



**City Commission
Agenda
City Hall Commission Chambers
300 W. Plant Street
Winter Garden, Florida**

Regular Meeting

April 24, 2025

6:30 PM

Call to Order

Determination of a Quorum

Opening Invocation and Pledge of Allegiance

1. Approval of Minutes

A. Regular Meeting - April 10, 2025

2. Presentation

A. **PROCLAMATION 25-07:** Public Service Recognition Month - **Mayor Rees**

B. **PROCLAMATION 25-08:** National Day of Prayer - **Mayor Rees**

3. First Reading and Public Hearing of Proposed Ordinance

A. **ORDINANCE 25-14:** AN ORDINANCE OF THE CITY OF WINTER GARDEN, FLORIDA, AMENDING SECTION 78-50 OF CHAPTER 78, ARTICLE II OF THE WINTER GARDEN CODE OF ORDINANCES CONCERNING UTILITY ACCOUNT DEPOSITS; PROVIDING FOR CODIFICATION, SEVERABILITY, CONFLICTS AND AN EFFECTIVE DATE - **Second Reading and Public Hearing May 8, 2025** - **Finance Director Zielonka**

4. Regular Business

A. Recommendation to approve Garden Theatre Business Plan and authorize City Manager implement operational next steps to reopen Theatre as a public benefit - **Economic Development Director Hutchinson**

B. Recommendation to approve **SPECIAL EVENT** - Summer Sidewalk Sale Event in Downtown Winter Garden - Saturday, August 2, 2025 - **Economic Development Director Hutchinson**

5. Matters From Public - (Limited to 3 minutes per speaker)

6. Matters From City Attorney

7. Matters From City Manager

8. Matters From Mayor and Commissioners

9. Adjourn

To the next Regular Meeting - Thursday, May 8, 2025 - 6:30 p.m. - City Hall

NOTICES:

In accordance with Florida Statutes 286.0105, if any person decides to appeal any decision made by said body with respect to any matter considered at such meeting, he/she will need a record of the proceedings and, for that 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. The City of Winter Garden does not prepare or provide such record.

Any opening invocation that is offered before the official start of the Commission meeting shall be the voluntary offering of a private person, to and for the benefit of the Commission. The views or beliefs expressed by the invocation speaker have not been previously reviewed or approved by the City Commission or the city staff, and the City is not allowed by law to endorse the religious or non-religious beliefs or views of such speaker. Persons in attendance at the City Commission meeting are invited to stand during the opening invocation and to stand and recite the Pledge of Allegiance. However, such invitation shall not be construed as a demand, order, or any other type of command. No person in attendance at the meeting shall be required to participate in any opening invocation that is offered or to participate in the Pledge of Allegiance. You may remain seated within the City Commission Chambers or exit the City Commission Chambers and return upon completion of the opening invocation and/or Pledge of Allegiance if you do not wish to participate in or witness the opening invocation and/or the recitation of the Pledge of Allegiance. (Reference Resolutions 15-04 and 16-02)

Pursuant to Florida Statutes 282.601, 286.603, and the Americans with Disabilities Act (ADA), the City of Winter Garden makes every effort to ensure that those with disabilities have access to electronic information provided to the public, except when compliance with those sections impose an undue burden on the agency. In the event of difficulty accessing this publicly provided information, please contact the City Clerk's Office at (407) 656-4111, Ext. 2297, for assistance.



Those needing assistance to participate in any of these proceedings should contact the City Clerk's Office at least 48 hours in advance of the meeting (407) 656-4111 Ext 2297.



Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained at the meeting from the Information Technology Department (407) 656-4111 Ext. 5455.



CITY OF WINTER GARDEN

City Commission REGULAR MEETING MINUTES

April 10, 2025

REGULAR MEETING of the Winter Garden City Commission was called to order by Mayor Rees at 6:30 p.m. at City Hall, 300 West Plant Street, Winter Garden, Florida. An Opening Invocation and Pledge of Allegiance were given.

Present:

Mayor John Rees
Commissioner District 1 - Lisa L. Bennett
Commissioner District 2 - Iliana R. Jones
Commissioner District 3 - Chloe Johnson
Commissioner District 4 - Colin Sharman

Also Present:

City Manager Jon C. Williams
City Attorney Kurt Ardaman
City Clerk Angela J. Grimmage

1. APPROVAL OF MINUTES

Motion by Commissioner Sharman to approve regular meeting minutes of March 27, 2025, as submitted. Seconded by Commissioner Johnson and carried unanimously 5-0.

2. PRESENTATIONS

- A. **Proclamation 25-04:** Proclaiming the Pink Trumpet Tree as the official flowering tree of the City of Winter Garden was read and presented by Mayor John Rees and the City Commission. This proclamation was accepted by the Bloom and Grow Society, who also noted that there was a second proclamation recognizing the Southern Live Oak Tree.
- Proclamation 25-09:** Proclaiming the Southern Live Oak Tree as the Official Tree of the City of Winter Garden. The proclamation was also read and presented by Mayor John Rees and the City Commission and accepted by the Bloom and Grow Society.
- B. **Proclamation 25-06:** Proclaiming Florida's Water Conservation Month was read and presented by Mayor John Rees and the City Commission. Sustainability Coordinator & Community Liaison Donna Corbus accepted the proclamation and spoke of the importance of water conservation. She then acknowledged the next agenda item, which recognizes the 2025 Drop Savers Poster Contest and Winners.
- C. **2025 Drop Savers Poster Contest and Winners**

Sustainability Coordinator & Community Liaison Donna Corbus announced the 2025 Drop Savers Contest and its Winners, along with Mayor Rees who presented certificates to the winners as follows:

Division 1	Zane Brushwood	Dillard Street Elementary School
Division 3	Emmalynn Elliott	Creation Village World School
Division 4	Yasmine Makaron	Foundation Academy
Division 5	Emma Quintana	Foundation Academy

Ms. Corbus mentioned that there were no Division 2 entries this year.

Honorable Mention Recognition:

Claire Helmick	Foundation Academy
Emma McCleary	Foundation Academy
Nathan Welch	Dillard Street Elementary School
Avery Olesen	Foundation Academy

Ms. Corbus also mentioned teachers that were instrumental in this effort.

3. First Reading and Public Hearing of Proposed Ordinance

- A. **Ordinance 25-12:** AN ORDINANCE OF THE CITY OF WINTER GARDEN, FLORIDA, AMENDING THE WINTER GARDEN COMPREHENSIVE PLAN BY ADDING A NEW PROPERTY RIGHTS ELEMENT; PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE

City Attorney Ardaman read Ordinance 25-12 by title only. Planning Director Kelly Carson stated that this is a proposed amendment that would add a new property rights element to the City's comprehensive plan and is a requirement of the State of Florida. Ms. Carson noted some highlights of the ordinance as it relates to private property rights and the City's consideration of these rights in its decision making. Staff recommended approval of Ordinance 25-12 and noted a requirement to submit it to the State for review.

Mayor Rees opened the public hearing; hearing and seeing none, he closed the public hearing.

Motion by Commissioner Sharman to approve Ordinance 25-12 with a second reading to be held after the State review. Seconded by Commissioner Bennett and carried unanimously 5-0.

