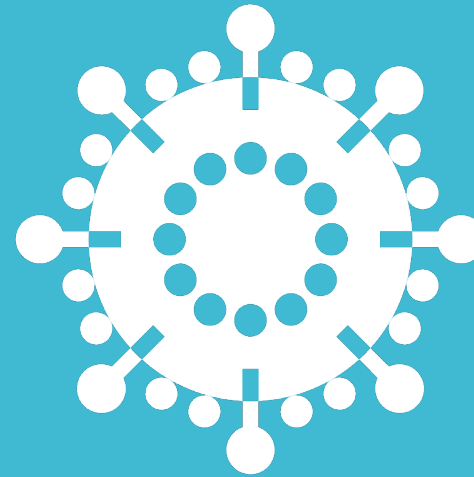


Winter Park COVID-19 Economic Analysis

July 17th, 2020

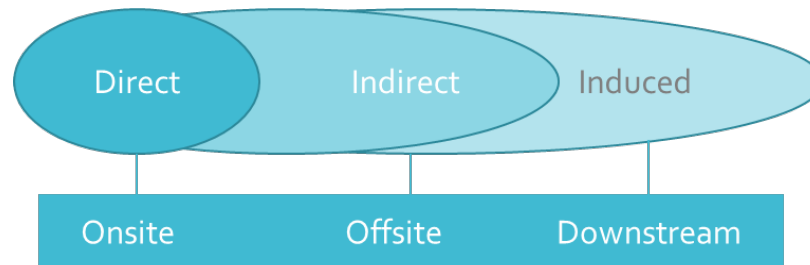


The Balmoral Group, LLC

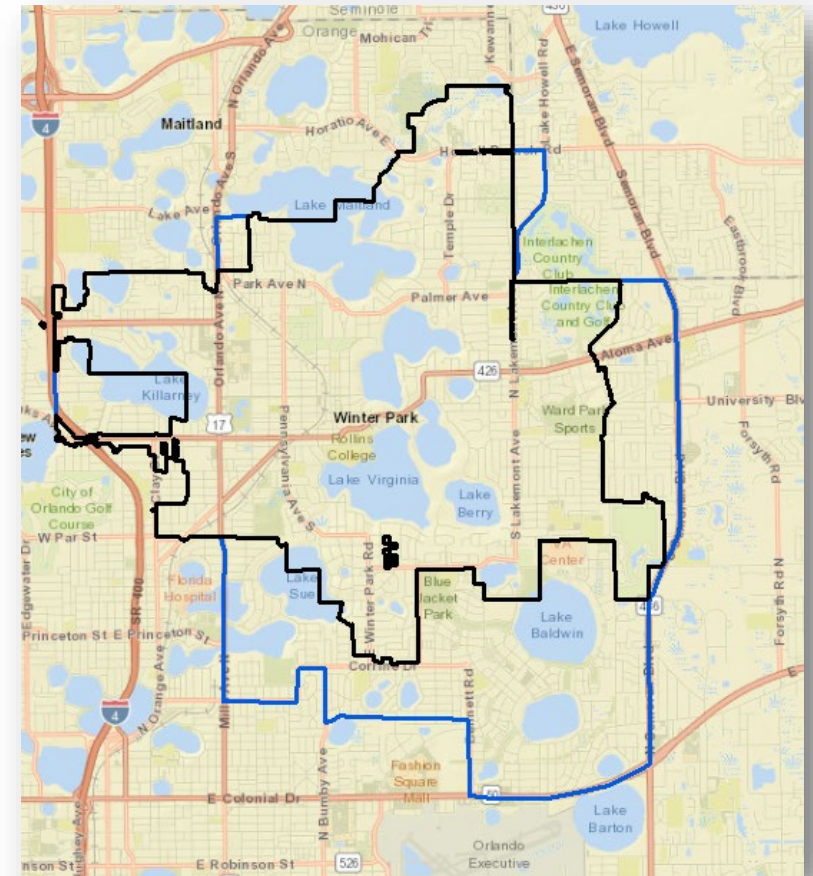


Baseline Assumptions

- Study Area: Winter Park + slight extension
- Survey: ~100 business owners/operators, mid-May 2020
- Estimated 4 sectors: not every business
- IMPLAN models estimate “ripple effects” of changes in revenues and spending

