

CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD

February 8, 2011

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

8:30 AM

AGENDA

1. **ADMINISTRATIVE ITEMS**
 - A. Approval of Minutes -----November 9, 2010

2. **PRESENTATION**
 - A. Brownfield Designations – Process and Procedures
George Houston – Florida Department of Environment Protection

3. **ACTION ITEMS**
 - A. Targeted Industry Enhancement (TIE) Program
 - B. Citywide Banner Policy

4. **INFORMATIONAL ITEMS**
 - A. Joint Workshop with City Commission

5. **NEW BUSINESS**

6. **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 Clerk’s Office (407-599-3277) at least 48 hours in advance of the meeting.”

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

ITEM (1A): Approval of Minutes 11-9-10

DATE: February 8, 2011

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of the minutes as presented.

KEY ELEMENTS/FACTS IMPACTING DECISION:

NA

ALTERNATIVES CONSIDERED:

NA

BUDGET ALLOCATION:

NA

STAFF RECOMMENDATION IS:

Approval of the minutes.

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting
8:15 a.m.**

**November 9, 2010
Commission Chambers**

MINUTES

Chairman Hal George called the meeting to order at 8:15a.m. in the Commission Chambers of City Hall.

BOARD MEMBERS PRESENT: Daniel Smith, Stephen Flanagan, Marc Reicher, Gwen Lennox, Michael Winn, Michael English, Patrick Chapin and Robert Lewis.

BOARD MEMBERS ABSENT: none

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

ADMINISTRATIVE ITEMS

A. Introduction and Election of Board Chair and Vice-Chair

Ms. Dori DeBord, Economic Development/CRA Director, opened the meeting by asking board members and staff to introduce themselves. The meeting proceeded by the election of chair and vice-chair.

Motion made by Mr. Michael Win, seconded by Mr. Michael English to nominate Mr. Marc Reicher as chair of the EDAB. Motion carried unanimously with a 8-0 vote.

Motion made by Mr. English, seconded by Mr. Daniel Smith to nominate Michael Winn as vice-chair of the EDAB. Motion carried unanimously with a 8-0 vote.

INFORMATIONAL ITEMS

A. Role of EDAB

Peter Moore, Economic Development/CRA Assistant Director, gave a brief overview of the history of the EDAB. The current resolution enlists the EDAB as guiding strategy for the city as it relates to any economic development plans. The economic development (ED) department has a budget of \$50,000 to implement programs that will enhance our city's economic endeavors. The top three issues the ED department is looking at are: new job creation incentives, West Fairbanks economic revitalization, and a city-wide ED master plan.

Mr. Reicher spoke about the possibility of reconnecting with the Metro Orlando Economic Development Commission and see what kind of tools we can use to develop the ED master plan. In addition, Mr. Reicher wants the board to focus on identifying the city nodes and create an inventory of available commercial property.

B. Fairbanks Avenue Redevelopment Program

Ms. DeBord discussed the current plans to expand water and sewer to Fairbanks from I-4 to US17-92. The City will take this opportunity to do some streetscape beautification. To finance this project, the city

is looking into several options including special assessment, establishing a new CRA, or general revenue taxing district.

Mrs. Gwen Lennox expressed urgency in redeveloping Fairbanks and Lee Road. Their current state does not lure large corporation or headquarters to relocate to Winter park. Their rehabilitation is essential since they are two major commercial corridors.

C. Economic Development Master Plan

Mr. Moore discussed the need of having a formalized policy. The Commission wants this board to develop a citywide master plan that will geographical industry regions, targeted incentives, targeted industries, etc. This will create the economic branding of Winter Park. Staff would like to start developing this plan in the beginning of 2011.

D. Buy Local Program

Mr. Moore briefed the board on the Britt Beemer study which showed that only 25 percent of our residents shop in Winter Park. In an effort to increase this number, staff is looking into establishing a buy local website where can promote our own merchants. This program will be rolled out with the new Winter Park branding and logo.

