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**Office of the
City Manager**

Economic Recovery Task Force Report 1

Update 9/2/2020

The Economic Recovery Task Force meets weekly and convened August 25. The first two meetings have quickly resulted in the following discussions:

Economic Impact Study

A brainstorming session resulted in four categories to be studied by Valerie Seidel, Balmoral Group as the Phase II deliverable to *COVID-19 Economic Analysis*.

1. Mask Wearing Campaign
2. Open Container Outdoor Areas
3. Fee Waivers
4. Direct Financial Assistance

Special Events

Many concepts were discussed and prioritized to begin offering events throughout the fall, with consideration to flexibility as new information becomes available related to COVID-19. All events currently under consideration are **outdoor open space events**.

- Winter Park Curbside To-Go - launched August 27

This program organizes kiosks/zones for easy, visible and convenient pick up of takeout items throughout the City. It also shares information about many of the City parks nearby the business hubs as ideal locations for picnicking.

- Music and Movies in the Park – planned launch Friday, September 11

Recurring every Friday and Saturday in September

This concept piggybacks on the take-out efforts by further encouraging picnicking in parks where either live music or movies will be provided. Guests will be encouraged to dine on takeout from the local restaurants. Parks included will be Central Park, Shady Park, Ward Park and MLK Park. City Staff is currently working with Cultural Alliance partners to secure talent and develop a calendar of events.

- Sidewalk Sales – planned launch Friday, September 11

Recurring the second weekend of each month through December

Additional ideas being considered for October and beyond:

Bach on the Green
Dinner on the Alleys
Modified Holiday celebrations
Nine & Dine
Park Avenue & Hannibal Square Road Closures
Virtual Fashion Show
West Meadow Wednesdays

Mask Wearing Campaign

There are currently several organizations within our community sharing mask wearing and other health and safety efforts. The Task Force discussed using existing resources to share the message as well as developing branded signage for businesses and special events. Below are relevant websites to be shared:

- Orlando Health Business Ready

[Resources to Help You Reopen Your Business Safely](#)

- Orange County Government

[We Got You Covered](#)

[PPE for Community](#)

Policy Recommendations

- Concepts related to assisting expansion of existing businesses and potential future businesses though modification to City codes were discussed.
- The Task Force plans to make a recommendation to the EDAB for consideration that will then come before the City Commission for discussion and possible implementation.
- It is anticipated the first set of discussion topics could be presented to the City Commission for consideration of the concepts Wednesday, September 23.
- The Economic Recovery Task Force established the following criteria for reviewing ideas/concepts:
 1. Safety
 2. Meaningful beneficial impact
 - a. Financial
 - b. Emotional wellbeing
 - c. Broadly available
 3. Financially viable for partners
- Issues under consideration:
 - sewer capacity impact fee deferral (similar to adopted guidelines for Fairbanks)
 - temporary parking waivers or use of pooled parking
 - reduction in seats required for liquor license
 - more permanent open container regulation (modeled from a recent program in Deland)

2020 ECONOMIC RECOVERY TASK FORCE MEMBERS

| Name | Organization | Sector |
|-----------------------|------------------------------------|----------------------|
| Betsy Gardner Eckbert | Winter Park Chamber of Commerce | Chamber |
| Michelle Neuner | City of Winter Park | City |
| Sarah Grafton | Park Avenue District | Park Avenue District |
| Drew Madsen | City's Economic Dev Advisory Board | Advisory Board |
| Michelle Strenth | Orlando Health | Healthcare |

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|----------------|--------------------------------------|-----------------------|
| Mike Carolan | Winderweedle, Haines, Ward & Woodman | Professional Services |
| Joanne McMahon | JM Hospitality | Restaurant |
| Tracy Klingler | Frank | Retail |
| Sam Stark | Rollins College | Education |
| Lief Erickson | ComReal Orlando | Real Estate |
| Jay Chaudhari | RVR Consulting Group | Financial Services |
| Betsy Gwinn | Bach Festival Society of Winter Park | Non-Profit |