



Winter Park Economic Recovery Task Force Update

September 23, 2020



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Economic Recovery Task Force

- **Betsy Gardner Eckbert**, Winter Park Chamber of Commerce
- **Michelle Neuner**, City of Winter Park
- **Sarah Grafton**, Park Avenue District
- **Drew Madsen**, Economic Development Advisory Board
- **Michelle Strenth**, Orlando Health
- **Mike Carolan**, Winderweedle, Haines, Ward & Woodman
- **Joanne McMahon**, JM Hospitality
- **Tracy Klingler**, Frank
- **Sam Stark**, Rollins College
- **Lief Erickson**, ComReal Orlando
- **Jay Chaudhari**, RVR Consulting Group
- **Betsy Gwinn**, Bach Festival Society of Winter Park



Where We Find Ourselves

**Projected Annual
Economic Output
-12% ...**

**Leading To Projected
Employment
-15% ...**

**Plus Store Closures
and Reduced
Occupancy ...**

- *Consumer health and safety concerns are the root cause*

- *COVID-19 Winter Park Economic Analysis (July 2020)*

- *Especially Among Hourly Workers In Non-Essential Businesses Forced To Close Or Sharply Reduce Operations*

- *COVID-19 Winter Park Economic Analysis (July 2020)*

- *Especially Among Small Retail and Restaurant Businesses With High Fixed Costs And Limited Cash Reserves*

- *COVID-19 Winter Park Economic Analysis (July 2020)*



Where We Find Ourselves

And Projected Tax
Revenue Loss of
Roughly -\$10 Million

- *Potentially making spending priority adjustments necessary and limiting the scope of your response*

- *COVID-19 Winter Park Economic Analysis (July 2020)*

The Fed Does Not
Expect A Quick
Recovery

- *"A full recovery ... is unlikely until people are confident that it is safe to engage in a broad range of activities."*

Jerome Powell - Chair, Federal Reserve

- *COVID-19 Winter Park Economic Analysis (July 2020)*



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Role of Consumer Confidence

- For every face mask worn, \$56.14 of local GDP is preserved.

The
Economist

Cloth of Gold: Why the economic
value of a face mask is \$56.14



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Economic Recovery Task Force

The role of the of Economic Recovery Task Force is to vet and rank mitigation strategies to promote the City of Winter Park's economic recovery following COVID-19 in partnership with the public, private and independent sectors.



Guiding Principles

- **Safety First:** Protect and Promote Health and Safety
- **Prioritize:** The Most Negatively Impacted Business Sectors That We Can Help
- **Speed With Discipline:** Make A Difference Now ... Consistent With Long Term Vision
- **Cast A Broad Net:** Park Avenue and Beyond
- **Financial Viability:** For the City of Winter Park and All Key Partners
- **Emotional Health Matters Too:** Consider Programs That Lift Everyone's Spirit



Questions To Consider

- **What is the appropriate range of response?**
 - *Policy changes ...*
 - *Fee reductions, deferrals or waivers ...*
 - *Direct financial assistance ...?*
- **What does financial viability look like?**
 - *Spend to a specified limit with no expectation of return ...*
 - *Budget neutral in the current year ...?*
- **What are the most important non-financial considerations beyond safety?**
 - *Impact to character of city or resident quality of life?*
 - *Opportunities include public-private partnerships?*



Actions Already Taken



Actions Under Review



Winter Park Curbside To Go



Photo by: Lya Dominguez



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'Better Together' October Calendar and Street Banner

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BRINGING OUR COMMUNITY TOGETHER

OCTOBER
WINTER PARK EVENTS CALENDAR





401 South Park Avenue
Winter Park, FL 32789

PSRST STD
U.S. POSTAGE
PAID
ORLANDO, FL
AUG

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OUTDOOR EVENTS HAPPENING
IN WINTER PARK
PLEASE WEAR A MASK



West Meadow Wednesdays
5 - 7 p.m. - Next to the U.S. Post Office - Family activities, live music & outdoor socializing every week

October 7	THRIVE Winter Park AAF Poster signing, beer garden, music and more. Details @ facebook.com/WinterParkChamber
October 14	UCF Pep Rally Come out and support Orlando's home team. Details @ facebook.com/WinterParkChamber
October 21	Best of Winter Park 2020 winners announced live, beer garden and more. Details @ facebook.com/WinterParkChamber
October 28	Halloween Masks On Parade Halloween mask contest - ghouls and goblins. Details @ facebook.com/WinterParkChamber

The City's Family Fun Coordinator will be on site to entertain your children so adults & kids, alike, can enjoy.

Movie Night in the Park
7:30 - 10 p.m. - Location varies - Required registration opens one week in advance. Use the QR code below.

October 8	Frankenstein Meets the Wolfman Central Park. You must register in advance.	 Frankenstein Meets the Wolfman bit.ly/3iqEduy
October 22	Hocus Pocus Ward Park Fields East 1 & 2. You must register in advance.	 Hocus Pocus bit.ly/33nnInq

Music in the Park
6 - 9 p.m. - Central and Shady Parks

Attendees are encouraged to participate in the Curbside To-Go program to grab a takeout meal and picnic in the park with their family or a small group of friends.

Small musical performances at each location featuring local talent every Friday & Saturday night in October.

October 2 & 3	October 9 & 10
October 16 & 17	October 23 & 24

Retail Row 8 a.m. - 1 p.m. - Winter Park Farmers' Market	Sidewalk Sale 9 a.m. - 5 p.m. - Throughout Winter Park
Come out and support local retailers every Saturday at the Winter Park Farmers' Market.	Walk the city's shopping districts for outdoor sales. Second weekend of every month.
October 3 October 10 October 17 October 24 October 31 November 7	November 14 November 21 November 28 December 5 December 12 December 19
	October 9 - 11 November 13 - 15 December 11 - 13

MASK UP



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Next Steps

- | | |
|---|---------------|
| • Complete benchmarking of actions taken by other cities | Sep 29 |
| • Evaluate Balmoral mitigation models for use in Winter Park | Sep 29 |
| • Provide possible changes to City code to promote business growth | Oct 6 |
| • Authorize weekend closure of Park Ave & Hannibal Square | TBD |



Economic Recovery Task Force

*Thank you for your support of early initiatives including:
Winter Park Curbside, West Meadow Wednesday, Music in the
Park, Movies in the Park, street banners and direct mailers.*





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