E. Park Avenue Area Task Force Update

Mr. Moore also briefed the board on the Park Avenue Area Task Force and their progress on the Park Avenue Area Strategic Plan. The board, along with the CRA Advisory and CRA Agency, has approved the development of a marketing strategy for Park Avenue and Hannibal Square. In addition, the board has looked into wayfinding and parking. All of this will lead to the creation of a business improvement district (BID), which is gaining momentum with the Mayor and the public.

F. Brownfield Joint Work Session Discussion

The Economic Development Department will schedule a work session with the City Commission, staff and boards on Brownfields. Staff will inform the board on time and date.

There was no further business. Meeting adjourned at 9:30 a.m.

Marc Reicher, Chairman

Attest: _____
Gabriella Serrado
Coordinator Economic Development/CRA

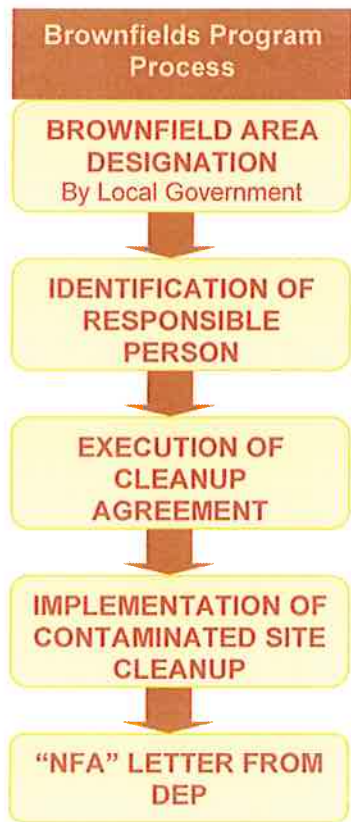


FLORIDA BROWNFIELDS REDEVELOPMENT PROGRAM

TRANSFORMING COMMUNITIES

Brownfield site means real property, the expansion, redevelopment or reuse of which may be complicated by actual or perceived environmental contamination. 376.79(3), F.S.

Brownfield area means a contiguous area of one or more brownfield sites, some of which may not be contaminated, and which has been designated by a local government by resolution. Such areas may include all or portions of community redevelopment areas, enterprise zones, empowerment zones, other such designated economically deprived communities and areas, and Environmental Protection Agency-designated brownfield pilot projects. 376.79(4), F.S.



BROWNFIELDS PROGRAM BENEFITS

Brownfield Area Designation

- Bonus refund for job creation—up to \$2,500 per job
- Loan guarantees for primary lenders
 - ◆ Up to 50% on all sites
 - ◆ Up to 75% when end use is affordable housing
- Sales tax credit on building materials for affordable housing projects
- Brownfield area benefits administered by Enterprise Florida, Inc.

Brownfield Site Rehabilitation Agreement

- All benefits of Brownfield Area
- Regulatory framework for cleanup (Chapter 62-785, F.A.C.)
- Dedicated staff—expedited technical review
- Liability protection
- Tax credits
 - ◆ Florida corporate income tax
 - ◆ Credits may be transferred one time
- Brownfield Site Rehabilitation Agreement benefits administered by DEP

Summary of Available Tax Credits			
Tax Credit Type	Application Frequency	Maximum Credit for Costs Incurred after 6/30/06	
Site Rehabilitation	Annually	50%	\$500,000
No Further Action (i.e. SRCO)	Once	25%	\$500,000
Affordable Housing	Once	25%	\$500,000
Solid Waste (Removal, Transport, and Disposal)	Once	50%	\$500,000

BROWNFIELD PROGRAM TERMS

Responsible Person—Person Responsible for Brownfield Site Rehabilitation or PRFBRSR

Agreement—Brownfield Site Rehabilitation Agreement or BSRA

NFA—No Further Action (i.e., Site Rehabilitation Completion Order or SRCO)

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

ITEM (3A): Targeted Industry Enhancement (TIE) Program

DATE: February 8, 2011

ADMINISTRATIVE ITEM __ ACTION ITEM X INFORMATION ITEM __

ACTION REQUESTED:

Approval of the TIE Program for high-wage job creation/retention incentives for targeted industries.

