

# Economic Development Advisory Board

**January 17, 2017 at 8:15 a.m.**

Winter Park City Hall, Chapman Room

401 Park Avenue S., Winter Park, FL 32789



## 1 administrative

- a. Approve minutes from 10-17-2016 and 11-02-2016

## 2 action

- a. 2016 EDAB Annual Report/2017 EDAB plan approval
- b. W. Fairbanks Façade Grant Program

## 3 informational

- a. EDAB 2017 meeting schedule

## 4 new business

## 5 public comment

## adjourn

Next meeting: February 21<sup>st</sup>

## 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 1-17-17

approved by

item type ☒ Administrative  
☐ Action  
☐ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 1

Approve minutes dating October 17, 2016 and November 2, 2016.

## **motion | recommendation**

Motion to approve minutes from October 17 and November 2, 2016 is requested.

## Background

N/A

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

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

**October 17, 2016  
Chapman Room**

**MINUTES**

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Meeting was called to order at 8:10 a.m. in the Chapman Room of City Hall.

**BOARD MEMBERS PRESENT:** John Caron, Kelly Olinger, Owen Beitsch, Andrea Massey-Farrell

**BOARD MEMBERS ABSENT:** Matthew Embers, Steve Flanagan, John Gill

**STAFF MEMBERS PRESENT:** Dori Stone, Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Butch Margraf (8:25 a.m.)

**ADMINISTRATIVE ITEMS:**

**ACTION ITEMS:**

**A. Comprehensive Plan – Transportation Element:**

Owen Beitsch provided insight on the findings of the study and explained each element to the Board. Dori Stone went through the list of requirements pertaining to the Transportation Element and where we stand as a community at this point as well as what we need to be mindful of for the future. Discussion was held and included funding possibilities.

**Motion made by Kelly Olinger, seconded by Owen Beitsch, to approve the Transportation Element of the Comprehensive Plan. Motion passes 4-0**

**B. Transportation Plan – Housing Element:**

Dori Stone, Planning & CRA Director, reviewed the current programs offered through the CRA and how they apply and meet requirements for the Affordable Housing Element. The board commented that casual conversation would lend that housing in Winter Park is expensive. The study stated most Winter Park rental housing is not in conventional apartments. Individuals though the single family residential homes are often overlooked. The big takeaway is there isn't any substantive affordability issues in Winter Park, second takeaway would be that there is affordable housing just outside the City limits. A 20% down payment to balance the equation can be a challenge. Female stated perhaps Mental Health should be considered as well as physical health and the possibility of partnering with Orange County.

**Motion made by Andrea Massey-Farrell, seconded by Kelly Olinger, to approve the Housing Element of the Comprehensive Plan. Motion passes 4-0**

**INFORMATION ITEMS:**

**NEW BUSINESS**

Next meeting scheduled October 24, 2016. There being no further business, the meeting adjourned at 10:23 a.m.

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John Caron, Chairperson

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Laura Neudorffer, Board Liaison

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

**Special Meeting  
3:00 p.m.**

**November 2, 2016  
Welcome Center**

**MINUTES**

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Meeting was called to order at 3:12 p.m. in the Welcome Center located at 151 W. Lyman Ave., First floor

**BOARD MEMBERS PRESENT:** Owen Beitsch, Andrea Massey-Farrell, Steven Flanagan, Kelly Olinger

**BOARD MEMBERS ABSENT:** Matthew Umbers, John Gill, John Caron,

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

**ADMINISTRATIVE ITEMS:**

**ACTION ITEMS:**

**A. Comprehensive Plan – Future Land Use Element**

Staff reviewed the proposed changes to the policies and requested feedback from the Board. Staff informed the Board this is a collaborative process where the City Staff will work with the community and use public participation during the process. She assured the Board that extraneous and old statutory language was removed and that Staff tried to make the policies more precise and easy to read.

Discussion was held and edits were agreed upon as follows:

- |                     |   |
|---------------------|---|
| 1-1.21              | Remove 'strict' from the language             |
| 1-2                 | Clarify the language                          |
| 1-216               | Make edits to the FAR language                |
| 1-221, 222, and 223 | FAR information should be removed             |
| Policy 29           | Remove some of the language pertaining to CBD |
| #31                 | Leave as-is                                   |
| Table 1-3           | Staff recommended the removal of this table   |

There will also be changes made to the interval ownership language

Board recommended language changes pertaining to Orlando Ave to reflect boundaries are from the city limit to Orange Ave in lieu of saying S. Orlando Ave.

**Motion made by Owen Beitsch, seconded by Andrea Massey-Ferrell, to approve the Future Land Use Element of the Comprehensive Plan. Motion passes 4-0**

**NEW BUSINESS:**

There being no further business, the meeting adjourned at 4:05 p.m.

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John Caron, Chairperson

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Laura Neudorffer, Board Liaison

# Economic Development Advisory Board



meeting date 1-17-17

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☒ Action  
☐ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 2a

2016 EDAB Annual Report/2017 EDAB plan approval

## **motion | recommendation**

Motion to approve the 2016 EDAB Annual Report and 2017 EDAB plan is requested

## Background

In 2014, EDAB approved an economic development plan for the purposes of facilitating economic development initiatives. The initiatives are designed to strengthen the city's economic vitality and quality of life through sustainable growth, assistance through public private partnership. At the October 21, 2014 meeting, the board approved three 1-year plans for implementation which provides direction, but allow for flexibility and review. After completing year one of the plan, staff provided a discussion brief of all projects completed within the 2014-15 year. In keeping with the plan process, staff reviewed upcoming projects with the board and well as solicited input regarding tasks not currently in the plan. The same was provided for the 2015-16 year. The 2016-17 plan provides for a comprehensive look at these discussions as well as projects to be completed in the upcoming year. These include:

- Program development for existing City businesses
- Ensure market rate housing is available

Staff and the board considered fewer projects in year 3 as to be flexible with changing priorities and economic climate. Staff proposes the following changes to this year's plan.