4. REGULAR BUSINESS

- A. **Recommendation to waive formal procurement procedures, hire Control Services, LLC to replace routers and renovate 44 lift stations and purchase parts in the amount of \$154,283.03**

Assistant City Manager for Public Services Steve Pash stated that the City budgeted to renovate 94 lift stations throughout the City. He described components of the renovations, noting this project would cover 44 lift stations needing the most urgent attention. The City would purchase the equipment and Control Services, LLC would install. Furthermore, Mr. Pash described lift station failure issues before equipment testing and no issues after installation. An 80 to 90 percent reduction in overtime manhours is anticipated. Staff recommended approval.

There was discussion on new technology, system communication with other systems, and a completion timetable of this year for all systems renovations.

Motion by Commissioner Bennett to waive formal procurement procedures, hire Control Services, LLC to replace routers and renovate 44 lift stations and purchase parts

in the amount of \$154,283.03. Seconded by Commissioner Sharman and carried unanimously 5-0.

B. Recommendation to approve SITE PLAN for 630 Garden Commerce Parkway (Quality Playing Cards), subject to conditions

Planning Director Kelly Carson stated that the applicant requests site plan approval to construct a single-story office warehouse building and noted the property size and location. The applicant plans to connect this project with their adjacent property. Furthermore, Ms. Carson noted additional proposed improvements, such as parking and landscaping. The plan is consistent with the site's future land use designation and zoning. Staff reviewed the application and recommended approval, subject to conditions.

Motion by Commissioner Sharman to approve SITE PLAN for 630 Garden Commerce Parkway (Quality Playing Cards), subject to conditions. Seconded by Commissioner Johnson and carried unanimously 5-0.

C. Recommendation to approve SITE PLAN for 740 Garden Commerce Parkway (General RV), subject to conditions

Planning Director Kelly Carson stated that this applicant requests site plan approval to construct an office maintenance building and noted the property size and location. Ms. Carson described additional proposed improvements such as parking, enhanced landscaping, and a pre-cast wall. The plan is consistent with the property's future land use designation and zoning. Furthermore, Ms. Carson noted that this site plan is associated with the other General RV business, which is also on the agenda. Staff has reviewed the application and recommends approval, subject to conditions.

There was discussion on the wooded area, current trees on the property, adding a requirement for a tree mitigation plan and information to be provided later.

Motion by Commissioner Sharman to approve SITE PLAN for 740 Garden Commerce Parkway (General RV), subject to conditions and with a tree mitigation plan. Seconded by Commissioner Johnson and carried unanimously 5-0.

D. Recommendation to approve SITE PLAN for 12565 West Colonial Drive (General RV – Expansion East), subject to conditions

Planning Director Kelly Carson stated that this applicant requests site plan approval to construct a sales office and showroom. She noted the property size, location, and their intent to connect with Garden Parkway south to West Colonial Drive, noting this project's association to the previous site plan. The plan is consistent with the property's commercial future land use designation, C-2 zoning district, and the West State Road 50 Overlay requirements. Staff reviewed the application and recommended approval, subject to conditions. Discussion ensued on the existing service building remaining

operational, and development of a connection point for connection between all their facilities.

Mayor Rees spoke of the building design and said he echoes his comments as in the previous item. Discussion followed regarding drainage and stormwater management.

Motion by Commissioner Jones to approve SITE PLAN for 12565 West Colonial Drive (General RV – Expansion East), subject to conditions and with a tree mitigation plan. Seconded by Commissioner Sharman and carried unanimously 5-0.

E. Recommendation to approve FINAL PLAT for Lakeview Village Estates

Planning Director Kelly Carson stated that the applicant requests final plat approval of the Lakeview Village Estates subdivision. Ms. Carson noted the size, and location of the property, stating that the final plat includes 26 single family lots, 14 townhome lots, common area tracts and easements. The final plat is consistent with the preliminary plat previously approved by the Planning and Zoning Board. It is also consistent with the property's future land use designation and zoning requirements. Staff reviewed the final plat and recommended approval, subject to conditions. Discussion ensued on the project's density and a need to change the City code.

Motion by Commissioner Bennett to approve FINAL PLAT for Lakeview Village Estates. Seconded by Commissioner Jones and carried unanimously 5-0.

F. Recommendation to approve Purchase Order for Construction Phase Services for Crest Avenue (WWTF) with AtkinsRealis in the amount of \$3,497,610.63

City Engineer Jim Monahan stated that this is a request for construction phase services for the AtkinsRealis design team. He outlined the related tasks, which included construction project management, funding and finance, engineer record services, and the project closeout. Furthermore, Mr. Monahan noted areas where cost savings are being reviewed for the economic feasibility of the project. Staff recommended approval. There was discussion on staff doing a good job reviewing this project, its costs, and the City unfortunately has no other option.

Motion by Commissioner Sharman to approve Purchase Order for Construction Phase Services for Crest Avenue (WWTF) with AtkinsRealis in the amount of \$3,497,610.63. Seconded by Commissioner Johnson and carried unanimously 5-0.

G. Recommendation to approve Purchase Order for one-year continued use of Thioguard (magnesium hydroxide) for Odor Control at Lift Stations 23 and 47 in the amount of \$417,000, which includes a 10% contingency

City Engineer Jim Monahan reminded the City Commission of past decisions to add chemicals into the system to provide some odor control. He noted that there has been success, and the City would like to continue use. Staff recommended approval.

There was discussion on the \$417,000 cost, whether it would go away with the new facility, and future needs for odor control. It was noted that the fixes discussed were for the plant, but this is for the system that delivers to the plant, and the valves that gas off along the way. Also discussed were corrosive materials, that would be best maintained in liquid form, and the odor effect on nearby homes. Furthermore, there was discussion on the injection sites and the system reaction time.

Motion by Commissioner Bennett to approve Purchase Order for one-year continued use of Thioguard (magnesium hydroxide) for Odor Control at Lift Stations 23 and 47 in the amount of \$417,000, which includes a 10% contingency. Seconded by Commissioner Jones and carried unanimously 5-0.

5. **MATTER FROM PUBLIC** – There were no items.
6. **MATTERS FROM CITY ATTORNEY** – There were no items.
7. **MATTERS FROM CITY MANAGER** – There were no items.

8. **MATTERS FROM MAYOR AND COMMISSIONERS**

Commissioner Sharman expressed gratitude toward building officials and strict building regulations that keep us safe, noting a recent tragedy in the news regarding unsafe buildings.

Commissioner Johnson stated that she would continually thank staff for the work that they do, and thanked residents from her district for attending the meeting.

Commissioner Jones thanked staff for their work regarding the Spring Fever Event, which she stated was an amazing event this year.

Commissioner Bennett thanked staff for the Spring Fever event and expressed that it was a huge undertaking with an attendance of nearly 70,000 people.

Mayor Rees thanked staff for their efforts regarding the Spring Fever event, noting that it was a long weekend. He expressed his appreciation.

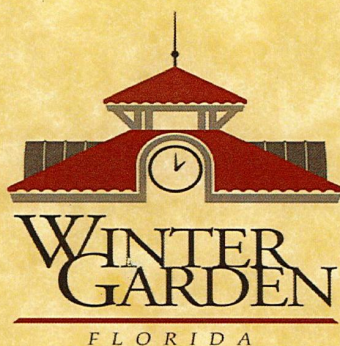
The meeting adjourned at 7:13 p.m.

