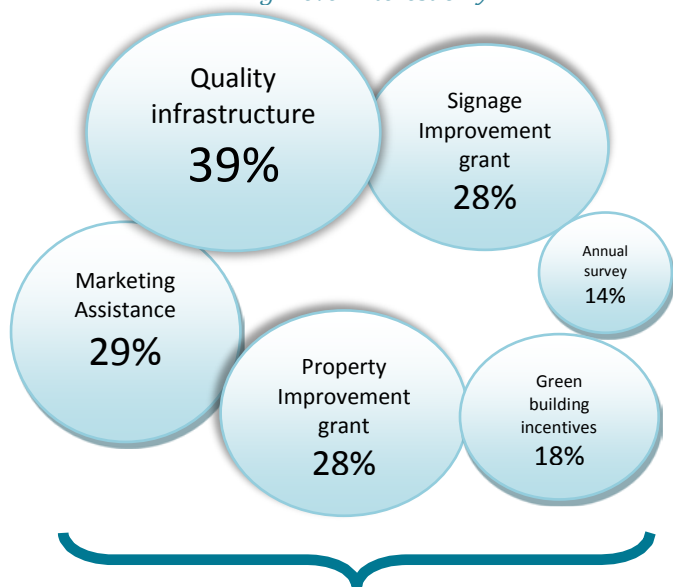


2015 Business Survey Results

Conducted by Winter Park Economic Development Division

Interest in ED Programs

High level interest only



129 Total Responses

Program Participation Prevention

83 respondents

- Time **42%**
- Awareness **12%**
- None **10%**
- Lack of autonomy **5%**
- Program deadlines **5%**

Business Growth

52% Increasing

32% Stable



45% of businesses surveyed plan to expand in 2 years

Top Market Strengths

The area's high quality of life, access to customers and close proximity to home are the top reasons for attracting and sustaining business in Winter Park

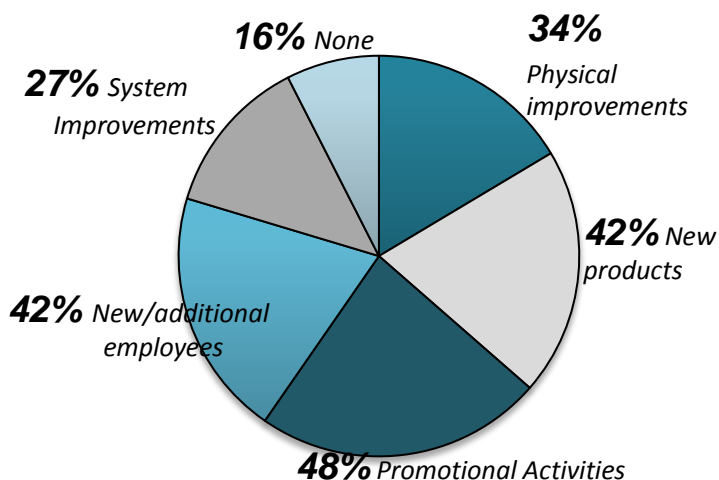
Access to my customers	72%
Proximity to home	60%
Aesthetics & cultural environment	59%
Quality of housing	16%
Traffic counts	15%
Community Leadership	13%
Recreation facilities / entertainment	13%

Top Business Obstacles

Rent costs were clear front runner in business obstacles. From an economic development perspective, this can be interpreted as a strong, desirable location to do business. Respondents also felt that infrastructure and lack of building space were also hurdles to business growth.