- Resolve Comprehensive Plan discussion and determine follow-up study areas
- Undertake select projects included in the Economic Development Sub-element of the Comprehensive Plan
- Conduct a Business Certificate Study
- Conduct a Tourism Assessment Review
- Remove program development for existing City businesses (current programs, policies can address survey respondent issues)
- Remove study on market rate housing (reviewed by EDAB as part of Housing Element for Comprehensive Plan update)

**Resolve Comprehensive Plan discussion and determine follow-up study areas**

EDAB spent a significant portion of the year discussing the update of the city's Comprehensive Plan. These included several discussion items such as 'Open Space vs. FAR' and parking garages. As a list item, the priority will be to determine, with other relevant advisory boards, the role each board will take in assessing and further exploring these issues.

**Undertake select projects included in the Economic Development Sub-element of the Comprehensive Plan**

Included in the Future Land Use (FLU) element of the Comprehensive Plan is the approved economic development sub-element. Included in this sub-element are several projects to be explored and/or undertaken by economic development staff in the coming years. These include, but not limited to, an assessment of arts and culture in the city, tourism, economic valuation of local events, and monitoring of commercial corridors. Staff recommendation is to begin with a tourism assessment further described below.

**Conduct a Business Certificate Study**

The City of Winter Park requires all active businesses to purchase a business certificate as a means to approve legal commercial activity within the city. The application for this certificate includes a business name, address, type, certificate type, and in certain cases employee totals. This certificate is required to be purchased annually. However, very little has been done with this information outside of collecting it to ensure legal business practice. Since this data is recorded annually, economic development staff is proposing to use this information in an attempt to uncover retention rates, business start-ups, and closures to further our understanding of local economic conditions. Potential outcomes could supplement the city's cluster and longevity studies as well as have the prospective for trend analysis and marketing potential.

**Conduct a Tourism Assessment Review**

The City of Winter Park has long been associated as a destination location. This is evident in Sunrail ridership numbers, city event participation, and the number of visitors counted by merchants, cultural, and civic institutions. It is rare however, the city has been able to quantify who these individuals are. Outside of anecdotal measures and demographics, the city has an opportunity to further its understanding of its visitor base. Through EDAB meetings, a scope would be determined including soliciting partnership and/or consultants to assist in metrics such as 'total number of visitors to Winter Park annually'.

Staff is requesting discussion on the 2015-16 annual report and approval of the projects proposed for the 2017 year.



# EDAB Project Brief 2015 - 2016

Economic Development Division, 401 Park Avenue South, Winter Park, FL 32789 January 17, 2017  
[www.cityofwinterpark.org](http://www.cityofwinterpark.org)

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## Background

Economic development is an important component to any community. Understanding how the components of development affect the city is critical to the balance of quality of life and sustainable business opportunities. With this understanding, the City Commission established the Economic Development Advisory Board. Serving at their pleasure, EDAB's main focus is to provide recommendations to the City Commission.

The following brief outlines goals from the EDAB plan year one as well as interrelated discussions and recommendations. The brief additionally highlights several projects, evaluating its outcomes, and what that means to the city. This snapshot encourages future discussion on subjects within and outside the economic development plan.

## Economic Development Advisory Board Mission

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

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A mission statement articulates the organization's reason for existence. For EDAB, its mission defined by both the City Commission and the Economic Development Plan. Defined in the 2014-2015 plan, EDAB should promote a diverse, sustainable and proactive economic environment that incorporates all elements of the City's identity, focused on community, culture and commerce.

## EDAB Economic Development Plan 2016-17

An economic development plan provides an operational framework to guide direction and discussion on board initiatives. By presenting three, 1-year plans for implementation, it provides direction, but allows for flexibility given the ever-changing economic climate.

