



Economic Development Advisory Board Regular Meeting

April 13, 2021 at 8:15 a.m.

Virtual Meeting

Agenda Items

1. Approval

- A. Minutes for March 9, 2021

2. New business

- A. Chamber Update/Economic Recovery Task Force Report
- B. Community Development Block Grant Application

3. Staff Update

- A. Initiatives and Data Update
- B. Granicus Transition
- C. Citizen Board Application

4. Public Comment

5. Adjourn

Next meeting: May 11

appeals & assistance

"If a person decides to appeal any decision made by the Board 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 Agenda Item

April 13, 2021 at 8:15 am

Virtual Meeting

Agenda Item

Approve minutes for March 9, 2021.

Motion | Recommendation

Motion to approve minutes from March 9, 2021.

Background

N/A



Economic Development Advisory Board Minutes

March 9, 2021 at 8:15 a.m.

Virtual Meeting

Present

Bill Segal, Murray Wilton, Drew Madsen, Michelle Heatherly, Betsy Gardner-Eckbert (8:34am)

Peter Moore, Kyle Dudgeon

Absent

Michelle Smith

Meeting called to order

Meeting was called to order at 8:17 am.

Approval of minutes

Motion made by Murray Wilton, seconded by Drew Madsen, to approve the January 19 and February 9 2021 minutes.

Motion passes 4-0.

New Business

1. Vacant Storefront Program

Assistant Division Director, Kyle Dudgeon introduced the item and provided background on the number of vacant or 'dark' storefronts on Park Avenue. He stated that currently vacancy was around 8%. He continued that the board provided direction to research and come up with a program that would allow storefronts to be filled during times of non-occupancy. Mr. Dudgeon gave background on different types of Vacant Property Registration Ordinances and how best each example could serve Winter Park. He discussed speed of implementation, demand, partnership, as precedent as leading factors in the development of a Vacant Storefront Program. As drafted, the program would be offer discounts to eligible property owners to their electric utility bill in exchange for leaving their lights on during dormant storefront periods, and/or partnering with local nonprofits and artists to showcase public facing storefront window facades. Total contribution by the city would be a maximum of \$500 per business.

The board commented positively on the light-handedness of the program, and its eligibility focus on volunteer participation.

Drew Madsen made a motion to approve staff's recommendation to approve the vacant storefront program, seconded by Betsy Gardner-Eckbert. Motion passes 5-0.

Staff Update

1. Chamber Update

Chamber President/CEO Betsy Gardner-Eckbert provided a review of the latest discussions had by the economic task force. She stated they are working to provide a final report to the board and City Commission outlining a summary of work and providing medium and long-range considerations to handover to EDAB to discuss in April.

2. Initiatives Review

Staff provided a brief update on the website and stated they had partnered with the Orlando Economic Partnership to provide an updated real estate map engine for interested real estate agents, entrepreneurs, and business owners. Staff gave a brief overview of the map tool with comments from the board regarding navigation and use.

Public Comment

No public comment was made.

There being no further business, the meeting adjourned at 8:48 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board Agenda Item

April 13, 2021 at 8:15 am

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Agenda Item

Chamber Update/Economic Recovery Task Force Report

Motion | Recommendation

N/A

Background

Update to be given by the Chamber of Commerce regarding the Economic Recovery Task Force.



Economic Development Advisory Board Agenda Item

April 13, 2021 at 8:15 am

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Agenda Item

CDBG Application

Motion | Recommendation

Recommendation to approve is requested.

Background

The Community Development Block Grant (CDBG) program provides federal funding to cities and counties for housing, economic opportunities, and public/non-profit capital projects, principally for low- and moderate income areas. The City of Winter Park works with Orange County for the mutual benefit of applying for these funds, administrative support, and increasing the potential pool of funding. Each year, the city has a window to apply for eligible projects to Orange County. In the past, this has included the old Shady Park splash pad.