KEY ELEMENTS/FACTS IMPACTING DECISION:

Currently the City/CRA has no program available that would provide incentives to major employers of high-wage jobs that would encourage business to remain in the City or to relocate to Winter Park from somewhere else in the State.

The TIE Program brings together the goals of incentivizing high-wage job retention as well as relocation of major employers already in Florida. Many cities and counties throughout Florida offer incentives for high-wage jobs and subsidies typically range from \$1,000 - \$2,000 depending upon the level of the wage. In an effort to fill the incentive gap in retention and recruitment efforts and to remain competitive with other local governments around the state the TIE program will offer \$1,000 - \$1,500 dollars per high-wage job retained the city as well as \$1,000 - \$1,500 per high-wage job relocated or created in the city that falls within the targeted industry guidelines. The full guidelines for the program are attached for review and an outline of guidelines for eligibility is included below for quick review. All final decisions as to funding would be made on a case-by-case basis by the City Commission or CRA Agency based on an application process. All applicants receiving funding would be required to commit to remain in the city for 5-10 years, commit to using city services, maintain the required level of employment, and execute a legal agreement with the City/CRA (see guidelines for details).

Guidelines	Job Creation	Job Retention
# of Jobs (FTE)	For relocation to the city, at least 50 new jobs	At least 75 jobs on payroll at time of application
Average Annual Salary	High wage; minimum of 115% of County Average Wage	
Targeted Industries	Arts & Culture; Creative Services; Financial and Professional; Health Care; Knowledge Creation; Real Estate Development; Corporate Headquarters	
Term of Commitment to Remain in City	5 - 10 years	
Incentive Considered	\$1,000 - \$1,500 per job created/retained; incentive varies based on level of average wage	
Payout of Incentive Awarded	Varies; no more than 5 years	5 equal annual installments
Maximum Incentive	No more than \$200,000 total over 5 years; Total payment cannot exceed City/CRA share of real property taxes attributable to the applicant over term of payout.	

In order to adequately fund this program, both the CRA and the City Commission will have approval of the applications depending on the funding sources. The CRA can use TIF revenues to fund this program. Each application will be reviewed by the CRA Advisory Board prior to review by the CRA and by the Economic Development Advisory Board prior to City Commission approval.

The CRA Advisory Board reviewed this item at their meeting on January 20, 2011. The Board expressed a desire to allow flexibility in the term of commitment a company must remain in the city if receiving funds by reducing the minimum term to 5 - 10 years. Additionally, they recommended that this item be a part of a bigger economic development package initiated by staff. They also recommended that no new funding be allocated from the FY 2010-11 budget. If budgeted funding from the CRA is required to implement the program it will be brought forward as part of the annual budgeting process, however staff will also request that funding from the general fund be set aside as well.

ALTERNATIVES CONSIDERED:

NA

BUDGET ALLOCATION:

The TIE Program has maximum caps on payouts that can be made to any one applicant that are also tied to real property tax collections on the site where jobs are retained/created. This will ensure that no single tenant receives back more than is contributed in actual dollars to remain or relocate to the city. In addition, the filling of vacant spaces through the relocation of new business will increase Utility revenues collected by the city-owned Water and Electric departments.

Staff is recommending a reallocation of the ear-marked QTI program funds of \$20,000 a year for five years to this program from funds already designated within the CRA. Staff is not recommending any additional amount be allocated to the program from the CRA until the annual budgeting process and estimated next year's TIF revenues can be determined. No general revenue funds have been allocated to this program at this time.

STAFF RECOMMENDATION:

Approval of the program.



City of Winter Park Targeted Industry Enhancement (TIE) Program Guidelines

PURPOSE:

The purpose of the TIE Program is to promote the expansion, growth, and development of high wage jobs and maintain the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community.