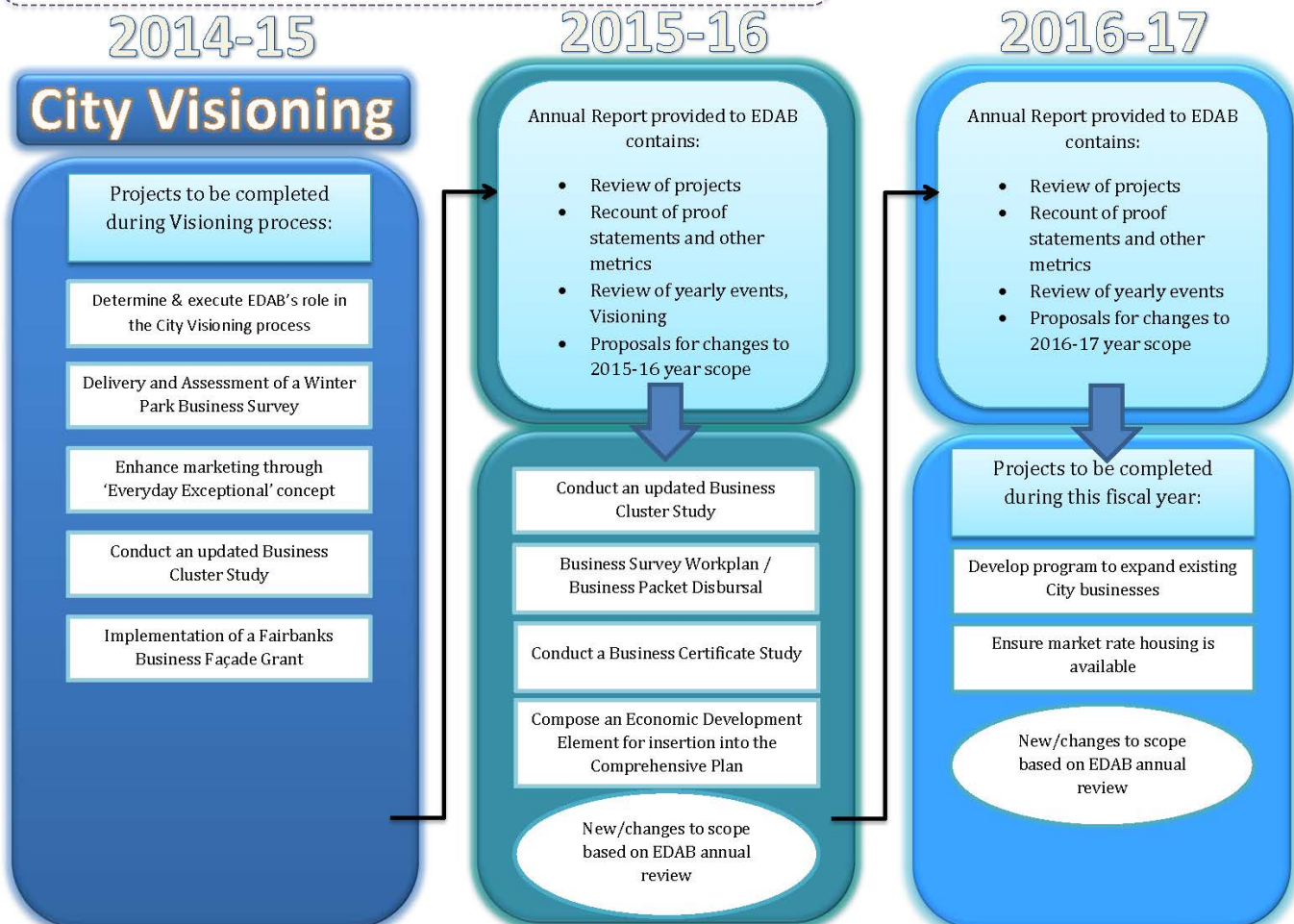
Year two of the plan was formatted to coincide with the successes of year one, and to further the mission of EDAB's Economic Development Plan. It further provided for flexibility to allow the board an opportunity to discuss new projects as they became available.

Year three of the plan looks to build on the work provided by EDAB and staff through focused efforts on the items demonstrated in the city's comprehensive plan. It is further designed to accommodate projects from year's past, and remove tasks already completed. These are identified on page ten.

*"The structure of the plan provides direction, but allow for flexibility given the ever-changing economic climate."*

Year 2 of the plan builds upon year one's successes and accounts for proposed changes during the review process. Each project will place a level of emphasis on the city's commercial corridors given the board's understanding of their significance.

## EDAB 3 Year Plan



## Plan Projects

At the beginning of 2016, EDAB and staff established 4 projects for implementation. Provided below is a brief status update of those projects.

Project	Status	Next Steps	Notes
Conduct an updated Business Cluster Study	Complete	None	Information suggests strongest clusters mirror 2009 study.
Execute Business Survey Workplan	Complete	None	Survey responses to be used in concert with discussion on potential for new EDAB policy or program recommendations
Conduct a Business Certificate Study	Ongoing	Data mine to determine trends	
Compose an Economic Development Element for the Comprehensive Plan	Complete	Prioritize and execute projects contained within the element	Provided for discussion as part of EDAB's 2016-2017 economic development plan

## Conduct an updated Business Cluster Study

Staff proposed this project on the February 16<sup>th</sup> EDAB meeting. It has been in the economic development plan since the 2014-15 year. Its purpose was twofold. First was to provide an update from the 2009 Economic Cluster Study to determine the strength of the city's cluster economy. The second was to use this information as a backdrop to authoring the Data, Inventory, and Analysis portion of the Economic Development sub-element. Staff, working with GAI consultants, brought back the study at the July 19<sup>th</sup> meeting. The study concluded the following general observations:

- The city is strong in the job market having more than twice the jobs per 100 than twice the national average.
- 57% of Winter Park employment meets more than basic population needs

It further concluded the city has a strong presence in its target clusters including Health Care Services, Education and Knowledge Creation, Real Estate and Development, Arts and Culture, Financial and Professional Services, and Creative Services. The underlying question posed by the board was not to what degree can these sectors grow, but understanding the relationship as to how much they should/could grow given the limited capacity for new non-residential growth in the city.

## Execute the Business Survey Workplan

The business survey closed on July 1<sup>st</sup>. 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.