ATTEST:

APPROVED:

_____/S/_____
City Clerk Angela J. Grimmage

_____/S/_____
Mayor John Rees



Proclamation 25-07

Whereas, Public Service Recognition Week has been celebrated the first week of May since 1985 to honor government employees who serve our nation; and

Whereas, the City values and thanks our employees for the indispensable daily services provided to protect and improve the quality of life and well-being of our citizens, businesses, visitors, and community; and

Whereas, the City of Winter Garden's employees are committed to the highest standards in serving our community in a manner that reflects the City's Customer Service Standards and Philosophy; and

Whereas, the City of Winter Garden honors and celebrates City employees for their service and commitment to our community, which has allowed the City to continue to thrive.

Therefore, it is my great pleasure and privilege as the Mayor of the City of Winter Garden to declare the week of May 4—10, 2025 as

Public Service Recognition Week

I urge all citizens to join me in supporting this initiative, and to take the time, not only during the month of May, but throughout the year to recognize the accomplishments and contributions of our City employees to our health, safety, and quality of life.

In witness thereof, I have hereunto set my hand and caused the City Seal to be affixed this 24th day of April, 2025.



John Rees
Mayor John Rees

Attest:
Angela I. Grinnage
Angela Grinnage, City Clerk





Proclamation 25-08

Whereas, Throughout the history of America we have poured out prayers to the God of hope; in times of crisis and celebration, in prosperity and need, in times of war and peace we have poured out praise to God for all He is, thanks to God for all He has done, confession and pleas for forgiveness when we have parted from His Word and will, and poured out intercession asking for His heart and hand to move for the sake of our neighbors and nation, and our history is filled with His grace, goodness, and abundant answers to those prayers; and

Whereas, From the first prayer of our Continental Congress in 1774, to the opening of every session of the House of Representatives and Senate, and throughout hearts and homes across America, the practice of prayer continues to seek God for guidance, wisdom, power, protection, and provision that has preserved hope and united us as one nation under God; and

Whereas, The National Day of Prayer is a Public Law established in the United States Congress in 1952 approved by a Joint Resolution and amended by Congress and President Reagan with Public Law 100-307 in 1988, affirming that it is essential for us as a nation to pray and directs the President of the United States to set aside and proclaim the first Thursday of May annually as a National Day of Prayer; and

Whereas, In our city and across America the observance of the National Day of Prayer will be held on Thursday, May 1, 2025, with the theme, "Pour Out to the God of Hope and Be Filled" based on the verse in Roman 15:13 that is a prayer and a promise, "Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit.

Now, Therefore, it is my great pleasure as the Mayor of the City of Winter Garden, to proclaim **May 1, 2025**, as a

NATIONAL DAY OF PRAYER

throughout the City of Winter Garden and I commend this observance to our citizens and request that prayers be poured out for our City; for our neighbors as we live, serve, work, and learn together that we may be filled with all joy and peace and abound in hope.



In witness whereof, I have hereunto set my hand and caused the City Seal to be affixed this 24th day of April 2025.


Mayor John Rees

Attest:

Angela Grinnage, City Clerk



THE CITY OF WINTER GARDEN
CITY COMMISSION AGENDA ITEM

From: Laura Zielonka, Finance Director

Via: Jon C. Williams, City Manager

Date: April 17, 2025

Meeting Date: April 24, 2025

Subject: **Ordinance 25-14:** AN ORDINANCE OF THE CITY OF WINTER GARDEN, FLORIDA, AMENDING SECTION 78-50 OF CHAPTER 78, ARTICLE II OF THE WINTER GARDEN CODE OF ORDINANCES CONCERNING UTILITY ACCOUNT DEPOSITS; PROVIDING FOR CODIFICATION, SEVERABILITY, CONFLICTS AND AN EFFECTIVE DATE.

Issue: Ordinance 25-14 amends Section 78-50 of Chapter 78 of the Code of Ordinances to reduce the time for returning deposits made on utility accounts and to delete the requirement for interest to be paid on utility deposits.

Currently, if a residential customer is in good standing, meaning no cutoffs for a two-year period, the deposit will be returned in 2 years. Staff recommends returning residential customer deposits after 12 months if the user has good payment history with no cutoffs. Staff also recommends that deposits be held in a non-interest-bearing account which eliminates the requirement to pay interest on a deposit.

Recommended action: Motion to approve Ordinance 25-14 with second reading on May 8, 2025 at 6:30PM.

Attachments/References: Ordinance 25-14

ORDINANCE 25-14

AN ORDINANCE OF THE CITY OF WINTER GARDEN, FLORIDA; AMENDING SECTION 78-50 OF CHAPTER 78, ARTICLE II OF THE WINTER GARDEN CODE OF ORDINANCES CONCERNING UTILITY ACCOUNT DEPOSITS; PROVIDING FOR CODIFICATION, SEVERABILITY, CONFLICTS AND AN EFFECTIVE DATE.

WHEREAS, the City has home rule authority pursuant to Article VII, Section 2 of the Florida Constitution and Chapter 166, Florida Statutes, to enact this Ordinance; and

WHEREAS, the City desires to amend Section 78-50 of Chapter 78 of the Code of Ordinances to reduce the time for returning deposits made on utility accounts and to delete the requirement for interest to be paid on utility account deposits.

WHEREAS, the City Commission determines that the amendments set forth herein are in the best interest of the public, health safety and welfare, and are in the best interest of the City's operation of the City's utility system.

NOW, THEREFORE, BE IT ENACTED BY THE CITY OF WINTER GARDEN, FLORIDA, AS FOLLOWS:

Section I The above recitals represent the legislative findings of the City Commission of the City of Winter Garden and are incorporated herein by this reference.

Section II Section 78-50 of Chapter 78, Article II of the Winter Garden Code of Ordinances are hereby amended to read as follows (underlined text indicates additions; ~~struckout~~ text indicates deletions):

Sec. 78-50. Schedule of deposits; refund.

- (a) The following schedule of deposits for water, sewer, stormwater and solid waste collection shall be known as utility deposits and shall be required prior to service connection on all buildings used for residential, commercial or industrial purposes:
 - (1) For each habitation (single-family residence) the utility deposit shall be \$190.00. If the prospective user can demonstrate good credit, the deposit may be waived. In order to qualify for the waiver, the prospective user's credit score, as established by a nationally recognized reporting agency, must equal or exceed the benchmark score established by the finance department. The benchmark score will be reviewed by the finance department on a yearly basis to ensure that the established score represents a good credit risk.
 - (2) Commercial establishments, including multiple habitations under a master meter, service stations, drugstores, cafeterias and restaurants, industrial users and any commercial users shall pay a deposit

which will be estimated as the equivalent of three month's water, sewage, solid waste collection and stormwater charge, with a minimum deposit of \$190.00, such estimate to be determined by the utilities and public works departments.

- (b) Residential deposits shall be returned to the user, if the user has a good payment history with no late payments or cutoffs for twelve ~~two~~ continuous months ~~years~~.
- (c) ~~The user is not entitled to interest on a deposit. Deposits will be held in an non-interest bearing account. During July of each year, the city shall credit the customer account for interest earnings earned on such deposits of three percent per annum on the deposit.~~

Section III Section II of this Ordinance shall be codified and made part of the City of Winter Garden Code of Ordinances.

Section IV In the event of a conflict or conflicts between this ordinance and other ordinances, this Ordinance shall control to the extent of the conflict.

Section V It is the intent of the City Commission of the City of Winter Garden, and is hereby provided, that if any section, subsection, sentence, clause, phrase or provision of this Ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not be construed to render invalid or unconstitutional the remaining provisions of this Ordinance.

Section VI This Ordinance shall become effective upon adoption by the City Commission.

FIRST READING: _____.

SECOND READING AND PUBLIC HEARING: _____.