This year, staff is submitting an application for financial support to the Denning Drive/MLK area for Public Wifi. From Webster to Orange Avenue, this improvement will benefit residents, guests, and businesses to promote digital inclusion and safe gathering spaces during and after the pandemic.

As mentioned, project eligibility must be able to identify an area benefit. This is defined as the service area of the project must serve low to moderate income areas that are at least 51% low to medium income (LMI). Census tract 159.01 block groups 1 and 3 exceed this threshold according to American Community Survey data and are further backed by ESRI infographic reports. Total cost of the project is valued at \$125,000.

In keeping with the continued discussions had by the board, staff is bringing forward this item for review and endorsement. If approved, an agreement between the City and County would be necessary outlining project schedule, payment, and responsibilities under the CDBG program. Should the program not be recommended for funding, staff may apply again for this or another project next year.

Applicants will be notified in June.

Select CDBG Question Responses

Describe the Proposed Project –

The City of Winter Park is seeking funding in effort to implement free public WI-FI services at 3000Mbps speeds along the recently completed Denning Drive mixed-use path and for use to the adjacent Martin Luther King, Jr. Park. Winter Park sees our public parks and facilities as an opportunity to bring all citizens, including those in low- and moderate-income areas, safely together in the time of social distancing and thereafter. As an urban community, Winter Park citizens in low- and moderate-income areas have quick access to a variety of nearby public facilities. Incorporating free access to public WI-FI would encourage use of the Denning Drive path and Martin Luther King, Jr. Park facilities to satisfy a need by low- and moderate- income citizens to have continual access to internet services which will assist with remote connectivity, visitor experience, and distance learning in a safe environment.

This project is part of a greater undertaking by the City to provide free wireless access throughout all of the City's public facilities and major districts including the Park Avenue and New England Avenue areas, the latter of which is the heart of Winter Park's historic minority community, Hannibal Square. Funding and implementation has been completed and is currently provided at two of the City's most prominent gathering areas—Central Park and Shady Park.

Like the Central and Shady Park projects, custom designed nodes will be placed on streetlights along the Denning Drive mixed-use path and adjacent to Martin Luther King, Jr. Park. These locations would be incorporated into the private virtual network layer to enhance the City's smart city applications.

Name other organizations or government entities that were consulted on this project application. What was the result of the consultation –

Brief discussions were had with Orange County to determine eligibility of the project. Direction was to conform with request for application (RFA) process.

Define the measurable goals, outputs and outcomes of the programs offered at the project site –

The goal of this project is to create a safe public environment that our citizens can utilize increasing remote connectivity, visitor experience, distance learning, and support of local businesses during the time of social distancing and thereafter. The City's desire to implement free wireless connectivity along the Denning Drive mixed-use path and adjacent to Martin Luther King, Jr. Park areas is two-fold.

Firstly, the City sees a need for free public access to WI-FI by our citizens located in low- and moderate-income areas. Our citizens in these areas may be less able to afford internet services or may be spending crucial income on these services, which may be used for more fundamental needs such as rent, food, and utilities. Having free public

WI-FI close by would benefit these citizens financially in addition to the direct benefits of the service itself.

Secondly, this project increases utilization and overall experience of our public services as a whole. Chiefly, citizens in low- and moderate-income areas may be more likely to travel short distances to public parks and facilities if free public WI-FI is available. Thus, as visitation increases, so does use of public facilities. This encourages citizens in these areas to live healthy, sociable lives in public spaces. This is especially true during the pandemic as these public areas are big enough to safely social distance during the time of COVID-19 while still being able to see and visit friends and family, both in person and online. Therefore, free access to a public wireless network would benefit citizens in these areas as it promotes greater visitation, which will in turn be greater utilized for gathering, socializing, and physical exercise in addition to the added benefits of remote connectivity and distance learning.

Describe the services that the Agency provides. Specifically note those services that will be a result of funding received from Orange County –

The service rendered by this project includes free public WI-FI access at 3000Mbps speeds along the Denning Drive mixed-use path and adjacent to Martin Luther King, Jr. Park.

