

CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE

April 12, 2011

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

1:30 PM

AGENDA

1. **ADMINISTRATIVE ITEMS**
 - A. Approval of Minutes -----March 8, 2011

2. **INFORMATIONAL ITEMS**
 - A. Business Improvement District Presentation

3. **NEW BUSINESS**

4. **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 3-8-2011

DATE: April 12, 2011

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of minutes from the March 8, 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
2:30 p.m.**

**March 8, 2011
Commission Chambers**

MINUTES

Co-Chairman John Dowd called the meeting to order at 2:35 p.m. in the Commission Chambers of City Hall.

BOARD MEMBERS PRESENT: Grant Leibell , Woody Woodall, Patrick Chapin, Susan Lawrence, Ed Furey, and John Dowd

BOARD MEMBERS ABSENT: Margie Varney, Dexter Richardson and Paige Blackwelder

STAFF MEMBERS PRESENT: Dori DeBord, Peter Moore, Gabriella Serrado, and Craig O'Neal.

APPROVAL OF MINUTES

Motion made by Mr. John Dowd, seconded by Mr. Grant Leibell to approve the October 5, 2010. Motion carried unanimously with an 8-0 vote.

INFORMATIONAL ITEMS

A. Marketing Program - Overview

Dori DeBord, CRD Director, introduced Barbara Scherer and Kristen Zucks from Engauge Marketing Firm. Mrs. Scherer began the presentation by introducing the company and their previous marketing projects. Mrs. Zucks reviewed the services and timelines they will be providing to the City. Engauge will use the American Research Study (Britt-Beamer) as their primary research tool and coordinate one public meeting for residents and visitors to give their input unto how they see Park Avenue and Hannibal Square. Based on their research and gatherings, Engauge will hope to have a brand development and logo design by week eight. Engauge will present a 12-month marketing plan, along with final brand logo and tagline by week 20.

The stakeholder workshop will be held on March 29th and the public forum will take place on April 1st. Staff will post the event on the City's website, personally invite the merchants, and send an email blast to our merchant database.

B. Downtown Recycling Program

Peter Moore, Assistant Economic Director, presented the board the design and locations of the Park Avenue recycling bins. At the request of several Park Avenue merchants, the Economic Development/CRA Department researched the possibility of placing recycle containers along the Avenue. After several meetings with the Planning and Public Works departments we were able to review funding opportunities and select a design.

The Park Avenue recycling bins will follow the same receptacle design that is currently in place on the avenue. The receptacle will be all black with the opening plate in dark green to differentiate the recycle bins from the regular trash receptacles and reduce misplaced waste. The placement of the recycling

containers was designed to evenly distribute units along the entire length of the Avenue. The specific locations chosen were based on the presence of an existing trash receptacle, to reduce the perception of visual clutter, as well as choosing proximity to areas that may be high traffic users of recyclable items. Staff is planning to acquire 10 recycling containers for a total cost of approximately \$16,000 - \$17,000. Funds for this project will come from the WastePro contract in which WastePro allocates \$10,000 annually towards environmental/green efforts. Currently there is \$20,000 available for such projects.

There was some confusion whether these receptacles will be for pedestrian or merchants use. Mr. Moore explained that the receptacles will be placed along the sidewalks and will be for the pedestrian use. They are not meant to be for businesses recyclables. The board was please with the idea of introducing recycling to Park Avenue.

NEW BUSINESS

A. Review of Strategic Planning Goals/Next Steps

Ms. DeBord asked the board to review the goals listed in the Park Avenue Area Strategy Plan. She explained that the Board had completed or is in the process of completing most of the tasks. The tasks that are left are either merchants driven or need to be accomplished through a business improvement district (BID). Due to the current financial situation, the Board needs to look at a BID in order to continue improvements on the Avenue. Mrs. DeBord is looking to start the BID education process and placement process in the next six months. There was some concern amongst board member regarding boundaries, costs, and funds. Staff will provide BID information and boundaries for next meeting.

There was no further business. Meeting adjourned at 3:29 p.m.

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator

CITY OF WINTER PARK PARK AVENUE AREA TASK FORCE

ITEM (2A): Business Improvement District Presentation

DATE: April 12, 2011

ADMINISTRATIVE ITEM __ ACTION ITEM __ INFORMATION ITEM X

ACTION REQUESTED:

N/A

KEY ELEMENTS/FACTS:

In early 2009 the City retained the services of a retail consultant to perform survey and information gathering work related to shoppers habits and perceptions of the downtown area. These findings led to the creation of the Park Ave Strategic Plan and creation of the Park Ave Area Task Force.

Since its creation, the PAA Task Force has worked on achieve the goals listed in the strategic plan. As these goals have been or are in the process of being completed, the Task Force must now look into creating a business improvement district (BID) in order to continue improvements on the Avenue.

Staff will give a presentation on the basics of BIDs, purpose, functions, funding, organized, and managed. The presentation will also include a possible BID area map, timeline and steps required to implement a BID in Winter Park.

BUDGET ALLOCATION:

N/A

STAFF RECOMMENDATION IS:

N/A



BUSINESS IMPROVEMENT DISTRICTS

WHAT IS A BID?

- ✘ Is a self-assessed district that raises funds from commercial property owners to supplement-not replace- baseline city services and marketing efforts.
- ✘ Several advantages result from this arrangement:
 - + a cleaner, safer and more attractive business district
 - + a steady and reliable funding source for supplemental services and programs
 - + the ability to respond quickly to changing needs of the business community
 - + the potential to increase property values, improve sales and decrease commercial vacancy rates
 - + better able to compete with nearby retail and business centers
- Approximately 1,500 in the United States.

