

Economic Development Advisory Board

August 22, 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 6-27-17

2 action

- a. Tourism Partnership Opportunity
- b. Holiday Banner Pilot Program

3 informational

- a. Economic Development Plan Monthly Report

4 new business

- a. Chamber update

5 public comment

adjourn

Next meeting: September 19

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 8-22-17

approved by

item type ☒ Administrative
☐ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 1

Approve minutes for the June 27, 2017 meeting.

motion | recommendation

Motion to approve minutes from June 27, 2017 is requested.

Background

N/A

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

**Regular Meeting
8:15 a.m.**

**June 27, 2017
Chapman Room**

MINUTES

Meeting was called to order at 8:15 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: John Caron, Kelly Olinger, Tara Tedrow, Wes Naylor, Pete Muller, Joel Roberts

BOARD MEMBERS ABSENT: Betsy Gardner-Eckbert

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

ADMINISTRATIVE ITEMS:

A. Approve minutes from 05-23-2017

Motion made by Wes Naylor, seconded by Kelly Olinger, to approve the 05-23-2017 minutes.

Motion passes 6-0.

ACTION ITEMS:

INFORMATIONAL ITEMS:

A. City Microloan Program

Charlene Hoeteling, Seacoast Bank, gave a presentation regarding guidelines and procedures on how the loan process works and proposed changes to improve the microloan program. Additional details including rate sheets was included in the agenda packets.

Motion made by Kelly Olinger, seconded by Wes Naylor, to support the advancement of the Microloan program.

Motion passes 6-0.

B. Economic Development Plan Monthly Report

Staff provided an update focusing on three topics in particular: the resolution of the Comprehensive Plan Update, Corridor Studies, and the Mobility Plan. Staff also informed the Board about the Plan Hub meetings taking place this week with the intent to engage the public and answer questions as they arise. Meetings will be held at the Winter Park Playhouse on Orange Ave. Logan-Simpson will then review the feedback to frame some guidelines moving forward. *Wes Naylor had to excuse himself due to business travel plans.

NEW BUSINESS:

A. Chamber Update

Betsy Gardner-Eckbert was not in attendance so we will receive Chamber updates at the next scheduled meeting.

B. Election of Chair and Vice-Chair

The board was invited to participate in a joint board meeting regarding the downtown parking summit.

Kelly Olinger nominated John Caron to continue as Chair, seconded by Tara Tedrow. Nomination passes 4-0

Joel Roberts nominated Kelly Olinger as Vice-Chair, seconded by Tara Tedrow. Nomination passes 4-0

Next meeting scheduled for August 22, 2017

There being no further business, the meeting adjourned at 9:08 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



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☐ N/A

**agenda
item**

Subject 2a

Tourism Partnership Opportunity

motion | recommendation

Recommendation to approval a financial contribution to have a Winter Park presence at the World Travel Market 2017 international trade show.

Background

Staff has been approached regarding a partnership opportunity with the Winter Park Chamber of Commerce in reference to international tourism. World Travel Market is an international tourism assembly bringing over 50,000 travel professionals together with influence on tourism trends and behavior.

Over the past year, the Chamber has shared with staff geo-located impressions from their digital marketing campaigns and website. Outside the United States, top international interest is derived from the United Kingdom and Canada. The location of the trade show provides a direct correlation to these values and an immediate connection to cultivating tourism in an area that has already generating interest.

Staff is expecting to receive a detailed report including survey data from visitors, information from travel industry liaisons including demographic cross-sections, and leads.

The approved Economic Development Plan calls for an evaluation of tourism as part of its projects for the upcoming year. The report provided to staff will be used in conjunction with other survey methodologies over the next year providing a further richness to the Chamber's report. Staff also has a history of these types of partnerships including providing support for the Winter on the Avenue event, the Winter Park Guidebook initiative, and weekend Sunrail operation.



The mission of the **Winter Park Chamber of Commerce** is to convene people and ideas for the benefit of our businesses and community.



CORE VALUE

- Customizing Solutions for our Members
- Celebrating and Supporting Entrepreneurship
- Creating Engagement Opportunities for International Guests and Investors

TARGET MARKET

- Data Collection
- Strategy to Increase

OUR PARTNER

- Key Tourist Influencer
- Luxury Travel Promotion
- High-End Guest Attraction
- Florida Itinerary Builder





WORLD TRAVEL MARKET

LONDON, UNITED KINGDOM

NOVEMBER 6-8, 2017

GOALS:

1. Connect Winter Park brand with Travel Wholesalers/ Itinerary generators
2. Collect data to gain market research about demand for cultural offerings and Winter Park experiences
3. Raise Global Profile of Winter Park
4. Leverage "luxury Central Florida" brand aspect of Winter Park under Visit Florida umbrella

SUPPORT: \$3,500 SPONSORSHIP

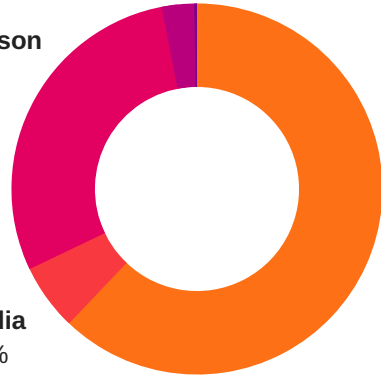
AUDIENCE:

Ministers & Aide
0%
Students
3%

Exhibitor Person
29%

Media
6%

Buyers
62%



OPPORTUNITIES:

- Customized Match Making
- Customized Appointments
- Speed Networking Sessions
- Exhibit Interaction

STRATEGY:

- Cost-Effective Marketing
- Data Collection: Market Intelligence
- Global Exposure
- Connection to Target Audience





WTM MEANS BUSINESS

51,000
Travel
Professionals

6% Increase in
Visitors in 2016

\$3.6 Billion
of new business generated
at WTM London 2016

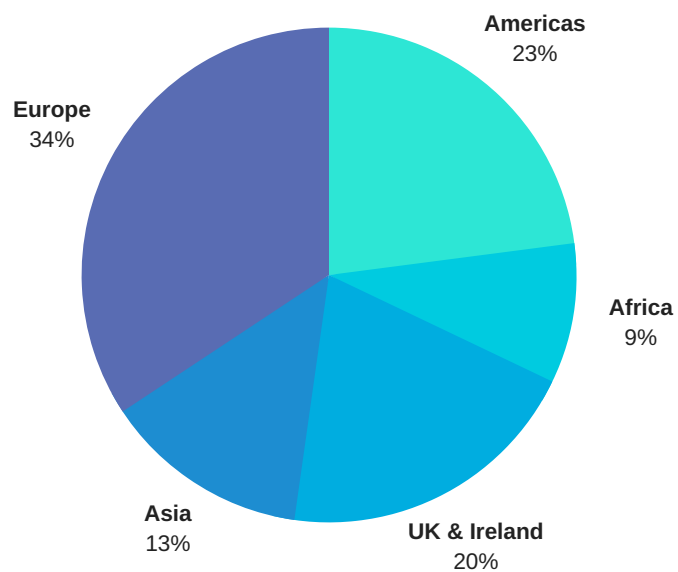
10,509
Visitors in Luxury Travel
Industry

Visitors with Direct
Purchasing
Responsibility: **54%**

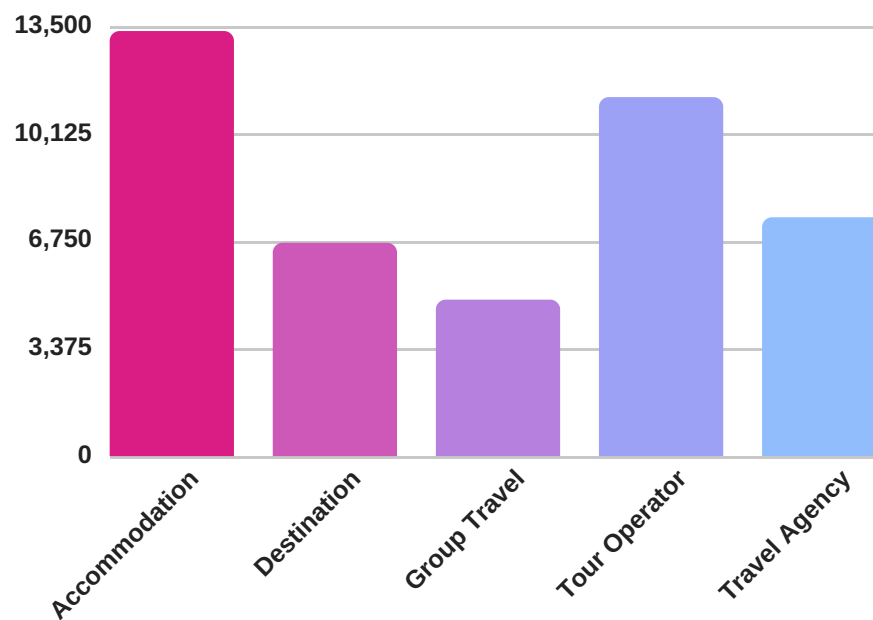
3,000
Digital Media
Influencers & Bloggers



GEOGRAPHICAL REGIONS OF VISITOR INTEREST:



TRAVEL TRADE PROFESSIONALS & BUYERS AREAS OF INTEREST:





WHAT IS THE CHAMBER PROVIDING?

- Partnership with Visit FL enabling affordable exhibit presence
- Sales & Marketing Expertise
- Staff Time
- Industry Know-How
- Unique Understanding of UK Market
- Design & Creation of Marketing Materials
- Ability to Represent and Lead a Confederation of Stakeholders

Economic Development Advisory Board



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**agenda
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Subject 2b

Holiday Banner Pilot Program

motion | recommendation

Recommendation to approve for consideration by the City Commission is requested.

Background

During the holiday season, a number of events take place throughout the city drawing local and regional attention to Winter Park. During this time, foot traffic is at a premium. Historically, the city has displayed "Winter in the Park" the CRA's ice skating rink, on the street light banners to add to the holiday charm. Coupled with the 'globes of light', Winter on the Avenue, holiday parade, and other special events have continued to bring locals and guests to the city. As a result, the city has seen an increase in expenditures to account for these events. To ensure their longevity which help keep the city unique, staff has developed a program intended to offset some of these costs.

