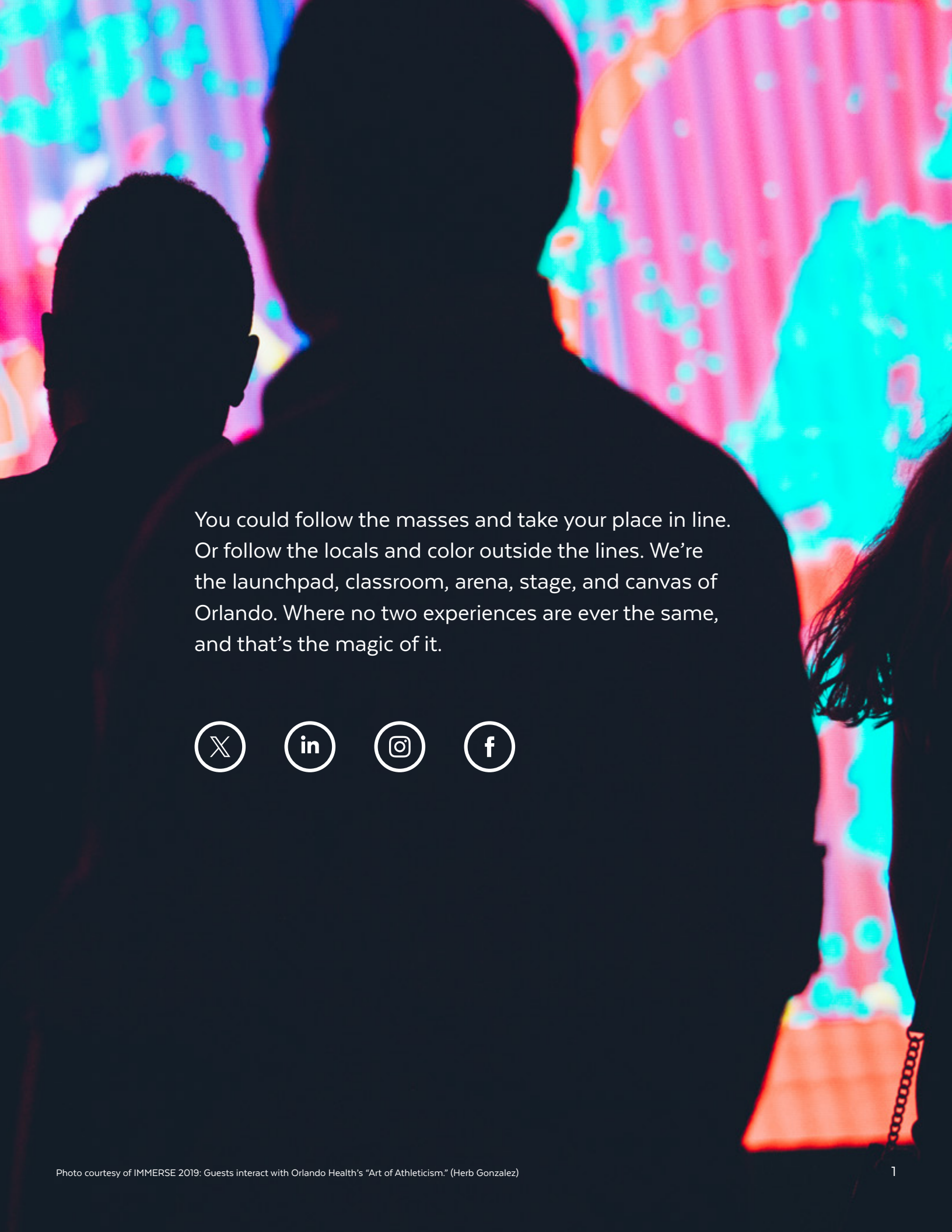


LIVE WORK PLAY



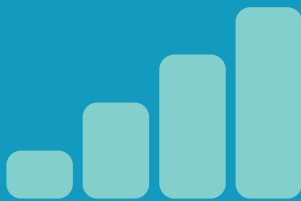
2026 Edition



The background of the entire page is a photograph showing the silhouettes of several people from behind, looking towards a large, vibrant digital art installation. The installation features abstract, colorful patterns in shades of blue, green, and yellow, with some circular motifs. The lighting is dramatic, with the people in the foreground in deep shadow against the bright, glowing screen.

You could follow the masses and take your place in line.
Or follow the locals and color outside the lines. We're
the launchpad, classroom, arena, stage, and canvas of
Orlando. Where no two experiences are ever the same,
and that's the magic of it.





Not all places are created equal. The fortunate few thrive throughout economic changes, population migrations, and cultural evolutions.

Orlando's place among the few is forged by strong leadership, amplified by strategic investments, and ignited by game-changing public/private partnerships. Our size creates novel opportunities for growth, access, and connection. A business-friendly environment unites with the power of collaboration to create a place that is uniquely its own and positioned for the future.

The mission of the Downtown Development Board (DDB) is to strengthen the role of downtown Orlando as the economic, governmental, and cultural center of Central Florida. The DDB is responsible for the planning, implementation, and administration of the city's core area redevelopment and development program. This report is produced by the DDB and distills some of the insights and layers of downtown Orlando.



Downtown Orlando isn't just a destination. It is the heart of our community that creates a place for us all to come together. In downtown, we cheer on our hometown teams. We experience arts and culture. We welcome residents and visitors to experience our city's vibrancy.

Over the last few years, downtown has experienced great growth, including doubling the amount of residents living in the urban core, the addition of world-class community venues and the development of an educational hub at Creative Village. Together, we look forward to downtown's next reinvention and working to ensure it has something for everyone and is exceptional each day.

I hope that you'll be part of downtown's continued growth and invite you to learn more about all that downtown has to offer.

Mayor Buddy Dyer
City of Orlando



Downtown Orlando continues to enjoy its reputation as a world-class urban core with residential, retail, and commercial development and a thriving, diversified economy. We continue to refine our vision for a vibrant, diverse, and prosperous downtown.

With more than \$1.65 Billion underway in total development investment, downtown continues to see progress. Over the last few years, downtown has experienced great growth, including doubling the amount of residents living in the urban core, expanding our world-class venues and the development of an education hub at Creative Village.

As we continue to move ahead it is the time to look forward to downtown's next reinvention and ensure the area has something for everyone.

David Barilla
Executive Director
Downtown Development Board +
Community Redevelopment Agency

NORTH QUARTER

With an eclectic blend of restaurants, offices, and homes and just outside of the Central Business District bustle, North Quarter offers the best of urban access and village vibe.

CENTRAL BUSINESS DISTRICT

Centrality, livability, and mobility help define the Central Business District with an energy that flows day and night.

CREATIVE VILLAGE

With UCF Downtown and Valencia College Downtown Campus, Creative Village adds “learn” to the live/work/play mix.

LAKE EOLA HEIGHTS

A designated historic district, Lake Eola Heights features diverse and predominantly single family residences along tree-lined brick streets.

THORNTON PARK

Thornton Park, one of Orlando’s Main Street Districts, is a trendy and friendly neighborhood with restaurants and shops that span casual and upscale on the east side of Lake Eola.

CITY DISTRICT

One of Orlando’s Main Street Districts, the City District has long been known for its mix of live entertainment, restaurants, bars, sports, and the arts.

PARRAMORE HERITAGE

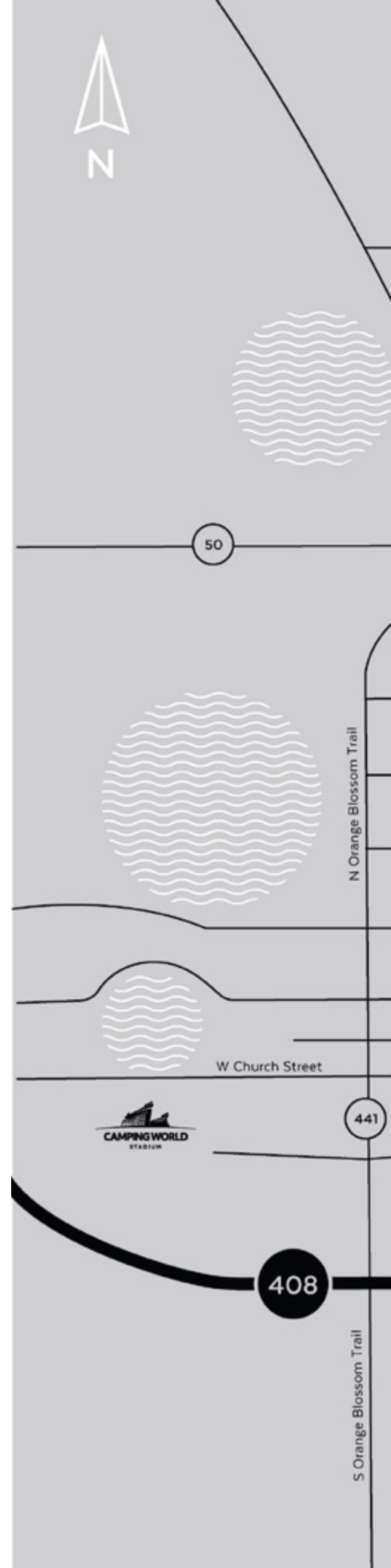
The Parramore Heritage Neighborhood is home to history, diversity, and game-changing sports and entertainment venues.

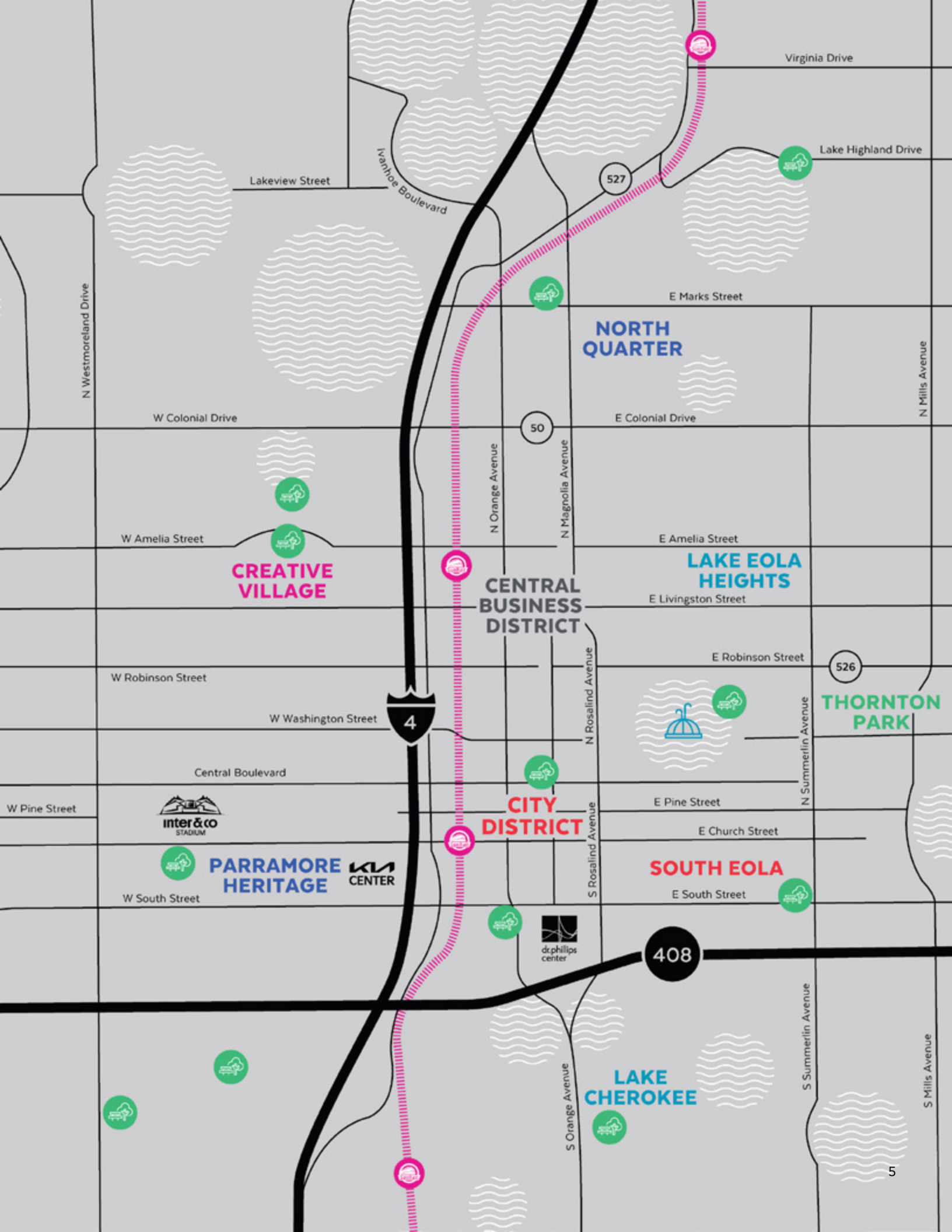
SOUTH EOLA

Traditional homes and modern high-rise residences are surrounded by walkable dining, entertainment, shopping, downtown’s only dog park, and the iconic Lake Eola Park.

LAKE CHEROKEE

With homes that date back to the 1870s, the Lake Cherokee Historic District is a charming residential neighborhood of brick streets and winding paths along serene lake shores.





Virginia Drive

Lake Highland Drive

Lakeview Street

Ivanhoe Boulevard

527

E Marks Street

NORTH QUARTER

W Colonial Drive

E Colonial Drive

50

N Orange Avenue

N Magnolia Avenue

W Amelia Street

E Amelia Street

CREATIVE VILLAGE

CENTRAL BUSINESS DISTRICT

LAKE EOLA HEIGHTS

E Livingston Street

W Robinson Street

E Robinson Street

526

W Washington Street

4

N Rosalind Avenue

N Summerlin Avenue

THORNTON PARK

Central Boulevard



E Pine Street

CITY DISTRICT

E Church Street

SOUTH EOLA

W Pine Street



PARRAMORE HERITAGE



W South Street

E South Street



408

LAKE CHEROKEE

S Orange Avenue

S Summerlin Avenue

S Mills Avenue

5

300+

Blocks

1,664

Acres

96,701

Daily workforce

(Source: GAI 4Q 2025)

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)

#1 Best U.S. City for Attracting & Hosting Sports Events

(Sports Business Journal, 2024)

80% of Orlando's Employment is outside of hospitality + tourism

(Orlando Economic Partnership)

Third fastest growing city for IT talent in the U.S.

(CIO, 2024)

HIGHLIGHTS

23,055

Residential population

8,000+

Higher ed students

4,845

Businesses



From rising office towers, hotels, and apartment buildings that enhance our skyline to magnetic performance venues, higher learning campuses, and transportation hubs that inspire and move us, downtown Orlando is thriving. Our pro-business spirit unites with the power of collaboration to turn up growth.

GROWTH

HOUSING

11,574

Residential units

3,349

Units proposed or under development

\$2.27

Average rental rate (per SF, for apartments)

92%

Occupancy rate (for apartments)

OFFICE

12,230,000

Rentable SF

88.7%

Occupancy rate

\$29.14

Average office rental rate (per SF)

12

Coworking spaces



RETAIL

1.10 Million

Rentable SF

92.2%

Occupancy rate

\$40.03

Average retail rate (per SF)

HOTELS

2,215

Rooms

792,321

Guests lodged in 2025

\$180.69

Average daily rate

SOURCE: GAI, 4Q 2025

Downtown Orlando is home to headquarters, satellite offices, small businesses, trend-setting tech companies, and spirited start-ups. Centrality, livability, mobility, and a variety of move-in and development sites offer space to start and space to grow in the epicenter of an unstoppable opportunity economy that has led the nation in job growth.

BUSINESS



Largest Downtown Employers (2025)

AdventHealth
Aecom
Akerman LLP
Balfour Beatty US
Bank of America NA
Boys & Girls Clubs of Central Florida
CenturyLink
City of Orlando
DPR Construction Inc.
Electronic Arts Inc.
EY
Fairwinds Credit Union
FBC Mortgage LLC
Fifth Third Bank
GAI Consultants Inc.
Jacobs
JLL
JP Morgan Chase
KPMG
Lowndes
Mears Transportation Group
Morgan & Morgan
Optum
Orange County Government
Orange County Library System
Orange County Public Schools
Orlando Health
Orlando Utilities Commission
Publix Supermarkets
Regions Bank
Rissman, Barrett, Hurt, Donahue, McLain & Mangan PA
Starwood Hotels and Resorts Worldwide
TLC Engineering Solutions Inc.
Travel and Leisure
Turner Construction Co.
University of Central Florida
VHB

12,320,000

SF of office space

88.7%

Office occupancy rate

\$29.14

Average office rental rate (per SF)

96,701

Total jobs in downtown Orlando

\$104,456

Average downtown salary

52.4%

Downtown professionals are college educated

43.9%

Live within 10 miles of downtown

DOMINANT DOWNTOWN INDUSTRIES

Retail + Entertainment

Nightlife, dining, and retail combined with vibrant performing arts and epic sporting events attract fans and visitors who are magnetized by the unrivaled array of entertainment.

Financial + Professional Services

Downtown Orlando is home to a variety of professional services—from legal and finance, to architecture and engineering, to real estate and management—that make downtown a thriving center of economic diversity and opportunity.

Digital + Emerging Media

Orlando is one of the 12 largest digital media clusters in the nation and downtown Orlando is its dynamic hub and home to the new EA Orlando Studio and UCF's Florida Interactive Entertainment Academy, a graduate-level game development degree program.

Life Sciences + Healthcare

The life sciences sector thrives within downtown Orlando with a range of businesses and providers that are anchored to the north and south by the region's two leading hospitals—AdventHealth and Orlando Health.



Downtown Orlando is the region's epicenter of authentic, local nightlife. The unique nature of downtown's nightlife, coexisting within the center of the world's vacation destination, inspired the Downtown Development Board to create the position of Nighttime Economy Manager.

NIGHTTIME BUSINESS

The mission of this role is to recognize the value and vitality of downtown Orlando's nighttime economy industry and support its dynamic needs. By fostering an environment that helps our hospitality entrepreneurs thrive, downtown amplifies its event culture, magnetizes more visitors, and turns up day-to-night vibrancy.

We are advancing and enhancing nighttime business by initiating public-private collaborations, advancing policy reform, monitoring innovations in other communities, and developing programs that aim to balance the needs of downtown's businesses day *and* night for the benefit of all.

PROPOSED
\$500M
Westcourt
(entertainment district)

\$613M
Dr Phillips Center for
the Performing Arts

\$480M
20,000-seat indoor arena
Kia Center



We're just scratching the surface here.
Explore more events:
DowntownOrlando.com/Events



WEEKLY

- Award-winning Orlando Farmers Market
- Live music performances
- Performing arts
- Stand-up comedy

\$155M

25,500-seat Inter&Co
Soccer Stadium

\$265M

Camping World Stadium
Renovations

1,500+. That's the number of music, cultural, arts, fun-raising, and entertainment events turning up downtown every year. Surrender to outdoor spectacles. Taste and feel the world at heritage and culture festivals. Immerse yourself when creativity floods the streets. Downtown Orlando has a kaleidoscope of spontaneous surprises and sought-after events to add to your calendar.

EVENTS

MONTHLY

- Art + Wine Walks
- Professional mixers
- Art Gallery Hop
- Outdoor movies

SEASONALLY

- Food + Wine Festival
- Music festivals
- Concert series

ANNUALLY

- College bowl games
- Orlando Film Festival
- Foot races
- Arts + cultural festivals
- Heritage festivals

120+

Average professional home
team games per year

**FIFA Club
World Cup 2025**

Host

2019

MLS All-Star

Host

2016-2020, 2024, 2025

NFL Pro Bowl

Host

Annual bowl games

**Cheez-It Citrus Bowl +
Pop-Tarts Bowl**

Annual

NCAA Tournaments



Orlando named best Sports City for attracting and hosting events

(Sports Business Journal, 2024)

CHEERS

Cheers, rallies, and epic wins. Every year, downtown Orlando hosts more than 120 professional sporting events including regular season home games by six professional sports teams across three major sporting venues. And while you can't accurately measure all the heart-stopping, game-changing moments, you can count on downtown Orlando for your ticket to the best year-round sports.

6 PROFESSIONAL SPORTS TEAMS







CULTURE

From performing arts to visual arts to public and street art, downtown Orlando is the region's year-round gallery, stage, museum, and canvas.



Browse upcoming cultural events: DowntownOrlando.com/events



LIVE PERFORMANCE VENUES

- Kia Center** (Parramore Heritage)
- Camping World Stadium** (Parramore Heritage)
- Dr. Phillips Center for the Performing Arts** (Central Business District)
- SAK Comedy Lab** (Central Business District)
- The Abbey** (South Eola District)
- The Social** (Central Business District)
- The Beacham** (Central Business District)