Staff provided this information to the board in an infographic outlining survey responses. The board questioned some of the comments in the survey and requested a follow-up analysis be conducted to further uncover the intent of each businesses responses. Staff reached out to all businesses, 71 of which chose not to respond or had no additional comments. Of the remaining 58, the following conclusions could be drawn:

## Infrastructure

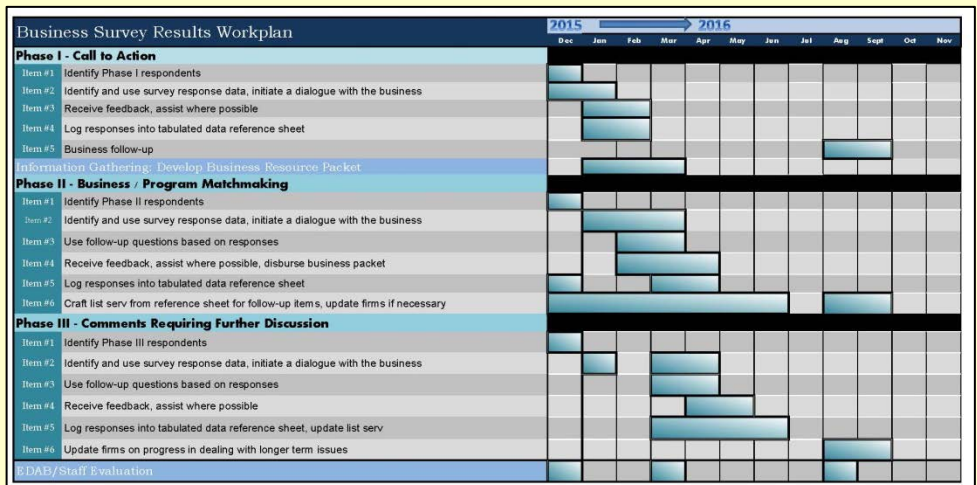
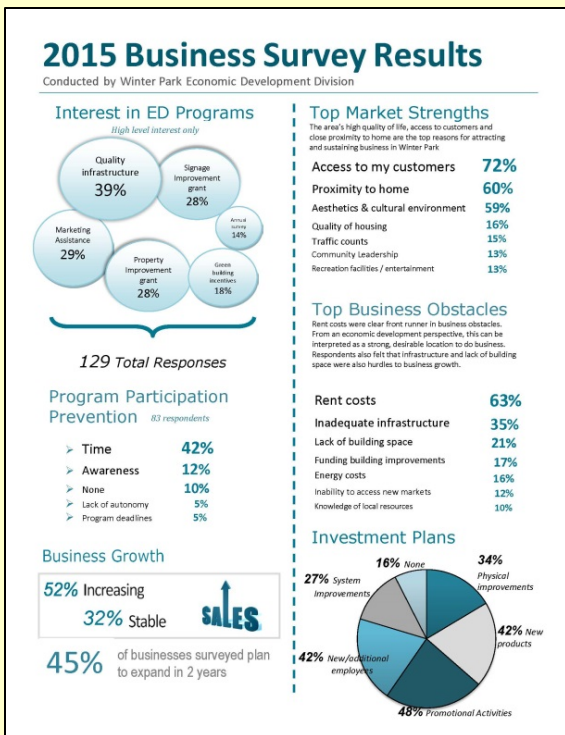
- Downtown parking remains an issue for retail/restaurant merchants
- There is an appetite for some corridor planning/design standards
- Brick streets are in need of repair

## Grants

- Signage grants are important

## Other improvements

- o Service based industries commented most on business expansion. Most have the opportunity to do so at their current location



## Conduct a Business Certificate Study

The purpose of this study is to understand business start-up/closure rates for the city. Winter Park requires each business to obtain a business certificate every year to ensure legal business practices are observed. This data is available back to the early 1990's. The purpose of data mining this information would be to uncover trends on how long businesses have been in operation, what percentage of businesses requesting certificates are in each industry, and how long they are in business. Currently, the only information economic development has on this topic stems from the business longevity study and cluster study conducted in 2015 and 2016 respectively.

Originally proposed in year 2 of the Economic Development Plan, staff recommends this be pushed to year 3.

## Compose an Economic Development Element to be included in the city's Comprehensive Plan

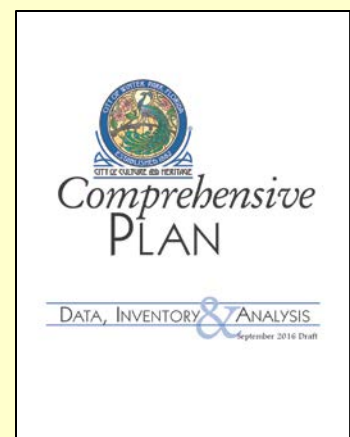
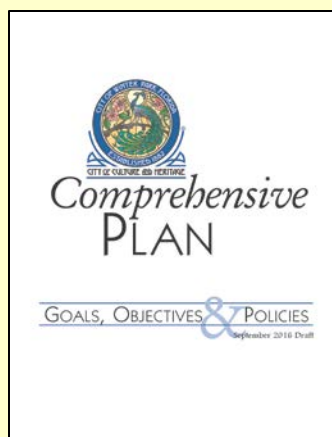
The development of an Economic Development Element took the forefront of the discussion during the second half of the year. Each municipality and county is required to review their comprehensive plan every seven years per state statute. In February, the City sent a letter to the state of its intention to update the plan. The city has one year to complete its updates and receive approval from the state.