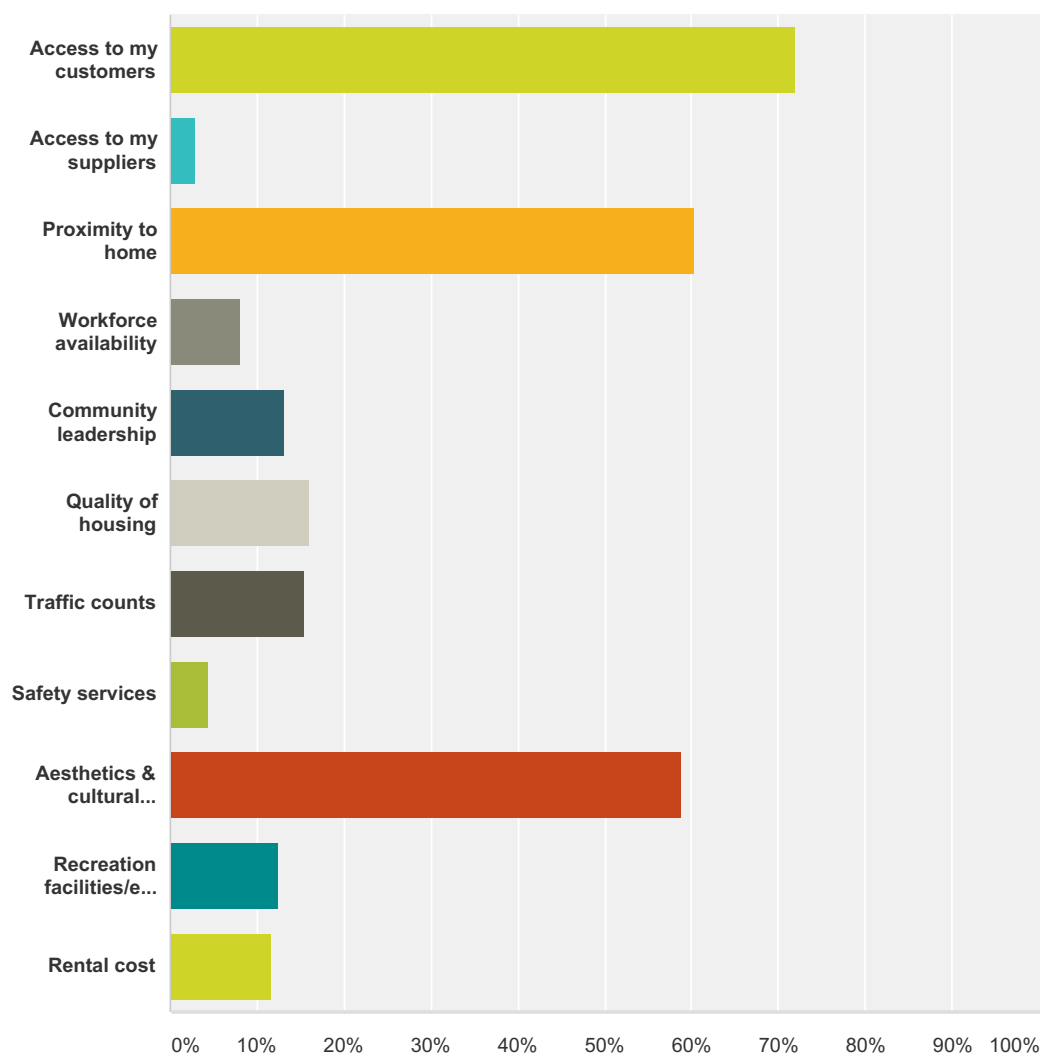
Rent costs	63%
Inadequate infrastructure	35%
Lack of building space	21%
Funding building improvements	17%
Energy costs	16%
Inability to access new markets	12%
Knowledge of local resources	10%

Investment Plans



Q1 What are your top three reasons for locating or keeping your business in Winter Park? (Select only three)

