



Economic Development Advisory Board

Agenda

July 13, 2021 @ 8:15 am

City Hall Commission Chambers
401 South Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/bpm and include virtual meeting instructions.

assistance & appeals

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"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed 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).

please note

Times are projected and subject to change.

-
1. **Call to Order**
 2. **Consent Agenda**
 - a. [Approval of minutes for June 8, 2021](#) 1 minute
 3. **Staff Updates**
 - a. [Continuation of EDAB strategy discussion](#) 40 minutes
 - b. [Data & Initiatives](#) 5 minutes
 - c. [Chamber Update](#) 5 minutes
 4. **Citizen Comments (for items not on the agenda): Three minutes allowed for each speaker**
 5. **Board Comments**
 6. **Adjournment**



Economic
Development
Advisory Board

agenda item

item type	Consent Agenda	meeting date	July 13, 2021
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

Approval of minutes for June 8, 2021

motion / recommendation

Approve as presented

background

N/A

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[060821 EDABoard Meeting Minutes.pdf](#)



Economic Development Advisory Board Minutes

June 8, 2021 at 8:15 a.m.

Hybrid Meeting

Present

Murray Wilton, Ginny Enstad, Michael Dick, Betsy Gardner-Eckbert
Peter Moore, Kyle Dudgeon

Absent

Bill Segal, Drew Madsen, Michelle Smith

Meeting called to order

Meeting was called to order at 8:19 am.

Consent Agenda

a) Approval of Minutes

Motion made by Betsy Gardner-Eckbert, seconded by Michael Dick, to approve the May 11, 2021 minutes. Motion passes 4-0.

Staff Updates

a) Continuation of Next Steps Discussion

Assistant Division Director, Kyle Dudgeon provided a PowerPoint presentation outlining past discussions and identified goals for the meeting. He stated the purpose of last month's meeting was to collect information from the board regarding direction forward. He showed a list of over forty key phrases expressed by the board, and articulated they could be categorized into four overarching objectives. These included 'Advising on Industry Trends', 'Maintain a Healthy Downtown Core', 'Enable Retention and Relocation Opportunities', and 'Facilitation & Ombudsmanship'. He stated the purpose of these categories were to assist in the development of underlying strategies, programs, and initiatives that could fall under each one of these areas.

The board advised staff on the breakdown of the phrases and provided additional direction and insight on cleanliness, safety, growth tracking, peer communities, and defining industry sector benchmarks. Staff concluded the additional information from the board will be used to begin to define strategy and actions steps to be reviewed at a future meeting.

b) Chamber Update

An update was provided by Betsy Gardner-Eckbert related to Chamber activities and initiatives. She commented on the value of continuing to collect data and upcoming events. The board commented

on the relationship of balancing downtown businesses with others in major commercial areas of the city.

c) Staff Updates

Assistant Division Director, Kyle Dudgeon, stated monthly information related to Park Avenue economic vibrancy, Winter Park/Orlando MSA vacancy and rental rates are provided for the board's review.

Public Comment

Phil Anderson, 1621 Roundelay Lane, thanked the board for their thoughts, provided insight on Winter Park's experience including holiday lights, defining benchmarks for growth, and stated an opportunity for EDAB to consider funding for projects through funding sources such as the American Recovery Plan Act.

Mary Sullivan, 901 Georgia Avenue, spoke to the board's value on linking the Commission to their constituents on issues relating to economic vitality.

There being no further business, the meeting adjourned at 9:13 a.m.

Economic Development Advisory Board

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board

agenda item

item type	Staff Updates	meeting date	July 13, 2021
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective			

subject

Continuation of EDAB strategy discussion

motion / recommendation

N/A

background

Over the past two meetings, the board has discussed approaches to supporting goals, strategies, and action steps as the economy continues to transition towards recovery. Per the board's June meeting, staff categorized several key phrases and items into 'buckets' for the purposes of creating overarching goals. These goals include advising on industry trends, maintaining a healthy downtown core, enable retention and recruitment opportunities, and facilitation and ombudsmanship. Staff has continued in this effort by creating underlying draft strategies and actions for review.

