



DOWNTOWN
ORLANDO™

2015 - 2016
ANNUAL REPORT



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MESSAGE FROM THE MAYOR



I AM SO PROUD OF THE ACCOMPLISHMENTS WE HAVE SEEN IN THE PAST YEAR AS DOWNTOWN ORLANDO CONTINUES TO TRANSFORM AND EMERGE INTO THE IDEAL PLACE TO LIVE, WORK, PLAY AND RAISE A FAMILY.

The Downtown area continues to emerge as a sports and entertainment district. Orlando City Soccer Club privately developed Orlando City Stadium, a 25,500 capacity stadium that opened in time for the start of the 2017 season. Our venues serve as cultural cornerstones for our region for generations to come.

We also saw the State of Florida's Board of Governors approve the state funding for the first phase of the University of Central Florida's Downtown campus, which will bring more than 7,700 students to the Creative Village. The elements are in place for the kind of diverse, higher education corridor that all the great cities of the world possess.

Keeping Orlando moving and providing alternative forms of transportation continues to be a priority. Last year, we saw exciting changes to LYMMO, including limited service on the new LYMMO Lime Line in Parramore, serving to better connect the community to points of interest and jobs. Additionally, we announced that SunRail would be running on select Saturdays. This provides a great opportunity to connect residents and visitors alike to the exciting events taking place in Downtown Orlando. The City will continue to invest and improve our current infrastructure to provide affordable transportation options and increased access to jobs and opportunities.

The City continues to remain committed and focused on revitalizing the Parramore neighborhood. Fundamental to the success of Parramore is to ensure affordable housing options for all of our residents. That is why we sought out a partner to carry out the City's vision to bring a new mixed-income residential project to Parramore across from Z.L. Riley Park. This development is key in ensuring that the residents of Parramore today can continue to call Parramore home tomorrow.

Thanks to partnerships with our residents, business community, faith-based organizations, arts groups, sports franchises, the tourism industry and other local governments, we had achievements in the past year that helped make our City stronger than ever. And how we achieved those accomplishments—through collaboration—is something that makes me proud.

I am proud to serve as Mayor of the most welcoming, diverse and vibrant city in the country and look forward to building on our success in the years ahead.

A handwritten signature in blue ink that reads "Buddy Dyer". The signature is fluid and cursive, with a large, stylized "B" and "D".

Buddy Dyer
Mayor

MESSAGE FROM THE EXECUTIVE DIRECTOR



DOWNTOWN ORLANDO HAS UNDERGONE SIGNIFICANT TRANSFORMATION IN THE PAST YEAR.

We saw the commencement of several development projects, including Citi Tower, as well as the announcement of large multi-use development projects, including Crescent Lucerne.

Downtown Orlando continues to evolve into a true urban neighborhood, offering a diverse selection of residential properties. Last fiscal year we saw the addition of several luxury residential projects including The Sevens, Central Station and 420 East. This is a significant sign that the local economy and housing market in Downtown continue to grow and expand.

We continue to see large scale events hosted in Downtown Orlando. We saw WWE Royal Rumble take over the Amway Center, and in 2017 we will welcome WrestleMania 33. Copa America Centenario celebrated its 100th anniversary in Downtown Orlando. Downtown Orlando was proud to be one of ten cities selected to host this world class event. I am happy to report that overall our region held more than 1,000 events last year! And this figure is anticipated to increase as we seek new events to sponsor recognizing that community events strengthen economic growth to the area.

It's because of these many transformations—including enhanced transportation options, world-class amenities and an unmatched quality of life—that we are seeing new businesses open. Last fiscal year we saw nearly 190 new business open in Downtown Orlando. We will continue to seek employers and headquarters to our growing metropolitan area.

Downtown Orlando continues to receive awards and recognition. The Downtown Orlando Walking Tours received the Award of Excellence in the Digital Interactive Media category from the City-County Communications & Marketing Association. Additionally, we received the Certificate of Merit for the Best of DTO Photo Contest from the International Downtown Association.

I want to thank our partners and businesses for investing in Downtown Orlando. Through hard work, unprecedented partnership, a shared vision and exceptional leadership, we can ensure a better tomorrow for our businesses, visitors, and residents.

It is with excitement and vigor that I look forward to the achievements we will accomplish in the next year.

A handwritten signature in black ink, reading "T. C. Chatmon, Jr." with a stylized flourish at the end.

Thomas C. Chatmon, Jr. Executive Director
Downtown Development Board/Community Redevelopment Agency

DEMOGRAPHIC DETAIL REPORT

DOWNTOWN ORLANDO CRA

	2010 Census	2016 Estimate	2021 Projection
Population			
Total Population	13,569	15,773	17,514
Total Households	7,487	8,764	9,831

POPULATION BY AGE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	525	3.9%	576	3.7%	641	3.7%
5 - 9	427	3.1%	483	3.1%	520	3.0%
10 - 14	337	2.5%	407	2.6%	437	2.5%
15 - 19	357	2.6%	394	2.5%	399	2.3%
20 - 24	1,112	8.2%	1,080	6.9%	1,109	6.3%
25 - 34	3,502	25.8%	4,222	26.8%	4,727	27.0%
35 - 44	1,891	13.9%	2,379	15.1%	2,851	16.3%
45 - 54	1,686	12.4%	1,898	12.0%	1,983	11.3%
55 - 64	1,175	8.7%	1,460	9.3%	1,622	9.3%
65 - 74	924	6.8%	1,147	7.3%	1,393	8.0%
75 - 84	949	7.0%	955	6.1%	1,062	6.1%
85+	685	5.0%	771	4.9%	770	4.4%

