



DOWNTOWN
ORLANDO™

2017 - 2018
ANNUAL REPORT



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MESSAGE FROM THE MAYOR



I AM SO PROUD OF ALL THAT WE HAVE ACCOMPLISHED TOGETHER IN THE PAST YEAR. EACH AND EVERY DAY, WE STRIVE TO TRANSFORM DOWNTOWN ORLANDO INTO THE IDEAL PLACE TO LIVE, WORK, PLAY AND RAISE A FAMILY FOR RESIDENTS, BUSINESSES, AND VISITORS.

Last year, we celebrated the groundbreaking of several new developments, including SunTrust Plaza, a 28-story building bringing Class A office space once open. We also celebrated the relocation of Radixx International's headquarters to downtown, solidifying our area as a premier location to do business.

Large-scale events serve to grow a healthier economy and enhance the vibrancy of our downtown. Last year we saw the return of the NFL Pro Bowl. We also learned that downtown Orlando will host the MLS All-Star Game in 2019 and welcome the Monster Jam World Finals. The destination is also included in the United Bid to host the 2026 FIFA World Cup, which could help FIFA achieve new records for attendance and revenue.

We continue to make progress on Project DTO, an initiative that laid out 10 vision themes for our downtown. One of the vision themes is to create a thriving outdoor city. Last year we released an RFP for a new park on Orange and Robinson. By providing this gathering place, we will sustain important interactions between people and the bond with their place. We are excited about the opportunity to utilize the space and provide this unique amenity to downtown residents and visitors, serving the needs of a growing population.

The city remains committed and focused on bringing new quality and affordable housing options to downtown. We broke ground on Parramore Oaks, a new mixed-income housing community that will have amenities like a fitness room, children's activity room, green spaces, and more. We also broke ground on three single-family homes in the Parramore neighborhood. These projects further support our efforts to ensure residents have access to quality, safe, and affordable housing and aligns with recommendations from the Parramore Comprehensive Neighborhood Plan.

We are building on our commitment to provide a safe, comfortable, and connected pedestrian system with the Colonial Drive Overpass. When the bridge opens in 2019, it will be easier for pedestrians and cyclists to cross over one of Orlando's busiest roadways and connect residents and visitors to Orlando's various neighborhoods, business districts, and much more.

Thanks to partnerships with our residents, business community, faith-based organizations, arts groups, sports franchises, the tourism industry, and other local governments, we celebrated achievements this past year that made our city stronger than ever. The spirit of collaboration that made all of this a reality is something that should make us all proud.

Thank you for another great year in the City of Orlando. I look forward to all we can accomplish together in the future.

Buddy Dyer
Mayor

MESSAGE FROM THE EXECUTIVE DIRECTOR



HERE IN DOWNTOWN ORLANDO, WE CONTINUE TO EXPERIENCE PROGRESS AND GROWTH.

The area features a wide array of amenities, including more than 200 dining and entertainment establishments, and saw more than 1,200 events last year.

During the past year, we welcomed new projects that enhanced the vibrancy and appeal of our downtown, from the opening of Modera Central – a 22-story, \$75 million apartment complex – to new retailers including C6 by Bayhill Jewelers, Jinya Ramen Bar, Deeply Coffee, and more.

Downtown Orlando continues to attract new businesses, residents, and visitors to our urban core. As downtown continues to grow, so do the unique needs of our community. Our DTOutlook, which serves as our roadmap to achieving our vision for downtown, recommends making the downtown experience easier and more satisfying by supporting downtown clean and safe programming. To help further meet the wide-range and variety of these needs, and further elevate the downtown experience for everyone, we entered into an agreement with Block by Block for an Ambassador Program. Ambassadors have several responsibilities, including ensuring world-class hospitality and working with the Orlando Police Department to continue to provide welcoming and safe experiences.

The city has worked hard to incorporate arts into everything we do as a community and to increase cultural offerings for our residents and visitors. We are grateful for the generous donation from Ford Kiene for the donation of the Rogers Building, the oldest commercial building in downtown Orlando. We look forward to maintaining the property as a cultural facility that will continue to further our efforts of growing our burgeoning arts and culture scene.

Orlando's vision to offer one of the nation's highest quality urban environments requires that we continue to ensure a better tomorrow for our businesses and residents. We are proud of the continued growth our downtown experiences and we thank all our partners in helping in that success. Your support is much appreciated as we continue on our path towards making DTO one of the nation's highest quality urban environments.

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

| Summary | | Census 2010 | | 2018 | | 2023 | | | |
|---------------------------------|--|-------------|---------|----------|---------|----------|---------|----------|--|
| Population | | 13,569 | | 17,870 | | 20,637 | | | |
| Households | | 7,487 | | 10,200 | | 12,058 | | | |
| Families | | 1,761 | | 2,331 | | 2,704 | | | |
| Average Household Size | | 1.59 | | 1.58 | | 1.57 | | | |
| Owner Occupied Housing Units | | 1,606 | | 1,833 | | 2,286 | | | |
| Renter Occupied Housing Units | | 5,881 | | 8,368 | | 9,772 | | | |
| Median Age | | 37.7 | | 37.9 | | 38.6 | | | |
| Trends: 2018 - 2023 Annual Rate | | Area | | State | | National | | | |
| Population | | 2.92% | | 1.41% | | 0.83% | | | |
| Households | | 3.40% | | 1.36% | | 0.79% | | | |
| Families | | 3.01% | | 1.30% | | 0.71% | | | |
| Owner HHs | | 4.52% | | 1.91% | | 1.16% | | | |
| Median Household Income | | 4.63% | | 2.52% | | 2.50% | | | |
| Households by Income | | | | 2018 | | 2023 | | | |
| | | | | Number | Percent | Number | Percent | | |
| <\$15,000 | | 1,911 | | 18.7% | | 1,683 | | 14.0% | |
| \$15,000 - \$24,999 | | 1,176 | | 11.5% | | 1,098 | | 9.1% | |
| \$25,000 - \$34,999 | | 858 | | 8.4% | | 861 | | 7.1% | |
| \$35,000 - \$49,999 | | 1,052 | | 10.3% | | 1,083 | | 9.0% | |
| \$50,000 - \$74,999 | | 1,686 | | 16.5% | | 2,016 | | 16.7% | |
| \$75,000 - \$99,999 | | 1,293 | | 12.7% | | 1,882 | | 15.6% | |
| \$100,000 - \$149,999 | | 1,200 | | 11.8% | | 1,861 | | 15.4% | |
| \$150,000 - \$199,999 | | 413 | | 4.0% | | 603 | | 5.0% | |
| \$200,000+ | | 612 | | 6.0% | | 971 | | 8.1% | |
| Median Household Income | | | | \$51,051 | | | | \$64,006 | |
| Average Household Income | | | | \$74,682 | | | | \$93,334 | |
| Per Capita Income | | | | \$45,016 | | | | \$56,453 | |
| Population by Age | | Census 2010 | | 2018 | | 2023 | | | |
| | | Number | Percent | Number | Percent | Number | Percent | | |
| 0 - 4 | | 525 | | 3.9% | | 590 | | 3.3% | |
| 5 - 9 | | 427 | | 3.1% | | 486 | | 2.7% | |
| 10 - 14 | | 337 | | 2.5% | | 409 | | 2.3% | |
| 15 - 19 | | 357 | | 2.6% | | 425 | | 2.4% | |
| 20 - 24 | | 1,112 | | 8.2% | | 1,452 | | 8.1% | |
| 25 - 34 | | 3,502 | | 25.8% | | 4,731 | | 26.5% | |
| 35 - 44 | | 1,891 | | 13.9% | | 2,545 | | 14.2% | |
| 45 - 54 | | 1,686 | | 12.4% | | 1,999 | | 11.2% | |
| 55 - 64 | | 1,175 | | 8.7% | | 1,591 | | 8.9% | |
| 65 - 74 | | 924 | | 6.8% | | 1,484 | | 8.3% | |
| 75 - 84 | | 949 | | 7.0% | | 1,201 | | 6.7% | |
| 85+ | | 685 | | 5.0% | | 958 | | 5.4% | |
| Race and Ethnicity | | Census 2010 | | 2018 | | 2023 | | | |
| | | Number | Percent | Number | Percent | Number | Percent | | |
| White Alone | | 8,355 | | 61.6% | | 11,260 | | 63.0% | |
| Black Alone | | 4,045 | | 29.8% | | 4,683 | | 26.2% | |
| American Indian Alone | | 39 | | 0.3% | | 47 | | 0.3% | |
| Asian Alone | | 446 | | 3.3% | | 751 | | 4.2% | |
| Pacific Islander Alone | | 5 | | 0.0% | | 7 | | 0.0% | |
| Some Other Race Alone | | 342 | | 2.5% | | 563 | | 3.2% | |
| Two or More Races | | 337 | | 2.5% | | 559 | | 3.1% | |
| Hispanic Origin (Any Race) | | 1,711 | | 12.6% | | 2,941 | | 16.5% | |

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

October 10, 2018

OFFICE MARKET & EMPLOYMENT

OFFICE MARKET

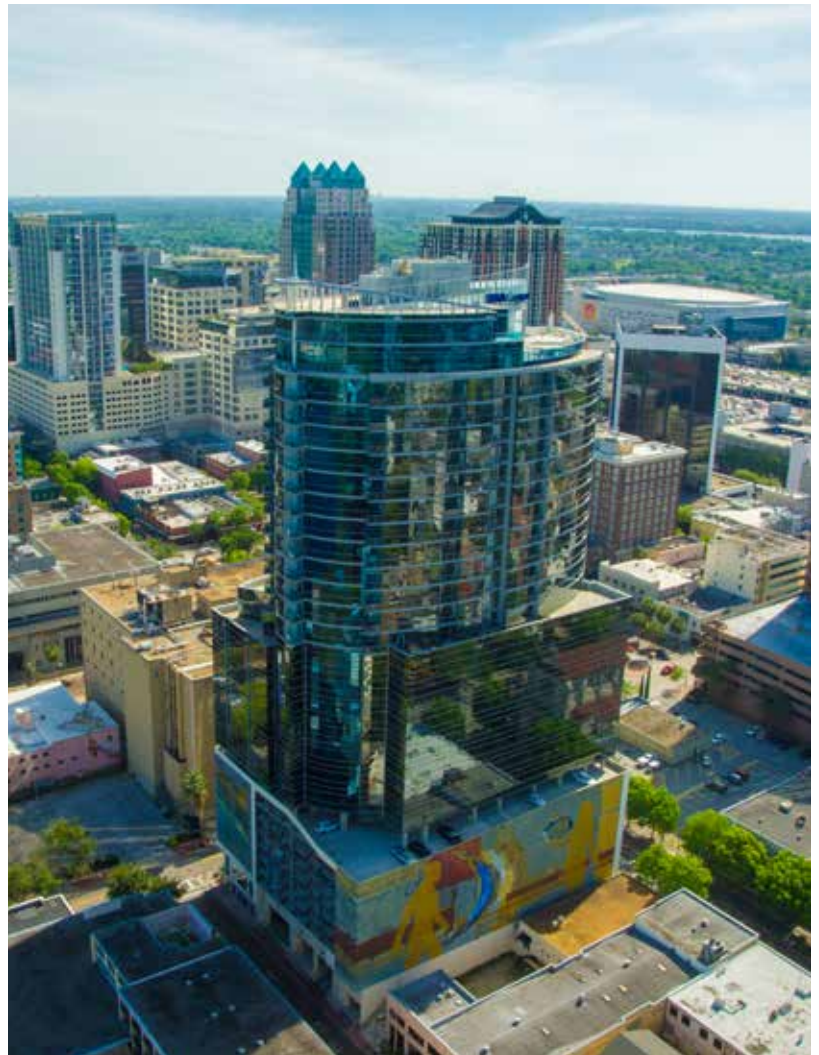
Downtown Orlando ended fiscal year 2017-2018 with an occupancy rate of 92.1% which is 1.11% higher than last fiscal year. At the end of fiscal year 2016-2017, office space categorized as Class A had the largest percentage (54.8%) contribution in downtown Orlando while office space categorized as Class C had the highest occupancy rate (94.2%).

Between fiscal year Q4 2017 and Q3 2018, a total of 538,307 sq. ft. of office space was leased in downtown Orlando. LSQ Funding was one of the largest lease signings at 35,702 sq. ft. in the Landmark Center One building. Other notable lease signings included DPR Construction also the Landmark Center One building (14,505 sq. ft.) and Carlton Fields Jorden Burt in the CNL Center I building (12,551 sq. ft.).

EMPLOYMENT

As of Q3 2018, there were 80,047 jobs in downtown Orlando; this represented 23.8% of the total jobs within the City of Orlando. The three largest industry sector contributors in downtown for the fiscal year 2017-2018 were educational services (24,286); public administration (17,698); and professional, scientific, and technical services (11,277).

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2011); GAI.



DEVELOPMENT ACTIVITY

DEVELOPMENT ACTIVITY

At the end of the fiscal year, there were 12 projects underway in downtown Orlando representing nearly \$4 billion (\$1 billion in private and \$2.9 billion in public) in investment. These projects included nearly 1,372 residential units, 180 hotel rooms, 25,000 sq. ft. of retail space, and 306,500 sq. ft. of office space. Furthermore, there were 15 proposed projects representing more than \$784 million in investment, 2,905 residential units, 645 hotel rooms, 194,551 sq. ft. of retail space, and 449,006 sq. ft. of office space.

The downtown market saw the commencement of several notable projects, including 520 East located on Church Street– an \$88 million mixed-use development that will include 363 residential units, 6,800 sq. ft. of ground floor commercial space, a six-level parking deck, resort-style pool, and an outdoor cooking area. Construction is also underway for SunTrust Plaza at Church Street Station – a \$125 million development that will feature 180 hotel rooms, seven stories with 206,500 sq. ft. of office space, 8,200 sq. ft. of ground floor retail, and 605 parking spaces. The Colonial Drive Overpass project is under construction; this \$9.1 million project will connect Gertrude’s Walk to the Dinky Line and is a critical link for the Orlando Urban Trail. Finally, the CRA in partnership with Invictus Development broke ground on the first phase of Parramore Oaks – a \$25 million tax credit development that will include 101 apartment units and 19 townhouse units.

This fiscal year included the announcements of a number of future developments including Golden Sparrow – X Orlando, to be located at 434 N. Orange Avenue, which would include 867 residential units, 41,000 sq. ft. of commercial space and a 1,374 space parking garage.

Several developments were completed in 2017-2018 including Novel Lucerne – a luxury development that sits on 4.6 acres of land adjacent to the Delaney Park neighborhood. This \$62 million

investment includes 373 residential units, a 24,000 sq. ft. grocery store that will house Earth Fare, 7,000 sq. ft. of retail space, and 602 parking spaces. Modera Central was also completed during this fiscal year. Modera is a 22-story mixed-use development including 350 residential units, 13,465 sq. ft. of ground floor commercial space, 19,688 sq. ft. of space dedicated for the University Club, and a five floor integrated parking garage with 514 spaces that includes a resident amenity area and pool on the roof deck of the parking. Another development, Citi Tower, started welcoming new residents in December 2017; this \$57 million apartment complex is situated in the Thornton Park Neighborhood and includes 235 multi-family units with 22,300 sq. ft. of ground floor retail and 265 parking spaces.



Rendering of future SunRail Station at SunTrust Plaza

DEVELOPMENT ACTIVITY

GOVERNOR SIGNS

SPECIAL FOOD SERVICE

One of the recommendations from the Project DTO visioning process included engaging various stakeholder groups, including restaurants and nightlife, to identify challenges facing downtown's economy.

During our meetings, an impediment for small restaurateurs – those doing some of the most creative culinary work in the industry – was identified. We learned they were prohibited from offering full service bars (with liquor) due to state alcoholic beverage licensing restrictions, notably the Special Food Service (SFS) license (formerly SRX).

In an effort to combat this barrier and increase the vibrancy and growth of downtown Orlando, the City of Orlando's Downtown Development Board sought legislation to reduce the license threshold for those businesses located within the Downtown Restaurant Area.

Last year, Governor Rick Scott signed into law House Bill 1447 which enacts changes to the SFS license. This legislation removes many of the challenges downtown restaurants faced in size and seating requirements when seeking to offer full liquor options.

Our objective of becoming one of the nation's highest quality urban environment requires that we continue to ensure a better tomorrow for our businesses and residents. This is a significant win for downtown Orlando as we look ahead for what this means for the future of dining in downtown. Restaurants will now be able to more easily enhance the customer's dining experience, we will see new restaurants open, and the area will continue to receive recognition for offering world-class dining and entertainment offerings.

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 urban campus, home to the University of Central Florida and Valencia College. Creative Village will integrate higher education and residential, with new office space for high-tech and creative companies. This catalytic 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.

This high quality, sustainable neighborhood development will support a mix of uses, including:

- 8,000+ students at the Downtown Campus
- 1,200-1,500 beds of purpose-built student housing
- 2,000+ residential units to accommodate all income levels
- 500,000+ sq. ft. of office/creative workspace
- 125,000+ sq. ft. of retail/commercial space
- 150+ hotel rooms

The new Downtown Campus at Creative Village is scheduled to open in August 2019, and will bring students to the doorstep of the region's emerging industries for a one-of-a-kind, immersive educational opportunity. Construction is underway for the first academic building, the Dr. Phillips Academic Commons, a \$65 million, 165,000 sq. ft., state-of-the-art education space for students and faculty. Additional development to open in the first phase includes renovations to the UCF Center for Emerging Media and the Florida Interactive Entertainment Academy; and a new \$10 million, 600-space campus parking garage.

In addition to the 15-acre Downtown Campus, a \$105 million, 15-story, 640-bed student housing building developed by Ustler Development and DEVEN will anchor the intersection of Livingston Street and Terry Avenue. This project, UnionWest at Creative Village, will open in the summer of 2019, concurrent with the grand opening of the Downtown Campus. This building will also be home to Valencia College's new 50,000 sq. ft. culinary school.



A new \$60 million, 256-unit, multi-family housing development, Amelia Court, brought forward by a partnership between Banc of America Community Development Corporation and Atlantic Housing Partners will open in Summer 2019. This project consists of a mix of affordable and market-rate apartments, and will provide a new option for families seeking to live near the adjacent OCPs Academic Center for Excellence and the Downtown Campus.

Finally, two additional market-rate, multi-family residential developments have also been announced in Creative Village. The Parcel M apartments, under development by Ustler Development and The Allen Morris Group, will include 409 units and 6,000 sq. ft. of ground floor commercial space. Creative Village Parcel U is currently under contract to Mill Creek Residential and is planned for 296 residential units and more than 10,000 sq. ft. of ground floor commercial space. The total investment for both projects is estimated at approximately \$200 million.

DOWNTOWN FAÇADE 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 fiscal year 2017-2018, two DFBSP applicants were approved for funding – totaling more than \$40,000. Steelbridge LLC received \$20,000 in DFBSP assistance for façade improvements to the property located at 20 N. Orange Avenue. Steelbridge LLC is investing more than \$137,000 in building improvements to install a structural canopy, new glass storefront doors, stucco repair, and exterior electrical lighting. The Metcalf Building, located at 100 S. Orange Avenue, received \$20,000 in grant funding for renovations. Improvements included window restoration, brick/masonry cleaning, and cast stone restoration.

MINORITY/WOMEN ENTREPRENEUR BUSINESS ASSISTANCE (MEBA)

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.

In fiscal year 2017-2018, two MEBA applicants were approved

for funding totaling more than \$77,000 to help cover marketing, capital equipment, rent, and expansion related expenses.

Neu Blooms – a new flower shop located at 595 West Church Street received \$39,400.11 in order to expand their operations. The MEBA grant will be used to purchase capital equipment for \$18,165.09, cover marketing expenses for \$3,775, and rent abatement for \$5,470.02.

Popcorn Junkie – Parramore’s gourmet popcorn destination located at 595 West Church Street – received \$38,187 in MEBA funding to help increase its operational capacity and decrease



DTOUTLOOK IMPLEMENTATION

The 2017-2018 fiscal year saw the commencement and continuation of projects that will accomplish objectives identified in the DTOutlook, the updated downtown Orlando Community Redevelopment Agency (CRA) Plan.

CRA staff continued work on a multi-phase transportation study of the North Quarter District in an effort to create an environment that aligns with the complete streets philosophy, which emphasizes the importance of safe and comfortable travel for all users regardless of mode of transportation. One of the key results of the studies is that the restoration of Orange and Magnolia Avenues from a one-way to two-way is feasible. A third and final study is to be completed in the 2018-2019 fiscal year and will

study the possible impact of the two-way restoration on vehicular traffic flow onto and off Interstate 4.

Complementing the above-referenced transportation studies, the CRA completed the development of a static sign pedestrian wayfinding system that will increase the walkability of downtown, as well as encourage more pedestrian activity. Deployment of the system will take place in the 2018-2019 fiscal year, but will also incorporate the use of digital pedestrian wayfinding kiosks at heavily traveled locations.

Another objective highlighted in the DTOutlook includes being an awesome outdoor city. Green spaces act as a catalyst – magnetizing people and becoming community connectors. They

enliven and strengthen our city and neighborhoods, making them more attractive places to live, work, play, and thrive. By providing gathering places, we sustain important interactions between people and the bond with their place.

In an effort to accomplish this objective, the city entered into a ten-year lease for open space located at the southwest corner of Orange Avenue and Robinson Street with the intention of creating a pocket park. Subsequently a solicitation was released requesting responses from proposers that could manage, operate, and activate a park at this location. The park is envisioned to include a café, digital art, and community events.





NIGHTTIME ECONOMY

NIGHTTIME ECONOMY

COMMITTEE

The Nighttime Economy Committee serves as a steering committee made up of senior city staff and downtown stakeholders prioritizing projects, programs, and initiatives needed to help elevate the downtown experience as it relates to hospitality. This committee is a group of 30 members all of whom are regularly active and engaged – personally and professionally – in downtown Orlando. Each committee member represents a different discipline or industry such as transportation, social services, planning, and code enforcement as well as dining, nightlife, live music venue, retail, and faith-based institutions.

Pioneering this Approach

In 2017, the City of Orlando was one of the first five cities in the U.S. to formally establish a dedicated position to nighttime economy management. Since that time, several other cities have adopted a similar methodology including New York City, Washington D.C., and Fort Lauderdale. Across the industry, the idea and effectiveness of these nighttime economy management positions has been demonstrated and has resulted in positive momentum for the movement at large.

Projects Underway

The Nighttime Economy Manager and the Nighttime Economy Committee focus on creating and implementing needed solutions in downtown Orlando. Currently, some of those efforts include:

- Creating a late-night rideshare solution that will organize the large number of pedestrians and vehicles exiting in the evening and early morning hours
- Identifying locations and coordinating installation of public restrooms
- Facilitating trend-driven and unified best practices
- Conducting an impact study
- Analyzing and updating the overall sidewalk experience (to include lighting, cleanliness, walkability, and more)



DOWNTOWN ORLANDO TRANSFORMATIONS

DOWNTOWN ORLANDO AMBASSADORS ROLL OUT

One of the recommendations from the Project DTO visioning process included engaging various stakeholder groups, including restaurants and nightlife, to identify challenges facing downtown's economy.

As downtown Orlando continues to attract new businesses, residents, and visitors to the urban core and continues to grow, so do the unique needs of the community.

To help further meet the wide-range and variety of these needs, and further elevate the downtown experience for everyone, the CRA hired Block by Block to launch a downtown Ambassador Program.

From serving as safety escorts for workers and residents, helping visitors navigate their way to one of our many venues for an event, connecting our most vulnerable individuals to critical social services or curbing aggressive, unwanted panhandling, the downtown Ambassadors provide direct on-the-street connections.

Deployed broadly throughout downtown Orlando, Ambassadors also serve as additional eyes and ears, to help provide enhanced public safety assistance and direct outreach to further downtown Orlando as one of the nation's highest quality urban environments.

SINCE THE PROGRAM'S LAUNCH ON
AUGUST 1, 2018, THE AMBASSADORS HAVE:



Connected **260 street residents** with the HOPE Team.



Assisted **more than 14,000 visitors** on the streets with directions, suggestions, and/or event information.



Escorted **more than 1,000 visitors** to/from their destinations.



Observed/reported **98 instances** of graffiti and **484 instances** of aggressive panhandling.





MIGRATING MURAL PROJECT

The project aims to raise awareness about the importance of pollinators, specifically focusing on the Monarch Butterfly.

“Over the last two decades, monarch numbers have dropped more than 80 percent,” says Thayer Walker of Ink Dwell, the art studio behind the pollinators’ appearances, “from one billion counted in their wintering range in Mexico in 1996 to only 140 million in 2016.” The decrease has been so dramatic that the U.S. Fish and Wildlife Service is currently considering listing the monarch butterfly as an endangered species.

The mural is located on the corner of Anderson Street and Orange Avenue.

RECYCLING HAS COME TO DOWNTOWN ORLANDO

As part of Mayor Dyer’s Green Works Initiative, we saw the roll out of new recycling containers to give residents, visitors, and employees of downtown the opportunity to recycle while they enjoy the great things to do in the area.

This program accompanies the recycling containers installed around Lake Eola by Keep Orlando Beautiful. These solar-powered compacting garbage cans have volumetric sensors, allowing the city team to see the fill level of the garbage and recycling containers in real time. This information provides insight into the waste stream of downtown, and allow the city to optimize collection efficiency.

In addition to the above containers, the city added double recycling/garbage containers. The labels on these new containers come from Recycle Across America, and bring Orlando into the nationwide movement of standardizing recycling labels to help users better understand what to put in the bin.



ALOFT ORLANDO DOWNTOWN PARTNERS WITH PET ALLIANCE OF GREATER ORLANDO

Aloft is partnering with the Pet Alliance of Greater Orlando to host foster dogs that are up for adoption. Anyone is able to spend time with the dog, and then potentially adopt him or her, whether that person is a guest in the hotel or just a visitor. Aloft hosts one dog at a time in a custom made enclosure in the lobby, which also has a dog house that is a replica of the hotel.

DOWNTOWN ORLANDO TRANSFORMATIONS



Dr. Phillips Center for the Performing Arts Receives International Venue Excellence Award

The Dr. Phillips Center for the Performing Arts received top honors among 133 International Association of Venue Managers (IAVM).

The award recognizes venues for operational excellence, safety and security, employee team building and development, and service to the community.

Holocaust Museum for Hope & Humanity to Move Downtown

The City of Orlando has committed to bringing the new Holocaust Museum for Hope and Humanity in downtown Orlando because it represents and reflects the city's values.

Our city's openness and welcoming attitude is the reason so many people choose to move here, raise their families here and start businesses here.

"The City is proud of its longstanding partnership with the Holocaust Memorial Resource and Education Center and the powerful message it sends to the world that we continue to be a beacon of hope," said Orlando Mayor Buddy Dyer. "Building on that partnership to create this unique and special space in Downtown Orlando, will further these efforts by using the lessons of the past to inspire all of us to create a better tomorrow, one that embraces diversity and promotes equality and respect for everyone."

By building the Holocaust Museum for Hope and Humanity in downtown we are publicly declaring that our community is rooted in these positive values that are core to who we are today and who we will be for generations to come.





NEW OPENINGS



MARRIOTT ORLANDO

DOWNTOWN

Located on 2.1 acres, this renovated property represents an exciting addition to the neighborhood and is ideally located near Creative Village.

With nearly 300 guest rooms, this property created approximately 120 job opportunities.

CHELA TEQUILA & TACOS

The Chela concept takes a fresh approach to Mexican-inspired flavors; offering bold and unique dishes. Chela provides a cool, upbeat dining experience where you can gather, sip, eat, and mingle with new and old friends.

INDUSTRIOUS ORLANDO

Industrious offers coworking space and private offices as well as unlimited free printing, coffee bar and lounge, local treats, conference space, and a relaxation room.

CHLOE LANE EMBROIDERY

Chloe Lane moved from Winter Park to downtown Orlando for this new business opportunity; their decision was due to the incentives available by the City of Orlando. Chloe Lane Embroidery specializes in custom monogramming, logo embroidery, and screen printing.



NEW OPENINGS

NOVELTY AT 101 SOUTH EOLA

Novelty at 101 South Eola is a social parlor and event space. Novelty offers an exciting and personal lounge experience for guests where one can enjoy signature and original recipe cocktails.

C6 BY BAY HILL JEWELERS

C6 by Bay Hill Jewelers is named after carbon, the sixth element on the periodic table. The store specializes in fine jewelry and timepieces, corporate gifts, leather goods, writing instruments, custom cufflinks, and engagement rings. In addition, they offer an appraisal service, jewelry and watch repair, estate evaluation, custom design, and a private courier service to the downtown Orlando area.

The store boasts a sleek interior design and focus on creating a personalized experience and building long-term relationships with each client. The Bay Hill Jewelers Group is locally and family-owned with an outstanding reputation for excellent service and quality craftsmanship. This represents their first downtown location, and third location in Orlando.

Lion's Pride Named to Travel Channel's list of America's Best Soccer Bars

"Located just four blocks from Orlando City Stadium, home of Orlando City SC of the MLS and Orlando Pride of the NWSL, Lion's Pride is in an obvious spot for a soccer bar. (It even houses an official merchandise shop for both local teams.) The massive space features a 200-inch big screen and more than 40 other TVs, a collection of World Cup balls signed by superstar players and an upstairs "owner's suite" you can reserve for a private watch party. The food menu runs the gamut from tuna poke tacos to fried Wisconsin cheese curds to grilled filet mignon." — Travel Channel

Orange County Library System Receives National Medal for Exceptional Community Outreach

The medal is given to cultural organizations that make significant and exceptional contributions to their communities. Some of their many community engagement initiatives include ESOL training, the Career Online High School program, access to the Melrose Center, children's STEM education, camps and classes like Cuisine Corner, and fun events like last summer's Potterversary. Just five other libraries nationwide received this honor.





ORLANDO INCLUDED IN UNITED BID TO HOST THE 2026 FIFA WORLD CUP™

Orlando has been included as an official Candidate Host City in the United Bid of Canada, Mexico, and the United States to host the 2026 FIFA World Cup™.

Orlando is part of the most comprehensive and far-reaching hosting strategy ever developed for a mega-sporting event. We are thrilled at the possibility of welcoming the world to a united and inclusive celebration of soccer at Camping World Stadium, offering a stage on which the world's best players will compete.

United bid projects 5.8 million tickets to be sold in 2026, generating \$2.1 billion in revenue. The games can generate \$100 million-plus in economic impact and potentially result in billions of dollars in business if it encourages future visitation.

DOWNTOWN ORLANDO HOSTED THE FLORIDA CUP

The January international soccer tournament kicked off with two matches at the new, soccer-specific stadium that is home to professional teams under the Orlando City SC umbrella. Brazil's SC Corinthians played Dutch club PSV Eindhoven on the first day of competition (Corinthians won); followed by Atlético

Mineiro from Brazil, against the United Kingdom's Rangers FC on January 11 (Rangers).

The official Adidas 2018 World Cup game ball debuted at the Florida Cup.

2018 CAMPING WORLD KICKOFF

On September 1, the Alabama Crimson Tide played the Louisville Cardinals in the Orlando Kickoff game during college football's opening weekend in 2018. The event took place at Camping World Stadium and saw more than 57,000 in attendance with 4.5 million viewers. The estimated economic impact was more than \$25 million.



SPORTS

2018 SHEBELIEVES CUP

TOOK PLACE AT ORLANDO

CITY STADIUM

The SheBelieves Cup is an invitational women's soccer tournament held in the United States. In March 2018, this event featured national teams from Germany, England, France, and hosts United States. The United States won the tournament.

2018 AMERICAN ATHLETIC

CONFERENCE MEN'S

BASKETBALL CHAMPIONSHIP

The 2018 American Athletic Conference Men's Basketball Championships were held at the Amway Center from March 8 – 11, 2018.

2018 NFL PRO BOWL

On Sunday, January 28, 2018, Orlando was the center of the sports world when Camping World Stadium hosted the 2018 NFL Pro Bowl. This was the second year the game was played in Orlando and drew fans from all over the world to the region.



ALL-STAR GAME

PRESENTED BY



Downtown Orlando to host the 2019 MLS All-Star Game

MLS announced that Orlando City Stadium will host the 2019 MLS All-Star Game presented by Target.

The annual midsummer event will include nearly a week of festivities celebrating the sport and culture of soccer, culminating in a match between the league's top players and a renowned international club.

The game will be broadcast on the FOX, Univision, TSN and TVA family of networks, as well as in more than 170 other countries worldwide. This will mark the second MLS All-Star Game in Orlando.



PRO BOWL¹⁸





DOWNTOWN TRANSPORTATION

TRUSS INSTALLATION FOR COLONIAL DRIVE OVERPASS

This new quarter-mile bridge will help provide a safe connection from the downtown core to the north, providing critical links between the Orlando Urban Trail and Gertrude's Walk, SunRail, and LYNX Central Station.

Bridge facts:

- The bridge measures **230 feet long** and **12 feet wide**.
- The steel truss weighs approximately **233,000 lbs**.
- The Main Pier measures **88 feet high**.

JUICE BIKE SHARE CELEBRATED THEIR THIRD ANNIVERSARY

Juice Bike Share turned three! They celebrated with a special event that included tacos, a guided group ride around downtown Orlando, and a post-ride party.



MARKETING DOWNTOWN ORLANDO

ADVERTISING EFFORTS

REACHED MORE THAN

22 MILLION



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

WE'VE GOT YOU COVERED CAMPAIGN

Downtown Orlando hosts more than 1,200 events a year. As downtown Orlando continues to be the place for Central Florida to gather, increasing education to patrons about parking and alternate modes of transportation was necessary given the construction of major highways and development in the area. In November 2017, a campaign launched to educate patrons on the above. This campaign was named, "We've Got You Covered."

ICSC RECON 2018

Staff attended ICSC RECon 2018 in Las Vegas. This show had more than 37,000 attendees and 1,265 exhibitors. There were 50 municipalities/public agency represented. The DDB had 14 meetings with retailers and developers and received more than 58 leads.

IPW 2018

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 just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future U.S. travel.

We've got
you covered.

CityofOrlando.net/parking

At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

Last year, the DDB participated in the Media Marketplace for the first time. The Media Marketplace provided value and maximized our visibility. This package included a full day of Brand USA Media Marketplace activities plus full access to the IPW Online Press Room. This package is only available to registered booth holders.

Over the course of IPW 2018, downtown Orlando had a total of 52 appointments.



FLORIDA CONFERENCE & DEAL MAKING: ICSC

Staff attended the Florida Conference & Deal Making event at the Orange County Convention Center in August 2018. This event had more than 3,000 attendees and 300 exhibitors. There were 90 municipalities/public agencies represented. The DDB received more than 25 leads.

VISIT ORLANDO'S MAGICAL DINING MONTH

Visit Orlando's Magical Dining Month, sponsored by American Express, encourages residents and visitors to discover Orlando's amazing culinary scene. Throughout the month, individuals can celebrate Orlando's amazing culinary scene at select Orlando restaurants.

Restaurants offered three course, prix fixe dinners for just \$35 and one dollar from each meal benefited Best Buddies and Down Syndrome Association of Central Florida.

The DDB encouraged qualifying downtown restaurants to participate by covering the participation fee.

Participating restaurants included:



DOWNTOWN ORLANDO INFORMATION CENTER

The Downtown Orlando Information Center had **more than 7,360 visitors** last year. Domestic visitation was **more than 4,690** and the international guest count at the Information Center was **more than 2,530**. The top international visitation origin countries were Canada, Germany, United Kingdom, and France.

In the summer of 2018, the Information Center closed for renovations with a temporary location at CityArts Factory.

The Information Center will reopen in 2019.

MARKETING DOWNTOWN ORLANDO



NFL Pro Bowl artwork on the SunTrust Center

WELCOMING THE 2018 NFL PRO BOWL

On Sunday, January 28, 2018, Orlando was the center of the sports world when Camping World Stadium hosted the 2018 NFL Pro Bowl. This was the second year the game was played in downtown Orlando and drew fans from all over the world to the region.

The DDB contributed to welcoming fans to downtown by purchasing LYMMO wraps, pole banners, lighting, projection, and a wrap on a prominent downtown building.

These efforts helped to increase event awareness, drive ticket sales, and provide a welcoming environment to guests while creating a positive and memorable experience.

SOCIAL MEDIA

Last fiscal year, downtown Orlando continued to enhance its social media presence.



The downtown Orlando Facebook page grew to reach **51,905 total fans**. Fans increased approximately **7.7%** since last fiscal year.



At the end of the fiscal year 2017-2018, the downtown Orlando Twitter page had **174,258 followers**, which is a **17.2%** increase from last year. This social media platform generated more than **4.3 million impressions** over the year.



Downtown Orlando's Instagram followers increased by **73.9%** and the number of engagements increased by **84.6%**.



The Downtown Orlando LinkedIn page has seen a **228.6%** increase in followers since the previous fiscal year.



Downtown Orlando's Pinterest account grew to a total of **157 followers** by the end of the fiscal year and features a total of **14** boards with **373** pins.



Award Received

Cultural Enhance Award from the Florida Redevelopment Association for Creative City Project



EVENTS

In the past fiscal year, the DDB provided funding for nearly **50 events**.

ROGERS KEINE

BUILDING CELEBRATION

Built in 1886 by Englishman Gordon Rogers and other investors, the Rogers Building is the oldest commercial building in downtown Orlando and one of the few surviving Victorian structures in the city.

Ford Kiene historically renovated the building and donated the property to the city for use as a cultural facility. In recognition of the donation, the city renamed the building the Rogers Kiene Building.

We thank Ford Kiene for the contributions he has made to the downtown community and for entrusting the city with the Rogers Building.



MENARDS CHEVY SHOW

The Menards Chevy Show tour is a premier national event for all Chevrolet enthusiasts offering something for everyone. From high-powered Chevy racing to the spectacular show cars at venues across the country. The Menards Chevy Show is widely considered one of the best brand-specific events in the country and has a little something for everyone. The DDB was a sponsor of the show, which was filmed at Ace Cafe in November 2017 and aired in December 2018 reaching more than 200,000 viewers.



EARTH DAY WORK DAY

This was a sustainability fair celebrating Earth Day in Orlando. This event had games, tents, music, food and beverages on the City Hall Plaza over the lunch break.

EVENTS



ORLANDO SOUND BITES

The City of Orlando brought an all-new fusion festival to Lake Eola Park. Orlando Sound Bites combined Orlando's hip contemporary culinary scene, with indie/outlaw country, and craft brews. Live music by The Cadillac Three and others were heard throughout the day.

THE FAST EXCHANGE

AT CHURCH STREET

Inspired by Universal Orlando Resort's latest attraction, Fast & Furious – Supercharged visited downtown Orlando May 25 – 27 and June 1 – 3.

During this event, Church Street District transformed into an action-packed scene. This unique experience put you right in the middle of the excitement.

JUSTIN TIMBERLAKE'S MAN OF

THE WOODS TOUR SETS RECORD

In May 2018, Justin Timberlake brought the great outdoors to Orlando's Amway Center with his Man of the Woods Tour. While performing to a sold out crowd of 17,839 and grossing \$2,387,112, the tour became the highest-grossing, single-day concert in the arena's history.

THE EAGLES JOINED BY JIMMY

BUFFETT & THE CORAL REEFER

BAND SHOW DRAWS SECOND

HIGHEST CONCERT ATTENDANCE

IN STADIUM'S HISTORY

Orlando's Camping World Stadium took it to the limit as the Eagles, along with Jimmy Buffett & the Coral Reefer Band, captivated a capacity crowd of 45,000+ patrons while becoming the highest-grossing concert in the stadium's 82-year history, placing it just ahead of other recent big-draw concerts including the Rolling Stones, Guns N' Roses, and Metallica.

Over four and a half hours, Eagles and Jimmy Buffett delivered hit-filled sets to adoring fans that sang along from the floor and throughout the stands. The two bands had not played on the same Orlando bill together since Rock Super Bowl II on July 3, 1977 when the stadium was named the Tangerine Bowl.

2019 Monster Jam World Finals XX Announced

The Greater Orlando Sports Commission, City of Orlando, and Orange County will be co-hosting the 2019 Monster Jam World Finals XX at Camping World Stadium on May 10–11. This will be the 20th Anniversary of Monster Jam World Finals and the event will feature all-new competition formats, including an elevated line above the seats and seven championship crowning moments. We expect the event to attract over 50,000 fans from around the world.



RED LOBSTER CELEBRATES 50TH ANNIVERSARY



MUSIC CITIES CONVENTION

The Music Cities Convention explores the value of music in urban planning, quality of life, city policy, and development strategies. This convention has been held four times across Europe and North America.

Dominique Greco, Nighttime Economy Manager, was invited to share her experience as the first Nighttime Economy Manager for the City of Orlando.

WORTH SPORTS SUMMIT

Worth recognized that Orlando is attracting the world's largest sporting events. Worth utilized sports as a vehicle to tell the story of modern Orlando on a national level.

The City of Orlando served as an illustration of the impact of sports in 2017 when Worth held a sports summit in downtown Orlando. This event was an immersion into the business of sports for executives and entrepreneurs at the highest levels—including team owners, league officials, media professionals, and investors.

The initiative highlighted how sports can provide for economic growth and unify communities while providing a positive social impact.



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, attendees learned information on topics such as transportation, real estate, sports, and more.





PARRAMORE

ORLANDO MAYOR BUDDY DYER AND DISTRICT 5 CITY COMMISSIONER REGINA I. HILL BREAK GROUND ON NEW HOMES IN PARRAMORE

In October, Orlando Mayor Buddy Dyer and District 5 City Commissioner Regina I. Hill joined with the Parramore community for the groundbreaking of new homes in Parramore. The groundbreaking signified the start of construction of the first three of 10 single-family homes being built by the CRA.

When complete, the homes will each feature a minimum of 1,300 sq. ft. of living space with three bedrooms and two bathrooms. Additionally, as part of the project, a new CRA Down Payment Assistance Program has been created to provide additional financial assistance aimed at making these homes more affordable for qualified buyers. The new program will complement existing city and state down payment assistance programs.

This project further supports the City of Orlando's efforts in revitalizing and investing in the Parramore neighborhood and also ensuring access to quality, safe, and affordable housing options for residents.

PARRAMORE FARMERS MARKET LAUNCHED

In January 2018, the Parramore Farmers Market launched. Every Saturday morning, from 9 am - 1 pm, residents were encouraged to visit this new market, which was located on the east side of

Orlando City Stadium. Market vendors included Popcorn Junkie, Hebni Nutrition, Haya Fashions, and more.

The market opened in partnership with Orlando City SC, home of the Lions in Major League Soccer and Orlando Pride in the National Women's Soccer League, at Orlando City Stadium in Parramore.

The market also helped give residents the opportunity to start or grow their own business by encouraging entrepreneurship. One of the unique vendors, Black Bee Honey, is a startup business run by Parramore Kidz Zone youth, helping them gain skills needed to be future entrepreneurs running successful businesses. On the first day of the market, their product sold out!

Funding for the market comes from a \$250,000 grant the city received in October 2016 from the United States Department of Agriculture's Agricultural Marketing Service Farmer's Market Promotion Program. In addition to the creation of the new market, the grant funding will also help implement several other initiatives that will provide access to quality, fresh and healthy food in West Orlando neighborhoods that have been deemed "food deserts."



MARTIN LUTHER KING, JR.

'DAY OF SERVICE' DOWNTOWN

CLEAN-UP EVENT

On Monday January 15, 2018, the Downtown Clean Team of the City of Orlando's DDB/CRA once again partnered with volunteers of FAMU College of Law to remove trash and debris throughout the Parramore Neighborhood within downtown Orlando. The work effort of the 150 volunteers targeted trash removal and landscape pruning.

PINDER'S KIDS

MONUMENT REDEDICATION

In May 2018, Orlando Mayor Buddy Dyer, District 5 City Commissioner Regina I. Hill, elected officials and members of the community gathered to celebrate Father Pinder and rededicate the Pinder's Kids Monument.

Father Pinder has served the Orlando community for more than 50 years ministering to many congregations. As a Central Florida resident since the early 1960s, Father Pinder has long been a community leader and Civil Rights activist. He spoke a message of peace to the young people in our community, training them to peacefully demonstrate change for downtown Orlando.

He is a recipient of the Donald A. Cheney Award, which honors community leaders who embody dedication to our heritage and to civic engagement, and has received so many other well-deserved recognitions.

BLACK BEE HONEY

ON STEVE HARVEY

Student entrepreneurs from Parramore Kidz Zone had the opportunity to discuss their business, Black Bee Honey, on Steve Harvey's talk show. The students began selling raw honey at the Parramore Farmers Market in January. Profits from Black Bee Honey go back into Parramore to benefit the neighborhood's children.

CRA HOMES GO ON THE MARKET

In August 2018, the Community Redevelopment Agency completed construction on three homes in the Parramore neighborhood.

These homes are just three of a total of 10 single-family homes that the City of Orlando's CRA are building in the Parramore neighborhood.

This project is part of the city's overall efforts in revitalizing and investing in the Parramore neighborhood and ensuring access to quality, safe and affordable housing options for residents. Currently,

the city has more than \$12 million invested to bring new housing to Parramore, including partnerships that will add 500 new multifamily housing units and 57 new single-family homes.

PARRAMORE COMMUNITY

WELLNESS DAY

The Parramore CommUNITY Wellness Day took place in September 2018 and ushered in a new era of wellness and preventative health activities to the historic and proud downtown African American historic neighborhood.

The Parramore CommUNITY Wellness Day, led by Healthcare Access Alliance with widespread community support, was strategically designed with interactive health, wellness, education, career/jobs, community engagement and safety programming critical to reversing negative health trends and inspiring holistically healthier families.

Situated at the OCPS Academic Center for Excellence (ACE), the wellness day activities were sited throughout the campus. A morning event, with more than 25 health and education vendors were situated in the school's cafeteria, where non-profits provided individualized attention and hands on training from CPR tips, healthy drink blending, to bike repair. Attendees were guided through the event using a "passport" where they become eligible to win prizes, including gift cards by visiting the various vendors and participating in activities.

Some of the non-profits included Fleet Farming, Valencia College, StarterStudio, Peace and Justice, IDignity, and Hebni Nutrition. Also in attendance was Orange Blossom Family Health to conduct health and wellness screenings. In the school's gym, hands-on children's craft activities were provided along with a Zumba class to get families up and moving. Sports and face painting were set-up in the outdoor spaces. City of Orlando and DDB/CRA volunteers also helped in all areas of the CommUNITY Wellness day, providing activity support when needed.



PARRAMORE

CITY RECEIVES \$25,000 FROM BANK OF AMERICA TO SUPPORT STUDENT CAREERS

Orlando Mayor Buddy Dyer and District 5 City Commissioner Regina I. Hill, along with representatives from the U.S. Conference of Mayors and Bank of America, joined students in the City of Orlando's Youth Employment Program to celebrate those who make the program possible while having fun with finances.

Mayors for Financial Literacy is the official financial education initiative of The U.S. Conference of Mayors and its Council on Metro Economies and the New American City. Since its inception in 2004, mayors and cities across America have made a commitment to increasing access to financial education for their citizens by participating in DollarWise initiatives. Orlando's Youth Employment Program received a \$10,000 grant to teach students in the program financial literacy skills.

Bank of America has supported Orlando's Youth Employment program since 2012. They presented the city with a check for \$25,000 to give students the tools and information they need to start their careers.

Long term support from Bank of America coupled with grants like the one from Dollarwise make it possible for Mayor Dyer's Parramore Kidz Zone Youth Employment program to help over 100 youth work at more than 25 partner sites throughout the city of Orlando. Students also attended mandatory soft skills training and financial literacy seminars that take place throughout the summer. These seminars cover a range of topics such as finding a financial role model, college loans, financial goal setting, budgeting, credit, where to find financial resources, and entrepreneurship.

BREAKING GROUND ON PARRAMORE OAKS

In August, ground was broken for Parramore Oaks, a mixed-income housing community at the corner of Parramore Avenue and Conley Street.

The development is part of a partnership with InVictus Development and is turning a vacant, six-acre site into 211 housing units, bringing a mix of affordable, market rate, and permanent supportive housing options. The complex supports our efforts to ensure residents have access to quality, safe, and affordable housing.



DDB FINANCIAL STATEMENT

DOWNTOWN DEVELOPMENT BOARD FINANCIAL STATEMENT 2017-2018*

Assets

| | | |
|--|----|-----------|
| Cash/Cash Equivalents | \$ | 2,294,385 |
| Other Assets | \$ | 30,564 |
| Capital Assets | \$ | |
| Land and non-depreciable assets | | |
| Equipment and other depreciable assets | \$ | 898 |
| Total | \$ | 2,325,847 |

Liabilities (Short Term)

| | | |
|-------------------|----|---------|
| Other Liabilities | \$ | 120,717 |
|-------------------|----|---------|

Liabilities (Long Term)

| | | |
|--|----|---------|
| Liability for Accumulated Employee Leave | \$ | 76,635 |
| Net Pension Liability | \$ | 41,882 |
| Net OPEB Liability | \$ | 41,882 |
| Existing Bonds | | |
| Internal Loan | | |
| Total | \$ | 281,116 |

Revenues

| | | |
|-------------------------------|----|-----------|
| Real Property Taxes | \$ | 2,741,941 |
| Interest/Investment | \$ | 9,582 |
| Other Revenue | \$ | 126,989 |
| Contribution from Other Funds | \$ | 1,171,705 |
| Total | \$ | 4,050,217 |

Expenditures

| | | |
|--------------------------------------|----|-----------|
| Salaries, Wages, Benefits | \$ | 308,683 |
| Supplies | \$ | 14,999 |
| Professional Services and Agreements | \$ | 580,298 |
| Utilities | \$ | 1 |
| TIF Payment | \$ | 2,267,377 |
| Travel and Training | \$ | |
| Fleet Management/General Liability | \$ | 373 |
| Capital Outlay | \$ | 5,880 |
| City Services Agreement | \$ | 294,660 |
| Events | \$ | 329,617 |
| Depreciation | \$ | 3,674 |
| Transfer to Other Funds | \$ | 439,710 |
| Expenditures | \$ | 4,245,272 |

| | | |
|-----------------------|----|---------|
| Changes in Net Assets | \$ | 195,056 |
|-----------------------|----|---------|

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2017-2018 DOWNTOWN DISTRICT*

Assets

| | | |
|--|----|--------------|
| Cash/Cash Equivalents | \$ | 31,241,404 |
| Cash/Cash Equivalents (Restricted) | \$ | 2,774,048 |
| Investments (Restricted) | \$ | 10,070,693 |
| Accounts Receivable | \$ | - |
| Capital Assets | | |
| Land and non-depreciable assets | \$ | 7,038,648 |
| Equipment and other depreciable assets | \$ | 1,109,984 |
| Total Assets | \$ | \$52,234,777 |

Liabilities (Short Term)

| | | |
|--------------------------|----|-----------|
| Other Liabilities | \$ | \$754,184 |
| Accrued Interest Payable | \$ | |

Liabilities (Long Term)

| | | |
|-------------------|----|---------------|
| Existing Bonds | \$ | 130,440,000 |
| Internal Loans | \$ | 23,614,702 |
| Total Liabilities | \$ | \$154,808,886 |

Revenues

| | | |
|----------------------------------|----|------------|
| Tax Increment Contribution | \$ | 30,060,277 |
| U.S. Treasury Bond Reimbursement | \$ | 3,082,774 |
| Other Revenue/Sale of Land | \$ | 184,193 |
| Interest | \$ | (68,658) |
| Contribution from Other Funds | \$ | 14,566,348 |
| Total Revenues | \$ | 47,824,934 |

Expenditures

| | | |
|--------------------------------------|----|------------|
| Salaries and Benefits | \$ | 2,092,456 |
| Supplies | \$ | 440,793 |
| Professional Services and Agreements | \$ | 1,796,295 |
| Utilities | \$ | 101,584 |
| Travel and Training | \$ | 22,055 |
| Fleet Management/General Liability | \$ | 195,889 |
| Capital Outlay | \$ | 1,530,397 |
| City Services Agreement | \$ | 749,442 |
| Other Operating/Land Acquisition | | 46,816 |
| Community Organizations | \$ | 721,142 |
| Business Incentives and Recaptures | \$ | 831,469 |
| Debt Service Transfers | \$ | 20,202,407 |
| Transfer to Other Funds | \$ | 17,858,490 |

| | | |
|--------------------|----|------------|
| Total Expenditures | \$ | 46,589,235 |
|--------------------|----|------------|

| | | |
|------------------------|----|-----------|
| Change in Fund Balance | \$ | 1,235,699 |
|------------------------|----|-----------|

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2017-2018 REPUBLIC DRIVE DISTRICT*

Assets

| | | |
|--|----|-----------|
| Cash/Cash Equivalents | \$ | 1,379,714 |
| Cash/Cash Equivalents (Restricted) | \$ | 436,651 |
| Investments (Restricted) | \$ | 3,032,885 |
| Capital Assets | | |
| Land and non-depreciable assets | | |
| Equipment and other depreciable assets | | |
| Total Assets | \$ | 4,849,250 |

Liabilities (Short Term)

| | | |
|--------------------------|----|---------|
| Other Liabilities | \$ | 12,803 |
| Accrued Interest Payable | \$ | 450,946 |

Liabilities (Long Term)

| | | |
|-------------------|----|------------|
| Existing Bonds | \$ | 23,281,816 |
| Internal Loan | | |
| Total Liabilities | \$ | 23,745,565 |

Revenues

| | | |
|--|----|------------|
| Tax Increment Contribution - Orlando | \$ | 10,475,912 |
| Tax Increment Contribution - Orange County | \$ | 6,986,096 |
| Transfer from Debt Fund | \$ | 52,999 |
| Interest | \$ | (12,800) |
| Total Revenues | \$ | 17,502,207 |

Expenditures

| | | |
|-------------------------|----|------------|
| Surplus - Orlando | | 8,219,761 |
| Surplus - Orange County | | 5,481,531 |
| Debt Service | | 3,834,688 |
| Total Expenditures | \$ | 17,535,980 |

| | | |
|------------------------|----|----------|
| Change in Fund Balance | \$ | (33,773) |
|------------------------|----|----------|

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2017-2018 CONROY ROAD DISTRICT*

| | | |
|--|----|------------|
| Assets | | |
| Cash/Cash Equivalents | \$ | |
| Cash/Cash Equivalents (Restricted) | \$ | 313,097 |
| Investments (Restricted) | \$ | 1,921,604 |
| Other Assets | | |
| Capital Assets | | |
| Land and non-depreciable assets | | |
| Equipment and other depreciable assets | | |
| Total Assets | \$ | 2,234,701 |
| Liabilities (Short Term) | | |
| Other Liabilities | \$ | 3,597 |
| Accrued Interest Payable | \$ | 313,500 |
| Liabilities (Long Term) | | |
| Existing Bonds | \$ | 12,540,000 |
| Internal Loan | | |
| Total Liabilities | \$ | 12,857,097 |
| Revenues | | |
| Tax Increment Contribution - Orlando | | 3,441,118 |
| Tax Increment Contribution - Orange County | | 2,294,786 |
| Impact Fees | | 29,396 |
| Interest | | (3,596) |
| Total Revenues | \$ | 5,761,704 |
| Expenditures | | |
| Other Expenditures | | |
| Surplus - Orlando | \$ | 2,320,684 |
| Surplus - Orange County | \$ | 1,547,600 |
| Debt Service | \$ | 1,905,125 |
| Total Expenditures | \$ | 5,773,409 |
| Change in Fund Balance | \$ | (11,705) |

*Unaudited

BOARD & STAFF

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
Wendy Connor
(Appointed Chair
July 2017)



Vice-Chairman
Bill Lambert
(Appointed Vice
Chair July 2017)



Eugene Jones



Jamie Barati



Monica McCown



Terry Delahunty



Commissioner
Victoria Siplin



Doug Taylor
(term ended
July 2017)

DDB/CRA STAFF

Thomas C. Chatmon, Jr., Executive Director

Walter Hawkins, Director of Urban Development

David Barilla, Assistant Director

Mercedes Blanca, Project Manager

Rose Garlick, Downtown Orlando Information Center Manager

Dominique Greco, Nighttime Economy Manager

Robert Fish, Downtown Facilities Supervisor

Kelly Allen, Marketing & Communications Manager

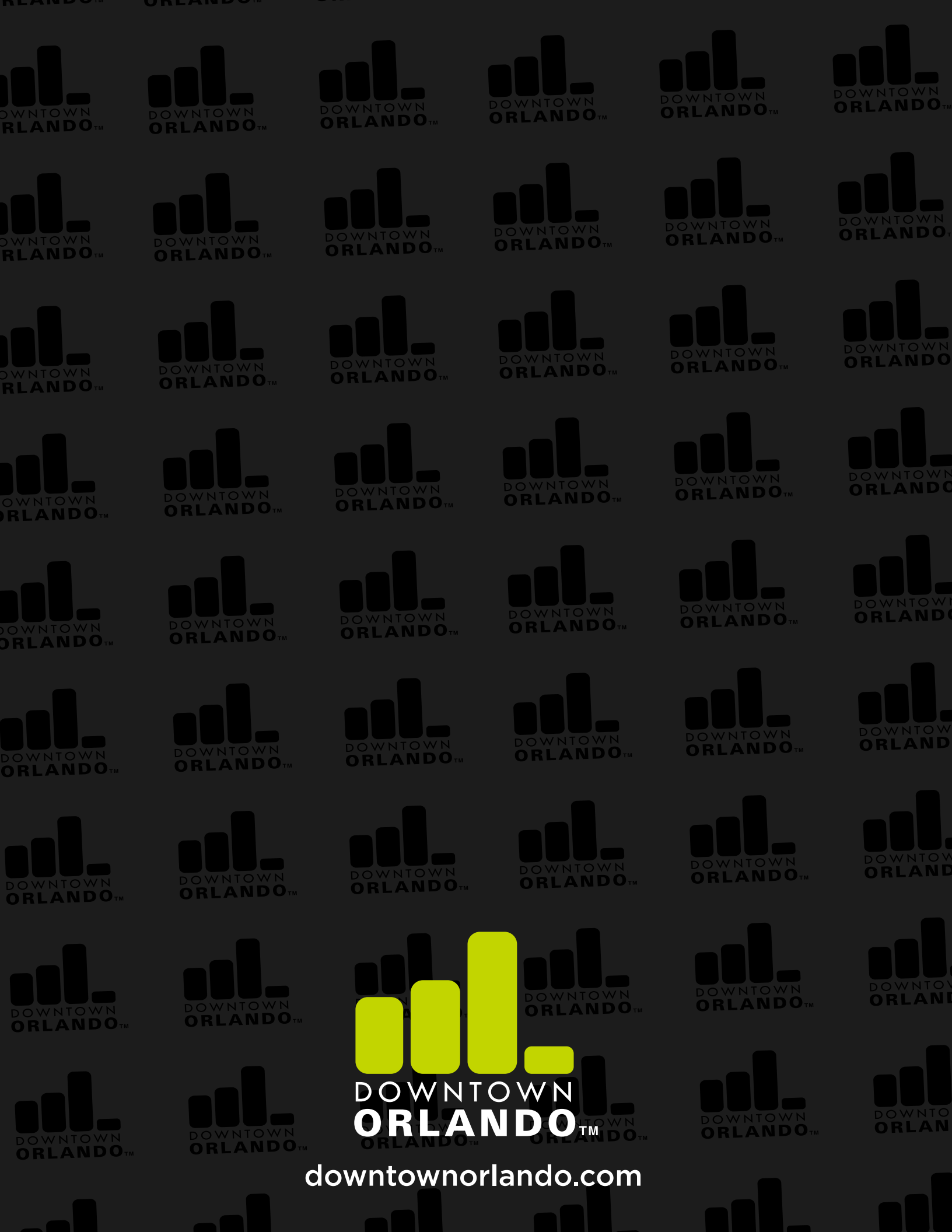
Analys Sanchez, Interactive Media Coordinator

Kimberley Allonce, Economic Development Coordinator

Ashley Edwards, Board Secretary

Christel Brooks, Administrative Specialist

The Downtown Clean Team



DOWNTOWN
ORLANDO™

downtownorlando.com