



DDB

MEETING NOTICE

WELCOME! We are very glad you have joined us for today's meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance form and hand it to the Board Secretary. When you are recognized, state your full name and address to the Board. The Board is pleased to hear relevant comments; however a 5-minute limit is set by City Code. Large groups are asked to name a spokesperson. Robert's Rules of Order governs the conduct of the meeting.

A meeting of the Downtown Development Board will be held Wednesday, October 31, 2018 at 3:00 p.m., at City Hall, Sixth Floor, Manatee A & B Conference Room, 400 South Orange Avenue, Orlando, Florida.

AGENDA

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes
 - a. Rescission of September 26, 2018 approval of amended minutes for August 22, 2018 meeting
 - b. Approval of minutes for August 22, 2018 meeting
 - c. Approval of minutes for September 26, 2018 meeting
4. Chairman's Report:
 - a. Orlando Police Department – Sgt. Andrew Gillespie
 - b. Thornton Park District – Lisa Cuatt
 - c. Church Street District – Janie Pope
5. Executive Director's Report – Thomas C. Chatmon Jr., Executive Director
6. Public Comment
7. New Business
 - a. Florida Citrus Sports Funding Agreement – Thomas C. Chatmon Jr., Executive Director
 - b. Community Concert Funding Request – Tiffany Stephens, Fiscal Manager
8. Date of Next Meeting – November 28, 2018, 3:00 PM, in Manatee A & B Conference Room
9. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.

Downtown Development Board/Community Redevelopment Agency
Orlando City Hall, 6th Floor, 400 South Orange Ave., P.O. Box 4990, Orlando, FL 32802
Phone: (407) 246-2558 Fax: (407) 246-3359 www: downtownorlando.com



MEMORANDUM

TO: Wendy Connor, Chair
Bill Lambert, Vice Chair
Monica McCown
Jamie Barati
Eugene Jones

FROM: Thomas Chatmon, Executive Director of the Downtown Development Board/Community Redevelopment Agency

DATE: October 31, 2018

SUBJECT: Agenda items to be considered at the Downtown Development Board Meeting for October 31, 2018.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the August 22, 2018 and September 26, 2018 Downtown Development Board Meeting.

Chairman's Report:

- a. Orlando Police Department – Sgt. Andrew Gillespie
- b. Thornton Park District – Lisa Cuatt
- c. Church Street District – Janie Pope

Executive Director's Report: Thomas C. Chatmon Jr., Executive Director

Public Comment:

New Business:

- a. **Florida Citrus Sports Funding Agreement – Thomas C. Chatmon Jr., Executive Director** Tangerine Sports Association, Inc. and Florida Citrus Sports Events, Inc. (collectively FCS) are non-profit organizations dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its signature events. Those signature events include Camping World Kickoff, Citrus Bowl, Camping World Bowl and Florida Citrus Parade. The City of Orlando has traditionally entered into a funding agreement with FCS to help them achieve their goals, and as part of that agreement, the City received a float to be used in the Florida Citrus Parade. The parade, a televised event, brings 40-60,000 people to our downtown core. The proposed funding agreement between the City, DDB and FCS enumerates the services FCS will provide to the City and DDB, including FCS's Florida Citrus Parade with a float for the DDB and numerous promotional mentions and television exposure during the

Parade and Bowl games. In order to work directly with FCS regarding the parade and the float.

Staff requests approval DDB funding of \$10,000, approval of the funding agreement between the City, DDB and FCS, subject to review and approval by the City Attorney's Office, and authorization for the DDB Chair and Executive Director to execute the agreement.

- b. Community Concert Funding Request– Tiffany Stephens, Fiscal Manager** As the WMMO Concert Series winds down after many successful years in downtown Orlando, the Downtown Development Board is seeking to fill the void with diverse concerts and musical activities. With available funds that are no longer committed to sponsor the 3 or 4 annual Cox concerts, we are now able to look at other free musical events and concerts that not only provide diverse genres of music but also an assortment of musical formats for our downtown corridor. Three opportunities that we would like to invest in are:

Fusion Fest – This new 2 day musical event on Seneff Arts Plaza is being led by Terry Olson, the Director of Orange County Arts & Cultural Affairs in conjunction with the Fusion Fest Steering Committee. Fusion Fest will focus on the music of various countries around the world, offering music and dance stages, including performances by the Diversitastic! Choir and a musical parade. The event will also offer an international food and drink court; marketplace; and fashion show. This is a free event with food & beverages for purchase. The overall budget presented by the organizer is an estimated \$469,245. The original funding request was for \$75,000; it is staff's recommendation to sponsor this event at \$25,000 from the Community Concert fund.

Staff requests that the DDB approve fiscal year 2018-2019 Community Concert funding for the Fusion Fest in the amount of \$25,000.

Citrus Parade entertainment – This year for the first time, Tangerine Sports Association (Florida Citrus Sports) has hired JM Best Entertainment to reorganize and revitalize the Orlando Citrus Parade; with a focus on bringing more musical acts and appearances to the parade. While we partner with the City of Orlando to help sponsor the Camping World Bowl, Citrus Bowl, and the Florida Citrus Parade through the Tangerine Sports Association, we received a separate request from JM Best to assist with the entertainment for the parade. Celebrity acts confirmed thus far include Jo Dee Messina (Grammy Award winning Country artist); Linda Eder (Broadway actress/vocalist); Ty Herndon (Country music artist); Sisaundra Lewis (The Voice); Alyssa Raghu (American Idol); Evin (Orlando vocalist); Cece Teneal & Soul Kamotion (Blues artist); and Davonda Simmons (local vocalist). This is a free event. The overall budget presented by JM Best not including Tangerine Sports parade budget (\$360,000) is estimated at \$338,500. The original funding request was \$25,000; it is staff's recommendation to sponsor this event at \$15,000 from the Community Concert fund.

Staff requests that the DDB approve fiscal year 2018-2019 Community Concert funding for the Citrus Parade entertainment in the amount of \$15,000.

Orlando Christmas Parade – The Rotary Club of Orlando is putting on their first annual Orlando Christmas Parade downtown. The parade will focus on and

highlight local high school and middle school marching bands; local school choral performances; as well as the UCF marching band. The parade coincides with a planned Christmas concert in Lake Eola Park. Both events are free to the public. The estimated budget for this event is \$26,000. Staff is recommending a sponsorship of \$10,000, the full amount requested, from the Community Concert fund.

Staff requests that the DDB approve fiscal year 2018-2019 Community Concert funding for the Christmas Parade in the amount of \$10,000.

Date of Next Meeting: – November 28, 2018, 3:00 PM, in Manatee A & B Conference Room

Adjournment: