



2019 ANNUAL REPORT





TABLE OF CONTENTS

MAYOR'S MESSAGE.....	3
EXECUTIVE DIRECTOR'S MESSAGE.....	4
DEMOGRAPHICS	5
DEVELOPMENT ACTIVITY	6
COMMUNITY REDEVELOPMENT AGENCY PROJECTS	9-10
OFFICE MARKET & EMPLOYMENT	11
NIGHTTIME ECONOMY	13
DOWNTOWN ORLANDO TRANSFORMATIONS.....	15
NEW OPENINGS	18
SPORTS.....	20
DISCOVER DOWNTOWN INFORMATION CENTER.....	21
DOWNTOWN TRANSPORTATION	22
MARKETING DOWNTOWN ORLANDO.....	23
EVENTS.....	27
PARRAMORE	28
DDB FINANCIAL STATEMENT	31
CRA FINANCIAL STATEMENT.....	32-34
BOARD & STAFF LISTING	35

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.

We continue to see Creative Village transform the downtown area. Last year, we welcomed thousands of students, faculty and staff to downtown with the opening of the UCF Downtown and Valencia College Downtown campus. Long-term plans for the campus include 10,000 to 15,000 students. Additionally, Electronic Arts, Inc. will be moving their regional headquarters to Creative Village in the fall of 2021. With its relocation, EA will bring 800 to 1,000 high-wage jobs to downtown Orlando. This is the largest corporate relocation in downtown Orlando in decades.

Last year, we celebrated the commencement of several new projects that will increase our housing units. Radius Apartment Tower is a \$95 million mixed-use development that will include 389 units, 14,000 sq. ft. of retail space and a public plaza. Construction is also underway on The Julian at Creative Village, a 14-story, \$108 million, 409-unit market rate apartment tower.

We welcomed several new businesses that selected to expand to downtown, including New Moon, CI Group, and U Roll Sushi. More businesses are choosing to expand into 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 hosted the MLS All-Star Game and welcomed the Monster Jam World Finals.

The city remains committed and focused on bringing new quality and affordable housing options to the Parramore neighborhood. We saw the opening of Parramore Oaks and Amelia Court. We completed the development of three additional 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. The bridge provides easier access 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.

A handwritten signature in blue ink that reads "Buddy Dyer". The signature is stylized and fluid.

Buddy Dyer
Mayor

MESSAGE FROM THE EXECUTIVE DIRECTOR



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

At the end of 2019, downtown Orlando had 10 projects underway representing more than \$3.3 billion in investment. The area features a wide array of amenities, including more than 200 dining and entertainment establishments and hosted nearly 1,000 events last year.

During the past year, we welcomed new projects and introduced those that will enhance the vibrancy and appeal of our downtown - from the opening of UnionWest at Creative Village and the UCF Dr. Phillips Academic Commons - to the announcement of Modera at Creative Village that will bring close to 300 apartment units and DXV Central.

To further support downtown's vibrant nighttime economy, the City of Orlando launched a six-month Rideshare Hub pilot program aimed at enhancing the downtown experience. The new hubs, one of the first transportation concepts like this in the nation, offers dedicated pick-up lanes for cabs and rideshare drivers to help more efficiently move people out of downtown during late night hours. I am proud to say that this program was extended for another six months.

In an effort to accelerate our foodie scene and make it easier for "foodpreneurs" to start or grow their business in our city, the Orlando City Council voted to expand our Mobile Food Vending pilot program. The expansion will allow food trucks to vend on specific days from designated parking zones in two locations in downtown Orlando.

And over the summer, we saw the completely re-imagined and newly renovated downtown Orlando information center open, along with a new name - Discover Downtown. The renovation nearly doubled the size of the center and offers additional services, including retail merchandise for sale from local makers. This renovation will better serve our visitors and downtown community.

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 the nation's highest quality urban environment.

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		2019		2024			
Population	13,569		18,379		21,457			
Households	7,487		10,520		12,535			
Families	1,761		2,397		2,809			
Average Household Size	1.59		1.58		1.57			
Owner Occupied Housing Units	1,606		1,964		2,342			
Renter Occupied Housing Units	5,881		8,556		10,194			
Median Age	37.7		38.1		39.1			
Trends: 2019 - 2024 Annual Rate	Area		State		National			
Population	3.15%		1.37%		0.77%			
Households	3.57%		1.31%		0.75%			
Families	3.22%		1.26%		0.68%			
Owner HHs	3.58%		1.60%		0.92%			
Median Household Income	2.88%		2.37%		2.70%			
			2019		2024			
Households by Income			Number	Percent	Number	Percent		
	<\$15,000		1,945	18.5%	1,908	15.2%		
	\$15,000 - \$24,999		1,138	10.8%	1,218	9.7%		
	\$25,000 - \$34,999		865	8.2%	929	7.4%		
	\$35,000 - \$49,999		934	8.9%	1,003	8.0%		
	\$50,000 - \$74,999		1,843	17.5%	2,131	17.0%		
	\$75,000 - \$99,999		1,304	12.4%	1,709	13.6%		
	\$100,000 - \$149,999		1,100	10.5%	1,616	12.9%		
	\$150,000 - \$199,999		570	5.4%	945	7.5%		
	\$200,000+		821	7.8%	1,076	8.6%		
	Median Household Income		\$53,684		\$61,885			
	Average Household Income		\$81,138		\$93,053			
Per Capita Income		\$46,265		\$54,114				
Census 2010			2019		2024			
Population by Age	Number	Percent	Number	Percent	Number	Percent		
	0 - 4	525	3.9%	598	3.3%	689	3.2%	
	5 - 9	427	3.1%	489	2.7%	523	2.4%	
	10 - 14	337	2.5%	423	2.3%	453	2.1%	
	15 - 19	357	2.6%	432	2.4%	458	2.1%	
	20 - 24	1,112	8.2%	1,448	7.9%	1,692	7.9%	
	25 - 34	3,502	25.8%	4,863	26.5%	5,477	25.5%	
	35 - 44	1,891	13.9%	2,644	14.4%	3,107	14.5%	
	45 - 54	1,686	12.4%	2,009	10.9%	2,129	9.9%	
	55 - 64	1,175	8.7%	1,655	9.0%	1,823	8.5%	
	65 - 74	924	6.8%	1,591	8.7%	2,058	9.6%	
	75 - 84	949	7.0%	1,254	6.8%	1,803	8.4%	
85+	685	5.0%	974	5.3%	1,245	5.8%		
Census 2010			2019		2024			
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent		
	White Alone	8,355	61.6%	11,567	62.9%	13,765	64.2%	
	Black Alone	4,045	29.8%	4,774	26.0%	5,284	24.6%	
	American Indian Alone	39	0.3%	48	0.3%	52	0.2%	
	Asian Alone	446	3.3%	806	4.4%	975	4.5%	
	Pacific Islander Alone	5	0.0%	6	0.0%	6	0.0%	
	Some Other Race Alone	342	2.5%	602	3.3%	693	3.2%	
	Two or More Races	337	2.5%	577	3.1%	682	3.2%	
	Hispanic Origin (Any Race)		1,711	12.6%	3,163	17.2%	3,739	17.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

November 19, 2019

DEVELOPMENT ACTIVITY

DEVELOPMENT ACTIVITY

At the end of 2019, there were 10 projects underway in downtown Orlando representing more than \$3.3 billion in investment (\$1 billion in private and \$2.3 billion in public). These projects included nearly 1,181 residential units, 180 hotel rooms, 46,450 sq. ft. of retail space, and 208,856 sq. ft. of office space. Furthermore, there were 17 proposed projects representing more than \$2.1 billion in investment, 3,594 residential units, 1,134 hotel rooms, 208,292 sq. ft. of retail space, and 1,352,588 sq. ft. of office space.