Provide information on recent capital improvement projects completed by your Agency. Include the number of CDBG-funded projects that your Agency has completed in the past five years –

This project directly connects with the City of Winter Park's most recently completed capital improvement project, which is the completion of the mixed-use path along Denning Drive between Webster and Orange Avenues. The cost of the Denning Drive project was approximately \$1.8 million. Martin Luther King Jr. Park sits directly adjacent to Denning Drive and is slated for a refreshment by our Community Redevelopment Agency's CIP for 2023. There are no projects by the City of Winter Park that were CDBG-funded in the last five years.

Describe whether or not the proposed project meets the zoning requirements, or if a rezoning or variance will be needed. If the proposed project is exempt from the County's zoning requirements, cite the exemption source/reference –

This project meets the zoning requirements of the City of Winter Park. Each of these designated public areas are zoned "PR"—the City's designated zoning category for public parks and recreation facilities.

Describe whether or not the site is owned or leased by the applicant. If owned, upload a copy of the Deed. If leased, upload a copy of the lease under

the Documents Tab. Enter N/A for projects that do not involve facility improvements –

Each site is owned and operated by the City as they are part of our public park system.

Will the project include compliance with the Americans with Disabilities Act (ADA)? Please describe any ADA improvements proposed as part of the project –

This project does not require any ADA improvements as connections for WiFi will be handled by each personal device.

If your infrastructure project has more than one address, please describe the specific location(s) of the project. Note: Sidewalks must be ADA-compliant –

The Denning Drive mixed-use path runs along Denning Drive from Webster Avenue to the North to Orange Avenue to the South. Martin Luther King Jr. Park is located at 1050 W. Morse Blvd., Winter Park, FL 32789 and is directly adjacent to the Denning Drive project.

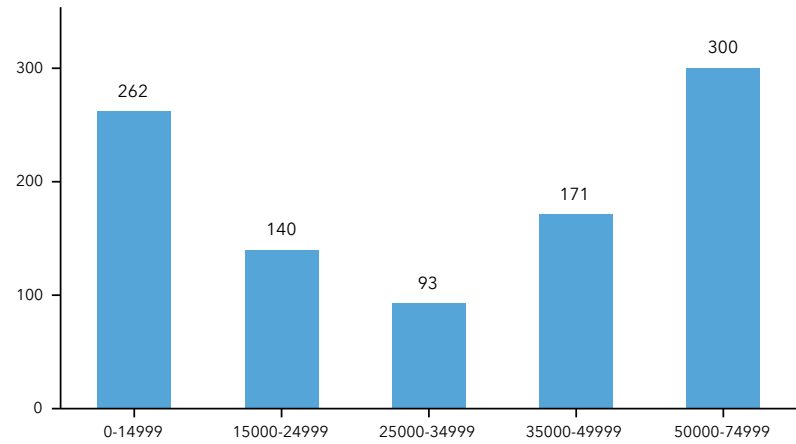
Provide the proposed project timeline, to include specific activities and an anticipated project completion date –

This project would typically take 4-12 weeks to complete to fully integrate a wireless network throughout each public facility. The goal would be to have the entire Denning Drive mixed-use path integrated with free wireless service by August 31st, 2021.

