



**20
23**

**DOWNTOWN DEVELOPMENT BOARD
+ COMMUNITY REDEVELOPMENT AGENCY**

**ANNUAL
REPORT**



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MESSAGE FROM THE MAYOR

Downtown Orlando continues to grow, attracting new residents, visitors, businesses and events. With \$1.2 billion in ongoing development investment, there's more progress on the horizon. That progress supports our efforts to create a downtown that serves as a real neighborhood for every person. This doesn't happen without great collaboration.

The upcoming pages detail our collective achievements in 2023 and are a showcase of our gratitude to our community partners and businesses that enrich downtown and help create meaningful experiences. Together we will continue to work to move downtown forward. Thank you for your partnership.

Buddy Dyer
Mayor



MESSAGE FROM THE EXECUTIVE DIRECTOR

It brings me great joy to step into the role of Executive Director for the City of Orlando's Downtown Development Board and Community Redevelopment Agency.

I am genuinely excited and thankful for the dedication and passion of our community, stakeholders, and team members who work tirelessly to make a positive impact on downtown and the lives of those in our communities. Over the past year, we've experienced growth through exciting new developments, business openings, and engaging experiences that have drawn people back to explore downtown Orlando.

Last year, we continued to work on our Downtown Action Plan (Project DTO 2.0), a continuation of the visionary work of Project DTO. This action-oriented master plan focuses on streets, civic spaces, mobility options, districts, and neighborhoods. South Eola and Creative Village secured impressive rankings of 2 and 10 among the top 14 neighborhoods in Orlando. Collaborating with OUC, we upgraded light fixtures on our streets and for holiday activations, creating a safer and more pedestrian-friendly environment. We began leasing 30 South Orange which resulted in the creation of a remarkable mural in partnership with Visit Orlando showcasing our commitment to enhancing the community, and much more.

The vibrancy of downtown Orlando was illuminated with the launch of "Luminary Nights on the Green" at Luminary Green Park, in Creative Village with a 20-minute show turns the iconic ORLANDO sign into a canvas that comes alive with projected animations and lighting to music, all while showcasing the unique and authentic features of our city. Additionally, updates were made to our DTO Retail and Restaurant Program to encourage the expansion and recruitment of new retailers and restaurants to help establish downtown Orlando as a food and retail destination.

Exciting opportunities lie ahead as we continue to work together to shape our community and I am enthusiastic about serving and connecting with you as we embark on this journey together.

David Barilla, Executive Director
City of Orlando's Downtown Development Board + Community Redevelopment Agency

IN MEMORIAM: THOMAS C. CHATMON, JR.

Our former Executive Director of the City of Orlando's Downtown Development Board and Community Redevelopment Agency passed in July 2023. Thomas Chatmon was the heart and soul of our team and downtown hub for many years. He played a vital role in several major downtown developments, including Creative Village, Kia Center, the Dr. Phillips Center for the Performing Arts, Chase Plaza, and 55 West. He also helped formulate the city's response to the Covid-19 pandemic's negative impact on downtown businesses. We miss him with heavy hearts, and we will continue to honor his work and legacy as we work towards building the downtown he always dreamed.



DEMOGRAPHICS

Summary	Census 2010	Census 2020	2023	2028				
Population	13,574	19,501	21,357	23,540				
Households	7,538	11,014	12,122	13,670				
Families	1,728	3,125	2,575	2,827				
Average Household Size	1.58	1.61	1.62	1.60				
Owner Occupied Housing Units	1,581	1,926	2,102	2,180				
Renter Occupied Housing Units	5,957	9,088	10,020	11,490				
Median Age	37.3	35.0	38.6	38.8				
Trends: 2023-2028 Annual Rate	Area	State	National					
Population	1.97%	0.63%	0.30%					
Households	2.43%	0.77%	0.49%					
Families	1.88%	0.74%	0.44%					
Owner HHs	0.73%	0.93%	0.66%					
Median Household Income	4.45%	3.34%	2.57%					
Households by Income	2023		2028					
	Number	Percent	Number	Percent				
<\$15,000	2,331	19.2%	2,355	17.2%				
\$15,000 - \$24,999	1,145	9.4%	1,027	7.5%				
\$25,000 - \$34,999	771	6.4%	766	5.6%				
\$35,000 - \$49,999	993	8.2%	996	7.3%				
\$50,000 - \$74,999	1,605	13.2%	1,655	12.1%				
\$75,000 - \$99,999	1,285	10.6%	1,442	10.5%				
\$100,000 - \$149,999	1,937	16.0%	2,567	18.8%				
\$150,000 - \$199,999	757	6.2%	1,208	8.8%				
\$200,000+	1,299	10.7%	1,655	12.1%				
Median Household Income	\$60,711		\$75,489					
Average Household Income	\$98,638		\$114,007					
Per Capita Income	\$56,448		\$66,572					
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	509	3.7%	601	3.1%	681	3.2%	786	3.3%
5 - 9	407	3.0%	592	3.0%	596	2.8%	597	2.5%
10 - 14	318	2.3%	540	2.8%	518	2.4%	524	2.2%
15 - 19	355	2.6%	749	3.8%	881	4.1%	871	3.7%
20 - 24	1,158	8.5%	1,647	8.4%	1,646	7.7%	2,049	8.7%
25 - 34	3,592	26.5%	5,639	28.9%	5,027	23.5%	5,432	23.1%
35 - 44	1,875	13.8%	2,831	14.5%	3,160	14.8%	3,579	15.2%
45 - 54	1,663	12.3%	1,929	9.9%	2,085	9.8%	2,352	10.0%
55 - 64	1,129	8.3%	1,696	8.7%	2,025	9.5%	2,099	8.9%
65 - 74	924	6.8%	1,433	7.3%	2,132	10.0%	2,356	10.0%
75 - 84	956	7.0%	1,048	5.4%	1,617	7.6%	1,855	7.9%
85+	689	5.1%	796	4.1%	989	4.6%	1,041	4.4%
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	8,394	61.8%	10,132	52.0%	10,847	50.8%	11,671	49.6%
Black Alone	4,012	29.6%	4,812	24.7%	5,280	24.7%	5,654	24.0%
American Indian Alone	38	0.3%	53	0.3%	63	0.3%	77	0.3%
Asian Alone	442	3.3%	927	4.8%	1,093	5.1%	1,325	5.6%
Pacific Islander Alone	4	0.0%	17	0.1%	19	0.1%	21	0.1%
Some Other Race Alone	336	2.5%	1,186	6.1%	1,391	6.5%	1,749	7.4%
Two or More Races	348	2.6%	2,374	12.2%	2,665	12.5%	3,043	12.9%
Hispanic Origin (Any Race)	1,719	12.7%	3,913	20.1%	4,511	21.1%	5,234	22.2%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

January 02, 2024

DEVELOPMENT ACTIVITY



DEVELOPMENT ACTIVITY

At the end of 2023, there were nine projects underway in downtown Orlando representing \$1.2 billion in investment. These projects include 2,067 residential units, 831,500 sq. ft. of retail space, 810 hotel rooms, and 970,800 sq. ft. of office space. Furthermore, there are 20 proposed projects representing more than \$1.45 billion in investment, 4,258 residential units, 556 hotel rooms, 136,162 sq. ft. of retail space, and 321,045 sq. ft. of office space.

The downtown market saw the construction of several notable projects. Among them includes Society Orlando - an \$85 million mixed-use development that includes 462 dwelling units and 32,000 sq. ft. of retail space.

Another significant development includes the construction of Parramore Oaks (Phase II), a CRA initiated affordable housing project. This new phase will provide an additional 92 affordable housing units whose designs will be consistent with the first phase of Parramore Oaks, which is currently occupied.