The purpose of this item is to engage in a general understanding of strategies proposed, provide context/evaluation, and allow staff an opportunity for final revision. The attached draft chart illustrates strategies and action steps for discussion. Staff will additionally facilitate through a powerpoint presentation.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[EDAB Next Steps Strategies - Draft 7/2021.pdf](#)

Focus Area 1	
Advising on Industry Trends	
Strategy 1	Refine quarterly metric reports on local economic conditions.
FA1s1.action	- Meeting to discuss benchmark communities
FA1s1.action	- Identify values and generate report
Strategy 2	Reintroduce a development report articulating Winter Park development activity.
FA1s2.action	- Work with planning and permitting departments on redevelopment sites. Update biannually.
Strategy 3	Continue to provide location quotient, shift share, and business cluster reports.
FA1s3.action	- Engage consulting services
Focus Area 2	
Maintain a Healthy Downtown Core	
Strategy 1	Invest in existing resources to promote the Winter Park experience
FA2s1.action	- Establish costs for increasing cleanliness efforts (pressure washing, etc)
FA2.s1 action	- Add value to the Winter Park experience during holiday and off-peak times of the year (concert series, holiday lights, WP banners)
FA2.s1 action	- Continue pursuit of technology enhancements for small businesses and residents
Strategy 2	Maintain focus on pedestrian, bicycle and transit connections
FA2s2.action	- Establish baselines for pedestrian foot traffic in walkable commercial areas
Strategy 3	Consider sustainable elements such as energy efficiency and wellness as important local elements to program functions
FA2s3.action	- Coordinate presentation with Sustainability team to understand existing efforts and partnership opportunities
FA2s3.action	- Evaluate against existing programming and cost implications to business
Focus Area 3	
Enable Retention and Recruitment Opportunities	
Strategy 1	Evaluate new programs for expanding and relocating businesses to Winter Park
FA3s1.action	- Identify gap areas for consideration (gap analysis)
FA3s1.action	- Review past program successes and limitations
FA3s1.action	- Participate in peer review exercise
FA3s1.action	- Craft guidelines and application
Strategy 2	Expand CRA business façade program citywide
FA3s2.action	- Review existing programming
FA3s2.action	- Peer review
FA3s2.action	- Craft guidelines and application
Focus Area 4	
Facilitation & Ombudsmanship	
Strategy 1	Reintroduce business recognition program
FA4s1.action	- Review criteria & execute
Strategy 2	Establish roundtable sessions with market and private sector experts for educational outreach
FA4s2.action	- Staff coordination with local, community, and regional partners
FA4s2.action	- Continue working relationships with existing partners for community and private sector benefit



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strategic objective	N/A		

subject

Data & Initiatives

motion / recommendation

N/A

background

Staff is providing updated documentation relative to the boards queries regarding Winter Park and Park Avenue vacancy. The board may use this time to address discussion or viewpoints on these items.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[Vacancy Map.pdf](#)

ATTACHMENTS:

[ED Performance Metrics July 2021.pdf](#)