Answered: 136 Skipped: 1

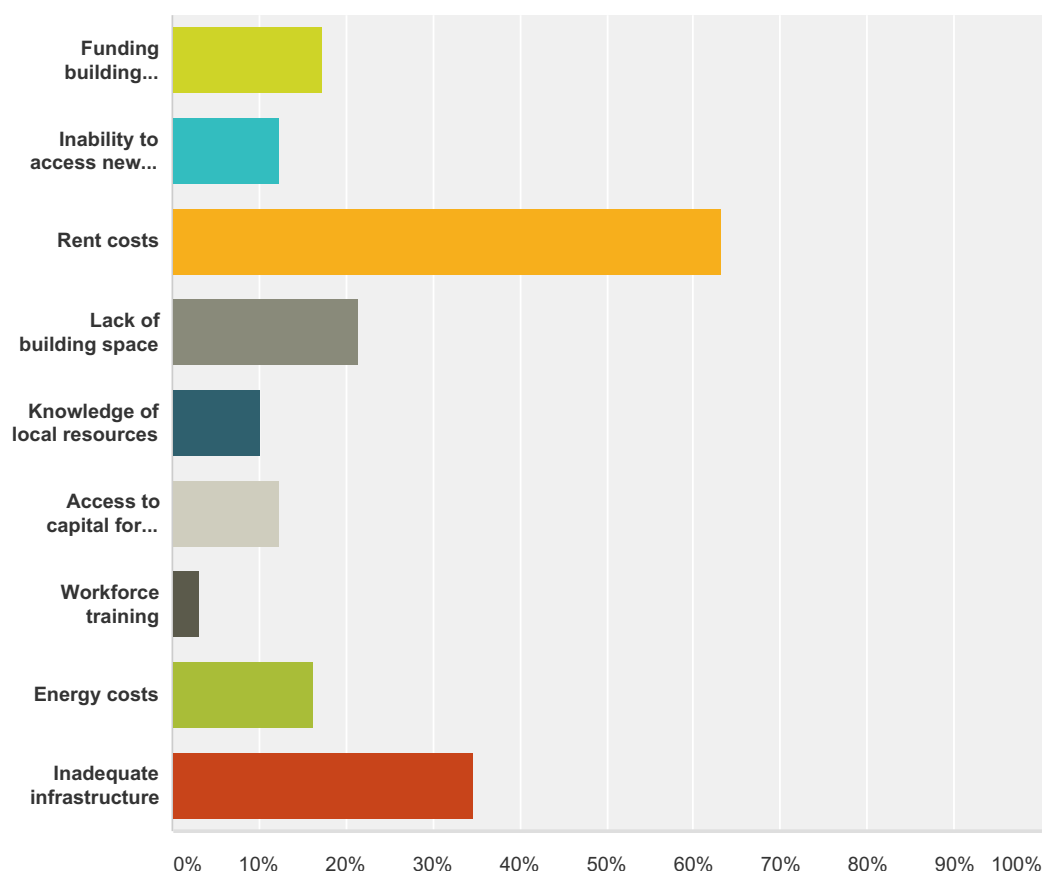


Answer Choices	Responses
Access to my customers	72.06% 98
Access to my suppliers	2.94% 4
Proximity to home	60.29% 82
Workforce availability	8.09% 11
Community leadership	13.24% 18
Quality of housing	16.18% 22
Traffic counts	15.44% 21

Safety services	4.41%	6
Aesthetics & cultural environment	58.82%	80
Recreation facilities/entertainment	12.50%	17
Rental cost	11.76%	16
Total Respondents: 136		

Q2 Please indicate the following barriers to your business (select all that apply)

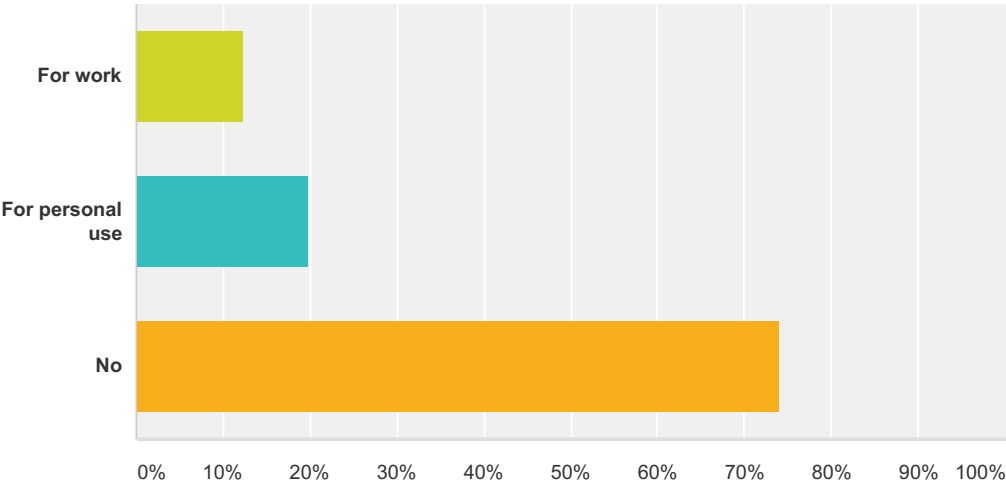
Answered: 98 Skipped: 39



Answer Choices	Responses
Funding building improvements	17.35% 17
Inability to access new markets	12.24% 12
Rent costs	63.27% 62
Lack of building space	21.43% 21
Knowledge of local resources	10.20% 10
Access to capital for equipment	12.24% 12
Workforce training	3.06% 3
Energy costs	16.33% 16
Inadequate infrastructure	34.69% 34
Total Respondents: 98	

Q3 Do you or your employees use SunRail?
(select all that apply)

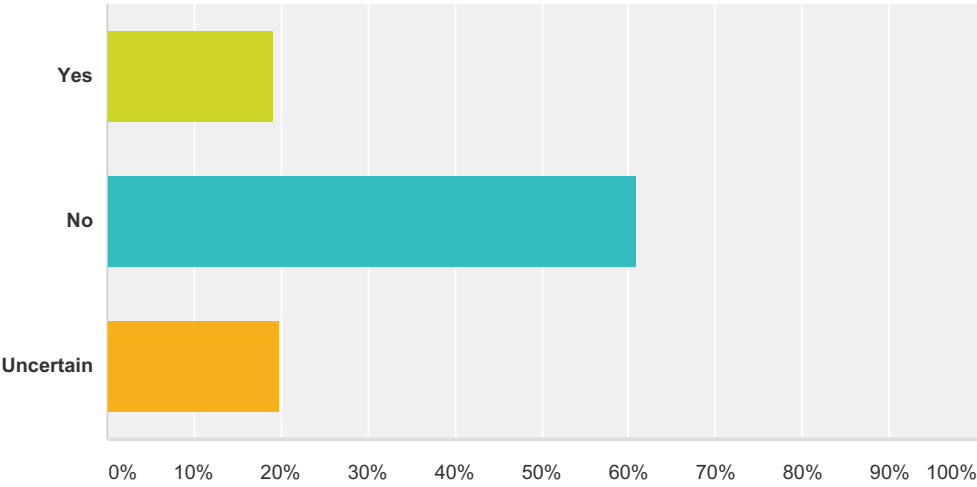
Answered: 131 Skipped: 6



Answer Choices	Responses	
For work	12.21%	16
For personal use	19.85%	26
No	74.05%	97
Total Respondents: 131		

Q4 Have you seen more business activity as a result of SunRail?

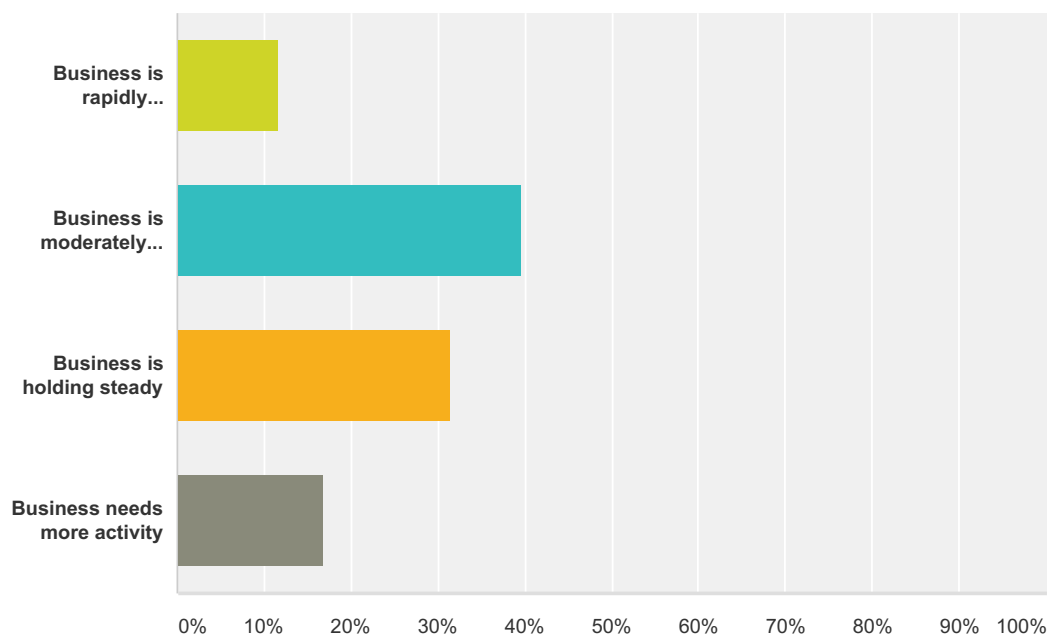
Answered: 136 Skipped: 1



Answer Choices	Responses	
Yes	19.12%	26
No	61.03%	83
Uncertain	19.85%	27
Total	136	

Q5 How would you characterize your current business activity level?