Winter Park Census Tract

120950159.01 2

2020 HH Income



Households By Income

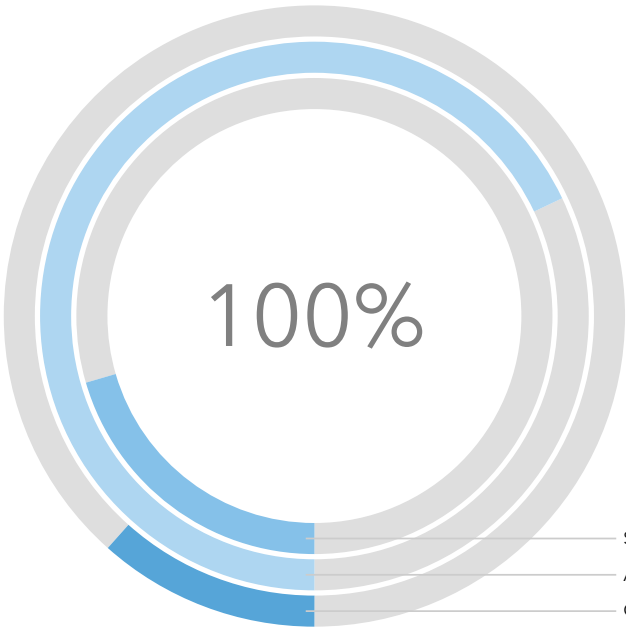
The largest group: \$50,000 - \$74,999 (22.1%)

The smallest group: \$150,000 - \$199,999 (0.7%)

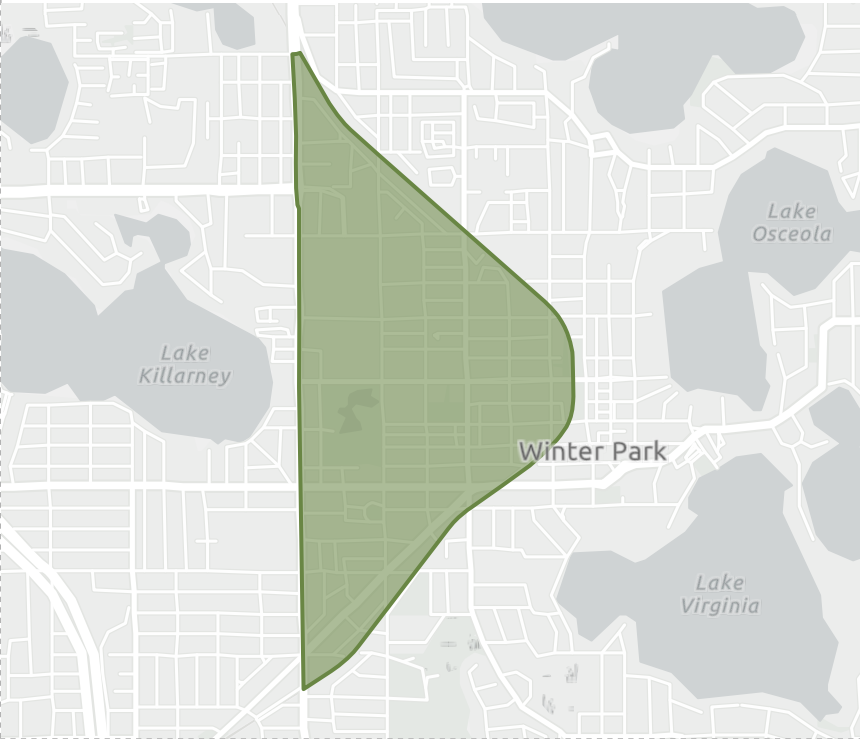
Indicator ▲	Value	Diff		
<\$15,000	19.3%	+9.7%		
\$15,000 - \$24,999	10.3%	+0.8%		
\$25,000 - \$34,999	6.9%	-2.5%		
\$35,000 - \$49,999	12.6%	-0.7%		
\$50,000 - \$74,999	22.1%	+4%		
\$75,000 - \$99,999	8.2%	-4.5%		
\$100,000 - \$149,999	15%	-0.4%		
\$150,000 - \$199,999	0.7%	-4.5%		
\$200,000+	4.9%	-2%		

Bars show deviation from

Orange County



- Seniors 65+ 20.5%
- Adults 15 to 64 67.9%
- Children 14 under 11.6%



AT RISK



238

Households With Disability



0

Pop 65+ Speak Spanish & No English



32

Households Without Vehicle



\$50,627

Median Household Income



\$33,915

Per Capita Income



\$14,344

Median Net Worth



Economic Development Advisory Board Agenda Item

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Agenda Item

Data & Initiatives Review

Motion | Recommendation

N/A

Background

Staff is providing an update relative to the following topics. In general, these items do not necessitate action by the board, but are included to provide the public the most up to date information regarding the status of various issues. The board may use this time to address discussion or viewpoints on these items.