ADOPTED this _____ day of _____, 2025, by the City Commission of the City of Winter Garden, Florida.

APPROVED:

John Rees, Mayor/Commissioner

ATTEST:

Angela Grimmage, City Clerk

THE CITY OF WINTER GARDEN

From: Marc Hutchinson, Economic Development Director

Via: Jon Williams, City Manager

Date: April 16, 2025

Meeting Date: April 24, 2025

Subject: Garden Theatre Business Plan

Discussion: The City owns the Garden Theatre facility and had an operating agreement with Garden Theatre, Inc. granting license and use rights to program activities for public benefit and enjoyment. On October 2, 2024, the Garden Theatre, Inc. operator officially dissolved as an entity and closed its doors. Since then, the City has taken possession of the Theatre space to secure assets, has honored a few unmet program obligations that were unfulfilled because of the dissolution, has temporarily reopen doors of the Theatre with holiday programing and has worked through the legalities to ensure a clean transition. The City views the Garden Theatre as an iconic mainstay for the downtown landscape and an important public offering for enriched/entertaining cultural experiences and fostering a sense of community. To this end, the City remains committed to the ongoing operation of the Theatre as a community-centric Theatre that delivers public enjoyment to both residents and visitors. The City engaged the expertise of a third-party consultant, Alauna Friskics, who has decades of relevant industry experience on the subject, to help the City establish the operating framework for moving forward through the development of a Garden Theatre Business Plan. This plan, for your consideration, will set the City's direction, management approach and values for delivering a community-theatre product that is in harmony with the residents it serves.

Recommended Action: Staff recommends approval of the Garden Theatre Business Plan authorizing the City Manager to implement the operational next steps towards the reopening of the Theatre as a public benefit.

Attachments/References:

Garden Theatre Business Plan Document

Garden Theatre

Business Plan 2025



Prepared by Performing Arts & Theatre Consultant

Alauna Friskics

March 2025

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Historic Context and Overview

In 1935, Garden Theater opened as a test market for “talkie” films, the first in Orange County. Young people held hands; families sought adventure and history, laughed at Tom and Jerry, hissed at westerns black hats, shuttered at clips from WWII and ogled Hollywood’s greatest stars. “Flicks,” at The Garden was the place to go. Unfortunately, as the years progressed, the theater lost its glamour; and gone was its place in the community. Doors closed in 1963, indicating the end of an era.

In 2002, the City purchased the Theatre and entrusted the **Winter Garden Heritage Foundation** to renovate and operate the facility. Some dedicated community members had already envisioned a new life for the dilapidated theater: an arts performance center, owned and operated by the community. Local groups would have a home stage, and citizens would be able to enjoy diverse music and theatre in an intimate setting. The Garden Theatre had the potential to revitalize the downtown, expose a range of people to artists both national and international, and bring additional income into the community.

An enthusiastic local contingent threw their weight behind the revival, hosting events, writing grants and touting the case of the Garden Theatre from Tallahassee to Orlando to Miami and beyond. The response was immediate, generosity flowed. Over **\$2.4 million** was raised in a little over two years and renovations began. The reconstruction unearthed many surprises: a forgotten furnace room under the stage, a massive reinforced projection room wall, slipshod balcony and remnants of a marquee. As construction started new photos came from the community allowing architectural elements to be preserved. The lush glory of the Garden Theatre’s former life was being renewed and Winter Garden regained its historic gem.

With **renovations** finally completed, the Theatre Opening Gala Night was February 29, 2008. Men and women in black tie and evening gowns graced downtown for a performance written especially for the opening. A 15 piece orchestra, professional singers greeted the guests. State and national dignitaries and others graced the VIP Guest List. Davis Gaines starred in the second act with his *Phantom of the Opera* voice. The performance was electric, fed by an audience thrilled with the new cultural cornerstone of the community.

Operating as a 501(c)(3) non-profit organization from 2008-2024, the Theatre became a vibrant, inclusive theatre, offering our venue as a community and professional stage, a center for local, regional, and international performers, an experiential learning environment, and a responsive philanthropic space. Unfortunately, in 2024 the doors shuttered due to financial duress.

Garden Theatre can once again have multi-dimensional impact:

- Enriching the community’s cultural opportunities with diverse local and regional performances, national touring acts, international headliners and independent, classic and foreign films.
- Building cooperation between organizations, artists, producers and educators.
- Fostering art education and participation for a multitude of the Central Florida region's unique populations, whether families, retirees, students, children or visitors.
- Nurturing emerging and established artists and their visions.
- Helping regrow a vibrant downtown arts scene, utilized by all members of our community.
- Generating a tradition of arts entertainment, understanding and enjoyment to succeeding generations in the Central Florida region and beyond.

Arts Industry Trends & Analysis

The **Arts & Economic Prosperity 6 (AEP6)** study, conducted by Americans for the Arts in 2024, provides valuable insights into the economic and social impacts of the nonprofit arts and culture sector across the United States. The study encompasses data from 373 regions nationwide, allowing comparisons within the overall arts industry.

Key Findings Relevant to Small Town Venues:

Economic Activity: In 2022, nonprofit arts and culture organizations, along with their audiences, generated a total of \$151.7 billion in economic activity. This includes \$73.3 billion in organizational spending and an additional \$78.4 billion in event-related expenditures by audiences.

Employment and Income: This economic activity supported 2.6 million jobs and contributed \$101 billion in personal income to residents nationwide.

Tax Revenue: The sector generated \$29.1 billion in tax revenue for local, state, and federal governments.

Implications for a 300-Seat Multi-Purpose Venue in a historic city like Winter Garden:

Economic Driver: Operating this type of venue can stimulate local economic activity by attracting both residents and visitors to events, leading to increased spending in nearby businesses such as restaurants, shops, and hotels.

Job Creation: The venue can create employment opportunities, not only within the organization (e.g., administrative staff, technical crew) but also indirectly in the community through increased demand for services.

Community Engagement: Hosting diverse cultural events can enhance the town's social fabric, providing residents with access to the arts and fostering a sense of community pride.

Attracting Investment: A vibrant arts scene can make the city more attractive to potential residents, businesses, and investors, contributing to broader economic development goals.

Industry-Wide Key Considerations

Economic Revitalization

Audience engagement and evolving preferences

Preservation of the historic venue

Financial challenges and sustainability

Community-centric programming

Business Model Structures

Three types of Business Models for consideration:

1. Rentals
2. Producing
3. Presenting

1. Rentals

A rental is a transaction where a fee is collected for use of the space. You assume no financial risk and have no artistic control over the product. The two types of theatre rentals are a four-wall rental or a menu-item rental. Four wall is a basic fixed cost rental where the renter pays money for access and use of the building, sometimes with basic “lights up/lights down” equipment usage. A menu item rental allows more flexibility and complexity, but is most times necessary given the wide variety of rental needs. A menu item rental gives a basic cost then a cost list is provided for the renter to pick and select services and equipment. A sample list divided out by type of rental is provided in the addendum, and is a good sample to not only see how types of event needs vary, but also a list of potential add-ons. (Please note the recommended amounts are based on other local theatres, and can be adjusted as desired).