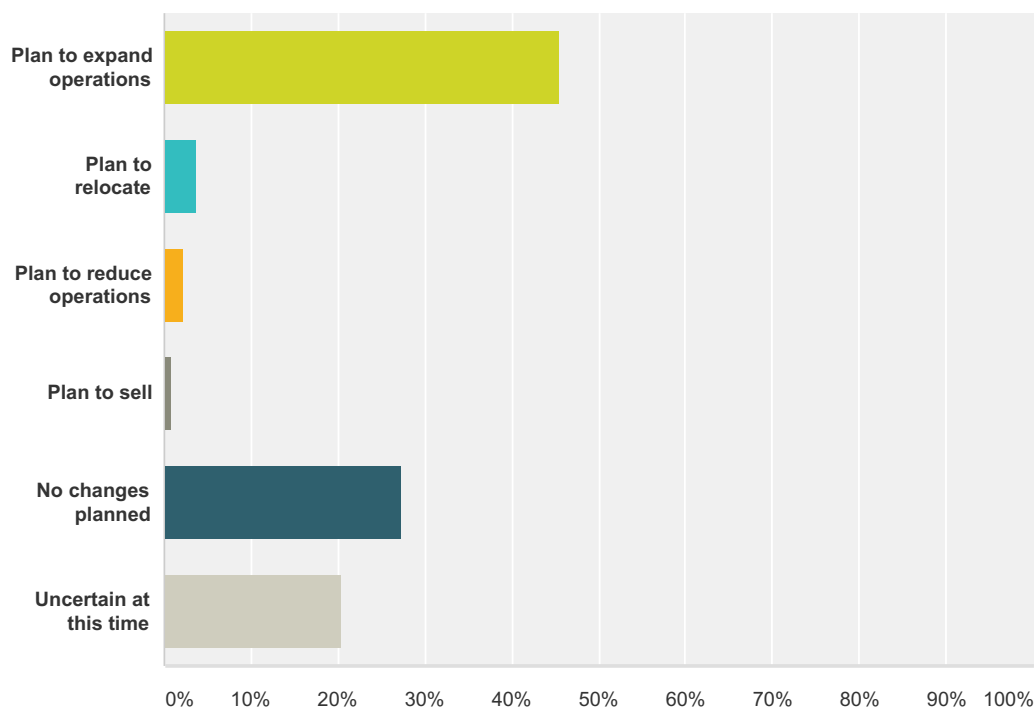
Answered: 136 Skipped: 1



Answer Choices	Responses	
Business is rapidly expanding	11.76%	16
Business is moderately growing/increasing	39.71%	54
Business is holding steady	31.62%	43
Business needs more activity	16.91%	23
Total		136

Q6 Which best describes your business plans in the next 1-2 years?