SOCIETY ORLANDO

PARRAMORE OAKS (PHASE II)



COMMUNITY REDEVELOPMENT AGENCY GOALS



COMMUNITY REDEVELOPMENT AGENCY

2023 PROJECTS

Projects	2022/2023 Expenditures	Total Expenditures	Status	Plan Page	Section	Opportunity	Strategy
Holiday Lights Expansion	\$486,713.00	\$486,713.00	Completed	4-38	4D	4	6
CRA Single-Family Homes (Phase 3)*	\$802,532.00	\$1,282,532.00	Ongoing	4-25	4C	1	10
						2	6
Art ²	\$1,907,198.98	\$1,988,467.98	Ongoing	4-15 4-38	4B	4	3
						1	2,3
						2	2
Downtown Master Plan	\$621,078.00	\$903,675.00	Ongoing	4-1 4-58	4A	1	1,2,3,4
						1	1
						2	2,3,5
Ambassador Program	\$990,274.00	\$990,274.00	Started	4-58	4F	3	1,2,3,4
						2	1
Community Policing Innovation	\$2,200,000.00	\$3,655,000.00	Started	4-58 4-67	4F	2	1
						5	1
Downtown Lighting Improvement	\$864,172.00	\$864,172.00	Ongoing	4-25	4C	2	4
Maxey Crooms House	\$250,000.00	\$250,000.00	Completed	4-25	4C	1	2,3,9
1 North Rosalind Avenue Pocket Park	\$269,549.60	\$701,405.60	Completed	4-15	4B	1	1
Tree Grates	\$49,999.50	\$49,999.50	Started	4-25 4-1 4-58	4C	2	2,5
						4A	2
						4F	5
Downtown Receptacles	\$87,517.80	\$87,517.80	Completed	4-58	4F	2	1
Lucerne Gateway Improvements	\$45,599.71	\$45,599.71	Started	4-15	4B	2	2
						2	1,2,3
Sperry Fountain	\$10,000.00	\$10,000.00	Started	4-25 4-15	4C	2	2,4
						4B	5,7
The Canopy (formerly Under-i)	\$490,189.45	\$490,189.45	Started	4-15	4B	1	1
						2	4
						4	1
Luminary Green Additional Amenities	\$1,289,582.17	\$1,963,150.35	Completed	4-15 4-77	4B	1	1,2
						4H	2
Lake Eola Ting	\$13,978.97	\$13,978.97	Started	4-15	4B	1	5
Downtown Arts District Street Murals	\$20,850.00	\$20,850.00	Started	4-38	4D	1	2,3
Thornton Park District Mural - Rosalind & Central	\$85,000.00	\$85,000.00	Completed	4-38	4D	1	2,3
Total	\$10,484,235.18	\$13,888,525.36					

* Affordable housing initiative

COMMUNITY REDEVELOPMENT AGENCY

2023 FUNDS AWARDED BY PROGRAMS

Programs	Awarded	2023 Expenditures	Completion Date
Downtown Commercial and Residential Building Improvement Program (DCRBIP)/DTO Façade Program (DFP) CRA Plan Section 4C Housing & Neighborhoods; Opportunity 1, Strategy 10; Opportunity 2, Strategy 3			
619 North Eola Drive	\$8,680.00	-	Started
647 West Anderson Street	\$4,888.32	-	Started
530 Lake Avenue	\$5,750.00	-	Started
33 East Robinson Street	\$105,382.40	-	Started
712 East Washington Street	\$34,569.00	-	Started
642 West Church Street	\$157,406.80	-	Started
Retail Stimulus Program/DTO Restaurant Program/DTO Retail Program CRA Plan Section 4F Marketplace (Retail & Services); Opportunity 1, Strategy 4; Opportunity 3, Strategy 4 CRA Plan Section 4H Business Environment; Opportunity 1, Strategy 1,3,4; Opportunity 2, Strategy 5			
Gravity Taproom	\$100,000.00	\$81,250.00	Completed
White Rabbit	\$100,000.00	-	Started
Eola Nail Skin Care Bar	\$100,000.00	\$25,000.27	Started
The Bao Spot	\$133,880.00	-	Started
Mango Fresh	\$100,000.00	-	Started
Allure Orlando	\$125,000.00	-	Started
Mason's Lobster	\$100,000.00	-	Started
BluWave Sushi	\$50,000.00	-	Started
Goldfingers Aesthetics	\$89,792.50	-	Started
Luxe Med Spa	\$200,000.00	-	Started
Nectar Aesthetics	\$94,685.20	-	Started
High Wage/High Value Job Creation Program (HWHV) CRA Plan Section 4F Marketplace (Retail & Services); Opportunity 1, Strategy 1 CRA Plan Section 4H Business Environment; Opportunity 1, Strategy 1; Opportunity 2, Strategy 2			
Home Lending Pal, Inc	\$990,500.00	-	Ongoing
Iron Galaxy Orlando, LLC	\$135,000.00	-	Ongoing
Minority/Women Entrepreneur Business Assistance Program CRA Plan Section 4C Housing & Neighborhoods; Opportunity 3, Strategy 4 CRA Plan Section 4F Marketplace (Retail & Services); Opportunity 1, Strategy 4; Opportunity 3, Strategy 4 CRA Plan Section 4H Business Environment; Opportunity 1, Strategy 1,4; Opportunity 2, Strategy 5			
Taiche Professional Medical Services, LLC	\$20,602.25	\$15,173.65	Started
Flamingo's Café	\$39,823.00	-	Started
TOTAL	\$1,413,052.67	\$121,423.92	

OFFICE MARKET AND EMPLOYMENT



OFFICE MARKET AND EMPLOYMENT

Downtown Orlando ended 2023 with an occupancy rate of 90.5%. At the end of 2023, the majority of office space in downtown Orlando was class A at 67.0%, while office space categorized as Class C had the highest occupancy rate (95.9%). Between Q1 2023 and Q3 2023, a total of 277,913 sq. ft. of office space was leased in downtown Orlando.

Some notable leasing activities were United Community Bank at 450 South Orange Avenue (26,000 sq. ft.), a renewal of Citrus Club at 255 South Orange Avenue (21,049 sq. ft.), and Radixx Solutions International at 20 North Orange Avenue (15,129 sq. ft.).

90.5%
OCCUPANCY RATE

277,913 SQ. FT.
OF OFFICE SPACE LEASED
BETWEEN Q1 2023 AND Q3 2023



BUSINESS INCENTIVES

CityArts Café



DOWNTOWN COMMERCIAL AND RESIDENTIAL BUILDING IMPROVEMENT PROGRAM/DTO FAÇADE PROGRAM

The Downtown Commercial and Residential Building Improvement Program was created in 2008 by the Community Redevelopment Agency to encourage the reuse of vacant or underutilized properties, improve appearance, and support the long-term viability of downtown Orlando. The program guidelines were updated in 2023. Given the increase in costs associated with construction, there was a desire to amend the program to adjust funding amounts. In addition, other approved changes included a new program name, DTO Façade Program (DFP); modifying the eligible improvements and ineligible items lists found in the guidelines; and adding “focus areas.” These “focus areas” were identified as key commercial corridors in which additional investment would encourage business-to-consumer concepts to enter the area, resulting in increased pedestrian activity. The purpose of the approved changes were to continue to assist downtown property owners with heavy maintenance and appropriate replacement of key façade features as was contemplated by the DTO Outlook.

Five applicants were approved for funding in 2023, totaling \$311,788.20. One of the notable applicants, 642 West Church Street, was approved for \$157,406.80 in funding assistance for roof repair, windows, doors, HVAC, electrical, plumbing, fencing and structural improvements. One of the building’s tenants is J. Henry’s Barber Shop, one of Parramore’s long serving and beloved businesses. Orlando City Council voted to restore the building that was damaged by fire. The applicant’s capital investment in the project was estimated at approximately \$200,000.

Another approved applicant for the DTO Facade Program was 33 East Robinson Street. The applicant was granted \$105,382.40 in funding assistance for signage, roof, HVAC, and painting. The applicant’s capital investment in the project is estimated at approximately \$132,000.



MINORITY/WOMEN ENTREPRENEUR BUSINESS ASSISTANCE PROGRAM

The Minority/Women Entrepreneur Business Assistance (MEBA) Program is an incentive program that was established to retain existing minority or women-owned businesses located within the Parramore district and to attract new minority or women-owned businesses to this area.

Taiche Professional Medical Services, located at 595 West Church Street, Suite F, applied for funding under the MEBA program. Taiche Professional Medical Services offers facials, IV therapy, and botox. They were approved for \$20,602.25 in funding assistance for capital equipment, rental abatement, and marketing assistance.

Additionally, Flamingo's Café, located at 595 West Church Street, Suite D, applied for funding under the MEBA program. Flamingo's Café offers a variety of food, including pizza, sandwiches, and coffee. They were approved for \$39,805.00 in funding assistance for capital equipment, rental abatement, and marketing assistance.