RACE AND ETHNICITY

White Alone	8,355	61.6%	9,718	61.6%	10,667	60.9%
Black Alone	4,045	29.8%	4,449	28.2%	4,839	27.6%
American Indian Alone	39	0.3%	49	0.3%	56	0.3%
Asian/Native Hawaiian/Other	451	3.6%	627	4.0%	801	4.6%
Pacific Islander	5	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	342	2.5%	462	2.9%	580	3.2%
Two or More Races	337	2.5%	461	2.9%	564	3.2%
Hispanic Origin (Any Race)	1,711	12.6%	2,428	15.4%	3,182	18.2%

HOUSEHOLD INCOME

<\$15,000	1,844	21.0%	1,890	19.2%
\$15,000 - \$24,999	1,174	13.4%	1,466	14.9%
\$25,000 - \$34,999	813	9.3%	790	8.0%
\$35,000 - \$49,999	1,098	12.5%	983	10.0%
\$50,000 - \$74,999	1,151	13.1%	1,146	11.7%
\$75,000 - \$99,999	843	9.6%	1,006	10.2%
\$100,000 - \$149,999	1,037	11.8%	1,460	14.9%
\$150,000 - \$199,999	330	3.8%	466	4.7%
\$200,000 +	474	5.4%	625	6.4%

Median Household Income	\$41,394	\$46,007
Average Household Income	\$68,842	\$77,677
Per Capita Income	\$41,091	\$46,104

SOURCE: 2016 ESRI



OFFICE MARKET & EMPLOYMENT

OFFICE MARKET

During Q2 2016, Downtown Orlando experienced the highest office occupancy rate since Q1 2007 with 89.5% of office space occupied. Downtown Orlando's office market ended the 2015-2016 fiscal year with an occupancy rate of 89.2%. That rate was 1.6% higher than last fiscal year. The Parramore area continues to have the highest occupancy rate at 99.6% as reported at the end of 2015-2016 fiscal year, with the Central Business District, Eola and North Quarter occupancy rates at 87.5%, 91.2%, and 89.5% respectively.

A little more than 636,000 sq. ft. of office space was leased between Q4 2015 and Q3 2016. RSM US LLP was one of the largest lease signings at almost 34,944 sq. ft. in the One Orlando Centre building in North Quarter. Other notable lease signings include Clifton Larson Allen in the CNL Center II at City Commons building (23,711 sq. ft.) and Leidos Holdings Inc. in the Gateway Center building (21,834 sq. ft.).

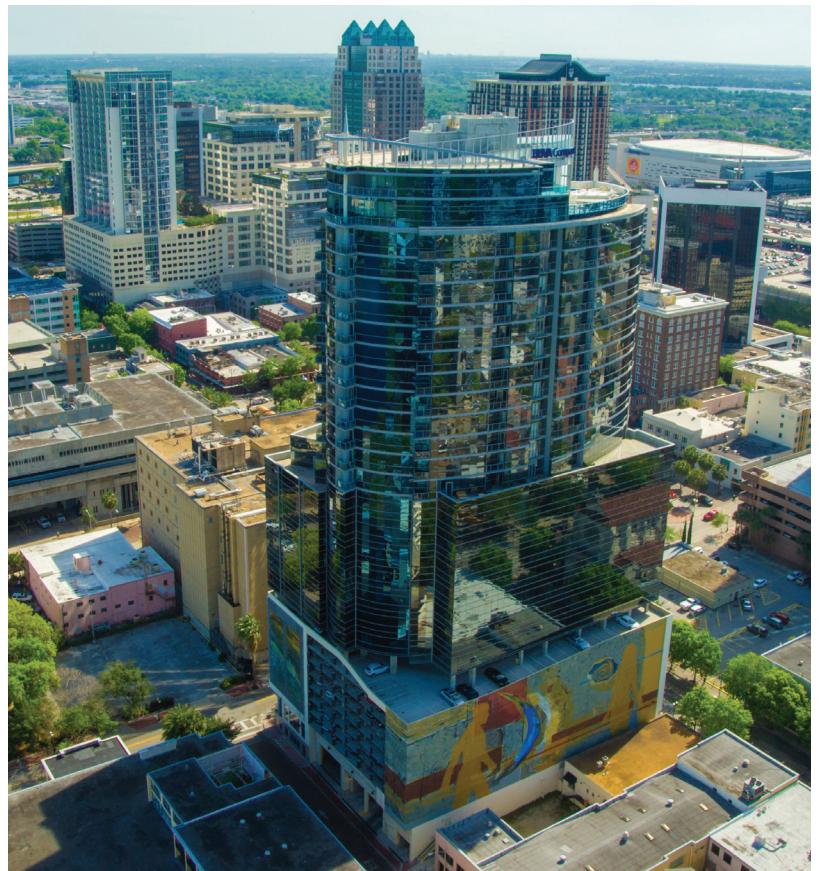
In Q3 2016, two prominent high-rise office buildings in Downtown Orlando have been sold as part of a \$167.8 million transaction. The deal included the sale of CNL Plaza I, a 14 story office tower, 332,000 sq. ft.; CNL Plaza II, a 12 story office tower, 271,000 sq. ft. and the adjacent parking garage with 9 floors and nearly 800,000 gross sq. ft.

Source: Real Estate Research Consultants, Downtown Orlando Quarterly Market Report 2015 & 2016 and Downtown Orlando Major Development Profile, 3rd Quarter 2016

EMPLOYMENT

According to the U.S. Census Bureau's "Longitudinal Household Employment Dynamics" (LEHD), there are 78,189 jobs in Downtown Orlando. This represents 25.9% of the total jobs within the City of Orlando. The three largest industry sector contributors to Downtown employment are educational services (23,484); public administration (15,700); and professional, scientific, and technical services (11,277).

Source: Longitudinal Employment Household Dynamics 2013





DEVELOPMENT ACTIVITY

DEVELOPMENT ACTIVITY

In 2015–2016, the Downtown market saw the commencement of several development projects, including Citi Tower—a \$57 million project that includes a 25-story apartment complex featuring 233 rental units, approximately 23,000 sq. ft. of commercial space and an adjacent five story parking garage with 265 spaces.

This fiscal year included the announcements of large multi-use development projects, including Crescent Lucerne. The \$62 million project is a redevelopment of Orlando Health’s former Lucerne Pavilion Hospital, into a mixed-use complex with apartments, shops and an Earth Fare organic grocery store. The project features 373 rental units, a parking garage with 602 spaces and approximately 30,000 sq. ft. of retail space.

This fiscal year saw the completion of several luxury residential projects including The Sevens, a \$42.6 million nine-story, 325 unit apartment complex; Central Station, a \$56 million six-story apartment complex with 279 units; and 420 East, a \$42.7 million, nine-story, 299 unit apartment complex.

CREATIVE VILLAGE

The 68-acre Creative Village, located on the site of the former Orlando Centroplex, will be a mixed-use redevelopment anchored by the nation’s newest, innovative urban campus, the University of Central Florida’s (UCF) Downtown campus, and will integrate affordable and market-rate housing with new office space for high-tech, digital media and creative companies. This project will also offer a dynamic mix of restaurants, public art, walkable open spaces and parks. Creative Village is a long-term public-private partnership between the City of Orlando and its selected development partner, Creative Village Development, LLC.

When complete, this high quality, sustainable neighborhood development will support a diverse and dynamic mix of uses, including:

- 900,000 to 1,000,000 sq. ft. of office/creative space
- 300,000 to 500,000 sq. ft. of higher education space
- 1,200 to 1,500 residential units
- 125,000 to 150,000 sq. ft. of retail/commercial space
- 150 to 200 hotel rooms

Nearly 15 acres of the 68-acre Creative Village has been designated by the City for UCF/Valencia’s Downtown campus. On March 2, 2016, the State of Florida’s Board of Governors approved the state funding toward the overall funding model, to complete the package of University funding and philanthropic contributions that allow Phase One of the campus to move forward with construction. The first phase of UCF Downtown will bring 7,700 students to the Creative Village and will be the academic heart of Downtown Orlando. The new campus, slated to open in fall of 2019, will bring students to the doorstep of the region’s emerging industries for a one-of-a-kind, immersive educational opportunity, and will include a new \$60 million, 165,000 sq. ft. academic building; renovations to the former Expo Center, home to the UCF Center for Emerging Media and the Florida Interactive Entertainment Academy; and a new \$10 million, 600-space campus parking garage.

DEVELOPMENT ACTIVITY

In addition to the 15-acre UCF Downtown campus, Ustler Development and KUD International, LLC announced this year that they will partner to develop a new \$90 million, 15-story, 600-bed student housing building at the northwest corner of the newly realigned Livingston Street and Terry Avenue intersection. This project will open in the fall of 2019, concurrent with the grand opening of UCF Downtown. This building will also be home to Valencia College's new 50,000 sq. ft. culinary school.

In addition, two multi-family residential developments have also been announced in Creative Village. One of these developments is a new \$56 million, 256-unit multi-family housing development, Amelia Court at Creative Village, brought forward by a partnership between Banc of America Community Development Corporation and Atlantic Housing Partners. This project will contain a mix of affordable and market-rate apartments, and provide a new option for families seeking to live near the adjacent OCPS Academic Center of Excellence and UCF Downtown campus. Groundbreaking is expected to occur in 2017.

The second multi-family project announced is a new \$62.5 million, 250-unit market-rate apartment development by Ustler Development, Inc., located at the corner of W. Amelia Street and Terry Avenue.

In addition to the announcements of forthcoming vertical development, the City continues to collaborate with LYNX on the completion of the Parramore BRT Project (LYMMO Lime Line), which has installed the first new roads to create the street grid for Creative Village. To further reinforce the importance of the new street alignments, the City has committed funding to construct the final leg of W. Livingston Street between Terry Avenue and Parramore Avenue. This final section of roadway will provide direct, pedestrian friendly access between the Parramore neighborhood and the OCPS Academic Center of Excellence to the Downtown core and the transportation hub at LYNX Central Station.

DOWNTOWN FACADE AND BUILDING STABILIZATION PROGRAM

The Downtown Façade and Building Stabilization Program (DFBSP) provides funding for building façade and/or stabilization improvements made to vacant or underutilized properties to encourage reuse, improve appearance, and support long-term viability of Downtown Orlando.

In the 2015-2016 fiscal year, seven DFBSP applicants were approved for funding totaling more than \$103,000. Beyer Brown Inc., a Parramore business, received \$40,000 in DFBSP assistance for façade and stabilization improvements to the property located at 822 W. Central Boulevard. More than \$250,000 in building improvements were completed at this location.

In addition, Ace Orlando, LLC was approved for \$20,000 in funding that will be used for new signage at their North American headquarters located at 100 W. Livingston Street. Ace Orlando, LLC's total project investment in their new headquarters is over \$11 million dollars.



MINORITY/WOMEN ENTREPRENEUR BUSINESS ASSISTANCE (MEBA) PROGRAM

The MEBA program provides qualified new and existing retail businesses with monetary assistance for the purposes of business retention/relocation expenses, purchase of capital equipment, marketing, and start-up expenses.

During the 2015-2016 fiscal year, two MEBA applicants were approved for funding totaling over \$30,000.

One of the applicants, Nikki's Place—a long standing restaurant in the Parramore community that has been in operation since 1965—was approved for \$25,552 in MEBA assistance. The funds were used for capital equipment and capital improvements to the restaurant located at 742 W. Carter Street.

Another business, J Henry's Barber Shop, was approved for \$5,400 in MEBA funds. J Henry's Barber Shop has been operating in Parramore over 24 years. The funds were used for rent abatement which helped offset business loss due to street closures and the construction of the new MLS Soccer stadium located nearby.



DOWNTOWN ORLANDO TRANSFORMATION

BUSINESS OPENINGS

DURING
2015-2016,
**NEARLY
190 NEW
BUSINESSES**
OPENED IN
DOWNTOWN
ORLANDO.