Rental Pro

- * Lowest artistic time involvement
- * Least financial investment (lowest risk)
- * Lowest operating budget (easier to break even)

Rental Con

- * Least connection to community
- * Least audience consistency
- * Inconsistent artistic programming
- * Highest equipment replacement
- * Highest facility cost
- * Most demanding tenants
- * No artistic content control

Public vs Private Rentals

For a rental model to be successful, you would be seeking consistent tenants who understand the value and history of the facility and connect to the community (ie they will take care of the space). You want renters who have experience renting facilities, and have the financial means to pay. I have found in my experience that the renters that have open/public events are usually the most demanding, hardest on the facility, and least able to pay. The more “transactional” renters (private corporate events, film shoots) are less demanding and can pay more, but are usually not open to the public.

2. Producing

A producing model is where you as producer assume all financial risk and maintain all artistic control of your product. Having control over the artistic product is desirable to many; it allows the creative vision to be realized and often drives individuals to achieve.

Producing Pro

- * Complete artistic content control
- * High connection to community
- * High audience consistency

Producing Con

- * Highest operating budget
- * Highest financial risk
- * Highest Time Involvement
- * Responsible for all labor/services

For a producing model to be successful, you need multiple full-time staff invested in the operations. You would need a leader (or leaders) who understands arts management and has a strong artistic vision for the space. To be successful, it takes high financial investment annually

and a strong team. Usually this model is a non-profit, run by a board of directors. However, it can succeed in the public sector with proper investors.

3. Presenting

A presenting model is a variable relationship with an outside party, where you share in the financial risk and may have some (yet limited) control over the artistic product.

Present Pro

- * Lower time involvement
- * High connection to community
- * High audience consistency
- * Some Artistic Content Control
- * Medium financial investment (medium risk)
- * Flexible involvement structure

Presenting Con

- * Most difficult to set up
- * Responsible for some labor/services

For a presenting model to be successful, you need to find a company (or companies) who can manage the space for you. You will need to fully negotiate all services and labor required for operational success, making clear who is responsible for which aspect of operation.

Responsibilities include **artistic programming/booking, marketing/social media, technical staff, facility operations, box office/front of house services, concessions, ushers, group sales, financial oversight, strategic management, business analysis**. Based on the delineation of responsibilities, you then create a financial split congruent with level of investment for each party.

Programming Opportunities

Types of Programs

1. Plays
2. Concerts
3. Dance
4. Movies
5. Private Events (weddings, film shoots, corporate events/parties)
6. Public Rental Events
7. Camps, Classes and Workshops

Healthy Balance

Each programming option has pros and cons. The important factor is that the venue creates a healthy balance. That balance should be based on level of time investment, scope of complexity, and financial implications.

Type	Time	Complexity	Cost	Revenue Potential
Plays	Very High	Very High	Very High	Very High
Concerts	Medium	High	Medium	High
Dance	Medium	High	High	High
Movies	Low	Low	Low	Low
Private Rental Events	Low to Very High	Low to Very High	Low to Very High	Low to Very High
Public Rental Events	High	High	Low	Low
Camps/Classes	Medium	Medium	Low	High

Other Variables by Category

Within each programming category, there are additional variables that affect the bottom line:

- Artistic Content
- Number of performances per production
- Number of weeks per production
- Scope of project (small, medium, large productions)
- Stage time requirements
- Rehearsal time requirements
- Ticket Price

1. Plays require multiple performances to break even (given their high production costs). The more performances, the more opportunity to recoup the investment. However, there is a tipping point where audiences cannot be sustained after a certain number of performances. This tipping

point varies depending on popularity of title, show recognition, reviews/word of mouth, size of venue, geography, and other factors. Anticipating the number of performances in advance can be tricky. My opinion for Garden Theatre specifically, based on 25 years producing shows and 11 years in that venue is that two week runs are not enough to pick up word of mouth momentum without an extra marketing push. Three weeks is ideal, but if you have a popular title that can sell, four weeks will generate more revenue. The only shows I saw that worked over five weeks were cross-community productions with widespread audience appeal and kids (Sound of Music, Music Man, etc). Kids sell.



My artistic recommendation regarding plays is to stick to known titles. There is always value in pushing artistic boundaries, but given the Garden Theatre's need to get back on its feet, this will be easiest accomplished by putting recognizable shows on the stage. Small scope plays can be as small as no set, minimal lighting, no mics, small cast, and cost very little to produce. They are also mostly unknown, usually new works and hard to pull in audiences. Large scale productions can be millions of dollars and massive, difficult to pull off in a 300-ish seat theatre. Licensing costs are expensive, and need to be taken into consideration.

Plays take up the most stage time, eating into public performance opportunities. A play needs at minimum one full tech week of stage time, and ideally more time on the stage for rehearsing. When I was producing shows at Garden Theatre, we rehearsed offsite, loaded in on a Monday, rehearsed on stage each night, then opened on that Friday. It was an extremely demanding time schedule. All cast crew begged for more stage time prior to opening. Plays just require more, making the opportunity cost higher if you are losing revenue by having dark weeks. Ticket prices are the highest of the options, given the high investment.



2. Concerts are typically “one-offs”, meaning load in the morning of the show, rehearse, perform that evening, and load out that evening. They are self-contained in one day. However, I found success at Garden Theatre producing a concert weekend, with a load in Friday morning, shows Friday and Saturday evenings, Sunday afternoon, and then load out Sunday evening. In order to sustain a three-show concert, you must either get a niche or well known performer, or switch up the set list each night to appeal to audiences

attending more than one. Concerts require little rehearsal setup time, and can bear a medium to high ticket price, making concerts one of my favorite programming options. Plus, Garden Theatre creates a magical venue for a music experience.

3. Dance is typically a one-weekend event. Load in on Monday, rehearse all week, perform Friday and Saturday evenings, Sunday afternoon, and then load out Sunday evening. I did not find success in multi-week dance events. Artistically, dance (like opera) has a niche audience. If you can tap into that audience, it can be a rewarding option, like a concert. But dance is typically difficult to market on a regular basis; I have found it is best sporadically.





4. Movies are usually one-offs per movie. I found success with different movie series, by theme or time period. I used to use the summers for movies (and have summer camps during the day to maximize stage usage). The Garden Theatre was built specifically with the screen fully downstage so that a set could be on stage and the programming could still support a movie event. The other movie events I found success with were “character movies”, like an Buddy the Elf character attending “Elf” or Jim Henson’s daughter Heather Henson speaking before and after “A Muppet

Christmas Carol”. We also borrowed costumes from Disney and had volunteers dress up as cheerleaders for an exclusive screening of “High School Musical 2”, leading the audiences in cheers before the film.

Movies are easy to program. The offset is that the ticket price must be set lower than live performance. So you must use more stage time to generate the revenue compared to other programming options. That said, movies are of historic significance to the Garden Theatre, and my suggestion is to keep a movie series in some iteration in the venue.

5. Private Rental Events vary in scope from weddings, film shoots/screenings, corporate events/parties. These can be easy money, and fairly easy to manage (weddings can vary). Given the Garden Theatre’s historic venue and beautiful interior, marketing private rentals is a great way to bring in revenue. Different event types could be packaged and sold. The drawback is that the demand is unpredictable, and scheduling a season requires advance commitment. Many of these requests come when the stage is already booked.



6. Public Rental Events include dance recitals, local productions who need a venue, etc. Although can bring new people through doors, these are typically time consuming and take up valuable stage time.

7. Camps and Classes are a way to supplement income, as they are a great revenue generator. Going rate for summer camps is \$300-\$350/week per student. The Garden Theatre used to accept up to 60 students at a time (using the Garden Building next door). There is also an opportunity to rent out the theatre for summer camps to generate summer income.