Performance Metric/Project	Update	Date
Park Avenue Vacancy	Monthly map provided.	March 2021
CoStar data	Monthly vacancy rate and market rent/SF provided in Commercial Performance Report 4/21.	April 2021
Website modernization	Update direction given to IT staff including real estate map update (provided at March meeting), adding resources, and page reorganization underway.	May 2021
Business Welcome Packet	Draft language in review.	May/June 2021






VACANCY MAP

City of Winter Park
Florida

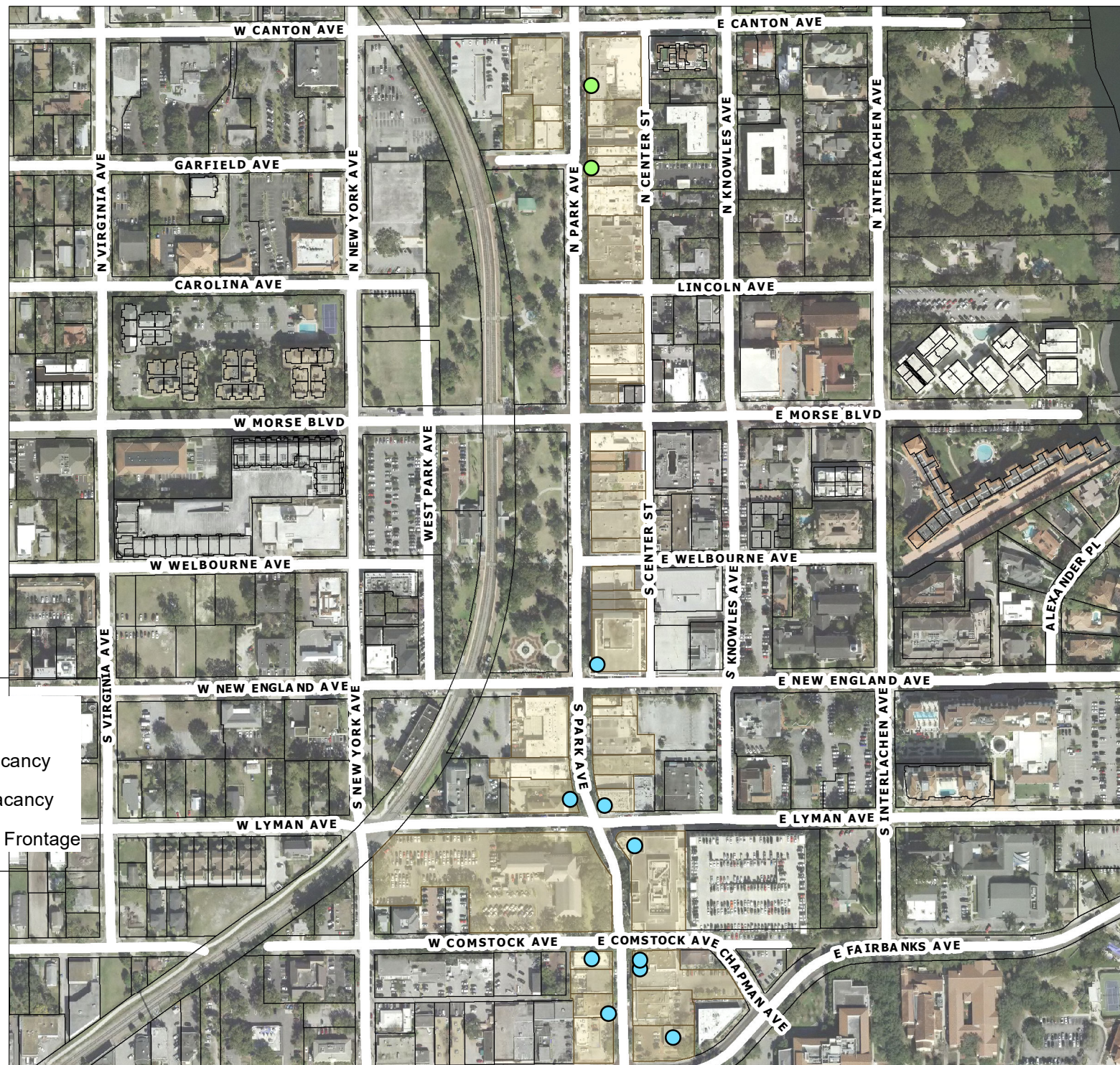
Vacancy: 8.7%

Legend

-  North Park Avenue Vacancy
-  South Park Avenue Vacancy
-  Park Avenue Property Frontage



Observation Date: 3/16/21



Commercial Performance Report

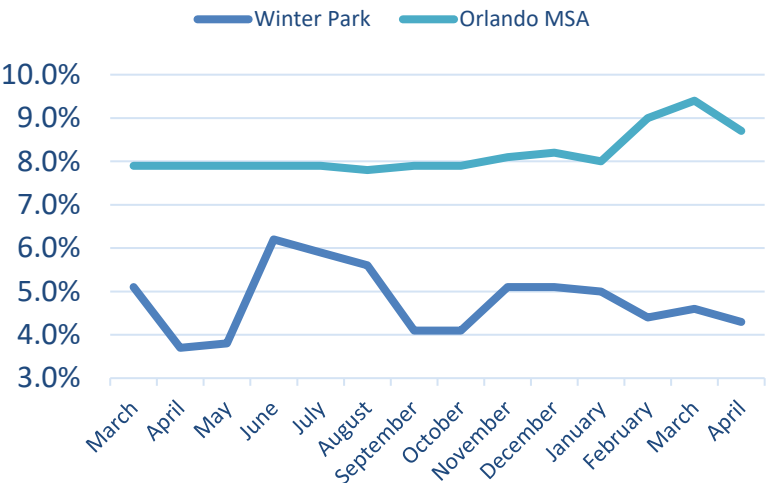
4/21

Full list of quarterly reports including annually recorded metrics are available at www.cityofwinterpark.org/pm

