Winter Park
Economic Recovery Task Force Update

September 23, 2020
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

<table>
<thead>
<tr>
<th>Projected Annual Economic Output</th>
<th>Leading To Projected Employment</th>
<th>Plus Store Closures and Reduced Occupancy</th>
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<td>-12% ...</td>
<td>-15% ...</td>
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- **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)
Role of Consumer Confidence

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

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

### Financial Investment (Low to High)
- Curbside To-Go
- Mask-Up Winter Park
- Music in the Park
- Movies in the Park
- Sidewalk Sales
- West Meadow Wednesdays *(Beginning October)*
Actions Under Review

- Increase Restaurant Seating by offering added outdoor space
- Increase available parking through shared and leasing partnerships
- Expand beer & wine to full liquor license

- Open container guidelines
- Defer sewer impact fees

- Street closures
- Direct financial assistance

Business Impact (Low to High)

Financial Investment (Low to High)
Winter Park Curbside To Go

Photo by: Lya Dominguez
‘Better Together’ October Calendar and Street Banner

BETTER TOGETHER OUTDOOR EVENTS HAPPENING IN WINTER PARK

Please wear a mask

West Meadow Wednesdays
6–7 p.m. – Next to the U.S. Post Office – Family activities, live music & comfort cooking every week

October 7
THRIVE Winter Park
October 14
UCF Pep Rally
October 21
Best of Winter Park
2021 waterfronts, farmers market, beer garden and more. Band at pub. Winter Park Chamber of Commerce
October 28
Halloween Masks On Parade
The City’s Family Fun Coordinator will be on site to entertain your children or adults & their allergies can enjoy.

Movie Night in the Park
7–9 p.m. – Read the dates below - Required tickets/Admission for each movie are online via the Winter Park website.

October 8
Frankenstein Meets the Wolfman
October 22
Hocus Pocus

Music in the Park
6 p.m. – Cost and family friendly

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

Retail Row
9 a.m. – 12 p.m. – Winter Park Farmers’ Market

October 9
October 16
October 23
November 6
November 13
November 20
November 27
December 4
December 11
December 18

Sidewalk Sale
9 a.m – 4 p.m. – throughout Winter Park

October 9 – 11
November 13 – 15
December 11 – 13
Next Steps

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