RETAIL STIMULUS PROGRAM/DTO RETAIL PROGRAM/DTO RESTAURANT PROGRAM

The former Retail Stimulus Program was divided into two programs, the DTO Retail Program and the DTO Restaurant Program. Funding is higher for the DTO Restaurant Program due to the higher build-out cost for high-quality dining restaurants. In addition, other changes included modification of the funding, eligible improvements, and ineligible businesses as well as the addition of "focus areas." These "focus areas" were identified as key commercial redevelopment corridors in which additional investment would encourage business-to-consumer concepts to enter the area, resulting in increased pedestrian activity.

One of the notable approvals, Luxe Med Spa Aesthetics, was granted \$200,000 in funding assistance for plumbing, drywall, mechanical, electrical, HVAC, lighting, flooring, and life safety improvements. The applicant's capital investment in the project is estimated at approximately \$1,328,656.

Additionally, The Bao Spot was approved for \$133,880 in funding assistance for signage, roof, HVAC, and painting for the property located at 36 East Jackson Street. The applicant's capital investment in the project is estimated at approximately \$150,000.





TAKING ACTION AGAINST GRAFFITI PROGRAM

A new incentive program was launched, Taking Action Against Graffiti, or TAAG, which allows owners of commercial, apartment, or office buildings to apply for an 80% match, or up to \$4,000 from the CRA to remove tags and add lighting, plants, a mural, or protective coating to prevent future graffiti.

Businesses within the Downtown Community Redevelopment Area can apply for a part of the \$100,000, budgeted by the Community Redevelopment Agency to be spent within its boundaries. The city adopted a similar program with \$48,000 from the city budget for those outside of the CRA.

DOWNTOWN ORLANDO TRANSFORMATIONS



MEMORIALS INSTALLED AT LUMINARY GREEN PARK IN CREATIVE VILLAGE

On February 3 at Luminary Green Park in Creative Village, Orlando Mayor Buddy Dyer and District 5 City Commissioner Regina I. Hill introduced monuments honoring the “luminaries” of Parramore and those who have preceded us that have left a lasting impact on our community.

ORLANDO FRINGE OPENED FRINGE ARTSPACE

Orlando Fringe opened Fringe ArtSpace at 54 West Church Street. Fringe ArtSpace focused on building a dynamic, inspiring community of artists and art lovers with the purpose of providing artists a safe environment to create, experiment, collaborate, and showcase their creations.

ORANGE COUNTY LIBRARY SYSTEM CELEBRATED ITS 100TH ANNIVERSARY

In 2023, Orange County Library System celebrated 100 years of service to the community. The Albertson Public Library opened its doors for the first time on November 8, 1923, and over the years, evolved to become the library we know today. All year long, they hosted special events and programs that illuminated their history in honor of 100 years.

DOWNTOWN AMBASSADOR PROGRAM CHANGED PROVIDERS TO ALLIED UNIVERSAL

We changed providers for the Downtown Ambassador program to Allied Universal. The program still offers the same services. They continue to be a resource for anyone in downtown Orlando to create a welcoming experience. They are also trained to accommodate the homeless.

NEW TREES ON PINE STREET

As part of fulfilling the CRA plan goal of adding shade and pedestrian amenities, we have been working towards a cleaner, greener, and cooler sidewalk space for everyone to enjoy. We planted new Japanese Blueberry, Bottlebrush, and Eagleston Holly trees on Pine Street to increase shade coverage throughout downtown.





LUMINARY NIGHTS ON THE GREEN

We launched a 20-minute show that turns the iconic ORLANDO sign into a canvas that comes alive with projected animations. It also includes lighting that is synchronized to music, all while showcasing the unique and authentic features of Orlando, like nature, innovation, thrills, and hospitality. The show runs continuously every evening starting at dusk until 10 p.m.

NEW LIGHTING ON LAKE LUCERNE

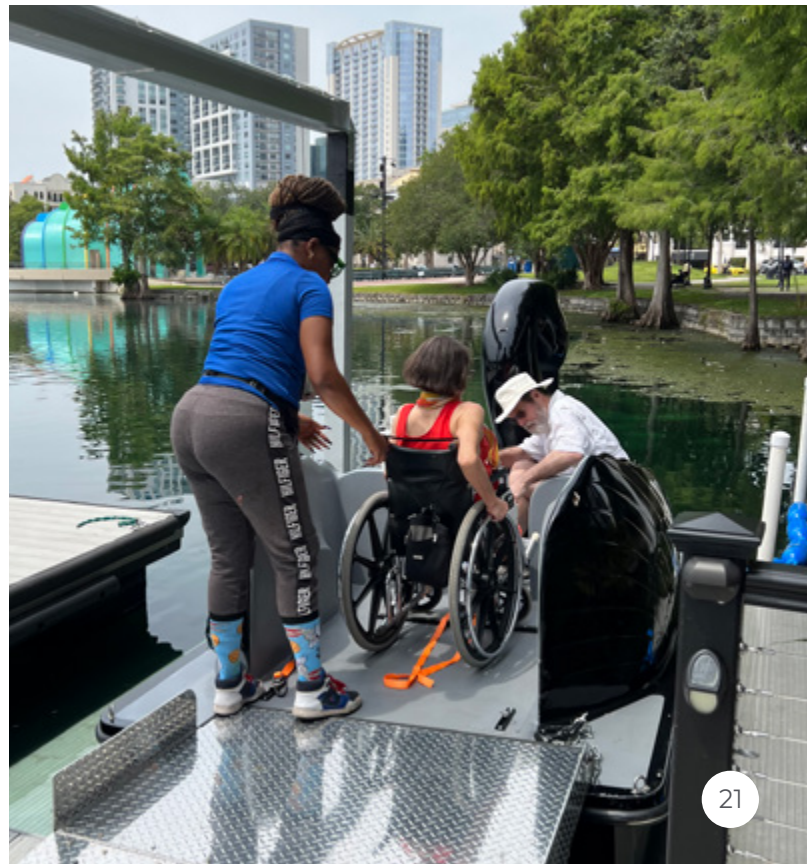
We worked with Orlando Utilities Commission (OUC) on increasing lighting by upgrading existing light fixtures to LED. In total, about 100 fixtures were upgraded on Lucerne Circle, Orange Avenue, and Rosalind Avenue.

NEW LIGHTING ON WEBER STREET

We teamed up with OUC to give Weber Street a makeover. North Orange Avenue to North Magnolia Avenue has brand-new LED lights installed. It's part of our bigger plan to make more pedestrian-friendly spaces in our neighborhood. By upgrading these lights, we're not just making the area safer, but we're also making it more inviting for residents and locals to enjoy.

SWAN BOAT ACCESSIBILITY

The addition of accessible wheelchair ramps to our swan boats at Lake Eola Park is a significant step towards inclusivity and accessibility for individuals with disabilities. These ramps provide a practical solution, allowing wheelchair users to comfortably board and enjoy our swan boat rides, ensuring that everyone can partake in the experience. The implementation of wheelchair ramps enhances the overall accessibility, promoting equal opportunities for individuals with mobility challenges.



GROUNDBREAKING FOR THE FUTURE GATEWAY TO LAKE EOLA PARK

Orlando Mayor Buddy Dyer and District 4 City Commissioner Patty Sheehan joined the Orlando Land Trust (OLT), for the groundbreaking of the future gateway to Lake Eola Park at 1 North Rosalind Avenue. This groundbreaking, where a former 7-11 store sat, allows for the creation of a new interim plaza and green space for the park.



THE LAKE EOLA BANDSHELL CELEBRATES 100 YEARS



LAKE EOLA MASTER PLAN RECEIVED THE 2023 FLORIDA CHAPTER OF AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS (ASLA) DESIGN AWARD



LAKE EOLA WAS VOTED ORLANDO WEEKLY'S BEST CITY PARK FOR THE 10TH YEAR IN A ROW.

BUSINESS OPENINGS AND UPDATES

THE GRAND BOHEMIAN NEWLY REIMAGINED

The Grand Bohemian Hotel underwent a transformation as they renovated the theme of their hotel. From the lobby, rooms, conference spaces, rooftop lounge, and more. The hotel is now themed with beautiful shades of gold and blue that give it a luxurious feel. The reimagined spaces have been designed as a sanctuary of sophistication and inspiration for all guests and locals to enjoy.

