



cra agency

agenda

August 12, 2020
2:00 PM
Virtual Meeting

mayor & commissioners				
seat 1 Marty Sullivan	seat 2 Sheila DeCiccio	Mayor Steve Leary	seat 3 Carolyn Cooper	seat 4 Todd Weaver

CRA Agency

welcome

Welcome to the City of Winter Park City Commission meeting. The agenda for regularly scheduled Commission meetings is posted in City Hall the Tuesday before the meeting. Agendas and all backup material supporting each agenda item are available in the City Clerk's office or on the city's website at cityofwinterpark.org.

meeting procedures

Persons desiring to address the Commission MUST fill out and provide the the City Clerk a yellow "Request to Speak" form located by the door. After being recognized by the Mayor, persons are asked to come forward and speak from the podium, state their name and address, and direct all remarks to the Commission as a body and not to individual members of the Commission, staff or audience.

Citizen comments at 5 p.m. and each section of the agenda where public commend is allowed are limited to three (3) minutes. The yellow light indicator will remind you that you have one (1) minute left. Large groups are asked to name a spokesperson. The period of time is for comments and not for questions directed to the Commission or staff for immediate answer. Questions directed to the City Commission will be referred to staff and should be answered by staff within a reasonable period of time following the date of the meeting. Order and decorum will be preserved at all meetings. Personal, impertinent or slanderous remarks are not permitted. Thank you for participating in your city government.

agenda

*times are projected and
subject to change

1. Meeting Called to Order

2. Consent Agenda

- | | | |
|----|-------------------------------------|----------|
| a. | Approve minutes of January 27, 2020 | 1 minute |
| b. | Approve minutes of April 8, 2020 | 1 minute |

3. Discussion Items

4. Action Items

- | | | |
|----|--------------------|------------|
| a. | CRA Budget FY20-21 | 60 Minutes |
|----|--------------------|------------|

5. Adjournment

Appeals and Assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, 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 includes 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 proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."



CRA Agency

agenda item

item type Consent Agenda	meeting date August 12, 2020
prepared by Rene Cranis	approved by Michelle Neuner, Randy Knight
board approval Completed	
strategic objective	

subject

Approve minutes of January 27, 2020

motion / recommendation

Approve minutes

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:
CRA 0127.20.pdf



CRA Agency Meeting Minutes

January 27, 2020 at 2:00 p.m.

City Hall, Commission Chambers
401 S. Park Avenue | Winter Park, Florida

Present

Mayor Steve Leary
Commissioner Greg Seidel
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Todd Weaver
Hal George

City Manager Randy Knight
City Attorney Kurt Ardaman
City Clerk Rene Cranis

Meeting called to order

Mayor Steve Leary called the meeting of the CRA Agency to order at 2:08 p.m.

1. Minutes Approval

- a. Minutes of July 22, 2019

Motion made by Commissioner Sprinkel to approve the minutes of July 22, 2019; seconded by Mr. George. Motion carried unanimously.

2. Consent Agenda

- a. Florida Department of Transportation: Local Funding Agreement for increased design of lighting and landscaping as part of the Orlando Avenue (U.S. 17-92) project; \$179,934.
- b. City of Winter Park CRA: Allocation of funding to Winter Park for enhancements to the Library/Event Center project; \$750,000 (Pulled by Commissioner Cooper)

Motion made by Commissioner Sprinkel to approve Consent Agenda Item 2a; seconded by Mayor Leary. There were no public comments. Motion carried unanimously.

In response to questions by Commissioner Cooper, Assistant Division Director CRA/Economic Development Kyle Dudgeon, stated that the CRA Plan Addendum from 1999 identified several improvements to MLK Park in terms of stormwater, parking, trees, signage, plantings, lake and lake edge improvements, which can be addressed as part of the GMP for the Library and Events Center.

Mr. George asked for confirmation that these funds will go only toward MLK Park improvements which could stand on their own with or without the Library. Mr. Knight stated yes; however, additional parking would not be needed if it were not for the Library and Events Center. Mayor Leary stated this is justified given the parameters of the CRA.

Motion made by Commissioner Sprinkel to approve Consent Agenda Item 2b; seconded by Mayor Leary. There were no public comments. Upon a roll call vote, Mayor Leary and Commissioners Seidel, Sprinkel, Cooper and Weaver and Mr. George voted yes. Motion carried unanimously with a 6-0 vote.

3. Discussion Items

a. CRA Capital Improvement Discussion

Mr. Dudgeon reviewed the 10-year proforma and gave an update on proposed projects that have been identified with estimated costs but have not been allocated to a future year. He listed the projects that the CRA Advisory Board felt could be completed in a single year including downtown enhancements (Central Park stage/public restrooms), Community Center/Shady Park/Splash Pad area, Hannibal Square design guidelines, and transportation studies which would be dependent on the proposed Orange County additional one cent sales tax.

Commissioner Cooper suggested that staff work jointly on Hannibal Square design guidelines using data and public input received as part of the Orange Avenue Overlay on street design.

Upon questioning, Mr. Dudgeon stated there are many ways to implement design guidelines including incentive projects, rebates, or a partial or complete streetscape project but the first step is to identify the gaps. Mayor Leary stated he would like to encourage rather than mandate it. Commissioner Cooper opposed providing incentives that would increase intensity beyond what the community is comfortable with.

Commissioner Weaver asked whether the CRA Advisory Board had discussed transportation projects and defined small-scale capital projects. Division Director of Office of Management and Budget Peter Moore stated the Board wanted to look at a roundabout on Orange Avenue and a potential shuttle route on Morse Boulevard. Discussion ensued on current transportation projects, target dates and identifying future projects.

Mr. Dudgeon identified the top three multi-year projects with future funding needs which includes the Post Office property acquisition, MLK Park improvements, and parking improvements. He explained that staff is working with a consultant to prioritize the MLK Park improvements which will be brought back to the CRA Agency for review. Mayor Leary asked that parking capacity improvements not be site specific to City Hall and be removed.

Commissioner Cooper stated that with the CRA in its last seven years, the Agency has a fiduciary responsibility to develop a plan for allocation through the life of the CRA. She suggested that each Agency member create and prioritize a project list.

Commissioner Weaver asked for clarification on the projected cost for purchase of the Post Office. Mr. Knight advised that there is more than \$2 million in the Parks Acquisition Fund to apply toward the anticipated cost of \$8.5 million.

Commissioner Cooper identified the parking garage at MLK Park, the Memorandum of Understanding (MOU) with FDOT, and the purchase of the Post Office as immediate commitments that need to be addressed. She expressed her concern with having unallocated CRA funds.

Commissioner Sprinkel spoke in favor of allocating funds but reserving a portion of each year's projected revenue.

Commissioner Weaver pointed out that the CRA is a specific area and because the Library services the entire city, he has reservations on funding the Library project with CRA funds.

Mr. George agreed with Commissioner Sprinkel regarding a reserve balance and with Commissioner Cooper that funds need to be allocated. He said he is not comfortable allocating funding when firm costs are unknown, specifically the cost to purchase the post office property. He feels the property would be ideal for the city to purchase at some number, but it may not be ideal at another number.

Commissioner Cooper suggested identifying projects of interest and then asking staff to prepare allocations and provide additional details as they become concrete. She stated her project list includes the purchase of the post office within 3 years with the \$100,000 allocated in FY 2020 to initiate the purchase; allocate funds to purchase the land in FY 2021, and allocate funds for the construction of retail facilities in FY 2022.

In response to questions by Commissioner Seidel, Mr. Moore stated the CRA ends in 2027 and as a result bonding over a short-term is not useful. Mr. Knight stated the city could advance the money from another fund and get reimbursed from CRA funds.

Mayor Leary suggested identifying projects and then have staff prepare allocation and funding years.

Commissioner Cooper identified the following projects.

- Library enhancements, \$750,000
- Orlando Avenue (U.S. 17-92) lighting and tree design, \$180,000 (approved as part of consent agenda); Installing and buying lights and trees, \$1 million in future years
- MLK Park improvements - \$3 million
- Parking garage in the Central Business District, with square footage for retail liner (possible location of retail component of the post office) - \$8 million
- Central Park stage without a public restroom
- Parallel streets
- Minority business program
- Center Street design

Mr. George identified affordable housing at a minimum of \$100,000 and MLK Park improvements.

Commissioner Seidel addressed the Library/Event Center parking options presented by Mr. Knight in a prior meeting, specifically Option #3 which eliminates the southern-most parking area (Area C). He said he feels further study is needed on the parking issues around MLK Park and opportunities to provide parking in the area whether it is on city property or off site. The results of the study could then be presented to the CRA to consider for funding in the next few months.

Mr. Knight provided an update on communication with area property owners for shared or leased parking in addition to the current lease of almost 400 parking spaces in the evening

and on weekends. Discussion followed on parking needs and opportunities around MLK Park, businesses and the library and events center, and costs associated with providing parking.

Commissioner Seidel suggested highest priority is parking around MLK Park.

Commissioner Sprinkel identified her preferred projects as beautification, New York Avenue lights and playing fields although there may not be property within the CRA.

After discussion, the following project list was approved by consensus with funds to be allocated in future fiscal years:

- Affordable housing, \$200,000 annually
- Parking around MLK Park, \$4 million
- Purchase of Post Office property, \$7.5 million, (including \$1 million for retail component)
- Downtown parking garage, \$8 million
- Reserve miscellaneous of 20% to be allocated each year.
- Central Park stage, \$500k
- MLK Park improvements, \$3 million

Nancy Shutts, 200 Brandywine Avenue, commended the Agency on the decisions made as it will enhance community.

Marty Sullivan, 901 Georgia Avenue, suggested installation of bus stop amenities such as seating and covers. He spoke in opposition to using additional taxpayer funds beyond the bond referendum toward the library and events center.

Ron Ellman, 1707 Demetree Drive, spoke in support of the purchase of post office property and expansion of Central Park.

Peter Gottfried, 1841 Carollee Lane, urged caution in spending CRA funds which should be used to improve the economic livelihood of the area. He spoke in support of funding for affordable housing.

Cathy Richey, 1048 S. Kentucky Avenue, expressed her support of the purchase of post office property and use of CRA funds to expand Central Park.

Kim Allen, 1800 W. Fawsett, provided a history of establishment of Central Park. She spoke on the total cost of library and events center which she recalls was supposed to be covered by the bonds. She expressed her displeasure with the increased cost over the original project budget.

Susan Finnegan, 75 Palmer Avenue spoke in favor of purchase of post office to expand Central Park and in favor of library and events center which she feels will be world-class.

In response to comments by Commissioner Seidel, Mr. Knight stated the total CRA funding for the library and events center is \$2.1 million, with \$1.3 previously approved and an additional \$750,000 approved in this meeting.

Consensus was to schedule a CRA Agency meeting to address future year funding allocations. Commissioner Cooper stated the terms from the Post Office expire today and a decision is needed today in order to move forward with negotiations.

Motion made by Commissioner Cooper to allocate funding for the purchase of the post office property before negotiations are initiated; seconded by Commissioner Weaver.

Mayor Leary stated that this was not on the agenda and a large allocation should be on the agenda as advance notice to the public. Attorney Ardaman advised that it is not a legal requirement to post matters on the agenda and then consider items not on agenda.

Mr. Knight advised that the Letter of Intent (LOI) which includes approval of \$25k deposit and \$50k cost deposit to the Post Office is on the Commission agenda. He stated it would strengthen the city's position to state that money has been allocated.

Mr. Moore stated that money has been allocated but not the funding year.

Upon a roll call vote, Mayor Leary and Commissioners Seidel, Sprinkel, Cooper and Weaver, and Mr. George voted yes. Motion carried unanimously with a 6-0 vote.

The meeting adjourned at 3:42 p.m.

Mayor Steve Leary

ATTEST:

City Clerk Rene Cranis, CMC



CRA Agency

agenda item

item type Consent Agenda	meeting date August 12, 2020
prepared by Rene Cranis	approved by Michelle Neuner, Randy Knight
board approval Completed	
strategic objective	

subject

Approve minutes of April 8, 2020

motion / recommendation

Approve minutes.

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:
CRA 0408.20.pdf



CRA Agency Meeting Minutes

April 8, 2020 at 3:00 p.m.

City Hall, Commission Chambers
401 S. Park Avenue | Winter Park, Florida

Present

Mayor Steve Leary
Commissioner Marty Sullivan
Commissioner Sheila DeCiccio
Commissioner Carolyn Cooper
Commissioner Todd Weaver
Hal George

City Manager Randy Knight
City Attorney Dan Langley
City Clerk Rene Cranis

1. Meeting called to order

The meeting was conducted via GoToWebinar. Mayor Leary called the meeting to order at 3:02 p.m.

2. Consent Agenda

- a. Approve the minutes of January 27, 2020

No action was taken on this item.

3. Discussion Items

- a. CRA Consideration of Community Assistance Program

Mr. Knight stated that at the Commission's direction in its March 30th meeting, staff, with input from the Chamber of Commerce, developed a proposal to address community need during the COVID-19 health crisis. Areas of support include food assistance, residential utility bill assistance, small business utility assistance and small business micro-loan program. He commented on the budgetary status, including the general reserve fund which has a balance of approximately \$16 million. This proposal utilizes approximately \$400,000 of reserve funds. He reviewed the following components of the proposal:

RESIDENTIAL SUPPORT

- Utility bill payment assistance: Heart of Florida United Way 211 Program:

Mr. Knight stated the city has worked with United Way's 211 Program for more than ten years and many members of the community contribute to this fund to help those needing utility payment assistance. The proposal includes a direct donation of \$25,000 to the program and up to an additional \$25,000 in matching community contributions over the next 90 days. Funding will be provided equally from the water and electric utility funds. This will provide

\$650 annually to eligible Winter Park utility customers. In response to questions, Mr. Knight stated that United Way has approximately 200 applications for assistance from Winter Park customers. He stated no CRA funds are proposed for this program.

Commissioner Weaver said he feels that \$25,000 is insufficient because it would only support approximately 77 customers at the \$650 maximum. Mayor Leary stated this is a start and can be increased later. Commissioners Cooper and Weaver supported using CRA funds.

- Suspension of late fees, interest rates and disconnects

Mr. Knight advised that no late fees or interest rate payments will be charged and no service disconnects will be made for nonpayment through May 31st. Staff is working with customers to schedule a six-month payment plan to bring their account current.

- Electric fuel rate reduction

Mr. Knight stated that this would suspend electric fuel costs for residential and commercial customers for May only. He explained how fuel costs are calculated and the city's policy for refunding over-recovery of fuel costs due to rate fluctuations. This proposal gives the reduction at one time as opposed to spread over a 12-month period.

