



CITY OF ORLANDO'S DOWNTOWN DEVELOPMENT BOARD
+ COMMUNITY REDEVELOPMENT AGENCY

ANNUAL REPORT 2025



TABLE OF CONTENTS

4	Mayor's Message	15	Business Incentives	42	Discover Downtown
5	Executive Director's Message	18	Downtown Orlando Transformations	45	Events
6	Demographics	25	Parramore	56	Downtown Clean Team
8	Development Activity	28	Sports	59	DDB Financial Statement
10	Community Redevelopment Agency Goals	32	Downtown Transportation	60	CRA Financial Statements
13	Office Market and Employment	34	Marketing and Communications	63	Board and Staff Listing

DOWNTOWN ORLANDO HIGHLIGHTS

Best Large City to Start a Business
(WalletHub, 2025)

**#1 Fastest-Growing Major Metro in the
U.S. — Job, Population & GDP Growth**
(Orlando Economic Partnership, 2025)

**#1 Florida's Best College City & Top
Place to Start a Career**
(WalletHub, consecutive ranking through 2025)

No. 1. Top Meeting Destination in the US
(CVENT, 2025)

**80% of Orlando's Employment is
outside of hospitality + tourism**
(Orlando Economic Partnership)



MESSAGE FROM THE MAYOR

Downtown Orlando continues to grow and evolve attracting new businesses, events, and visitors. With \$1.1 billion in ongoing development investments and the exciting announcement of Midtown Development working with Heatherwick Studio to re-imagine the vacant Orlando Sentinel lot, there is no doubt that continuous progression is happening downtown.

The pages that follow reflect a year of progress made possible through collaboration, commitment, and shared purpose. This annual report highlights our collective achievements and shares our sincere gratitude to the community partners and businesses whose investment continues to push downtown forward.

Together, we are advancing towards a downtown that is vibrant and welcoming for every person. Thank you for your continued partnership and belief in what downtown Orlando can be.

Buddy Dyer
Mayor



MESSAGE FROM THE EXECUTIVE DIRECTOR

Serving as the Executive Director of the City of Orlando's Downtown Development Board and Community Redevelopment Agency continues to be a privilege and pleasure. Each year, I am inspired by the dedication of our community partners, stakeholders, and team members who work together tirelessly to strengthen downtown and enhance the experiences of those who live, work, and visit here.

Over the past year, downtown Orlando continued to move forward with new developments, business growth, and engaging activations that brought people together and reinforced downtown as a dynamic place to be. Strategic investments, successful incentive programs, and creative placemaking efforts supported economic vitality while earning recognition and reinforcing our commitment to quality, innovation, and collaboration.

Guided by the DTO Action Plan, we remained focused on improving streets, civic spaces, mobility, districts, and neighborhoods and will continue to do so in 2026. This year we saw the opening of the urban pocket park Art², welcomed new businesses, and congratulated the Good Salt Restaurant Group for being a James Beard Award finalist for Outstanding Restaurateur. Renovation and improvement projects such as The Canopy and improvements along Church Street will enhance many areas in the downtown core over the coming months and years.

I am proud of what we have accomplished together and excited for the opportunities ahead. Thank you for your continued partnership, trust, and commitment to downtown Orlando. Together, we will continue building a vibrant future for our community.

A stylized, handwritten signature in white ink, appearing to read 'David Barilla'. The signature is fluid and modern, with a large, sweeping 'D' and 'B'.

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

DEMOGRAPHICS

Summary	Census 2020	2025	2030
Population	19,501	23,056	25,008
Households	11,014	12,983	14,244
Families	3,125	3,660	3,988
Average Household Size	1.61	1.63	1.62
Owner Occupied Housing Units	1,926	2,096	2,500
Renter Occupied Housing Units	9,088	10,887	11,744
Median Age	35.0	35.6	36.6

Trends: 2025-2030 Annual Rate	Area	State	National
Population	1.6%	1.1%	0.4%
Households	1.9%	1.3%	0.6%
Family Population	1.7%	1.3%	0.5%
Owner Occupied Housing Units	3.6%	1.8%	0.0%
Median Household Income	2.6%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	601	3.1%	716	3.1%	757	3.0%
5-9	592	3.0%	681	3.0%	695	2.8%
10-14	540	2.8%	656	2.9%	673	2.7%
15-19	749	3.8%	978	4.2%	1,024	4.1%
20-24	1,647	8.4%	1,842	8.0%	2,147	8.6%
25-29	3,043	15.6%	3,317	14.4%	3,425	13.7%
30-34	2,596	13.3%	3,068	13.3%	3,023	12.1%
35-39	1,683	8.6%	2,083	9.0%	2,321	9.3%
40-44	1,148	5.9%	1,525	6.6%	1,731	6.9%
45-49	976	5.0%	1,201	5.2%	1,454	5.8%
50-54	953	4.9%	1,079	4.7%	1,190	4.8%
55-59	919	4.7%	1,034	4.5%	1,066	4.3%
60-64	777	4.0%	884	3.8%	931	3.7%
65-69	725	3.7%	826	3.6%	872	3.5%
70-74	708	3.6%	846	3.7%	906	3.6%
75-79	548	2.8%	769	3.3%	870	3.5%
80-84	500	2.6%	633	2.8%	827	3.3%
Age 85+	796	4.1%	918	4.0%	1,096	4.4%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	1,206	9.3%	1,124	7.9%
\$10,000-14,999	1,415	10.9%	1,493	10.5%
\$15,000-19,999	482	3.7%	451	3.2%
\$20,000-24,999	400	3.1%	382	2.7%
\$25,000-29,999	411	3.2%	384	2.7%
\$30,000-34,999	198	1.5%	195	1.4%
\$35,000-39,999	364	2.8%	353	2.5%
\$40,000-44,999	365	2.8%	378	2.6%
\$45,000-49,999	277	2.1%	283	2.0%
\$50,000-59,999	742	5.7%	741	5.2%
\$60,000-74,999	928	7.2%	1,034	7.3%
\$75,000-99,999	1,256	9.7%	1,488	10.4%
\$100,000-124,999	1,610	12.4%	1,924	13.5%
\$125,000-149,999	913	7.0%	1,138	8.0%
\$150,000-199,999	930	7.2%	1,099	7.7%
\$200,000-249,999	514	4.0%	657	4.6%
\$250,000-299,999	268	2.1%	358	2.5%
\$300,000-399,999	186	1.4%	244	1.7%
\$400,000-499,999	130	1.0%	108	0.8%
\$500,000+	389	3.0%	409	2.9%
Median Household Income	\$69,608	-	\$79,136	-
Average Household Income	\$106,177	-	\$112,054	-
Per Capita Income	\$60,099	-	\$64,072	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,132	52.0%	11,580	50.2%	12,218	48.9%
Black Alone	4,812	24.7%	5,672	24.6%	6,036	24.1%
American Indian Alone	53	0.3%	70	0.3%	78	0.3%
Asian Alone	927	4.8%	1,233	5.3%	1,439	5.8%
Pacific Islander Alone	17	0.1%	23	0.1%	27	0.1%
Some Other Race Alone	1,186	6.1%	1,519	6.6%	1,765	7.1%
Two or More Races	2,374	12.2%	2,958	12.8%	3,445	13.8%
Hispanic Origin (Any Race)	3,913	20.1%	4,995	21.7%	5,848	23.4%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

January 2026



DEVELOPMENT ACTIVITY



At the end of 2025, downtown Orlando continued to see significant development activity with multiple projects under construction and others in the planning stages. Two notable projects began construction during the year. Beacon at Creative Village, a 106-unit mixed-income residential complex located in the Parramore area, broke ground in February 2025 and is anticipated to be completed in late 2026. Additionally, the Florida League of Cities Extension commenced construction in early 2025 on its new four-story, 47,000 sq. ft. office building and three-story parking structure at 125 E. Colonial Drive.

Several other major projects remain approved or proposed but had not started construction as of the end of 2025. These include The Commons, a joint development featuring a 25-story apartment tower with 400 residential units, 8,238 sq. ft. of retail space, and an integrated parking garage, alongside a 10-story, 250,000 sq. ft. Class A office building; and the Church Street Station Project, which will include The Edge at Church Street Station—a 32-story tower with 230 luxury residential units, a 209-key hotel, 200,000 sq. ft. of office space, and 2,500 sq. ft. of retail space, as well as the Bumby Arcade food hall expansion expected to open in 2026.

Other notable proposals include the Magnolia Mixed-Use Tower, Pine and Lake Mixed-Use Tower, Westcourt, and several additional residential and mixed-use developments throughout the downtown area.





