

THE CITY OF ORLANDO'S DOWNTOWN DEVELOPMENT BOARD (DDB) GOALS, OBJECTIVES, AND PERFORMANCE MEASURES FY24-25

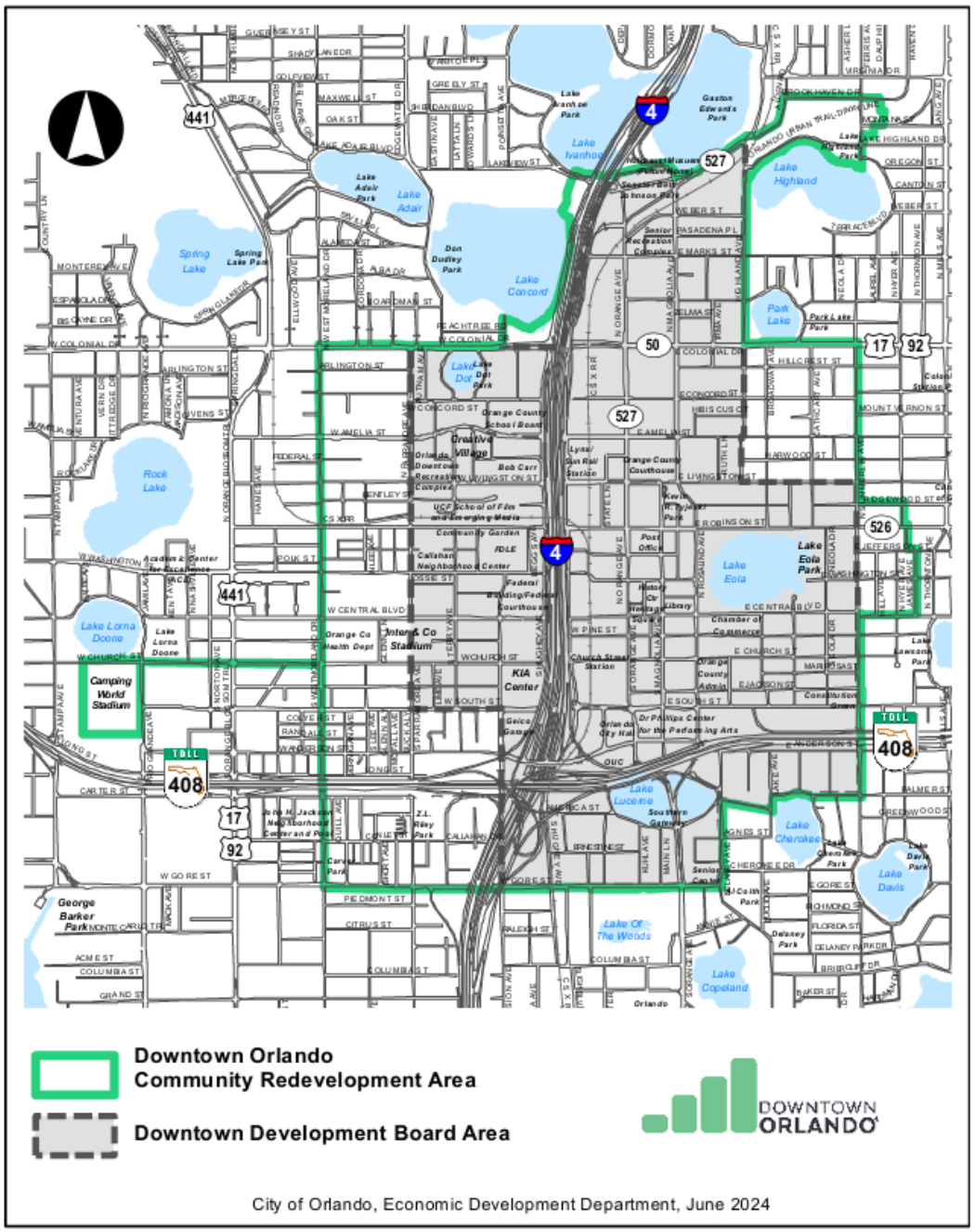
December 1, 2025

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 2024-2025 fiscal year and sets forth the goals and objectives for fiscal year 2025-2026.