Each mandatory and optional element in the comprehensive plan is divided into two sections; the Goals, Objectives, and Policies (GOP) and the Data Inventory and Analysis (DIA) section. The GOP is the only section of the two to be officially adopted by the city and approved by the state. The DIA provides support and supplemental material only and is intended to act as a reference. The business cluster study was included as part of this material.

The resulting document can be found as part of the Future Land Use Element of the Comprehensive Plan. It outlines several objectives and policies for staff to review in conjunction with the Economic Development Advisory Board including:

- The administration of an Economic Development Plan.
- Monitor the redevelopment of major commercial arterials.
- Explore the administration of an events study to determine impacts to the city and merchants.
- Update its arts and culture study to determine the economic value of nonprofit arts and cultural establishments.
- Administer the CRA plan.

In addition, EDAB may also wish to weigh in other areas of the Comp. plan including the development of a mobility study, and the analysis of a mixed use district.



## Additional Analysis

Economic development is a constantly shifting target. As a result, other relevant discussion topics arose from EDAB's discussions that required some research. This section discusses these topics and highlights the major points of the board's conversation.

## Conclusion of Visioning

As part of year one of the Economic Development Plan, EDAB was tasked with participating in the process from an economics perspective. The Vision board had two members from EDAB including the chairman. After a year-long process on June 9<sup>th</sup>, The Visioning Steering Committee unanimously approved a four vision themes as a framework for other processes and documents moving forward. The committee also felt an overarching theme was necessary to bind the four themes together. These were taken to the City Commission at their regularly scheduled meeting on July 11<sup>th</sup> where it was also unanimously approved.

The vision statements and themes lay the backdrop for future city initiatives, policy, and documents. These statements also lay the background for the city's Comprehensive Plan update.



## Comprehensive Plan review

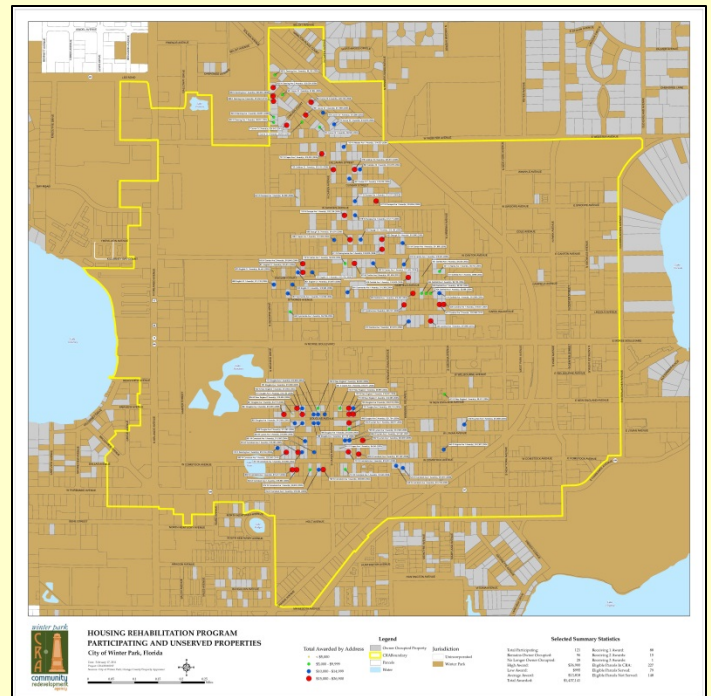
In addition to reviewing the Future Land Use element, EDAB also provided feedback on housing and transportation. Below is a summary of those discussions.

### Housing Element

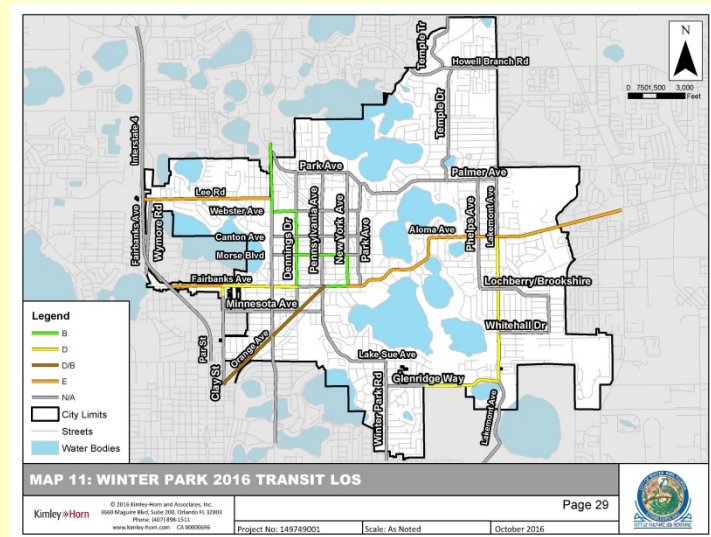
In October, EDAB reviewed the Housing Element put together by Miami Economics Associates, Inc. Per state statute, the element must identify the composition of the city's housing stock. The study provides for this accounting for affordable and workforce housing identified by Area Median Income (AMI). The study further identifies that affordability is also in rental units not only in, but just outside the city limits. Staff provided information relative to the partnership with the Winter Park Community Redevelopment Agency is participating in housing rehabilitation projects to assist with repairs. These are often found with home owners who have physical limitations not to undertake them on their own. The element was approved by the board 4-0.

### Transportation Element

Also in October, staff presented the updated Transportation Element. Staff explained the updates to the plan focus on a cohesive effort to understand, and provide solutions for, transportation issues in Winter Park. The plan identifies some proactive efforts combat congestion by producing a mobility plan, exploring a mobility impact fee, and reassessing roadway levels of service. The element was approved by the board 4-0.