Commissioner Cooper asked about the feasibility of returning customer utility deposits. Mr. Knight stated it could be managed; however, staff would have to determine the financial implications and provide it to the Commission.

Commissioner Sullivan suggested eliminating fuel costs for May and June.

BUSINESS SUPPORT

- Micro-Loan Program

Mr. Knight stated that this program would match community donations up to \$500,000 providing \$5,000 loans for small businesses that have already applied for loans under the CARES Act. He explained that details are being discussed as it relates to formation of a board to oversee the program and partnering with a local bank to process and issue loans. He responded to questions stating that \$250,000 will be funded from the CRA and from the general fund. He stated that decision-makers of loan applications have not been determined.

Betsy Eckbert, President and CEO of Winter Park Chamber of Commerce, provided the background of discussions with legislators and business leaders regarding Federal aid. A survey of local businesses that was concluded last week showed that 40% have funds to carry them for eight weeks and that about 1/3 have less than \$50k to carry them through the end of June. She said she has learned that banks are overwhelmed with loan processing and feels that banks do not have the capacity to administer another loan program. She recommended considering grants rather than loans. She summarized data which shows that 73% of local small businesses

have applied for paycheck protection and 34% have applied for the Florida Bridge Loan. She said that there is a sense of urgency in getting aid to the community.

Commissioner Sullivan asked if there are geographic limitations for use of CRA funds. Mr. Knight stated that this program is a legitimate use of CRA funds for businesses within the CRA, which is a fairly large geographic area with businesses on Park Avenue, New England Avenue and portions of Fairbanks and 17-92.

In response to Commissioner Cooper, Peter Moore, Division Director of Budget and Performance Measurement provided details of the previous microloan program which was implemented in 2009. Mr. Knight pointed out that in 2009 the city funded 10% of loan amounts; however, at this time the city would fund the entire amount. Mr. Moore added that this may not be the best option if the goal is to make funds available quickly.

Discussion followed on the loan criteria and process, who will evaluate loan applications and banks' ability to administer additional loan programs. Mayor Leary said it may be appropriate to consider funding with details of a program to be developed by staff and the Chamber.

Ms. Eckbert said they are looking for support from the community to meet the current need and they are working to create partnerships to support the community as it moves through the recovery process.

- Utility Assistance Program

Mr. Knight stated that this program will provide a \$1 million in small business utility payment assistance with \$250,000 funding from the CRA, general fund, and water and electric utility funds. It would provide a credit equal to the business's average utility bill over the previous 12 months, not to exceed \$5,000. He reviewed the criteria to receive these funds. He responded to questions stating that this grant would not affect a business' receipt of other assistance and that the financial impact would be \$1.3M if all businesses qualified but will likely be less than \$1M due to the criteria.

- Electric fuel rate reduction

Mr. Knight stated this program for businesses is the same as the residential program.

COMMUNITY SUPPORT

- Food and Hunger

Mr. Knight explained that under this proposal the city would make a \$50,000 contribution and work with the 4Rivers Feed the Need initiative and Second Harvest Food Bank to create a Winter Park specific food assistance program. He explained the current support provided by these agencies.

- Free Wi-Fi Connectivity

Mr. Knight stated that this accelerates the project to provide Wi-Fi in Central Park and Shady Park which has already been approved and budgeted with CRA funds.

RECOVERY SUPPORT

- Public Support
- Business Façade Matching Grants
- Energy Efficiency

Mr. Knight stated these items are informational with no need to take immediate action. The City's Sustainability Division has developed a program that provides a \$500 incentive for businesses to complete an energy audit without an obligation to implement recommended changes. This is funded through a \$30,000 annual contribution from WastePro.

Commissioner Cooper asked for the fiscal impact of suspension of fees and disconnects. Mr. Knight said that there is not a cash flow issue but the amount owed would appear this fiscal year although payment may not be received until next fiscal year.

Mayor Leary asked for information on reserve funds. Mr. Knight explained that the city has built a general reserve fund up to 30% of its annual expenditures with a current balance of approximately \$16M. The water utility has a separate reserve balance and the electric utility has no reserve but has approximately \$4.5M annual in discretionary capital spending for undergrounding. The CRA, which ends in 2027, has approximately \$27M in unallocated spending; however, the city has been looking at projects to be funded. Mayor Leary said that there may be an opportunity to extend the CRA.

Mr. George commented on overlapping support programs and asked who will be monitoring the use of funds. Mayor Leary stated that staff could be charged with developing processes and procedures working along with the Chamber, financial institutions and other organizations.

Commissioner Cooper said that she is not aware of other cities doing grants or loan programs and is not interested in being the first to offer such a program. She believes the CRA should put additional police on the streets in residential areas and in the CRA and that the city should look at items that can be accomplished to prepare for and during economic recovery. She spoke in opposition to a microloan or grant program.

Commissioner Weaver said he supports continuation of the business façade program, acceleration of the wi-fi project, increasing funds for humanitarian aid through Feed the Need and Second Harvest Food Bank. He opposed microloans as he feels short-term loans will not make businesses viable in the long run.

Commissioner Sullivan said the microloan program is complicated and will take a lot of work and cooperation with the Chamber but is worth moving forward with a \$250K contribution from the CRA.

In response to questions, Mr. Knight stated that United Way can separate the funds for Winter Park utility customers. He stated that the money is better in the hands of United Way as the city does not want to be responsible for deciding who gets assistance. Payment will be made directly from United Way to the City under the normal procedures of the 211 Program.

Motion 1: Motion made by Commissioner Weaver to contribute \$250,000 in CRA funds to the small business utility assistance program; seconded by Commissioner Cooper.

Motion 2: Motion made by Commissioner Leary to contribute \$50,000 in CRA funds to 4Rivers Feed the Need; seconded by Commissioner Cooper

Motion 3: Motion made by Commissioner Cooper to amend the motion to increase the contribution from the CRA by \$25,000 for a total of \$75,000; seconded by Commissioner Weaver.

In response to comments by Mayor Leary, Mr. Knight stated administration may be difficult so only those within the CRA receive support.

Motion 4: Motion made by Commissioner Weaver to contribute \$50,000 in CRA funds split equally to Feed the Need and Second Harvest Food Bank; seconded by Commissioner Sullivan.

Mayor Leary expressed his concern on the microloans because of the number of programs available and the time needed to implement them. He feels the quickest way to provide support is through utility payment assistance. He said he is cautious about spending \$250,000 from any fund for anything that may be perceived as being duplicative.

In response to questions by Commissioner Sullivan, Mr. Knight stated that staff has not estimated the recovery of loans but the goal is to help the small business that may not make it otherwise. There is no way to determine the longer-term financial impact to businesses. He concurred with Mrs. Eckbert that grants may be more appropriate.

Commissioner Sullivan stated that providing support to allow a business to succeed is better than having a business fail. He sees this as an opportunity to work with the Chamber of Commerce and improve the city's relationship with Chamber.

Motion 5: Motion made by Commissioner Sullivan to approve the microloan program with up to \$250,000 matching contribution from CRA; seconded by Mayor Leary.

Mayor Leary suggested that another discussion may be needed to convert this to a grant program if administration of a loan program becomes problematic.

Commissioner Cooper asked staff to look at increasing police presence in the downtown area and in neighborhoods. Mayor Leary stated that there has been a reduction in crime and unless there is data to support additional police presence, he is not in favor of directing the police department on how to police our community. Discussion followed on police presence and efforts and ability to use CRA funds for additional policing.

There were no public comments received on this item.

Vote on Motions

Motion 1: Upon a roll call vote, Mayor Leary, Commissioners DeCiccio, Cooper and Weaver, and Mr. George voted yes and Commissioner Sullivan voted no. Motion carried unanimously with a 5-1 vote.

Motion 3: (increasing total amount from \$50,000 to \$75,000): Upon a roll call vote, Commissioners Sullivan, DeCiccio, Cooper and Weaver, and Mr. George voted yes and Mayor Leary voted no. Motion carried unanimously with a 5-1 vote.

Mayor Leary clarified that his original motion was to contribute \$50,000 to Feed the Need and that Commissioner Weaver's motion was to contribute \$50,000 from the CRA split equally between Feed the Need and Second Harvest Food Bank.

Motion 2: Rescinded by Mayor Leary and Commissioner Cooper.

Motion 4: (as amended increasing the total contribution to Feed the Need to \$50,000 and \$25,000 to Second Harvest Food Bank): Upon a roll call vote, Mayor Leary, Commissioners Sullivan, DeCiccio, Cooper and Weaver, and Mr. George voted yes. Motion carried unanimously with a 6-0 vote.

Motion 5: Upon a roll call vote, Mayor Leary, Commissioners Sullivan and DeCiccio and Mr. George voted yes and Commissioners Cooper and Weaver voted no. Motion carried with a 4-2 vote.

The meeting adjourned at 4:54 p.m.

Mayor Steve Leary

ATTEST:

City Clerk Rene Cranis, CMC



item type Action Items	meeting date August 12, 2020
prepared by Kyle Dudgeon	approved by Michelle Neuner, Randy Knight
board approval Completed	
strategic objective Fiscal Stewardship	

subject

CRA Budget FY20-21

motion / recommendation

Recommendation to approve the CRA FY20-21 budget as presented.

background

During this past fiscal year, the real estate market continued to grow resulting in increased taxable valuations within the CRA. Impacts by the pandemic to future increment revenue; if any, will not be seen until FY21-22 at the earliest.

Revenue:

Budget estimates suggest increment revenue will increase an additional 15%. With added interest earnings and revenue totals are projected at \$6.53 million. Contributions to increment revenue from Orange County over \$2 million are met with a 30% rebate and a 50% rebate of contributions over \$3 million. The CRA will rebate \$489,000 to the County as part of this agreement. Increment revenue contributions to the trust fund by the City exceed that of the County.

Expenses:

As of August 2020, actual expenditures of the CRA are expected to be in-line with budgeted estimates by fiscal year-end. As a result, staff has proposed a budget that maintains all debt service payments, supports operations, fulfills all contracts, provides funding for existing programs and includes capital improvement projects. For FY20-21, general operating and staffing costs are expected to each stay ten percent or below of total expenditures. Debt Service shows no significant change. The table below demonstrates budget expense categories consistent with the proforma for FY20-21.

<i>FY20-21 CRA Budget Expenses</i>			<i>%</i>
Personnel & Indirect Costs	\$578,153		7%
General Operating	\$335,821		4%
Community Initiatives	\$535,250		7%
Capital Maintenance	\$100,000		1%
Debt Service	\$1,491,056		19%
Misc. Capital Enhancements	\$140,000		2%
Capital Projects	\$4,800,000		60%

Personnel & Indirect Costs: Identified as any cost related to salaries, wages, and benefits.

General Operating: Costs associated with operating supplies, memberships, books, periodicals, equipment, promotional activities, travel and training, and contractual services. The contractual services request totals \$200,000 and accounts for 60% of this category.

Community Initiatives: Includes CRA resident and business programs such as housing rehabilitation and business façade. Also includes support funding for the Winter Park Community Center and other nonprofits.

Capital Maintenance: Funding for parking agreements within the CRA district.

Debt Service: Approved bonds through the CRA. Bonds are expected through the life of the CRA.

Misc. Capital Enhancements: Funding for smaller capital intensive projects such as sidewalk repair, or partnership opportunities through the upcoming year. Past projects have included weekend sunrail, the moonlight garden project, downtown sidewalk repair, and tree grates.

Capital Projects: Projects included as part of the capital improvement plan (e.g. FY20-21 Pro Forma). Funding times include a first of a two year allocation for property acquisition of the post office site and improvements to Shady Park.

Capital Improvement Plan

The proposed capital improvement plan estimates future increment revenue growth, project costs, and Agency direction into the remaining life of the CRA. At this time, no growth (0% increase in TIF) is presumed for FY21-22 with conservative estimates thereafter. The plan assumes a repurposing of existing funding for the 17-92 streetscape project to be reallocated later. Based on the existing timeline, design is not expected to be complete until the end of next year. FDOT funding is expected to be in place sometime after. By shifting existing funding, it provides the Agency an opportunity to invest in existing projects now while still planning for the future.

Budget Highlights

The chart below represents highlights of new funding for the upcoming fiscal year divided by project, program, and social and event. Also included are costs of each item and budget category.

<i>Project Funding</i>	<i>Cost</i>	<i>Budget Category</i>
Post Office acquisition	\$4,500,000	Capital Projects
Shady Park Area Improvements	\$300,000	Capital Projects
Affordable Housing	\$200,000	Community Initiatives
CRA Enhancements Fund	\$100,000	Misc. Capital Enhancement
Small Scale CRA Projects Fund	\$40,000	Misc. Capital Enhancement
Mt. Moriah Parking lease extension	\$20,000	Capital Maintenance
<i>Program Funding</i>		
Business Façade Program	\$100,000	Community Initiatives
Summer Youth Employment Program	\$20,000	Community Initiatives
Residential Driveway	\$12,000	Community Initiatives
Residential Paint Program	\$10,000	Community Initiatives
<i>Social & Event Funding</i>		
Community Center Programming	\$48,000	Community Initiatives
Heritage Center Operations	\$40,000	Community Initiatives
Winter Park Playhouse	\$40,000	Community Initiatives
Snow in the Park	\$35,000	General Operating
Welbourne Nursery Program	\$33,250	Community Initiatives
Aid to Nonprofits/Depugh	\$25,000	Community Initiatives

Winter Park Women's Club (request)	\$20,000	Community Initiatives
Popcorn Flicks	\$7,000	Community Initiatives
Total:	\$5,524,250	

The table highlights over \$5.5 million of investment by the CRA to the district in project, program, and social & event funding. Included for discussion is the Post Office purchase, Shady Park Area Improvements, affordable housing allocation, and Mt. Moriah parking lease extension.

Post Office acquisition

Conversations regarding the post office property, located at 300 N New York Avenue, have led to several meetings, resolutions, and plans for its inclusion into Central Park. Under section 4.4 titled 'Business Element' the 1994 CRA plan highlights the acquisition of the property. The parcel itself is 1.98 acres according to the Orange County Property Appraiser and encompasses both retail and distribution space under its current operation from the United States Postal Service.

Estimated costs under the CRA CIP suggest a total contribution of \$7.5 million over the next two years. Final costs would be determined based on negotiation with the post office.

Shady Park area improvements

In coordination with improvements to park space; Policy 7.3A of the 1994 CRA plan states the Agency shall enhance public spaces. In addition, Policy 8.6D states open spaces shall be coordinated to provide a cohesive neighborhood. Shady Park act as this in the Hannibal Square neighborhood. In its existing state, the splash pad located in Shady Park has limited functionality and has operated as such for some time. While additional due diligence would be required to determine a final cost, early estimates suggest an investment of \$300,000 for redesign and construction.

Affordable housing allocation

There are several sections of the CRA Plan that identify the CRA assisting in affordable housing. Within that is a large emphasis on home ownership. Chapter 8, objective 2.1 states the CRA shall increase opportunities for all its citizens to purchase or rent affordable decent, safe, and sanitary housing. Direction by the Agency was to include \$200,000 each year for the remaining years of the CRA. To date, the CRA has been successful through its partnership and rehabilitation

programs accounting for almost \$4 million in investment. Future investment in this category may require additional research or discussion at the Agency level for direction.

Mt. Moriah parking lease extension

Beginning in 2010, the Mt. Moriah parking lease has offered an opportunity for additional surface public parking within the Hannibal Square community. The original agreement was for 40 spaces, but was amended in 2013 to count for an additional eight. The agreement was extended in 2015 for all 48 spaces at \$30 per space per month for five years. This third extension presented to the Agency as part of the budget locks in the existing rate and spaces for the remaining seven years of the CRA. As a condition, Mt. Moriah has requested a onetime contribution of \$20,000 for physical improvements to their property. This type of request would normally be considered under the business façade program, but nonprofits do not qualify under existing guidelines. Rather than include as a separate nonprofit request, it is submitted as a condition of the agreement.

alternatives / other considerations

Amend the budget

fiscal impact

N/A

ATTACHMENTS:

CRA Ten Year Pro-Forma - FY 2021.pdf

ATTACHMENTS:

Mt. Moriah third lease addendum.pdf

ATTACHMENTS:

Nonprofit Report - Winter Park Playhouse Request for Support 2021.pdf

ATTACHMENTS:

Nonprofit Report - Crealde_Heritage Center Request.pdf

ATTACHMENTS:

Nonprofit Report - Welbourne Day Nursery Request.pdf

ATTACHMENTS:

Nonprofit Report - Enzian Popcorn Flicks Year End Report 2019.pdf

ATTACHMENTS:

Nonprofit Report - Women's Club

Community Redevelopment Agency 10-Year Proforma

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030		
ESTIMATED REVENUES												
TIF Revenue - City	3,298,470	3,298,470	3,331,455	3,398,084	3,500,026	3,640,027	3,822,029					
TIF Revenue - County	3,102,115	3,102,115	3,133,136	3,195,799	3,291,673	3,423,340	3,594,507					
Investment Earnings	100,801	102,817	104,873	106,971	109,110	111,838	114,634					
Misc. Revenues	30,000	30,000	30,000	30,000	-	-	-					
Total Revenues	6,531,386	6,533,402	6,599,464	6,730,853	6,900,809	7,175,205	7,531,169					
ESTIMATED EXPENDITURES												
Personnel & Indirect Costs	578,153	591,602	611,854	632,888	654,742	678,218	702,705					
General Operating	335,821	340,340	346,481	355,815	367,008	378,592	390,581					
Community Initiatives	535,250	516,870	479,062	522,417	486,448	530,620	494,937					
Capital Maintenance	100,000	103,000	106,090	109,273	112,551	115,927	119,405					
Misc. Capital Enhancements	140,000	140,000	140,000	140,000	140,000	140,000	140,000					
Debt Service & Transfers	1,491,056	1,496,097	1,484,485	1,071,284	1,066,442	710,568	-					
Total Expenditures	3,180,280	3,187,909	3,167,972	2,831,676	2,827,190	2,553,925	1,847,629					
Annual Surplus/Deficit (Funding Available for Additional Projects and Programs)	3,351,106	3,345,493	3,431,492	3,899,177	4,073,619	4,621,280	5,683,540					
Proposed Projects	Est. Totals	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	
17/92 Streetscape	5,185,228	-	-	-	1,000,000	2,000,000	2,185,228	-				
MLK Park Improvements	3,000,000	-	-	1,500,000	1,500,000	-	-	-				
Post Office Purchase	7,500,000	4,500,000	3,000,000	-	-	-	-	-				
Parking Structures	8,000,000	-	-	-	1,000,000	1,500,000	2,000,000	3,500,000				
Hannibal Sq. Design Guideline Implementation	200,000	-	-	200,000	-	-	-	-				
Shady Park Area Improvements	300,000	300,000	-	-	-	-	-	-				
Central Park Stage Area Improvements	500,000	-	-	-	500,000	-	-	-				
Proposed CRA Project Funding Total	24,685,228	4,800,000	3,000,000	1,700,000	4,000,000	3,500,000	4,185,228	3,500,000				
Fund Surplus/Deficit		(1,448,894)	345,493	1,731,492	(100,823)	573,619	436,052	2,183,540				
Cumulative Cash Balance (Reserves)	2,917,958	1,469,064	1,814,557	3,546,049	3,445,227	4,018,846	4,454,898	6,638,438				

THIRD LEASE ADDENDUM

This Third Lease Addendum (the “Third Addendum”) is made and entered into this ____ day of _____, 2020 by and between Mount Moriah Missionary Baptist Church of Winter Park, a Florida not for profit corporation (“Landlord”), whose address is P.O. Box 2044, Winter Park, Florida 32790, and Winter Park Community Redevelopment Agency, a community redevelopment agency created pursuant to Chapter 163, Florida Statutes (“Tenant”), whose address is 401 S. Park Avenue, Winter Park, Florida 32789.

WHEREAS, Landlord and Tenant executed that certain Lease Agreement dated September 13th, 2010 for parking spaces (the “Lease Agreement”); and

WHEREAS, Landlord and Tenant subsequently executed that certain First Lease Addendum dated November 4th, 2013 (the “First Addendum”) and that certain Second Lease Addendum dated December 14th, 2015 (the “Second Addendum”); and

WHEREAS, the Lease Agreement, as amended, is set to expire on September 30, 2020, unless extended; and

WHEREAS, the Second Addendum provides for a seven year renewal term commencing upon October 1, 2020, upon written notice from Tenant to Landlord; and

WHEREAS, Landlord and Tenant wish to extend the Lease Agreement for an additional seven-year period in accordance with the Second Addendum subject to the additional terms provided herein.

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, the parties agree as follows:

1. Recitals. The foregoing recitals are true and correct and form a material part of this Third Addendum upon which the parties have relied.

2. Lease Extension. The Lease Agreement shall be extended for a term of seven (7) years commencing on October 1, 2020. All terms of the Lease Agreement, as amended, shall continue in full force and effect except as modified by this Third Addendum.

3. One-Time Payment. Tenant shall make a one-time payment to Landlord in the amount of \$20,000.00 within thirty days of the Effective Date of this Third Addendum. All terms governing compensation under the Lease Agreement as amended shall remain in full force and effect.

4. Effective Date. This Third Addendum shall take effect immediately upon approval by affirmative vote of the governing board of Tenant and execution by the authorized representatives of both parties, whichever occurs latest (the “Effective Date”).

IN WITNESS WHEREOF, the parties to this Third Addendum by their duly authorized representatives have executed this Third Addendum on the dates set forth below.

Witness

**THE CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT
AGENCY**

Print

Steve Leary, Chairperson

Witness

Date

Print

**MOUNT MORIAH MISSIONARY
BAPTIST CHURCH OF WINTER
PARK**

Witness

Signature

Print

Print Name

Position

Witness

Date

Print

S:\AKA\CLIENTS\Winter Park\Planning and CRA W600-26037\Mount Moriah Lease\Third addendum to lease agreement.docx

SECOND LEASE ADDENDUM

This SECOND LEASE ADDENDUM ("Addendum") is made and entered into this 14th day of December, 2015 by and between Mount Moriah Missionary Baptist Church of Winter Park, a Florida not for profit corporation ("Landlord"), whose address is P.O. Box 2044, Winter Park, Florida 32790, and Winter Park Community Redevelopment Agency, a body corporate and politic created pursuant to Part III of Chapter 163, Florida Statutes ("Tenant"), whose address is 401 S. Park Avenue, Winter Park, Florida 32789, to amend and supplement that certain Lease Agreement between Landlord and Tenant concerning parking spaces, dated as of September 13, 2010, as amended by the First Lease Addendum dated November 4, 2013 (collectively the "Lease").

WHEREAS, the Tenant and Landlord desire to extend the Term of the Lease for an additional five year period and grant Tenant an additional right to extend the Lease for a seven year renewal term thereafter.

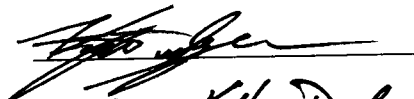
NOW THEREFORE, for and in consideration of the agreements contained herein, \$10.00 and other good valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Landlord and Tenant agree as follows:


1. Extension of Term. The Parties agree that the Term of the Lease shall be extended for an additional five (5) year period running from October 1, 2015 to September 30, 2020. Further, Tenant shall have the right to extend the Term of the Lease for an additional seven (7) year renewal term commencing on October 1, 2020 provided Tenant gives Landlord written notice of its intent to renew on or before ten (10) days prior to the expiration of the then current renewal term ending on September 30, 2020. All other terms, conditions, and specifications of the Lease remain unchanged.

2. Effective Date. The Effective Date of this Addendum shall be retroactive back to October 1, 2015. The Tenant will pay rent for the months of October, November and December 2015 on or before when the rent is normally due for January 2016 rent.

IN WITNESS WHEREOF, the Landlord and Tenant hereto have caused this Addendum to be executed by their authorized representatives on the day and year first above written.


WITNESSES:


Print Name: Kyle Dodgen


Print Name: Lisa Smith

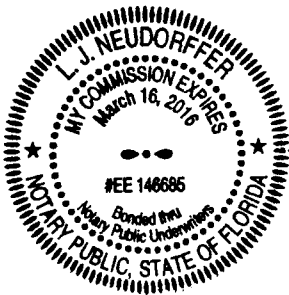
LANDLORD:

MOUNT MORIAH MISSIONARY
BAPTIST CHURCH OF WINTER PARK,
a Florida not for profit corporation

By: 
Print Name: Ernest Manning
Its: _____

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 16 day of December 2015, by Ernest Manning, as _____ of MOUNT MORIAH MISSIONARY BAPTIST CHURCH OF WINTER PARK, a Florida not for profit corporation, on behalf of said corporation. He/she is [☒] personally known to me or [☐] produced _____ as identification.



[Signature]
Notary Public

Laura Neudorffer
Print Name

WITNESSES:

[Signature]

Print Name: Michelle Bernstein

[Signature]
Print Name: Jennifer Jones

TENANT:

WINTER PARK COMMUNITY
REDEVELOPMENT AGENCY, a body
corporate and politic created pursuant to Part
III of Chapter 163, Florida Statutes

By: [Signature]
Steve Leary, its Chairman

Attest: [Signature]
Cynthia Bonham, CRA Clerk

FIRST LEASE ADDENDUM

This FIRST LEASE ADDENDUM ("Addendum") is made and entered into this 4th day of NOVEMBER, 2013 (the "Effective Date") by and between Mount Moriah Missionary Baptist Church of Winter Park, a Florida not for profit corporation ("Landlord"), whose address is P.O. Box 2044, Winter Park, Florida 32790, and Winter Park Community Redevelopment Agency, a body corporate and politic created pursuant to Part III of Chapter 163, Florida Statutes ("Tenant"), whose address is 401 S. Park Avenue, Winter Park, Florida 32789, to amend and supplement that certain Parking Lease between Landlord and Tenant, dated as of September 13, 2010 (the "Lease").

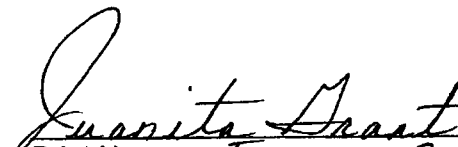
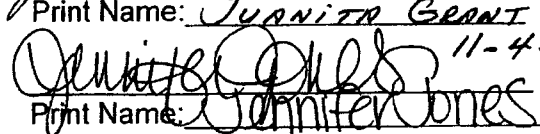
1. Terms. All capitalized terms used in this Addendum that are not otherwise defined herein shall have the same meanings as in the Lease.

2. Amendment of Section 1.3 of the Lease. Section 1.3 of the Lease is hereby amended by adding the following:

"At the Commencement Date of the First Lease Addendum the Landlord shall provide an additional eight (8) standard parking spaces on the Premises. The parties agree that with these additional eight (8) standard parking spaces there are, at the Commencement Date of the First Lease Addendum, forty-eight (48) standard parking spaces on the Premises. During the remaining term of the Lease the rent shall be \$30.00 per parking space"

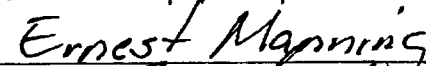
IN WITNESS WHEREOF, Landlord and Tenant have executed this Addendum as of the date hereinabove written, each acknowledging receipt of an executed copy hereof.

WITNESSES:

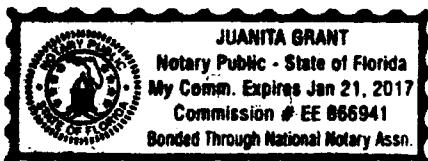

Print Name: JUANITA GRANT

Print Name: Jennifer Jones 11-4-13

LANDLORD:

MOUNT MORIAH MISSIONARY
BAPTIST CHURCH OF WINTER PARK,
a Florida not for profit corporation

By: 
Print Name: Ernest Manning
Its: Chairman Trustees

WITNESSES:



TENANT:

WINTER PARK COMMUNITY
REDEVELOPMENT AGENCY, a body
corporate and politic created pursuant
to Part III of Chapter 163, Florida
Statutes

[Signature]
Print Name: David Ruckhert

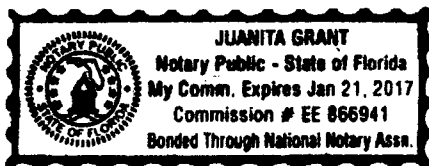
By: [Signature]
Dori Stone, its Director

[Signature]
Print Name: PETER MOORE

Attest:
By: [Signature]
Cynthia Bonham, CRA Clerk

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 4th day of NOVEMBER, 2013, by ERNEST MANNING, as CHAIRMAN TRUSTEE of MOUNT MORIAH MISSIONARY BAPTIST CHURCH OF WINTER PARK, a Florida not for profit corporation, on behalf of said corporation. He/She is [☒] personally known to me or [☐] produced _____ as identification.