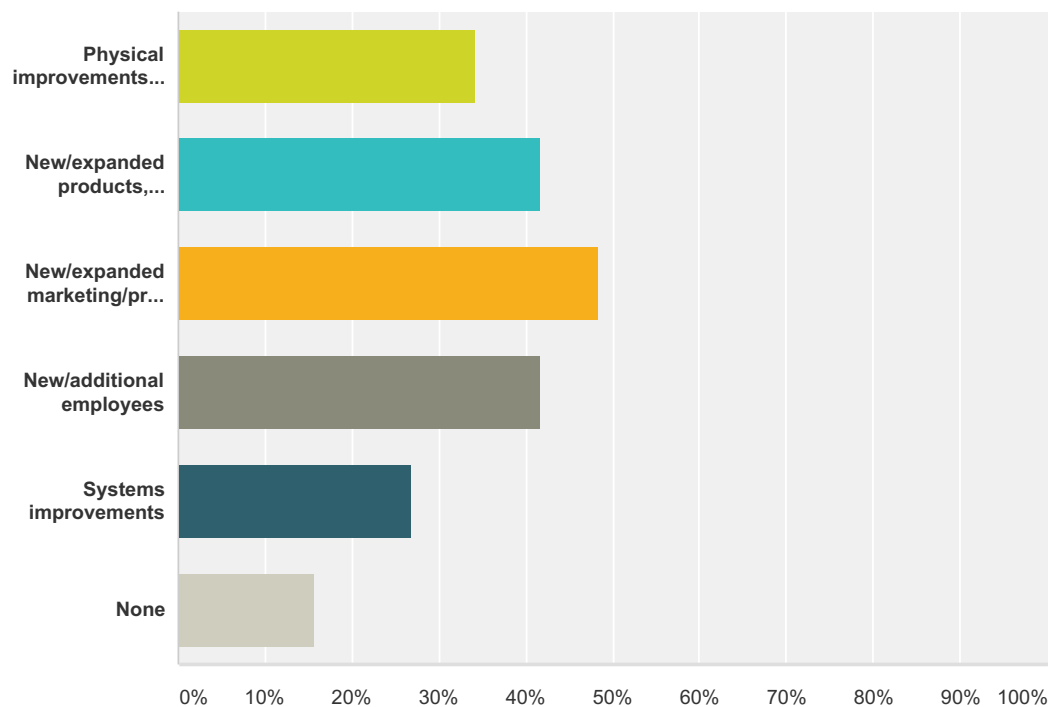
Answered: 132 Skipped: 5



Answer Choices	Responses	
Plan to expand operations	45.45%	60
Plan to relocate	3.79%	5
Plan to reduce operations	2.27%	3
Plan to sell	0.76%	1
No changes planned	27.27%	36
Uncertain at this time	20.45%	27
Total		132

Q7 Please check any type of investment or improvement you plan on making in the next 1-2 years