AMWAY CENTER RE-NAMED TO KIA CENTER

The venue was renamed to Kia Center on December 20, 2023, in honor of Kia America's position as the official automotive partner of the National Basketball Association and Orlando Magic. The arena has hosted numerous milestone events, including NBA All-Star Weekend, NCAA March Madness and Wrestlemania 33, as well as sold-out concerts, such as Ed Sheeran, Taylor Swift, and Justin Timberlake. Over the course of a year, you'll find NBA and collegiate basketball, ice hockey, arena football, boxing, mixed martial arts, concerts, family shows, exhibitions and other major events hosted at this environmentally friendly venue.



TAICHE GRIFFIN PROFESSIONAL MEDICAL SERVICES

Taiche Griffin Professional Medical Services is a Black-owned urban medical, wellness, and beauty spa located in Parramore. Taiche Medical qualified for the Minority/Women Entrepreneur Business Assistance (MEBA) Program funding for assistance with rent, marketing, expansion costs, and capital equipment.

PRETTYSMART STUDIOS

PrettySMART Studios is an event space and media production company founded by creatives for creatives. PrettySMART Studios is designed to serve the creative community as a shared co-working space, while providing media services such as photography, videography, project and music management, and event or production space for others.

CITYARTS CAFÉ

CityArts Café opened in the Downtown Arts District. CityArts Café offers a place to enjoy something to eat and drink, or as a brief stop during a tour of the galleries.

CITY BEAUTIFUL CAFÉ

Located on the first floor of City Hall, the City Beautiful Café has a range of breakfast, lunch, coffee, and desserts for your enjoyment served in a modern setting.

THE BAO SPOT

The Bao Spot is a trendy quick-service restaurant, with specialty small plates, local draft beers, and Baos. Baos are fluffy warm Asian buns filled with modern recipes.

GRAVITY TAPROOM

Specializing in house-made Neapolitan-style pizzas and an array of shareable dishes straight from their brick-fired oven, Gravity Taproom is set to become your go-to spot for flavor-packed experiences.

PAPI SMASH

A unique atmosphere with burger creations made from 100% Florida grass-fed beef.

SOLITA TACOS

Festive Mexican specialist serving tacos, wood-fired dishes, and a host of craft cocktails.

TACOS MY GUEY

Low-key, quick-serve outpost offering an array of Mexican dishes from tacos to burritos.

**TACOS MY GUEY MAKES USA TODAY'S
BEST CHEAP PLACES TO EAT IN THE U.S.**

VERA ASIAN

Every meal is crafted to your desire, using only natural ingredients. Their menu includes sushi, eggrolls, soup, salad, and rice bowls.



ARCHITECTURAL DIGEST FEATURED STEINMETZ HALL AS ONE OF THE 11 MOST BEAUTIFUL THEATERS IN THE WORLD.



INDEU APOTHECARY

Indeu Apothecary offers a selection of handcrafted goods made in store daily such as artisan soaps, bath and body products, and candles.

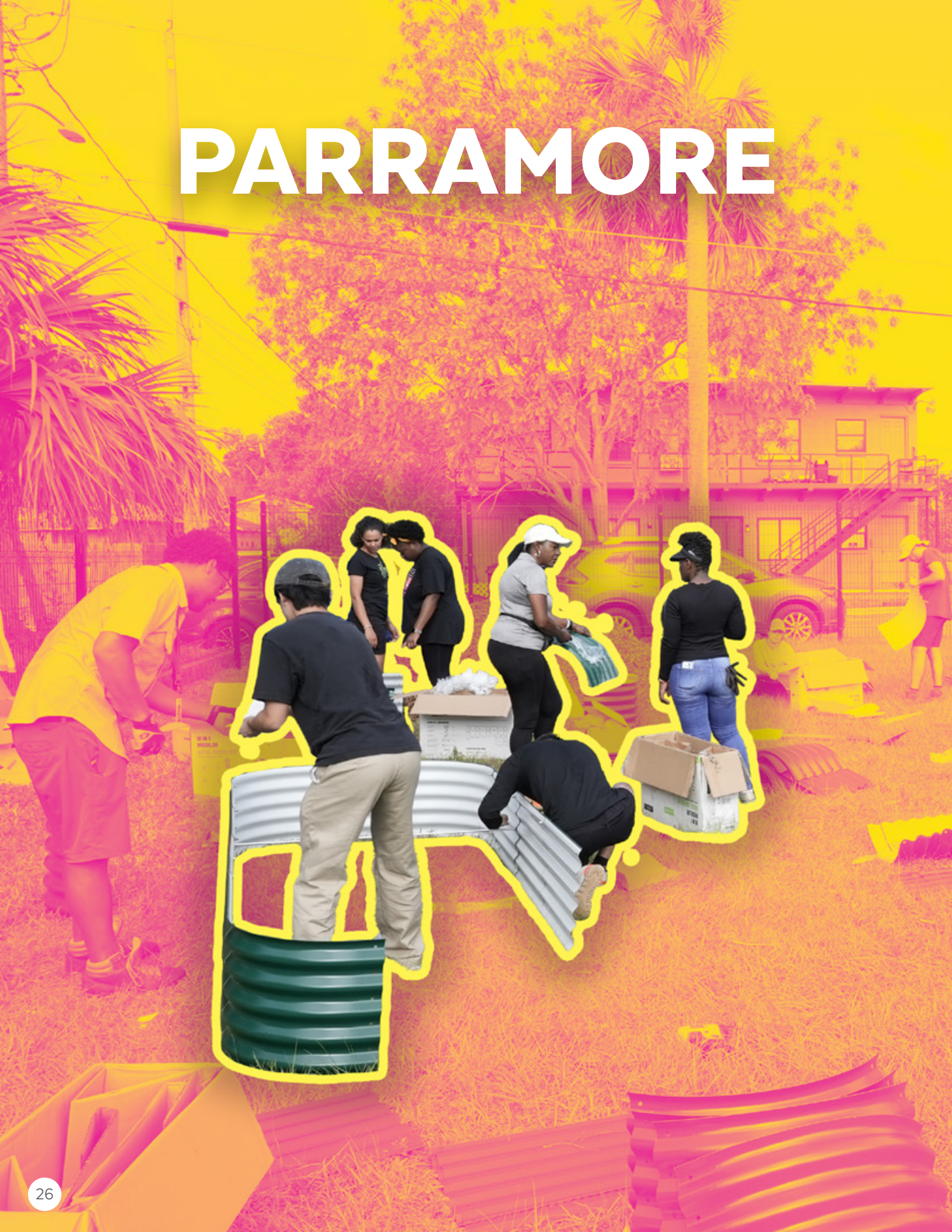
HIGHT

Take a fall up into HighT. Immerse yourself in their elevated and interactive experiences and get lost in their wonderland.

WAVELENGTH COFFEE CO.

Wavelength Coffee Co. is a craft coffee company that takes pride in offering its customers a unique and creative range of drinks. They are committed to sourcing the highest quality ingredients, from their carefully selected coffee beans to their house-made syrups and chai.

PARRAMORE





DISTRICT 5 CITY COMMISSIONER REGINA I. HILL AND BANK OF AMERICA BUILD COMMUNITY GARDEN AT THE CITY'S MCQUIGG URBAN FARM

In April 2023, Commissioner Hill and the City of Orlando's Sustainability and Resilience team and Bank of America volunteers helped build a community garden at the McQuigg Urban Farm in the Parramore Neighborhood. The new farm, near the Callahan Neighborhood Center, provides increased access to healthy and affordable produce for the Parramore community. At the event, teams worked together to assemble 15 freestanding raised garden beds and filled them with soil and seedlings to grow food. They also planted marigolds for pest prevention.

UNVEILING A NEW HISTORICAL MARKER

Mayor Dyer joined local leaders and representatives from the Equal Justice Initiative (EJI), and the Alliance for Truth and Justice (ATJ) for the Dedication of the EJI Marker Honoring the Life of Arthur Henry at the Wells' Built Museum of African American History to dedicate Orlando's second Equal Justice Initiative marker. The marker commemorates the memory of Arthur Henry, a victim of a racial terror lynching incident in Orlando on Thanksgiving Day 1925. It also serves as a reminder that the struggle for equity continues and marks a significant step toward fostering a more inclusive present and future.



SPORTS



PRO BOWL 2024 WAS ANNOUNCED IN 2023

The NFL announced on July 25, 2023, that Camping World Stadium will be the site for the game after spending the last two years at Allegiant Stadium in Paradise, Nevada.

SHEBELIEVES CUP RETURNS TO INTER&CO. STADIUM (FORMERLY EXPLORIA STADIUM)

The 8th annual SheBelieves Cup, presented by Visa, returned to Inter&Co. Stadium (formerly Exploria Stadium) on February 16 through 22. Top ranked teams from the United States, Brazil, Canada, and Japan played in the match bringing together residents and visitors from around the world.

INTER&CO. STADIUM MADE HISTORY

On Wednesday, July 26, Inter&Co. stadium hosted the English Premier League clubs Fulham FC and Aston Villa FC for their match in the Summer Series. This was the first time that a pre-season tournament had been hosted in the USA, giving US-based fans the opportunity to watch this world-class line-up.

REAL MADRID VERSUS JUVENTUS AT CAMPING WORLD STADIUM

Real Madrid CF meet Juventus at Camping World Stadium on the evening of Wednesday, August 2. The match between the two iconic global clubs was part of the Soccer Champions Tour and was hosted by the Florida Cup, the Sunshine State's largest annual international soccer event.

FLORIDA BLUE FLORIDA CLASSIC CELEBRATES 26TH GAME IN ORLANDO

Florida A&M University and Bethune-Cookman University joined us once again to host the college football's premier HBCU rivalry for the annual Florida Blue Florida Classic at Camping World Stadium. Each year, around 60,000 fans attend the game, but we know the Classic is more than just football. The Classic attracts visitors from all over the state to our area and contributes around \$30 million to our local economy every year. Since making Orlando its home in 1997, almost 1.5 million fans have attended the game.



THE U.S.A OLYMPIC TEAM TRIALS MARATHON ROUTE ANNOUNCEMENT

Orlando was announced as the city that will welcome the nation's elite male and female long-distance runners to compete at the U.S. Olympic Team Trials - Marathon for the chance to represent Team USA at the Olympic Games in Paris 2024. As the first city in Florida to host this prestigious event, the City of Orlando and our partners, Orange County, Track Shack Events, the Greater Orlando Sports Commission, USA Track & Field, and the United States Olympic & Paralympic Committee are proud that Orlando was home to all of the breathtaking moments. The designated route took runners through downtown Orlando's Central Business District, City District, South Eola, Lake Eola Heights Historic District, Lake Cherokee Historic District, and Thornton Park District before heading east along tree-lined streets to The Milk District.

THE POP-TARTS BOWL

Kanas State Wildcats defeated the North Carolina State Wolfpack 28-19 on December 28, 2023, in the Pop-Tarts Bowl at Camping World Stadium. Avery Johnson, in his first collegiate start, threw for 178 yards and two touchdowns and ran for another score. DJ Giddens had 152 rushing yards and one score as well. The 9-4 Wildcats capped off their 2023 season by taking a bite of the Pop-Tarts Bowl's edible mascot.





THE CHEEZ-ITS BOWL

On January 2, 2024, the most notable story surrounding pregame was none other than Ched-Z's arrival. The six-foot-tall Cheez-It Citrus Bowl mascot entertained fans throughout the game from his celebratory ways and whimsical sideline antics. The Louisiana State Tigers entered the contest coming off of back-to-back conference losses and had only one goal in mind — ending the season on a positive note and won against the Purdue Boilermakers.

DOWNTOWN TRANSPORTATION



P IS FOR PARKLET

We worked with the Thornton Park Main Street District to install parklets within the district to create better outdoor spaces for those out and about and visiting our businesses, especially those around South Eola. They've been a great addition to the neighborhoods as they create a welcoming environment.

PROTECTED BIKE LANE ON AMELIA STREET

The city installed a lane separator made from recycled plastic that features retroreflective material that allows it to be highly visible both day and night. But wait, there's more! There is a new bus stop boarder on Hughey Avenue that allows passengers to get on and off the bus safely. This is all part of the Project DTO 2.0's efforts to improve pedestrian mobility around downtown Orlando and provide safe transportation options for all residents along with creating more livable public spaces throughout the city. Ultimately, this project will increase safety for people biking, enhance accessibility for transit riders, and improve bus priority along the street.

DOWNTOWN LOOP PROJECT WAS COMPLETED

On February 23, we celebrated the opening of the Downtown Loop trail - a 10-foot-wide multi-use path that allows residents to have a safe way to travel downtown. The trail goes along Anderson Street, from Summerlin Avenue to Lake Underhill Road. This is another step to better the downtown area by creating a more bike-friendly and walkable environment.



LYMMO LIME LINE EXPANSION

The expanded Lime Line route started running from the North Quarter to LYNX Central Station then southward to the Beardall Senior Center and Lake Lucerne neighborhood with stops at Division Avenue, Anderson Street, Delaney Avenue, Gore Street, Orange Avenue, South Street, and Garland Avenue.

SWAN SHUTTLE

The SWAN Shuttle, powered by Beep technologies, launched in August 2023. It is a free, autonomous vehicle shuttle that carries passengers on a continuous loop from LYNX Central Station through Creative Village on the LYMMO Orange Line during off-peak hours.

The SWAN Shuttle, an autonomous mobility pilot program, is in partnership with LYNX and is being tested in Creative Village from August 2023 through June 2024. If successful, the pilot could be expanded throughout the city into areas like SODO or Ivanhoe Village. This innovative, future-ready transportation pilot will allow us to test the impacts of modernization and improved user experience on LYMMO.

ELECTRIC CHARGING HUB

The city's first fast-charging hub opened on 129 West Robinson Street. The new electric vehicle charging hub is the largest high-speed charging facility in Florida. It has 22 level 3 charging stations. This facility will help reduce carbon dioxide emissions of about 200,000 per year by 2025.



MARKETING & COMMUNICATIONS





#FINDYOURSELFDOWNTOWN



Find Yourself
Exactly Where You
Want to Be.



DDB LAUNCHES

#FINDYOURSELFDOWNTOWN CAMPAIGN

Last year, the DDB proudly introduced the “Find Yourself Downtown” campaign for Spring and Summer 2023. This strategic endeavor was meticulously devised to uphold downtown Orlando as a prominent consideration for consumers amidst the bustling travel season.

PARK DTO RELAUNCHES

The DDB is committed to making it easier than ever to drive, park, and explore the tastes, sights, and experiences found only in downtown by increasing visitation and patronage in the city center. In May of 2023, the DDB relaunched the Park DTO program.

2,843
VALET PARKING
VALIDATIONS

THE CODE WAS USED
7,920
TIMES

1.14 MILLION
IMPRESSIONS GENERATED
FROM MAY - DECEMBER 2023

The spring campaign was seen **23.5 million times across multiple devices and networks.**

The summer campaign was seen **25.5 million times across multiple devices and networks. It also drove 295.1k website visits, which produced 10.3k website conversions such as newsletter subscriptions, event searches, or actions to contact the DDB.**

Residents and visitors enjoyed free parking at on-street metered and non-metered spaces, via the ParkMobile app, and complimentary valet thanks to the Park DTO Program. The purpose of the Park DTO is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the area by improving parking accessibility by temporarily funding parking costs.

The DDB launched a paid campaign to create awareness of the program and partnered with several influencers to create additional attention to the program.

SUPPORTING SMALL BUSINESS

Throughout the year, the DDB encouraged people to support small and local businesses. The DDB showcased new businesses, highlighted minority owned businesses, and shared ways on how to support local businesses across social channels, the website, and newsletters.