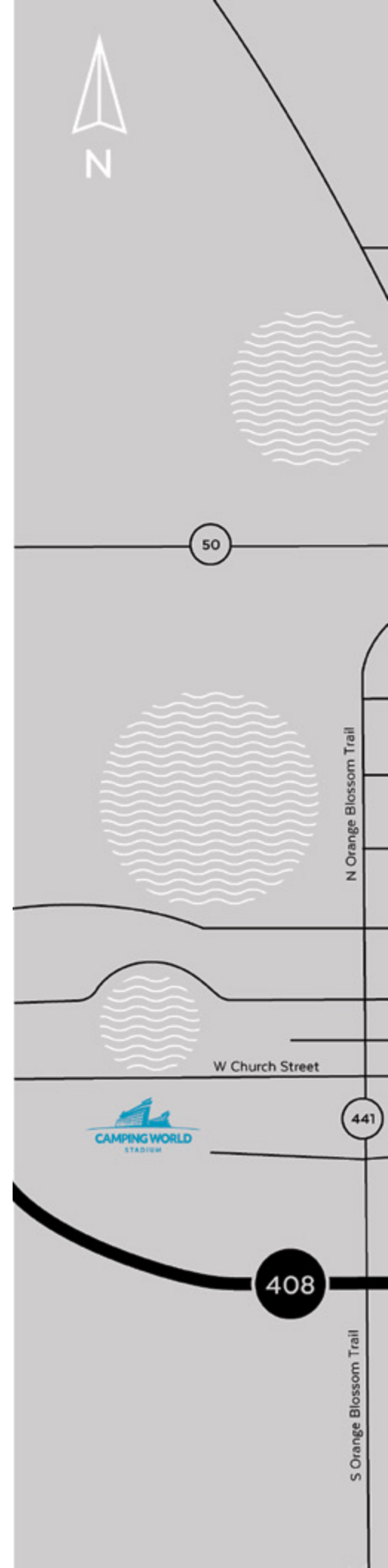
VISUAL ARTS

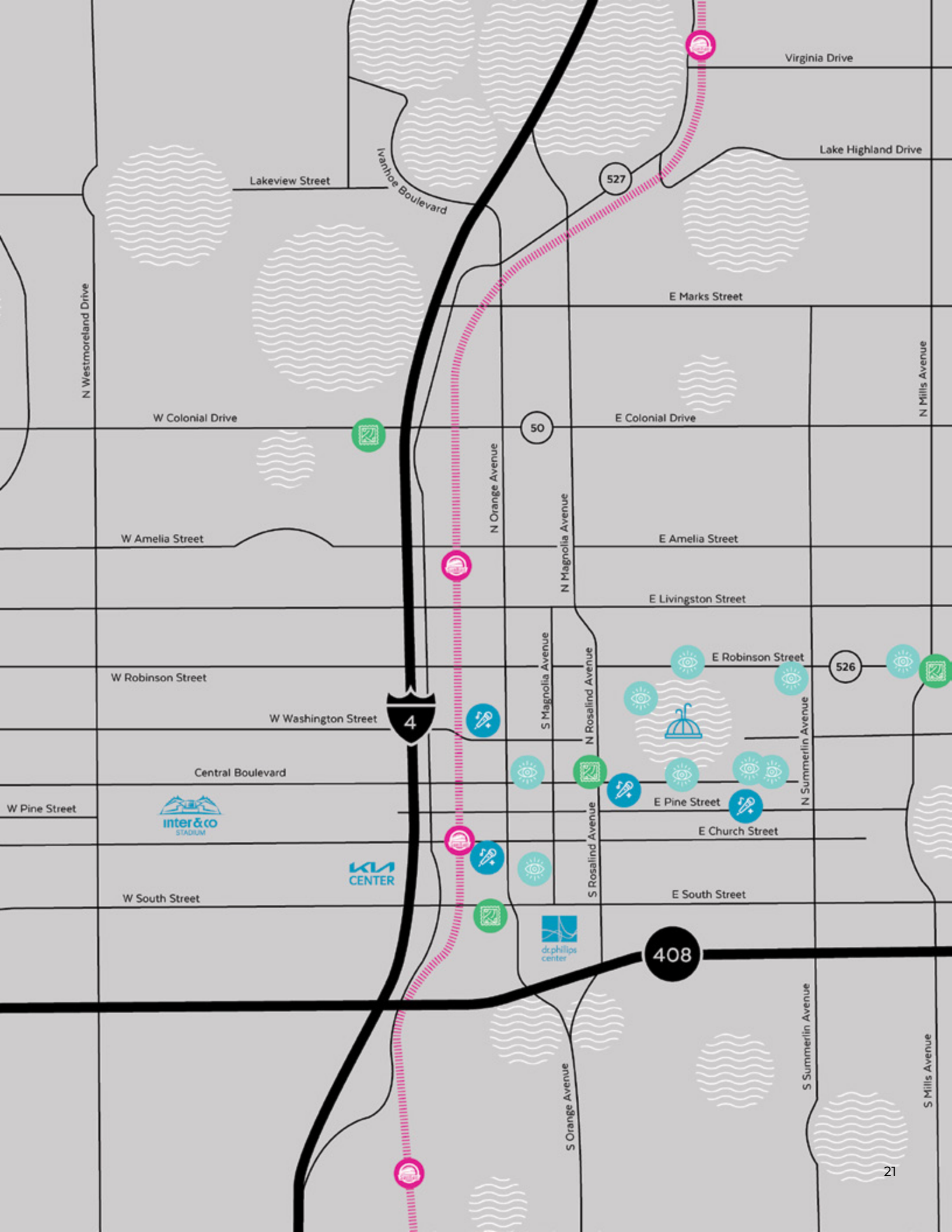
- See Art Orlando** includes 9 public art sculptures installed throughout downtown Orlando.
- CityArts** is a collective of community art galleries, a café, and artist studios located at the historic Rogers Kiene building.
- IMMERSE** is a free annual destination arts event that fuses more than 1,000 artists from around the world to captivate audiences with spectacular sights, sounds, and experiences.
- Murals** paint the walls ablaze throughout downtown Orlando including some hidden gems inside the Thornton Park Central parking garage.

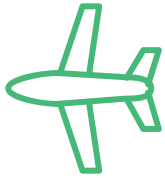


GALLERIES

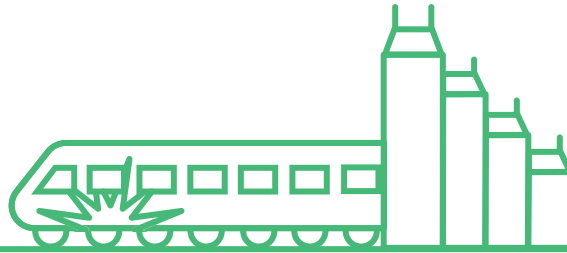
- CityArts** (Central Business District)
- Downtown Arts Collective** (Creative Village)
- The Falcon Bar & Gallery** (Thornton Park)
- Orlando City Hall Mayor's Gallery and Terrace Gallery** (Central Business District)







2
International
airports



\$615M

SunRail commuter
rail system

17

Stations spanning
4 counties

4

Stops in greater downtown



10,000+

Parking spaces

23

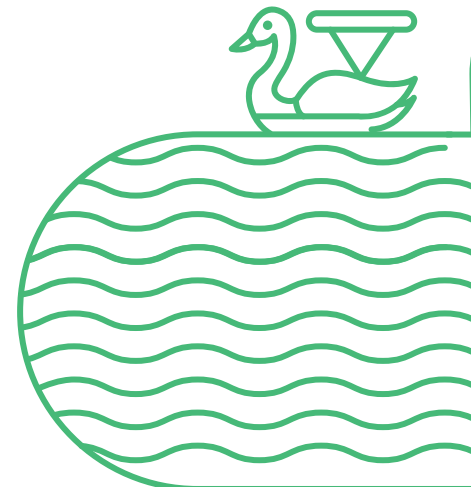
EV Charging stations

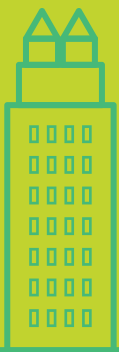
MOBILITY

Walk. Bike. Ride. Glide. Coast. In downtown Orlando, getting around is half the fun. Transform the typical live/work/play into thrive/flow/go.

12

Pedal-powered
swan boats

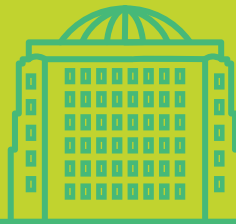




Pedicabs



Electric mini bikes

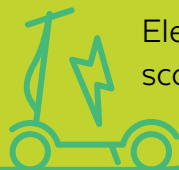


FREE

Looping rides around downtown on LYMMO on 3 routes

12.82

Miles serving all downtown districts and neighborhoods



Electric scooters

Ride DTO

Cruise through the vibrant streets of DTO in an eco-friendly electric vehicle, getting picked up and dropped off exactly where you need to be—for just \$1 per ride!



984

Miles of sidewalks in Orlando



Downtown Orlando is a place where learning has no expiration date. A place where every age and every life stage—cradle through career—is powered by enriched education, including the arts. As educational institutions have expanded within downtown, so has the ability to turn up, grow, and retain bright minds.

RAISE YOUR IQ

Melrose Center for Technology,
Innovation, and Creativity

UCF is the nation's second largest public university

(2023-2024 enrollment data)

UCF video game design programs among the best in the world for 2025

(The Princeton Review, 2025)

UCF ranked #1 for best online bachelor's program in Psychology

(Best Online Programs, 2023)

Florida Agricultural & Mechanical University - College of Law

Florida Interactive Entertainment Academy

Webster University

University of Central Florida Downtown + Valencia College Downtown Campus

Pick up your fork or raise your glass. Die-hard foodies and renowned taste trackers, including MICHELIN, the James Beard Foundation, *Wine Enthusiast*, and the *New York Times*, have discovered downtown's dynamic food and cocktail scene. From soul food to farm-to-table fresh to spirited prohibition era inspired cocktails, diversity defines downtown as the place that turns up tastes.

TASTES

A chocolate lab. Digital ceiling cameras for live demonstrations. A mixology lab with a 27-foot-long teaching bar.

These are just a few of the features inside the brand new state-of-the-(culinary) arts Walt Disney World® Center for the Culinary Arts and Hospitality located in the new collaborative campus shared by Valencia College and the University of Central Florida.

Downtown Orlando is not only the kitchen of the region, but the classroom of tomorrow's hospitality and culinary workers.



- \$51M**
All other sales tax revenue
- \$22M**
Lodging
- \$15M**
Recreation
- \$13.9**
Food + Beverage

135

Restaurant + cocktail lounge combinations

50+

Nightlife + bar locations

55,000 sq. ft.

Brand new culinary arts and hospitality center

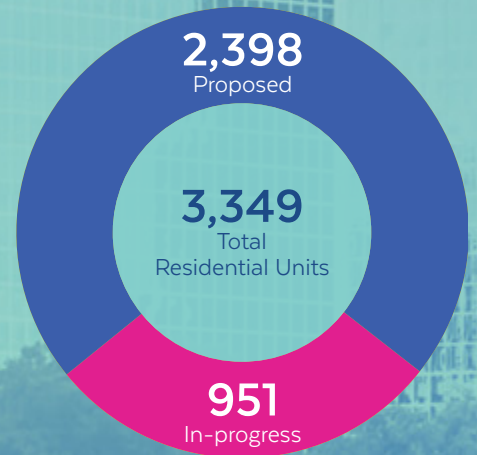
No. 3

Foodie City in America (WalletHub, 2025)



“I live downtown” is less about where you live and more about how you live. Sky-high pads over city lights. Townhomes and charming bungalows line brick-paved streets. From your doorstep to desk in footsteps. Centrality, livability, mobility, and accessibility create a life well connected and make downtown Orlando the most energized lifestyle destination in the region.