ELIGIBLE APPLICANTS:

Any private company desiring to locate or remain within the municipal boundaries of the City of Winter Park that meets the Program Guidelines of job creation or retention within the City. Governmental or non-profit entities may also be eligible provided that the Applicant does not occupy tax-exempt or tax-abated property.

PROCESS:

Applications are received on a first-come, first-served basis. Applications may be submitted to the City's Department of Economic Development for review of eligibility. Incomplete applications will not be accepted. Based on that review, City staff will draft a contract with the Applicant for approval by the CRA Agency or the City Commission, depending on the source of funding. No agreement will be considered final until approved by either the CRA Agency or the City Commission. Applicants may be required to attend public meetings to discuss the application.

GUIDELINES:

In order to be considered for the Program the Applicant should consider the guidelines listed below (see also Table 1: Guideline Matrix). Meeting all the guidelines does not guarantee approval of an application and all terms of any approval are at the sole discretion of the City/CRA:

- For relocation to the City the Applicant must have at least 50 full-time equivalent employees on the payroll at the time of application. For retention of existing jobs the Applicant must have at least 75 full-time equivalent employees on the payroll at the time of application. All applicants will be required to maintain those levels of employment for the term of the agreement with the City/CRA. If a business has multiple locations, only those physically located within the City limits will be considered eligible for the purposes of the application.
- Have an average annual salary per employee at or above 115% of the area Metropolitan Statistical Average (see attached wage sheet). Average wage levels that are substantially higher than the minimum requirements may receive a greater incentive award at the discretion of the City/CRA Board.
- Be a business in the targeted industry cluster listing for the City of Winter Park:

- Arts and Culture
 - Creative Services
 - Financial & Professional
 - Health Care
 - Knowledge Creation
 - Real Estate Development
 - or
 - Corporate Headquarters (USA)
- Applicant must commit to maintain any jobs created or retained in the City for a period of 10 years.
 - Agree to utilize City utilities (Water, Sewer, Electric) where applicable.
 - Demonstrate that the business is, and will remain, economically sound over the course of the agreement by submitting financial statements and tax returns as requested.
 - Be willing to submit employee information including number of employees, salaries, total payroll, and address information, indicating how many retained or created jobs will be held by residents of the City. (Individual employee information will not be disclosed.)
 - All licenses must be up to date and all property taxes must be current, with no debts in arrears to the City when a contract is signed.
 - If leasing space, the Applicant must provide an extended or new lease with a property owner to be signed once a contract for the TIE Program has been executed with the City/CRA. The lease must meet the minimum term requirements as determined by the City/CRA.
 - Indicate that the Program is a major factor in its determination to locate/expand in the City.

COMMITMENT OF FUNDS:

Funds are awarded for every job created/retained by a company where the average annual wage meets or exceeds the definition of a high-wage. High-wage jobs are defined as those paying at least 115% of the average Metropolitan Statistical Area annual wage. (View attached wage eligibility sheet.)

Average Wage Rate Category	Incentive per Job
115% of County Average Wage	\$ 1,000
150% of County Average Wage	\$ 1,250
200% of County Average Wage	\$ 1,500

Applicants applying for job retention assistance:

A company with 100 jobs and an average wage at 200% of the County average would receive \$150,000 (100 jobs X \$1,500). This amount would be paid in equal installments of \$30,000 a year for 5 years based on continued adherence to the agreed upon wage level and number of jobs retained.

Applicants applying for job creation/relocation assistance:

Department of Economic Development/CRA
 401 S. Park Ave
 Winter Park, FL 32789
 407-599-3398

TIE Program Guidelines
 Updated 2/2/2011

A company with 50 jobs and an average wage at 150% of the County average would receive \$62,500 (50 jobs X \$1,250). This amount would be paid out based on the Applicant's stated need and final decision of the City/CRA. Payments would be based on continued adherence to the agreed upon wage level and number of jobs retained.