COMMUNITY REDEVELOPMENT AGENCY GOALS

COMMUNITY REDEVELOPMENT AGENCY
2025 PROJECTS FISCAL YEAR 2024/2025

Project:	2024/2025 Expenditures:	Total Expenditures:	Status:	Start Date:
Ambassador Program	\$1,345,290	\$4,003,891.76	Ongoing	3/10/23
Art ² (urban park)	\$2,486,169	\$6,618,084.27	Ongoing	3/1/22
Christian Service Day Center Construction	\$361,262	\$361,262	Ongoing	12/11/23
Church Street Festival Street Design Services	\$506,362	\$506,362	Started	8/18/24
Community Policing Innovations	\$2,729,813	\$9,085,347.20	Ongoing	7/1/21
CRA Parramore Homes (Phase 3)*	\$1,141,525	\$4,596,805.13	Ongoing	2/20/20
Creative Village: Luminary Green Maintenance	\$41,932	\$41,932	Ongoing	10/1/24
Downtown Lighting Improvements	\$1,464,127	\$2,557,242.28	Ongoing	Annual
Downtown Master Plan	\$414,254	\$1,697,464.55	Ongoing	6/20/20
Holiday Lighting and Décor	\$694,553	\$1,873,238.84	Ongoing	2/1/19
Lake Eola Master Plan	\$231,826	\$375,672.94	Ongoing	9/22/22
Lake Eola Master Plan - Sperry Fountain Construction	\$269,204	\$269,204	Completed	3/10/25
Lake Eola TING	\$44,169	\$119,191.59	Completed	8/10/23
Lake Lucerne Planters	\$145,300	\$145,300	Ongoing	8/7/24
Land Acquisition	\$18,560,880	\$18,560,880	Completed	3/11/25
Lucerne Gateway Improvements	\$26,431	\$142,698.47	Ongoing	7/1/23
Magnolia Ave Roadway Reconfiguration	\$340,522	\$340,522	Started	8/12/24
Parramore Streetscape Improvements Project	\$11,068	\$11,068	Started	4/1/25
Streetscapes, Plazas, and Corridors	\$149,856	\$419,840.31	Ongoing	Annual
The Canopy (Under I Design)	\$380,638	\$1,582,863.39	Ongoing	6/1/23
Under I - Temporary Lots	\$232,101	\$710,225.04	Completed	8/26/24
Total:	\$31,577,281	\$54,019,094		

* Affordable housing initiative

COMMUNITY REDEVELOPMENT AGENCY

2025 FUNDS AWARDED BY PROGRAMS FISCAL YEAR 2024/2025

Programs	Awarded	2025 Expenses	Total Expenses	Start Date	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					
Summerwinds HOA Inc	\$84,910.00	\$55,992.50	\$55,992.50	10/7/24	Ongoing
Heatwave ORL, LLC	\$129,196.00	\$115,338.13	\$129,196.00	1/27/25	Ongoing
Rowe Family Revocable Trust	\$12,869.86	\$12,869.86	\$12,869.86	2/24/25	Completed
SCO Condominium Association, Inc.	\$100,000.00	-	-	4/7/25	Ongoing
701 Arlington Street Façade (Lydia Quinn & Reed Laferriere)	\$20,000.00	\$20,000.00	\$20,000.00	4/21/25	Completed
Villas of Lake Eola Condominium Association	\$17,150.00	-	-	6/23/25	Ongoing
Waverly on Lake Eola Condominium Association	\$100,000.00	-	-	9/22/25	Ongoing
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					
Sparrow Wine Bar	\$212,600.00	\$187,600.00	\$187,600.00	11/11/24	Ongoing
Tikka Bowls and Tacos (2MLA LLC)	\$54,025.00	\$37,225.00	\$45,625.00	12/9/24	Ongoing
Evergreen Juice Bar (Central Blvd LLC)	\$100,000.00	\$87,500.00	\$100,000.00	12/9/24	Complete
Sola Salons (Four S. Orlando LLC)	\$100,000.00	\$93,750.00	\$93,750.00	12/9/24	Ongoing
Heatwave ORL, LLC	\$125,000.00	\$112,103.88	\$112,103.88	1/27/25	Ongoing
Buffalo Boss	\$89,257.20	\$39,257.20	\$53,197.21	5/19/25	Ongoing
Wig Factory, LLC	\$35,129.00	-	-	5/19/25	Ongoing
Acropolis Greek Taverna (Turrio LLC)	\$99,300.50	\$95,505.42	\$95,505.42	5/19/25	Ongoing
Outpost	\$84,000.00	\$65,250.00	\$65,250.00	6/9/25	Ongoing
Nic and Luc	\$71,442.50	-	-	8/11/25	Ongoing
Goblin Studios LLC	\$125,000.00	-	-	8/11/25	Ongoing
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					
ECS Florida LLC	\$117,000.00	-	-	9/8/25	Ongoing
MEBA/Parramore Incentives					
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					
The District Gastrobar	\$158,350.00	\$101,850.00	\$101,850.00	8/11/25	Ongoing
SAFE Program					
N/A					
TOTAL	\$1,835,230.06	\$1,024,241.99	\$1,072,939.87		



OFFICE MARKET AND EMPLOYMENT



Downtown Orlando ended 2025 with approximately 12.32 million sq. ft. of office space available for rent and an occupancy rate of 88.7%. The vacancy rate stood at 11.3%, and the average rental rate was \$29.14 per sq. ft. Leasing activity totaled 311,357 sq. ft. in the fourth quarter of 2025, including 26 major leases accounting for 135,646 sq. ft. Class A office space represented the majority of the inventory at 59.9%, followed by Class B at 25.3%, and Class C at 14.8%. Class A space had the highest average rental rate at \$31.14 per sq. ft., while Class C had the highest occupancy rate at 94%. Year-over-year, vacancy increased by 11%, leasing activity increased by 311%, and average rental rates declined by 3%, indicating continued demand for downtown office space.

96,700+
EMPLOYEES IN DOWNTOWN

88.7%
OCCUPANCY RATE

243,354 SQ. FT.
OF OFFICE SPACE LEASED BETWEEN
Q1 2024 AND Q3 2024

BUFFALO BOSS

Brooklyn's Finest Wings



**BUSINESS
INCENTIVES**

DTO FAÇADE PROGRAM

The DTO Façade Program supports façade and building stabilization improvements for properties within the downtown Orlando Community Redevelopment Agency (CRA). The program assists with costs for exterior physical upgrades throughout the entire downtown CRA and offers building stabilization funding specifically within the Parramore Heritage Area. Additionally, properties located within designated Focus Areas may be eligible for supplemental funding.

Fourteen applicants were approved for funding in the 2025 calendar year, totaling \$908,866.21. One of the notable approvals, Jefferson 1122 LLC, was approved for \$179,478.40 in funding assistance for façade improvements, including external repairs and aesthetic upgrades. The applicant's capital investment in the project is estimated over \$230,000.00.

Additionally, Lake Eola Condominium Association, Inc. was approved for \$15,439.00 in funding assistance for enhancements to the building façade for the property located in downtown Orlando. The applicant's capital investment in the project is estimated at approximately \$31,000.00. Another significant approval, Waverly on Lake Eola Condominium Association, Inc., received \$100,000 for exterior improvements, with an estimated capital investment of \$818,626.60.

DTO RETAIL PROGRAM/DTO RESTAURANT PROGRAM

The DTO Restaurant and Retail Programs provide qualifying businesses with reimbursement funding for tenant improvements and rent expenses. Exact funding levels vary based on program criteria such as location, square footage, and business classification, with restaurants and retail establishments each subject to their respective classifications and requirements. These programs are designed to support economic growth by reducing upfront costs for businesses and encouraging long-term investment in the downtown area. In the 2025 calendar year, funding for ten applicants was approved under the DTO Restaurant Program, totaling \$1,032,868.28, and two applicants were approved under the DTO Retail Program, totaling \$160,129.00. Notable restaurant approvals include Sparrow Orlando, LLC (Sparrow Wine Bar & Lounge), which received \$212,600 for build-out and rent abatement, and Buffalo Boss Orlando, LLC, which was approved for \$89,257.20. Retail approvals included Wig Factory, LLC and Goblins Studio LLC, with funding amounts of \$35,129 and \$125,000 respectively.





HIGH WAGE / HIGH VALUE JOB CREATION PROGRAM

The High Wage/High Value Job Creation Program was established to attract industries and headquarters with high-value jobs to downtown Orlando. Originally approved by the CRA on April 17, 2006, the program underwent an amendment in 2023 to introduce the Parramore HQ Incentive, aimed at incentivizing businesses to establish high-wage jobs within the Parramore Planning Area. Under this incentive, companies are eligible for up to \$4,000 per job in funding assistance.

In 2025, ECS Florida LLC was approved for \$117,000 in funding assistance under this program. The CRA Advisory Board recommended approval of this funding agreement, which will support downtown Orlando's continued economic growth by attracting high-wage employment opportunities.





**DOWNTOWN
ORLANDO
TRANSFORMATIONS**



CITY OF ORLANDO LAUNCHES 407 CONNECT

The city and CRA, in partnership with the Christian Service Center, launched 407 Connect - a new initiative aimed at providing safe overnight accommodations and support services to individuals within the downtown area experiencing homelessness.

Utilizing the successful Dignity Bus project seen in Vero Beach, 407 Connect introduces two custom-designed 45-foot buses, each equipped with insulated sleeping pods, restrooms, storage compartments, and onboard security personnel. The program provides overnight refuge for nearly 42 individuals per night while also offering case management services to help participants transition into housing.

With homelessness on the rise in Central Florida—the 2024 Point-in-Time Count reported a 24% increase in unsheltered individuals in Orange County—407 Connect serves as a critical component of the city’s broader strategy to reduce homelessness by 50% over the next three years. This model offers a cost-effective and scalable solution, allowing the city to expand accommodations while actively working toward long-term housing solutions.

By leading the way with 407 Connect, Orlando is reaffirming its commitment to innovative, compassionate, and effective solutions for those in need.



NEXT STEPS TAKEN FOR THE 30 S. ORANGE SITE AND THE LAKE EOLA GATEWAY

Progress continued in 2025 on plans to re-imagine 30 South Orange Avenue and the Lake Eola Gateway, as the CRA released a Request for Proposals for progressive design-build services. This milestone marked an important step in advancing the DTO Action Plan and shaping a more connected, people-focused downtown.

Envisioned as more than a park entrance, the Lake Eola Gateway will create a welcoming arrival into downtown, while the 30 S. Orange Avenue site is planned as a vibrant public space featuring landscaping, art, and placemaking elements that encourage gathering and connection. Together, these projects reflect a commitment to walkability, inclusivity, and quality public spaces that enhance everyday experiences in downtown Orlando.

EXCITING PROGRESS FOR THE CANOPY

The Canopy continued to move forward in 2025, marking an important milestone as City Council took steps to authorize a key contract to advance the project. Planned within the I-4 corridor, The Canopy is envisioned as a transformative public space that blends art, shade, and gathering areas to create a more welcoming and inclusive environment.

Aligned with the DTO Action Plan, the project goes beyond beautification to reshape how people experience and move through the urban core. With substantial completion targeted for 2027, The Canopy represents a forward-looking investment in a more connected, livable, and art-forward downtown Orlando.

A LEGACY OF LOVE TAKES FLIGHT

Created through a collaboration between the Orlando Land Trust and the City of Orlando, the Grandmother's Legacy of Love Butterfly Garden can be found nestled between the Sperry Fountain and the Lake Eola walkway. The garden features lush and multiple sculptures, offering visitors a peaceful retreat in the heart of the city.