DOWNTOWN FOR THE HOLIDAYS EXPANDS HOLIDAY EXPERIENCES

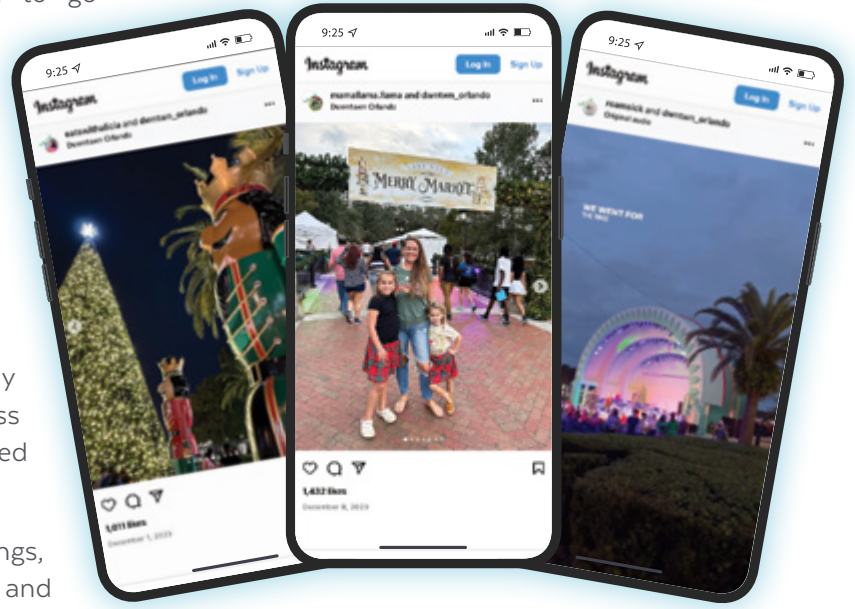
As in year's past, guests were encouraged to go Downtown for the Holidays during the entire month of December.

Here they could see the beautifully illuminated Eola Wonderland Christmas Tree and watch in wonder as the lights danced to popular holiday music. Guests could also experience snowfall, shop local at the Merry Market, watch a holiday movie, and visit Santa for free.

New experiences were added, including a holiday stroll from Lake Eola Park to the Central Business District and a sensory night that included a curated evening of joy and comfort for everyone.

To spread the word about these holiday happenings, the DDB invested in paid advertising and collaborated with influencers to generate additional buzz.

Word quickly spread about the downtown holiday happenings. The International Downtown Association invited the DDB to join other cities for a webinar about holiday best practices.



REACHED NEARLY
500,000
ON SOCIAL ADVERTISING

VISIT ORLANDO'S MAGICAL DINING

Visit Orlando's Magical Dining program encourages residents and visitors to discover Orlando's amazing culinary scene. Running for six weeks starting in August 2023, this popular program invited guests to experience the wonders of Orlando's dining scene with three-course, prix-fixe dinners at many of Orlando's best restaurants, including MICHELIN Guide honorees, for an exceptional fixed price. The DDB encouraged qualifying downtown restaurants to participate by covering the participation fee.

DOWNTOWN PARTICIPATING RESTAURANTS

- 310 Lakeside
- DoveCote Restaurant
- Ootoya Sushi Lounge
- Osphere Grill, Sushi and Bar
- RusTeak Thornton Park
- The Boheme
- The Monroe
- The Stubborn Mule



BITE30

We sponsored Orlando Weekly's Bite30, where participating restaurants offered a special prix fixe menu for a three-course dinner at the set price of \$35 for dinner. From June 1 to July 9, diners had the opportunity to try multiple dishes on the restaurant's menu for the cost of a single entree, meanwhile restaurants got to showcase their specialty dishes to the new customers trying out the Bite30 menu.

TACO WEEK RETURNS TO ORLANDO

Taco Week returned to Orlando once again, highlighting the city's best and biggest local taquerias with irresistible dining deals. Last year's Taco Week ran September 13 - 27, and dozens of taco spots offered varying \$7 taco specials. The DDB was proud to support downtown taco restaurants by covering the participation fee.

INFLUENCER PARTNERSHIPS

The DDB continued to partner with influencers to increase visibility and reach. Influencers visited local restaurants, helped to promote the Park DTO program, and shared their experiences in our expanded Downtown for the Holidays.

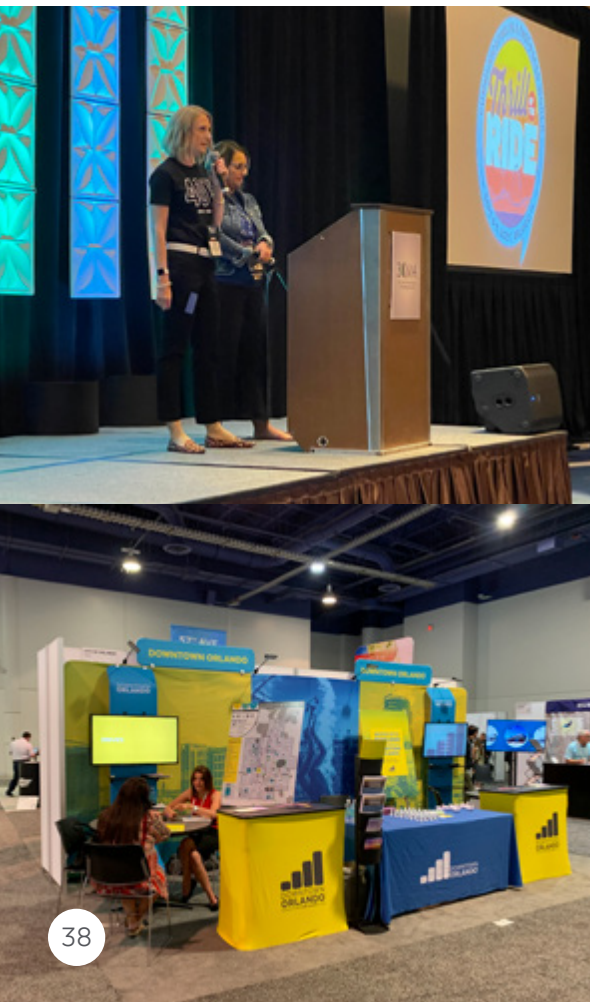
AUGMENTED REALITY APP UTILIZED FOR HALLOWEEN AND HOLIDAYS

The DDB utilized the Explore DTO app with Halloween and holiday augmented reality (AR) experiences to coincide with Eolaween and Downtown for the Holidays. The app provided fun AR encounters like a swan in a witch's hat for Halloween, and a dancing gingerbread man and a swan in a Santa hat for the holidays.

The app is still accessible with different AR experiences.

DOWNTOWN PARTICIPATING RESTAURANTS

- 310 Lakeside
- Artisan's Table
- Bites & Bubbles
- City Pub
- DoveCote
- Ember
- F&D Cantina
- RusTeak Thornton Park
- Stubborn Mule



TEAM DOWNTOWN ORLANDO SHINES AT INDUSTRY EVENTS

April Michael, Communications & Neighborhood Relations Director, and Kelly Allen, Marketing & Communications Manager, served as co-chairs for the City-County Communications & Marketing Association's (3CMA) 2023 Annual Conference in Orlando Florida.

18th Annual Neighborhood and Community Summit
March 25, 2023
Orlando, FL

Sociable City Summit
April 21-23, 2023
Washington, DC

IPW
May 20-24, 2023
Orlando, FL

ICSC Las Vegas
May 21-23
Las Vegas, NV

ICSC Florida
August 27-29, 2023
Orlando, FL

3CMA
September 6-8, 2023
Orlando, FL

International Downtown Association Annual Conference & Marketplace
October 4-6, 2023
Chicago, IL

Florida Redevelopment Conference
October 23-27, 2023
Ponte Vedra Beach, FL

DISCOVER DOWNTOWN

DOWNTOWN ORLANDO INFO CENTER



Throughout the year, the team at Discover Downtown participated in multiple community events.

- **EARTH DAY WORKDAY EVENT**

We had a special Earth Day shirt created. The total proceeds of the shirts were \$141.40 and were donated to the McGuigg Urban Farm.



- **PAWS IN THE PARK**
- **SPRING FIESTA**
- **1ST SUNDAY OF EACH MONTH ORLANDO FARMERS MARKET**
- **COME OUT WITH PRIDE**
- **UCF MARKET DAY**
- **EOLAWEEN**
- **FALL FIESTA**
- **MERRY MARKET**

2023 RETAIL AT A GLANCE

2023 VISITATION STATS

5,165 TOTAL VISITORS	1,404 INTERNATIONAL VISITORS	3,761 DOMESTIC VISITORS
\$200.95 AVERAGE DAILY SALES	1,061 CUSTOMERS SERVED	FRIDAY BEST DAY OF THE WEEK
879 NEW CUSTOMERS	182 RETURN CUSTOMERS	

407 TEE

TOP SELLING TEE SHIRT



BLACK BEE HONEY

TOP SELLING CATEGORY



EVENTS





PAWS IN THE PARK

The annual Paws in the Park event at Lake Eola Park was a great success. The support from this event helped Pet Alliance save more than 5,200 dogs and cats in 2023 by providing shelter, care, and love until they find their forever home. The event took place at Lake Eola Park and is Orlando’s largest Pet Festival along with a signature pet costume contest with celebrity judges and cash prizes.