The maximum grant amount awarded may not exceed 200,000 for any one Applicant or exceed the City/CRA share of real property tax collections accumulated over the term of the agreement.

TERM & DISBURSAL OF FUNDS:

The term of the agreement will require the awarded Applicant to maintain any created or retained jobs for a period of 5-10 years. Payout of awarded funds will vary depending upon the needs of the Applicant and type of assistance requested. Prior to the disbursement of any funds the awarded Applicant must provide the City/CRA an executed lease agreement sufficient to meet the required term.

Applicants applying for job retention assistance:

All awarded Program funds are paid out over a period of five (5) years in equal annual installments. The initial payment is made on the date of the contract's execution with subsequent payments made on the anniversary of the execution of the contract.

For example, an approved Applicant retaining 100 jobs executing a contract on Jan 1, 2011 for \$100,000 would receive an initial payment of \$20,000 with subsequent payments through January 1, 2015.

Applicants applying for job creation/relocation assistance:

Payout of program funds will vary depending upon the stated needs of the Applicant but will usually range from 2 – 5 years. Payment terms are more flexible and will be negotiated on a case-by-case basis to account for the varying situations that relocating businesses may encounter. Initial payment is made once the creation of the new jobs is confirmed and subsequent payments will be made annually.

For example, a corporate headquarters wants to relocate 50 high-wage jobs to the City and qualifies for \$50,000 in assistance. They require the funding upfront to assist with build-out and payment is agreed to be made in two equal annual installments. A commitment to remain in the City for 10 years is signed and once the company relocates to the City, the initial payment is made for \$25,000 with the subsequent payment made on the anniversary of the initial payment.

REPORTING REQUIREMENTS:

Prior to receiving an annual payment the Applicant must submit a report to the Director of Economic Development two months before the anniversary of the contract execution date. Applicant will provide updated figures for employee count, total payroll, and salary information. Once the Director has made a determination that the requirements of the contract have been met, payment will be issued to the Applicant. Any delays in providing the annual report will delay payment. If it is determined that an Applicant has not maintained the level of high-wage jobs

outlined in the contract the City/CRA may reduce the grant amount accordingly. If employment levels fall below the minimum requirements of the Program the City/CRA may choose to terminate the contract.

CONTRACTUAL AGREEMENT:

All approved Applicants will execute an agreement with the City Commission or CRA Agency which stipulates the individual terms of the incentive awarded. Any mutually agreed upon contract may include provisions for repayment of City/CRA funds if Program Guidelines are not maintained.

CHANGE IN OWNERSHIP, BANKRUPTCY, RELOCATION OF BUSINESS:

Change of Ownership: If an Applicant's business changes ownership it will still be eligible for receipt of award funds if the contractual obligations continue to be met.

Relocation of Business: Any Applicant business relocating within the City of Winter Park will still be eligible to receive payments with the proof of a new lease covering the remaining term of the contract agreement. Any Applicant business moving outside of the City of Winter Park will no longer receive annual payments and will have to refund any awarded funds given to-date.

Bankruptcy/Dissolution: If an Applicant's business declares bankruptcy and is unable to meet the obligations of the contract or if the business is dissolved, no future payment will be made by the City/CRA.

CONFIDENTIALITY:

Financial statements and other information submitted to the City are not considered public records under FL Statute 288.075. However the City may use certain information retained for the purpose of issuing public reports, including the Applicant's name and business, contact info, description of need, number of full time equivalent jobs created/retained, ratio of employees residing inside the City limits, the amount of any grant award, term of payment, and general wage information gathered for the purpose of determining eligibility.

EXPANSION OF EXISTING BUSINESSES:

Those businesses already located within the City that wish to expand may access the City's Qualified Target Industry (QTI) Program for assistance.

ADDITIONAL PROGRAM ASSISTANCE:

Participation in this Program would not preclude an Applicant from seeking additional assistance from the City/CRA if approved by the respective bodies.