Housing Rehabilitation Participants




Roadway Level of Service Map

## Grow Florida award

Economic development is about more than just bringing in new jobs. It's also about supporting existing businesses and their growth. Local, successful businesses are a cornerstone to any sustainable economy. Recognizing that EDAB at the April 19 meeting the board was requested to review Grow Florida's (GrowFL) annual 'Businesses to Watch' program for a potential marriage between the city's business community and eligible applicants. The purpose of the event was to raise awareness, marketing, and networking opportunities for second stage companies through Florida. After months of application review Winter Park successfully was recognized for three growing companies, VALINTRY, ZIO, and Jeremiah's Italian Ice. VALINTRY located at 1201 S Orlando Avenue is an IT Consulting & Finance/Accounting Staffing firm. They connect firms with top tier employees in a number of target industries across the . ZIO is located at 660 Clay Steet. They offer software integration services to commercial office buildings and residential homes. The firm has been established since 2000 and used by many local companies including complete audio/video installation of the Alford Inn's event space. In 1996 Jeremiah's opened the first Italian Ice Store in Winter Park, Florida. Since then, the company has grown throughout Central Florida, Tampa, and Jacksonville.

A large role of Economic Development in a limited-developable space community is to facilitate and encourage the growth of existing companies. By that, EDAB and staff recognized the GrowFL achievement by placing an acknowledgement in an upcoming issue of Business in Focus.

Business in Focus (BNF) is a largely digital periodical that provides a comprehensive view of business in North America. According to their metrics, they reach approximately 365,000 subscribers per month. Economic Development staff was approached by BNF to produce a feature on the city at no cost however the company collects revenue by selling advertisement space to offset producing these features gratis. As backup to this item is a feature on Sanford, Florida. Staff anticipates a similar final product. After completion, the city is free to use the finished product for its own marketing purposes.



Grow FL ad

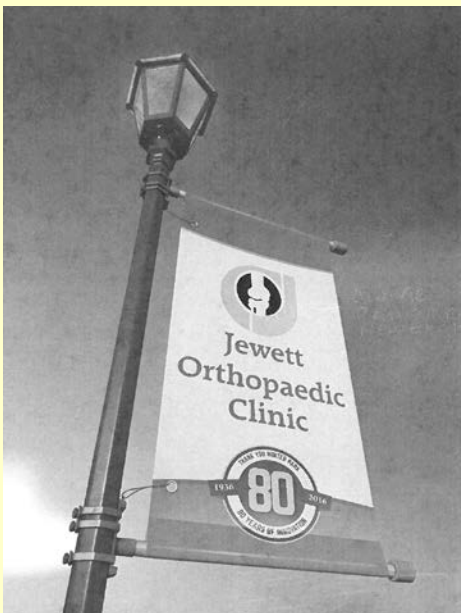
## Banner Policy Changes

On April 21, 2015, staff completed a business longevity study. It was determined that the city had close to 269 (8.4% of total) and 16 (.5% of total) businesses of 25 and 50 years respectively. Based on direction from the Economic Development Advisory Board (EDAB), staff moved forward with a program to recognize these businesses leading to the 'Salute to Business' event on July 23, 2015.

In 2010-2011, the Economic Development/CRA department took control of the city's banner program to showcase nonprofit events in the area. As it currently stands, longevity accomplishments are currently not part of eligible activities included in the program.

Based on EDAB discussion, adding language to include 'longevity milestones' can be a cost-efficient change that would showcase Winter Park's cornerstone businesses, and provide an outlet for city/private sector collaboration. This activity can be pursued by both for-profit and non-profit firms. The requesting firm must show documentation of their milestone as well as "...promote the culture, history, health, safety, or general welfare of the City of Winter Park". This language was currently in the program. Staff recommended the threshold for this milestone be at least 75 years. This rational nexus serves two purposes. The first is to create a requirement that limits the potential for sign poles to be considered commercial signage. The second is to showcase firms with a history in Winter Park in a way the city's current economic development programs mirror. The proposed modifications to the program state that this type of event will be a one-time, 30 day period per business.

This presented an opportunity to add a different, but fresh, branch off the city's economic development programs, with similar roots to the Business Recognition Program. Since 75 years in business is reached so infrequently, the revenues generated from the program could be used to pay for the banners used by the applicant. The program as it stands is self-funded and would continue to remain so with the proposed changes. Banner design would still need to be approved by staff and provide acknowledgement of the milestone on the banner. The Economic Development Advisory Board approved this item at their regularly scheduled meeting on July 19<sup>th</sup>. Jewett Orthopaedic Clinic was the first to take advantage of this program.



Year 3 of the plan builds upon the previous two year's successes and accounts for proposed changes during the review process. Each project supplements the direction provided by the Commission as well as supports conversation on new and existing topics.

2014-15

## City Visioning

Projects to be completed during Visioning process:

Determine & execute EDAB's role in the City Visioning process

Delivery and Assessment of a Winter Park Business Survey

Enhance marketing through 'Everyday Exceptional' concept

Conduct an updated Business Cluster Study

Implementation of a Fairbanks Business Façade Grant

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

Conduct an updated Business Cluster Study

Business Survey Workplan / Business Packet Disbursal

Conduct a Business Certificate Study

Compose an Economic Development Element for insertion into the Comprehensive Plan

New/changes to scope based on EDAB annual review

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:

Resolve Comprehensive Plan discussion and determine follow-up study areas

Undertake select projects included in the Economic Development Sub-element of the Comprehensive Plan

Conduct a Business Certificate Study

Conduct a Tourism Assessment Review

# Economic Development Advisory Board



meeting date 1-17-17

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☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 3b

Staff is requesting approval of an update to the W. Fairbanks Façade Grant program.