The Holiday Banner Pilot Program would be used as a way for merchants to increase their exposure during the holidays and showcase their business. In return, payment of a fee would be delivered to the city. The logo, and its placement, would be viewed as a sponsorship, not to be confused with offsite signage per the city code. The banners would follow a city approved template to ensure continuity. Merchants would be responsible for delivering their logo and payment by the deadline to ensure printing and installation time. After the holiday season, banners would be returned to merchants, or disposed of after five days. Street poles without sponsored banners would have either the banner template or Winter in the Park banner to ensure continuity along the road.

The board has a history of providing innovation to the banner program including supporting longevity recognition as part of the city's special event banner program. This is an opportunity to add a different, but fresh, branch of the city's economic development programs, with similar roots to the city's Special Event Banner Program. Revenues generated from the program would be reintroduced to expenditures incurred throughout the holiday season. Banner placement and logo design would still need to be approved by staff.



**Planning & Community Development
Economic Development Division
401 South Park Avenue
Winter Park, FL 32789**

HOLIDAY BANNER PILOT PROGRAM

Every year the City shines during Winter in the Park. Thousands of residents and visitors flock to charming Winter Park to shop, dine and celebrate the holidays during the Christmas in the Park, Christmas Parade, tree lighting, concerts and to ice skate in Central Park.

The city has decorated light poles with festive holiday banners in the past but this year sponsors have the opportunity to support Winter in the Park and the unique ability to showcase their businesses.

Colorful custom Winter in the Park banners installed on decorative light posts banner arms can now feature merchants' logos and names on the city's most visible streets. Winter in the Park Sponsors can select their holiday banner locations on a first come –first served basis for display during the Winter in the Park holiday season. Sponsor holiday banners will be displayed from November 17 to January 7 to celebrate Winter in the Park. The city will fabricate the custom banners and install them for our Sponsors for the duration of Winter in the Park.

APPLICATION PROCESS

Winter in the Park Sponsor holiday banner locations are on a first come first serve basis. Some restrictions apply. A banner location map is included with this application. Sponsors are encouraged to request banner locations within 500 feet of their business. All applications must be submitted to the Economic Development Division for approval. Staff shall review requested banner locations to ensure there are no conflicts between sponsor and location, and has the discretion to decline locations. The department will reserve the location(s) only after an application has been accepted and payment received. Applications shall be submitted at least 45 days in advance of the installation date and must be accompanied by a high resolution image. Detailed specifications for the submission of banner artwork are included with this application. The holiday banners will be displayed from November 17, 2017 to January 7, 2018. The city will remove them after the end date. Sponsors may retrieve their banners at the conclusion of the Winter in the Park display.

CUSTOM WINTER IN THE PARK BANNER DESIGN

Banners will be made from non-combustible material that will not shred and that is weatherproof. The City's designer has created a unique festive holiday design to frame the banners that will provide generous space to feature a Sponsor name and/or logo. Production will scale Sponsor's names and/or logos for the best visual effect on the custom designed holiday banners. The banners will be designed to be easily read by motorists and pedestrians. All final banner designs will be approved prior to production by the City's Economic Development Manager or their designee, and the Sponsor. Sponsor name/logo may not include political or religious subjects or specific products. Event logos may be posted on the banners. Banners shall not contain any tobacco or alcohol advertising.



SPONSORSHIP

Winter in the Park Sponsors – There are a la carte options to showcase your business and sponsorship of Winter in the Park in a targeted area during the holidays. Sponsors are encouraged to request banner locations within 500 feet of their business. Some restrictions apply. The fees per banner are as follows:

Park Avenue	\$200.00 each (21 poles available)
Morse Boulevard	\$225.00 each (21 double-sided poles available)
New England Avenue	\$150.00 each (New York Avenue to Hannibal Square West, 16 poles available)
Pennsylvania Avenue	\$150.00 each (Lyman Avenue to Garfield Avenue , 24 poles available)
Orange Avenue	\$150.00 each (Fairbanks Avenue to Orlando Avenue, 40 poles available)
Fairbanks Avenue	\$150.00 each (Pennsylvania Avenue to Ollie Avenue, 42 pole available)
Aloma Avenue	\$150.00 each (Osceola Avenue to Lakemont Avenue, 24 poles available)

There will be a 10% discount for Sponsors who retain their banners for reuse and reinstallation by the City for Winter in the Park 2018-19.

PAYMENTS

Applicant's total payment will be based according to the selected banner locations. Sponsorships are all inclusive and include production and the City's cost for installation and removal of banners. All fees are due upon the Economic Development Division's approval of the application. Locations will be reserved upon approval and donation receipt. No locations will be reserved in advance of payment.

AVAILABILITY

The Planning and Community Development Department Economic Development Division is the contact for Winter in the Park Holiday Banner Sponsorships. Staff will review banner applications when submitted, and applications will be approved on a "first come, first serve" basis upon receipt of payment.

BANNER POLE LOCATIONS AND SPECIFICATIONS

The City has permanent street banner pole hardware available at the identified locations on the banner maps. The City will scale Sponsors names/ logos for the best visual effect on custom designed holiday banners. Banners sizes are as follows:

Morse Boulevard

Double-arm poles, Total flat banner size: 23 1/8" x 51"

All other streets

Single-arm poles, Total flat banner size: 20" x 38"

ARTWORK REQUIREMENTS FOR PRODUCTION

Digital Output:

- High resolution PDF, TIFF, PSD, AI or EPS.
- Include all fonts used in your document or convert to outlines.
- Include all placed graphics.
- Keep a backup of all of your files. Collect for output.
- Set up your document in proportion to your final output size.
- Disk(s) or emailed digital files should contain only the files needed.
- If necessary, include a hard copy and indicate color matches if required.