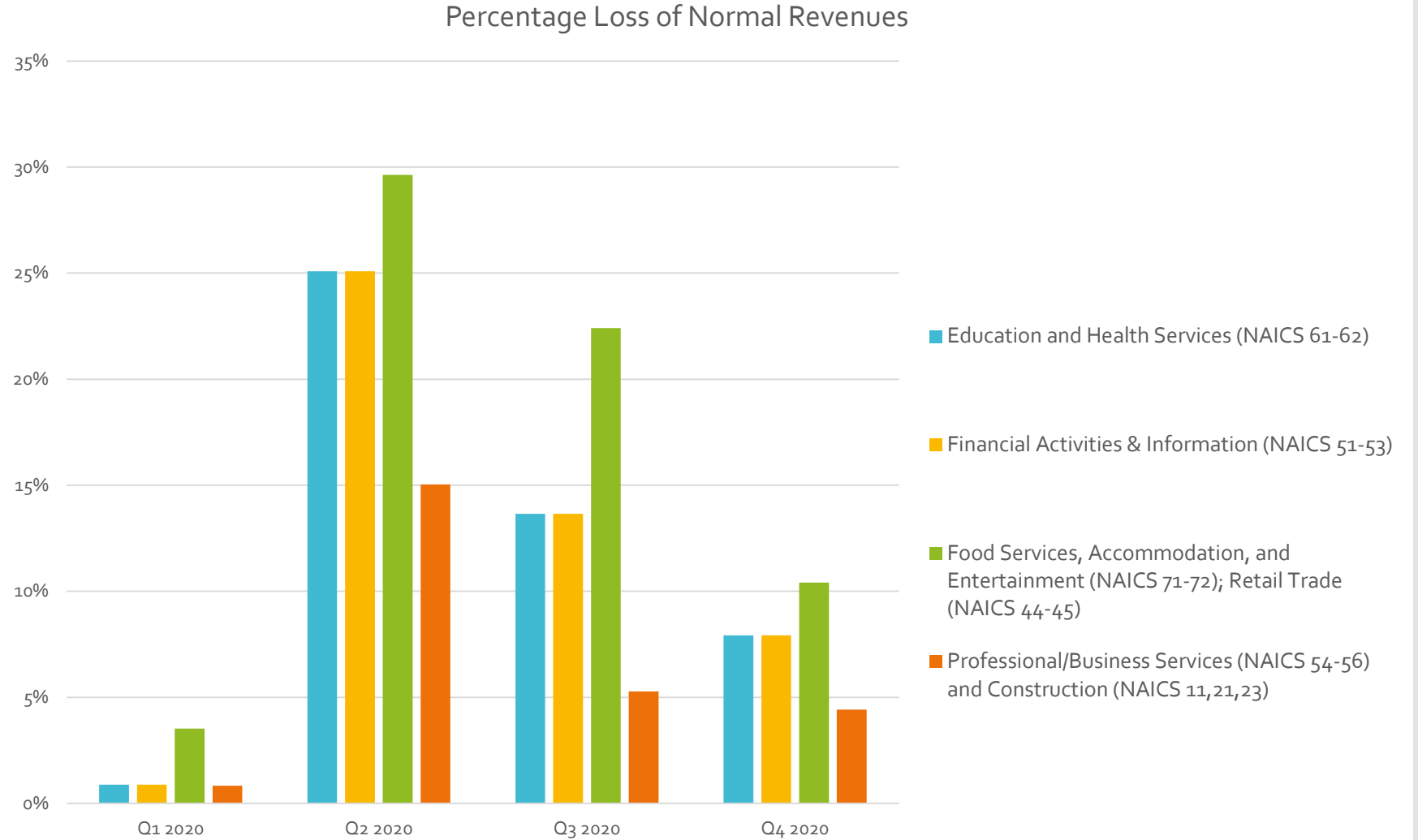


Study Area: Winter Park +



Expected Losses from Normal Revenues* by Major Sectors in Winter Park

*based on Survey Data



Estimated Losses based on best available data

- Overall loss about 10% of Annual Winter Park study area total output
 - \$799.1 Million in Total output (annualized)
 - \$362 Million Direct, \$437.6 Million Indirect/Induced