## **motion | recommendation**

None

## **background**

The program is for a 50%/50% match up to \$5,000 for improvements to the primary façade of a building on Fairbanks Avenue. Boundaries for the program are from Interstate-4 to Orlando Avenue (US 17-92). In recent months, staff has received more inquiries into the program. By reviving this initiative, staff hopes to incentive property owners as neighboring businesses look to upgrade their existing conditions.



# City Of Winter Park

## West Fairbanks Business Façade Matching Grant Program

The City of Winter Park established the West Fairbanks Business Façade Matching Grant program to provide a financial incentive to encourage renovation of and reinvestment in the exterior of properties along the West Fairbanks Avenue entrance to Winter Park. Grants made to business and commercial properties will encourage reuse and redevelopment of underutilized properties, improve the appearance, and support the long-term viability of the corridor. Aesthetic improvements are appealing to business owners and patrons. The intent of this program is to enhance the West Fairbanks Avenue corridor and incentivize aesthetically engaging economic development.

### ELIGIBILITY

#### General

- The grant will contribute 50% of the total cost of eligible improvements up to \$5,000 to the Owner/Lessee.
- 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.

#### Applicants

- The grant applicant must be a property owner or a business owner leasing a storefront;
- The business must have a visible façade on West 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.
- **Multiple Tenant Building:** Business tenants in a multiple 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. Multiple tenant property owners may apply if they meet all other eligibility requirements. The property owner and other tenants must agree to the proposed improvements for multiple tenant properties. 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
- Water and sewer connections in conjunction with one other façade improvement
- Parking lot landscaping in conjunction with one other façade improvement

**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 50% 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 50% 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 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 to sufficiently illustrate 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:

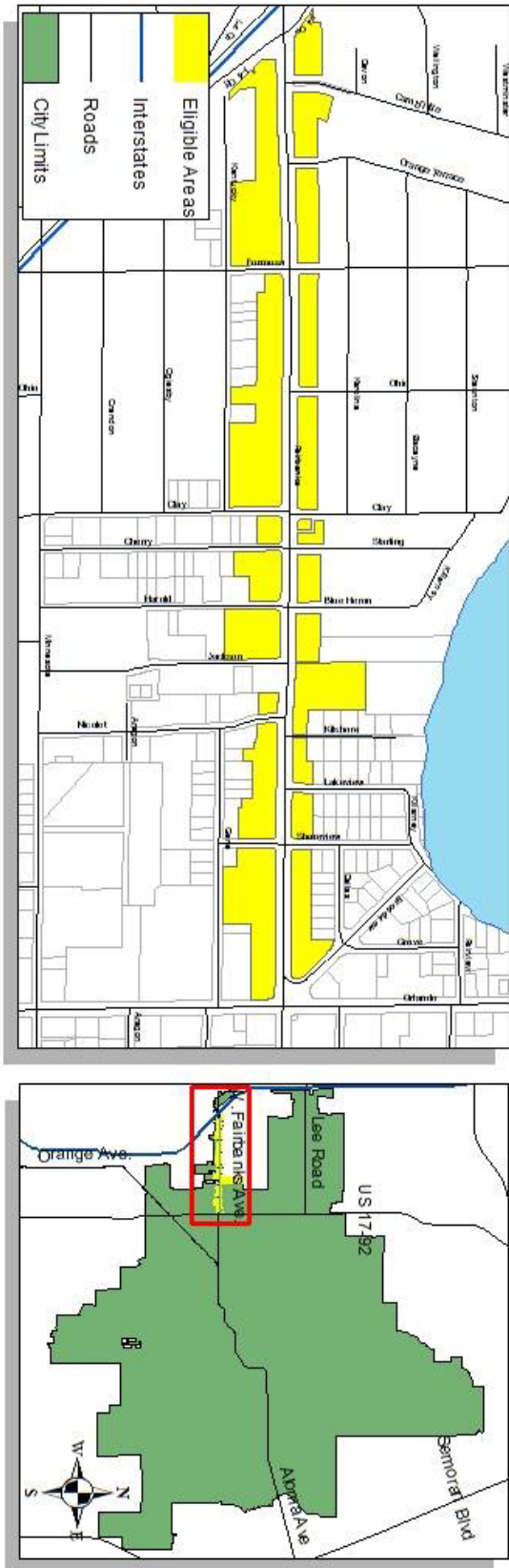
1. Complete application form
2. Copy of current business license
3. Copy of current property insurance
4. Written consent from property owner giving permission to conduct façade improvements if applicant is not the property owner
5. Letter of no objection from other tenants of multiple tenant properties
6. Digital photographs of existing conditions of building and site
7. Written description of project improvements including material list and color selections
8. Simple sketch of improvement project(s)
9. Two competitive bids for each type of work proposed

### **Submit complete applications to:**

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

For more information about the West Fairbanks Business Façade Program, please contact our office at 407-599-3498.