The project, which had a butterfly release opening ceremony, also honors more than 400 grandchildren - many fifth-generation Orlandoans - whose grandmothers contributed to making this vision a reality.

With this new feature, Lake Eola Park continues to grow as a place where residents and visitors can gather, relax, and experience the vibrant, walkable downtown envisioned in the DTO Action Plan.





ART² OPENS AS A NEW DOWNTOWN GATHERING PLACE

Art² opened as an innovative new public space and community hub in downtown Orlando, offering a welcoming place to gather, relax, and explore. Operated by À La Cart and funded by the CRA, the park features flexible outdoor seating, rotating food vendors, and a craft beverage station. The pocket park features an LED screen which showcases an array of digital art which is refreshed regularly as well as screening Orlando Magic games for fans to enjoy.

Art² reflects the city's vision of being "An Awesome Outdoor City" and plays an important role in advancing the DTO Action Plan by activating downtown's core corridors with people-centered design.

Public art is central to the experience, with new murals adding color and character to the space. *Urban Mirage 1* by Sitki Dogan celebrates the City of Orlando's 150th anniversary inspired by Florida's natural landscape and downtown's skyline, while capturing the creative and community-centered spirit of Art². *Step into the Past: Walking Through Time* - by SKIP of A Pivotal Character Artworks - commemorates the city's 150th anniversary with a playful, pop-culture inspired tribute to Orlando's history.



Urban Mirage 1 by Sitki Dogan

DOWNTOWN ORLANDO IN LIVING COLOR

In 2025, we welcomed a burst of color, creativity, and interactive experiences to downtown Orlando, transforming public spaces into vibrant destinations for residents and visitors alike.

Among the highlights, Floral Odyssey by Peterson Guerrier and Chris Jones now graces the façade of 1 South Orange Avenue, inviting viewers to dream big and reflect on imagination, ambition, and possibility. At Discover Downtown – the Downtown Info Center – internationally renowned artist Kelsey Montague unveiled What Lifts You Orlando, a set of iconic wings blending downtown landmarks and the community’s creative spirit—perfect for photos and inspiration.

At Art², *Urban Mirage 1* celebrates Orlando’s 150th anniversary with bold cubist shapes, tropical hues, and immersive 3D perspectives that showcase the city’s skyline, Lake Eola swans, and Florida’s natural beauty setting the backdrop for the exciting new space. The second mural, *Step into the Past: Walking Through Time* by SKIP of A Pivotal Character Artworks, offers a playful pop-culture nod to the city’s rich history.

Adding an interactive twist to the downtown landscape, the 8-Bit Spring installation with DTO Live at 30 South Orange Avenue brought playful, retro video game animations to life, allowing visitors to engage with pixelated frogs, flowers, and fruit at the push of a button. A little slice of history made it’s way to 30 South Orange Avenue in 2025. Originally towering over 1-4, the 48-foot-long MERITA Bread neon sign was resorted and displayed downtown. This activation celebrated Orlando’s rich history and the efforts to preserve its iconic landmarks.

Together, these murals and installations reflect downtown Orlando’s commitment to using art and culture to animate public spaces, spark curiosity, and celebrate the city’s identity and creativity.



**What Lifts You Orlando
by Kelsey Montague**



BUSINESS OPENINGS AND UPDATES

LEIAH, A FAMILY-INSPIRED CULINARY EXPERIENCE

Led by award-winning chef Omar Torres and funded by the DTO Restaurant Program, Leiah offers an elevated fine dining experience featuring a handcrafted chef's tasting menu, a thoughtfully curated wine list, and a focus on high-quality, scratch-made ingredients. Leiah is named after the chef's daughter, whose love of nature, flowers, and butterflies inspired both the ambiance and the elegant garnishes on each plate. His decision to open in downtown reflects his deep connection to the city, a place where he's built a life, a family, and lasting memories.

ELEVATING YOUR HEALTH WITH EVERGREEN JUICE BAR

A new kind of energy is flowing into South Eola Neighborhood with the opening of Evergreen Juice Bar. With funding from the DTO Restaurant Program this new spot is serving up vibrant, wellness-focused bites, juices, and smoothies in downtown.

Located at 415 E. Central Boulevard, this former office space has been thoughtfully transformed into a bright and welcoming juice bar - an example of how adaptive reuse is reshaping the DTO experience.

LUXE MED SPA OPENS NEW DOWNTOWN LOCATION

After two years of careful planning, vision, and dedication, Luxe Med Spa proudly opened their brand-new location at 55 West Church Street, Suite 206. This expansion marks a major milestone in their mission to provide exceptional, medically backed aesthetic care in a more accessible and vibrant setting.

This exciting move was made possible in part from DTO Retail Program funding, which helped bring the new location to life. With this partnership and investment in the local community, Luxe Med Spa is now better equipped than ever to serve both their loyal clients and new visitors looking to elevate their skincare and wellness routines.

LAKE EOLA HAS A NEW OUTPOST

Outpost Neighborhood Tavern, a modern American eatery with some Southern spice, rooted in community and comfort, brings laid-back charm and bold flavor to the corner of East Robinson Street and North Eola Drive.

This new space also offers a variety of events, cornhole, and darts.

SPARROW LANDS IN THE NORTH QUARTER DISTRICT

James Beard Nominees Jason and Sue Chin of the Good Salt Group opened their third downtown restaurant, Sparrow, with funding from the DTO Restaurant Program. Designed for lovers of fine wine, crafted cocktails, and a Southern European inspired tapas style small plate menu, this space offers a thoughtful experience for both everyday outings and special occasions.

FRESH CHICKEN WINGS, TASTY SAUCES, AND A DASH OF NYC SWAGGER

Inspired by the energy of NYC streets and infused with the spirit of Brooklyn hip-hop, Buffalo Boss is more than just a restaurant, it's a cultural vibe. Serving up fresh wings and a range of house-made sauces for every tastebud, this restaurant is packed with flavor and personality. With funding from the DTO Restaurant Program, this NYC based hotspot adds a flavorful new edge to downtown Orlando's food scene.

BIG THINGS ARE BREWING AT I LOVE ORLANDO CAFE

I Love Orlando Cafe received funding from the DTO Restaurant Program and expanded into the adjacent unit, creating even more space for customers to relax, connect, and savor their favorite bites. This expansion comes as a natural result of the tremendous growth and ongoing support from the community.

BIG IDEAS, BOLD BUILDS, AND A TOUCH OF GOBLIN MAGIC

Goblin Studios brings a wave of imagination, artistry, and hands-on craftsmanship to the city's creative scene. Located in Parramore, the Goblin team has over 25 years of experience building jaw-dropping environments, intricate props, and unforgettable moments for theme parks, hotels, bars, restaurants, and beyond. Now with funding from the CRA Retail Program, they have built out their full-service fabrication space and gallery which hosts rotating seasonal events and sells maker works.





PARRAMORE



ART POLLINATION

Art Pollination is a City of Orlando public art initiative, supported by the CRA, that uses creativity to raise awareness around food insecurity and promote healthy local food access. Awarded through Bloomberg Philanthropies' 2023 Public Art Challenge Grant, the \$1 million, multi-year project launched in February 2025 and will be completed in early 2026.

Led by artist Juan William Chavez and featuring work from 22 artists, Art Pollination invited residents to engage with the issue of food access through temporary art installations, educational programming, and community events across downtown and west-side neighborhoods. A major highlight took place in September with mural activations along West Church Street in Parramore, where local businesses shared their facades to support large-scale public art in the historic commercial corridor.

As part of this effort, the CRA-owned Jackson Court development was enhanced with Hands That Nourish, a colorful façade mural by Peterson Guerrier and Chris Jones of Red Tape Studio. The mural installations were unveiled through community celebrations that included artists, city leadership, family-friendly activities, free food, and educational conversations focused on food insecurity.

Art Pollination also extended into other downtown settings, including multi-artist displays, poetry at CityArts, and an educational Urban Trail installation titled From Grove to Glass, created in partnership with UF-IFAS. Together, these projects demonstrated the power of public art to inform, inspire, and strengthen community connections across Orlando.



A PIECE OF PARRAMORE'S HISTORY RETURNS TO NEW HOME

A piece of Parramore's history has returned to a new home. The fourfaced clock, donated to the city in 2007 to beautify the original Parramore Park, has been in storage for nearly a decade. After the park was reshaped for Inter&Co. Stadium, the clock was stored.

Thanks to community input and city staff collaboration, a site was identified at the corner of W. Church Street and Lee Avenue - the southern portion of the former Parramore Park.

The clock was restored for its new location and can once again serve as a welcoming point for the Parramore community.

A NEW HOUSING OPTION IS COMING TO DTO

The Beacon at Creative Village represents an important step forward in expanding housing options in downtown Orlando. Bringing 115 mixed-income apartment homes to the corner of W. Amelia Street and N. Parramore Avenue, the project supports the DTOutlook’s goal of creating a more affordable, diverse, and inclusive urban core.

Backed by \$1.22 million in CRA funding, The Beacon will offer a range of studio, one-bedroom, and two-bedroom residences and secure long-term affordability for the next 50 years. Located in Creative Village, the development places residents close to education, jobs, transit, and green spaces—helping ensure that the people who work in and contribute to downtown can also call it home.

THE HEART OF 32805

JJ the Artist brought Parramore’s history and community to life with The Heart of 32805. This mural honors Thomas C. Chatmon, Jr., former Executive Director of the Downtown Development Board (DDB)/Community Redevelopment Agency (CRA) who passed in July 2023; Senator Geraldine Thompson, who passed in February 2025, and the neighborhood’s rich heritage. Designed in a realistic acrylic style, the mural weaves together historic images of Parramore’s commercial district, nods to Florida agriculture through orange motifs and local symbols like Orlando’s black swans, sunsets, flowers, and palm trees.

JJ worked closely with Parramore Main Street to balance historic and personal elements, ensuring the mural, located on the Elks Lodge building, captured both notable leaders and the neighborhood’s identity.