Considerations: Stage Space and Calendar Mix

Stage Usage

Different types of programming require different usages of the stage. This can have a real effect on your revenue potential. For instance, plays require extensive rehearsal time, and typically an entire week on the stage prior to opening night. And any time the stage is being used for non-audience events (like rehearsals), it cannot generate revenue. So the goal is to have as many revenue generating nights as possible. The Garden Theatre is unique in that it was intentionally built to maximize stage usage by placing the movie screen downstage. The idea was that once a set is moved onto the stage, a revenue generating movie or screening could still take place.

Calendar Mix - Maximizing Time

A creative way to think about a calendar mix is to create distributed layers. So dividing the season into “series”, whether by programming type (as described above) genre, theme, etc, and then peppering them throughout the season. If an audience member is passionate about a particular type of show, then they will plan to attend quarterly if it is offered that way (as opposed to four weekends in a row, which is not feasible for many people).

Audience/Marketplace Profile Analysis

We all know **Winter Garden** is a special place. A community deeply rooted in history, with generational families who take pride in their hometown. Parallely, there is an influx of new families and businesses who flocked to Winter Garden for its hometown feel.

Winter Garden's Evolving Interest & Demographic

According to <https://data.census.gov/>, the population of the City of Winter Garden in 2020 was 46,964. Median age: 39.2; Language other than English spoken at home: 25.7%, Foreign born population: 20.2%; 65 and older: 13% (rest of FL 21.7%), showing it's a young city; Median household income: \$106,371 (compared to \$73,311 rest of FL), showing it's an affluent community.

Healthy Appetite For the Arts in Central Florida

Parallely, arts attendees statistics show that total arts attendance at in person events in 2023 in Orange County, FL, was 2,795,342. The average event-related expenditures were \$44.60 per event, per person.

One-Third of US Consumers Patronize Live Events

According to arts.gov, in 2020, 32.2% of US adults attended a live performance.

<https://www.arts.gov/sites/default/files/NationalReportforADPAccess-8-18-2023.pdf>

By having a balanced focus on those three markets, **Winter Garden can offer unique opportunities with the following goals and values in mind:**

- Connecting to the community – *through desirable programing*
- Capturing the historic downtown charm
- Appealing to art lovers who appreciate small town charm

Financial Implications

(Based on Business Model Opportunities)

Variables must be considered for the right balance of business model and program booking:

Fixed Costs

- Facility Lease/Mortgage: Cost of maintaining or acquiring the venue.
- Utilities & Maintenance: Electricity, water, HVAC, janitorial services.
- Staffing: Salaries for core staff (GM, event coordinator, tech crew, bartenders).
- Insurance: Liability, property, and liquor licenses (if applicable).

Variable Costs

- Event Production: Cost of performers, stage design, marketing.
- Bar & Concessions: Food, beverage, and inventory costs.
- Marketing & Promotion: Social media, email campaigns, print advertising.
- Technology & Equipment: Sound, lighting, ticketing software.

Staffing Plan

- Management Company (could include oversight, booking and technical elements)
- Marketing Manager (Part-Time) – Handles promotions, sponsorships, and outreach.
- Front-of-House Staff (Hourly) – Ushers, box office, and concessions staff.
- Bartenders & Catering Staff (Contract-Based) – As needed for events. Could be contracted through a partner or staffed independently

Ticket Price Market Ranges

- Plays - \$25 (small productions) to \$75 (large scale musicals)
- Concerts - \$25 (intimate series) to \$75 (VIP experience)
- Dance - \$25 (unknown local company) to \$75 (well known touring ensemble)
- Movies - \$5 (classics) to \$25 (interactive experience with speakers and talkbacks)

Break Even Plan

At its base concept, recouping a monetary investment would be the goal. However, consideration must be given to intangible benefits. It will be important to identify and place a value on the benefit the City and merchants will be receiving from the theatre operations.

Contributed vs. Earned Revenue

Most theatres are non-profit because they rely heavily on grants, sponsorships, foundations and donations (contributed revenue). In fact, the national trend for theatres is 50-60% of expenses covered by contributed revenue. This means if the annual cost to operate the Garden Theatre is \$500,000 annually, the ticket sale/concession goal would be \$250,000, and sponsorships /government investment would need to be \$250,000. (Note that when I was Executive Director of Garden Theatre, earned revenue was 70-75%, so it's possible to run higher earned percentages).

Plan Summary

A multi-purpose event venue requires a flexible space with strong event management. This option runs the risk of diluting the brand if not carefully curated.

Model Assessment

As a government body, it would be appealing to have minimal management responsibilities with an artistic product that connects the community, and allows for financial break even. Given Pros and Cons of each model, **I recommend a mix of a presenting model with limited rentals.** Find a third-party company (or companies) who can manage the space for you, and assume a portion of the risk. This may be achieved by paying a flat rate management fee plus a percentage of the admissions revenue or no management and split all revenue proportionate to the investment expenses. You may be able to find one company who is adept at managing all programming, or split the management relationships by programming desires (i.e. hire one company to manage the concert series, one to manage the movies, etc.). It would be ideal to attempt to find one company to manage it all.

A sample directive for this third-party management company would be to work with the City of Winter Garden, maybe through the Parks and Recreation Department, to establish a calendar request process. The City might have certain dates they would like to use the facility, and those dates should get priority in advance of the season planning. Then, as outside parties reach out to the City inquiring about utilizing the Garden Theatre, you can send them to the management company with your weighted recommendation for them renting the facility.

The recommendation would be to enter into a shorter-term (like 6 months to one year) relationship, and then create extension clauses based on performance outcomes. It is important to note that building audience loyalty from an outside company will take time, and you might not see stellar results right away, but should be looking for increases in audience throughout the first year, as well as repeat audience members into Year Two.

Programming Assessment

The recommendation is to create a balanced mix of programming to appeal to audiences who appreciate arts and small-town charm. Concerts and specific one-off tie-in events (like wrapped around city event holidays) is the most attractive core activity for the venue.

Recommended Programming Mix

Concert Series - 64%, 34 weekends (core programming)

Movie Series - 10%, 6 weekends

Camps and Classes - 9%, 5 weeks in summer, during the day and not to interfere with evening events

Dance Series - 7%, 4 weekends

Private & Public Rentals - 7%, 4 weekends

Dark - 3%, 2 weeks (one during Christmas and one in summer for maintenance)

Plays - 0%, do not recommend full run productions in Year 1; maybe build up to it in Year 2

Recommended Business Model Mix

City of Winter Garden/Parks and Rec Department Usage should have first availability in the calendar planning period to pick dates to use the venue. These desired dates would need to be shared prior to season planning and then as events arise (around planned activities) if available. Outside Rentals - The City of Winter Garden can send preferred rental companies to the management company for consideration, with a weighted recommendation on each requested event.

3rd Party Management Company Presented work - They would share season plans and receive feedback from the City of Winter Garden to present works, fill in calendar gaps with presented work and rentals.
Dark - 3%

This being said, I would recommend allowing the management company to present its slate of ideas so that the City may consider whether certain desirable dates (like around holidays) fit better as a Parks and Recreation-managed event or presented management company event.

This is only a guide, and should be adjusted as the market provides feedback and artistic opportunities emerge.