LIFE



#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)

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

Orlando population growth highest in the nation
(According to 2024 U.S. Census Bureau data)

\$104,456
Average household income

11,574
Residential units in downtown

92%
Apartment occupancy rate

\$2,011
Average rental rate (monthly)

DISCOVER DOWNTOWN

Located in the heart of the Central Business District, Discover Downtown is where locals and visitors alike go to buy locally made merchandise and receive information and guidance on everything you need to know to amplify your time in downtown Orlando.



792,321

Total guests lodged in 2025

\$180.69

Average daily rate

70.4%

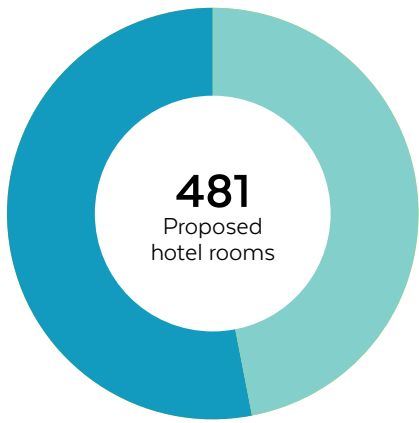
Occupancy rate



AMBASSADOR PROGRAM

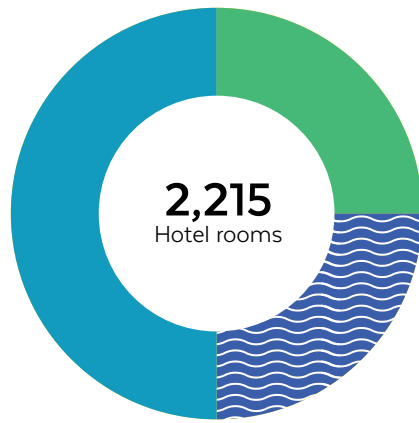
The Ambassador program provides a direct, on-the-street connection seven days a week, ensuring world-class hospitality by providing directions, recommendations, and support.





481
Proposed
hotel rooms

47%
Eola District
53%
Central Business District



2,215
Hotel rooms

50%
Central Business District
25%
Parramore Heritage
25%
North Quarter

Sleek high-rises that touch the sky. Historic inns with cheeky bathroom ball pits. Downtown Orlando has a host of hotels for playcations, vacations, or relocations.

STAY A WHILE



Shop wearables, art, and goods at Discover Downtown in-store and online at downtownorlando.com/store



HOTELS

- 1 **AC by Marriott** (Central Business District)
- 2 **Grand Bohemian** (Central Business District)
- 3 **Aloft Downtown Orlando** (Central Business District)
- 4 **The Wellborn** (Lake Cherokee Historic District)
- 5 **Embassy Suites by Hilton Orlando Downtown** (Central Business District)
- 6 **Courtyard by Marriott** (North Quarter District)
- 7 **DoubleTree by Hilton Hotel Orlando Downtown** (North Quarter District)
- 8 **Residence Inn by Marriott** (Central Business District)
- 9 **Crowne Plaza Orlando** (Creative Village)
- 10 **Howard Vernon Motel** (Creative Village)
- 11 **Marriott Orlando Downtown** (Creative Village)
- 12 **Hilton Garden Inn Orlando Downtown and Home2 Suites by Hilton Orlando Downtown** (Central Business District)



PROPOSED HOTELS

Pine and Lake Tower (South Eola)

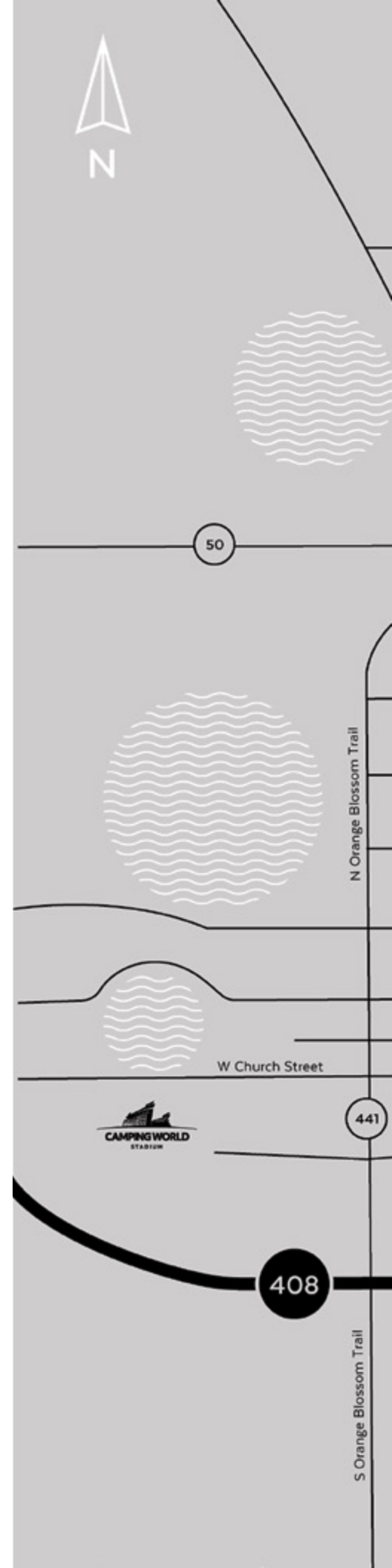
Yotel Hotel (Central Business District)