WHAT DOES A BID DO?

✘ Maintenance

- + Street / sidewalk cleaning
- + Graffiti removal

✘ Business Development

- + Commercial vacancy reduction
- + Business mix improvement

✘ Marketing

- + Special events
- + District public relations
- + Promotional materials
- + Holiday decorations

✘ Capital Improvements

- + Custom trash receptacles
- + Directional street signage

✘ Landscaping

- + Planting trees/flowers
- + Treepit maintenance

✘ Community Service

- + Fundraising
- + Charitable events

✘ Public Safety / Hospitality

- + Public safety officers
- + Visitor assistance

WHY A BID IN WINTER PARK?

- ✘ The American Research Study (Britt-Beamer) done in 2009 found very little cooperative marketing efforts being done by downtown Winter Park.
- ✘ By mid-August Engauge will have created a branding campaign for the Central Business District
- ✘ Goal 6 of the Park Avenue Area Strategic Plan speaks about the creation of a BID
- ✘ Due to the current financial situation, the merchants and landowners needs to look at a BID in order to continue improvements on the Avenue.

LEGAL FRAMEWORK

✘ Chapter 170 of the Florida Statutes

Provides that a municipality may levy and collect special assessments against property benefited for the purpose of stabilizing and improving retail business districts through promotion, management, marketing, and other similar services in such districts of the municipality

FINANCIAL FRAMEWORK

- × Special Assessment may be apportioned based on:
 - + Front Footage
 - + Parcel Square Footage
 - + Gross Building Square Footage
 - + Assessed Evaluation

- × Funds are collected by the city and returned in their entirety to the BID

- × Funds can be used for purchasing supplemental services (e.g. advertising, promotions and special events) beyond those services provided by the city.

ASSESSMENT FORMULA

Formula Option	Definition	Appropriate Use
Front Footage	The length of the property from corner to corner as measured along the sidewalk at the front of the property	Should be applied when most of the benefit is enjoyed by ground-floor retail
Parcel Square Footage	The total square footage of the land area of the parcel	Should be applied when benefit will affect more than just front footage merchants
Gross Building Square Footage	The number of square feet calculated by multiplying the lot's width by its length	Should be applied for mixed use district that include above ground-floor activity
Assessed Valuation	The most recent assessed evaluation of the property as defined by the County for use in computing property tax	Should be applied in districts where the assessed value per square foot is highly variable

ASSESSMENT FEES

Property Type	Assessment
Occupied commercial properties*	All are assessed and pay the established rate
Not-for-profit owned and occupied properties	Generally do not pay an assessment
City government occupied properties	Do not pay an assessment
Residential Properties	Generally pay reduced assessments
Vacant properties	Generally pay reduced assessments

*The amount paid by each commercial property owner is determined by a formula that the BID creates for its district during the formation process.

BIDS V. MERCHANT ASSOCIATIONS

While property owners and tenants could participate in a voluntary merchants association, the BID model presents two distinct advantages:

Business Improvement Districts	Merchant's Association
Provides a steady and reliable source of funding	Does not offer a continuous source of funding because it depends on voluntary contributions
Legislation states that all property owners in a BID must pay assessment; there are no free riders.	Cannot enforce the financial participation of all stakeholders in a given district

ORGANIZATION FRAMEWORK

- ✘ Each BID is governed by a Board of Directors that is elected by the members of the district.
- ✘ The Board of Directors has a fiduciary responsibility to the BID and hires the management that administers the BID on a day-to-day basis.
- ✘ The Board is divided into classes that include: commercial property owners, commercial tenants, residents and public officials

GOVERNANCE EXAMPLES

Coral Gables BID Board of Directors

- + 5 property owners
- + 5 business owners
- + 1 property/business owner
- + 1 Coral Gables Chamber representative
- + 1 City of Coral Gables representative
- + 1 resident advisor

Ft. Lauderdale Beach Business Improvement District Advisory Committee

- + 7 of the ten highest assessed property owners
- + 1 CRA resident
- + 1 Ft. Lauderdale Chamber of Commerce representative

BID PROCESS

Phase 1 - Planning

1. Form a steering committee	Completed
2. Hold initial steering committee meeting	Completed
3. Develop a database of property owners and commercial tenants	Completed
4. Conduct a needs assessment survey	Summer 2011
5. Draft a District Plan	Summer 2011

Phase 2 - Outreach

6. Send out informational mailing	Fall 2012
7. Hold first public meeting	Fall 2012
8. Hold second public meeting	Winter 2012
9. Gather supporting documentation	Spring 2012

BID PROCESS

Phase 3 - Legislative

10. Establish a BID 501(c)(6) and a Board of Directors	Spring 2012
11. Draft City ordinance	Spring 2012
12. Submit Ordinance and District Plan to Orange County	Summer 2012
13. Go to Commission for approval	Summer 2012

FIFTH AVENUE SOUTH BID (NAPLES)

- ✘ Established in December 2010
- ✘ Composed of 69 properties
- ✘ Funding Method: Assessed Evaluation
 - + \$2 for every \$1,000 of taxable value
- ✘ Expected Revenue: \$298,772 first year; \$800,00 thereafter
- ✘ Term: 10 years
- ✘ Board Structure: 7 property owners & merchants.

CORAL GABLES BID

- ✘ Established in June 1997, expanded November 2007
- ✘ Composed of 370 businesses
- ✘ Funding Method: Parcel Square Footage
 - + Assessment rate of \$0.49 per SF land
- ✘ FY2010 Revenue: \$759,467
- ✘ Term: 5 years