PROGRAM FUNDING:

Nothing contained in this Program shall be construed to be a guarantee or entitlement to an economic incentive from the City of Winter Park, regardless of an Applicant's conformity to the Guidelines, financial condition of the City/CRA, or funding budgeted for economic incentives.

For more information on this and other City programs please visit www.cityofwinterpark.org and click on Departments, Economic Development/CRA.

Department of Economic Development/CRA
401 S. Park Ave
Winter Park, FL 32789
407-599-3398

TIE Program Guidelines
Updated 2/2/2011

Page 5 of 6

Table 1: Guideline Matrix

Guidelines	Job Creation	Job Retention
# of Jobs (FTE)	For relocation to the city, at least 50 new jobs	At least 75 jobs on payroll at time of application
Average Annual Salary	High wage; minimum of 115% of County Average Wage	
Targeted Industries	Arts & Culture; Creative Services; Financial and Professional; Health Care; Knowledge Creation; Real Estate Development; Corporate Headquarters	
Term of Commitment to Remain in City	5 - 10 years	
Incentive Considered	\$1,000 - \$1,500 per job created/retained; incentive varies based on level of average wage	
Payout of Incentive Awarded	Varies; no more than 5 years	5 equal annual installments
Maximum Incentive	No more than \$200,000 total over 5 years; Total payment cannot exceed City/CRA share of real property taxes attributable to the applicant over term of payout.	

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

ITEM (3B): Citywide Banner Policy

DATE: February 8, 2011

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of the citywide Banner Policy Guidelines and Application.

KEY ELEMENTS/FACTS IMPACTING DECISION:

With many of the new streetscapes implemented throughout Winter Park in the last few years, most of the major commercial corridors in Winter Park now have light poles capable of hanging promotional banners advertising major events.

Banner policy has traditionally been under the purview of the Parks Department as it related primarily to how banners should be treated next to Central Park. With banners now able to be hung on Orange, New England, Pennsylvania, Park, and all of Morse Blvd, the Parks Board voted to turn over Banner Policy and implementation to the Economic Development Department. The Economic Development Department works closely with all the city's major non-profit organizations and promotional events as an ombudsman to facilitate activities that will drive awareness of the city, create vibrancy, and celebrate the culture, heritage, and brand of Winter Park.

Based on a thorough review of the current policy and evaluating other jurisdiction's policies, staff recommends the following changes in the proposed banner policy:

Eligible Applicants:

This is largely left unchanged but clarifies who is able to apply. Deference is given to the City and long standing events. Other eligible applicants could include non-profits and significant special events. Commercialization of banners by outside sponsors will not be allowed as has been traditional practice.

Approvals:

In the past any banner applicant including those that have traditionally always displayed banners at long standing events (Morse Museum, Art Festivals, Cornell Museum, Bach Festival, etc) had to get approval from the Parks Board.

Staff is requesting that the banner policy be approved that allows the Director of Economic Development to approve applications similar to how most programs and special event permits are already handled by in-house staff. This will shorten the application approval process and allow the permitting of banners to become part of the special event process where applicable without the requirement of convening a board.

Fees:

Currently the fees for hanging banners vary by district from either a flat \$200 to hang 32 banners on Park Ave, or at a \$6-8 dollars per banner charge on other streets. This represents a substantial subsidy to what it costs the city to actually hang the banners based on average time to hang a banner (20 minutes) employee overtime, and additional funding for overhead and capital maintenance. Staff has estimated banner hanging costs at closer to \$30 per banner including both install and take-down. In many cases this represents a 3-4 fold increase in the fees traditionally paid but would make sure that costs are covered. Solicitation for private company bids came in at a higher cost per banner.

Banner Districts:

Staff has divided major corridors into banner districts that allow applicants to choose where they want banners. This will allow applicants to minimize cost by choosing areas closest to the event but still representing a large enough area as to make sure that banner coverage appears uniform. This will also allow flexibility when major events occur on overlapping dates so that events can share portions of corridors. Available districts are listed on the attached application form.