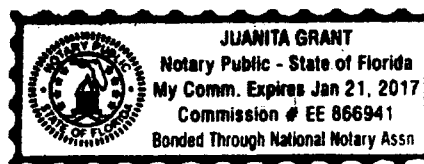


[Signature]
Notary Public
JUANITA GRANT
Print Name

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 4th day of NOVEMBER, 2013, by Kenneth Bradley and Cynthia Bonham, as Chairman and CRA Clerk, respectively, of the WINTER PARK COMMUNITY REDEVELOPMENT AGENCY, a body corporate and politic created pursuant to Part III of Chapter 163, Florida Statutes, on behalf of said agency. He/She are [☒] personally known to me or [☐] produced _____ as identification.

[Signature]
Notary Public
JUANITA GRANT
Print Name



LEASE AGREEMENT

THIS LEASE AGREEMENT ("Lease") is made effective and entered into this 13th day of September, 2010 by and between Mount Moriah Missionary Baptist Church of Winter Park, a Florida not for profit corporation ("Landlord"), whose address is P.O. Box 2044 Winter Park, Florida 32790 and Winter Park Community Redevelopment Agency a body corporate and politic created pursuant to Part III of Chapter 163, Florida Statutes ("Tenant") whose address is 401 S Park Avenue, Winter Park, Florida 32789. Said parties, for and in consideration of the sums to be paid as rent in the manner herein provided and the mutual covenants herein set forth do hereby agree as follows:

SECTION 1.0 BASIC LEASE PROVISIONS

1.1 The premises to be leased pursuant to the terms herein is that certain parking area being more particularly described and depicted on Exhibit "A" attached hereto and incorporated herein by reference (the "Premises")

1.2 The term of this Lease ("Term") shall begin on October 1, 2010 (the "Commencement Date") and end on midnight of September 31, 2015. Unless terminated earlier by Landlord as set forth in Section 1.4, Tenant shall have the right to extend the Term for additional five (5) year terms, provided Tenant gives Landlord written notice of its intent to renew on or before ten (10) days prior to the expiration of the then current term.

1.3 The rent for the Premises ("Rent") shall be based on the number of actual standard vehicle parking spaces available for use by the public. At the Commencement Date of the Lease, the parties agree that there are forty (40) standard parking spaces on the Premises. For the first two years under this Lease the rent shall be \$25.00 per parking space. During the remaining three years of the Lease, the rent shall be \$30.00 per parking space. Thereafter the Rent shall be adjusted to a reasonable rate by mutual agreement of the parties. Rent shall be payable every two months in advance beginning on the Commencement Date of this Lease and continuing on the first day of every other consecutive calendar month thereafter at Landlord's address stated above or at such other place as Landlord may designate in writing. Should the date upon which the Term or extended term of this Lease ends be other than the last day of a calendar month then the Rent for the last two months shall be prorated as necessary.

1.4 Landlord and Tenant agree that during the initial five year Term of this Lease neither party shall have the right to cancel this Lease except, however the Lease may be terminated (i) by either party based on a material default by the other party of any provision of this Lease (subject to Sections 5.0 herein) or (ii) by the Landlord with ninety (90) days written notice to the Tenant, if the Landlord obtains building permits to commence construction of a building on the Premises. After the initial five year term of this Lease the Landlord or Tenant shall have the right to cancel this Lease upon sixty (60) days prior written notice to the other party of its intent to terminate.

1.5 Landlord and Tenant agree that all insurance and utilities for the Premises with the exception of costs directly relating to Tenant's obligations set forth in Sections 3.2 and 3.4 shall be borne by the Landlord and not the Tenant.

1.6 Landlord and Tenant agree that if the Premises loses its tax exempt status Tenant shall be responsible for payment of the property tax bill related to the Premises.

SECTION 2.0 POSSESSION OF THE PREMISES

2.1 Tenant shall be entitled to possession of the Premises on the Commencement Date subject to the terms and conditions of the Lease.

SECTION 3.0 TENANT'S USE & OPERATION STANDARD, TENANT'S IMPROVEMENTS

3.1 Tenant agrees to use the Premises solely for public parking. At no time shall tractor trailers and/or staging of construction equipment or materials be allowed.

3.2 Tenant further agrees:

A. Not to commit waste on the Premises, to keep the Premises in a safe, neat, clean and orderly condition and to maintain the Premises to the same or better condition as existed at the Commencement Date.

B. Not to use the Premises or permit the same to be used in any manner in violation of law that would constitute a nuisance, or that would constitute an extra-hazardous use.

C. To keep all garbage and refuse off the Premises.

D. To post low-away signs on the Premises prohibiting the parking of vehicles from midnight (12) a.m. to five (5) a.m. seven days a week.

E. To maintain the Premises in good condition, make any necessary repairs or replacements in and to the Premises resulting from Tenant's use, and improve the Premises in accordance with Section 3.4.

3.3 Tenant and Landlord acknowledge that Tenant's use of the Premises is subject to Landlord's right, from time to time, to exclusively use the Premises on certain days and at certain times in accordance with this Section. Landlord shall have exclusive use of the Premises every Sunday from five (5) a.m. to Monday at one (1) a.m. during the Term or any extended term of this Lease unless Landlord gives prior notice otherwise to Tenant. Landlord also reserves the right from time to time to exclusively use the Premises on other days provided Landlord gives Tenant at least forty-eight (48) hours prior verbal notice of the time period and date of Landlord's intended exclusive use. At all times during any period of exclusive use by Landlord Landlord shall post visible signage on the Premises indicating such exclusive use. Tenant also reserves the right, from time to time, to exclusively use the Premises during City recognized holidays or any City recognized or City supported festivals or events within the City including without limitation the Winter Park Art Festival and the Unity Heritage Festival provided Tenant gives Landlord at least forty-eight (48) hours prior verbal notice of the time period and date of Tenant's intended exclusive use. At all times during any period of exclusive use by Tenant, Tenant shall post visible signage on the Premises indicating such exclusive use.

3.4 Tenant and Landlord agree that Tenant may make improvements to lots 2 and 6 on the Premises similar to existing improvements previously constructed on the east side of the Premises (the "Tenant Improvements"). Tenant shall make full and prompt payment of all costs and expenses of the Tenant Improvements and shall obtain the release or cancellation of any notice, claim or lien filed by any persons whatsoever within five (5) days after notice to Tenant by Landlord. In no event shall the interest of Landlord in the Premises be subject to any mechanic's, materialman's, laborer's or other statutory or common law liens for work done by or at the instance of Tenant. All persons dealing or contracting with Tenant or any employee, agent or contractor of Tenant are hereby put on notice of the foregoing provisions. Tenant agrees to join Landlord at Landlord's written request in the execution of a memorandum of lease to be recorded in the Public Records of Orange County, Florida for the purpose of giving constructive notice of the provisions of this paragraph.

SECTION 4.0 LIMITATION ON LIABILITY, WAIVER OF SUBROGATION

4.1 Tenant agrees that Landlord shall not be liable for any damage to any person or any personal property in or upon the Premises, regardless of the cause therefore during any period in which the Premises is not exclusively used by Landlord, except to the extent such damage is caused by the carelessness, negligence or intentional misconduct of Landlord or Landlord's Parties. Landlord agrees that, during Landlord's exclusive use of the Premises, any loss by theft or otherwise of the personal property of Landlord or Landlord's employees, officers, agents, contractors, subcontractors, independent contractors, guests and invitees ("Landlord's Parties") on the Premises shall be at the risk of Landlord only and during said exclusive period, Tenant shall not be liable for any damage to any person or any personal property in or upon the Premises regardless of the cause therefore, except to the extent directly caused by an obligation of Tenant expressly assumed under the terms of this Lease.

4.2 Landlord and Tenant agree that in the event of loss due to any of the perils for which they have agreed to provide insurance, each party shall look first to its insurance for recovery. Landlord and Tenant hereby grant to each other, on behalf of any insurer providing insurance to either of them, with respect to the Premises, a waiver of any right of subrogation which any insurer of one party may acquire against the other by virtue of payment of any loss under such insurance, provided that such waiver of the right of subrogation shall not be operative where the effect is to invalidate such insurance coverage.

SECTION 5.0 TENANT'S DEFAULT, WAIVER & ATTORNEYS' FEES

5.1 Should Tenant fail to pay Rent when due, then interest shall accrue from five (5) days after the due date at the rate of twelve percent (12 %) per annum, but not greater than the maximum rate permitted by law.

5.2 Tenant agrees that if Tenant: (1) fails or refuses to pay Rent under this Lease, at the specified time and place and such default should continue for more than ten (10) days; or (2) fails or refuses to keep and perform any of the other Tenant agreements in this Lease and such default shall continue more than fifteen (15) days after written notice thereof by Landlord to Tenant (provided however if the cause of such default involves matters reasonably requiring more than fifteen (15) days to correct or cure, Tenant will be deemed in compliance with the written notice so long as Tenant has commenced appropriate correction action within the fifteen (15) days and is diligently prosecuting completion thereof) then Landlord may re-enter and take possession of the Premises, remove Tenant's personal property therefrom and store the same at Tenant's expense, or at Landlord's option, Landlord may immediately terminate this Lease.

5.3 All rights and remedies of Landlord and Tenant specified herein are cumulative and none shall exclude any other rights or remedies allowed by law or equity. No waiver of any agreement of this Lease or of the breach thereof shall be taken to constitute a waiver of any subsequent breach of such agreement, nor to justify or authorize the non-observance of any other occasion of the same or any other agreement hereof.

5.4 In the event suit is brought in connection with this Lease, the prevailing party shall be entitled to reimbursement of all costs incurred in connection therewith, including reasonable attorneys' fees incurred at or before the trial level, in any appellate proceedings and in bankruptcy.

5.5 Landlord and Tenant agree that Orange County, Florida shall be the venue of any action arising in any way out of this Lease.

SECTION 6.0 TITLE, QUIET ENJOYMENT & ACCESS TO PREMISES

6.1 Landlord warrants that it has lawful title and the right to execute this Lease and agrees that if Tenant shall perform all of Tenant's agreements herein specified, Tenant shall, subject to the terms and conditions of this Lease, have the peaceable and quiet enjoyment and possession of the Premises without any manner or hindrance from Landlord or any persons lawfully claiming through Landlord.

6.2 Tenant agrees that Landlord and its agents may inspect the Premises at any reasonable time.

SECTION 7.0 SURRENDER OF PREMISES

7.1 Tenant agrees to deliver up and surrender to Landlord possession of the Premises upon termination of this Lease in as good or better condition and repair (ordinary wear and tear excepted) as the same shall be at the Commencement Date with addition of the Tenant Improvements.

SECTION 8.0 NOTICE & REASONABLE CONSENT

8.1 Any notice or communication or payment which Landlord or Tenant may desire or be required to give to the other party shall be in writing and shall be sent to the other party by 24-hour guaranteed courier or by registered or certified mail to the address specified in the introductory paragraph above, or to such other address as either party shall have designated to the other by like notice, and the time of the rendition of such shall be when same is deposited in an official United States Post Office postage prepaid or with said courier

CRA
Winter Park Community Redevelopment Agency
401 Park Avenue South
Winter Park, Florida 32789
Attn: Don DeBord, EDCRA Director
407 599 3665
ddebord@cityofwinterpark.org

Recipient: Mr Ernest Manning
Mount Monah Missionary Baptist Church
PO Box 2044
Winter Park, Florida 32790
321 303 4853
Manninge5@aol.com

8.2 Whenever this Lease specifies that either party has the right of consent, said consent shall be effective only if in writing and signed by the consenting party unless noted otherwise.

SECTION 9.0 LEGAL CONSTRUCTION

9.1 This Lease shall be construed in accordance with the applicable laws of the State Florida. In interpreting this Lease, there shall be no inference by operation of law or otherwise that any provision of this Lease shall be construed against either party. The Section and Paragraph numbers and captions are inserted only as a matter of convenience and in no way define or limit the scope or intent of such Sections, Paragraphs or this Lease.

SECTION 10.0 ENTIRE AGREEMENT, PROVISIONS BINDING, TIME OF ESSENCE, COUNTERPARTS

10.1 This Lease and any incorporated attachments contain all the agreements between the parties hereto and cannot be modified in any manner other than by agreement signed by the parties

10.2 The agreements herein shall be binding upon and inure to the benefit of the successors and assigns of the parties hereto. Each agreement, term and provision of this Lease shall be construed to be a promise, covenant and condition. During the Term of this Lease, Landlord represents and warrants that Landlord shall provide any prospective buyer of the Premises a copy of this Lease prior to the execution of any sale and purchase agreement regarding the Premises.

10.3 Time is of the essence of this Lease and of each and every covenant, term, condition and provision hereof.

10.4 This Lease may be executed in any number of counterparts including facsimile and electronic mail signatures, each of which will be deemed an original and all of which, taken together, will constitute one instrument. The parties may execute different counterparts of this Lease, and if they do so, the signature pages from the different counterparts may be combined to provide one integrated document.

10.5 Nothing contained in this Lease or in any instruments executed pursuant to the terms of this Lease shall be construed as a waiver or attempted waiver by Tenant of its sovereign immunity under the Constitution and laws of the State of Florida.

10.6 During the Term of this Lease, Landlord represents and warrants that Landlord shall provide any prospective buyer of the Premises a copy of this Lease prior to the execution of any sale and purchase agreement regarding the Premises.

10.7 Tenant shall not assign this Lease nor sublet the Premises to any third party; provided, however, Tenant may assign this Lease or sublet the Premises to the City of Winter Park with Landlord's consent.