CENTRAL STATION GRAND OPENING

Mayor Dyer joined Crescent Communities in the fall of 2015 to welcome Central Station, an environmentally-friendly development. A true transit-oriented development, Central Station is positioned directly east of the SunRail platform at LYNX Central Station, providing direct access to SunRail, LYMMO and LYNX. At 6.4 acres, Central Station occupies nearly an entire block and presents an unmatched opportunity to develop an enduring project that will significantly influence the physical and social landscape of Downtown Orlando.

420 EAST GRAND OPENING

In January 2016, Downtown Orlando welcomed 420 East, a nine-story, 300-unit multi-family building with 7,000 sq. ft. of ground level retail, 3,000 sq. ft. of art gallery space, ten ground floor live/work units, and an integrated 448-space, three-story parking garage.

SNAP! GALLERY OPENING

Snap! Downtown selected Downtown Orlando as the location for its second Central Florida gallery. This gallery is located in the 420 East building.

FERG'S DEPOT

Located in the historic 1889 train depot, each of the five buildings are unique, including an upscale restaurant in the train waiting room, Ferg's Frat House Brew Pub, a craft beer and spirits tasting room, an outdoor oyster bar and a fresh market.

AMERICAN SAFETY COUNCIL

American Safety Council relocated their headquarters to Downtown Orlando, citing that the City's commitment to technology-based industries, as well as the revitalization of the area in the past ten years, contributed to this move.

DOWNTOWN ORLANDO TRANSFORMATION

WAHLBURGERS

The popular burger eatery opened its first Florida location in Orlando at 200 S. Orange Avenue. This location represents the first of 20 planned Florida locations for the franchise.

THE SEVENS

Downtown Orlando welcomed The Sevens in summer 2016. This nine-story mixed-use building includes 8,000 sq. ft. of ground floor retail space, 333 apartment units, and a 606-space, seven-story integrated parking structure.

WEBSTER UNIVERSITY

Webster University has a new location just blocks away from the Amway Center and the Creative Village educational hub. In August 2016, Webster University held its grand opening celebration. The Downtown Orlando campus includes 11 state-of-the-art classrooms, two computer labs, two conference rooms with breakout spaces, and video conferencing capabilities for WebNet+ classes.



DEXTER'S CELEBRATED 20TH ANNIVERSARY

4 RIVERS GRAND OPENING



SPORTS

Orlando City Soccer Club launched a new National Women's Soccer League (NWSL) team, the Orlando Pride.

DOWNTOWN ORLANDO INFORMATION CENTER

The Downtown Orlando Information Center had more than 9,950 visitors last year.

Domestic visitation was more than 6,240. The international guest count at the Information Center was more than double since opening in 2008, with more than 3,710 visitors last year. The top international visitation origin countries were Germany, Canada, United Kingdom, France, Denmark, Italy and Brazil.



- 2016 DOMESTIC INCREASE WAS **21.64% HIGHER THAN 2015**
- 2016 INTERNATIONAL INCREASE WAS **8.38% HIGHER THAN 2015**
- 2016 TOTAL INCREASE WAS **16.39% HIGHER THAN 2015**



LYMMO ENHANCEMENTS

In 2016, there were exciting changes to LYMMO, Downtown Orlando's free bus rapid transit system, with the introduction of two service changes.

One major change included limited service on the new LYMMO Lime Line in Parramore. The Lime Line provides another transportation option for the community with convenient access to LYNX Central Station, SunRail, the Parramore neighborhood, FAMU College of Law and more. The Lime Line is also a great example of our continued investment in our Parramore community through our Pathways for Parramore initiative.

Another major change included a revised route for the LYMMO Orange Line, which includes a standalone LYMMO Orange-North Quarter Line. The route serves the North Quarter area formerly served by the LYMMO Orange line.

ZIPCAR

Zipcar, the world's leading car sharing network, has partnered with the City of Orlando and the Florida Department of Transportation's reThink program to officially launch Zipcar in Central Florida. A ribbon cutting event to kick off the launch took place in February 2016 in Downtown Orlando.

Downtown Orlando has five car share locations.

SUNRAIL SATURDAY SERVICE ANNOUNCED

In September 2016, Mayor Dyer, members of the Central Florida Commuter Rail Commission and stakeholders from the Orlando, Winter Park and Central Florida business and civic community joined together to announce that SunRail would run on select Saturday's beginning October 2016.

Thanks to a unique nonprofit partnership, the Downtown Orlando Partnership, The Downtown Orlando Foundation, The Downtown Development Board, some of Orlando's major businesses and key community stakeholders, weekend service is possible.







MARKETING DOWNTOWN ORLANDO

**ADVERTISING EFFORTS
REACHED MORE THAN
104 MILLION**

facebook

VisitOrlando

ORLANDO
BUSINESS JOURNAL

Orlando
FAMILY

TRAVELHOST

ULI Urban Land
Institute



Thomas Cook

Florida
Trend

DISCOVER YOUR URBAN ON DOWNTOWN ORLANDO TOURS

From Main Streets to martinis, Downtown Orlando serves up the best in entertainment. Now, you can discover the urban destination of Downtown Orlando on a walking tour. Tours are designed for individuals of all ages to explore Downtown's history, art, dining, and more.

FOOD TOURS

Downtown Food Tours showcase the diversity of cuisines that the area has to offer. Guests will visit local favorites and sample everything from oysters to truffle fries.

CRAFTY COCKTAIL TOUR

The Crafty Cocktail Tour showcases some of Downtown Orlando's finest establishments. Guests will visit several locations in the Central Business District and sample a variety of eclectic beverages hand selected by local mixologists.

HISTORIC TOUR

The Downtown Historic Tour gives guests the opportunity to experience Orlando's history first hand. Led by a local Historic Preservation Expert, the tour includes an assortment of buildings that have survived the test of time and adapted to modern uses. The tour is also available via mobile device at downtownorlando.com/tours.

GALLERY TOUR

Experience a guided tour of four local galleries in the Downtown Arts District and learn about unexpected treasures along the way.

SEE ART

See Art Orlando is a collection of eight permanent contemporary public art sculptures inspired by various elements of Orlando and embodying the diverse fabric of the city. This is a self-guided tour available via mobile device at downtownorlando.com/tours.

However you choose to discover your urban in Downtown Orlando, you're sure to make it memorable.

Save \$10 on your next tour with code DOP17 when you visit DowntownOrlando.com/tours.



During the past year, the Downtown Development Board continued to build brand awareness and interest in the area through creative marketing efforts.

DISCOVER MORE IN PARRAMORE CAMPAIGN

The development of major projects like Orlando City Stadium, Camping World Stadium, Creative Village, I-4 Ultimate Improvement Project, and the proposed Sports Entertainment District meant that the Parramore neighborhood was going to see an increase in construction activity.

As a result, the community was expected to experience on-going road closures through main roads as well as an impact on local area businesses. A campaign was created to:

- Remind the Parramore community that businesses are open during construction;
- Create awareness of Parramore offerings to those outside of the Parramore Community.

In doing the above, we hoped to see an increase in foot traffic to Parramore businesses.

CAMPAIGN REACHED MORE THAN 1,700,000.



DOWNTOWN FOR THE HOLIDAYS

Enhanced marketing efforts surrounding Eola Wonderland helped to inform the community about Downtown for the Holidays events throughout the entire month of December.



Left: image from Eola Wonderland.
Right: street decal and pole banner from Downtown for the Holidays.

IPW 2016: DOWNTOWN ORLANDO PARTNERS WITH VISIT ORLANDO

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In 2016, IPW took place in New Orleans.

Downtown Orlando exhibited in the Member Village with Visit Orlando and fairshared booth space with Church Street District. Over the course of IPW 2016, Downtown Orlando had 28 appointments with buyers.

BEST OF DTO PHOTO CONTEST 2016

This summer, the Downtown Development Board, in partnership with the Downtown Arts District, hosted its third annual Best of DTO Photo Contest. The goal of the Best of DTO Photo Contest is to engage the Downtown Community and increase exposure of Downtown.

Photographers of all ages and skill levels were encouraged to capture the uniqueness of Downtown Orlando in five categories: Live, Work, Play, Lake Eola Park and Panoramic.

Contest submissions took place June 27 – July 29, 2016. Approximately 800 photos were submitted by 229 photographers. At least one photo per photographer was on display opening night at the Gallery at Avalon Island, which took place on September 15, 2016. Photos were judged by a panel of six independent judges. This year, we added a live voting component where attendees voted on Twitter by using unique hashtags for the Fan Favorite images. The photo with the most hashtag usage was announced the winner for that category. All winners were announced at the gallery's opening event on September 15, 2016.

#DTODOWNTOWNORLANDO WAS TRENDING ON TWITTER ON SEPTEMBER 15, 2016.

LAUNCHED BLOG PAGE

A blog page was created to supplement communication channels as well as increase traffic back to website.

SOCIAL MEDIA

In fiscal year 2015-2016, Downtown Orlando continued to enhance its social media presence on Facebook, Twitter, Pinterest and Instagram. The Downtown Orlando Facebook page grew to reach 40,815 total fans at the end of the fiscal year 2015-2016. Fans increased approximately 19.2% since last fiscal year. Facebook engagement increased 303.5% and total impressions increased by 206.8%.

At the end of the fiscal year 2015-2016, the Downtown Orlando Twitter page had 104,041 followers which represents a 68.5% increase from last year. This social media platform generated nearly three million impressions over the year and engagement increased 1,248%. We reached 100,000 followers and celebrated the milestone by sharing a 'thank you' video on Twitter.

Downtown Orlando's Instagram account generated more than 4,000 followers and more than 3,000 engagements.

Downtown Orlando's Pinterest account grew to a total of 82 followers by the end of the fiscal year and featured a total of nine boards with 218 pins.

NEWSLETTER

Launched upgraded design for the Downtown Confidential newsletter. At the end of fiscal year 2015-2016, newsletter subscribers were more than 6,600.

AWARDS

CITY-COUNTY COMMUNICATIONS & MARKETING ASSOCIATION

- Award of Excellence, Digital Interactive Mobile, Downtown Orlando Walking Tours

INTERNATIONAL DOWNTOWN ASSOCIATION

- Certificate of Merit for the Best of DTO Photo Contest within the 2016 Downtown Achievement Awards: Marketing and Communications category



EVENTS

SOUTHERN LIVING
RANKS THE DR.
PHILLIPS CENTER FOR
THE PERFORMING
ARTS AS **NO. 10 IN THE
MAGAZINE'S 50 BEST
PLACES IN THE
SOUTH NOW.**

CREATIVE CITY PROJECT

The Creative City Project was birthed out of the belief that artists can change a city for the better by making it a more beautiful, meaningful and interesting place to live. In the fall of 2015, the Creative City Project came to Downtown Orlando. Approximately 15,000 people experienced performances at various Downtown locations including CityArts Factory, the Gallery at Avalon Island, locations along Orange Avenue from Robinson Street to Central Boulevard, and more.

WWE ROYAL RUMBLE

This professional sporting event took place in January 2016 at the Amway Center. This event signified the 29th time this event took place for WWE. Attendance was estimated at more than 15,000. In 2017, WrestleMania 33 will take over Camping World Stadium.

RED BULL WINGS AT WORK

During March 2016, individuals were invited to grab their laptops and sunglasses for a day of collaboration, inspiration, and creativity at the Red Bull Wings At Work pop up outdoor workspace.

Red Bull Wings At Work was an opportunity for Downtown workers to break out of their everyday routine and work in an unique outdoor location that fosters creativity and productivity. The day included speakers, reverse pitch groups, networking opportunities as well as space to get work done and took place at the Seneff Arts Plaza at the Dr. Phillips Center for the Performing Arts.



COPA AMERICA CENTENARIO

Copa America Centenario celebrated its 100th anniversary of the “Championship of the Americas” in 2016. The 16-country tournament took place June 3-26 in 10 cities throughout the United States, and Orlando was one of them. Camping World Stadium served as the site for three group stage matches—Costa Rica vs. Paraguay (June 4), Panama vs. Bolivia (June 6), and Brazil vs. Haiti (June 8). Total attendance was nearly 60,000.

Orlando was the only host venue in the region with the nearest games being staged in Houston and Philadelphia, more than 1,000 miles away. Copa America Centenario was an opportunity for Central Florida to solidify its stance as the “Soccer Capital of the South.”

All games were broadcast worldwide on Fox Sports and Univision, showcasing Orlando’s spirit and passion for soccer to hundreds of millions.

STATE OF DOWNTOWN

On October 22, 2015, Mayor Dyer delivered his annual State of the Downtown address to hundreds of Downtown residents, business owners, and community leaders.

Camping World Stadium, which has been home to countless memorable wins throughout its history, was the location for the annual State of Downtown address and highlighted the wins recently achieved in Downtown Orlando.

In his speech, Mayor Dyer reflected on the game-changing plays that our community team has accomplished through a shared game plan for Downtown, including SunRail, our community venues, an expanded Lake Eola Park, a Downtown movie theater, Z.L. Riley Park, and Major League Soccer.

During his address, Mayor Dyer talked about how these unprecedented successes have created a pride in our City that will continue to fuel our region’s long-term winning success.



**IN THE PAST YEAR,
THE DOWNTOWN
DEVELOPMENT BOARD
PROVIDED FUNDING FOR
NEARLY 30 EVENTS.**

DOWNTOWN FOR THE HOLIDAY EVENTS

The annual Downtown for the Holidays Tree Lighting Celebration was held on Friday, December 4, 2015 at the Walt Disney Amphitheater in Lake Eola Park. The Tree Lighting Celebration included Trinity Lutheran Downtown’s school musical, a holiday choral performance from Encore Cast Performing Arts and TheDailyCity.com Food Truck Bazaar.

Throughout the month of December, the Downtown Development Board sponsored three holiday movies at Lake Eola Park. Those movies were: *Elf*, *How the Grinch Stole Christmas* and *A Christmas Story*.



NO. 1 FOR ARTS & ENTERTAINMENT ORLANDO STYLE MAGAZINE, READER'S CHOICE AWARD (2016)



WHAT'S UP DOWNTOWN

The Downtown Development Board continued the monthly What's Up Downtown series, which take place the first Thursday of the month. Over the past year, there were ten What's Up Downtown events. Attendees learned information on topics such as creating a sustainable City, community collaboration, digital permitting, and more.

We continue to see strong attendance at our events, with average attendance of 116 people, up 4.5% year-over-year.

MAIN STREET RESTAURANT WEEK

Downtown Orlando's Main Street Districts hosted the second Main Street Restaurant Week over July 30 - August 13, 2016. This event encouraged restaurant members to offer a select prix fixe menu with established price points of \$5, \$10, \$20 and \$30.





PATHWAYS FOR PARRAMORE

PARRAMORE REDEVELOPMENT OPPORTUNITIES

The City of Orlando is committed and focused on revitalizing the historic Parramore neighborhood. Every day, the City strives to make the area more livable for everyone.

Fundamental to the success of Parramore is to ensure affordable housing options for all of our residents.

On Thursday, November 5, 2015, the City announced it was seeking a partner to bring a new mixed-income residential development to Parramore, across from Z.L. Riley Park. The vision includes a mix of apartments and townhomes creating a more than six-acre family-oriented development with community-building amenities. This project is key in ensuring that the residents of Parramore today can continue to call Parramore home tomorrow.

This community enhancement will assist in fostering community development that will strengthen the surrounding neighborhoods and serve as a catalyst for revitalization in Parramore.

PARRAMORE'S INAUGURAL NEIGHBORHOOD COMMUNITY WORK DAY

There is something special happening in the Parramore Heritage Community. Neighbors, nonprofit organizations and businesses are coming together to beautify their neighborhood and make it a great place to live and raise a family.

On January 30, 2016, with the assistance of District 5 City Commissioner Regina I. Hill, more than 60 volunteers representing the Carter Street Neighborhood Association, Orlando Union Rescue Mission, Orlando City Soccer Club, the City of Orlando, and businesses participated in a Neighborhood Community Work Day cleanup in Parramore's Holden neighborhood. Volunteers collected more than 100 bags of trash.

DINNER PARTY PROJECT KICKS OFF THE NEWYEAR IN PARRAMORE

The Dinner Party Project connects people in the community over great food and conversation. On January 4, 2016, the dinner took place at the Wells'Built Museum in Parramore.

The dinner consisted of eight strangers that gathered around the dinner table to enjoy four courses prepared and sponsored by Chef Eddie's, a soulful Southern restaurant in Parramore. Guests enjoyed garlic shrimp, meatloaf, sweet potatoes, and more. Of course, the meal would not have been complete without some sweet potato pie.

With over \$1.4 billion in development taking shape in the Parramore Neighborhood, we are happy the Dinner Party Project selected this area to kick off the New Year and share it with guests.



The Dinner Party Project took place on January 4, 2016 at the Wells'Built Museum. The dinner was sponsored by Chef Eddie's.

COUNCIL APPROVES SALE OF SOCCER STADIUM LAND TO ORLANDO CITY SOCCER

On January 25, 2016, the City of Orlando approved the sale of nearly 12 acres of City-owned land to Orlando City Soccer Club. The sale of this land allows Orlando City Soccer Club to privately develop and fund the soccer stadium.

The City of Orlando sold the soccer stadium site for fair market value at \$18 million. One of the benefits of a privately owned stadium is that it will generate property taxes for the City that can be reinvested in the Parramore and Downtown neighborhoods.

The 25,500 capacity stadium opened in time for the start of the 2017 season.



INVESTING IN OUR COMMUNITY'S YOUTH

Through youth programs, the City of Orlando serves more than 11,000 children every day, providing our youngest residents with academic enrichment, as well as health and wellness activities. Hundreds of City employees and volunteers work with the children at our community centers, as well as with our partners at Orange County Public Schools at school sites.

In May, City Hall hosted a College Signing Day event, part of First Lady Michelle Obama's "Reach Higher" initiative. The event celebrated 50 high school seniors from our youth programs, allowing them to publicly commit to pursue higher education. During the event, Stevenson Bassy, Parramore Kidz Zone participant, won the Kevin Tyjeski City Planning Scholarship, making him the first PKZ participant to receive this contribution. Stevenson was accepted into over 15 colleges, including the University of South Florida, Georgia Tech, Bethune-Cookman, and South Carolina State and decided to attend the University of Florida as a Computer Engineering major.



The City's youth programs are part of our commitment to providing our community's children with the opportunities and the tools they need to have a successful future. Studies show that college graduates are set to make 84% more over their lifetimes than those without a college degree. But getting a college education is about more than getting a bigger salary. College is about investing in yourself—gaining independence, learning about career options and exploring the world around you.

It is clear that the future is bright for these students.

DDB FINANCIAL STATEMENT

DOWNTOWN DEVELOPMENT BOARD FINANCIAL STATEMENT 2015-2016*

Assets

Cash/ Cash Equivalents	\$	2,373,563
Other Assets	\$	23,995
Capital Assets	\$	
Land and non-depreciable assets		
Equipment and other depreciable assets	\$	36,087
Total	\$	2,433,645

Liabilities (Short Term)

Other Liabilities	\$	53,661
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Liabilities (Long Term)

Liability for Accumulated Employee Leave	\$	55,632
Net Pension Liability		36,570
Existing Bonds		
Internal Loan		
Total	\$	145,863

Revenues

Real Property Taxes	\$	2,233,736
Interest/Investment	\$	85,033
Other Revenue	\$	165,201
Contribution from Other Funds	\$	1,125,155
Total	\$	3,609,125

Expenditures

Salaries, Wages, Benefits	\$	282,655
Supplies	\$	20,284
Professional Services and Agreements	\$	404,592
Utilities	\$	621
TIF Payment	\$	1,758,108
Travel and Training	\$	663
Fleet Management/General Liability	\$	31,173
Capital Outlay	\$	24,993
City Services Agreement	\$	297,683
Events	\$	269,252
Depreciation	\$	6,893
Transfer to Other Funds	\$	310,393
Expenditures	\$	3,407,310

Changes in Net Assets	\$	201,815
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*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2015-2016 DOWNTOWN DISTRICT*

Assets

Cash/ Cash Equivalents	\$	14,830,410
Cash/ Cash Equivalents (Restricted)	\$	2,509,836
Investments (Restricted)	\$	9,877,653
Accounts Receivable	\$	-
Capital Assets		
Land and non-depreciable assets	\$	6,939,702
Equipment and other depreciable assets	\$	1,613,979
Total Assets	\$	35,771,580

Liabilities (Short Term)

Other Liabilities	\$	242,598
Accrued Interest Payable	\$	843,246

Liabilities (Long Term)

Existing Bonds	\$	136,645,000
Internal Loans	\$	27,588,854
Total Liabilities	\$	165,319,698

Revenues

Property Taxes	\$	23,349,686
U.S. Treasury Bond Reimbursement	\$	3,076,173
Other Revenue	\$	2,096,982
Interest	\$	1,197,846
Contribution from Other Funds	\$	310,393
Total Revenues	\$	30,031,080

Expenditures

Salaries and Benefits	\$	1,689,101
Supplies	\$	154,886
Professional Services and Agreements	\$	373,926
Utilities	\$	44,227
Travel and Training	\$	13,031
Fleet Management / General Liability	\$	179,903
Capital Outlay	\$	3,457,336
City Services Agreement	\$	453,365
Other Operating/Land Acquisition		-
Community Organizations	\$	1,055,777
Business Incentives and Recaptures	\$	1,084,775
Debt Service	\$	19,838,745
Transfer to Other Funds	\$	2,369,415

Total Expenditures	\$	30,714,487.00
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Change in Fund Balance	\$	(683,407)
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*Unaudited

**COMMUNITY REDEVELOPMENT AGENCY
FINANCIAL STATEMENT 2015-2016
REPUBLIC DRIVE DISTRICT***

Assets

Cash/ Cash Equivalents	\$	3,195,412
Cash/ Cash Equivalents (Restricted)	\$	640,765
Investments (Restricted)	\$	3,009,176
Capital Assets		
Land and non-depreciable assets		
Equipment and other depreciable assets		
Total Assets	\$	6,845,353

Liabilities (Short Term)

Other Liabilities	\$	1,122,702
Accrued Interest Payable	\$	550,486

Liabilities (Long Term)

Existing Bonds	\$	28,943,327
Internal Loan		
Total Liabilities	\$	30,616,515

Revenues

Tax Increment Contribution - Orlando	\$	7,546,597
Tax Increment Contribution - Orange County	\$	5,032,617
Transfer from Debt Fund	\$	32,383
Interest	\$	19,173
Total Revenues	\$	12,630,770

Expenditures

Surplus - Orlando		5,871,423
Surplus - Orange County		3,915,469
Debt Service		3,826,020
Total Expenditures	\$	13,612,912
Change in Fund Balance	\$	(982,142)

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2015-2016 CONROY ROAD DISTRICT*

