

Travel & Tourism

## Winter Park's Timbers Resorts to add jobs, office space as part of new strategy



A local resorts company is planning for more growth and diversification.



By **Richard Bilbao** – Digital Producer/Senior Staff Writer, Orlando Business Journal

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### IN THIS ARTICLE

**Recreational Tourism**

Topic

**Hotels & Lodging**

Topic

**Darryl Hoffman**

Person

**Greg Spencer**

Person

Timbers Resorts plans to hire more workers and grow its office space as part of a larger strategic plan.

In May, the company said it would diversify its brand, with the resorts brand operating under a larger umbrella called Timbers Co. It's making the move "in anticipation of introducing new Timbers Resorts locations and launching additional brands," said a news release.

This is the latest step for the company that moved its headquarters from Aspen, Colorado, to Winter Park in 2018 into an 8,000-square-foot office at 1031 W. Morse Blvd. The company came with plans to create 80 new jobs – of which 25 have been filled, according to Orange County records.

"We are embarking on an exciting period of growth and diversification, adding key members to our corporate team, new Timbers Resorts locations and new brands," said **Greg Spencer**, CEO of Timbers Co., in a prepared statement.



Timbers Resorts CEO Greg Spencer

TIMBERS RESORTS

Here, Spencer spoke with OBJ about new Florida resort opportunities, growing its local presence and more.

**How many local jobs will this new effort create?** We currently have six unfilled corporate positions and expect the launch of our new business endeavors to expand our corporate team by roughly 30 people over the next couple of years.

**Are there new resort opportunities in Florida, and if so, where?** While our business expansion efforts were postponed by a year due to Covid, we are pursuing opportunities throughout the state, primarily in the coastal areas of South Florida. We hope to be able to announce new properties in the coming months.

**What are the growth opportunities in Orlando? Resort acquisition and/or new construction?** We have looked at a couple of opportunities in the greater Orlando area, all of which were existing assets with a repositioning opportunity. We really are not seeing distressed opportunities, so value-add and repositioning opportunities are our focus right now.

**Will these plans grow Timbers' Winter Park HQ?** Amazingly, we blinked and we are out of space. We probably will need another 10,000 square feet of office space at some point over the next year or so. [Darryl Hoffman](#) from JLL found our initial space and has been great about staying in touch on our office needs. He was a pivotal resource in our initial relocation.

**Will the company seek local office space for this expansion for the call center or other operations?** For now, we have just relocated the call center into our existing space, but we are outgrowing that quickly. While all markets in the greater Orlando area are great, we are committed to Winter Park, and if we cannot secure space within our existing building, we will stay in this market.