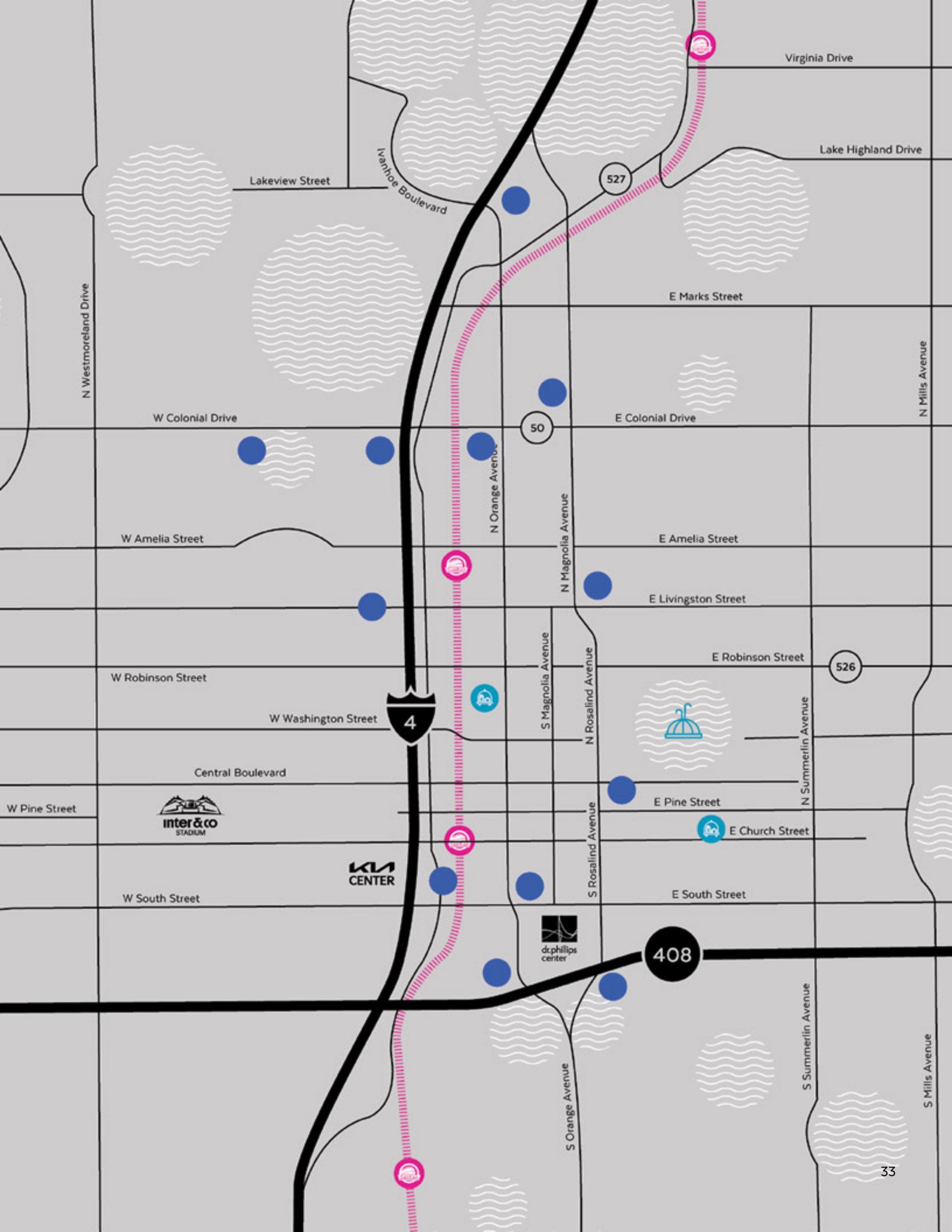
HOTELS UNDER CONSTRUCTION

The Edge at Church Street
(Central Business District)

Sports & Entertainment District
(Parramore Heritage)

Parcel X, X-1 (Creative Village)





Virginia Drive

Lake Highland Drive

Lakeview Street

Ivanhoe Boulevard

527

E Marks Street

N Westmoreland Drive

W Colonial Drive

50

E Colonial Drive

N Mills Avenue

W Amelia Street

N Orange Avenue

N Magnolia Avenue

E Amelia Street

E Livingston Street

W Robinson Street

S Magnolia Avenue

N Rosalind Avenue

E Robinson Street

526

W Washington Street



N Summerlin Avenue

Central Boulevard



E Pine Street



E Church Street

W Pine Street



E South Street

W South Street



408

S Orange Avenue

S Summerlin Avenue

S Mills Avenue



WINTER GARDEN

MAITLAND

WINTER PARK

COLLEGE PARK

408

Florida's Turnpike

METRO WEST

WINDERMERE



MALL AT MILLENIA
5 MILES

UNIVERSAL

6.9 MILES

DOCTOR PHILLIPS



528

ORLANDO INTERNATIONAL AIRPORT
8.5 MILES

SeaWorld
ADVENTURE PARKS
10 MILES

WALT DISNEY World

17.6 MILES

LAKE BUENA VISTA

417

DowntownOrlando.com



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407.246.2555

KISSIMMEE