SPORTS



CELEBRATING SUCCESS ACROSS ORLANDO SPORTS

Local teams delivered another impressive year in 2025, marked by competitive success and memorable milestones. Orlando City SC extended its streak of excellence by reaching the MLS Cup Playoffs for the sixth consecutive season, the longest active run in the league. The Orlando Pride, coming off their 2024 championship momentum, returned to the Semifinals for the 2025 NWSL Playoffs with a solid attempt to keep their 2024 title. The Orlando Solar Bears also returned to the Kelly Cup Playoffs for the second straight year, underscoring their continued consistency on the ice.

The Orlando Magic added to the excitement with the unveiling of a new logo and three new uniforms harkening back to the fan-favorite franchise symbol “the star.” The season featured standout moments including Paolo Banchero’s first career 50-point game and a return to the 2025 NBA Playoffs, making it a memorable year for Orlando basketball.

In October 2025, Inter&Co Stadium and the United Football League announced a multi-year partnership that will see downtown Orlando become the home of the newly unveiled team, the Orlando Storm. Kicking off on March 27, 2026, the new addition to Orlando sports will no doubt bring with it new fans, new traditions, and new wins. The Massachusetts Pirates, one of the premier teams in the Indoor Football League announced in November 2025 the relocation of the franchise to Orlando, Florida. The team will debut as the Orlando Pirates for the 2026 season playing its home games at Kia Center.



Building on national recognition from Sports Business Journal as the Best Sports Business City for Attracting and Hosting Events in 2024, downtown Orlando continued to excel as a premier host city for sports in 2025.

HOSTING THE WORLD'S GAME

Downtown Orlando was honored to be one of only 11 U.S. cities selected to host matches for the 2025 FIFA Club World Cup, the inaugural 32-club tournament featuring top teams from around the world. As the only host city staging matches in two venues, Camping World Stadium and Inter&Co Stadium, Orlando delivered a dynamic and seamless fan experience. The matches generated significant economic impact for the city, driving hotel stays, restaurant traffic, and visitor spending throughout downtown and surrounding neighborhoods. The quality of the facilities and hospitality also earned praise from participating teams, with Benfica head coach, Bruno Lage, and Auckland City head coach, Paul Posa, speaking highly of their teams' experience on match day at Inter&Co Stadium.





FOR THE FOOTBALL FANS

Downtown Orlando once again served as a premier destination for both collegiate and NFL football, hosting several high-profile games that brought fans, teams, and national attention to the city. At the start of the year, the reimaged NFL Pro Bowl Games presented by Verizon returned to Camping World Stadium. The NFL celebrated its best players with a multi-day AFC vs. NFC competition featuring skills showdowns and a highly anticipated flag football game. Later in the year signature games including the Cure Bowl, Pop-Tarts Bowl, Cheez-It Bowl, and the Florida Blue Florida Classic filled Camping World Stadium and surrounding downtown venues with energy and excitement.

These marquee matchups drew strong crowds, with the Florida Classic attracting more than 55,000 fans and the combined number of spectators for the Pop-Tarts and Cheez-It Citrus Bowl totaling over 80,000 annually.

Collectively, the Cure Bowl, Pop-Tarts Bowl, Cheez-It Bowl, and Florida Classic contribute north of \$100 million in economic impact to the Central Florida region. This surge in visitor spending supported local hotels, restaurants, retailers, and entertainment venues, reinforcing downtown Orlando's reputation as a trusted host for large-scale sporting events.

From championship-caliber competitions to vibrant fan experiences, each game showcased downtown's ability to deliver memorable events while welcoming visitors from across the country.





DOWNTOWN TRANSPORTATION



RIDE DTO

Following another strong year, the Ride DTO on-demand transit program continues to be a success. Steady demand and high usage saw the program move to a pooling format this year, ensuring that wait times are kept to a minimum, efficiency is improved, and riders get to their destination faster. Continuing to connect neighborhoods, businesses, and entertainment destinations within the downtown CRA area, Ride DTO is helping to make downtown more accessible, vibrant, and connected than ever before.

PARK DTO

The Downtown Development Board approved funding to extend the popular Park DTO program into 2026. Park DTO allows visitors to enjoy up to two hours of free parking at both on-street metered and non-metered spaces by using the code “ParkDTO” in the ParkMobile app. The second extension of this program now allows users to make use of 16 free parking codes per account.

By simplifying parking downtown, Park DTO complements our mobility efforts, making it easier for residents and visitors to explore dining, entertainment, and events within the downtown CRA area. Together, Ride DTO and Park DTO continue to enhance accessibility, convenience, and the overall downtown experience.





MARKETING & COMMUNICATIONS

ADVANCING DOWNTOWN ORLANDO THROUGH STRATEGIC STORYTELLING AND ENGAGEMENT

In 2025, the Marketing and Communications team played a central role in shaping how residents, stakeholders, and visitors experienced downtown Orlando. Through strategic campaigns, project storytelling, and collaborative partnerships, we amplified major initiatives that supported cultural development, economic vitality, placemaking, and destination promotion. From long-range planning efforts to marquee events and new public spaces, our work ensured that key projects were clearly communicated, widely shared, and meaningfully connected to the community.

CANVAS: A CULTURAL PLAN FOR THE CITY OF ORLANDO AND ORANGE COUNTY

We supported communications for the launch and community engagement phase of Canvas: A Cultural Plan for the City of Orlando and Orange County. This regional initiative established a shared roadmap to celebrate and grow Central Florida's arts and cultural ecosystem. Communications efforts focused on promoting public participation, encouraging residents to complete the community survey, and elevating awareness of the planning process to ensure inclusive input and broad representation.

ART² AND THE À LA CART PARTNERSHIP

We supported communications surrounding City Council's approval of À La Cart to oversee Art², downtown Orlando's newest creative park at Orange Avenue and Robinson Street, and later helped amplify the park's official opening in October 2025. Communications highlighted Art²'s role as a hub for rotating food vendors, flexible gathering spaces, and vibrant community programming designed to inspire creativity and connection. We also supported storytelling around the introduction of two new public murals, emphasizing downtown's commitment to public art, immersive experiences, and creative placemaking.

ACTIVATING PUBLIC SPACES AND COMMUNITY EXPERIENCES

We supported communications for the return of KaleidoScope 360° and Luminary Market at Luminary Green Park in Creative Village. Monthly promotions highlighted local vendors, family-friendly programming, and outdoor movie nights, reinforcing Luminary Green as a growing cultural hub and gathering place for residents, students, and workers.

ENHANCING DOWNTOWN ACCESS, SERVICES, AND QUALITY OF LIFE

We promoted the Clean and Safe app as an easy, accessible way for the public to report non-emergency issues such as graffiti, maintenance needs, and overflowing trash cans. Communications centered on empowering residents, workers, and visitors to play an active role in keeping downtown clean, safe, and welcoming.

We communicated the extension of the Park DTO program through the end of 2025, including expanded usage limits. Campaign messaging positioned the program as a tool to support downtown businesses, encourage visitation, and remove parking as a barrier to experiencing downtown Orlando's dining, entertainment, and cultural offerings.

COMMUNICATING DOWNTOWN'S LONG-TERM VISION

We led communications efforts surrounding key milestones of the DTO Action Plan, including the release of Requests for Proposals for the 30 S. Orange site and the Lake Eola Gateway entrance. Messaging emphasized the city's investment in people-focused public spaces, walkability, and placemaking, and positioned these projects as critical steps in transforming downtown into a more vibrant, connected, and inclusive environment.

AMPLIFYING ECONOMIC DEVELOPMENT AND TOURISM

VISIT ORLANDO'S MAGICAL DINING

We supported Visit Orlando's 20th anniversary Magical Dining campaign by promoting downtown's participating restaurants and highlighting the program's impact on local nonprofits. Communications elevated downtown Orlando as a premier dining destination and encouraged residents and visitors to support local businesses.

MAJOR SPORTING EVENTS AND GLOBAL VISIBILITY

We helped communicate downtown Orlando's role as a host for major national and international sporting events, including the FIFA Club World Cup, the NFL Pro Bowl, and the Florida Blue Florida Classic. Here, downtown was positioned as the cultural and entertainment heart of the city - highlighting dining, arts, parks, and walkability - while reinforcing Orlando's reputation as a global destination capable of hosting world-class events.

STRENGTHENING PARTNERSHIPS AND STAKEHOLDER ENGAGEMENT

Throughout the year, we collaborated closely with the Downtown Orlando Partnership on stakeholder-focused storytelling, social media partnerships, and cross-promotion of initiatives. These efforts strengthened alignment, expanded reach, and ensured consistent messaging across organizations invested in downtown's success.

PAID MARKETING CAMPAIGN HIGHLIGHTS

PROMOTING DOWNTOWN ORLANDO'S ARTS AND CULTURAL SCENE

In 2025, we continued a paid marketing campaign to promote DTOLive, an initiative aimed at celebrating the "art beat" of downtown Orlando in partnership with United Arts of Central Florida. The campaign aimed to drive attendance, boost awareness of the free cultural happenings, and position downtown as a dynamic, walkable destination for residents and visitors alike.

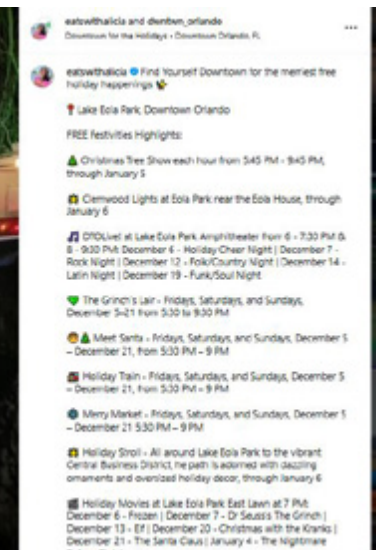
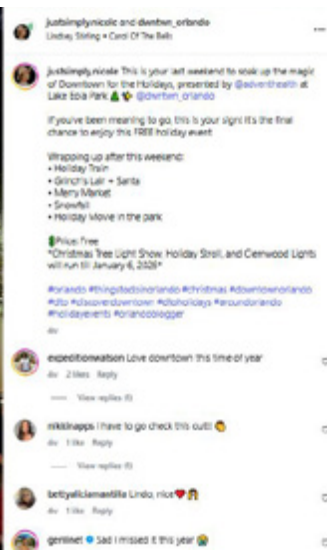
Messaging highlighted free arts and cultural events. Paid media efforts focused on reaching diverse audiences, encouraging engagement with local artists and organizations, and amplifying the vibrancy of downtown Orlando's cultural scene.