Addendum

Recommended Garden Theatre Rental Rates

	RATE	NON-PROFIT RATE
Garden Theatre Auditorium (includes one venue representative-required)	\$150 per hour	\$120 per hour
Technicians (min. one required)	\$25 per hour	\$25 per hour
Custodial	\$75 per event	\$75 per event
Insurance (in lieu of insurance certificate)	\$150 per event	\$150 per event

A la Carte Services

	RATE	NON-PROFIT RATE
Wireless Lavalier Microphone	\$75 per event	\$75 per event
Wireless Handheld Microphone	\$60 per event	\$60 per event
Wired Microphone	\$50 per event	\$50 per event
Projector and 12x24 Screen Bundle	\$100 per event	\$100 per event
DI (Direct Input) Box	\$25 per event	\$25 per event
Audio and/or Lighting Design	\$50 per hour	\$40 per hour
Audio and/or Light Equipment	3rd party rental rates	3rd party rental rates
Ticketing Services	\$200 includes 3 performances, \$50 each additional performance; plus \$2 per ticket	\$200 includes 3 performances, \$50 each additional performance; plus \$2 per ticket
Stagehands	\$20 per hour	\$20 per hour
Marquee (if available)	\$150 each side	\$150 each side

THE CITY OF WINTER GARDEN

From: Marc Hutchinson, Economic Development Director

Via: Jon Williams, City Manager

Date: April 16, 2025 **Meeting Date:** April 24, 2025

Subject: Summer Sidewalk Sale Event at Downtown Winter Garden

Discussion: The Summer Sidewalk Sale event will attract and offer shoppers an opportunity to experience our local Downtown stores with a bonus incentive to take advantage of numerous sales and promotions as the merchants close out the summer merchandise season and transition into fall and winter. In addition to the sales opportunities, the event also coincides with the back-to-school sales tax holiday period, providing shoppers with additional savings on eligible tax-exempt items priced at \$100 or less. The event will take place all day on Saturday August 2, 2025, and will include live music, merchandise setup on sidewalks, and will not require road closures.

Recommended Action: Motion to approve the special event application allowing the Summer Sidewalk Sale event in Downtown Winter Garden to take place on Saturday, August 2, 2025.

Attachments/References:

Summer Sidewalk Sale Special Event Application
Promotional Image for Event



CITY OF WINTER GARDEN
Community Development
300 West Plant Street
WINTER GARDEN, FL 34787

(407) 656-4111

WWW.WINTERGARDEN-FL.GOV

SPECIAL EVENT APPLICATION

OFFICIAL USE ONLY

DATE RECEIVED: _____

PERMIT FEE Pd. ON: _____ INIT. _____

PER CITY CODE 27.1.3 "SPECIAL EVENTS" ARE DEFINED AS ANY PUBLIC ASSEMBLY OF 100 OR MORE PEOPLE IN ANY PARK, SIDEWALK, ALLEY, LAKE OR OTHER PUBLICALLY OWNED AREA. COMPLETED APPLICATIONS SHOULD BE SUBMITTED NO LESS THAN 30 DAYS PRIOR TO THE FIRST DATE OF THE PROPOSED EVENT. EVENTS THAT REQUIRE CLOSURE OF ANY CITY STREET OR ARE ANTICIPATED HAVING MORE THAN 500 PEOPLE IN ATTENDANCE WILL REQUIRE APPROVAL OF THE CITY COMMISSION.

SPECIAL EVENTS ON CITY PROPERTY WHERE 500 OR MORE PEOPLE ARE REASONABLY ANTICIPATED TO BE IN ATTENDANCE OR WHERE THERE ARE REQUESTS FOR STREET CLOSURES WILL REQUIRE PRIOR APPROVAL BY THE CITY COMMISSION, AT LEAST FOUR WEEKS PRIOR TO THE SCHEDULED EVENT. THE APPLICANT MUST COMPLETE ALL OF THE FOLLOWING INFORMATION.

DATE OF APPLICATION: _____
ORGANIZATION/GROUP: _____ NON-PROFIT ☐ CORP ☐ INDIV. ☐
NAME OF EVENT: _____
CONTACT/REPRESENTATIVE: _____ PHONE # _____
ALT. PHONE #: _____ EMAIL: _____
EVENT LOCATION: _____ PROPOSED DATES: _____
HOURS: _____ ESTIMATED DAILY ATTENDANCE: _____
DATES & TIMES OF EVENT SETUP & BREAKDOWN: _____
SET UP: _____ BREAKDOWN: _____

PLEASE CHECK ALL OF THE FOLLOWING THAT APPLY:

TYPE OF EVENT

- ☐ FESTIVAL
- ☐ EXHIBIT(S)
- ☐ CARNIVAL/CIRCUS/FAIR
- ☐ GENERAL MEETING
- ☐ PARADE
- ☐ BLOCK PARTY OR PICNIC
- ☐ SPORTING EVENT/COMPETITION
- ☐ WEDDING/RECEPTION
- ☐ REVIVAL
- ☐ OTHER (EXPLAIN) _____

EVENT DETAILS

- ☐ ADMISSION CHARGE/TICKET SALES
- ☐ ALCOHOL SERVED
- ☐ ALCOHOL SALES
- ☐ FIREWORKS/PYROTECHNICS
- ☐ FOOD TRUCKS
- ☐ MERCH. VENDORS # OF: _____
- ☐ OPEN TO PUBLIC
- ☐ STREET/SIDEWALK CLOSURE
HOURS OF: _____
- ☐ CITY WATER USED
- ☐ EVENT HELP PREVIOUSLY
- ☐ CITY ELECTRIC USED

EQUIPMENT AT EVENT

- ☐ AMPLIFIED SPEAKING/MUSIC
HOURS OF: _____
- ☐ PORTABLE RESTROOMS
- ☐ SPORTS EQUIPMENT
- ☐ STAGE/PROPS/PRODUCTION
- ☐ TENTS # & SIZE OF: _____
- ☐ TEMPORARY EVENT SIGNAGE
- ☐ DUMPSTERS/RECEPTACLES
- ☐ COOKING EQUIPMENT USED
- ☐ GAS ☐ OPEN FLAME
- ☐ OTHER (EXPLAIN): _____



CITY OF WINTER GARDEN
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SPECIAL EVENTS POLICIES AND PROCEDURES

FOOD VENDING

THE DEPT. OF BUSINESS AND PROFESSIONAL REGULATION OF THE STATE OF FLORIDA REQUIRES THAT YOU NOTIFY THEIR DIVISION OF HOTELS AND RESTAURANTS NO LATER THAN THREE DAYS PRIOR TO ANY TEMPORARY EVENT WHERE FOOD WILL BE SOLD. ALL FOOD VENDORS MUST MEET MINIMUM SAFETY AND SANITATION REQUIREMENTS AND PAY A TEMPORARY EVENT LICENSING FEE IF THEY DO NOT ALREADY HOLD AN ANNUAL LICENSE WITH THE STATE OF FLORIDA. THE DIVISION OF HOTELS AND RESTAURANTS CAN BE REACHED AT 850-487-1395 OR VISIT http://www.myfloridalicense.com/dbpr/hr/licensing/GT_tempevents.html FOR MORE INFORMATION.