Color Modes: 150 dpi @ full size

Notes:

- Do not flatten layers in file.
- Delete extra layers and channels.

Do not change the file format - leave in original RGB or CMYK format.



Sponsor Logo here

LIABILITY

The applicant must acknowledge and accept full responsibility for public risk. The City, or any division of the City, shall not be held responsible for any damage to the banners due to installation, removal, or storage.

I understand that banners must be picked up within five (5) business days after removal if the Sponsor intends to retain them. The City has the right to dispose of the banners after the set deadline at no cost to the City.

Guidelines and application are available online at cityofwinterpark.org > Departments > Economic Development/CRA Department or by calling 407-599-3498.

Submit applications to:

**Planning & Community Development
Economic Development Division
Attention: Holiday Banner Pilot Program
401 South Park Avenue
Winter Park, Florida 32789
(P) 407-599-3498
(F) 407-643-1659
Lhayes@cityofwinterpark.org**



Planning & Community Development
Economic Development Division
401 South Park Avenue
Winter Park, FL 32789

HOLIDAY BANNER PILOT PROGRAM APPLICATION

Business or Organization Name: _____

Contact: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Business, Organization or Event on Banner: _____

Describe the Business, Organization or Event: _____

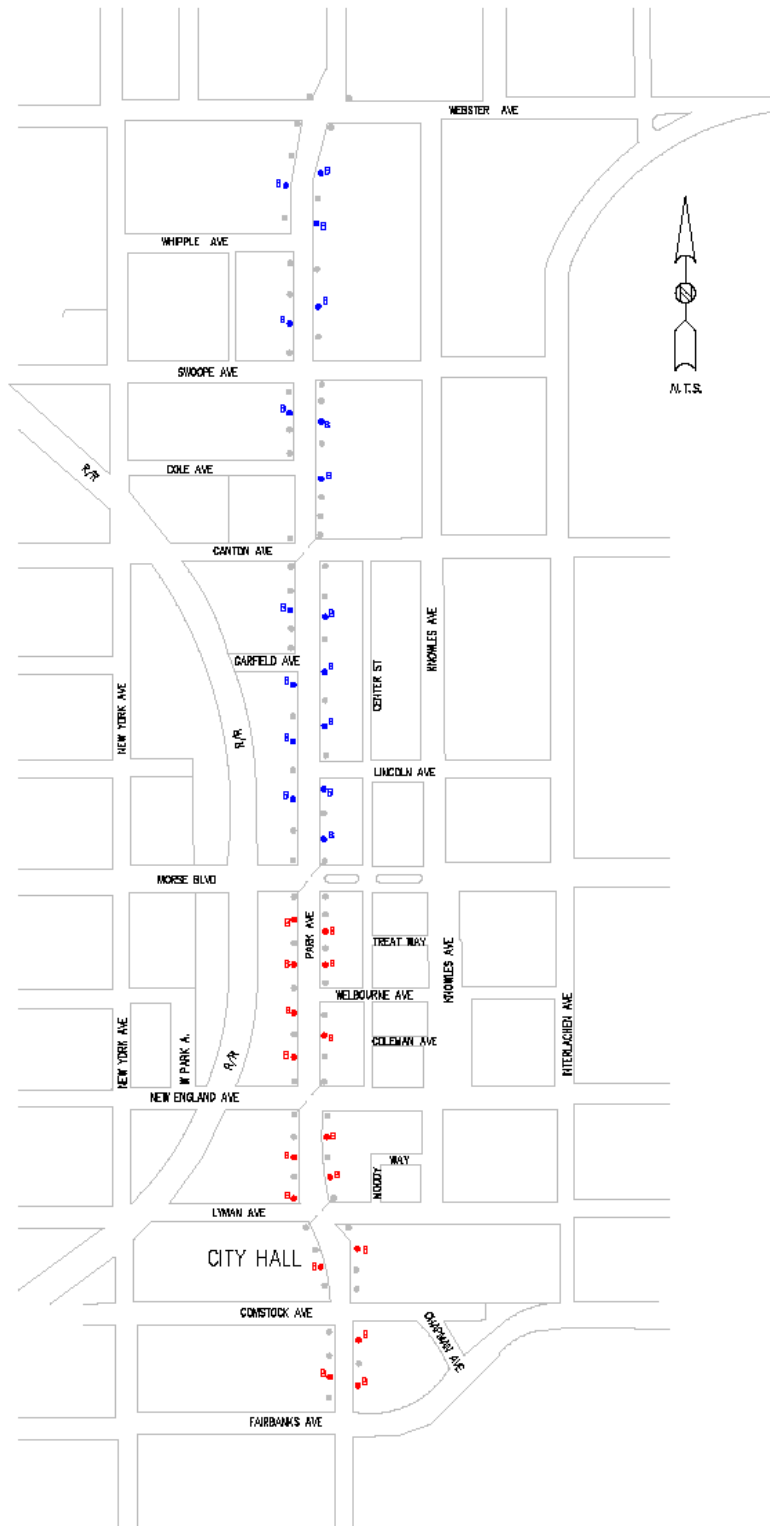
Banner Location Request (Please note any specific locations on the attached banner maps):