Through this campaign, we successfully reinforced downtown's reputation as a hub for creativity, entertainment, and community connection, driving participation in DTOLive events and increasing overall visibility for downtown Orlando's arts ecosystem.

1,492,800
VIEWS

528,500
REACH

30,020
CLICKED LINKS





DRIVING FAMILY ENGAGEMENT IN DOWNTOWN ORLANDO DURING HALLOWEEN

In October 2025, we executed a targeted paid marketing campaign to promote Eolaween, a family-friendly Halloween celebration at Lake Eola Park designed to drive families to downtown Orlando and position the area as a safe, fun, and welcoming destination for all ages.

The campaign promoted an evening of festive activities on the East Lawn, including interactive games, a live DJ, craft stations, and themed photo opportunities. Messaging also highlighted the outdoor movie feature, *Coco*, which transformed the event into a full evening experience and encouraged families to stay, explore, and enjoy downtown.

Through this paid campaign, we amplified awareness across key family and local audiences, increased visibility for downtown's fall programming, and supported broader efforts to reinforce downtown Orlando as a go-to destination for seasonal, family-oriented experiences.

279,600
VIEWS

269,300
REACH





DOWNTOWN FOR THE HOLIDAYS PRESENTED BY ADVENTHEALTH

Downtown for the Holidays brought thousands together to celebrate the season through festive programming, family-friendly experiences, and vibrant downtown activations. As the presenting sponsor, AdventHealth played a vital role in making this signature holiday event possible while reinforcing its commitment to community connection, joy, and well-being.

The event welcomed more than 1.2 million visitors throughout the month of December, drawing families, residents, downtown employees, and visitors to the heart of downtown Orlando. On-site activations generated strong engagement, with more than 1,800 participants waiting to take part in featured experiences - demonstrating high interest, extended dwell time, and meaningful interaction with event programming.

Downtown for the Holidays, presented by AdventHealth, was supported by a comprehensive, multi-channel marketing campaign designed to maximize visibility and regional reach. Print advertising placements included the Watermark Holiday Guide, Orlando Family Magazine, Orlando Sentinel, Handel's Messiah program, and a Veterans Day Parade advertisement, helping capture both local and visiting audiences.

Digital promotion expanded the campaign's footprint through paid and organic placements on Facebook and Instagram, partnership with Visit Orlando, and additional exposure through Orlando Family Magazine's digital platforms.

Out-of-home advertising, including Brightline placements, along with influencer partnerships further amplified awareness, driving attendance, and reinforcing downtown Orlando as a premier holiday destination.

In addition to paid and owned promotion, holiday happenings benefited from broad organic exposure through community event calendars. Events were listed on Orlando Weekly, Visit Orlando, Orlando Sentinel, Bungalower, and Visit Florida, strengthening discoverability and positioning downtown Orlando as a must-visit holiday destination.

**MORE THAN
2 MILLION
IMPRESSIONS**



HOLIDAY PROMOTION: THE GRINCH + RIDE DTO

During the 2025 holiday season, a themed promotional campaign video was created to feature the Grinch cruising through downtown in a Ride DTO vehicle to spotlight holiday programming and encourage seasonal visitation. This creative activation blended character-driven storytelling with transportation promotion, generating visual, shareable content while highlighting Ride DTO as a fun and convenient way to experience downtown during the holidays. The campaign supported broader efforts to position downtown Orlando as an energetic, festive destination throughout the season.

MORE THAN 25,000 VIEWS

1,151
VIEWS

26
COMMENTS

46
SAVES

400
SHARES



PAID MARKETING EXPANSION: KALEIDOSCOPE 360° AND LUMINARY GREEN MARKET

In fall 2025, we launched paid marketing efforts to support KaleidoScope 360° and the Luminary Green Market, expanding promotion beyond organic channels to grow awareness and attendance. These campaigns were designed to introduce new audiences to Creative Village, highlight Luminary Green Park as an emerging cultural gathering space, and strengthen visibility for recurring arts, movies, and market programming.

Through targeted advertising, we amplified monthly event awareness, supported local vendors and partners, and reinforced downtown Orlando's commitment to accessible, community-driven experiences.

746,500
VIEWS

571,220
REACH

AWARD-WINNING PROJECTS

The City of Orlando's DDB was awarded the prestigious Game Changer Award by the Downtown Orlando Partnership at the 2024 Golden Brick Awards for its innovative DTOLive program. This recognition celebrates initiatives that have made a transformative impact on the downtown experience.

Launched in June 2024 in partnership with United Arts of Central Florida, Creative City Project, and the Downtown Arts District, DTOLive brings a new level of energy to downtown by activating public spaces with free, family-friendly entertainment - from live music to cultural showcases - creating meaningful experiences for residents, workers, and visitors alike.

In addition to this honor, DDB was also named a finalist for the Westcourt Economic Development Incentive Agreement, Ride DTO, and the Clean & Safe app. These recognitions highlight the city's ongoing efforts to enhance the vitality, safety, and connectivity of downtown Orlando.

Hosted by the Downtown Orlando Partnership and presented by AdventHealth, the sold-out Golden Brick Awards ceremony took place on May 7, 2025, at Steinmetz Hall in the Dr. Phillips Center for the Performing Arts.

Additionally, DTOLive earned national recognition for its impact and innovation. The DDB received a Silver Award from the International Economic Development Council in the Innovative Economic Development category, along with a Savvy Award of Excellence (3rd Place) from the City-County Communications & Marketing Association, highlighting the program's success in advancing arts, culture, and economic development through creative activation.





DTO AT ICSC

Last year, the downtown Orlando team joined thousands of attendees at the International Council of Shopping Centers (ICSC) conference in Las Vegas and Orlando, one of the most influential gatherings for the retail and real estate industry. The global event brought together developers, retailers, investors, and innovators from across the world - all focused on shaping the future of commerce and communities.

From new mixed-use projects to adaptive reuse opportunities, the team highlighted the district's dynamic evolution as a leading destination for retail, dining, and experiential concepts.

Whether investors were looking to expand existing footprints, launch new projects, or plug into one of the country's most vibrant urban cores, downtown Orlando highlighted itself as a place where business and community thrive. The team held meetings with a wide range of national brands and companies, including Church's Texas Chicken, Firehouse Subs, CoStar, and Home Run Dugout - each discussing ways to explore how to become part of Orlando's next chapter of growth.

Participation in ICSC reinforces our commitment to fostering a robust and resilient downtown - where opportunity meets authenticity and where commerce supports community at every level. As downtown Orlando continues to grow as a cultural and economic hub, events like ICSC play a critical role in connecting vision to action and shaping the future of our city together.



DISCOVER DOWNTOWN

**DOWNTOWN ORLANDO
INFORMATION CENTER**

The team at Discover Downtown had a very busy year, the store updated its opening hours and is now open daily from 9 a.m. to 6 p.m., making it even easier for guests to explore all that downtown Orlando has to offer. Alongside that, the team was regularly out and about in the community participating in 18 different events including:

- Paws In The Park
- Chow on Church Street
- Eolaween
- IMMERSE
- 150 Year Celebration
- Fall Fiesta
- Spring Fiesta
- Employee Appreciation Day
- Downtown for the Holidays presented by AdventHealth
- Golden Brick Awards
- Come Out With Pride

DESIGNED TO CELEBRATE THE CITY

To celebrate Orlando’s 150th anniversary, Discover Downtown launched a collection of exclusive, limited-edition merchandise. The curated line featured vintage-inspired designs alongside bold statement pieces, designed to celebrate the city. Available for a limited time, the anniversary merch gave residents and visitors a tangible way to celebrate this historic milestone while showing pride in the city’s past, present, and future.



2025 RETAIL AT A GLANCE

2025 VISITATION STATS

9,404	1,882	7,522
TOTAL VISITORS	INTERNATIONAL VISITORS	DOMESTIC VISITORS
\$163.46	1,890	FRIDAY
AVERAGE DAILY SALES	CUSTOMERS SERVED	BEST DAY OF THE WEEK
228	1,653	
NEW CUSTOMERS	RETURN CUSTOMERS	
407	ORLANDO'S COOKBOOK	
TEE	TOP SELLING SINGLE ITEM	
TOP SELLING SHIRT		





A RECIPE FOR SUCCESS: ORLANDO'S KITCHEN LAUNCHES DOWNTOWN

The launch of Orlando's Kitchens: Recipes and Stories from our Neighborhoods, the official cookbook from Visit Orlando, was a strong win for downtown Orlando's culinary scene as well as Discover Downtown. Released on November 24 and sold exclusively through Discover Downtown in-store and online, the cookbook saw nearly 300 copies sold by year's end. That success was made even more meaningful by the prominent inclusion of downtown's six local restaurants featured in the book: Sparrow, The Drake, The Monroe, Natsu Omakase, Nikki's Place, and Reyes Mezcaleria. Their inclusion reflects the depth and quality of downtown's dining scene and reinforces its growing reputation as a destination for exceptional local cuisine.



DTO LOCAL LINE UP

Hosted by Orange Boy Events, DTO Local Line-up debuted in 2025 as a new pop-up market series at Discover Downtown. The inaugural market launched in September, setting the tone for a successful new program, followed by a second event in November in support of Small Business Saturday. Together, these pop-ups celebrated local entrepreneurship, encouraged residents and visitors to shop small, and added new energy to downtown. DTO Local Line-up was a meaningful way to support local talent while strengthening connections within the downtown community.