MONSTER JAM

The prestigious Monster Jam World Finals® returned to Orlando’s Camping World Stadium in March 2023. This two-day championship was the biggest event of the season and showcased the best trucks and drivers in racing, freestyle, high jump, and skills competitions. Plus, the largest Pit Party of the year, where guests could meet the drivers, see the trucks up close and enjoy many other family-friendly activities.

407 DAY GAME NIGHT

On 407 Day, April 7, we hosted a free 407 Day Game Night at Lake Eola Park on the East Lawn. We had a variety of family-friendly games for all ages to enjoy.

KAROL G AT CAMPING WORLD STADIUM

Latin-pop megastar Karol G visited Orlando’s Camping World Stadium as part of her mammoth summer “Mañana Será Bonito” tour. The stadium was sold out and fans were dressed to the nines as they partied with their idol.





STATE OF DOWNTOWN SEPTEMBER 2023

The State of Downtown address was held at Steinmetz Hall at the Dr. Phillips Center for the Performing Arts and was attended by hundreds of Central Florida’s most influential stakeholders and downtown supporters. During the address, Mayor Dyer shared the latest on quality-of-life amenities, investments, and strategies for downtown Orlando. These initiatives support the neighborhood’s livability, sustainability, and vitality as it continues to be a thriving economic hub and vibrant destination with world-class venues for residents, businesses, and visitors to enjoy. For those who were not able to attend Mayor Dyer’s State of Downtown Address in person, live and encore presentations were made available online.

JONAS BROTHERS TWO NIGHTS AT KIA CENER

The Jonas Brothers announced their most ambitious outing yet, a massive 35-date stadium and arena run – THE TOUR – where the band performed five albums every night. The momentum comes off the incredible response and fan demand from their highly successful sold-out Broadway engagement and their two-date Yankee Stadium sell-out, kicking off the tour in August. THE TOUR traveled across North America and visited legendary venues including Kia Center on October 13 and 16.





METACENTER GLOBAL WEEK

Downtown hosted this three-day event from October 16 to 19 at the Dr. Phillips Center for the Performing Arts. It brought together global brands, such as Amazon, Google, and Sony, with our regional tech and innovation powerhouses. Attendees also got a sneak peek at how we plan to reimagine the Bob Carr Theater as an iconic physical “town square” for Orlando’s digital economy.

COME OUT WITH PRIDE

The annual Come Out with Pride Festival presented by The Glass Knife™ took place in downtown Orlando at Lake Eola Park. The festival included the most colorful parade, live entertainment, pride marketplace, a sponsor walk, national trans visibility march, and fireworks.

EOLAWEEN

On October 28, we hosted our first ever, Eolaween, at Lake Eola Park’s East Lawn by the Eola House. This free, family-friendly event had a lineup of exciting activities, including games, a DJ, a craft station, and a costume contest for all ages.

FALL FIESTA

The 52nd Annual Fall Fiesta in the Park was hosted at Lake Eola Park. Attendees got to enjoy the weekend browsing the works of local artists and crafters, enjoy live entertainment, food vendors, and a huge kids’ play area.

THE RETURN OF P!NK

The multi-platinum and Grammy-winning artist, P!NK, returned and brought her electrifying TRUSTFALL Tour to Kia Center (formerly Amway Center) on Saturday, November 18 and 19. Her live show was legendary, featuring high-flying acrobatics, stunning visuals, and passionate performances that left audiences breathless.



OTHER EVENTS WE SPONSORED:

- Día De Los Muertos
- Taste of Thornton Park
- Orlando Arts & Wellness Gospel Fest
- Trick or Treat Safe Zone
- Veteran's Day Parade
- Florida Blue Florida Classic
- Handel's Messiah
- Fusion Fest
- Seniors First Turkey Trot 5k
- Clare & the Chocolate Nutcracker
- OUC Orlando Half Marathon & Track Shack



DOWNTOWN FOR THE HOLIDAYS





There is no more festive time of the year to experience downtown Orlando than the holiday season. All month long, the DDB invited guests to Downtown for the Holidays for family-friendly holiday events and activities for all ages to enjoy, furthering the DDB's continued commitment to providing a wide variety of entertainment and festivities for everyone. **Over 1.6 million people visited downtown Orlando throughout December.** We brought back iconic experiences including the holiday drone show, snowfall, a holiday market featuring local vendors each evening called the Merry Market, face painting, an augmented reality app that let you take pictures with a swan in a Santa Hat, and more. **According to Placer.ai, Lake Eola Park was reported as being named the 4th most popular place to visit in December out of all the Nature and Landmarks in Florida.**

NEW HOLIDAY EXPERIENCES

New experiences for 2023 included the Holiday Stroll and Sensory Night. The Holiday Stroll gave people the opportunity to embark on a holiday stroll between scenic Lake Eola Park to the vibrant Central Business District in downtown Orlando. The path was adorned with whimsical ornaments and oversized holiday decor, transforming the cityscape into a winter wonderland.

On December 17, we had a Sensory Night in partnership with Autism Society of Greater Orlando, AdventHealth, and Nathaniel's Hope. We were proud to provide a sensory-friendly environment and curate an evening of joy and comfort for everyone. We had no/low music, a quiet place at a serene space with water, snacks, fidget spinners, noise-canceling headphones, and a Santa line and Train line system.

DRONE SHOW

Back by popular demand, Lake Eola Park hosted a holiday drone light show to celebrate the season. The show featured a dazzling display of synchronized drones flying in formation to create beautiful holiday themed designs in the night sky. The drones were equipped with colorful LED lights that illuminated the park and created a magical atmosphere for visitors to enjoy.

DOWNTOWN CLEAN TEAM





The Downtown Clean Team was created to address the need to provide controlled, cost-effective, Public Right of Way Maintenance within the downtown CRA area. The team's focus is to enhance the public right of way to a level that improves the experiences of downtown businesses, visitors, and residents. The Downtown Clean Team is responsible for:

- Maintaining the plant material throughout downtown Orlando
- Installing and removing banners for special events
- Removing waste generated from homeless activity
- Pressure cleaning public right of ways
- Emptying doggie waste stations
- Emptying city-maintained trash cans in public right of ways
- Special request pressure washing projects within the downtown area
- Assistance with cleaning projects
- Projects that support the Discover Downtown retail store

CLEAN TEAM YEAR 2023 IN REVIEW

- Updated plant material in areas such as the Livingston Street medians, Robinson Street medians, and the West Amelia Street medians.
- Completed landscape projects in areas such as the Magnolia Roundabout and North Magnolia Avenue, Thornton Park Main Street and parklets, the plant beds at the Administration Parking Garage, and the tree wells on Division Avenue.
- Increased pressure cleaning frequency around the downtown business district.
- Facilitated Orlando Police Department/Code Enforcement efforts in trash removal and pressure cleaning around Parramore.
- Assisted with CRA projects such as the Lake Lucerne Restoration Project, presentation of areas for events such as the Holiday Stroll, the Lake Eola Drone Show, and the finalization of landscape for the I-4 Sculpture Park.
- Assisted volunteer clean up events including The MLK Day of Service and the Rattler Day of Service.
- Responded to requests for assistance for events at Heritage Square, CityArts, extra cleaning around Bob Carr Theater, preparation cleaning of electrical boxes for murals, cleaning Church Street/Pine Street for Metacenter Global Conference Week, the Historic Walking Tour, and supporting the green space at the corner of Pine Street and Orange Avenue.
- Conducted tree pruning on Orange Avenue, Division Avenue, Parramore Avenue, Robinson Street, Magnolia Avenue, Church Street, and other streets.
- Removed extraneous pots on Orange Avenue and on Washington Street in the Central Business District.
- Identified over 200 cases of streetscape issues. Repair issues included damaged sidewalk panels, leaning or non-functional streetlamps, damaged stormwater inlets, potholes, fire hydrant issues, and unrestored patched work sites from utility or communications companies. All cases were monitored until completion.
- Removal and providing maintenance to raised tree grates, removal of tree hoops around tree grates, and removal of tree guards from around established trees.
- Removed and added 70 trees on Orange Avenue and Hughey Avenue, Pine Street and Court Avenue.
- Initiated trashcan replacement for Thornton Park and the downtown core.
- Removal of 80 Yards per week of bulk trash from Parramore.