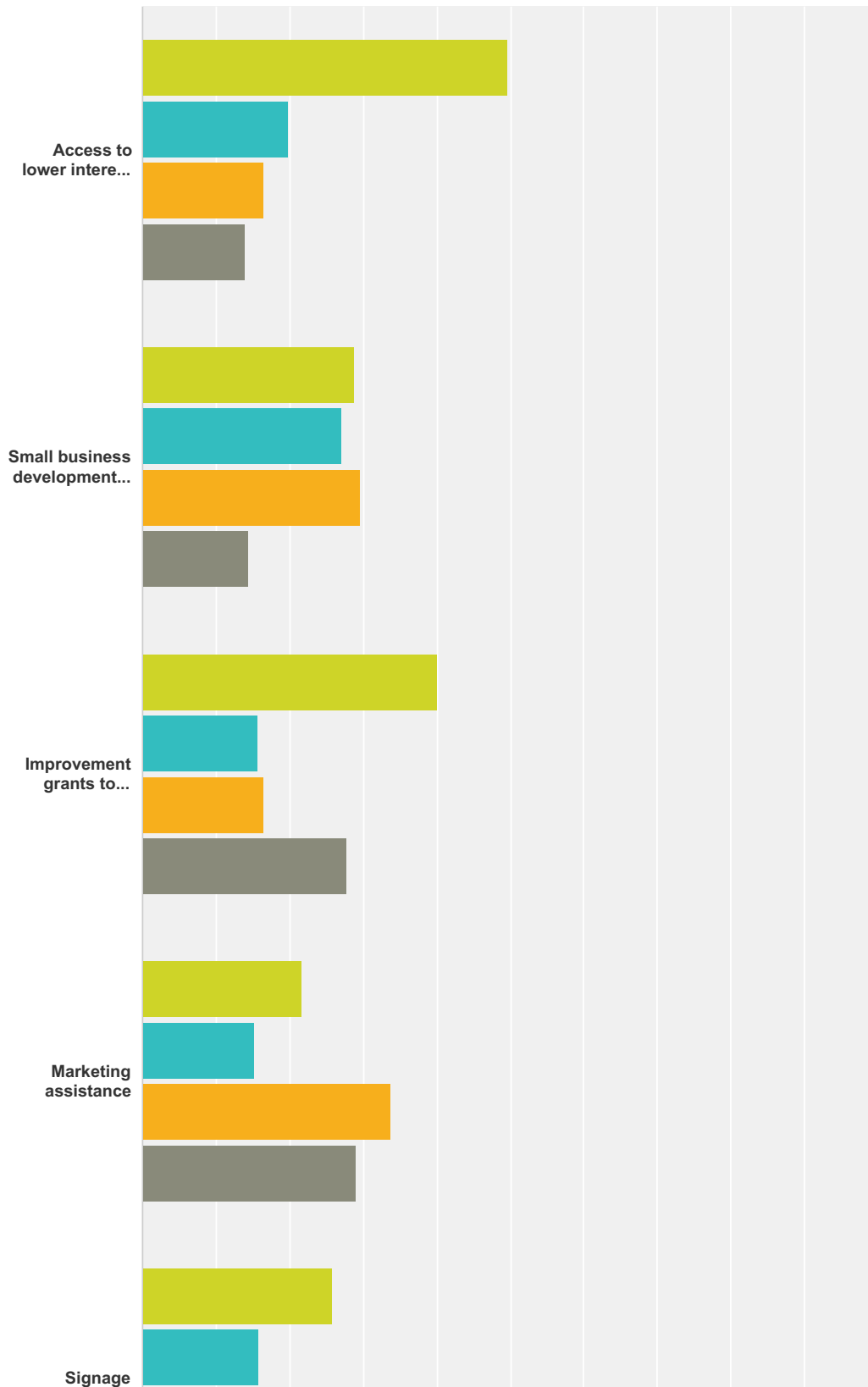
Answered: 134 Skipped: 3

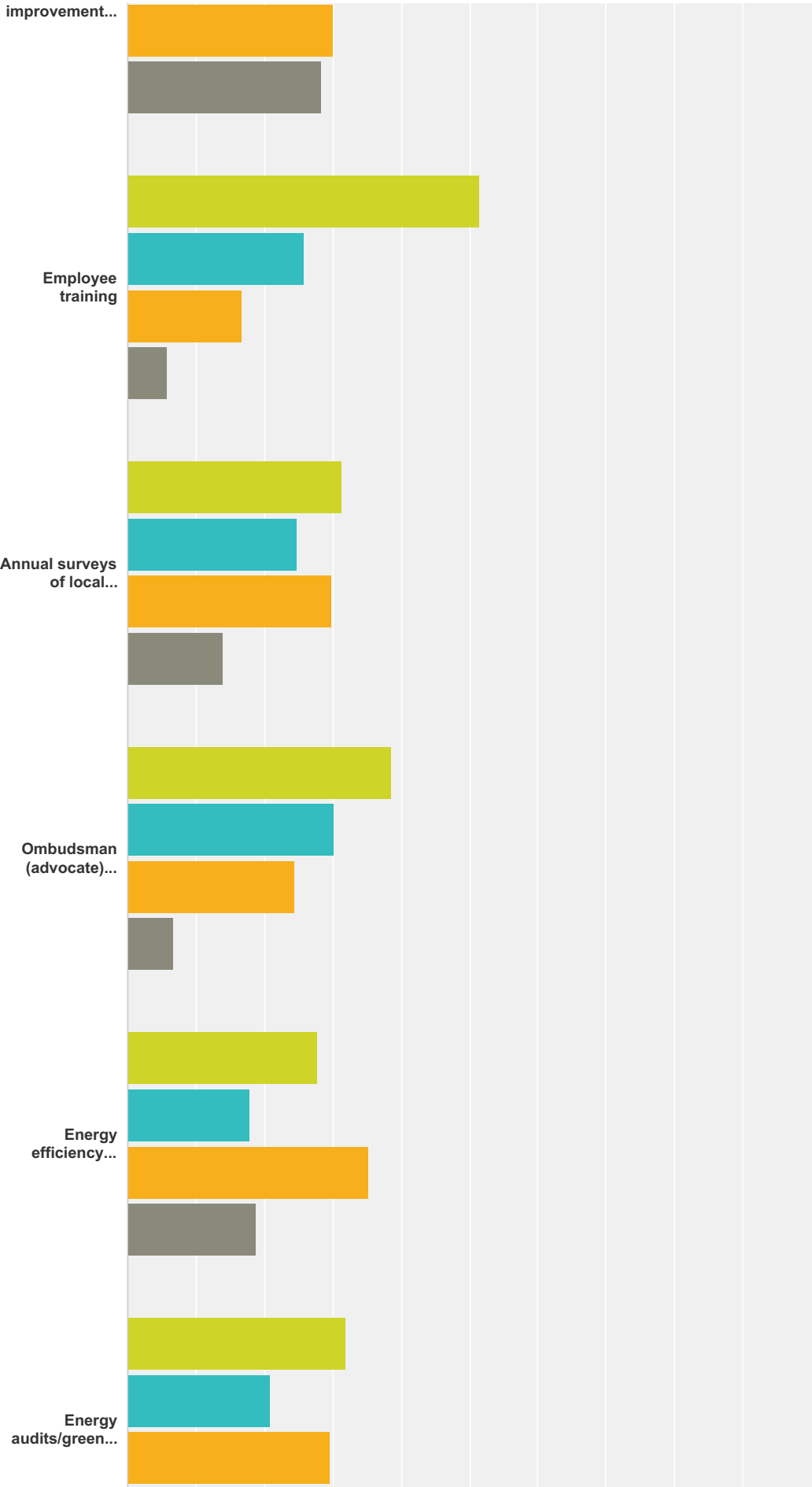


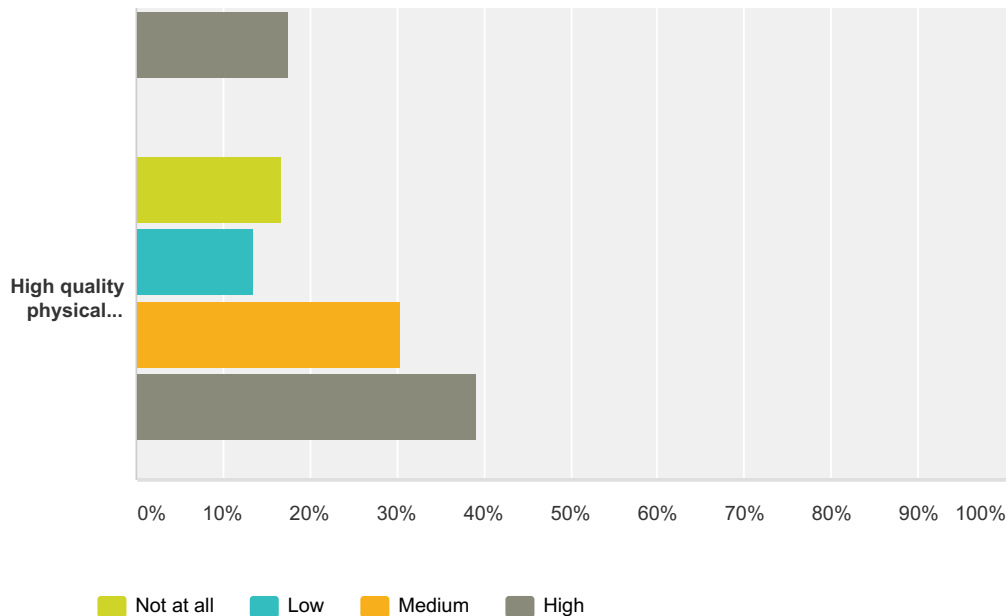
Answer Choices	Responses	
Physical improvements (design, layout, interior/exterior remodeling)	34.33%	46
New/expanded products, services, inventory	41.79%	56
New/expanded marketing/promotional activities	48.51%	65
New/additional employees	41.79%	56
Systems improvements	26.87%	36
None	15.67%	21
Total Respondents: 134		

Q8 Please indicate your interest level in participating in the following economic development tools:

Answered: 134 Skipped: 3







	Not at all	Low	Medium	High	Total
Access to lower interest loans	49.59% 60	19.83% 24	16.53% 20	14.05% 17	121
Small business development center	28.80% 36	27.20% 34	29.60% 37	14.40% 18	125
Improvement grants to physically upgrade your property	40.16% 49	15.57% 19	16.39% 20	27.87% 34	122
Marketing assistance	21.77% 27	15.32% 19	33.87% 42	29.03% 36	124
Signage improvement programs	25.83% 31	15.83% 19	30.00% 36	28.33% 34	120
Employee training	51.67% 62	25.83% 31	16.67% 20	5.83% 7	120
Annual surveys of local business	31.40% 38	24.79% 30	29.75% 36	14.05% 17	121
Ombudsman (advocate) program	38.66% 46	30.25% 36	24.37% 29	6.72% 8	119
Energy efficiency programs	27.87% 34	18.03% 22	35.25% 43	18.85% 23	122
Energy audits/green building incentives	32.00% 40	20.80% 26	29.60% 37	17.60% 22	125
High quality physical infrastructure(roads, landscaping, etc.)	16.80% 21	13.60% 17	30.40% 38	39.20% 49	125

Q9 What would prevent you from participating in a local economic development tool stated in question 8?

Answered: 86 Skipped: 51

Q10 Please enter in the following information to be considered eligible for your chance at 1 of 15 gift cards from Bosphorous and Cocina 214!

Answered: 137 Skipped: 0

Answer Choices	Responses	
Business name	100.00%	137
Business address	100.00%	137
Name of respondent	97.81%	134
Name of CEO/owner	93.43%	128
Telephone number	99.27%	136
Company website	88.32%	121
Respondent email address	100.00%	137