VACANCY MAP

Economic Development Advisory Board

City of Winter Park
Florida

7%

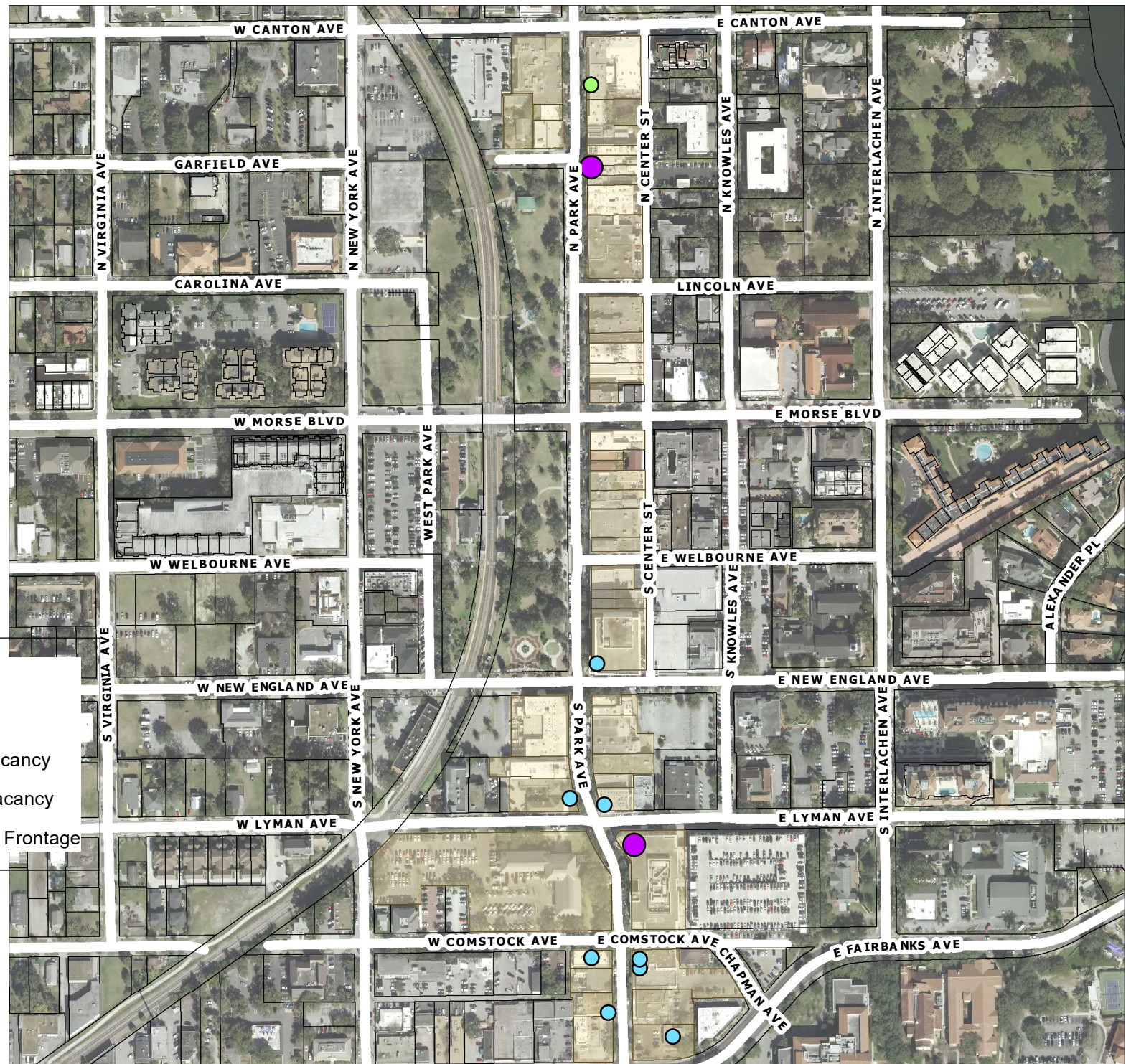
Vacancy (excluding pending)