# W. Fairbanks Facade Grant Program Eligibility Area







# City Of Winter Park

## West 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: \_\_\_\_\_

### 3. OWNER OF PROPERTY (if not applicant)

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

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

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

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

Phone Number(s): \_\_\_\_\_

**4. AUTHORIZATION TO UNDERTAKE WORK**

If the applicant is not the owner of the property, please include a signed copy of the attached Property Owner Authorization form.

**5. BRIEF DESCRIPTION OF PROPOSED EXTERIOR IMPROVEMENTS**

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**6. ESTIMATED COST OF WORK FROM BIDS RECEIVED** *(Applicant may make multiple copies of this page if the applicant is acting as their own General Contractor and more than one type of work is being performed. List each type of work separately under item 5 and enter the required bids below.)*

Bid #1:

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

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

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

Bid Amount for Total Work: \$\_\_\_\_\_.\_\_\_\_\_

Bid #2:

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

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

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

Bid Amount for Total Work: \$\_\_\_\_\_.\_\_\_\_\_

**7. SOURCE OF MATCHING FUNDS** (personal financing, bank etc.)

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**8. INVESTMENT VALUE OF WORK BEING PERFORMED BY APPLICANT**

Include the total cost estimate of all work being performed at the business, both exterior and any interior improvements being made. \$\_\_\_\_\_.\_\_\_\_\_

## 8. ACKNOWLEDGEMENTS

- ☐ I have read and understand the program guidelines and criteria.
- ☐ I have attached a copy of my current business license to this document.
- ☐ I have attached a copy of my current property insurance.
- ☐ To the best of my knowledge the business and the property are current on all local, state and federal taxes.
- ☐ I have attached a copy of the scope of work and available drawings or sketches.
- ☐ I have attached a copy of the Property Owner Authorization form.
- ☐ I understand that final approval must come from all City departments concerned with any improvement and that award of the grant by the City does not guarantee approval of the project. The applicant must meet all City requirements and codes.

Staff Use Only:

Application Approved ( Y / N )

Date: \_\_\_\_\_

By: \_\_\_\_\_

**CERTIFICATION BY APPLICANT**

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a 25% matching grant and is true and complete to the best of the applicant's knowledge and belief.

If the applicant is not the owner of the property to be rehabilitated, or if the applicant is not the sole owner of the property, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property. Evidence of this authority must be attached.

The City of Winter Park is dedicated to promoting and encouraging diversity in the programs that it supports or funds. Successful applicants in the West Fairbanks Business Façade Matching Grant Program are encouraged to contact contractors that are certified minority owned or small businesses.

Verification of any information contained in this application may be obtained by City Staff from any available source.

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**Applicant Signature**

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**Date****Submit complete applications and supporting documentation to:**

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

### Business Façade Program Property Owner Authorization

I, \_\_\_\_\_, understand that

\_\_\_\_\_, a leaseholder of my property located at

\_\_\_\_\_ is considering improvements under the City of Winter Park Community Redevelopment Agency West Fairbanks Business Façade Grant Program, hereinafter referred to as "Program." For the purposes of this authorization, hereinafter the Community Redevelopment Agency shall be referred to as "CRA" and the City of Winter Park as "City".

I have received and reviewed the Program guidelines and reviewed the application submitted by my tenant. I agree to permit the proposed improvements to my building. I understand that I am not financially responsible to complete these improvements under the Program.

I understand and agree that neither the CRA nor the City assume responsibility or liability to me or any other part for any action or failure of any contractor or other third party and in no way guarantee any work to be done or material to be supplied.

I further agree to hold the CRA and the City harmless from and indemnify them for and against any and all claims which may be brought or raised against the CRA, the City, or any of its officers, representatives, agents or agencies regarding any matters relevant to the participant obligations under the Program.

I assure the CRA and the City that the tenant holds a valid lease with no expiration pending within the next twenty-four months following the date of application for Program funding.

I have read the above statements and acknowledge that they are true and complete to the best of my knowledge. I have no objection to the applicant pursuing the proposed improvements project, and I authorize the leaseholder to make the proposed improvements under the provisions of the Program.

\_\_\_\_\_  
Property Owner Signature

\_\_\_\_\_  
Date

STATE OF FLORIDA COUNTY OF \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

by \_\_\_\_\_, who is personally

known to me or who has produced \_\_\_\_\_ as identification.

Notary Public \_\_\_\_\_

# Economic Development Advisory Board



meeting date 1-17-17

approved by

item type ☐ Administrative  
☐ Action  
☒ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 3a

EDAB 2016 meeting schedule

## **motion | recommendation**

N/A

## Background

Staff is providing a tentative schedule for EDAB meeting dates in 2016.



## **Economic Development Advisory Board Meeting Schedule 2017**

The Economic Development Advisory Board (EDAB) meets for a regularly scheduled meeting on the third Tuesday of every month, or called on an as-needed basis. Please contact Kyle Dudgeon, Economic Development Manager for more details regarding EDAB Agenda items at 407-599-3217. **All regular meetings begin at 8:15 a.m.** Meetings will be held in the **Chapman Room on the second floor or City Hall, 401 S. Park Ave.**, or may be changed by the department. All meetings of the EDAB are open to the public. *All meetings are tentatively scheduled. Please check the city's calendar to confirm dates and times.*

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### **EDAB Meeting Dates for 2017**

**January 17**

**February 21**

**March 21**

**April 18**

**May 16**

**June 20**

**July 18**

**August 15**

**September 19**

**October 17**

**November 21**

**December 19**