Sector	Estimated Impact
Financial Activities & Information	\$326 Million
Education and Health Services	\$209 Million
Retail, Food Services, Accommodation and Entertainment	\$191 Million
Professional/Business Services and Construction	\$73 Million

- Employment effects: about 15% of total employment
 - 5,428 jobs
 - \$270 Million in Personal Income

Local Tax Impacts based on best available information

State & Local Tax Impacts (IMPLAN)

Total	\$46.6 Million
State & County Effects	\$37.3 Million
Local Tax Effects	\$9.3 Million

- Total Annualized Tax Impact: \$9.3 Million*
 - Property Tax Impact: About 11% of total Property taxes
 - \$2.6 Million
 - Revenue loss-driven: About 5.5% of General Revenue
 - \$3.9 Million
 - GDP-generated losses: ~ about 1.5% of overall budget
 - \$2.8 Million
- *Not all impacts are directly to City of WP budget

Estimated PPP Impacts

All Industries	
Total PPP Loans Received	\$265,062,812
# of Business Receiving Loans	2,395
Average Loan Per Business	\$110,673

Industry	Estimated Total Loan Received (in millions \$)	# of Businesses	Average Loan per Business
Education and Health Services (NAICS 61-62)	\$52.1	372	\$139,985
Financial Activities & Information (NAICS 51-53)	\$30.2	289	\$104,632
Food Services, Accommodation, and Entertainment (NAICS 71-72) and Retail Trade (NAICS 44-45)	\$48.9	404	\$121,099
Professional/Business Services (NAICS 54-56) and Construction (NAICS 11,21,23)	\$96.8	786	\$123,245

