



WINTER PARK STATS



Developed in the late 1800s as a winter resort for northerners seeking warmer climates and mild weather, Winter Park has become a thriving community. It is home to almost 29,000 residents and a popular year-round tourist destination.

Today, Winter Park is celebrated for its world-renowned shopping districts and long-standing commitment to arts and culture. Local businesses, established and preserved through generations, have become a complement to new companies relocating to this distinctive community. Boasting a favorable taxing structure and one of the lowest property tax rates in the region, Winter Park is an advantageous location for any company.

Winter Park offers a small town quality of life with all the attractions and conveniences of being in a major metropolitan area. From world-class shopping and dining to an abundance of parks and beautifully landscaped avenues, Winter Park is a place that anyone can call home. Year-round arts and cultural events, nationally recognized museums, and serving as home to Florida's prestigious liberal arts school, Rollins College, make Winter Park the perfect location for those who enjoy a high quality of life in a rich environment.

For more information about doing business in Winter Park, and the entire Metro Orlando region, contact the Metro Orlando Economic Development Commission at 407.422.7159 or info@OrlandoEDC.com.

From The Mayor

"As Mayor of Winter Park, it gives me great pleasure to welcome businesses and visitors alike to one of the finest cities in the United States. With one of the lowest taxing districts in the region, a pro-business environment and unique redevelopment opportunities the City of Winter Park is a great place to start or grow your business. The City of Winter Park, with its rich heritage, strong sense of community, vast parks system, diverse economic base, and beautiful chain of lakes, provides a high quality of life to its residents and visitors.

Our city, which consists of nine square miles and over 28,000 residents, is known for its Old World charm, eclectic mix of businesses, elegant homes, bricked streets, extensive tree canopy, shopping and dining opportunities, Rollins College, and several world-class museums.

We invite you to visit Winter Park, the City of Culture and Heritage, to see for yourself just what makes our city so special."

Kenneth W. Bradley, Mayor



MAJOR EMPLOYERS

- Winter Park Memorial Hospital
- Bonnier Corporation
- Rollins College
- City of Winter Park
- Orange County Public Schools

CITY STATS

Established

1882

Population

27,852

Median Age

43.1

College Graduates

50.2%

Median Household Income

\$61,857

BUSINESS STATISTICS

Business establishments

3,614

Employees within city

31,348

TAXING STRUCTURE

Personal income tax

None

Personal property tax

Millage rate 17.1781

Sales tax 6.5%

Primary Targeted Industries

Corporate Headquarters
Education & Knowledge Creation
Real Estate & Development
Arts & Culture
Healthcare Services
Financial & Professional Services
Creative Services
Retail & Services

Economic Development/CRA

Dori DeBord, Director

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INCENTIVES

City Incentives

Development Incentives: Vary on a case-by-case basis but may include waiver of fees, parking requirements, flexibility of setbacks and lot coverage, job creation bonuses, as well as property tax rebates.

Small Business Programs: The city offers business improvement assistance to small businesses located within the Community Redevelopment Agency area of the city that includes matching grants for property façade improvements and low interest rate loans for business expansion and start-ups.

County Incentives

Orange County Commissioners have provided inducements to those companies creating a significant impact on the economy. Companies receiving incentives in the past have typically been well-established, high tech, high impact and high value-added corporations.

"The many business resources found within the Metro Orlando region are very important to the growth of our company. The airport allows quick export of our products to 42 counties and ease of travel when meeting with our distributors. The EDC and Enterprise Florida have truly helped our company develop and grow."

Olga Haberland
International Marketing Director
GENICON

MAJOR CULTURAL & EDUCATIONAL VENUES

■ **Albin Polasek Museum & Sculpture Gardens** - Explore the inspired world of internationally acclaimed Czech sculptor Albin Polasek. Tour his home, galleries and sculpture gardens located in the heart of Winter Park on Lake Osceola.

■ **Charles Hosmer Morse Museum of American Art** - Houses the world's most comprehensive collection of works by Louis Comfort Tiffany as well as a major collection of American art pottery and decorative art (late 19th to early 20th centuries).

■ **Cornell Fine Arts Museum** - The Cornell Fine Arts Museum of Rollins College is accredited by the American Association of Museums and boasts one of the finest collections of art of any college museum in the country.

■ **Rollins College** - The oldest recognized college in the state of Florida, Rollins offers world-class undergraduate and graduate programs in a picturesque lakeside setting as well as a variety of cultural offerings for the benefit of the greater Central Florida community.

■ **Valencia Community College** - Valencia's Winter Park Campus offers the entire range of student services and the courses required for an associate's degree in a personalized environment.

■ **Winter Park Historical Museum** - The Winter Park Historical Museum is located in the historic Farmers' Market building. Admission is free and open to the public. By preserving Winter Park's history, the museum brings it back to life with the exhibits, programs and gift shop merchandise.

■ **Winter Park Playhouse** - The Winter Park Playhouse, Winter Park's only professional theatre, is an Off-Broadway style theatre that specializes in new, rarely seen and original musical comedies and cabarets with live instrumentation.

■ **Winter Park Tech** - A fully accredited public postsecondary institution, Winter Park Tech offers career training in 23 program areas including health care, information technology and business, as well as customized job training and courses for businesses.

MAJOR BUSINESS DISTRICTS

District	Acreage	Classification	Industry Focus
Park Avenue	22	Central Business District	Specialty retail/financial
Orange Avenue	46	Local Commercial	Home decor/health related
Winter Park Village	34	Mixed Use	Retail/restaurant/residential
U.S. Highway 17-92	37	General Commercial	Commercial/retail
West Fairbanks Avenue	48	General Commercial	Commercial/retail
Hannibal Square	5	Mixed Use	Retail/restaurant/residential
Aloma Corners	9	General Commercial	Commercial/restaurant

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Founded in 1977, the EDC markets Metro Orlando as a top location for business investment and expansion.

Committed to diversification of our region's economic base, the EDC specializes in development of the technology, corporate business, international trade and film/television production industries. For more information about the EDC, visit OrlandoEDC.com or call 407.422.7159.

"Putting imagination to work" is a registered service mark of the Metro Orlando Economic Development Commission.