DDB Boundaries



FY24-25 DDB Goals

1. To expand and elevate arts and cultural experiences throughout Downtown Orlando to enrich community vibrancy and strengthen the district's creative identity.
2. To grow overall visitation to Downtown Orlando by enhancing event offerings, promoting diverse activities, and creating welcoming experiences for residents, workers, and visitors.
3. To strengthen Downtown Orlando's brand presence through consistent, high-quality marketing that amplifies events, supports local partners, and delivers clear and engaging information to the community.
4. To support a vibrant mix of markets that activate public spaces, showcase local vendors, and offer diverse, family-friendly experiences throughout Downtown Orlando.
5. To enhance parking access and affordability by expanding user-friendly programs and implementing solutions that make it easier for residents and visitors to navigate and enjoy Downtown Orlando.

FY24-25 DDB Report

Goal	Project / Program	Objective	Measurement	Achievement
Engage in the Arts	DTO Live	The district will support a wide variety of arts opportunities, including street art, performance art, and murals.	Number of performances provided by DTO Live.	835 musical performances
			The district will install 2 new murals during FY24-25.	3 large-scale murals
Increase downtown visitation	Eolaween	The district will host a fall event to encourage families to visit downtown.	Number of attendees at Eolaween.	5,400 attendees
	Downtown for the Holidays		Number of attendees at Downtown for the Holidays.	1.2 million attendees
	Special Events Program	The district will increase the number of people coming into downtown for events.	Update the Special Events Program to only incentivize those events bringing 1,000 people or more.	Yes, the guidelines were updated
			Number of special events funded.	26 events funded
	Downtown Hotel Incentives Program	The district will increase the number of hotel room nights used in downtown.	Number of hotel room nights used by the program.	4,168 hotel room nights
Invest in downtown marketing	DTO social media	The district will increase the marketing for downtown events to avoid inconsistent information.	Publish at least two social media posts per week regarding events in downtown.	Avg of 4 posts per week
Provide a variety of markets	Lake Eola's Farmer's Market	The district will expand the farmer's market to include more of Lake Eola and increase the number of vendors.	Number of vendors at farmer's market.	Avg 100 vendors per week
	Luminary Night Market	The district will host a night market event at Luminary Green to bring families downtown.	Number of vendors.	6 vendors
Provide parking improvements	ParkDTO	The district will address the lack of adequate parking in downtown.	Number of uses of the ParkDTO promo code.	29,245 ParkDTO codes were used during FY 2024/25
			Number of unique users for the ParkMobile system.	143,994 unique users

FY25-26 DDB Goals and Objectives

Goal 1: Enhance Downtown's Arts and Cultural Scene

- **Objective:** Expand downtown's cultural offerings with diverse, year-round art events, including performances, murals, and festivals.
- **Measurement:**
    - Host at least 500 musical performances hosted by DTO Live.
    - Add 2 new large-scale murals across downtown.

Goal 2: Drive Increased Downtown Visitation and Attendance at Events

- **Objective:** Attract a broad, diverse audience to downtown through flagship events.
- **Measurement:**
    - Eolaween: Increase attendance by 10% (target 5,940 attendees).
    - Downtown for the Holidays: Target 1 million attendees.
    - Special Events Program: Support 25 large events bringing 1,000+ people.

Goal 3: Support Downtown's Hospitality and Tourism Growth

- **Objective:** Increase downtown hotel room occupancy and attract more overnight visitors.
- **Measurement:**
    - Book at least 4,000 hotel room nights through the program.
    - Monitor the long-term impact on local business revenue.

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.
- Increase engagement (likes, shares, comments) by 5%.
- 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:**
  - Increase ParkDTO promo code usage by 10% (target 32,169 uses).