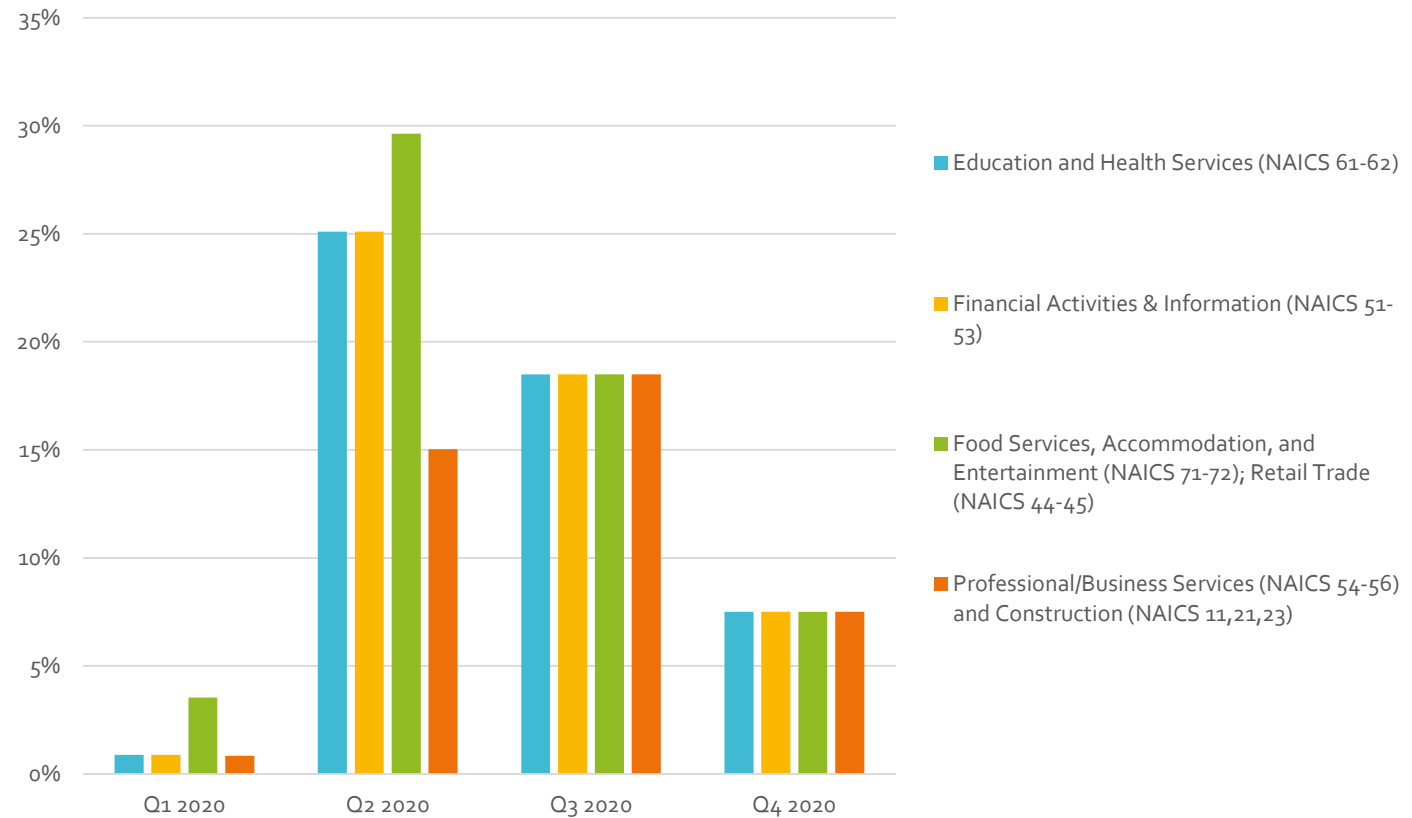
Source: SBA

Sources of uncertainty

- Models have inherent measurement error
- COVID pandemic is evolving economic shock
- Economy could recover more quickly
- We could have more shutdowns
- Not all sectors were modeled
- Conservative assumptions were used; peer review suggests estimates are lower bound
- Baseline model is based on pre-COVID inter-sector trade flows
- Alternatives scenarios are considered

Given passage of time – July does not appear to be end of impacts. Alternative scenario with IHME expectations, using mobility as a proxy for business activity

Percentage Loss of Normal Revenues



Increases Lost Output to about 12% of Winter Park Total Annual Output

Adds 876 lost jobs

Increases tax impacts to about \$10.3 Million

Mitigation Scenarios Already Implemented

Emergency Utility Assistance (EUA)

\$50,000

Electric Fuel Rate Reduction

\$750,000

Small Business Utility Assistance

\$500,000

Microloan Program

\$500,000*
Approved but not implemented

Energy Efficiency

\$30,000

Total of \$1,830,000
invested in Winter Park Relief

Potential Mitigation Scenarios –

Retail Trade, Food Services, Accommodation and Entertainment

Low cost ways of increasing business revenue

Mask Wearing Marketing Campaign

To make consumers more willing to go out and spend \$

'Open Container' Outdoor Areas

To increase areas where consumers can drink/eat/socially distance.

Discount Packages/Cards

Consider selling discount cards. Proceeds from the cards support local business relief and community members get discounts to local restaurants.

Other ways of increasing business revenue

Digital Vouchers

Direct Financial Assistance

Market Ready Initiative

Tour/operation/liquor/business license fee waiver

Do not charge fees for specific time period

Arts sector (festival) support and assistance

Potential Mitigation Scenarios –

Professional/ Business Services and Construction

Waive Fees

Property-related
Fee Deferrals

Utility
Relief/Incentives

Priority Funded
Projects

Smart Grid Regional
Energy Storage
Demonstration
Projects/Smart Grid
Investment

Potential Mitigation Scenarios –

Financial Activities and Information

Technical assistance - Rent Relief, etc.

Financial Training Packages

financial planning packages for millennials/Gen Z.
Supports younger WP residents and local financial institutions.

Potential Mitigation Scenarios –

Health and Education Services

Direct Financial Assistance

Nonprofit Needs technical assistance

Utility Relief/Incentives

Rent Relief technical assistance

Potential Mitigation Scenarios – All Industries

Provide One
Central Place for
Resources and
Info

Streamline local
business
requirements

Redeploy State
Community
Development Block
Grant (CDBG) funds to
small businesses

Financial
Resilience
Webinars

Local Relief Fund

Mentoring for
Growth Program

Next steps

Consider effects and appetite for mitigation steps

Expand narrative of findings

Prepare additional time horizon models