



Business Impact Estimate

This form should be included in agenda packet for the item under which the proposed ordinance is to be considered, and must be posted on the City's website by the time notice of the proposed ordinance is published.

Proposed ordinance's title/reference: **Ordinance 25-22** - Amending Code Sections 22-26, 22-27, 22-30, 22-34, and 22-35 relating to Agents, Peddlers, and Solicitors

This Business Impact Estimate is provided in accordance with Section 166.041(4), *Florida Statutes*. If one or more of the boxes are checked below, the checked exception(s) to the Business Impact Estimate requirement apply to the above-referenced proposed ordinance, although, the City is implementing the procedure otherwise required by law to ensure that no inadvertent procedural issue could impact the enactment of the proposed ordinance.

- The proposed ordinance is required for compliance with Federal or State law or regulation;
- The proposed ordinance relates to the issuance or refinancing of debt;
- The proposed ordinance relates to the adoption of budgets or budget amendments, including revenue sources necessary to fund the budget;
- The proposed ordinance is required to implement a contract or an agreement, including, but not limited to, any Federal, State, local, or private grant, or other financial assistance accepted by the
- The proposed ordinance is an emergency ordinance;
- The ordinance relates to procurement; or
- The proposed ordinance is enacted to implement the following:
 - a. Part II of Chapter 163, *Florida Statutes*, relating to growth policy, county and municipal planning, and land development regulation, including zoning, development orders, development agreements and development permits;
 - b. Sections 190.005 and 190.046, *Florida Statutes*, regarding community development districts;
 - c. Section 553.73, *Florida Statutes*, relating to the *Florida Building Code*; or
 - d. Section 633.202, *Florida Statutes*, relating to the *Florida Fire Prevention Code*.

In accordance with the provisions of controlling law, even notwithstanding the fact that, an exemption noted above may apply, the City hereby publishes the following information:

1. Summary of the proposed ordinance (must include statement of the public purpose, such as serving the public health, safety, morals, and welfare):

Ordinance 25-22 would amend City of Winter Garden Code Sections 22-26, 22-27, 22-30, 22-34, and 22-35. The ordinance would revise the definition of “solicitor”; prohibit certain activities of solicitors, agents, and peddlers; revise requirements and procedures for solicitor permits; remove exemptions from solicitation permitting for nonprofit entities; and provide a new procedure for residents and businesses to opt out of being solicited.

The purpose of this ordinance is improve the safety and welfare of Winter Garden residents by providing more agency about what solicitation activities they are subjected to within their private residences, workplaces, and in public.

2. Estimate of direct economic impact of the proposed ordinance on private, for-profit businesses in the City:

The impact this ordinance would have on private, for-profit businesses would be limited to those who utilize door-to-door or public solicitation as part of their business model. If so, these businesses would still need to apply for an Open Air Solicitors Permit with the City (this will not change), but the ordinance stipulates that no solicitation can be done within public rights-of-way. The ordinance also requires solicitors abide by the City’s new No Solicitation List, and any residential or commercial entity that signs up for this list will not be subjected to solicitation activities.

3. Estimate of direct compliance costs that businesses may reasonably incur:

No direct compliance costs should be incurred by businesses as a result of adopting this ordinance.

4. Any new charge or fee imposed by the proposed ordinance:

No new charges or fees will be imposed by this ordinance.

5. Estimate of the City’s regulatory costs, including estimated revenues from any new charges or fees to cover such costs:

The estimated regulatory costs to the City will be minimal. The City’s Police Department will be required to maintain records of residences and businesses who opt to be part of the new No Solicitation List, but efforts are underway to streamline and automate this process.

6. Good faith estimate of the number of businesses likely to be impacted by the proposed ordinance:

The proposed ordinance should only have an impact on businesses that utilize door-to-door or public solicitation as part of their business model. While Winter Garden does not have an exact number of such businesses currently operating in the City, the number of companies who apply for and receive Open Air Solicitors Permits in any given year is typically very low (less than 10). This year to date (2025), only one business has applied for and received an Open Air Solicitors Permit.

7. Additional information (if any, but may wish to include the methodology used to derive information for #1 and #2, above. For example: City staff solicited comments from businesses in the City as to the potential impact of the proposed ordinance by contacting the chamber of commerce, social media posting, direct mail or direct email, posting on City website, public workshop, etc. You may also wish to include efforts made to reduce the potential fiscal impact on businesses based on feedback from businesses. You may also wish to state here that the proposed ordinance is a generally applicable ordinance that applies to all persons similarly situated (individuals as well as businesses) and, therefore, the proposed ordinance does not impose costs only upon businesses.):

N/A