The downtown market saw the commencement of several notable projects, including Radius Apartment Tower located on Rosalind Avenue – a \$95 million mixed-use development that will include 389 units, 14,000 sq. ft. of retail space, and a public plaza. Construction is also underway for The Julian at Creative Village – a 14-story, \$108 million, 409-unit market rate apartment tower with 6,500 sq. ft. of ground floor commercial space and a 570-space parking garage.

Several future developments were announced in 2019, including Modera at Creative Village – a \$75 million, 292-unit market rate apartment development with a 335-space parking garage and 11,000 sq. ft. ground-floor commercial space. The Sports and Entertainment District – a \$500 million mixed-use project is expected to begin construction in 2020 and will include 310 residential units, 300 hotel rooms, 110,000 sq. ft. of retail space, 420,000 sq. ft. of office space, and a conference center with more than 80,000 sq. ft. of space. Furthermore, DXV Central is anticipated to break ground in 2020. The \$78 million mixed-use development will include 189 residential units, 7,500 sq. ft. of retail space, and over 65,600 sq. ft. of office space. Finally, Vertical Medical City – a \$1 billion mixed-use development focusing on

the aging in place concept – is planning to break ground this year. The project will include 995 assisted living units, 6,000 sq. ft. of retail space, and 350,000 sq. ft. of office space.

Several projects were completed in 2019 including Parramore Oaks, Amelia Court, UnionWest at Creative Village, and the University of Central Florida's Dr. Phillips Academic Commons. The Colonial Drive Overpass project was also completed earlier this year; this \$9.1 million project connects Gertrude's Walk to the Dinky Line and is a critical link for the Orlando Urban Trail.



Sports and Entertainment District rendering.

The Community Redevelopment Agency (CRA) in partnership with Invictus Development cut the ribbon on the first phase of Parramore Oaks – a \$28 million low income housing tax credit development that includes 101 apartment units and 19 townhouse units. Furthermore, two projects were completed at Creative Village to kick off phase 1 on the 68-acre development. The \$66 million Dr. Phillips Academic Commons opened in August 2019 and includes active learning spaces, classrooms, a downtown library for students, study and tutor spaces, a moot court, and academic offices. Finally, UnionWest at Creative Village, which also opened in August 2019, is a \$105 million mixed-use tower that includes 640 purpose-built student housing beds and 105,000 sq. ft. of academic space and includes Valencia College’s 50,000 sq. ft. Walt Disney World Center for Hospitality and Culinary Arts.

CREATIVE VILLAGE

Creative Village builds on the success of Orlando’s technology and innovation economy by transforming 68-acres of city-owned land into a mixed-use, transit oriented, urban innovation district anchored by the regional headquarters for Electronic Arts, Inc. (EA), UCF Downtown, and the Valencia College Downtown Campus.

Project Overview

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

- Up to 1,000,000 sq. ft. of office/creative space
- 800,000 sq. ft. of higher education space

- 2,000 residential units, 1,500 student housing beds
- 150,000 sq. ft. of retail/commercial space
- 150 hotel rooms

Phase I is under construction and represents nearly \$690 million in investment with over 350,000 sq. ft. of higher education space, 175,000 sq. ft. of office space, 965 multifamily units, and approximately 600 student housing beds.

The UCF Downtown and the Valencia College Downtown Campus opened in August 2019 and serves nearly 7,700 students in digital media, communication, public services, and health-related programs along with Valencia College’s world-class culinary and hospitality program – a partnership with Walt Disney World. Long-term plans for the campus include 10,000 to 15,000 students.

A \$60 million, 256-unit, multi-family housing development, Amelia Court, opened in July 2019 at the corner of Parramore Avenue between Amelia and Concord Streets. The development was the first to open in Creative Village, bringing new market rate and affordable housing options to the Parramore neighborhood and Creative Village.

Additionally, the \$66 million Dr. Phillips Academic Commons, which completed construction in August 2019, is the first new academic building for UCF Downtown and the Valencia College Downtown Campus and features four stories of active learning spaces: including classrooms, the downtown library for students, study and tutor spaces, a moot court, and academic offices. The building is a state-of-the-art learning facility designed by Schenkel Schultz Architecture and Robert A.M. Stern Architects.



DEVELOPMENT ACTIVITY



UnionWest at Creative Village, which also opened in August 2019, is a \$105 million mixed-use tower that includes 640 purpose-built student housing beds and 105,000 sq. ft. of academic space for UCF Downtown and Valencia College Downtown and includes Valencia's 50,000 sq. ft. Walt Disney World Center for Hospitality and Culinary Arts. UnionWest at Creative Village also has a 600-space parking garage and ground-floor retail tenants to include Qdoba Mexican Eats, Vera Asian, Subway, Dunkin', and Addition Financial (formerly known as CFE Credit Union). UnionWest at Creative Village was co-developed by Ustler Development, Inc. and DEVEN and represents one of the largest privately financed office buildings in the history of downtown Orlando.

Furthermore, construction is underway for The Julian at Creative Village. The Julian Apartments is a 14-story, \$108 million, 409-unit market rate apartment tower with 6,500 sq. ft. of ground floor commercial space and a 570-space parking garage. The project amenities include a rooftop swimming pool, clubhouse and fitness center, a dog wash, an amenity deck, and large collaboration spaces on each residential floor. Construction is expected to be complete in mid-2020. The Julian is being co-developed by Ustler Development, Inc. and The Allen Morris Company and represents one of the largest privately financed office buildings in the history of downtown Orlando.

Finally, three major projects have also been announced in Creative Village: Central Park at Creative Village, EA Orlando, and Modera at Creative Village.

Central Park at Creative Village will be a new approximately 2.3-acre city-owned and managed park that provides opportunities for students, residents, and visitors to gather, play, and enjoy the outdoors. The park design includes a level open space area for

events or unorganized recreation, landscaped areas shaded with canopy trees, various types of seating, trash receptacles, functional and decorative lighting, and hardscaped areas for performance and/or future art installation. Construction on the park is expected to be complete in 2020. Secondly, Electronic Arts, Inc. (EA) is moving their regional headquarters to Creative Village in the fall of 2021 and has signed a long-term lease for a nearly \$60 million, privately developed, 175,940 sq. ft. office building. With its relocation, EA will bring 800 to 1,000 high-wage jobs to downtown Orlando. This is the largest corporate relocation in downtown Orlando in decades and an important component of the new Innovation District surrounding UCF Downtown and the Valencia College College Downtown campus at Creative Village.

Modera at Creative Village - being developed by Mill Creek Residential - is a nearly \$75 million, 292-unit market rate apartment development with a 335-space parking garage and 11,000 sq. ft. ground-floor commercial space. Construction began in January 2020 and is expected to take approximately 18 months.



The Julian at Creative Village rendering.

COMMUNITY REDEVELOPMENT AGENCY - 2019 PROJECTS

Projects	Proposed Budget	2019 Expenditures	Start Date	Completion Date
Branded Parking Garage Signs	\$45,000.00	\$41,315.00	Oct-19	Ongoing
CRA Single-Family Homes (Phases 1 & 2)	\$4,000,000.00	\$1,821,904.00	Dec-17	Oct-19
Dedicated Pizza Box Trash Receptables (5 Boxes)	\$6,062.00	\$6,062.00	Nov-19	Nov-19
Downtown Ridshare Hub Pilot Program (Phase 1)	\$125,000.00	\$108,466.00	May-19	Oct-19
Downtown Ridshare Hub Pilot Program (Phase 2)	\$125,000.00	\$21,474.00	Nov-19	Ongoing
Downtown Vehicular Wayfinding	\$282,186.60	\$198,809.00	May-18	Ongoing
DTO Go Pilot Program	\$505,000.00	\$6,714.00	Dec-19	Ongoing
Holiday Décor	\$600,000.00	\$-	Feb-19	Ongoing
Mural Installation at Gertrude's Walk	\$24,000.00	\$19,975.00	Sep-17	Apr-19
North Quarter Transportation Study (Phases 1 & 2)	\$284,676.34	\$295,489.00	Apr-18	Nov-19
Parramore Asset Stabilization Fund	\$250,000.00	\$250,000.00	Apr-19	Apr-19
Parramore Oaks (Phase 1)	\$1,148,000.00	\$-	Aug-18	Oct-19
Snowflake Lights	\$185,155.00	\$185,155.00	Oct-17	Jul-19
Streetscape Improvements	\$275,000.00	\$169,057.64	Jan-19	Dec-19
Tree Grates	\$219,121.00	\$190,114.18	Jan-19	Dec-19
TOTAL	\$8,074,200.94	\$3,314,534.82		



DEVELOPMENT ACTIVITY

COMMUNITY REDEVELOPMENT AGENCY - 2019 FUNDS AWARDED BY PROGRAMS

Programs	Awarded	2019 Expenditures	Start Date	Completion Date
Downtown Commercial and Residential Building Improvement Program (DCRBIP)				
120 E Robinson LLC - 120 E. Robinson St.	\$100,000.00	\$-	Dec-19	Ongoing
DoveCote, LLC - 390 N. Orange Ave.	\$9,950.00	\$9,950.00	Apr-19	Jul-19
Garber Development LLC - 610 N. Orange Ave.	\$93,668.00	\$-	Dec-19	Ongoing
Harrold Productions Inc - 578 N. Orange Ave.	\$100,000.00	\$-	Aug-19	Ongoing
Streelbridge 20 North - 20 N. Orange Ave.	\$20,000.00	\$20,000.00	Dec-17	Jul-19
Z Salons and Suites - 648 1/2 W. South St.	\$5,569.00	\$-	Oct-19	Ongoing
Minority/Women Entrepreneur Business Assistance Program (MEBA)				
Chloe Lane Embroidery, LLC	\$35,563.00	\$-	Oct-19	Ongoing
Neu Blooms	\$39,400.11	\$6,996.99	Apr-18	Ongoing
Nikki's Place	\$25,552.17	\$1,556.74	Nov-15	Jan-19
Popcorn Junkie, LLC	\$38,187.00	\$31,146.37	Oct-19	Ongoing
Styles by Son'Jae	\$30,808.54	\$4,959.15	Jul-19	Ongoing
Streetscape Improvement Program				
Ace North America - 100 W. Livingston St.	\$174,100.84	\$121,870.58	Jan-19	Dec-19
Streelbridge 20 North - 20 N. Orange Ave.	\$155,374.07	\$155,374.07	Jan-19	Dec-19
TOTAL	\$828,172.73	\$351,853.90		

OFFICE MARKET AND EMPLOYMENT

OFFICE MARKET

Downtown Orlando ended 2019 with an occupancy rate of 90.5%. At the end of 2019, office space categorized as Class A had the largest percentage (57.8%) contribution in downtown Orlando while office space categorized as Class C had the highest occupancy rate (95.3%).

Between Q1 2019 and Q3 2019, a total of 393,381 sq. ft. of office space was leased in downtown Orlando. WeWork was one of the largest lease signings at 71,344 sq. ft. in the SunTrust Building located at 200 S. Orange Ave. Other notable lease signings included the Department of Veterans Affairs in the Gateway Center One building (20,736 sq. ft.) and AssistRX Holdings, Inc. in the HD Supply building (16,107 sq. ft.).

The major office transaction of the year was the announcement of Electronic Arts (EA) to relocate their regional headquarters to Creative Village. EA has signed a long-term lease for a nearly \$60 million; the new 175,940 sq. ft. office building is slated to open in the fall of 2021.

EMPLOYMENT

As of December 2019, there were 82,523 jobs in downtown Orlando; this represented 23.8% of the total jobs within Orlando. The three largest industry sector contributors in downtown for 2019 were educational services (24,703); public administration (17,388); and professional, scientific, and technical services (13,336).*

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



BUSINESS INCENTIVES

Downtown Commercial and Residential Building Improvement Program

In 2019, the CRA amended and renamed the Downtown Façade and Building Stabilization Program (DFBSP). The new program, the Downtown Commercial and Residential Building Improvement Program (DCRBIP), 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.

Five DCRBIP applicants were approved for funding totaling approximately \$243,508. Dovecote LLC was approved for funding assistance for \$9,950 towards new signage for the property located at 390 N. Orange Ave. Dovecote LLC's capital investment in the project was approximately \$20,800. Harrold Productions Inc. also received \$100,000 in assistance for the property located at 578 N. Orange Ave. Harrold Productions

OFFICE MARKET AND EMPLOYMENT

Inc. is investing more than \$370,000 to make improvements such as exterior painting, plumbing fixtures, electrical fixtures, and flooring. Additionally, Z Salons and Suites Inc. was awarded \$5,569 in funding for the property located at 648 ½ W. South Street. The applicant's capital investment is estimated at \$11,138 and funding will be used for exterior windows, electrical repairs, and plumbing repairs. The CRA also awarded \$34,320.50 to 120 E. Robinson LLC. for new exterior doors and roof repair for their property located at 120 E. Robinson St. The total capital investment for the improvements is estimated at \$68,641. Finally, Garber Development LLC was approved for \$93,667.50 in funding for exterior windows, electrical repairs, painting, signage, plumbing, stucco, and caulking for the property located at 610 N. Orange Ave. The total investment for the façade and building stabilization improvements is estimated at \$187,335.

Minority/Women Entrepreneur Business Assistance Program

The Minority/Women Entrepreneur Business Assistance (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 2019, two MEBA applicants were approved for funding totaling more than \$66,000 to help cover marketing, capital equipment, rent, and expansion related expenses.

Styles by Son'Jae, LLC – a beauty salon located two blocks west of the Amway Center on the first floor of the City View property at 595 W. Church Street, Suite G – received \$30,808.54 in order to expand their operations. The MEBA grant will be used to purchase capital equipment, make capital improvements, cover marketing expenses, pay rent, and receive business training.

Chloe Lane Embroidery – located two blocks west of the Amway Center on the first floor of the City View property at 595 W. Church Street, Suite M. – provides solutions for brand embroidery, screen printing, vinyl printing, and personalized business and special occasion gifts. Chloe Lane Embroidery, LLC received a MEBA grant award in the amount of \$35,563. The funding will be used to purchase capital equipment, make capital improvements, cover marketing expenses, and subscribe to Adobe Creative Cloud.



NIGHTTIME ECONOMY

NIGHTTIME ECONOMY

COMMITTEE

The Nighttime Economy Committee (NEC) was established in 2017 prior to hiring Orlando's first Nighttime Economy Manager. To this day, that committee is made up of half senior city staff members and half downtown business stakeholders representing various industry sectors such as restaurant, condo association, large bar, small bar, nightclub, higher education, performing arts, and more.

This committee convenes quarterly and aids our Nighttime Economy Manager in prioritizing a wide array of opportunities that directly relate to downtown Orlando's hospitality, tourism, and entertainment industries. This committee is dedicated to thinking creatively and aims to always grow downtown Orlando for residents, visitors, and business operators.

Some of the 2019 projects the NEC has contributed to include:

- Dedicated pizza box trash receptacles
- Downtown Rideshare Hub pilot program
- Downtown Mobile Food Vending pilot program
- DTO GO – public restroom pilot
- Branded parking garage wayfinding (city garages)



NIGHTTIME ECONOMY



Rideshare Hubs Pilot Program Launched

To further support downtown's vibrant nighttime economy, the City of Orlando's DDB launched a six-month Rideshare Hub pilot program aimed at enhancing the downtown experience.

The new hubs, one of the first transportation concepts like this in the nation, offers dedicated pick-up lanes for cabs and rideshare drivers to help more efficiently move people out of downtown during late night hours. The new Rideshare Hubs also feature public restrooms, enhanced lighting, dedicated security, and mobile food vending options.

The two Rideshare Hubs are part of a six-month pilot program and will be located at Magnolia Avenue near Heritage Square and Gertrude's Avenue between Jefferson and Washington Streets.

The hubs will operate on downtown Orlando's busiest nights, Fridays and Saturdays from midnight to 3 a.m.

Recently, the pilot program was extended for another 6 months.

Mobile Food Vending Pilot Program Launched May 3

In an effort to accelerate our foodie scene and make it easier for "foodpreneurs" to start or grow their business in our city, the Orlando City Council voted to expand our Mobile Food Vending pilot program. The expansion allows food trucks to vend on specific days from designated parking zones in three locations in downtown Orlando.

The locations for these food truck parking zones include near Heritage Square and the Sperry Fountain. Operation hours are 11 a.m. – 3 a.m.

DOWNTOWN ORLANDO TRANSFORMATIONS

MURAL INSTALLATION AT GERTRUDE'S WALK

The City of Orlando's CRA sought two artists to create artwork for both sides of two walls located on the Gertrude's Walk Urban Trail.

Gertrude's Walk faced a lack of use due to its disconnected routing. With its location adjacent to the railroad tracks, the portion of Gertrude's Walk along Gertrude Ave. is particularly underutilized.

The mural walls provide visual flow representing the ever-changing activity and excitement of downtown Orlando. The walls' scale and length offer a unique opportunity for displaying powerful bold art. These canvases serve to act as a catalyst to inspire cyclists and pedestrians to adventure onto the trail and will add to the growing collection of outdoor art accessible in downtown.

The walls are located between Washington St. and Jefferson St. The east side of the wall is visible from SunRail, vehicular, and pedestrian traffic. The west side of the wall is visible to pedestrians and bicyclists on Gertrude's Walk.

CELEBRATION OF WOMEN'S SUFFRAGE MURAL REVEAL

WISP Orlando, an all-female artist collective in Orlando, painted a new mural in Thornton Park that commemorates the 100-year anniversary of the passing of the 19th Amendment. The mural features American educator/civil rights activist Dr. Mary McLeod Bethune, and Florida's first state senator, Senator Elizabeth McCullough Johnson.

WALL STREET PLAZA GATEWAY

Enhancing our open space continues to be a priority as we see a growing population in downtown Orlando. The Central Business District is one area that has been identified for enhancement. This area showcases both the past and future of downtown Orlando, with historic buildings, markers, and monuments integrated with new, modern sculptures.

This new signage is a modern representation of the Wall Street Plaza space and includes a clock and exterior LED lights.

This new arch further supports Project DTO efforts of enhancing our open space by installing distinctive and distinguished entry points.



DOWNTOWN ORLANDO TRANSFORMATIONS

DTO GO PILOT PROGRAM

The Downtown Orlando CRA Plan (DTOutlook) calls for the CRA to provide “clean and safe” programming and comprehensive downtown maintenance of the Downtown CRA Area. In December 2019, the CRA launched a one-year pilot program, DTO Go, to make public bathrooms available to residents and visitors in downtown Orlando. The main objective of this pilot program is to allow the CRA to investigate long term solutions to providing public restrooms in the downtown area.

Four locations are included in this pilot:

December 2019 – May 2020

- Jefferson Garage
- Central Blvd & Rosalind Ave. (SE)

May 2020 – December 2020

- Wall Street & Rosalind Ave. (NW)
- Pine Street & Court Ave. (SW)

This focused pilot will allow for short term testing, with the ability to make changes and identify potential shortcomings, opportunities for enhancements, and inform possible future iterations.



LYNCHING MARKER UNVEILING

HONORING JULY PERRY

This marker is a major milestone in a series of events that happened throughout Central Florida to create greater awareness and understanding surrounding racial terror and to further the necessary conversation which will advance truth and reconciliation locally.

The Ocoee Massacre remains the largest incident of voting day violence in United States' history. Mose Norman, a black Ocoee citizen, attempted to exercise his legal right to vote and was turned away from the polls. That evening, a mob of armed white men came to the home of July Perry in an effort to locate Norman. The crowd turned violent and shots were fired.

July Perry was jailed, and eventually lynched. A currently unknown number of African-American citizens were murdered, their homes and community burned to the ground, causing the entire black population of Ocoee to flee, never to return.

These conversations, along with in-depth research, culminated in a fall 2019 landmark exhibition by the Orange County Regional History Center marking the 100th year remembrance of the Ocoee Massacre.

EJI's Community Remembrance Project recognizes victims of lynching in the United States during the time between Reconstruction in 1877 and 1950 by collecting soil from lynching sites and erecting historical markers such as this one. The marker was placed in partnership with the Truth and Justice Project of Orange County, Bridge the Gap Coalition, the City of Orlando, Orange County Government, Orange County Public Library System, and the Orange County Regional History Center.





UCF DOWNTOWN AND VALENCIA COLLEGE DOWNTOWN CAMPUS AT CREATIVE VILLAGE NOW OPEN

Nearly 15 acres of the 68-acre Creative Village is dedicated to the new campus for UCF Downtown and the Valencia College Downtown campus, which opened in August 2019 and serves nearly 7,700 students in digital media, communications, public services and health-related programs along with Valencia College's world-class culinary and hospitality program, a partnership with Walt Disney World. Long-term plans for the campus include 10,000 to 15,000 students.

CONSTITUTION GREEN RENOVATIONS

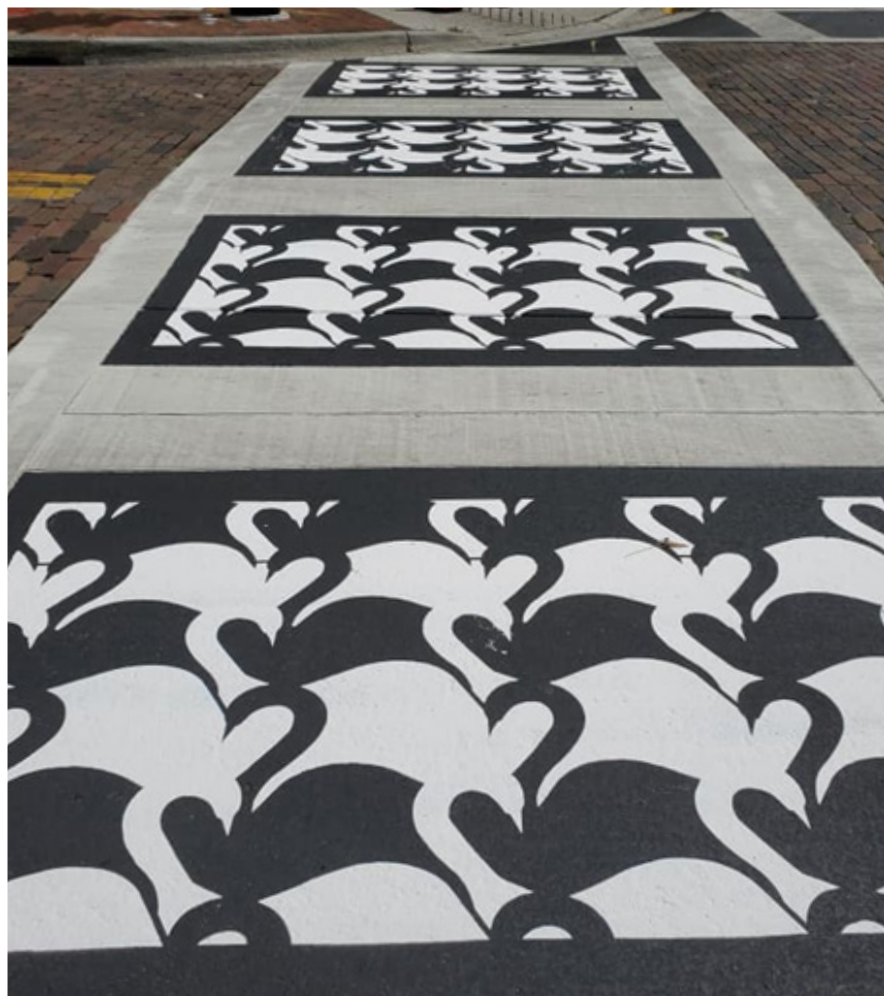
In August 2019, the city re-opened Constitution Green following a 10-week renovation. The renovation included expanding the dog run, adding more seating, and improving drainage within the park.

PIZZA BOX ONLY TRASH BINS

The DDB is committed to ensuring clean and safe programming in downtown Orlando as outlined by the DTOutlook. On Wednesday, August 28, 2019, the Downtown Clean Team installed 5 bins around the Central Business District. These pizza bins are meant to keep larger pizza boxes out of the regular trash receptacles, which cause an overflow of trash.

SWAN CROSS WALKS

If you happen to be crossing the road at Summerlin Ave. and Washington St., make sure you look both ways, then look down and prepare to see something cool. District 4 Commissioner Patty Sheehan, the city's Transportation Department, and the Thornton Park District installed a new crosswalk that is covered in black and white swans. In addition to the ornate design, new flashing crosswalk alert signs have been installed to assist pedestrians in crossing the road safely.





NEW OPENINGS



CITYARTS ORLANDO

In 2019, CityArts moved into the historic Rogers Kiene Building – the oldest commercial building in downtown Orlando and one of the few surviving Victorian structures in the city.

The Downtown Arts District continues to be an important partner with the city and the DDB in growing our arts and cultural scene.

In just the past year, CityArts saw more than 11,000 works of art by nearly 1,500 artists. Additionally, art sales were up by \$40,000 the previous year.

LE HOUSE VIETNAMESE RESTAURANT

Located at 595 W. Church St., Le House is a Vietnamese inspired restaurant concept that combines fresh, affordable, and healthy food in a modern oriented atmosphere. Their dishes originate from their family's hometowns of Ninh Hoa and Nha Trang of Vietnam. The menu blends three generations of traditional Vietnamese recipes to create a healthy and bold flavor such as Pho, Goi Cuon, Banh Mi, Bun and Com Thit, Com Ga, and Nem Nuong among others. Special menu items are available on the weekends.

LAUNCH THAT

Launch That is a digital marketing firm that was founded in 2007 as a startup. It is located at 1 S. Orange Ave. Today, Launch That has more than 100 employees and has become a leader in internet marketing for big companies.





TLC ENGINEERING

TLC Engineering Solutions celebrated the opening of their renovated new space, rebrand, and 65th anniversary.

Located at 255 S. Orange Ave., TLC Engineering Solutions has been a key part of City Hall and Amway Center's energy efficiency improvements. They also provided energy services and more for the Dr. Phillips Center for the Performing Arts.

TLC Engineering Solutions has committed to remain in downtown Orlando for another decade.

CI GROUP

Located at 20 N. Orange Ave., CI Group is a leading provider of commercial office furniture and material handling equipment. They are one of the fastest growing companies in the state in business interiors working with the design and business products industry. The downtown Orlando location represents their 7th location and first Orlando location.

FATTMERCHANT FIVE-YEAR ANNIVERSARY CELEBRATION

Mayor Dyer helped ring the sales bell to celebrate five years, 5,000 customers and \$6.2 million in annual revenue since CEO and Founder Suneera Madhani first started her business, Fattmerchant in 2014 in Orlando. As one of the fastest growing financial technology companies on a local and national level, the growth and success of Fattmerchant embodies Orlando's thriving startup and tech ecosystem.



OLDE TOWN BROKERS

CELEBRATES 25TH ANNIVERSARY

Founded in 1994 by Phil Rampy, Olde Town Brokers provides real estate services in the Central Florida area.

SUNTRUST NOW TRUIST CHURCH STREET STATION GRAND OPENING

SunTrust Plaza represents the first downtown mixed-use office tower to be built in nearly a decade. SunTrust now Truist Church Street Station branch serves as the first tenant to open in this new tower.





SPORTS

ORLANDO CITY ANNOUNCES EXPLORIA RESORTS AS STADIUM NAMING RIGHTS PARTNER

Orlando City SC partnered with Exploria Resorts to become the first-ever naming rights partner for the Club's 25,500 seat soccer-specific stadium located in downtown Orlando. The stadium, which is the home to Major League Soccer team Orlando City and the Orlando Pride of the National Women's Soccer League, will be known as Exploria Stadium. Exploria Resorts has also been named the Official Timeshare/Vacation Club of Orlando City SC and Orlando Pride.



USMNT RETURNED TO ORLANDO

U.S. Soccer selected Orlando to host USA-Ecuador on March 21, 2019. More than 17,000 fans were in attendance at Exploria Stadium.



MLS ALL-STAR GAME PRESENTED BY TARGET

The Major League Soccer All-Star Game took place at Exploria Stadium on Wednesday, July 31, 2019. The game was broadcast on the FOX, Univision, TSN, and TVA family of networks as well as in more than 170 other countries worldwide.

The annual midsummer event included 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. All-Star week also included a myriad of other activities, including the MLS All-Star Concert presented by Target and community outreach events by MLS WORKS, the league's charitable arm.

DISCOVER DOWNTOWN INFORMATION CENTER



GRAND OPENING FOR DISCOVER DOWNTOWN, A COMPLETELY RE-IMAGINED AND EXPANDED DOWNTOWN ORLANDO INFORMATION CENTER

Over the summer, Discover Downtown — the completely re-imagined and newly renovated downtown Orlando information center — held a grand opening event that included Mayor Dyer and other elected officials.

The renovation has nearly doubled the size of the center, bringing it to 3,800 sq. ft. and features new offerings in addition to regular services already offered, including downtown Orlando branded retail merchandise for sale by local makers, an interactive wall map of downtown, and a 30-foot-high original mural by local artist, Boy Kong.

Visitation

Discover Downtown had more than 3,659 visitors in 2019. Domestic visitation was more than 2,722 and the international guest count was more than 1,932.

The top international visitation origin countries were:

- France
- Germany
- United Kingdom
- Spain
- Netherlands
- Canada

WHAT'S UP DOWNTOWN

The DDB continued the bi-monthly event What's Up Downtown series, which takes place the first Thursday of every other month. Over the past year, attendees learned information on topics such as safety, real estate, sports, and more.





DOWNTOWN TRANSPORTATION

COLONIAL DRIVE

OVERPASS NOW OPEN

The City of Orlando is committed to providing a safe, comfortable, and connected pedestrian system. As part of this city priority, a pedestrian overpass was built across W. Colonial Dr. to connect Gertrude's Walk to the Orlando Urban Trail (Dinky Line).

The walkway makes it easier for pedestrians to cross W. Colonial Drive, one of Orlando's busiest roadways. It connects residents and visitors to Orlando's various neighborhoods, business districts, the SunRail transit system, and much more.

The walkway is a key piece in keeping Orlando an interconnected, pedestrian safe city.



DOWNTOWN WAYFINDING

The DTOutlook recognized the important role wayfinding plays, whether in vehicles, walking, or when using alternative forms of transportation. In an attempt to improve the overall downtown experience, the CRA rolled out several wayfinding projects in 2019.

For those who choose to drive into and around our downtown in vehicles, the vehicular wayfinding signs have been updated to include new points of interest, as well as to increase visibility through the use of high quality reflective sign materials and greater contrasting colors. These colors also correspond with the City of Orlando's new branding standards, so there will be consistency across the system, whether downtown or outside of its boundaries.

Also in place in 2019 for downtown drivers are new lit signs that help to make locating public parking easier. The Administration Garage served as a pilot and was the first to receive the signs as staff was interested in gauging their effectiveness before rolling them out system wide.

In regards to wayfinding in the pedestrian realm, the CRA released an RFP for a digital information kiosk that would be used to help pedestrians more easily navigate the downtown area. Respondents will have until January 2020 to respond, but if selected, they would integrate the digital kiosks into a static wayfinding system that has already been developed.



**MARKETING
DOWNTOWN
ORLANDO**

25 MILLION



MARKETING DOWNTOWN ORLANDO



NFL Pro Bowl artwork on the SunTrust Center.

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

WELCOMING THE 2019 NFL PRO BOWL

On Sunday, January 27, 2019, Orlando was the center of the sports world when Camping World Stadium hosted the 2019 NFL Pro Bowl. This was the third year the game was played in 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, a billboard, 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.

RHI 2019 SOCIABLE CITY

LEADERSHIP SUMMIT

The RHI 2019 Sociable City Leadership Summit took place February 24–26 in Philadelphia.

RHI's Sociable City Summit is the epicenter of the modern evolution of the vibrant nighttime economy. Sessions explore a global movement of creative culture, culinary and craft beverage culture, music and destination cities, and innovations in policy, safety and security. This is a unique global gathering of influential leaders in urban planning, music, public safety, downtown development, college life, and nighttime management.

Staff moderated and participated in panel discussions to include:

- Night Mayors: What it takes to be your city's nightlife champion
- Mobility Hubs: Integrating innovation in transport for life at night



ICSC RECON 2019

From May 20–22, the DDB represented downtown Orlando in Las Vegas at ICSC RECon 2019. RECon is a global convention for the shopping center industry and provides networking, deal making, and educational opportunities for retail real estate professionals from around the world. Kimberley Allonce, the DDB/CRA's Economic Development Coordinator, discussed business opportunities in downtown with over 20 retailers and developers and shared information about the \$4.8 billion in total development investment.

The DDB and CRA has had a presence at the conference for a decade.

THE INTERNATIONAL ASSOCIATION OF TOUR DIRECTORS AND GUIDES (IATDG)

The DDB sponsored a FAM tour for IATDG in November 2019. The goal of this tour was to provide an opportunity for travel professionals to learn and experience more about the area. They wanted to show their members the Orlando they might not see otherwise and for them to identify new destinations and venues for their tours.

IPW 2019

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. 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.

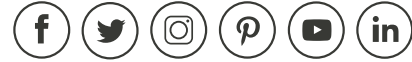
The DDB participated once again in the Media Marketplace. The Media Marketplace provided value and maximized our visibility.

Over the course of IPW 2019, the DDB had a total of 53 appointments.

ICSC FLORIDA CONFERENCE & DEAL MAKING

Staff attended the Florida Conference & Deal Making event at the Orange County Convention Center August 25-27, 2019. This regional event provides opportunities for networking and deal making. There were approximately 5,000 attendees and 20 municipalities in attendance. Staff interacted with over 35 retailers and developers.

SOCIAL MEDIA STATS



Posts published

1,238



Comments received

5,931

Reports run

152



MARKETING DOWNTOWN ORLANDO

WELCOMING UCF DOWNTOWN AND THE VALENCIA COLLEGE DOWNTOWN CAMPUS

In August, downtown Orlando welcomed thousands of students, faculty, and staff with the opening of UCF Downtown and the Valencia College Downtown Campus. As part of our welcome initiatives, the DDB wrapped two LYMMO buses.

VISIT ORLANDO'S MAGICAL DINING MONTH

Visit Orlando's Magical Dining Month encourages residents and visitors to discover Orlando's amazing culinary scene.

During September, more than 120 fine dining restaurants offered three course, prix fixe dinners for just \$35 and one dollar from each meal benefited National Alliance on Mental Illness Greater Orlando and Lighthouse Central Florida

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

PARTNERING WITH FOX35

The DDB partnered with Fox 35 in 2019 for advertising and opportunities in commercials, promotional spots, and the opportunity to provide content for the weekly 30-minute show, Orlando Matters. The DDB was able to suggest topics for the show and highlight downtown businesses. During each broadcast, the DDB was recognized as the sponsor. Additionally, Fox 35 created and maintained a dedicated landing page for Orlando Matters, to include content supplied by the DDB. Fox 35 also created visibility on Facebook and other social media pages.

Over the course of a week, more than 1 million adults will watch WOFL, and over 325,000 adults watched WRBW.



DOWNTOWN ORLANDO RECOGNITION



North Quarter Transportation Vision Study Receives Award

The North Quarter Transportation Vision (Phase 2 study) won an award for Outstanding Development-Design Excellence at the Florida Planning and Zoning Association's (FPZA) 67th Annual State Conference in June 2019.



Florida Redevelopment Association: Rideshare Hubs in the Transportation Transit Enhancement Large City

With more and more patrons choosing rideshare as their preferred method of transportation, downtown Orlando expressed a desire to safely and efficiently streamline the mass exiting of thousands of patrons.



International Downtown Association (IDA)

IMMERSE has been selected for an Award of Excellence within the 2019 Achievement Awards Events and Programming category. Excellence awards recognize high achievement in the areas of representation and sustainability.



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

2019 MONSTER JAM

WORLD FINALS XX

The Central Florida Sports Commission, City of Orlando, and Orange County co-hosted the 2019 Monster Jam World Finals XX at Camping World Stadium on May 10–11. Monster Jam World Finals moved to Orlando after 19 straight years in Las Vegas.

This was the 20th Anniversary of Monster Jam World Finals. The event featured all-new competition formats, including an elevated line above the seats and seven championship crowning moments. The event drew visitors to Orlando from all 50 states, as well as international visitors from multiple countries.



IMMERSE 2019

IMMERSE is the annual performing and interactive arts event from the Creative City Project. IMMERSE 2019 platformed more than 1,000 artists and performers for an audience of 70,000 people. The event is built on unique arts encounters that audiences can't have anywhere else in the world.





PARRAMORE



PARRAMORE KIDZ ZONE SPENDS SPRING BREAK IN ALABAMA

Last year, PKZ participants (ages 13 and up) traveled to Alabama for a civil rights history tour during their Spring Break.

The tour started in Montgomery, Alabama to visit the Legacy Museum and Memorial for Peace and Justice created by the founder of The Equal Justice Initiative, Bryan Stevenson. At this two-part museum, students walked through history from enslavement to mass incarceration. They learned the significant, yet saddening, history of the warehouse (now museum) used to store enslaved men, women and children and the surrounding area in which individuals were sold at auction in the town square located down the road from the museum during the enslavement era.

Part two of the museum was located one mile from the Legacy Museum. This part of the museum memorializes the 4,400 lynchings of black people in the United States. During this somber

visit, youth listened to a museum overseer about the history of racial terrorism in the United States and the significance of the particular location and sculptors at the site.

Next, students traveled to Tuskegee University and Alabama State University to explore the history and programs. Both universities are a Historically Black College and University (HBCU) with significant backgrounds in the creation of educational institutions for black Americans. Here students learned why current students chose these universities and what they have to offer to advance educational and career goals. During the Alabama State University visit, students met the track team and raced a student on the team. That was an exciting day for everyone.

Overall, students and staff were immersed in important history to take back to their parents, care-givers, friends, and teachers. One student said, "I've never been outside of Florida before and I am glad it was to go and learn about my history and my ancestors." PKZ Manager, Brenda March, believes in experiential learning so students can expand their understanding of the world around them. This is one impactful experience that will stay with our students forever.

PRESERVING AND ENHANCING PARRAMORE HOUSING

The City of Orlando is committed to ensuring that every person, regardless of economic status, has access to quality housing that is safe and affordable.

In an effort to preserve and enhance the neighborhood's affordable housing stock, the Parramore Comprehensive Neighborhood Plan provides various strategies to expand and diversify community housing choices. In addition to the exciting new affordable housing projects located on Short Ave.

that includes the development of single family homes and the Parramore Oaks mixed use multi-family development, a transformative area-wide rental rehabilitation project is currently underway.

The Parramore Asset Stabilization Fund, LLC (PASF) is the owner of 44 area properties representing 83 rental units, which are situated across Parramore. As part of a large investment, all the rental units will be renovated and brought into code compliance. Renovations will include updated kitchens, roof repair or replacement, modernization of utilities, upgrades to cabinetry, flooring and other necessary interior and exterior repairs.

The PASF is a partnership of three non-profits (Florida Community Loan Fund, New Jersey Community Capital and the Central Florida Foundation) which have invested \$8 million to form the fund and acquire area properties. PASF's goal is to stabilize and improve the Parramore Neighborhood. To support this effort, \$250,000 in CRA funding will be used toward renovation costs for 25 properties within the downtown CRA. The city provided \$500,000 to fund area-wide project renovation activities.

By providing affordable housing and ensuring long term affordability, we are able to strengthen the residential fabric of the Parramore community and improve the variety of housing options available.



CONGRATULATIONS TO THE CARTER STREET NEIGHBORHOOD WATCH GROUP

Each year, the Orlando Police Department honors an outstanding Neighborhood Watch Group who has shown special dedication in promoting Neighborhood Watch, Crime Prevention, and Neighborhood Unity. This year's Neighborhood Watch Group of the Year for the City of Orlando is the Carter Street Neighborhood Watch Group.



PATIENT CARE TRAINING (PCT) PROGRAM

The District 5 Patient Care Training (PCT) Program is the first of many certificate training programs created by District 5 City Commissioner Regina I. Hill. The program prepares individuals for entry-level employment in a variety of healthcare occupations such as: patient care tech, certified nursing assistant, home health aide, phlebotomy, and EKG technician monitor tech.

Each student will attend separate sessions from 5-22 weeks, culminating with certifications and a graduation ceremony to celebrate with their families.

Commissioner Hill's aim is to empower everyone with an opportunity to add equity to their quality of life. "Education is the great equalizer," stated Commissioner Hill. "Some may not attend college but having a skill or a trade that pays you well above minimum wage dramatically helps families." She is committed to helping provide solutions to helping everyone achieve the dreams they desire.

PARRAMORE OAKS NOW OPEN

On Tuesday, October 29, Mayor Dyer and District 5 Commissioner Regina I. Hill joined with development partner InVictus Development, LLC to celebrate the grand opening of Parramore Oaks, a new mixed-income housing community at the corner of Parramore Ave. and Conley St., across from Z.L. Riley Park.

The development, being constructed in two phases, transforms the previously vacant six-acre site into 211 new housing units, bringing a mix of affordable, market rate and permanent supportive housing options to Parramore.

This project further supports the city's effort to ensure residents have access to quality, safe and affordable housing and aligns with recommendations developed with the community in the Parramore Comprehensive Neighborhood Plan.



VALENCIA COLLEGE'S ACCELERATED SKILLS TRAINING PROGRAMS

Valencia College has opened a new facility in Parramore to host its Accelerated Skills Training Programs which help residents prepare for high-demand, higher wage careers in a short amount of time.

These training programs prepare students for jobs such as:

- Distribution Operations Technician
- Electronic Board Assembly Technician
- Industrial Maintenance Technician

Classes are 5-22 weeks and many students may qualify to have tuition fees waived and a training stipend.

SECOND ANNUAL PARRAMORE COMMUNITY WELLNESS DAY

On Saturday, September 21, 2019, the second annual Parramore CommUNITY Wellness Day was held at the John H. Jackson Community Center. Sponsored by the Healthcare Access Alliance, the Parramore Community Engagement Council, and UCF, the wellness open house offered a variety of fun and informative activities for everyone in the family including food

trucks, crafts, hands-on educational classes, as well as over 30 social service vendors addressing the engagement council's five subcommittee pillars including safety, housing, employment, education, and health.

The medical screening area was well-attended and participants received resources and free testing from vision to cholesterol that were recorded in their personalized "Passport to Health." The many UCF volunteers in their bright yellow t-shirts provided key assistance from parking to event coordination. Led by the Parramore Community Engagement Council Health Subcommittee, and as promoted by District 5 City Commissioner Regina I. Hill, health is a growing community revitalization focus and the successful Wellness Day served to bring much needed health resources to the Parramore Community.

CHLOE LANE RECEIVES MEBA GRANT FUNDING

In October, Chloe Lane Embroidery received a Minority/Women Business Assistance (MEBA) grant for more than \$35,000 from the CRA. The MEBA funding will be used for capital equipment, capital improvements, and marketing assistance.

Located just two blocks from the Amway Center, Chloe Lane Embroidery is a community-driven, Orlando-based small business that specializes in brand embroidery, screen printing, and unique gifts while providing clients with elevated personal service.

The City of Orlando is committed to attracting new businesses to locate, expand, or redevelop in the downtown area through business assistance grants like MEBA, and other business incentives. These efforts help our business community thrive as well as provide an enhanced living experience and amenity options for our residents and visitors.

Moving from their long-standing Winter Park location to downtown Orlando was a decision the owners of Chloe Lane Embroidery made because of the City of Orlando's business incentives for small businesses. With this funding, the owners look forward to continuing their passion for excellence to the Orlando community.

DDB FINANCIAL STATEMENT

DOWNTOWN DEVELOPMENT BOARD FINANCIAL STATEMENT 2018-2019*

Assets

Cash/Cash Equivalents	\$2,541,490
Inventory	25,658
Other Assets	28,046
Capital Assets	
Land and non-depreciable assets	18,000
Equipment and other depreciable assets	66,905

Total Assets	\$2,680,099
---------------------	--------------------

Liabilities (Short Term)

Other Liabilities	\$152,632
Liabilities (Long Term)	
Liability for Accumulated Employee Leave	
Net Pension Liability	
Net OPEB Liability	
Existing Bonds	
Internal Loan	

Total Liabilities	\$152,632
--------------------------	------------------

Revenues

Real Property Taxes	\$2,881,202
Interest	131,166
Other Revenue	468,043
Contribution from Other Funds	1,454,340

Total Revenues	\$4,934,751
-----------------------	--------------------

Expenditures

Salaries, Wages, Benefits	\$11,821	
Supplies	40,759	
Professional Services and Agreements	689,353	Including Work Capitalized
Utilities	502	
TIF Payment	2,437,891	
Travel and Training	605	
Fleet Facilities Management/General Liability	2,545	
Capital Outlay	11,415	
City Services Agreement	261,839	
Events and Sponsorship	484,202	
Depreciation	1,727	
Transfer to Other Funds	367,945	

Total Expenditures	\$4,310,604
---------------------------	--------------------

Change in Net Position	\$624,147
-------------------------------	------------------

From CAFR	\$624,147
-----------	-----------

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2018-2019 DOWNTOWN DISTRICT*

Assets

Cash/Cash Equivalents	\$39,652,425
Cash/Cash Equivalents (Restricted)	3,310,629
Investments (Restricted)	10,286,019
Accounts Receivable	23,803
Capital Assets	
Land and non-depreciable assets	7,038,648
Equipment and other depreciable assets	2,813,063

Total Assets	\$63,124,587
---------------------	---------------------

Liabilities (Short Term)

Other Liabilities	\$706,397
Accrued Interest Payable	
Liabilities (Long Term)	
Existing Bonds	127,321,000
Internal Loans	21,496,613

Total Liabilities	\$149,524,010
--------------------------	----------------------

Revenues

Tax Increment Contribution	\$33,493,935
U.S. Treasury Bond Reimbursement	3,110,796
Other Revenue/Sale of Land	607,339
Interest	3,214,375
Contribution from Other Funds	22,184,793

Total Revenues	\$62,611,238
-----------------------	---------------------

Expenditures

Salaries and Benefits	\$3,109,218
Supplies	742,187
Professional Services and Agreements	2,597,308
Utilities	57,195
Travel and Training	21,739
Fleet Facilities Management/General Liability	378,938
Capital Outlay	1,213,187
City Services Agreement	561,716
Other Operating/Land Acquisition	77,865
Community Organizations	554,961
Business Incentives and Recaptures	496,503
Debt Service Transfers	19,386,526
Transfer to Other Funds	24,931,284

Total Expenditures	\$54,128,627
---------------------------	---------------------

Change in Fund Balance	\$8,482,611
-------------------------------	--------------------

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2018-2019 REPUBLIC DRIVE DISTRICT*

Assets

Cash/Cash Equivalents	\$1,552,608
Cash/Cash Equivalents (Restricted)	539,934
Investments (Restricted)	3,047,740
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	

Total Assets	\$5,140,282
---------------------	--------------------

Liabilities (Short Term)	
Other Liabilities	\$1,379,621
Accrued Interest Payable	398,370
Liabilities (Long Term)	
Existing Bonds	20,312,516
Internal Loan	

Total Liabilities	\$22,090,507
--------------------------	---------------------

Revenues

Tax Increment Contribution - Orlando	\$10,981,163
Tax Increment Contribution - Orange County	7,323,032
Transfer from Debt Fund	2,752
Interest	143,856

Total Revenues	\$18,450,803
-----------------------	---------------------

Expenditures

Surplus - Orlando	\$9,509,517
Surplus - Orange County	6,341,633
Debt Service Transfers	3,822,616

Total Expenditures	\$19,673,766
---------------------------	---------------------

Change in Fund Balance	\$(1,222,963)
-------------------------------	----------------------

*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2018-2019 CONROY ROAD DISTRICT*

Assets

Cash/Cash Equivalents	\$40,437
Cash/Cash Equivalents (Restricted)	358,790
Investments (Restricted)	1,927,652
Other Assets	
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	

Total Assets	\$2,326,879
---------------------	--------------------

Liabilities (Short Term)

Other Liabilities	\$5,192
Accrued Interest Payable	280,875
Liabilities (Long Term)	
Existing Bonds	11,235,000
Internal Loan	

Total Liabilities	\$11,521,067
--------------------------	---------------------

Revenues

Tax Increment Contribution - Orlando	\$3,812,329
Tax Increment Contribution - Orange County	2,542,337
Transfer from Debt Fund	13,492
Interest	40,437

Total Revenues	\$6,408,595
-----------------------	--------------------

Expenditures

Other Expenditures	
Surplus - Orlando	2,680,696
Surplus - Orange County	1,787,682
Debt Service Transfers	1,901,375

Total Expenditures	\$6,369,753
---------------------------	--------------------

Change in Fund Balance	\$38,842
-------------------------------	-----------------

*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
Bakari F. Burns

DDB/CRA ADVISORY BOARD MEMBERS



Chairman
Bill Lambert
(Appointed Chair
July 2019)



Vice Chairman
Jamie Barati
(Appointed Vice
Chair July 2019)



Eugene Jones



Monica McCown



Wendy Connor



Terry Delahunty
(term ended
July 2019)



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

Mary-Stewart Droege, Project Manager

Rose Garlick, Discover Downtown Information Center Manager

Dominique Greco, Nighttime Economy Manager

Tiffany Stephens, Fiscal Manager

Robert Fish, Downtown Facilities Supervisor

Kelly Allen, Marketing & Communications Manager

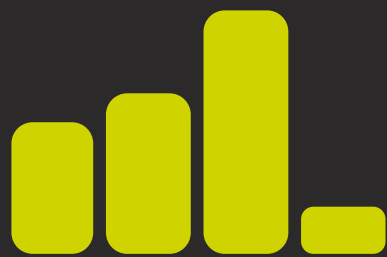
Nicole Sisson, Interactive Media Coordinator

Kimberley Allonce, Economic Development Coordinator

Ashley Edwards, Board Secretary

Christel Brooks, Administrative Specialist

The Downtown Clean Team



DOWNTOWN
ORLANDO™

downtownorlando.com