

CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE

May 24, 2011

Room 200
City Hall, 401 Park Avenue South
Winter Park, FL 32789

1:30 PM

AGENDA

1. **ADMINISTRATIVE ITEMS**
 - A. Approval of Minutes ----- May 10, 2011

2. **ACTION ITEMS**
 - A. Business Improvement District Consultant Services

3. **INFORMATIONAL ITEMS**
 - A. Analysis of other Business Improvement Districts

4. **NEW BUSINESS**

5. **ADJOURNMENT**

*"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hear, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record included the testimony and evidence upon which the appeal is to be based." (F. S. 286-0105).
"Persons with disabilities needing assistance to participate in any of these proceeds should contact the City Clerks Office (407-599-3277) at least 48 hours in advance of the meeting."*

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

ITEM (1A): Approval of Minutes from 5-10-11

DATE: May 24, 2011

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of minutes from the May 10, 2011 meeting of the PAATF.

KEY ELEMENTS/FACTS:

NA

STAFF RECOMMENDATION:

Approval of minutes as presented.

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

**Regular Meeting
1:30 p.m.**

**May 10, 2011
Commission Chambers**

MINUTES

Co-Chairman John Dowd called the meeting to order at 1:35 p.m. in the Park and Recreation Department conference room.

BOARD MEMBERS PRESENT: Grant Leibell, Woody Woodall, Paige Blackwelder, Patrick Chapin, Margie Varney, Dexter Richardson, Ed Furey and John Dowd

BOARD MEMBERS ABSENT: Susan Lawrence

STAFF MEMBERS PRESENT: Dori DeBord, Peter Moore, and Gabriella Serrado

APPROVAL OF MINUTES

Motion made by Mr. Ed Furey, seconded by Mr. Woody Woodall to approve the minutes of the March 8, 2011 and April 12, 2011 meetings. Motion carried unanimously with an 8-0 vote.

INFORMATIONAL ITEMS

A. Business Improvement District Boundary and Assessment Methodology Discussion

Peter Moore, CRA/ED Assistant Director, and Gabriella Serrado, CRA/ED Coordinator, presented the board with several BID boundary scenarios in order to continue the discussion. Mr. Moore and Ms. Serrado attended FRA's BID conference in Coral Gables where they were able to talk to other BID districts. The Coral Gables BID, whom staff prefers to model after, started as an assessed value however it became too expensive for their merchants and switched to parcel based methodology and they added an escalation clause of 4% per year. They don't include residential, government and church properties.

The Task Force discussed bid boundaries. Several members asked whether Hannibal Square would be part of a BID. Woody Woodall privately met with Dan Bellows regarding the BID. According to Mr. Woodall, Mr. Bellows is not interested in being part of a BID between Hannibal Square and Park Ave. The Task Force members need to make sure most of Park Avenue property owners are in favor of the BID in order to offset Mr. Bellows expected no vote, if they wish to include Hannibal Square within the BID boundaries. Task Force members agreed not to include Hannibal Square at this time.

Motion made by Margie Varney to select the 'Park Ave Street Frontage with Eastern Side Streets' map as our BID boundary. Motion died for lack of second.

Task Force members see the benefit of establishing a BID however they want to have evidence of how BIDs have improved an area. Staff will work on gathering examples of what BIDs have done and how they generated capital and business.

The next Task Force meeting is scheduled for Tuesday, May 24th at 1:30pm.

There was no further business. Meeting adjourned at 2:46 p.m.

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator

CITY OF WINTER PARK PARK AVENUE AREA TASK FORCE

ITEM (3A): BID Consultant Services

DATE: May 24, 2011

ADMINISTRATIVE ITEM __ ACTION ITEM INFORMATION ITEM __

ACTION REQUESTED:

N/A

KEY ELEMENTS/FACTS IMPACTING DECISION:

Creating a Business Improvement District (BID) was listed as the 6th goal and ultimate purpose of the Park Ave Area Strategic Plan adopted in November 2009. In an effort to continue with the momentum underway with the work being performed by Engauge, reach the summer 2012 goal of establishing BID, and to address the BID research issues brought up by the Task Force in the May 10, 2011 meeting, staff wants to explore the possibility of hiring consultant firm to assist with the establishment of a BID.

The BID consultant will draft the required BID plan; build ownership and consensus amongst commercial property owners regarding improvements, programs, services, and management of the BID; assist the Task Force with a proposed budget; determine the formula for property assessments; present the district plan in public meetings; and prepare the property owners and the City for formal establishment of the BID.

BUDGET ALLOCATION:

\$150,000 was allocated to the Task Force to accomplish the Park Ave Area Strategic Plan. There is approximately \$30,000 remaining in the Task Force fund.

STAFF RECOMMENDATION IS:

The allocation of \$25,000-\$30,000 towards the hiring of a BID consultant.

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

ITEM (3A): BID Analysis

DATE: May 24, 2011

ADMINISTRATIVE ITEM __ ACTION ITEM __ INFORMATION ITEM _X_

ACTION REQUESTED:

N/A

KEY ELEMENTS/FACTS IMPACTING DECISION:

Attached is research found on BIDs around the country. Staff will go over the findings at the scheduled meeting time.

BUDGET ALLOCATION:

\$150,000 was allocated to the Task Force to accomplish the Park Ave Area Strategic Plan. There is approximately \$30,000 remaining in the Task Force fund.

STAFF RECOMMENDATION IS:

N/A

Coral Gables BID

Marketing

- Since 2005, they have spent \$3.3 million which has generated over 233 million media impressions for Downtown Coral Gables.
- Produced 37,620,000 paid media impressions in FY2010
- Garnered almost 9 million gross media impressions in unpaid media.
- They have: search engine optimization, iphone applications, shopcoralgables.com, facebook pages with more than 3,530 followers, and twitter with 1,103 followers.
- Hosted 31 visiting journalists throughout the year.
- Daily traffic in municipal parking garages grew by 18% in FY2010

Economic Development

- 1 out of every 4 storefronts has been updated in the past two years
- Hosted over 40 merchants workshops and training

Commercial

Coral Gables BID 2010 vacancy rate: 4.6%

Coral Gables BID 2010 commercial sq ft rate (nnn): \$33.23

Vacancy trends:

	2008	2009	2010
Vacant	16	18	11
Vacancy Rate	10%	11%	7%
Leased and/or under construction	12	7	9

Retail recruitment:

	2007	2008	2009	2010
New Business	21	19	28	31
Coming Soon	15	18	11	15

Since 2007:

- 71 spaces have been remodeled and upgraded inside the BID
- 46 opened on Miracle Mile

Downtown Denver BID

Marketing

- Grew the Downtown Denver Deal Card program, which offers a variety of discounts and special offerings to incentivize shopping and dining in our center city. There are 41 merchants participating and roughly 40,000 cards have been distributed.
- Produced and distributed 375,000 Downtown Denver Map & Directories containing information on Downtown's visitor-related businesses and services.

Economic Development

Downtown Denver 2009 sales tax revenue: \$24,394,923

Change in Downtown sales tax revenues from 2002 to 2009: 8% increase

In 2009, Downtown Denver generated 5.6% of all citywide sales tax collections (\$24,394,923). Sales tax revenues from establishments along the 16th Street Mall (BID area) typically make up about 30% of the Downtown total.

In 2009 the Downtown Denver BID did the following to bolster downtown's office & retail market:

- Assisted in new and renewed office leasing totaling over 900,000 square feet, retaining and recruiting more than 3,700 employees

Commercial

Downtown Denver 2010 retail occupancy: 97%

Downtown Denver 2010 commercial sq. ft rate (nnn): \$33.14

Special Events

- Launched Winter in the City, a 2 month long campaign marketing holiday related events and attractions in Downtown Denver through a variety of marketing mediums.
- Lit the 1 mile long 16th Street Mall with energy efficient LED lights, while assisting Downtown property managers in incorporating lights into their external holiday décor.
- Attracted 5,000 people Downtown for the Grand Illumination lighting event.
- Attracted 200,000 people to two identical New Year's Eve fireworks shows. Downtown hotels estimated an average occupancy of 90% on this night.

Coconut Grove BID

Marketing

No information was provided

Commercial

Coconut Grove 2010 commercial sq. ft rate (nnn): \$29.37

Events

In 2009 they organized more than 10 special events that brought an estimated 250,000 people to Coconut Grove.

- Art festival
- Block Party
- Pow Wow
- Snow Days
- 4th of July
- Mad Hatter Art Festival
- King Mango Strut
- Sail the Grove
- Great Taste of the Grove
- Mayfair/CocoWalk Initiative

Area Improvements

- Implementation of pedestrian and parking wayfinding signs.
- Entered into agreements with private parking garages to increase BID parking access
- Installation of new trash receptacles and light fixtures throughout the BID
- Expanded sanitation services for BID area, which includes contract with private waste company to empty trash receptacles on the weekends.
- BID beautification projects that include hanging baskets, decorative bicycle racks, sidewalk improvements, and paving of potholes.

Security

From April 2009 to March 2010 the BID has provided:

- 7,912 patrol hours
- Over 15,000 scheduled beat walks and bicycle patrols
- 500+ business check-ups

The real price per square foot of commercial properties sold within the 5-year period immediately following BID designation was, on average, 30.2 percent higher than the price of properties sold within the 5-year window immediately preceding designation.

- The Impact of BIDs on Property Values: Evidence from New York City
New York University, School of Law

After formation, the price differential between the properties in the BID and those outside increased by an average of 15.7 percentage points.

- The Impact of BIDs on Property Values: Evidence from New York City
New York University, School of Law

Over the last 25 years, property values climbed from \$1 to \$40 per square foot for unimproved buildings, rental rates for commercial space have gone from \$1.50 to as high as \$28 per square foot and the assessed value of the Ward increased from \$40 million to \$450 million

- Historic Third Ward Association

Being located within a business improvement district (BID) improved property values by 30 percent.

- Susan Wachter
Professor of Financial Management
University of Pennsylvania