Rosalind Ave

EVENTS

Downtown Orlando comes alive through events that connect people, celebrate culture, and create lasting memories. Through strategic sponsorships, we supported experiences that strengthened community ties and showcased the city's energy. This year saw downtown venues have highlights of their own. From a record-breaking month at Camping World Stadium to the Kia Center celebrating 15 years as a cultural and economic anchor, the depth and breadth of events continue to draw crowds from near and far.

A RECORD-SETTING MONTH AT CAMPING WORLD STADIUM

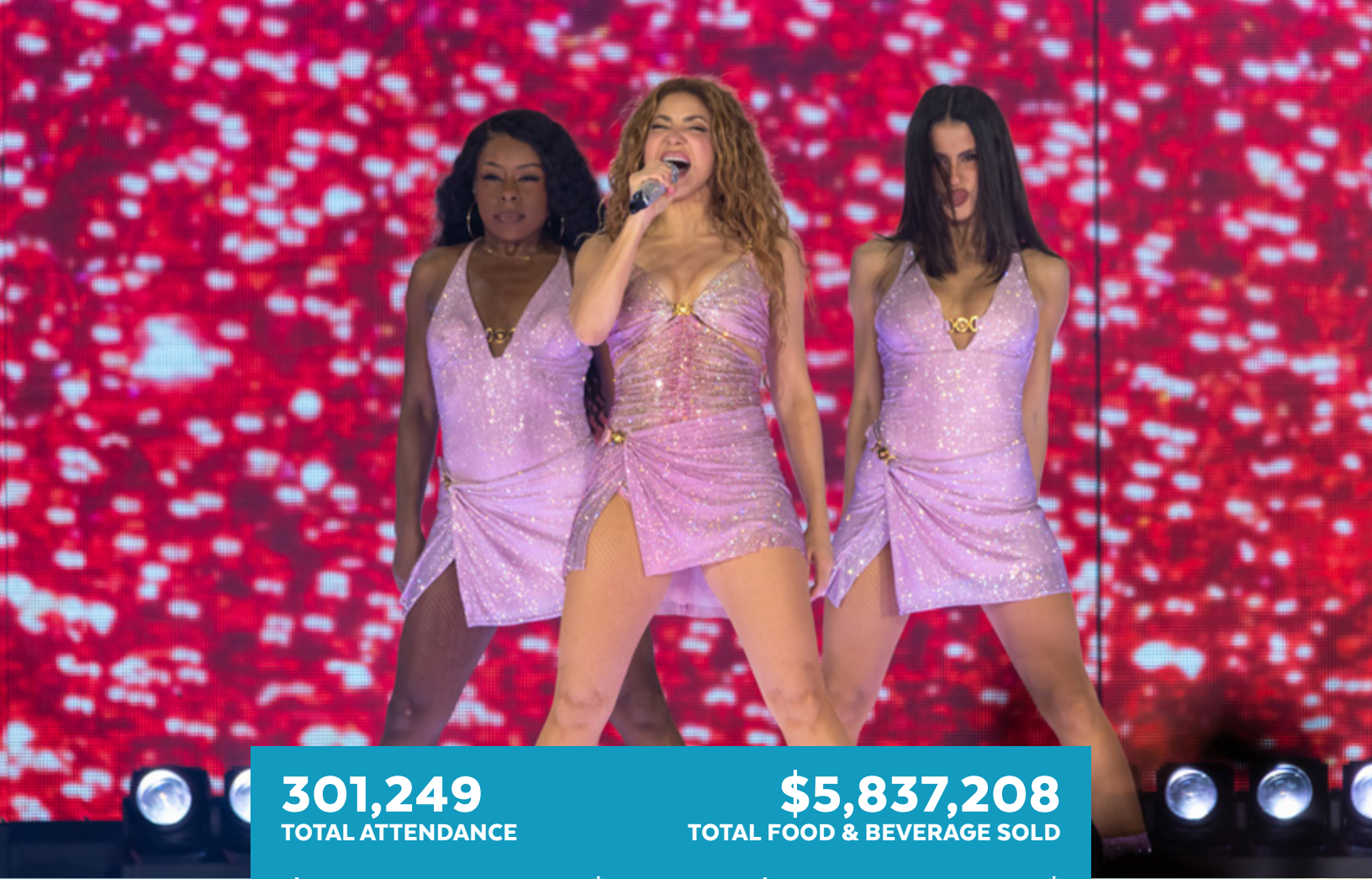
Camping World Stadium reached a major milestone in June 2025 as it experienced the busiest month in its history, reinforcing its role as one of Orlando's most dynamic and impactful venues. Over a 31-day stretch, the iconic stadium hosted seven major events, welcoming more than 165,000 music and soccer fans to downtown Orlando.

The month featured an impressive lineup of global talent, including concerts by Shakira, Post Malone, and Stray Kids. These performances marked several firsts for the venue, including its first K-pop concert, and reflected the stadium's growing ability to attract diverse, world-class entertainment.

International competition also took center stage as Camping World Stadium hosted four FIFA Club World Cup matches, drawing fans from around the world and showcasing downtown Orlando on a global stage. These events highlighted the success of continued city investments to modernize the stadium, keeping it competitive among premier venues while generating significant economic impact for local businesses and the broader Central Florida community.

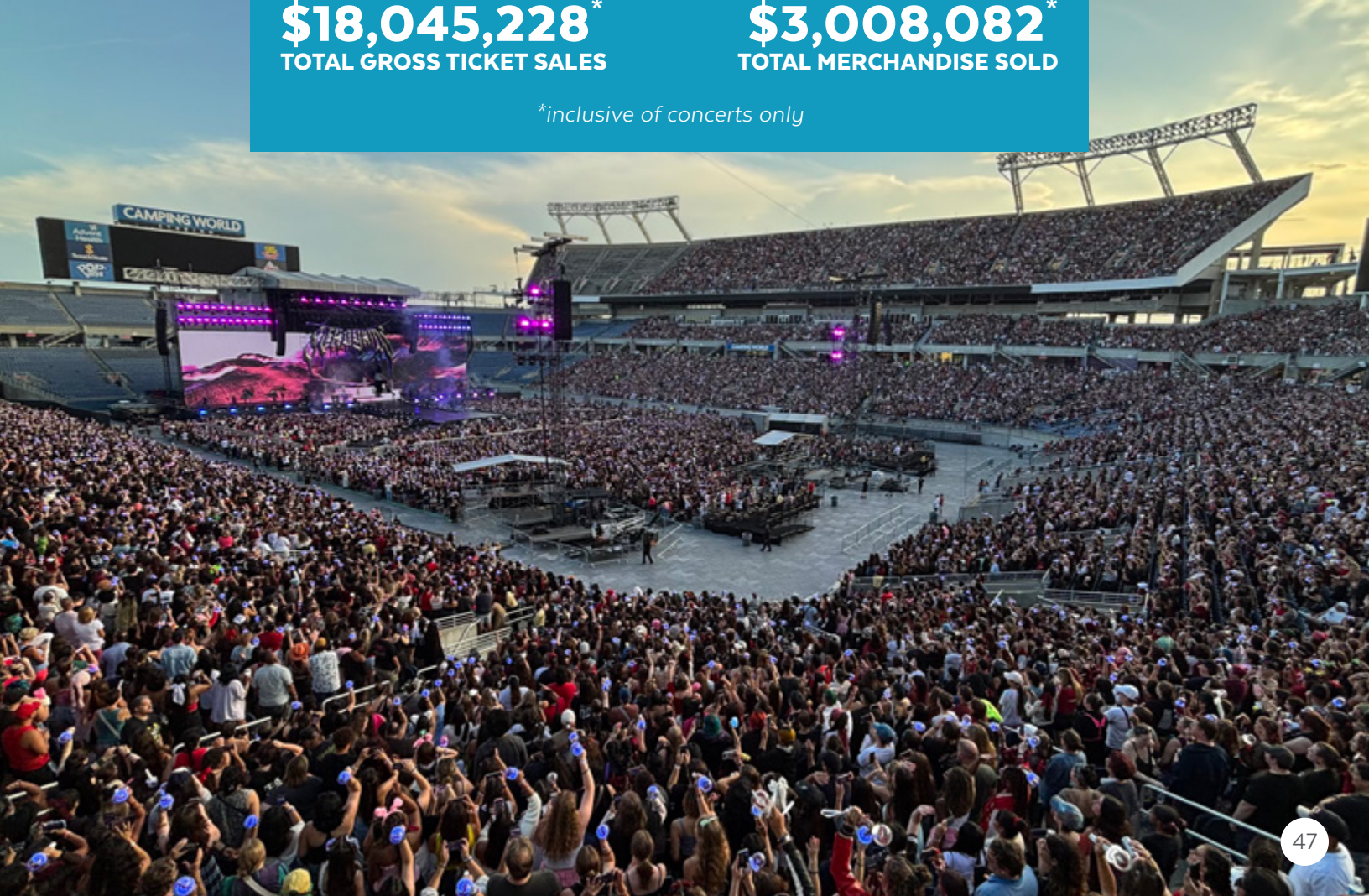
Together, the concerts and international matches demonstrated how Camping World Stadium continues to enhance quality of life for residents, attract visitors well beyond the region, and serve as a powerful economic engine for downtown Orlando.





301,249 TOTAL ATTENDANCE	\$5,837,208 TOTAL FOOD & BEVERAGE SOLD
\$18,045,228* TOTAL GROSS TICKET SALES	\$3,008,082* TOTAL MERCHANDISE SOLD

**inclusive of concerts only*



CELEBRATING

15

LEGENDARY YEARS



K11 CENTER



OCTOBER 1, 2025



ORLANDO, FLORIDA





CELEBRATING 15 YEARS AND KIA CENTER'S TRANSFORMATIVE ROLE IN DOWNTOWN

October 1, 2025, marked a milestone. It's been 15 years since the arrival of one of downtown Orlando's cultural and economic anchors now known as Kia Center. In that time, the center has done much more than host sporting events and concerts, it's become a catalyst for revitalization, identity, and opportunity.