Applications:

The application packet will now include a revised application form, maps of the districts available and banner pole locations, as well as templates with correct measurements for each type of banner to be installed. (Staff is currently in the process of finalizing banner sizing for each pole type.)

ALTERNATIVES CONSIDERED:

Subsidize fees associated with installation and removal.

BUDGET ALLOCATION:

Program as presented will fund capital, operations, and maintenance through the revised fee structure.

STAFF RECOMMENDATION IS:

Approval of the policy revisions.



Economic Development Department
 401 Park Avenue South
 Winter Park, FL 32789
 Phone: 407-599-3695
 Fax: 407-599-3499
 www.cityofwinterpark.com

Special Event Banner Guidelines

The City of Winter Park established the Special Event Banner Program to enhance the City's visual appearance and sense of vitality through the use of specially located banner poles. These banners may be used by organizations and groups wishing to publicize community events and activities considered appropriate by the City.

ELIGIBLE ACTIVITIES

Applications will only be allowed for city events, not-for-profit community events, and significant events. Significant events are considered to be any event that may bring more than 2,000 individuals to the area. Eligible events must promote the culture, history, health, safety, or general welfare of the City of Winter Park.

APPLICATION PROCESS

All applications must be submitted to the Economic Development/CRA Department for approval. The department will reserve the dates only after an **application** has been accepted. Applications shall be submitted at least 45 days in advance of the desired display date and must be accompanied by full detail of the proposed display, including a drawing of each separate banner design. **The applicant should not start banner construction until receiving design approval from the Economic Development Department.** Banners will not be permitted for more than 30 days and will be removed within five (5) business days after the desired display end date.

DESIGN GUIDELINES

Banners must be made from non-combustible material that will not shred and that is weather-proof. We recommend strong colorful graphics, concise wording that can easily be read by motorist and pedestrians. All banner designs are to be approved prior to production by the City's Economic Development Director. Applicant's logo may be posted on the banners. Banner will not contain any commercial or outside sponsorships, election advertising, tobacco or alcohol advertising. The City will not install any banners which fail to comply with the design guidelines or which have not been made in accordance with design specifications.

FEES

Applicant's total payment will be based according to the selected streets or districts. Fees are based on the City's cost of \$30.00 per banner for the installation and removal of banner signs. Banners locations are divided by streets and area. All fees are due with the application. Dates will be booked at the time of application and fees received by the City. No dates will be reserved in advance of payment.

East Morse Boulevard.....	\$600.00
West Morse Boulevard.....	\$660.00
North Park Avenue	\$480.00
South Park Avenue	\$480.00
New England Avenue.....	\$450.00
Pennsylvania Avenue.....	\$600.00
North Orange Avenue.....	\$690.00
South Orange Avenue.....	\$720.00

BANNER POLE LOCATIONS AND SPECIFICATIONS

The City has permanent street banner pole hardware available at the following locations:

Park Avenue

Total number of banner poles: 32 single-arm poles
Total flat banner size: 23" x 42.5"
Image area: 23" x 36"

Morse Boulevard

Total number of banner poles: 21 double-arm poles (42 banners total)
Total flat banner size: XX" x XXX"
Image area: XX" x XX"

New England Avenue

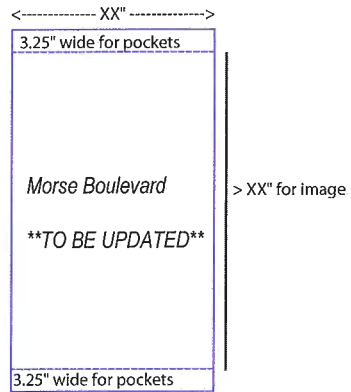
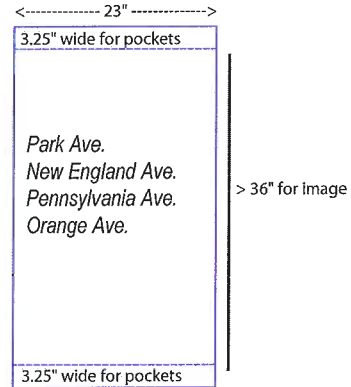
Total number of banner poles: 15 single-arm poles
Total flat banner size: 23" x 42.5"
Image area: 23" x 36"