IN WITNESS WHEREOF Landlord and Tenant have executed this document as of the date hereinabove written each acknowledging receipt of an executed copy hereof

WITNESSES

[Signature]
Print Name Ernest Manning
[Signature]
Print Name D. Wild Sanchez Jr

LANDLORD

MOUNT MORIAH MISSIONARY BAPTIST CHURCH
OF WINTER PARK, a Florida not for
profit corporation

By [Signature]
Print Name ROBERT L FORER
Its _____

WITNESSES

[Signature]
Print Name JUANITA GRANT

TENANT

WINTER PARK COMMUNITY
REDEVELOPMENT AGENCY a body
corporate and politic created pursuant
to Part III of Chapter 163 Florida

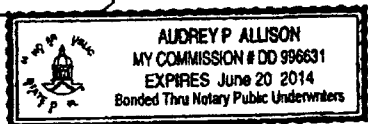
By [Signature]
Kenneth Bradley its Chairman

[Signature]
Print Name Michelle Bernstein

Attest
By [Signature]
Cynthia Bonham CRA Clerk

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 8th day of August, 2010 by Robert L. Forer as Treasurer of MOUNT MORIAH MISSIONARY BAPTIST CHURCH OF WINTER PARK a Florida not for profit corporation on behalf of said corporation He/She is [] personally known to me or [] produced SS36-160530816 as identification



[Signature]
Notary Public
Audrey P. Allison
Print Name

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 21st day of SEPTEMBER, 2010 by Kenneth Bradley and Cynthia Bonham as Chairman and CRA Clerk respectively of the WINTER PARK COMMUNITY REDEVELOPMENT AGENCY a body corporate and politic created pursuant to Part III of Chapter 163 Florida Statutes on behalf of said agency He/She are [] personally known to me or [] produced _____ as identification

[Signature]
Notary Public
JUANITA GRANT
Print Name

M\Winter Park\Mt Monah Parking Lease Agreement doc

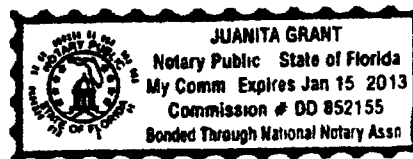


EXHIBIT "A"

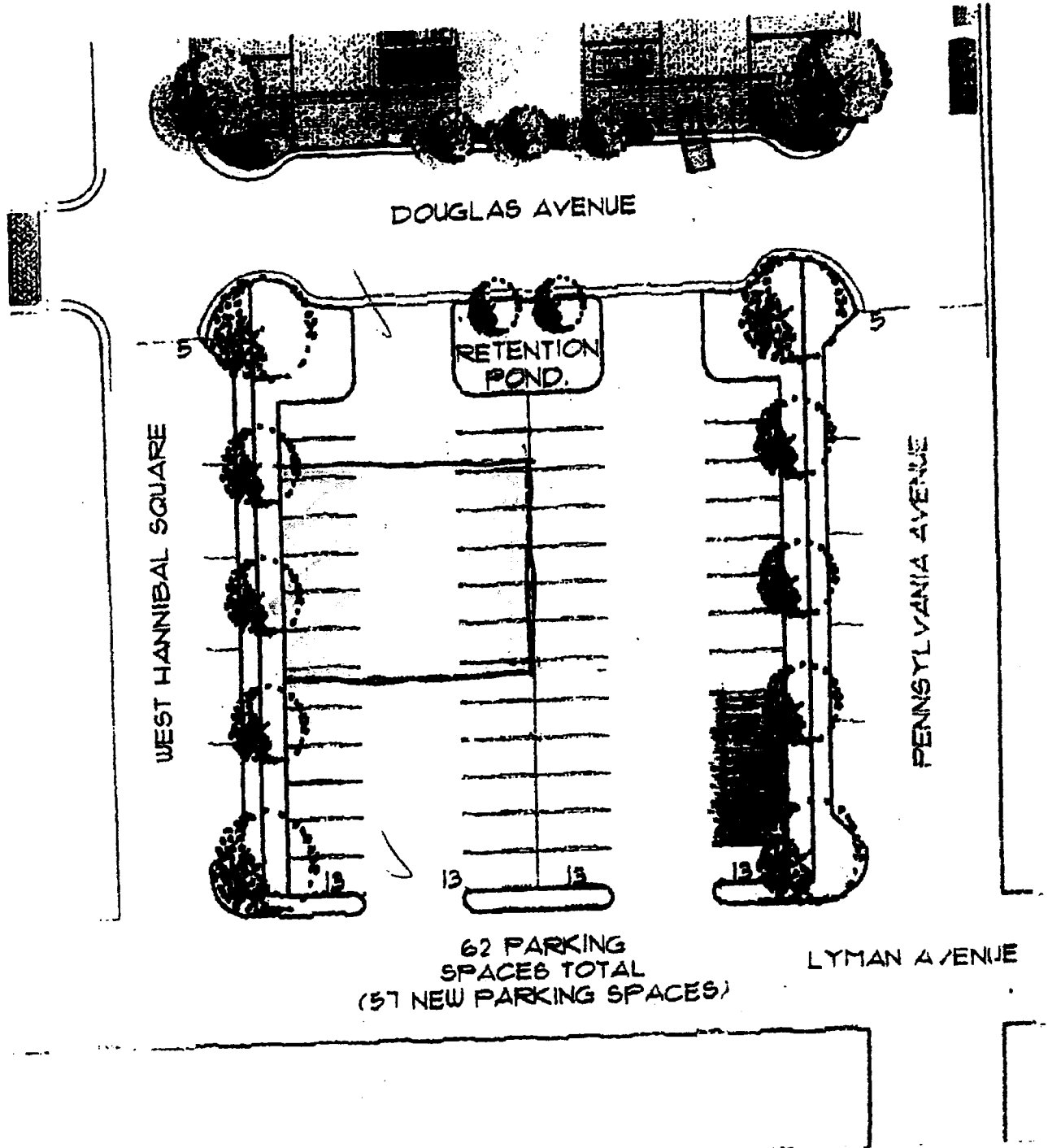
Parcel ID 05-22-30-9400-52-010

Address 411 S Pennsylvania Avenue

Legal Description.

LOTS 1, 2, 4, 5 and 6, BLOCK 52, OF THE REVISED MAP OF THE TOWN OF WINTER PARK SUBDIVISION, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK "A", PAGES 67 THROUGH 72, OF THE PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

EXHIBIT "B"





May 14, 2020

Dear Community Redevelopment Agency Members,

The Winter Park Playhouse is celebrating its 18th year as Winter Park's professional musical theatre and is dedicated to enhancing the quality of life for residents and visitors by producing year-round professional musical theatre programming, in-house and out in the community, that entertains, uplifts and inspires. As a 501(c)(3), non-profit charitable organization, the Playhouse belongs to the community and was founded to benefit the City, its residents and businesses. Since 2002, the Playhouse has served over 300,000 people.

The Playhouse is an active partner with the City, Chamber, local restaurants, merchants, hotels and other cultural organizations. It attracts thousands of visitors each year who come to see a show and then shop, dine and explore Winter Park. **According to the Americans for the Arts Economic Prosperity Calculator, The Winter Park Playhouse's current annual economic impact on Winter Park is \$1.62 million.**

As part of its outstanding community outreach, The Winter Park Playhouse partners with numerous organizations including The Winter Park Community Center, Winter Park & Welbourne Avenue Day Nurseries, The Gardens at Depugh, The Plymouth, Easter Seals DayBreak, The Winter Park Library, The Meadows Apartments and brings free musical theatre classes and performances to underserved youth and senior adults. The Playhouse also gives free tickets to the WP Community Center throughout the year to bring senior residents from the West side of Winter Park to the theatre to enjoy the professional musicals.

The Playhouse's annual Florida Festival of New Musicals continues to bring international recognition to the city and brings in over a thousand people to Winter Park from around the world. Attendees dine, shop and stay while in town for the 4-day festival, thus adding another \$70,000+ in economic impact to businesses in the CRA.

As an integral part of what makes the City of Winter Park the "City of Arts and Culture" and a spectacular place to live and visit, we are respectfully requesting continued support of \$40,000. Despite the Covid-19 pandemic and the mandatory shut downs, the Playhouse has shifted all 2020-21 programming and will be ready to resume programming on October 1, 2020. For more information, please review the attached information, visit our website winterparkplayhouse.org and watch a short community outreach video https://youtu.be/HTg0_vrCclw. You can also see our fully reviewed non-profit profile at cfound.guidestar.org.

We sincerely thank you for your continued support, time and consideration. Stay well!

Heather Alexander, Executive Director
The Winter Park Playhouse

The Winter Park Playhouse is a registered 501 (c)(3) non-profit charitable organization and a professional theatre proudly affiliated with Actors' Equity Association and The National Alliance for Musical Theatre.

The Winter Park playhouse

OVERVIEW

MISSION:

The mission of The Winter Park Playhouse is to enhance quality of life by producing and developing year-round professional musical theatre, cabarets and educational outreach programs that entertain, uplift and inspire residents and visitors in Central Florida.



GOALS:

Utilizing the 5-year strategic plan as a guideline, the organization will strive to achieve the following goals:

- To advance and preserve the original American art-form of musical theatre;
- To produce unique musical theatre programming that attracts visitors and positively impacts the city's economic growth;
- To elevate the cultural status of the city, region and state;
- To uplift and inspire Central Florida's youth through quality educational musical theatre experiences;
- To improve the health and well-being of Central Florida's senior adults through professional musical theatre experiences;
- To diversify the Board of Directors, cast and audience to better represent the world;
- To foster and support the artistic growth and development of professional actors, musicians, technicians, writers and composers;
- To develop and present new musical theatre works.



OBJECTIVES/ACTIVITIES:

The Winter Park Playhouse will continue to produce dynamic, high-quality musicals, cabarets and outreach programs that engage over 30,000 diverse people of all ages, ethnicities and socio-economic backgrounds. Support from the City of Winter Park will help to make the following programs possible:

THE 2020-2021 MAINSTAGE SERIES: A year-round series of six unique musicals, new or rarely produced in the region, all featuring professional actors, musicians and technicians. This year's professional musicals will include: *Book of Merman*, *Christmas My Way*, *A Grand Night for Singing*, *Respect*, *Five Course Love* and *Crazy for Gershwin*.

THE SPOTLIGHT CABARET SERIES: A monthly series of new cabaret premieres showcasing a different professional singer each month at the baby grand piano in the beautiful lobby.

ONE-NIGHT-ONLY SERIES: A quarterly series of special 90-minute musical tributes/concerts which feature a variety of professional singers and musicians.

THE 4TH ANNUAL FLORIDA FESTIVAL OF NEW MUSICALS: An annual international festival, the only one in Florida and one of two in the Southeastern Region, that advances the original American art form of musical theatre by fostering the development of new musicals and the artistic growth of writers and composers. This 4-day event showcases six brand new, never-before-produced musical works performed by varying casts of professional actors and musicians.

REACH (Relevant Educational Arts for Children): A free, year-round educational outreach program which engages children in quality musical theatre experiences (live performances and classes) at their day nurseries, schools, libraries and community centers.

SHARE (Senior Health through Arts Enrichment): A free, year-round senior adult outreach program that brings uplifting, professional musical performances to homebound seniors in day centers and life-long care communities.



ECONOMIC IMPACT:

As the only professional musical theatre in Central Florida and one of two in the state, The Winter Park Playhouse positively impacts the local economy by attracting residents and cultural tourists who travel to see the theatre's quality programming. Since 2002, The Playhouse enriched the lives of more than 300,000 residents and visitors through its quality programming in-house and out in the community. Its exceptional educational outreach programs have provided free musical theatre experiences to over 89,000 underserved children at schools and community centers throughout Central Florida since 2009.

According to the Americans for the Arts Economic Prosperity Calculator, The Winter Park Playhouse's economic impact on the city of Winter Park is over \$1.6 million dollars. During the 2020-2021 Series, The Winter Park Playhouse will employ 7 full-time staff, 2 part-time staff and over 90 Florida-based contract employees who all contribute to the local economy.

FISCAL CONDITION AND STABILITY:

The Winter Park Playhouse has a dynamic, dedicated staff and Board of Directors made up of highly qualified professionals with diverse backgrounds in leadership, finance, management, development, theatre, education, marketing and sales. The Board and staff have successfully worked together to grow the business in a fiscally responsible manner and achieve strategic goals.

The annual budget is conservative, realistic and strictly followed. The Winter Park Playhouse has no debt and has consistently increased both earned and contributed income to meet expenses. A Strategic Plan, Fundraising Plan and Succession Plan are in place.

Each of the programs described in this proposal are integral to serving the community and fulfilling the organization's mission. The Winter Park Playhouse will continue to cultivate support for these programs through earned and contributed income.

REPUTATION:

The Winter Park Playhouse has an excellent reputation and is regularly recognized for its quality work by critics, peers and patrons around the world. The year-round musical programming receives consistently positive reviews and press on national/international websites & blogs. In 2019, the Playhouse founders were recognized by the Orlando Sentinel as finalists for Central Floridians of the Year and by Winter Park Magazine as two of Winter Park's Most Influential.

"Winter Park Playhouse is among those who produce the kind of high-quality work that demonstrates the very best that musical theater has to offer." *Michelle Yaroshko, R&H Theatricals, New York, NY*

"It was our privilege to participate in the Florida Festival of New Musicals and Victor and I will remain eternally grateful for the opportunity. We wish you all the very best for the Playhouse's future ventures."
Kevin Purcell and Victor Kazan, Writers/Composers, Melbourne Australia

"Bringing GOOD GIRLS ONLY to the Winter Park Playhouse's Festival of New Musicals has been an inspiring and exhilarating experience. The musical, artistic, and organizing talents gathered to bring our work alive before an audience were generous, loving, and exceptional. Their work helped raise our show to a new level of realization. The Festival has been a gift to the writers & lovers of new musical theatre. Thank you for inviting us to be a part of it." *Charles Leipart & Jamey Grisham, Writers/Composers, New York, NY*

"The Winter Park Playhouse and its Florida Festival of New Musicals is a great place to develop your show! We were blown away by the casting...The music direction was superb and the audiences were so eager, insightful, and helpful with their feedback." *Larry Little, Producer, Chicago, IL*

"We are so incredibly grateful to you and Winter Park Playhouse for reminding us why we do what we do. Thanks for treating us like stars and treating our work with compassion, care, delicacy and enthusiasm."
Teresa Lotz & Naomi Matlow, Writers, Toronto, Canada & New York, NY

"I am a true fan of this gem of a musical playhouse conveniently located in the beautiful city of Winter Park, FL... ..The talent is professional and exceptional... If you're a lover of musicals, this is the place for you!"
Patron, Trip Advisor

"It's like having an Off-Broadway theater right in our town...The Playhouse is a treasure and you should make going to see a play a top priority. Then I am sure you will want season tickets. The playhouse is like having a little bit of New York in Winter Park." *Patron on Trip Advisor*

"...Coming from PA to see this level of talent was worth the wait! Thank you for an evening of laughter, tears and just plain fun- kudos to all!" *Cheryl & Ken Peters, Patrons*

"I have found your productions to be the caliber of shows I have seen on Broadway and Off-Broadway."
Ellen Winston, Patron

"You bring joy and happiness to all who walk through your doors." *Silvia Haas, Patron*

"Outstanding! Professional actors, musicians, and stage crew put on really professional shows--there is little else to say. The ambiance in the lobby is great, with a professional musician entertaining before each show. Seating is very comfortable. Everything about this theater is first rate!" *Patron on Trip Advisor*

"It has been our pleasure as a group tour operation from Port Orange, Florida to bring our groups to Winter Park as a destination for great musical theatre." *Marcy Wantuch, Royal Coach Tours*

**From: Peter Schreyer, CEO/Executive Director
Crealdé School of Art**



Date: June 15, 2020 (Delayed due to Covid-19)

**To: Wes Hamil, Director of Finance, City of Winter Park
Peter Moore, Budget and Performance Measurement Manager
Kyle Dudgeon, Manager, Economic Development/CRA**

**Re: 2019-2020 Six Month Report for the Hannibal Square Heritage Center and
Proposal for 2020-2021**

Now in its 13th year of operation, the Hannibal Square Heritage Center, under the leadership of Heritage Center Manager Barbara Chandler and Crealdé Executive Director Peter Schreyer, has continued to inspire residents and former residents of the C.R.A. district and has garnered ongoing praise and national support.

As in the past Crealdé respectfully requests a renewed \$40,000 grant to help with Heritage Center salaries and operations. As you will see on the budget, Crealdé funds all educational programs and exhibitions with a wide range of public and private grants and fundraising. As requested last year, Crealdé and the Heritage Center team hope that the City of Winter Park will follow through with repainting the upstairs exhibition area which has become worn due to heavy use from our programs and exhibitions. We have blocked out the entire month of August 2020 for this to take place. All artwork will be removed and Crealdé's curator has selected a simple off-white color that will be most suitable to our exhibitions.

The Mid-Year Report for October 2019 to March 2020 and Funding Request for 2020-2021 includes the following documents:

- 2019 full year and first quarter 2020 comprehensive progress report (see below)
- 2019 Hannibal Square Heritage Center actual expenditures and the 2020 budget
- June 10 Board of Directors-approved minutes from most recent meeting
- Updated Board of Directors roster

- 2020-21 Attendance Projections (Exhibit "B")
- 2020 Crealdé Exhibition and Special Events Planning Calendar (includes HSHC)
- 2020 Tourism Marketing Plan and Educational Outreach
- 2019-20 Marketing: Exhibition Invitations to Power, Myth, and Memory and highlighted media coverage

2019 - 2020 Report

During its 12th full year of operation (2019), the Hannibal Square Heritage Center (HSHC) achieved many successes, led by Barbara Chandler, Hannibal Square Heritage Center Manager. Overall attendance for the HSHC was 6,836.

- a. The HSHC shows a continued strong economic impact, as measured by patron surveys. 93% of all out-of-town attendees were first time visitors. Average spending among 73 survey respondents was \$142 per person, which continues to be high considering that all Crealdé exhibitions and special events remain free of charge. Applied to total attendance, the total spending was \$1,461,341.
- b. The HSHC hosted many events, groups, and tours including the Winter Park Library Let's Talk Diversity, Equality and Inclusion, Rollins College and Valencia College classes, the Equal Justice Initiative, Bridging the Color Divide, and Leadership Winter Park. Special events included the 3rd annual Juneteenth Celebration, held in partnership with the Winter Park Public Library.
- c. The HSHC hosted the tenth annual Hannibal Square Heritage Center Folk & Urban Art Festival. The free outdoor festival was a celebration of blended cultures through art and entertainment, drawing over 1,000 guests. In addition to the artwork demonstrations and sales by Florida artists, the festival delighted visitors with the cultural traditions of Central Floridians, including African storytelling, Zydeco music, Japanese crafting workshops and African doll-making for children, as well as performances by youth percussionists and dancers.
- d. 17 elders were chosen for the second phase of *The Sage Project: Hannibal Square Elders Tell Their Stories*. Interviews were conducted by HSHC Chief Historian Fairolyn Livingston and portraits were taken by Documentary Photographer Peter Schreyer. HSHC Historian and Docent Mary Daniels provided field assistance, helping connect elders and their families to the project.
- e. In its first year of installation, the HSHC received excellent feedback for its audio kiosk with braille buttons which enables the visually impaired to listen to the history and a sampling of the stories presented in the *Heritage Collection: Photographs and Oral Histories of West Winter Park*.
- f. The HSHC continued to offer the free Hands-On After-School Art Classes for an average of 25 children per week, in three different age groups from September through May in partnership with the Winter Park Community Center.
- g. The HSHC continued to offer the free Art Sampler for Winter Park seniors, in partnership with the Winter Park Community Center. A second class was added due to the popularity of the class funded by Marilyn and Sherman Miller. The combined classes served up to 24 seniors for 49 weeks in 2019.
- h. Crealdé's book, *The Hannibal Square Heritage Collection*, which won the *Samuel Proctor Award* from the Florida Historical Society and "recognizes outstanding oral history projects whose content is substantially about Florida," continues to sell well through the HSHC.
- i. Crealdé produced three visiting exhibitions in 2019 at the HSHC: *Andrew Grant: Elements*, from February to April; *The Sage Project II: Hannibal Square Elders Tell Their Stories*, from May to September; and *Soul Utterings: Creative Works by Kiangna Jinaki and John Mascoll*, from September through December. For the first quarter 2020, hosted *Power, Myth, and Memory*, from February to May (see attached press.)
- j. A free, bi-monthly quilt-making class was taught by artist Laura Austin, funded by a private family foundation.
- k. Crealdé Marketing team launched a new HSHC website with new brand, improved content, and visitor capture. Media coverage for HSHC exhibitions included *Orlando Arts Magazine*, *Winter Park/Maitland Observer*, and *Forum Magazine*. The HSHC is one of three must-visit Winter Park sites in the Lonely Planet Guide. To view *The Townie Tourist* video coverage, visit <https://youtu.be/SXbWND0psQ4>

Exhibit “B”

Operations, Programming Overview and Attendance Goals

Crealdé Arts, Inc. (Crealdé) is a Florida not-for-profit corporation that has leased the Hannibal Square Heritage Center from the City of Winter Park for a term of years. Crealdé has agreed to perform certain operational and managerial responsibilities in conjunction with its tenancy of the Hannibal Square Heritage Center. Crealdé will operate and program a majority of the Heritage Center on behalf of the City of Winter Park through 2038.

The Heritage Center is a partnership project between the City of Winter Park, the Community Redevelopment Agency and Crealdé. The Heritage Center is a tribute to the past, present and future contributions of Winter Park’s African American community. Through innovative programming in arts and humanities, the Heritage Center will become a neighborhood focal point, archive, and home to the Heritage Collection: Photographs and Oral Histories of West Winter Park. Through exhibitions and diverse educational programs it will inspire all Central Floridian’s and visitors to Winter Park and make them more aware of, respect, explore and participate in their own community’s history and heritage.

Hours of Operation for viewing and docent tours of the Heritage Collection and traveling exhibitions. During the open hours, the Heritage Center will be staffed by a Docent Manager hired and managed by Crealdé who will be responsible for security, facilitating tours of the collection, the training of volunteer docents, and sales of artwork, books, and gift cards.

Tuesday – Thursday 12:00 PM– 4:00 PM

Friday 12:00 PM – 5:00 PM

Saturday 10:00 AM– 2:00 PM

Programming Overview and Attendance Goals October 1, 2019 – September 30, 2020

Ongoing Displays and Permanent Exhibitions:

- **Tours of Heritage Collection** of more than 150 museum-quality framed photographs and oral histories provided by community docents.
- **The Sage Project Phase I and II: Hannibal Square Elders Tell Their Stories** photographic documentary and oral histories of 33 west Winter Park residents, ages 80 to 106.
- **Historic time lines** of West side history as it parallels national African American events researched by Fairolyn Livingston and Dr. Ron Habin located in the front galleries of the Heritage Center.
- **The Heritage Collection/Oral History Program** will be available on a regular basis to copy historical photographs, conduct interviews, and take portraits of the contributors.
- **DVD Viewing Area** showcasing exhibition-related and mission-related videos.
- **Celebrating Community Pride in Hannibal Square Mosaic Mural** in Shady Park, reinstalled at the new Community Center, facing Shady Park.

<ul style="list-style-type: none"> • Hannibal Square Memory Wall by Pennsylvania-based folk artist Mr. Imagination (outdoors). • Richard Hall, Tuskegee Airman Life Sculpture by international artist Rigoberto Torres (outdoors). • Indoor Public Art pieces, from our permanent collection including <i>A Community Picnic</i> by Ruby Williams, a bronze sculpture by Teresa Hewitt, work by Smithsonian folk artists Mary Proctor and O.L. Samuels, and several prints and quilts from past artists residencies and exhibitions. • A display of senior's and children's art work from our outreach classes. • Hannibal Square Walking Tour with Fairolyn Livingston • Hannibal Square Heritage Collection Audio Kiosk for the Visually Impaired <p>Visiting Exhibitions and Tours</p> <ul style="list-style-type: none"> • <i>Cynthia Slaughter, Documentary Photographer: On Love and Loss</i> (September through January, 2021) • <i>The Painted Stories of Jane Turner</i> (January through May, 2021) • <i>Preserving the Past and Looking Toward the Future</i> (June through August, 2021) • <i>Artists of the Hannibal Square Heritage Center Folk & Urban Art Festival</i> (working title, September through December, 2021) • Throughout the year, special receptions, tours, and open houses will be held with other Winter Park and Central Florida-based not for profit and cultural organizations. • Volunteer training and appreciation events. • In case of center closure, virtual exhibitions will be available online. 	
Total Exhibitions and Tours	4,000
Hannibal Square Heritage Center Folk & Urban Art Festival	1,000
Traveling Exhibitions and Programs Originating at the Heritage Center	TBD
Juneteenth Celebration	200
Historical and Community Research:	
<ul style="list-style-type: none"> • Heritage Collection research and oral histories • Donations to community archive of photographs, documents, and small artifacts. 	25
Arts and Humanities Classes:	
<ul style="list-style-type: none"> • Continuation of the free, 8-week, hands-on art sampler classes for children during the school year (32 weeks).(15 per week) 	480
<ul style="list-style-type: none"> • Continuation of the free, year-round, hands-on art sampler classes seniors (45 weeks). (20 students in two classes) 	900
<ul style="list-style-type: none"> • Tuition-driven visual art classes for adults and children from Crealdé's extensive curriculum in photography, drawing, and painting. (five sessions of 8-week class sessions per year, up to 6 separate courses offered each session). 	125

<ul style="list-style-type: none"> • “What Heritage Means to Me” program for 4th – 8th graders includes virtual instruction and reflection for public school children in Orange County through United Arts Arts of Central Florida Access Grants program. 	50
<ul style="list-style-type: none"> • Free children’s art workshops at the Winter Park Sidewalk Art Festivals and others 	TBA
<ul style="list-style-type: none"> • Quilting Guild with Lauren Austin 	TBA
Total Projected Attendance	6,780

Attendance tracking notes:

- Attendance is tracked according to methods set up by Orange County Cultural Tourism Grant: Visitors to all exhibitions are counted once per visit.
- Visitation is tracked by the Heritage Center Manager through a sign-in book for individuals and Public Impact Forms for groups. Special events attendees are counted at the door.
- Students from the free drop-in outreach classes are counted each time they attend a class session.
- Students in Crealdé’s tuition-driven classes are one time per 8-week session.
- Festival and field trip participation is tracked through Public Impact forms completed by our art instructors.

2020 Exhibitions & Special Events Planning Calendar

All exhibitions, festivals, and related events are free and open to the public. Exhibitions are organized by the Crealdé Curator of Exhibitions, Barbara Tiffany, unless otherwise noted.

ALICE & WILLIAM JENKINS GALLERY

Recognizing Established Artists from Florida, the Nation and Beyond

Formally opened in 1980, the mission of the Alice & William Jenkins Gallery is to exhibit the work of noted and established Florida artists, as well as to introduce national and international artists to the Central Florida region. Each of the three annual exhibitions is professionally designed by Crealdé's Curator of Exhibitions or a guest curator.

SHOWALTER HUGHES COMMUNITY GALLERY

Celebrating the Art of Crealdé's Community

Established in 2000, the Showalter Hughes Community Gallery highlights four to five exhibitions annually, featuring work by students, faculty, emerging artists and outreach programs. The gallery also has lecture seating for 80 guests.

HANNIBAL SQUARE HERITAGE CENTER

VISITING EXHIBITION GALLERY

Exploring Heritage and Folklore through the Visual Arts and Humanities

Established in 2007 by Crealde School of Art, in partnership with the City of Winter Park, the Hannibal Square Heritage Center pays tribute to the past, present and future contributions of Winter Park's historic African-American community. The visiting exhibition gallery hosts three annual exhibitions and related events that explore local history, cultural preservation, the African-American experience, and Southern folklore through educational and visual arts mediums including documentary photography, sculpture, painting, print and textiles.

9th DIRECTOR'S CHOICE VIII

January 11 – April 25

Opening reception: Saturday, January 11, 5 – 8 pm, Showalter Hughes Community Gallery

This exhibition features the recent work of artists from Crealdé's diverse faculty, including artists long associated with the school as well as new additions. Media include painting, drawing, photography, ceramics, sculpture, and jewelry. For more than four decades, Crealdé's faculty of more than 50 working artists has represented some of Central Florida's most influential arts educators and accomplished visual artists.

18th UNITY HERITAGE FESTIVAL IN HANNIBAL SQUARE OPEN HOUSE

Sunday and Monday, January 19 to 20

This annual City of Winter Park festival celebrates the life of Dr. Martin Luther King Jr. and promotes family heritage. The two-day festival takes place in Shady Park across from the Hannibal Square Heritage Center in Winter Park. Sunday entertainment features music by local gospel bands and Monday includes a special program honoring Dr. King with ongoing musical artists. Special activities include children's games, career booths, as well as retail and local food vendors. The Hannibal Square Heritage Center offers extended hours during the festival for visitors to learn about the history of Hannibal Square and the permanent and visiting exhibitions.

POWER, MYTH, AND MEMORY IN AFRICANA ART: SELECT PIECES FROM THE C. J. WILLIAMS COLLECTION

January 31 – May 16

Opening reception: Friday, January 31, 7 – 8:30 pm in the Alice and William Jenkins Gallery and 8 – 10 pm Hannibal Square Heritage Center Visiting Exhibition Gallery

Power, Myth, and Memory in Africana Art is a partnership exhibition with other Orange County arts organizations, including the Orange County Regional History Center, which commemorates the 100th anniversary of the 1920 Ocoee Massacre. The works displayed will demonstrate how artists of African descent have found power and resilience in a racially unjust world.