DOWNTOWN DEVELOPMENT BOARD FINANCIAL STATEMENT 2022-2023*

	2022-2023
Assets	
Cash/ Cash Equivalents	\$2,012,297
Inventory	\$46,932
Other Assets	51,931
Capital Assets	
Land and non-depreciable assets	18,000
Equipment and other depreciable assets	11,318
Total Assets	\$2,140,478
Liabilities (Short Term)	
Other Liabilities	\$339,252
Liabilities (Long Term)	
Liability for Accumulated Employee Leave	-
Net Pension Liability	-
Net OPEB Liability	-
Existing Bonds	-
Internal Loan	-
Total Liabilities	\$339,252
Revenues	
Real Property Taxes	\$4,267,556
Interest	218,526
Other Revenue	78,604
Contribution from Other Funds	1,200,000
Total Revenues	\$5,764,685
Expenditures	
Salaries, Wages, Benefits	\$456,453
Supplies	129,192
Professional Services and Agreements	492,870
Utilities	6,095
TIF Payment	3,823,468
Travel and Training	1,895
Fleet Facilities Management/General Liability	1,256
Capital Outlay	-
City Services Agreement	1,97,412
Events and Sponsorship	834,284
Depreciation	\$12,347
Transfer to Other Funds	3,499
Total Expenditures	\$5,990,271
Change in Net Position	\$(225,586)
From Annual Comprehensive Financial Report	\$(225,586)
*Unaudited	\$0

The taxable assessed valuation of real property for the Downtown District Expansion Area within the Downtown Development Board as of January 1, 1989, was \$315,256,299. As of January 1, 2022, the taxable assessed valuation of the Downtown District Expansion Area within the Downtown Development Board was \$901,063,318.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2022-2023 DOWNTOWN DISTRICT*

	2022-2023
Assets	
Cash/ Cash Equivalents	\$84,668,084
Cash/ Cash Equivalents (Restricted)	4,074,958
Investments (Restricted)	10,909,564
Accounts Receivable	-
Capital Assets	
Land and non-depreciable assets	8,139,524
Equipment and other depreciable assets	4,592,268
Total Assets	\$112,384,398
Liabilities (Short Term)	
Other Liabilities	\$1,327,617
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	112,620,000
Internal Loans	15,663,613
Total Liabilities	\$129,611,230
Revenues	
Tax Increment Contribution	\$51,362,871
U.S. Treasury Bond Reimbursement	-
Other Revenue / Sale of Land	406,805
Interest	3,994,751
Total Revenues	\$55,764,426
Expenditures	
Salaries and Benefits	\$5,782,897
Supplies	629,391
Professional Services and Agreements	5,681,405
Utilities	109,268
Travel and Training	14,767
Fleet Facilities Management / General Liability	510,494
Capital Outlay	7,204,505
City Services Agreement	982,601
Other Operating / Land Acquisition	579,221
Community Organizations	533,941
Business Incentives and Recaptures	643,570
Debt Service Transfers	11,166,141
Payment of Internal Debts	4, 604, 035
DDB CRA Projects	1,200,000
Allocated to CRA Projects	16,122,190
Total Expenditures	\$55,764,426
*Unaudited	\$0

The taxable assessed valuation of real property for the Original Downtown District as of January 1, 1981 was \$136,557,113. The taxable assessed valuation of real property for the Downtown District Expansion Area as of January 1, 1989 was \$400,739,585. As of January 1, 2022, the taxable assessed valuation of the Original Downtown District was \$2,799,378,016 and \$1,427,437,991 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2022-2023 REPUBLIC DRIVE DISTRICT*

	2022-2023
Assets	
Cash/ Cash Equivalents	\$1,623,816
Cash/ Cash Equivalents (Restricted)	-
Investments (Restricted)	3,096,820
Capital Assets	
Land and non-depreciable assets	-
Equipment and other depreciable assets	-
Total Assets	\$4,720,636
Liabilities (Short Term)	
Other Liabilities	\$-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	7,335,259
Internal Loan	-
Total Liabilities	\$7,335,259
Revenues	
Tax Increment Contribution - Orlando	\$11,945,886
Tax Increment Contribution - Orange County	7,966,378
Transfer from Debt Fund	-
Interest	103,331
Total Revenues	\$20,015,595
Expenditures	
Surplus - Orlando	\$9,560,946
Surplus - Orange County	6,445,021
Debt Service Transfers	3,802,692
Total Expenditures	\$19,808,659
Change in Fund Balance	\$206,936
From Annual Comprehensive Financial Report	206,935
*Unaudited	\$0.65

The taxable assessed valuation of real property for the Original Republic Drive District as of January 1, 1995 was \$324,462,440. As of January 1, 2022, the taxable assessed valuation of the Original Republic Drive District was \$1,997,869,381.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2022-2023 CONROY ROAD DISTRICT*

	2022-2023
Assets	
Cash/ Cash Equivalents	\$244,848
Cash/ Cash Equivalents (Restricted)	-
Investments (Restricted)	1,958,719
Other Assets	
Capital Assets	
Land and non-depreciable assets	-
Equipment and other depreciable assets	-
Total Assets	\$2,203,567
Liabilities (Short Term)	
Other Liabilities	\$-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	5,300,000
Internal Loan	-
Total Liabilities	\$5,300,000
Revenues	
Tax Increment Contribution - Orlando	\$6,382,459
Tax Increment Contribution - Orange County	4,256,284
Transfer from Debt Fund	
Interest	54,970
Total Revenues	\$10,693,713
Expenditures	
Other Expenditures	\$-
Surplus - Orlando	5,188,157
Surplus - Orange County	3,495,394
Debt Service Transfers	1,901,875
Total Expenditures	\$10,585,426
Change in Fund Balance	108,287
From Annual Comprehensive Financial Report	108,287
*Unaudited	0

The taxable assessed valuation of real property for the Original Conroy Road District as of January 1, 1993 was \$6,502,165. As of January 1, 2022, the taxable assessed valuation of the Original Conroy Road District was \$857,268,211.

BOARD & STAFF

CRA BOARD MEMBERS



Buddy Dyer
Mayor
& Chairman



Jim Gray
District 1
Commissioner



Tony Ortiz
District 2
Commissioner



Robert F. Stuart
District 3
Commissioner



Patty Sheehan
District 4
Commissioner



Regina I. Hill
District 5
Commissioner



Bakari F. Burns
District 6
Commissioner

DDB/CRA ADVISORY BOARD MEMBERS



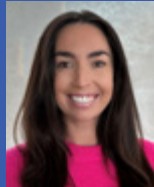
Monica McCown
Chairman
(Elected Chair in
August 2023)



Dr. Eugene Jones
Vice Chairman
(Elected Vice Chair
in August 2023)



Kimberly Stewart



Rachel Moalli



Steve Garity



Commissioner
Emily Bonilla



Doug Taylor

CRA AND DDB STAFF

Thomas C. Chatmon Jr.
Executive Director
(July 2023)

David Barilla
Executive Director

Mercedes Blanca
Assistant Director

Mary-Stewart Droege
Project Manager

Christina Hyson
Project Manager

Samantha Levine
Housing & Homelessness Initiatives
Manager

Kelly Allen
Marketing & Communications Manager

Kelley Castellanos
Marketing & Communications
Coordinator

Katelyn Harris
Interactive Media Coordinator
(January - September 2023)

Chelsey Parrish
Event Coordinator

Justin Eason
Nighttime Economy Manager

Michael Whiteman
Economic Development Coordinator

Tiffany Stephens
Fiscal Manager

Christel Brooks
Fiscal Coordinator

Felix Roman
Board Secretary

Liz Nigro
Senior Administrative Assistant

Rose Garlick
Discover Downtown Manager

Joshua Glener
Downtown Orlando Services
Coordinator

Gerhard van der Snel
Downtown Facility Supervisor

The Downtown Clean Team

