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Office of the  
City Manager

## Economic Recovery Task Force Report 2

Update 9/23/2020

The Economic Recovery Task Force meets weekly and first convened August 25. Since then, subsequent meetings have resulted in the following discussions:

### Economic Impact Study

Results on the analysis of the items being studied by Valerie Seidel, Balmoral Group as the Phase II deliverable to *COVID-19 Economic Analysis* **will be presented to the Task Force on Tuesday, September 29.**

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

### Special Events

#### Events Underway:

- Curbside To-Go launched August 27
- Music and Movies in the Park launched weekend of September 10 and will continue through October
- Monthly Sidewalk Sales launched weekend of September 11 and will continue the second weekend of every month through December

#### Events Scheduled:

- West Meadow Wednesdays scheduled to begin October 7 (weekly)
- Bach on the Green Orchestral Concert scheduled for October 25

#### Events Under Development:

- Park Avenue & Hannibal Square Road Closures – October 2020 (future closures to TBD)
- Virtual/Live Fashion Show - November
- Modified holiday celebrations

#### Direct Mail Citywide Postcard:

#### Monthly Event Schedule October through December



## Mask Campaigns

### Street Banner Program:

Installed in early October as part along the following corridors:

- Park Avenue
- Hannibal Square
- Orange Avenue

### Winter Park Health Foundation:

The Task Force is working with the **Winter Park Health Foundation** to share their educational campaign as it becomes available.

### Community Resources:

- Orlando Health Business Ready  
[Resources to Help You Reopen Your Business Safely](#)
- Orange County Government  
[Safer Stronger Together Do Your Part We Got You Covered PPE for Community](#)



## Policy Recommendations

- The Task Force continues to evaluate potential policy issues to assist current and future businesses, but has immediately turned their attention to event start up. The below issues continue to be evaluated for potential recommendations to the Commission.
- 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**

| <b>Name</b>           | <b>Organization</b>                  | <b>Sector</b>         |
|-----------------------|--------------------------------------|-----------------------|
| 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            |
| 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            |