Pennsylvania Avenue

Total number of banner poles: 20 single-arm poles
Total flat banner size: 23" x 42.5"
Image area: 23" x 36"

Orange Avenue

Total number of banner poles: 47 single-arm poles
Total flat banner size: 23" x 42.5"
Image area: 23" x 36"



AVAILABILITY

The Economic Development Department is the initial contact for Special Event Banner Policy. The department will keep a calendar of scheduled installations and their locations. The Economic Development Department Director will review banner applications when submitted. Banner applicants will be approved on a "first come, first serve" basis. City events and applicants submitting for regularly scheduled annual events will have first priority.

LIABILITY

The applicant must acknowledge and accept full responsibility for public risk. The City, or any division of the City, shall not be held responsible for any damage to the banners due to installation, removal, or storage.

Guidelines and application are available online at www.cityofwinterpark.org > Departments > Economic Development/ CRA Department or by calling 407-599-3695.

Submit applications to: Economic Development/CRA Department
Attention: Special Event Banner Program
401 Park Avenue South
Winter Park, Fl. 32789



Economic Development Department
401 Park Avenue South
Winter Park, FL 32789
Phone: 407-599-3695
Fax: 407-599-3499
www.cityofwinterpark.com

Special Event Banner Application

Organization Name:

Contact Person:

Address:

City, State, Zip Code:

Phone: **Fax:** **Email:**

Event Name: **Event Date(s):**

Dates Requested for Banners: **to**

Describe the type of event:

Banner Location:

- | | | | |
|--|-----------|---|-----------|
| <input type="radio"/> East Morse Boulevard | \$ 600.00 | <input type="radio"/> New England Boulevard | \$ 450.00 |
| <input type="radio"/> West Morse Boulevard | \$ 660.00 | <input type="radio"/> Pennsylvania Avenue | \$ 600.00 |
| <input type="radio"/> North Park Avenue | \$ 480.00 | <input type="radio"/> North Orange Avenue | \$ 690.00 |
| <input type="radio"/> South Park Avenue | \$ 480.00 | <input type="radio"/> South Orange Avenue | \$ 720.00 |

Total Amount Due \$

On behalf of the organization listed above, I, as applicant, hereby acknowledge that I have read and understand the Banner Policy Guidelines. The applicant/organization agrees to indemnify and hold harmless the City of Winter Park, its agents, officers, and employees from and against all loss, costs, expenses including suits, demands, claims, judgements, liens, attorney's fees in connection with injury to or death of any person or persons or loss of or damage to property resulting from any and all operations performed by or through this application.

The City of Winter Park reserves the right to deny banner placement for any organization or event. Once approved, banners must be delivered to the Economic Development Department by noon five (5) business days prior to the desired display date. I understand that banners must be picked up within ten (10) business days after removal. The City has the right to dispose of the banners after the set deadline at no cost to the City.

Organization Representative Signature _____

Date _____

City Use Only

Date Received: _____

Dates Available: Yes No

Design Approved: Yes No

Payment Received: Yes No

Amount: \$ _____

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

ITEM (4A): EDAB/City Commission Joint Worksession

DATE: February 8, 2011

ADMINISTRATIVE ITEM __ ACTION ITEM __ INFORMATION ITEM X

ACTION REQUESTED:

NA

KEY ELEMENTS/FACTS IMPACTING DECISION:

The City Commission has asked to hold a joint worksession with EDAB to discuss citywide economic development policy.

ALTERNATIVES CONSIDERED:

NA

BUDGET ALLOCATION:

NA

STAFF RECOMMENDATION IS:

NA