

THE CITY OF ORLANDO'S DOWNTOWN DEVELOPMENT BOARD (DDB) GOALS, OBJECTIVES, AND PERFORMANCE MEASURES FY25-26

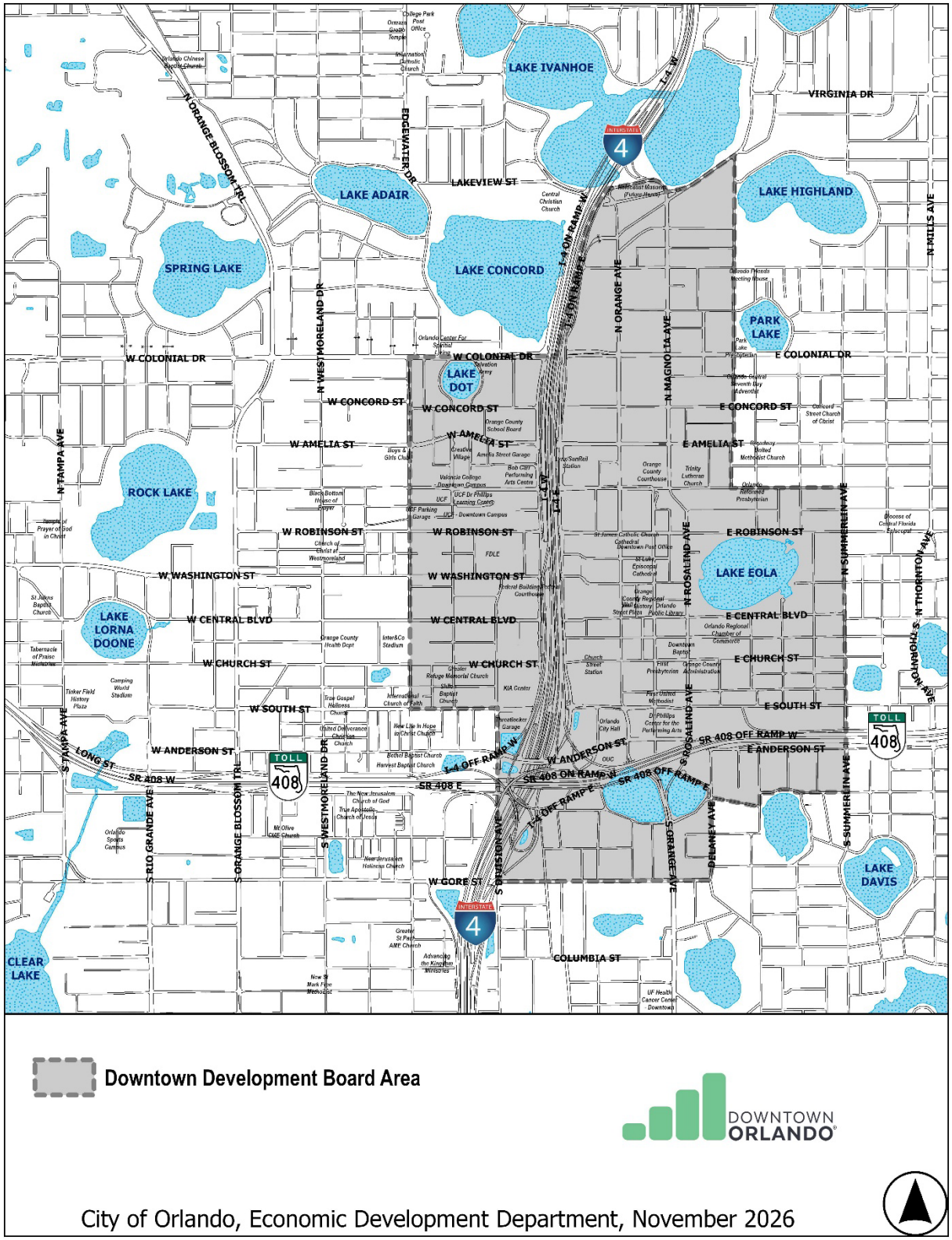
December 1, 2026

DOWNTOWN ORLANDO®

Purpose

Pursuant to section 189.0694, Florida Statutes, the Downtown Development Board (DDB) must create an annual report detailing the goals and objectives achieved by the DDB and the performance measures and standards used for the analysis. This report fulfills that requirement for DDB's 2025-2026 fiscal year and sets forth the goals and objectives for fiscal year 2026-2027.

DDB Boundaries



FY2025-2026 DDB Goals

1. **Enhance Downtown's Arts and Cultural Scene:** Expand downtown's cultural offerings with a wide range of year-round art events, including performances, murals, and festivals.
2. **Drive Increased Downtown Visitation and Attendance at Events:** Attract a broad audience to downtown through flagship events.
3. **Support Downtown's Hospitality and Tourism Growth:** Increase downtown hotel room occupancy and attract more overnight visitors.
4. **Strengthen Downtown's Social Media Presence and Marketing:** Boost awareness of downtown events and activities through consistent and targeted marketing.
5. **Improve Downtown's Accessibility and Parking Solutions:** Provide more convenient and affordable parking and ride options for residents and visitors.