Since opening in 2010, the center has hosted an impressive variety of events, NBA and ECHL games, NCAA March Madness, WWE spectacles as well as countless sell out concerts by some of the world's biggest performers all totaling more than 3,250 events! That breadth of programming has drawn nearly 20 million guests, locals and visitors alike, to downtown, boosting foot traffic, and keeping the area lively beyond traditional business hours, all while generating \$6.5 billion in economic output.

Fifteen years in, Kia Center isn't just a building, it's a symbol and engine of downtown Orlando—since opening, the venue has created more than 4,070 jobs.

BY THE NUMBERS// *Kia's First 15 Years*

\$6.5 BILLION
ECONOMIC OUTPUT

\$506,721,281*
TOTAL GROSS TICKET SALES

\$358,987,700
TOTAL FOOD & BEVERAGE SOLD

\$55,575,262*
TOTAL MERCHANDISE SOLD

19,783,334
GUESTS

4,070+
JOBS CREATED

3,291
EVENTS

**excludes Orlando Magic and Orlando Solar Bears*



Each year downtown Orlando continues to play host to dynamic events that create memorable shared experiences. Through sponsorships, the DDB supported a wide range of events that enhanced the downtown experience, strengthened community connections, and reflected the vibrancy and spirit of our city.

LUMINARY MARKET AND KALEIDOSCOPE 360° OUTDOOR CINEMA SERIES

Introduced in 2024, Luminary Market and KaleidoScope 360° continued into its second year offering a family-friendly outdoor movie, complete with striking LED visuals and immersive sound on the first Wednesday of each month. Moviegoers could also enjoy Luminary Market which showcased local vendors selling a variety of goods as well as food and beverages to enjoy during the movie. Presented by the DDB and Orlando Health, these events have become a well-loved monthly tradition, offering free, accessible opportunities to come out in the park, enjoy some great movies, and the company of the community.

PAWS IN THE PARK

Always a favorite, Pet Alliance of Greater Orlando hosted its annual Paws in the Park event at Lake Eola Park, continuing its tradition as the city’s largest celebration of pets and animal welfare. Thousands of residents and visitors joined in support of pet adoption, enjoying a fun-filled day that included a signature pet costume contest, entertainment, and family-friendly activities. The DDB is proud to support the event, reinforcing its commitment to a pet-friendly, engaged, and connected downtown community.

IT'S JUST YOGA HEALTH & FITNESS FESTIVAL

The It’s Just Yoga Health & Fitness Festival returned to downtown Orlando. Combining wellness, education, and engagement for various groups in the community, this event highlights the role of downtown Orlando as a hub for healthy, inclusive, and community-centered experiences.

This donation-based festival welcomed attendees of all ages and abilities, featuring a wide array of sessions designed to help participants unwind and connect with nature. In addition to yoga and meditation, the festival showcased local small businesses through the It’s Just Yoga Marketplace and a vegan food pop-up, allowing guests to enjoy healthy bites and browse artisan goods.





DOWNTOWN ORLANDO PARTNERSHIP'S CHOW ON CHURCH

Downtown Orlando Partnership's Chow on Church, presented by the DDB, brought the community together at Inter&Co Stadium for an exciting event. Guests sampled dishes from local foodie favorites, networked with fellow professionals, and enjoyed special appearances by Orlando Pride players, along with complimentary tickets to a future match. The event welcomed hundreds of attendees, connections were made, and partnerships kicked off proving downtown collaboration thrives on and off the field.

DOWNTOWN EMPLOYEE APPRECIATION WEEK

The Downtown Orlando Partnership's Downtown Employee Appreciation Week, presented by the DDB, took place in September 2025. This weeklong initiative, now in its second year, celebrated the people who power downtown Orlando, offering complimentary food, special perks, and interactive experiences throughout the week. Daily activations ranged from coffee mornings to ice cream, free headshots at Discover Downtown, and live entertainment and karaoke, all made possible through community partnerships.

The stunning floral installation activation also returned to downtown Orlando during Employee Appreciation Week, celebrating the people who help make downtown thrive. Presented by the DDB and produced in collaboration with United Arts of Central Florida and the Downtown Orlando Partnership, the initiative honored downtown employees with moments of beauty and surprise throughout the urban core.

With over 6,500 attendees over the week, these efforts highlighted an ongoing commitment to cultivating a dynamic, welcoming, and rewarding workplace environment in downtown Orlando.



MURAL FEST

Downtown Orlando came alive with color and creativity during the second annual Orlando Mural Festival, brought to life by the Downtown Arts District and CityArts in partnership with the DDB. Over three days in September, the city transformed into an open-air gallery, with featured muralists painting large-scale works along Magnolia Avenue and at key downtown locations.

Visitors enjoyed the excitement of watching murals take shape in real time, accompanied by live music, DJs, food trucks, art vendors, and hands-on creative activities. The festival also offered opportunities to engage with artists more directly, including a panel discussion where select muralists shared the stories behind their work and explored the creative process with the community.

COME OUT WITH PRIDE

Come Out With Pride Orlando returned to Lake Eola Park for another powerful celebration of visibility, love, and community. The family-friendly event welcomed thousands for a vibrant parade and a festival featuring more than 250 vendors. Culminating in a spectacular firework display, this continuing tradition brings people together to celebrate Orlando's diversity and shared spirit of unity.





STATE OF DOWNTOWN

State of Downtown brought the community together last year for an engaging look at the energy, creativity, and collaboration driving downtown Orlando forward. Hosted by the Downtown Orlando Partnership and presented with support from OUC, The Reliable One, the event highlighted the progress being made and the shared vision shaping what comes next.

In a departure from a traditional address, Mayor Buddy Dyer was part of a dynamic panel discussion featuring local and national leaders centered on the essential elements of the DTO Action Plan: arts and culture, food, business, and gathering. The conversation explored how these elements work together to create a stronger, more resilient downtown experience.

A major moment in the event was the announcement by Midtown Development of plans to reimagine the nearly 20-acre former Orlando Sentinel site in collaboration with world-renowned Heatherwick Studio. This long-term investment aligns with the DTO Action Plan and represents an exciting step toward a downtown that is more welcoming, creative, and full of opportunity.

With insights from moderator Sheena Fowler and panelists Craig Ustler, Jennifer Evins, Jason Chin, Richard Perez, and Mayor Dyer, the discussion reinforced a clear message: downtown's momentum is accelerating and coordinated investment across partners is making a meaningful impact.



EOLAWEEN

Eolaween returned to Lake Eola Park with an expanded lineup of free family-friendly fun. The event featured trick-or-treating, pumpkin decorating, and other activities for all ages, along with a special evening screening of *Coco* on the East Lawn near the Eola House.

A new and exciting addition this year was the hay boat rides around Lake Eola. Supported by the Orlando Fire Department, this addition gave visitors a unique way to experience the park while adding to the event's playful, fall-inspired atmosphere.





DOWNTOWN FOR THE HOLIDAYS PRESENTED BY ADVENTHEALTH

December once again transformed downtown Orlando into a festive destination, welcoming more than 1.2 million visitors throughout the month for Downtown for the Holidays, presented by AdventHealth. The season featured a wide variety of free, family-friendly events and activities designed to create joyful experiences for all ages while reinforcing the DDB's commitment to inclusive, accessible programming.

Beloved traditions returned, including nightly snowfall, immersive light displays, face painting, interactive experiences, and the Merry Market, where local vendors showcased unique gifts such as candles, jewelry, soaps, and other handcrafted items. A new highlight this year was a meet-and-greet with the Grinch, which quickly became a favorite moment for families and added a playful twist to the holiday lineup.

Sensory-friendly offerings and opportunities to gather with friends and family saw downtown Orlando truly shine throughout the holiday season.

Together, these experiences created memorable moments, supported local businesses, and made the event a destination that residents and visitors alike looked forward to all month long.

Alongside our Lake Eola Park festivities, the DDB was a sponsor of a new holiday offering from the Dr. Phillips Center of the Performing Arts. Taking place center stage outside the iconic venue, the inaugural Frontyard Holiday Festival at Dr. Phillips Center™ supported by AdventHealth opened December 4 and ran weekly for 28 days through January 4. Seneff Arts Plaza came alive with more than 80 live performances, twinkling light displays, fire pits, nightly snowfalls, and family-friendly activities such as weekly Sunday movie nights. This programming served as a festive kickoff to the DDB's Holiday Stroll and created the perfect opportunity for visitors to enjoy the event as they made their way through downtown's holiday lights and activities.





DOWNTOWN CLEAN TEAM



The Downtown Clean Team was created to address the need to provide controlled, cost-effective maintenance within the right-of-way in the CRA area.

CLEAN TEAM YEAR 2025 IN REVIEW

Throughout 2025, the Clean Team played a vital role in maintaining and enhancing the look, feel, and functionality of downtown Orlando. Major landscape improvements were completed, including renewed landscape designs along the Urban Trail Extension on N. Orange Avenue, updated landscape beds in the downtown core, and right-of-way enhancements along South Street, Jackson Street east of Rosalind Avenue, and the medians at Magnolia Avenue and Livingston Street. In total, 40 new trees were planted downtown, filling empty tree wells and replacing damaged trees and stumps to strengthen the urban canopy.

Cleanliness efforts were also expanded, with increased pressure washing along Orange Avenue, throughout the business district, and under I-4 overpasses. Landscape materials in planter pots were refreshed across downtown, with targeted improvements in Parramore, Thornton Park, and the Central Business District.

Hardscape maintenance projects were completed at key locations, including the west entrance to Lake Eola Park, the brick paver field on S. Orange Avenue, and the Church Street right-of-way between Orange Avenue and Gertrude's Walk.