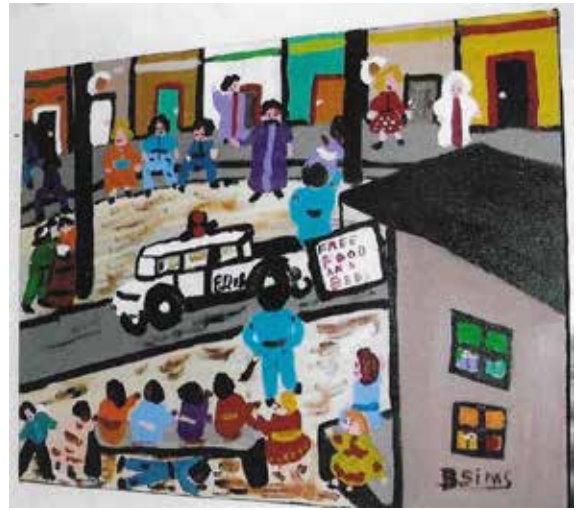
Charley Williams' Winter Park-based collection spans the twentieth century and moves into the twenty-first with artists' work never before presented to the Orlando area public. Because it focuses on African, Haitian, and African American art, it provides audiences with the opportunity to explore pan-African ideas that manifest themselves into the lives of three different places. Focusing on power, myth, and memory, we have that ability to see the importance of ritualistic ideas such as the "dream-soul," animals as mediators, religious rituals, burial practices, and the importance of ancestors.

The artwork presented in *Power, Myth, and Memory* has extraordinary technical, historical, and symbolic weight that deserves the same respect given to traditional, western art. The exhibition features works by legendary outsider artists including Smithsonian-collected Sister Gertrude Morgan, Nellie Mae Rowe, Purvis Young, Mary T. Smith, Clementine Hunter, and David Butler, as well as Ransom McCormick, Roy David Annisey, and other historic African masks, chairs, and fertility objects. These artists lift themselves up through faith, pride, and traditional practices thereby establishing diverse ways of transcending subjugation and finding strength.

Curator Kristin Congdon, Ph.D., has devoted her career to the study of outsider art and Curatorial Advisor and Haitian painter Patrick Noze has extensive knowledge of his country's art. A panel discussion will include Collector Charley Williams, Curator Kristin Congdon, and Curatorial Advisor and Haitian artist Patrick Noze, moderated by Hannibal Square Heritage Center Manager Barbara Chandler. Sunday, February 23, 2019, 2 pm.



Chicken, painting by Remeau Cameau



Fine Food and Beverage, painting by Bernice Sims

**9th ANNUAL FREE FAMILY FESTIVAL
Saturday, March 7, 2020 – 10 am – 2pm**

Crealdé's popular open house is a day of free fun, art, and play on Crealdé School of Art's lakeside campus. Children enjoy pony rides, face painting, and bounce house fun in the midst of the Contemporary Sculpture Garden and can choose from a wide selection of hands-on art workshops, including plein-air pastel painting in the garden facing Lake Sterling, darkroom photography, clay animal sculpting, and printmaking. Families have the opportunity to see all the studios, meet Crealdé's professional art faculty, and register for classes.



**11th ANNUAL HANNIBAL SQUARE HERITAGE CENTER FOLK & URBAN ART FESTIVAL
Saturday, April 25, 10 am – 4 pm**

The festival celebrates Central Florida's richly diverse culture through artwork, educational entertainment, and music, featuring the works of more than 25 folk and educational artisans. Previous performers included Shule Adetunde Homeschool Cooperative, dancers from the African Kulcha School, blind vocal performer Daniel Miles, the Guerilla Dancer storyteller, drumming by Mexican folklorist David Penaflo, the Porchdogs Cajun and Zydeco Band, traditional African American fraternity step show by Iota Gamma Fraternity brothers, and Orisirisi African Folklore. Demonstrations included Oxx the Beekeeper, wheel throwing by a Crealdé ceramicist, and Pretty on Purpose, which uses STEM techniques to teach participants how to make beauty products. Previous children's workshops included a Puerto Rican Vejigante mask making and parade and Japanese writing and origami workshop. A soul food truck offers refreshments and ethnic food. Admission is free.



EMERGE: NEW WORKS BY PHOTOGRAPHY, CERAMICS, AND SCULPTURE FELLOWSHIP AND STUDIO ARTISTS

May 1 – August 1

Opening reception: Friday, May 1, 7 – 9 pm

Showalter Hughes Community Gallery

Emerging artists from Crealdé's Photography and Ceramics/Sculpture Programs share their talent in work produced during their fellowships. The Crealdé Fellowship Program, since 1978, and the Studio Artist Program, since 1996, have mentored an average of 25 students per year through this work-study exchange.

STORYTELLERS XVIII: DELAND TEENS GIVE US INSIGHT INTO THEIR CHANGING WORLD

June 2 – August 1, 2020

Opening reception: Saturday, June 20, 10 am – 2 pm, coinciding with the Juneteenth Celebration in Hannibal Square Visiting Exhibition Gallery

Since 1996, the Crealdé Storytellers Teen Documentary Photography Program has given photography instruction to students ages 13 to 17, providing the opportunity for self-expression while exploring the heritage of their community. From urban Orlando to suburban Apopka to rural Geneva, teens from around Central Florida have completed 18 photographic documentary exhibitions to date, some of which have traveled to Atlantic Center for the Arts in New Smyrna Beach, Museum of Arts & Sciences in Daytona Beach, and the State Capitol in Tallahassee.

Storytellers XVIII takes place in the historic African-American community in DeLand, including the Spring Hill neighborhood. The project, which is the second Storytellers in Volusia County, is a partnership between the African American Museum of the Arts in DeLand, the Greater Union Life Center in DeLand, and Crealdé School of Art.

Project creator and Crealdé Executive Director Peter Schreyer mentored and instructed the students in visual and narrative storytelling using traditional film-based photography. Students witnessed the restoration of the historic Wright Building, former home of the Deland Mercantile Association, which was founded by local businessman J.W. Wright 1921, and is a focal point for historic preservation in the students' community. The program included photo walks through the neighborhood, meeting local historians, and taking field trips to the art studios and galleries at Crealdé, where Schreyer and Photography Fellowship Artists taught the students how to process film and turn negatives into exhibition-quality photographs in the professional wet darkroom. The young photographers also visited Crealdé's Hannibal Square Heritage Center in the historic African-American neighborhood of Hannibal Square in west Winter Park, where they learned about the educational power of collecting oral histories and photographs within your own community.

Storytellers XVIII was unveiled in the fall of 2019 at the African American Museum for the Arts in DeLand before showing at the Hannibal Square Heritage Center. The opening event includes a gallery talk by project creator and instructor Peter Schreyer and an opportunity to meet some of the Storytellers, project partners, and supporting Fellowship Artists at the Hannibal Square Heritage Center.



Storytellers XVIII Teen Documentary Photography Program, from left to right:

Kristianna in the Doorway of the Historic Wright Building,
Photo by Naomi, 2019

Ms. Althea and the Spring Hill Welcome Sign, Photo by
Naomi, 2019

silver gelatin prints

JUNETEENTH CELEBRATION IN HANNIBAL SQUARE

Saturday, June 20, 10 am – 2 pm

The fifth annual Juneteenth Celebration in Hannibal Square commemorates the ending of slavery in the United States. On June 19, 1865 nearly two and a half years after the Emancipation Proclamation, Union soldiers, led by Major General Gordon Granger, landed at Galveston, Texas with news that the war had ended and that the enslaved were now free. The celebration will feature musical performances, storytelling, food, and guided tours of the Hannibal Square Heritage Center permanent collection and visiting exhibition. Held in partnership with the Winter Park Public Library and the City of Winter Park.



2018 Annual Juneteenth Celebration, featuring Tuskegee Airman Richard Hall, whose life story is part of the Hannibal Square Heritage Collection.

39th ANNUAL JURIED STUDENT EXHIBITION

June 26 – September 5

Opening reception: Friday, June 26, 8 – 9:30 pm, following the Annual Membership Meeting and Award Ceremony, Alice & William Jenkins Gallery

This favorite annual exhibition features some of the year's best student work in painting, drawing, photography, ceramics, sculpture, jewelry, and fiber arts. Works are selected by Crealdé's program managers and awarded by a guest juror. Opening reception follows the Annual Membership Meeting and award ceremony, 7-8 pm.



36th ANNUAL CUP-A-THON

Friday, August 7, 7 – 10 pm

Saturday, August 8, 7– 10 pm

Showalter Hughes Community Gallery

For nearly four decades, this summer social, hosted by Vincent Sansone, Ceramics Studio Manager and Senior Faculty Member, brings smart shoppers and collectors to the main campus to browse through hundreds of one-of-a-kind ceramic cups, bowls, and other vessels handmade by Crealdé instructors, artists, students, and friends. As the tradition goes, buy a cup or goblet and it will be filled. Proceeds benefit upgrades to the Ceramics studio and kilns.





Ceramic and fiber art collaborations.

38th ANNUAL SUMMER ARTCAMP EXHIBITION
August 15 – September 12
Opening reception: Saturday, August 15, 5 – 7 pm
Showalter Hughes Community Gallery

Since 1982, Crealdé has presented an annual exhibition featuring works of art from the 400 Summer ArtCamp participants, ages 4 – 17.

The exhibition includes collaborative and individual works in painting, drawing, printmaking, sculpture, and photography. Curated by Crealdé's Summer ArtCamp Faculty.

WHAT IS THAT YOU EXPRESS IN YOUR EYES? THE INSPIRED WORKS OF ALBERTO GÓMEZ
September 25, 2020 – January 16, 2021, Opening reception: Friday September 25, 7 - 9 pm
Alice and William Jenkins Gallery and Showalter Hughes Community Gallery

Internationally-exhibited Alberto Gómez has participated in more than 25 solo and group exhibits and has works in many private and corporate collections in the US and abroad. In 2002 he received the Simon Bolivar Prize as Central Florida's Best Latin American Artist. Born in Bogotá, Columbia, Gomez is a figurative artist, painter and master print maker who became a U.S. citizen in 2011 and has created 31 large scale murals throughout the United States.

His style of painting is realistic with regards to the objects and people, often mixing the past, present and future in one painting depicting people, figures and daily life while addressing the spiritual, social, philosophical, historical and political events. As the result of a Crealdé commission and a collaborative community project, Alberto Gomez created a social justice themed mural for the Hope CommUnity Center in Apopka in 2006. Gomez has participated in more than 25 solo and group exhibits and has works in many private and corporate collections in the United States and abroad. Crealdé has commissioned the artist to create a large three-panel mural on the history of immigration in the United States, which will debut during this exhibition and will be shown at the two-day Orange County Arts & Cultural Affairs' FusionFest (end of November, 2020, exact date TBD).



Sounds, acrylic on wood, 4' x 16'

CYNTHIA SLAUGHTER, DOCUMENTARY PHOTOGRAPHER: ON LOVE AND LOSS

**September 1, 2020 - January 16, 2021, Opening reception: Friday September 18, 7 - 9 pm
Hannibal Square Heritage Center Visiting Artists Gallery**

In a day and age when news of tragedies and dramatic events are consumed by the next news sound bite, the power of still documentary photographs allows the public to slow down and enter more deeply into the lives of those effected by these events.

In this series of moving black and white photographs, Cynthia Slaughter shares a deeply intimate documentary on her 94-year-old mother, Etna Pearle Butler, a retired farmworker in the celery fields of Sanford, Florida, where she has been a resident since 1950. Her images chronicle her current life of devoted service to her faith, her family, and her local community.

Additionally, Slaughter invites viewers into her home in Orlando's Orlovista neighborhood in the aftermath of Hurricane Irma in 2017. Slaughter tells the visual story of her life after 35 years of memories were wiped away and her home was deemed unlivable by FEMA.

Cynthia Slaughter is a Studio Artist in documentary photography at Crealdé School of Art where she has studied since 2010 and participated in Crealdé documentaries including St. Augustine at 450 and The Lake. She is currently mentored by Peter Schreyer.



*From left to right:
Living Beyond Brokenness, digital
black & white photograph
Trust in the Midst of It All, digital black
& white photograph*

HANNIBAL SQUARE HERITAGE CENTER

TOURISM MARKETING PLAN AND EDUCATIONAL OUTREACH



Tourism Marketing Plan

Crealdé's 2018-19 marketing efforts resulted in a 42% increased registrations on its new website with at least a 35% increased minority and new attendance at all CT-funded events in the past year.

2020 SEASON MARKETING OBJECTIVES

- 1) Strengthen the Crealdé and HSHS brand.
- 2) Increase first-time local patrons, targeting African American and Latin American visitors specifically.
- 3) Attract visitors from outside the four-county area.
- 4) Strengthen attendance from the Crealdé's database of students, members and general patrons.

TARGET AUDIENCE

49% of HSHC patrons have a master's or doctoral degree. The HSHC's out-of-town tourists consist of 11% Florida residents, 22% from out-of-state, and 6% international. 64% female and 58% ages 35 to 64, trending with Orange County's high-growth age group of 25 to 50. 27% of patrons are over age 65. 45% are African-American/black, 35% Caucasian/white, 8% identify as Hispanic/Latin American, 7% Caribbean/Islander, 3% Asian, and 3% are multiracial.

In addition to targeting tourists and the largest growing Central Floridian sector ages 25 to 50, Crealdé will continue its focus on "making the arts accessible to everyone" by continuing to offer free programming and reaching out to African American and Latin American populations by raising awareness through a balanced marketing mix as follows:

RADIO/TV

In 2018-19 Crealde had 35% increases in attendance largely attributed to radio advertisements with 98.1 Salsa y Mas and Star 94.5, funded in part by a Diverse Marketing grant through United Arts of Central Florida. In 2020, the organization will continue with these stations and add 104.5 The Beat, and WRUM 100.3 Rumba, and Univision TV stations (through PR), reaching target populations throughout Central Florida. Ads will continue on WUCF Jazz, which reaches Central Floridians as far as Brevard and Volusia. WUCF radio and TV have provided ongoing editorial and WUCF is an ongoing sponsor of the HSHC Folk & Urban Art Festival.

PUBLIC RELATIONS, VLOGS, AND LISTINGS

Crealdé has a growing media list of 300 contacts and receives strong print and online publicity, such as the Towner Tourist, Bungalower, the Daily City, and other vlogs. The marketing team will enhance its coverage potential by building relationships with ONYX Magazine, El Sentinel, La Prensa, Univision, Yes Magazine (national), Essence Magazine (national), Ebony Magazine (national), AARP Magazine (national) and National Public Radio. Listings include OrlandoAtPlay.com, Visit Orlando, Visit Florida, Orlando Weekly, Orlando Sentinel, AAA, Lonely Planet, Trip Advisor, Roadtrippers, and Yelp.

PRINT

Paid print and online ad buys will target locals through the Observer, Orlando Weekly, and Orlando Arts Magazine, which also reaches tourists with a distribution that includes higher-end I-Drive hotels. The marketing team will leverage its memberships with Visit Orlando, Visit Florida (one of the most highly-visited tourist web portals), and the Tallahassee-based African American Heritage Preservation Network.