Available	Location	Cost Per Each	Quantity	
21	Park Avenue	\$200.00		
21	Morse Boulevard	\$225.00		
16	New England Ave.	\$150.00		
24	Pennsylvania Ave.	\$150.00		
40	Orange Avenue	\$150.00		
42	Fairbanks Avenue	\$150.00		
24	Aloma Avenue	\$150.00		
Total				

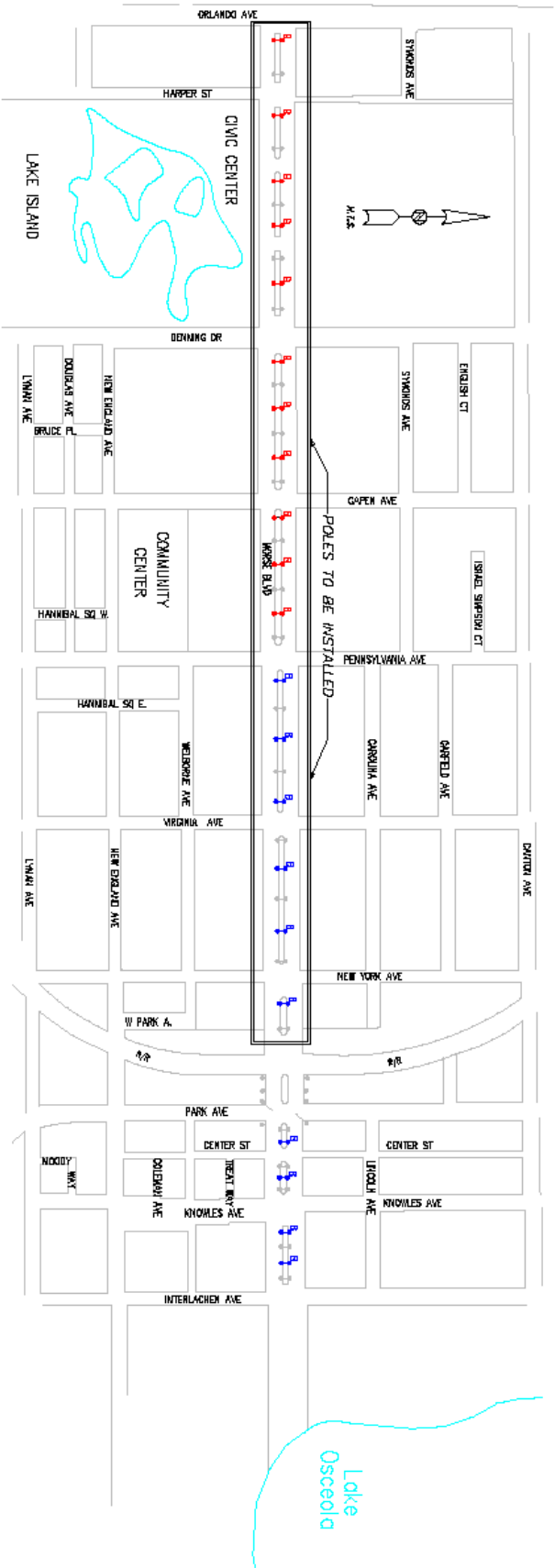
On behalf of the organization listed above, I, as applicant, hereby acknowledge that I have read and understand the Holiday Banner Policy Guidelines. The applicant/organization agrees to indemnify and hold harmless the City of Winter Park, its agents, officers, and employees from and against all loss, costs, expenses including suits, demands, claims, judgements, liens, attorney's fees in connection with injury to or death of any person or persons or loss of or damage to property resulting from any and all operations performed by or through this application.