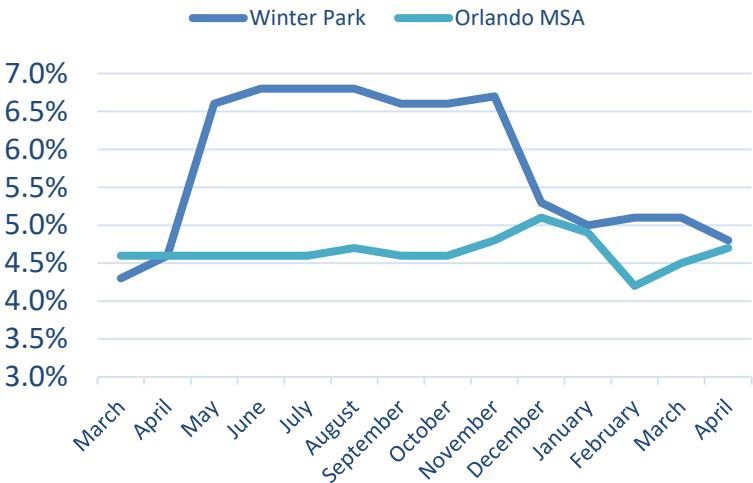
Sources: ESRI, CoStar, BLS

OFFICE

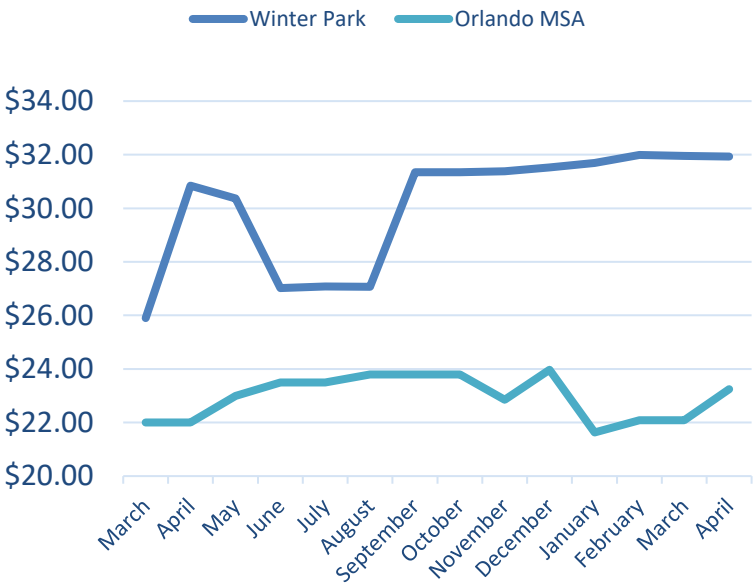
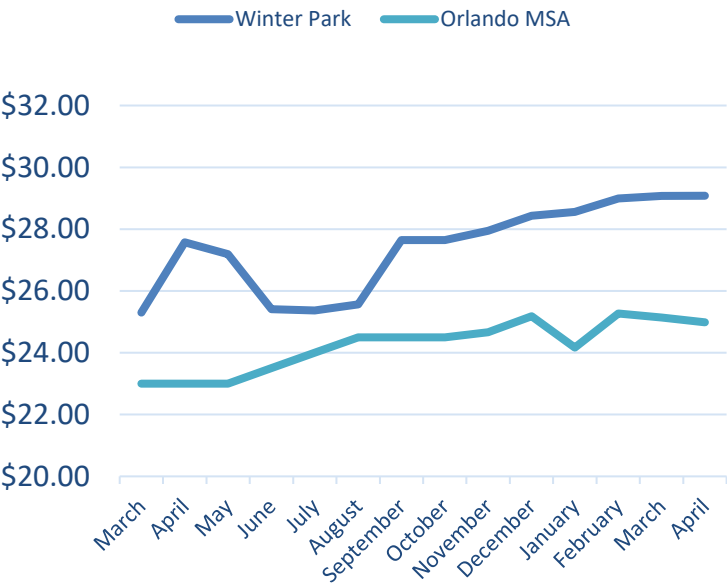
Vacancy



RETAIL



Rental Rate



3,837
Businesses

32,125
Total Employees

6.4%
Unemployment



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Granicus Transition

Motion | Recommendation

N/A

Background

In an effort to continue to provide improved transparency and consistency among Commission, advisory boards, and city items, staff will be moving towards Granicus software for agendas, meetings, and minutes. This does not require any new training for board members, will influence the agenda template in the near term. Staff will keep the board apprised on timing for transition. No action is required for this item.



Economic Development Advisory Board Agenda Item

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Agenda Item

Citizen Board Applications

Motion | Recommendation

N/A

Background

Provided for informational purposes. Board members with ending terms may reapply with the link below.

Board Members	Appointed By	End of Term
Murray Scott Wilton	Commissioner Sullivan	2023
Drew Madsen	Commissioner DeCiccio	2023
Vacant	Commissioner Cooper	2022
Michelle Smith	Commissioner Weaver	2022
Betsy Gardner Eckbert	Mayor Leary	2021
Michelle Heatherly	Mayor Leary	2021
Bill Segal	Mayor Leary	2021

Members: 7

Term: 3 years, coinciding with the Mayor or City Commissioner responsible for making an appointment(s). Generally, initial appointments are made at the second regular Commission meeting after the commission member is sworn in for a new term of office.

Term limit: 2 consecutive terms

Citizen board application form:

<https://cityofwinterpark.org/government/boards/citizen-board-application/>