Legend

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



Observation Date: 7/6/21



Commercial Performance Report

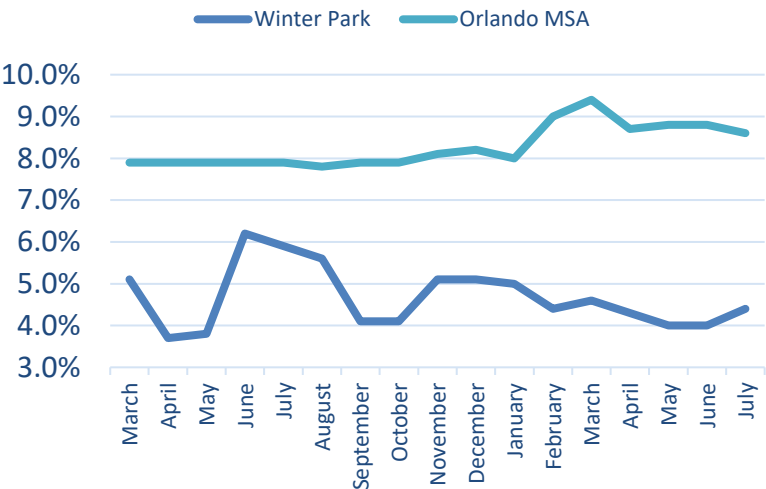
7/21

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

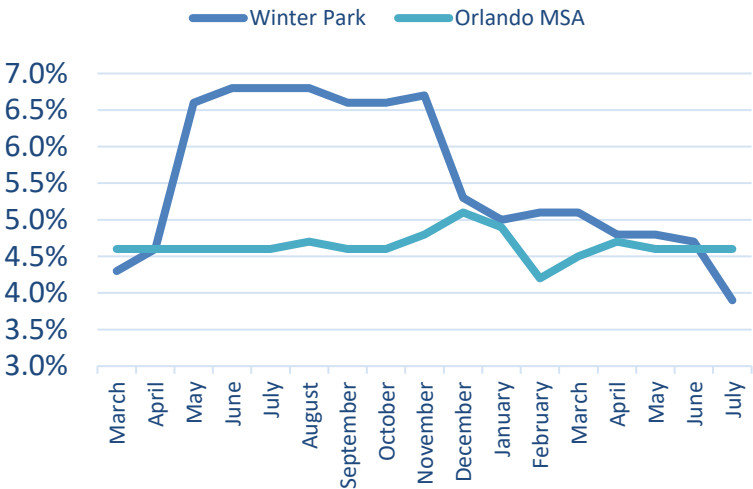
Sources: ESRI, CoStar, BLS

OFFICE

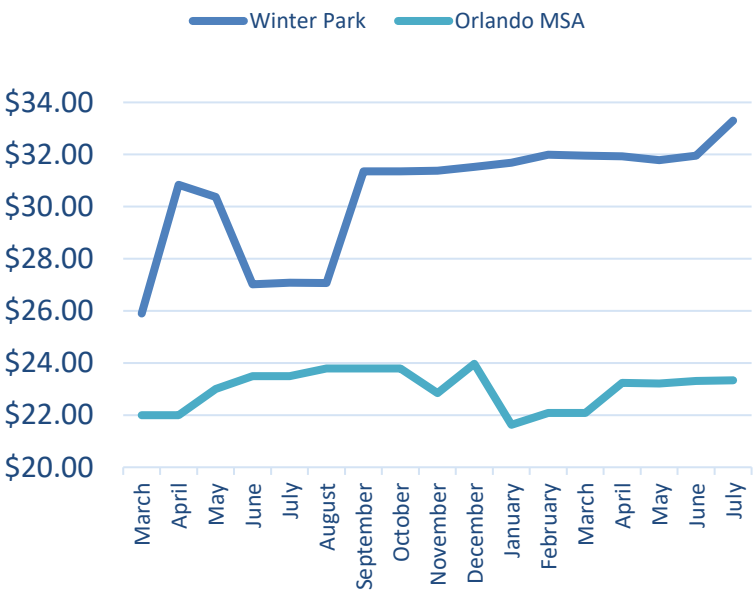
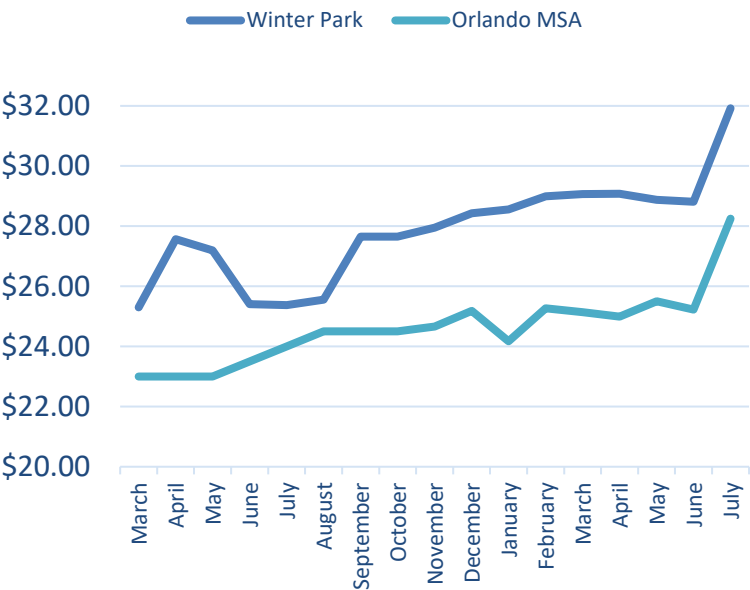
Vacancy



RETAIL



Rental Rate



3,775
Businesses

33,250
Total Employees

4.7%
Unemployment



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subject

Chamber Update

motion / recommendation

N/A

background

Update to be provided by the Winter Park Chamber of Commerce

alternatives / other considerations

N/A

fiscal impact

N/A