SOCIAL MEDIA

Pay-per-click advertising with Facebook to segmented audiences including those outside the four-county area, African-Americans (Atlanta market), and Latin Americans. Events will be shared on Crealdé's Facebook and Instagram, which has a growing and highly engaged following.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Crealdé and Hannibal Square Heritage Center e-newsletter is sent weekly to more than 8,000 subscribers with a successful 20 percent open rate. The marketing team will optimize the contact list by investigating a marketing platform upgrade and will seek best practices to improve how the organization collects and utilizes contact information.

WEBSITE/COLLATERAL

The marketing team promotes all exhibitions and events on crealde.org, and is currently restaging and upgrading the Hannibal Square Heritage Center website to be more user-friendly and connect visually with Crealde's website. Collateral includes print invitations, program guides, posters and flyers.

All exhibitions are promoted with high quality printed mailed invitations, including residents within Winter Park's CRA district. E-invitations will be shared with partnering entities.

An average of 10,000 Crealdé Program Guides featuring the exhibitions are produced three times per year, distributed to key outlets for maximum tourist exposure via chambers of commerce, visitor bureaus, museums and galleries and mailed to 5,000 households three times annually.

Posters and flyers are produced for HSHC events.

PROMOTIONAL PARTNERS

Partners for 2020 include the Orange County Regional History Center, the African American Museum of Art in DeLand, Orange County Arts & Cultural Affairs (FusionFest), and several other community partners.

TIMELINE:

In general, PR and advertising (print, radio), solidifying opening event details and engaging partnering organizations takes place three months prior to event. Gallery and campus signage, invites, e-newsletter, social media, PR follow-ups, and posters/flyers are implemented one month prior and up to the event date.

NOVEMBER, DECEMBER & PRIOR

- Develop content for media releases, website(s), program guide, invitations, online listings and advertisements.

- Promote 2020 season through online listings, including OrlandoAtPlay, Visit Orlando, and Visit Florida.
- Prepare schedule of ads for radio and print.
- Promote Power, Myth, and Memory with PR, advertising (ONYX, Orlando Arts, radio), and through partnering organizations.

JANUARY

- Promote opening event for Power, Myth, and Memory (opens January 31) with mailed invitations, campus and gallery signage, email newsletter, social media, and follow up with media.

FEBRUARY

- Promote the 11th Annual Hannibal Square Heritage Center Folk & Urban Art Festival (April 25) through PR, advertising (Orlando Weekly, radio), newsletter and partnering organizations.

MARCH

- Promote the Storytellers exhibition and the 5th Annual Juneteenth Celebration in Hannibal Square through PR, advertising (Orlando Weekly, radio), and partnering organizations.

APRIL

- Promote the 11th Annual Hannibal Square Heritage Center Folk & Urban Art Festival (April 25) at the Winter Park on social media, with email newsletter, corporate and program partners, and flyers/posters.

MAY

- Promote opening event for Storytellers exhibition and the 5th Annual Juneteenth Celebration in Hannibal Square (June 20) with invitations, emails, social media, posters/flyers, campus and gallery signage, and follow up with media.

JUNE

- Continue to promote opening event for Storytellers exhibition and the 5th Annual Juneteenth Celebration in Hannibal Square (June 20) with invitations, emails, social media, posters/flyers, and follow up with media.

JULY

- Promote Alberto Gómez and Cynthia Slaughter with PR, advertising (Orlando Arts, radio), and partnering organizations.

AUGUST

- Continue to promote Cynthia Slaughter (opens September 11) and Alberto Gómez (opens September 25) with PR, advertising (Orlando Arts, radio), and partnering organizations.

SEPTEMBER

- Promote opening event for Cynthia Slaughter (opens September 11) and Alberto Gómez (opens September 25) with mailed invitations, email newsletter, social media, campus and gallery signage, and follow up with media.

OCTOBER/NOVEMBER/DECEMBER

- Continue social media promotion of Cynthia Slaughter and Alberto Gómez (including October 19 gallery talk by Alberto Gómez) throughout the run of the exhibitions.

Educational Outreach

“One of the most diverse audiences of any cultural organization in Central Florida,” says Dr. Kristin Congdon, UCF Professor Emerita.

The HSHC is first intended to serve the historically marginalized African American population of west Winter Park, but to make its inspirational programs available to all, admission is free and the facility is handicapped accessible and open five days per week. The center features a permanent educational exhibition inclusive of the visually impaired, neighborhood walking tours, a field trip program, workshops, and artists’ presentations, panel discussions, and events partnering organizations that address topics such as race relations, justice, and preservation. In addition to the marketing efforts targeting African American and Latin American populations, Crealdé’s season includes free public programming:

A panel discussion featuring art collector Charley Williams, Curator Kristin Congdon, and Curatorial Advisor Patrick Noze will be held during the Power, Myth, and Memory exhibition.

The Hannibal Square Heritage Center Folk & Urban Art Festival is a celebration of cultures through art and music. In addition to the artwork demonstrations and sales, the festival delights visitors with educational experiences from the cultural traditions of Central Floridians, such as African storytelling and dance, Caribbean and Zydeco music, Puerto Rican Vejigante mask-making, a Japanese Origami workshop, and the Aztecas Indian headband workshop and musical parade.

Storytellers will open during the 5th Annual Juneteenth Celebration in Hannibal Square. This year’s celebration brought nearly 200 guests and was attended by four prominent elected officials.

Alberto Gómez’ exhibition will open with Colombian music and a presentation by Gómez’ close friend John Iron Eagle, Apache Chirikahua. On October 19, Gómez will give a gallery talk on the subject of immigration related to his work. During the run of the exhibition, the commissioned, three-panel mural will be on display outside the Orange County Administration Center as an aspect of Fusion Fest.

The HSHC will continue outreach to youth, seniors and local organizations including the Winter Park Library, the Hope Community Center in Apopka, Office of Community Engagement at Rollins College, AARP, as well as several other local African American organizations.



Welbourne Nursery & Preschool

450 West Welbourne Avenue

Winter Park, FL 32789

June 5, 2020

Grant Request

City of Winter Park / 2020-21 CRA Funding

Dear Ladies and Gentlemen:

We are honored to again be approached by the City of Winter Park to request it further invest with Welbourne Nursery & Preschool with its 2020-21 community improvement funds – to make capital improvements to its playground gazebo.

Here is what we are proposing:

#1 – We are proposing to *enclose the north end of our front yard gazebo*, to create about 200 ($20' \times 10' = 200 \text{ sqft}$) sqft of storage for tricycles (*on the new covered floor*) - and add a shelf for the storage of other outside toys and playground equipment. Presently, the tricycles and other toys are stored along the walk ways of the classrooms. We estimate the cost of the project will be about \$20,000 ($200 \text{ sqft} \times \$100 = \$20,000$) by the time we draw plans, obtain a building permit, build the addition, and then, also upgrade the ceiling and roofing of the main gazebo – and then landscape and repaint the entire structure. The gazebo is very visible from Welbourne



Avenue. As part of the painting of the new enclosure, we plan to add a colorful mural that will add to the curb appeal of the school property.

#2 – We are proposing to *expand the concrete sidewalk* alongside the gazebo so that the children can ride the tricycles outside instead of in the classroom hallways (*as they do now*). We expect the cost to be about \$3000 ($40' \times 5' \times \$15 = \3000).



#3 – We are proposing to *replace sections of our playground equipment* that have rusted over the years (*we have been cited by DCF*) and have been asked to stop fixing the rusted places - and just replace the affected sections. We expect the cost to be about \$12,000.

If we spend less than expected on the playground replacement sections, we will re-mulch and re-paint with the remainder of the funds.

Total Winter Park CRA Grant Fund Request 2020-21: \$35,000

Here is our background information:

Started in 1927 to serve Winter Park's working families, we remain a 501(c)3 not-for-profit corporation in good standing, we continue to prepare annual audited financial statements, timely file a form 990 tax return, and our 4000 sqft building at 450 West Welbourne Avenue remains debt free, has no deferred maintenance, and serves each age group in separate classrooms, including individual bathrooms.

Welbourne is completely fenced, with 6' high, locked, metal fencing, - and we are blanketed with security cameras, and protected by Winter Park's emergency first responders.

Welbourne accepts children from 6-weeks of age, thru age 4 – and its faculty advances its precious children from constant child care all the way through to Pre-Kindergarten – and thru the stages where learning morphs from walking and hand-washing, to academics.



Welbourne features automated learning approaches, using computers, ABC Mouse academic software, and robotics.

Welbourne has capacity for 64 children in all – and experiences normal enrollment of 60+ children.

Contact:

Latonya K. Pelt / Executive Director

Email: director@welbourneavenuenursery.org

Telephone: 407-644-5885

From the New York Times, May 29, 2020

How to Build a Better Child Care System

Children under the age of 5 spend an average of 28 hours a week in the care of a non-family member. During this time, their brains are growing rapidly: the human brain reaches 80 percent of its size by age 3, and 90 percent by age 5. That's why neuroscientists call this period of development "sensitive" or "malleable": regularly positive experiences with a trusted, safe and reliable caregiver can have long-term benefits, while constantly negative, neglectful experiences can have long-term consequences. The quality of those 28 hours of child care a week matters as much to children's development as access matters to parents' employment.

ENZIAN THEATER – POPCORN FLICKS IN THE PARK
Report to the City of Winter Park
January 2019 – December 2019

For the last 17 years, Enzian has partnered with the City of Winter Park to provide free, family-friendly films outdoors in beautiful Central Park. This popular program has become a Winter Park tradition, with couples, families, visitors, and residents alike spreading their blankets and lawn chairs on the grass to enjoy an evening in the park with friends and a fun film. Enzian provides all the technical aspects of the presentation, including selecting and obtaining each film; hosting (or “emceeing”); and transportation, set-up, and take-down of the outdoor screen, projection equipment, and sound equipment. The films are promoted jointly by Enzian and the City. During 2019, the following films were shown through this series:

DATE	FILM	ATTENDANCE
01/10/19	Iron Man	100
02/07/19	Roman Holiday	450
03/28/19	Smokey and the Bandit	200
04/11/19	Bill and Ted’s Excellent Adventure	300
05/09/19	Batman: Mask of the Phantasm	150
06/27/19	Apollo 13	200
07/11/19	The Little Mermaid	600
08/08/19	Harry Potter and the Goblet of Fire	400
09/12/19	Singin’ in the Rain	300
10/10/19	Abbott & Costello Meet Frankenstein	200
11/07/19	Wall-E	400
12/06/19	Elf	750
TOTAL		4,050

The Woman's Club of Winter Park is a 106-year-old organization. The Scholarship part of our club attained 501c3 status in 1966 with the general club granted that status in 2013. Our main missions include Charitable Giving, Education and Scholarship, and the Preservation of our historic club house. Our Charitable Giving committee dispersed \$11K in cash grants and \$9K in donated goods for our year that ended April 30th. Our Scholarship committee awarded a total of \$34K in grants to students from Orange and Seminole counties who will attend college this fall. In addition, we held approximately 22 educational and cultural speaker programs, all open to the public and advertised on social media, before the virus forced us to postpone in-person gatherings. In addition to our own programming, we provide free or discounted meeting and rehearsal space for a number of non-profit groups and have done so for many years.

I am writing to ask for consideration in helping us complete exterior work on our National Historic Register building which will turn 100 years old in January, 2021. We did a renovation of our interior in 2015 which included new bathrooms, two new AC units, wood trim, floor refinishing, painting of the interior, upgraded wiring and kitchen improvements. Also, in recent years we rebuilt the raised brick patio and added a new portico entrance on the Lyman side and a new awning on the Fairbanks side. Our roof was replaced in the past ten years. The last of the old AC units for the kitchen area was replaced and moved off of the roof in the past two months with new fencing installed to hide both the AC unit and the refuse bins.



Thanks to CRA funds given to us last year, we are now within a week of starting the rebuilding of the three pairs of tall wood and glass doors leading out to the brick patio. With a National Register building, it is our responsibility to not only maintain the building, but to make sure that outside work maintains a correct historic look.

The last phase of our "Centennial Spruce Up" is a list that will complete needed maintenance work on the exterior of the house and leave our building in great shape for years to come. We are not sure when the exterior walls were last painted, but it appears it was in the mid 1990's. Waterproofing of the stucco to fill in hairline cracks with an acrylic coating product followed by two coats of high-quality paint is what has been recommended. Some of the wood trim on the eaves and elsewhere appears to be in need of replacement before this painting can take place, and, more importantly for the integrity of the building, loose bricks noticed on the chimneys during the roof replacement will need to be fixed and may require a partial rebuild of parts of the exposed areas of the chimneys.



Past renovations were financed by a combination of funds from the city, local foundations and donations from members. Our members are generous and help support the cost of programs, scholarships and monies for charity. Our all-volunteer board and committees spend many hours working to plan programs and events and to maintain the house and grounds.

Event rentals for weddings, meetings and gatherings normally bring in enough income to cover our overhead expenses for utilities, landscape service, insurance and payroll for our three part time employees. The sudden Covid-19 shutdown had a large impact as the spring months are a busy time for rentals. We have endeavored to be flexible in helping couples postpone weddings and groups rebook meetings and, where they could not, we refunded deposits to them. We are finding that the cancelations are now continuing well into the fall and winter.

Like many groups who normally meet in person, we are using Zoom as a way to keep our board and committees meeting actively and are looking at doing a combination of in-person and online programming for the fall season.

Until folks again feel safe to gather for in-person events though, we recognize that our event rentals will be on hold along with the income they normally provide. Our Scholarship funds are all protected and we can only use the interest income from those decades of donated funds for Scholarships. Our Charity “rainy day” fund, also protected, will be used to give help to local groups as our always successful Rummage Sale has been postponed for health and safety reasons. We are sewing cloth face masks which have brought in helpful donations but are digging into our savings for the rest of our operating expenses.

While our quotes from contractors are rough ballpark guesses and some, like the chimney and wood trim repairs, will be better known once they get into the actual work, it appears that the cost of doing **all** of the needed exterior work will be close to \$75,000.

We appreciate the tremendous extra costs and reduced income facing the city due to the Covid-19 emergency and understand the asks and needs you are all balancing as you look at available funds. Because of the many other financial needs in the city we are asking you to help us with a grant of \$20,000 towards this outside work with the understanding that we will match the that \$20,000 from our savings to do the waterproofing and painting part of the exterior project. We hope you will consider this request and thank you for your time and energy on behalf of the community.