Assets		
Cash/ Cash Equivalents	\$	5,478
Cash/ Cash Equivalents (Restricted)	\$	421,443
Investments (Restricted)	\$	1,905,517
Other Assets		
Capital Assets		
Land and non-depreciable assets		
Equipment and other depreciable assets		
Total Assets	\$	2,332,438
Liabilities (Short Term)		
Other Liabilities	\$	-
Accrued Interest Payable	\$	374,125
Liabilities (Long Term)		
Existing Bonds	\$	14,965,000
Internal Loan		
Total Liabilities	\$	15,339,125
Revenues		
Tax Increment Contribution - Orlando		2,812,319
Tax Increment Contribution - Orange County		1,875,458
Impact Fees		20,067
Interest		5,480
Total Revenues	\$	4,713,324
Expenditures		
Other Expenditures		
Surplus - Orlando	\$	1,686,308
Surplus - Orange County	\$	1,124,546
Debt Service	\$	1,902,850
Total Expenditures	\$	4,713,704
Change in Fund Balance	\$	(380)

*Unaudited



STAFF/BOARD

CRA BOARD MEMBERS



Mayor & Chairman
Buddy Dyer



District 1 –
Commissioner
Jim Gray



District 2 –
Commissioner
Tony Ortiz



District 3 –
Commissioner
Robert F. Stuart



District 4 –
Commissioner
Patty Sheehan



District 5 –
Commissioner
Regina I. Hill



District 6 –
Commissioner
Samuel B. Ings

DDB/CRA ADVISORY BOARD MEMBERS



Chairman
Doug Taylor
(term began
July 2015)



Vice-Chairman
Wendy Connor
(term began
July 2015)



Commissioner
Ted Edwards



Jessica Burns



Roger Chapin



Terrence J.
Delahunty, Jr.



William Dymond
(term ended
June 2016)



William Lambert

DDB/CRA STAFF

Thomas C. Chatmon, Jr., Executive Director

Walter Hawkins, Assistant Director/Director of Urban Development

David Barilla, Assistant Director

Mercedes Blanca, Division Fiscal Manager

Rose Garlick, Information Center Manager

Kelly Moody, Project Manager

Robert Fish, Downtown Facilities Supervisor

Kelly Allen, Marketing & Communications Coordinator

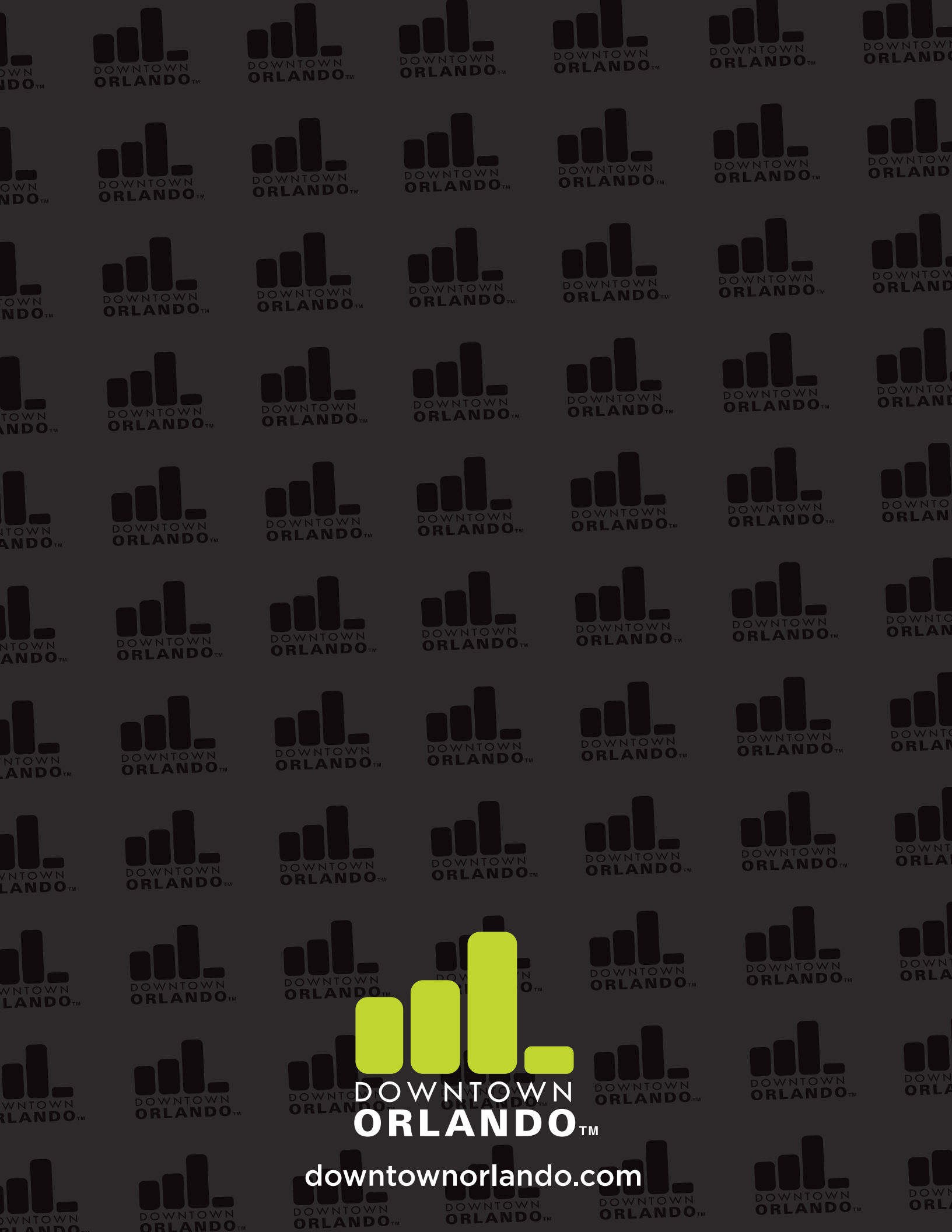
Analys Sanchez, Interactive Media Coordinator

Marya Collier, Economic Development Coordinator

Shaniqua Rose, Board Secretary

Christel Brooks, Administrative Specialist

The Downtown Clean Team



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