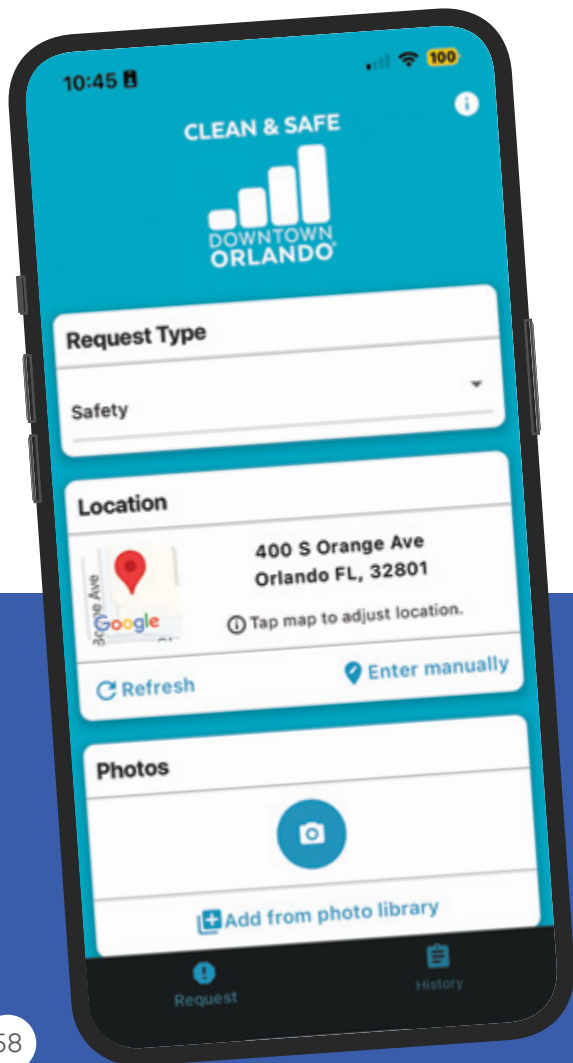
The Clean Team also supported numerous downtown initiatives and events, including movie night at Luminary Green Park, the Art Traffic Cabinet Project, DTOLive, Visit Orlando tours, mayoral business visits, the opening of Art², Downtown for the Holidays, and ongoing work at 30 South Orange and the Lake Eola Park expansion.



Focused neighborhood efforts delivered meaningful results in Parramore, where additional cleaning was implemented at the Church Street and Lee Avenue retention pond, tree trimming and replacement continued along Church Street and in Creative Village, new plant material was added along W. Church Street, and tree grates were adjusted. Inspection time and cleaning coverage were increased, particularly west of I-4, to proactively address issues. Bulk waste removal in Parramore reached approximately 210 yards per week.

At Lake Lucerne, crews increased debris removal along the banks, expanded inspections, and added new trash receptacles. The team also enhanced the area with seasonal holiday decor, further improving this important downtown green space.

Use of the Clean & Safe App continued to grow, improving response times and issue tracking.



BY THE NUMBERS // *Clean and Safe App*

7,842
LANDSCAPE AND TREE
TRIMMING REQUESTS

350
REGISTERED
USERS

DOWNTOWN DEVELOPMENT BOARD

FINANCIAL STATEMENT 2024-2025*

	2024-2025
Assets	
Cash/Cash Equivalents	\$2,998,439
Inventory	\$69,452
Other Assets	5,745
Capital Assets	
Land and non-depreciable assets	\$18,000
Equipment and other depreciable assets	-
Total Assets	\$3,091,636
Liabilities (Short Term)	
Other Liabilities	\$92,863
Liabilities (Long Term)	
Liability for Accumulated Employee Leave	-
Net Pension Liability	-
Net OPEB Liability	-
Existing Bonds	-
Internal Loan	-
Total Liabilities	\$92,863
Revenues	
Real Property Taxes	\$4,538,627
Interest	\$264,294
Other Revenue	\$242,632
Contribution from Other Funds	
Total Revenues	\$5,045,553
Expenditures	
Salaries, Wages, Benefits	\$1,162,952
Supplies	\$109,382
Professional Services and Agreements	\$1,155,065
Utilities	\$1,560
TIF Payment	\$384,095
Travel and Training	-
Fleet Facilities Management / General Liability	\$4,321
Capital Outlay	\$9,996
City Services Agreement	\$229,501
Events and Sponsorship	\$1,706,213
Depreciation	-
Transfer to Other Funds	-
Total Expenditures	\$4,763,085
Change in Net Position	\$282,468
From Annual Comprehensive Financial Report (ACFR)	\$282,468
*Unaudited	\$0

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2024-2025 DOWNTOWN DISTRICT*

	2024-2025
Cash/Cash Equivalents	
Cash/Cash Equivalents (Restricted)	\$100,888,654
Investments (Restricted)	\$4,589,114
Accounts Receivable	\$12,005,118
Capital Assets	\$154,148
Capital Assets	
Land and non-depreciable assets	\$25,648,705
Equipment and other depreciable assets	\$5,861,619
Total Assets	\$149,147,358
Liabilities (Short Term)	
Other Liabilities	\$3,452,493
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	102,252,000
Internal Loans	14,199,491
Total Liabilities	\$119,903,984
Revenues	
Tax Increment Contribution	\$49,339,375
U.S. Treasury Bond Reimbursement	
Other Revenue / Sale of Land	57,612
Interest	5,178,595
Contribution from Other Funds	1,710,844
Total Revenues	\$56,286,426
Expenditures	
Salaries and Benefits	\$6,202,588
Supplies	275,274
Professional Services and Agreements	9,919,088
Utilities	237,838
Travel and Training	12,114
Fleet Facilities Management / General Liability	723,929
Capital Outlay	26,318,557
City Services Agreement	1,075,100
Other Operating / Land Acquisition	189,233
Community Organizations	298,033
Business Incentives and Recaptures	620,249
Interest Payment	8,000
Debt Service Transfers	13,130,008
Transfer to DDB	-
Transfer to Other Funds	2,867,792
Total Expenditures	\$61,877,803
Change in Fund Balance	\$(5,591,377)
From Annual Comprehensive Financial Report (ACFR)	(5,591,377)

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, 2024, the taxable assessed valuation of the Original Downtown District was \$3,446,807,480 and \$1,595,019,248 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2024-2025 REPUBLIC DRIVE DISTRICT*

2024-2025

Assets	
Cash/Cash Equivalents	\$ -
Cash/Cash Equivalents (Restricted)	-
Investments (Restricted)	-
Capital Assets	
Land and non-depreciable assets	-
Equipment and other depreciable assets	-
Total Assets	\$ -
Liabilities (Short Term)	
Other Liabilities	\$ -
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	-
Internal Loan	-
Total Liabilities	\$ -
Revenues	
Tax Increment Contribution - Orlando	\$14,522,078
Tax Increment Contribution - Orange County	\$9,684,370
Transfer from Debt Fund	\$2,522,035
Interest	\$57,691
Total Revenues	\$26,786,174
Expenditures	
Surplus - Orlando	\$14,522,078
Surplus - Orange County	\$9,997,346
Debt Service Transfers	\$4,360,200
Total Expenditures	\$28,879,623
**Change in Fund Balance	\$(2,093,449)
From Annual Comprehensive Financial Report (ACFR)	(2,093,449)
*Unaudited	\$(0)

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, 2024, the taxable assessed valuation of the Original Republic Drive District was \$2,215,382,087.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2024-2025 CONROY ROAD DISTRICT*

	2024-2025
Assets	
Cash/Cash Equivalents	\$(103,038)
Cash/Cash Equivalents (Restricted)	\$439,431
Investments (Restricted)	\$1,946,717
Other Assets	-
Capital Assets	
Land and non-depreciable assets	-
Equipment and other depreciable assets	-
Total Assets	\$2,283,110
Liabilities (Short Term)	
Other Liabilities	-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	\$1,855,000
Internal Loan	-
Total Liabilities	\$1,855,000
Revenues	
Tax Increment Contribution - Orlando	\$6,184,478
Tax Increment Contribution - Orange County	\$4,124,256
Transfer from Debt Fund	
Interest	\$25,889
Total Revenues	\$10,334,623
Expenditures	
Other Expenditures	\$-
Surplus - Orlando	\$5,229,262
Surplus - Orange County	\$3,487,249
Debt Service Transfers	\$1,948,000
Total Expenditures	\$10,664,511
**Change in Fund Balance	\$(329,889)
From Annual Comprehensive Financial Report	\$(329,889)
*Unaudited (\$1 difference due to rounding on ACFR)	\$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, 2024, the taxable assessed valuation of the Original Conroy Road District was \$1,014,865,684.

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



Shan Rose
District 5
Commissioner



Bakari F. Burns
District 6
Commissioner

DDB/CRA ADVISORY BOARD MEMBERS



Kimberly Stewart
Chairman
(Elected Chair on
July 23, 2025)



Rachel Moalli
Vice Chairman
(Elected Vice Chair
on July 23, 2025)



Steve Garrity



Jason Chin
(Appointed
March 24, 2025)



Dr. Robert M.
Spooney
(Appointed
March 24, 2025)



Dr. Eugene Jones
(Former Chair,
term expired
June 30, 2025)



Doug Taylor
(Resigned
March 25, 2025)



Orange County
Commissioner Kelly
Martinez Semrad
(Term expired
June 30, 2025)

CRA AND DDB STAFF

Sherry Gutch
Director of Placemaking

David Barilla
Executive Director

Justin Eason
Assistant Director

Dr. Kristen Holmes
Assistant Director

Mary-Stewart Dorege
Project Manager

Jeremiah Caret
Project Manager

Juliana Bernal Guinand
Project Manager

Christina Hyson, ACIP
Project Manager

Molly Diaz
Fiscal Manager

Samantha Levine
Housing and Homelessness
Initiatives Manager

Kelly Allen
Marketing and
Communications Manager

Robyn Gray
Marketing and
Communications
Coordinator

Alejandra Caceres
Interactive Media
Coordinator

Chelsey Parrish
Event Coordinator

Hareton Tejada
CRA Operations Manager

Michael Whiteman
Economic Development
Coordinator

Charles Zollars
Economic Development
Coordinator

Manuel Ospina
Economic Development

Christel Brooks
Fiscal Coordinator

Felix Roman
Board Secretary
(through November 2025)

Liz Nigro
Senior Administrative
Assistant
(Through September 2025)

Jamisha Bethal
Senior Administrative
Assistant
(As of December 2025)

Rose Garlick
Discover Downtown
Manager

Joshua Glener
Discover Downtown
Supervisor

Gerhard van der Snel
Downtown Facility
Supervisor

The Downtown Clean Team