Organization Representative Signature

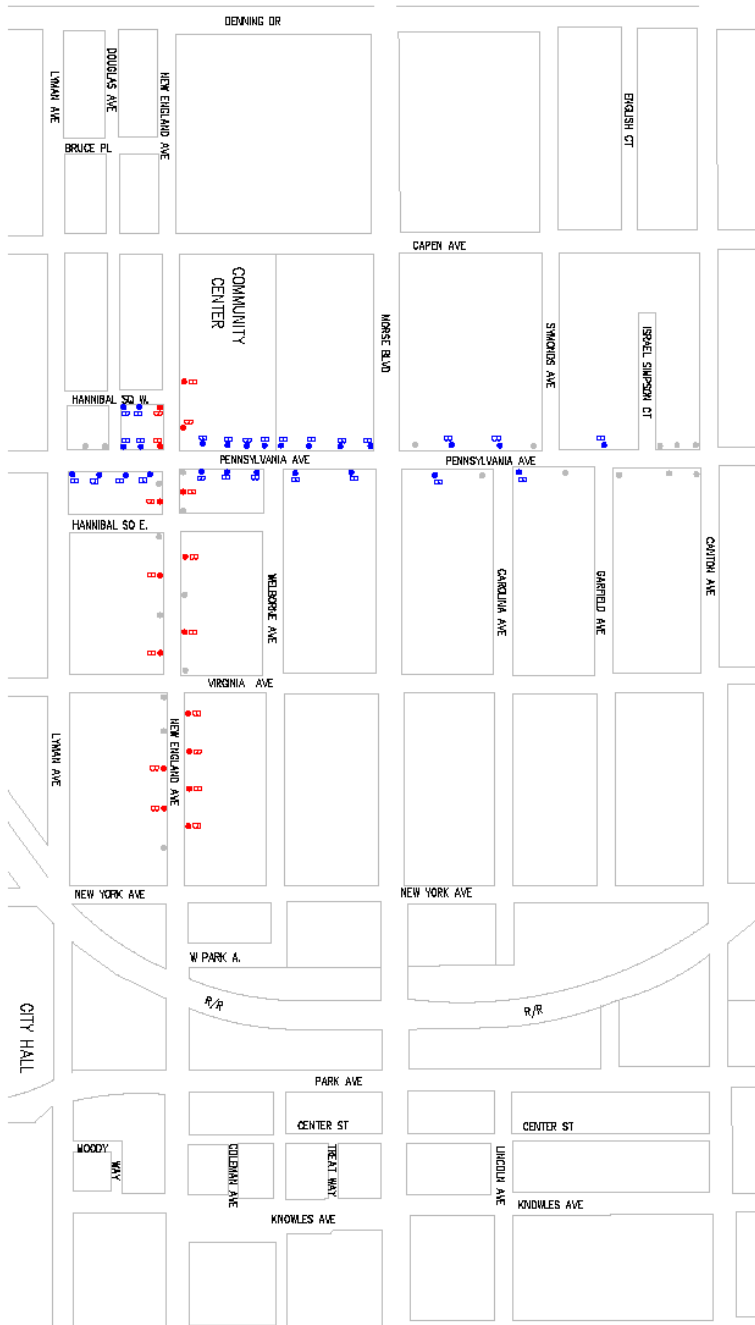
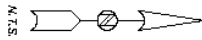
Date

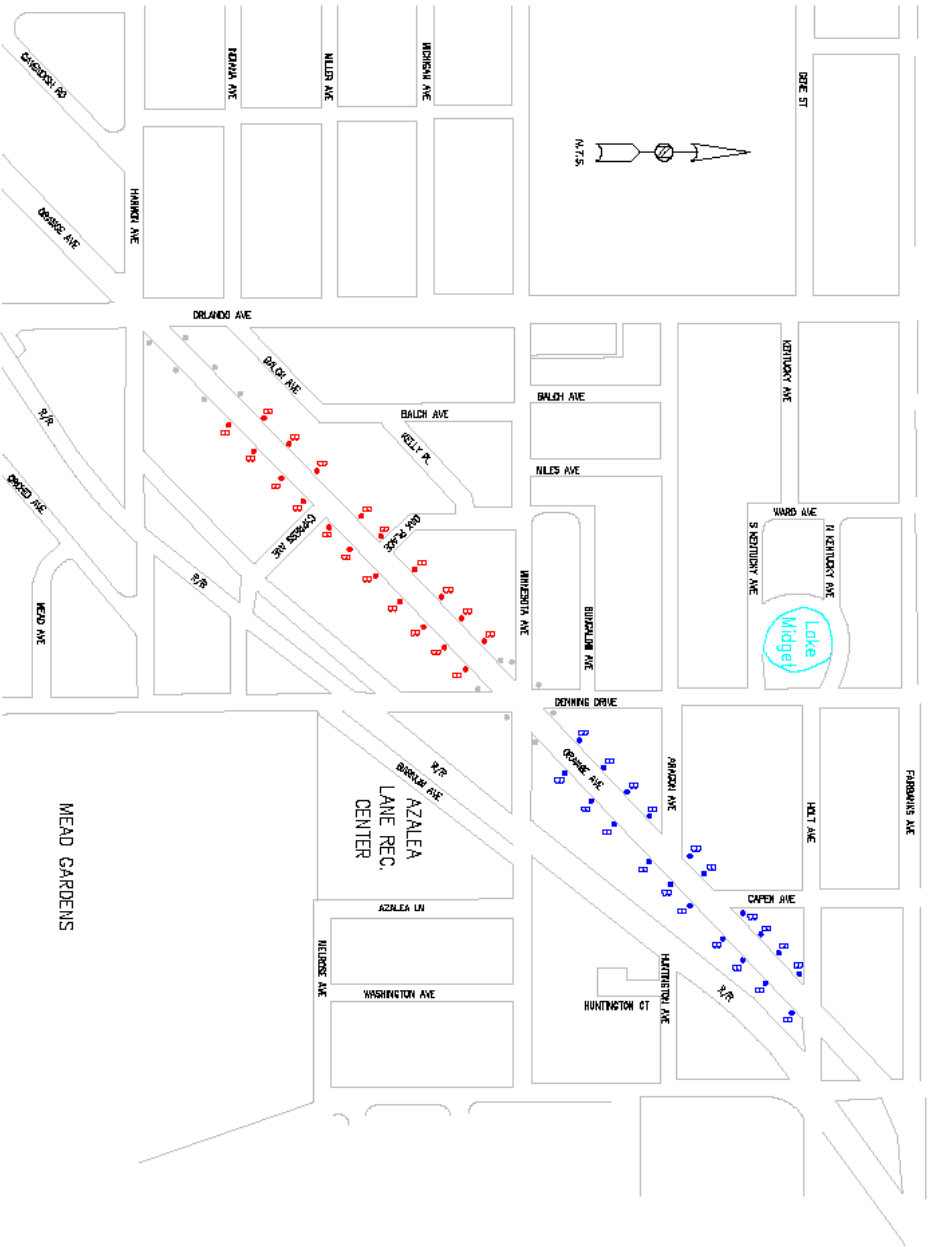


PARK AVENUE



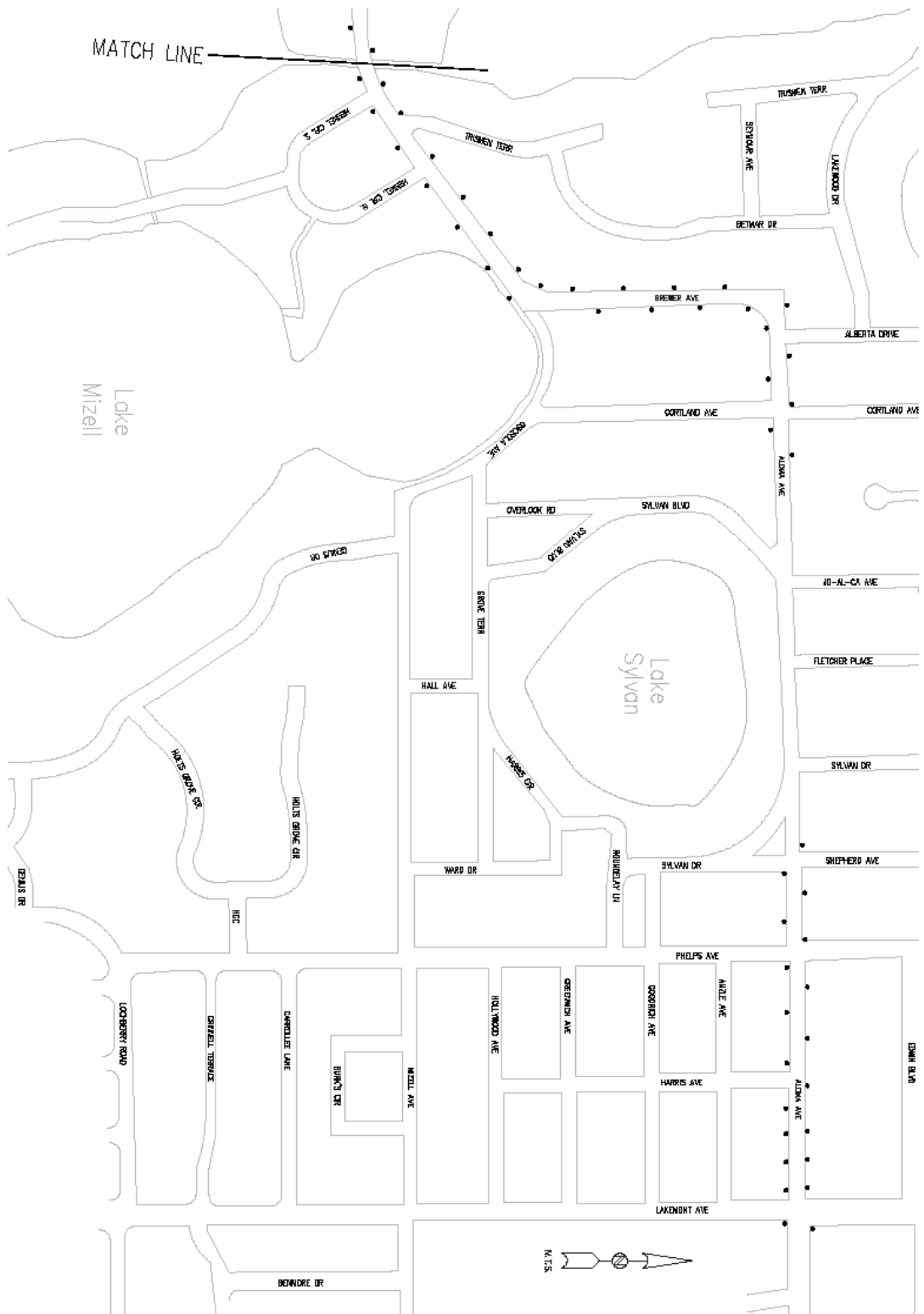
MORSE BOULEVARD





ORANGE AVENUE

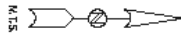




MATCH LINE

Lake
Mizell

Lake
Sylvan



City Use Only

Date Received _____

Locations Approved: Yes No

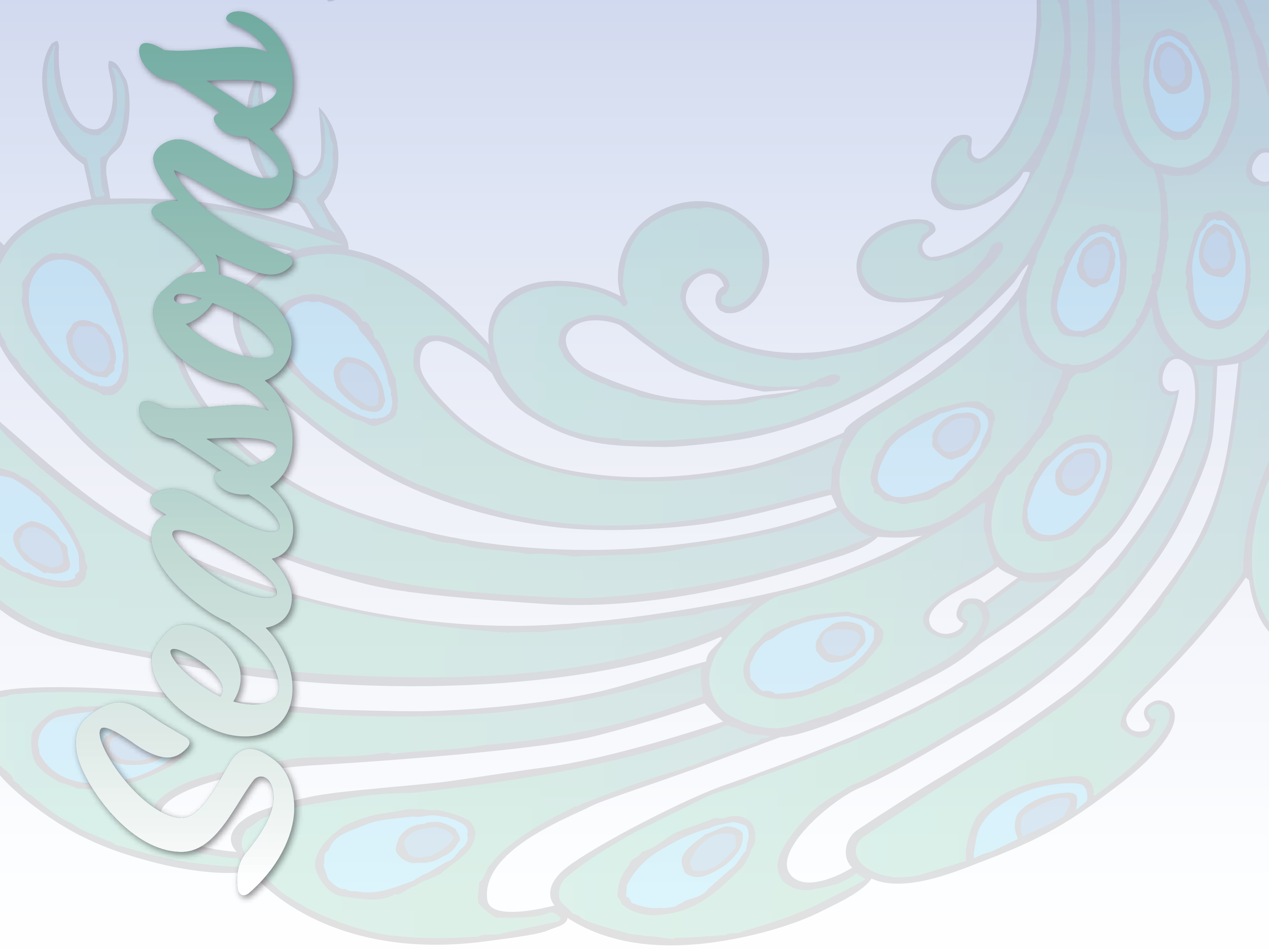
Design Received: Yes No

Design Approved: Yes No

Payment Received: Amount \$ _____

Notes:

Season's Greetings



Economic Development Advisory Board



meeting date 8-22-17

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☐ City Manager
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☐ N/A

**agenda
item**

Subject 3a

Staff is providing updates on the major items of interest for EDAB including the Economic Development Plan. In general, these items do not necessitate action by the board, but are being tracked to provide the board and public the most up to date information regarding the status of the various issues. The board may use this time to address discussion or viewpoints on these topics. Items in blue are specifically referenced in the approved FY16-17 EDAB plan.

Project	Update	Date
Resolve Comprehensive Plan discussion and determine follow-up study areas	Dated June 16 th , staff received a letter from the Department of Economic Opportunity finding the comprehensive plan update in compliance with F.S. 163.	Completed
Conduct a Tourism Assessment Review	Staff has been approached regarding a partnership opportunity with the Chamber of Commerce in reference to an international trade show. Return on investment for EDAB and the City would involve marketing, survey data, and coincide with the overall data collection and scope of its tourism assessment review.	Project for consideration on August 22 EDAB agenda.
Conduct a Business Certificate Study	Staff has formatted data available for analysis.	Staff is assessing timing issues for resource allocation in coordination with other projects.
Corridor Assessments	Orange Avenue - Stakeholder meetings finished. A total of 50 community representatives participated in the exercise. A written deliverable is expected by the consultant early September.	A review by the City Commission is expected on October 9 th .

Mixed-use/FAR	Staff has engaged with a private consultant for a case study analysis focusing on successful FAR/use relationships.	April 2018
Mobility Issues/Parking	Staff assisted in a set of group meetings led by Kimley-Horn to discuss downtown parking. The purpose of the conversation was to document current experiences by end users with the goal of creating a 'suite of options' as strategies for future implementation. Meetings included staff, board members, residents, merchants, and property owners. Initial discussion was provided to the CRA Agency and City Commission at their respective meetings on August 14 th . A final deliverable including options for consideration are expected September 2017.	September 2017
City Microloan Program	Staff has been in correspondence with Seacoast Bank regarding updating the city's microloan program partnership agreement. At this time, a resolution is expected prior to the expiration of the agreement at the end of the fiscal year.	September 2017