FY2025-2026 DDB Goals and Performance Report

Goal 1: Enhance Downtown's Arts and Cultural Scene.

Objective: Expand downtown's cultural offerings with a wide range of year-round art events, including performances, murals, and festivals.

Project/Program	Measurement	Achievement
DTOLive	Host at least 500 musical performances hosted by DTO Live.	693 musical performances hosted
Public Art	Add 2 new large-scale murals across downtown.	5 large-scale murals completed
Mural Fest	Number of murals completed during Mural Fest.	5 murals completed
Self-Guided Mural Tour	Expanding community awareness of public art in the district.	Launched the Downtown Orlando Self-Guided Mural Tour

Goal 2: Drive Increased Downtown Visitation and Attendance at Events.

Objective: Attract a broad audience to downtown through flagship events.

Project/Program	Measurement	Achievement
Eolaween	Increase attendance by 10% (target 5,940 attendees).	Yes, surpassed target - 6,300 attendees (16.7% increase)
Downtown for the Holidays	Target 1 million attendees.	Yes, surpassed target - 1.3 million attendees
Special Events Program	Support 25 large events bringing 1,000+ people.	19 events with 423,350 attendees total
Lake Eola Farmers Market	Number of vendors at farmer's market.	140 vendors
Luminary Green Market	Number of vendors.	8 vendors
IMMERSE Fest	Number of attendees.	50,600 attendees across the three days

Goal 3: Support Downtown's Hospitality and Tourism Growth.

Objective: Increase downtown hotel room occupancy and attract more overnight visitors.

Project/Program	Measurement	Achievement
Downtown Hotel Incentives Program	Number of hotel room nights used by the program.	4,556 hotel room nights

Goal 4: Strengthen Downtown's Social Media Presence and Marketing.

Objective: Boost awareness of downtown events and activities through consistent and targeted marketing.

Project/Program	Measurement	Achievement
DTO Social Media Posts	Post at least 3 times per week on social media channels.	Posted at least 4 times per week
DTO Social Media Engagement Growth	Increase engagement (likes, shares, comments) by 5%.	DTO social media generated 482,880 engagements (39.5% increase)
DTO Social Media Audience Growth	Track the number of followers and digital impressions.	DTO social media generated more than 15.9 million impressions. DTO Instagram account surpassed 100,000 followers in 2026.

Goal 5: Improve Downtown's Accessibility and Parking Solutions.

Objective: Provide more convenient and affordable parking and ride options for residents and visitors.

Project/Program	Measurement	Achievement
ParkDTO	Increase ParkDTO promo code usage by 10% (target 32,169)	49,472 ParkDTO code uses (69.2% increase)

FY2026-2027 DDB Goals and Objectives

Goal 1: Enhance Downtown's Arts and Cultural Scene.

- **Objective:**
  - Expand downtown's cultural offerings with a wide range of year-round art events, including performances, murals, and festivals.
- **Measurement:**
  - Number of performances provided by DTO Live.
  - Number of murals created during Mural Fest and other initiatives.

Goal 2: Drive Increased Downtown Visitation and Attendance at Events.

- **Objectives:**
  - Attract a broad audience to downtown through flagship events.
- **Measurement:**
  - Eolaween: Number of attendees.
  - Downtown for the Holidays: Number of attendees.
  - Lake Eola's Farmer's Market: Number of vendors.
  - IMMERSE Fest: Number of attendees.

Goal 3: Support Downtown's Hospitality and Tourism Growth

- **Objective:**
  - Support existing downtown businesses during widespread construction efforts.
- **Measurement:**
  - Number of grants or incentives awarded by the Open for Business Marketing Incentive Program.

Goal 4: Strengthen Downtown's Social Media Presence and Marketing

- **Objective:**
  - Boost awareness of downtown events and activities through consistent and targeted marketing.
- **Measurement:**
  - Post at least 3 times per week on social media channels.
  - Track the number of followers and digital impressions.

Goal 5: Improve Downtown's Accessibility and Parking Solutions

- **Objective:**
    - Provide more convenient and affordable parking and ride options for residents and visitors.
- **Measurement:**
    - Continue to support ParkDTO.

Goal 6: Establish the DTO Information Center as a Hub for Downtown Connection and Growth

- **Objectives:**
    - Activate the DTO information center with events, programs, and offerings to enhance visibility and educate people about downtown.
- **Measurement**:
    - Number of sales in the DTO Store.
    - Number of small businesses and vendors in the DTO Store.