EVENT INSURANCE

LIMITS WILL IN MOST INSTANCES BE REQUIRED IN THE FOLLOWING AMOUNTS:

GENERAL AGGREGATE \$1,000,000 PRODUCTS AGGREGATE \$1,000,000

PERSONAL & ADVERTISING INJURY \$250,000 EACH OCCURRENCE \$250,000

FIRE LEGAL LIABILITY \$50,000 MEDICAL PAYMENTS \$2,000

CITY STAFF RESERVES THE RIGHT TO REQUEST INCREASED LIMITS DEEMED NECESSARY FOR CERTAIN HIGH-RISK ACTIVITIES. INDIVIDUALS, GROUPS WITHOUT INSURANCE, OR GROUPS THAT DO NOT PRODUCE AN APPROPRIATE CERTIFICATE OF INSURANCE TWO WEEKS PRIOR TO THE EVENT DATE WILL BE REQUIRED TO PURCHASE INDIVIDUAL EVENT POLICIES THROUGH THE CITY INSURANCE CARRIER AT LIMITS DEEMED NECESSARY BY CITY STAFF. PRICES FOR APPROPRIATE POLICIES ARE ESTABLISHED BY THE INSURANCE BROKER AND ARE NON-NEGOTIABLE. IF PROPER INSURANCE IS NOT OBTAINED OR PAID FOR AT LEAST TWO WEEKS PRIOR TO THE SCHEDULED EVENT, THE CITY RESERVES THE RIGHT TO CANCEL THE EVENT REQUEST.

PERMIT FEES

EVENTS WITH LESS THAN 25 IN ATTENDANCE: \$25.00

EVENTS WITH 25 - 200 PEOPLE IN ATTENDANCE: \$150.00 EVENTS

WITH OVER 200 PEOPLE IN ATTENDANCE: \$1,000.00

FEES

OTHER FEES WILL BE ASSESSED IF DEEMED NECESSARY BY CERTAIN APPLICABLE DEPARTMENTS. ALTHOUGH NOT AN EXHAUSTIVE LIST, FEES MAY BE ASSESSED FOR POLICE OFFICERS, POLICE SUPERVISORS, FIRE PROTECTION, EMT PERSONNEL, STREET BARRICADING, ELECTRIC USAGE, NECESSARY MAINTENANCE STAFF, TRASH RECEPTACLES & COLLECTION, OTHER NECESSARY STAFF ON-SITE DURING EVENT HOURS, ETC. BONDS OF UP TO \$5,000,000 MAY BE REQUIRED AT THE DISCRETION OF CITY STAFF FOR EVENTS WITH ATTENDANCE OVER 500 PEOPLE AND EVENTS HOSTING CERTAIN HIGH-RISK ACTIVITIES. ALL FEES MUST BE PAID IN FULL IN CASH, CERTIFIED CHECK OR MONEY ORDER AT LEAST TWO WEEKS PRIOR TO THE EVENT DATE TO AVOID CANCELLATION.

MISCELLANEOUS POLICIES

- BOUNCE HOUSES, INFLATABLES, AND ANY TYPE OF RIDES ARE NOT ALLOWED ON CITY PROPERTY.
- EVENT ADVERTISING WILL NOT INCLUDE ANY REFERENCE OF ENDORSEMENT BY THE CITY OF WINTER GARDEN.
- TEMPORARY EVENT SIGNAGE MUST MEET CITY CODE REQUIREMENTS. CONTACT W.G. CODE ENFORCEMENT FOR INFO.
- THERE ARE OTHER SPECIAL REQUIREMENTS FOR MOTION PHOTOGRAPHY PRODUCTION.
- THERE ARE SPECIAL REQUIREMENTS FOR FIREWORKS.
- ANY EVENT UTILIZING PLANT ST. AND EFFECTIVELY CLOSING THE WEST ORANGE TRAIL MUST NOTIFY ORANGE COUNTY PARKS AND RECREATION AT 407-654-1108.
- IF ANY PORTION OF A STATE ROAD IS TO BE CLOSED, A STATE D.O.T. REQUEST FORM MUST BE OBTAINED FROM THE WINTER GARDEN POLICE DEPT., COMPLETED AND RETURNED TO THE WGPD TO BE FILED WITH THE STATE OF FLORIDA. SUCH REQUESTS SHOULD BE SUBMITTED AT LEAST SIX WEEKS PRIOR TO THE EVENT DATE.
- MAY BE REQUIRED TO MEET WITH CITY TO PRESENT DETAILS OF EVENT.

APPROVAL PROCESS

COMMUNITY DEVELOPMENT, ECONOMIC DEVELOPMENT, CITY MANAGER AND PARKS & RECREATION DEPARTMENTS WILL REVIEW ALL REQUESTS AND FORWARD TO ADDITIONAL DEPARTMENTS AS NEEDED. YOU MAY BE CONTACTED TO PROVIDE FURTHER INFORMATION. YOU WILL BE NOTIFIED OF INITIAL APPROVAL, ADDITIONAL FEE REQUIREMENTS AND IF FURTHER COMMISSION APPROVAL WILL BE REQUIRED IN 2 TO 4 WEEKS. CONDITIONS OF APPROVAL DOCUMENT MAY BE INCLUDED AS PART OF FINAL APPROVAL.



CITY OF WINTER GARDEN
Community Development
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WINTER GARDEN, FL 34787

(407) 656-4111
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SPECIAL EVENTS

PLEASE PROVIDE A GENERAL DESCRIPTION OF THE EVENT THAT INCLUDES ALL FEATURES BEING PROPOSED TO TAKE PLACE. ELABORATE ON ANY 7 OF THE ABOVE CHECKED ITEMS, IF NECESSARY: (USE BACK IF NEEDED)

NO APPLICATION WILL BE ACCEPTED UNLESS THE FOLLOWING ITEMS ARE INCLUDED.

(APPROVAL PROCESS WILL NOT BEGIN UNTIL THE FOLLOWING IS SUBMITTED):

- COPY OF 501C-3 FORM SIGNIFYING NON-PROFIT STATUS (IF APPLICABLE)
- SITE PLAN INDICATING ALL AFFECTED AREAS, STREETS PROPOSING TO BE CLOSED, TEMPORARY POWER SOURCES TO BE INSTALLED, PORTABLE RESTROOM LOCATIONS, VENDOR PLACEMENT, PARADE ROUTE OR ANY OTHER SIGNIFICANT FEATURES.
- COPY OF APPLICANT'S INSURANCE CERTIFICATE NAMING THE CITY OF WINTER GARDEN AS ADDITIONALLY INSURED.
- IF ATTENDANCE IS REASONABLY ANTICIPATED TO BE GREATER THAN 100 PEOPLE, YOU SHOULD ALSO INCLUDE A PLAN FOR :
 - SANITATION – RESTROOM, PORT-O-LET PLACEMENT, POTABLE WATER, TRASH RECEPTACLES & COLLECTION PLAN, ETC.
 - PARKING AND TRAFFIC – REROUTING TRAFFIC AROUND BLOCKED STREETS, PARKING FOR EVENT PATRONS, ETC.
 - MEDICAL CARE – FIRST AID STATIONS, EMS SERVICES, AMBULANCE ON SITE, ETC.
 - SECURITY – OFF-DUTY OFFICERS SCHEDULES, SECURITY SERVICE UTILIZED, # OF EVENT STAFF IN ATTENDANCE, ETC.
- IF YOU WANT TO HAVE ANY SIGNAGE, PLEASE PROVIDE A SITE PLAN SHOWING WHERE SIGNS ARE PROPOSED (THE CITY PROHIBITS SNIPE SIGNS).

FOR OFFICIAL USE ONLY			
TECHNICIAN INITIAL: _____	DATE RECEIVED: _____	☐	FEE PAID
CITY MANAGER/DESIGNEE: _____	DATE: _____	APPROVED: ☐ Yes / ☐ No	
CONDITIONS: _____			

