



2021



DOWNTOWN
ORLANDO™

ANNUAL REPORT

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MESSAGE FROM THE MAYOR

Downtown Orlando continues to enjoy its reputation as a world-class urban core with residential, retail and commercial development and a thriving, diversified economy. Over the past year, we continued to refine our vision for a vibrant, diverse and prosperous downtown.

With more than \$3 billion underway in total development investment, downtown continued to see progress in redeveloping Creative Village into the most robust educational ecosystem in the state of Florida, infused with a mix of places to live and work. Electronic Arts' new state-of-the-art office for 1,000 employees is now complete. EA is a great example of our shared plan to ensure downtown Orlando is the regional hub for high wage, high value careers of the future.

Despite a pandemic, we saw the opening of several businesses and new hotels, helping to continue to develop a diverse business ecosystem, attract and retain employers and talent.

To retain talent, we must offer a wide array of leisure offerings and amenities. In 2021, we announced major events headed to our city venues for 2022 including Billy Joel and Garth Brooks, who will play their *only Florida shows* in downtown Orlando. Additionally, our investment in our venues allows us to pursue global events like World Cup and World Pride.

In the pages ahead, you'll read of all we accomplished together in 2021. We are grateful to our community partners and businesses for contributing to the success of our downtown and creating meaningful experiences.

In the year ahead, I look forward to continuing to work together to make downtown Orlando a premiere metropolitan area.

Buddy Dyer
Mayor



MESSAGE FROM THE EXECUTIVE DIRECTOR

It is a pleasure to serve as the Executive Director for the economic and cultural hub for our region. We simply would not be here without the partnership of so many people and different sectors of our community.

Last year, we continued to grow with exciting new developments and experiences that kept people coming back, safely, to discover downtown Orlando as well as celebrated the 50th anniversary of the Downtown Development Board.

We saw several new businesses open, rising above the current economic climate. During this difficult time, the Downtown Development Board and Community Redevelopment Agency continued to adapt and adjust to be able to provide services and programs, including the Special Event Grants Program which provides funding through grants to support events that promote the goals and objectives of CRA's Redevelopment Plan for the area.

We will continue to make investments that support economic development, jobs, and education, and addressing challenges like affordable housing and homelessness.

I am proud of the successes we've achieved, the challenges we've overcome and the position our center city is in today. And I know that we'll continue to work together to make our downtown the best it can be.

As we close fiscal year 2021 and look to fiscal year 2022, we will continue to assess ways to build upon our resiliency and strengthen the economic integrity of the region. We look forward to continuing to serve you and are thankful for your partnership and perseverance as we continue onward.

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

DEMOGRAPHICS

Summary	Census 2010		2021		2026	
Population	13,569		19,715		24,040	
Households	7,487		11,360		14,112	
Families	1,761		2,580		3,179	
Average Household Size	1.59		1.58		1.58	
Owner Occupied Housing Units	1,606		2,032		2,101	
Renter Occupied Housing Units	5,881		9,327		12,012	
Median Age	37.7		39.0		39.0	
Trends: 2021-2026 Annual Rate	Area		State		National	
Population	4.05%		1.31%		0.71%	
Households	4.43%		1.27%		0.71%	
Families	4.26%		1.22%		0.64%	
Owner HHs	0.67%		1.45%		0.91%	
Median Household Income	2.91%		2.38%		2.41%	
Households by Income			2021		2026	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,923	16.9%	1,994	14.1%	1,994	14.1%
\$15,000 - \$24,999	1,068	9.4%	1,129	8.0%	1,129	8.0%
\$25,000 - \$34,999	870	7.7%	908	6.4%	908	6.4%
\$35,000 - \$49,999	1,102	9.7%	1,198	8.5%	1,198	8.5%
\$50,000 - \$74,999	1,990	17.5%	2,576	18.3%	2,576	18.3%
\$75,000 - \$99,999	1,605	14.1%	2,170	15.4%	2,170	15.4%
\$100,000 - \$149,999	1,476	13.0%	2,204	15.6%	2,204	15.6%
\$150,000 - \$199,999	534	4.7%	889	6.3%	889	6.3%
\$200,000+	791	7.0%	1,045	7.4%	1,045	7.4%
Median Household Income	\$56,899		\$65,675		\$65,675	
Average Household Income	\$80,690		\$91,409		\$91,409	
Per Capita Income	\$46,426		\$54,229		\$54,229	
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	525	3.9%	700	3.6%	901	3.7%
5 - 9	427	3.1%	605	3.1%	702	2.9%
10 - 14	337	2.5%	521	2.6%	601	2.5%
15 - 19	357	2.6%	534	2.7%	642	2.7%
20 - 24	1,112	8.2%	1,210	6.1%	1,796	7.5%
25 - 34	3,502	25.8%	4,683	23.8%	5,469	22.8%
35 - 44	1,891	13.9%	3,413	17.3%	4,284	17.8%
45 - 54	1,686	12.4%	2,353	11.9%	2,846	11.8%
55 - 64	1,175	8.7%	1,949	9.9%	2,289	9.5%
65 - 74	924	6.8%	1,543	7.8%	1,924	8.0%
75 - 84	949	7.0%	1,217	6.2%	1,494	6.2%
85+	685	5.0%	987	5.0%	1,091	4.5%
Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,355	61.6%	12,182	61.8%	14,972	62.3%
Black Alone	4,045	29.8%	5,286	26.8%	6,307	26.2%
American Indian Alone	39	0.3%	50	0.3%	60	0.2%
Asian Alone	446	3.3%	868	4.4%	1,068	4.4%
Pacific Islander Alone	5	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	342	2.5%	672	3.4%	829	3.4%
Two or More Races	337	2.5%	651	3.3%	799	3.3%
Hispanic Origin (Any Race)	1,711	12.6%	3,626	18.4%	4,520	18.8%

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

December 08, 2021

CELEBRATING 50 YEARS



DOWNTOWN DEVELOPMENT BOARD'S 50TH ANNIVERSARY

Created by a Special Act of the Florida Legislature in 1971, the Downtown Development Board (DDB) serves to strengthen the role of downtown Orlando as the economic, governmental, and cultural center of Central Florida. In 2021, the DDB celebrated 50 years of creating exciting experiences and new developments that keep people coming back to discover downtown Orlando.

DTO SCULPTURE

Installed to commemorate the DDB's 50th Anniversary, the DTO sculpture - abbreviated for downtown Orlando - creates an iconic point of interest for residents and visitors alike. This art installation celebrates downtown and serves as a selfie inducing moment. Creating visual art like the DTO sculpture supports the downtown Orlando vision plan of enhancing open spaces. The sculpture is located in front of Discover Downtown, 201 S. Orange Avenue.



50TH ANNIVERSARY MERCHANDISE

One was able to shop throwback items and limited-edition merchandise at Discover Downtown, including the Throwback Era Postcard Set (a collection of images from the 1960s to present day) and the golden DDB 50 Year Anniversary Map, featuring 40 of Orlando's neighborhoods closest to downtown.

ELEVATING DTO - 50 YEARS AND RISING: THROUGH THE EYES OF LOCAL ARTISTS

From July 15- August 15, the DDB had a gallery at CityArts that featured original drawings, paintings, landmarks, and milestones over the past 50 years.

WHAT'S UP DOWNTOWN

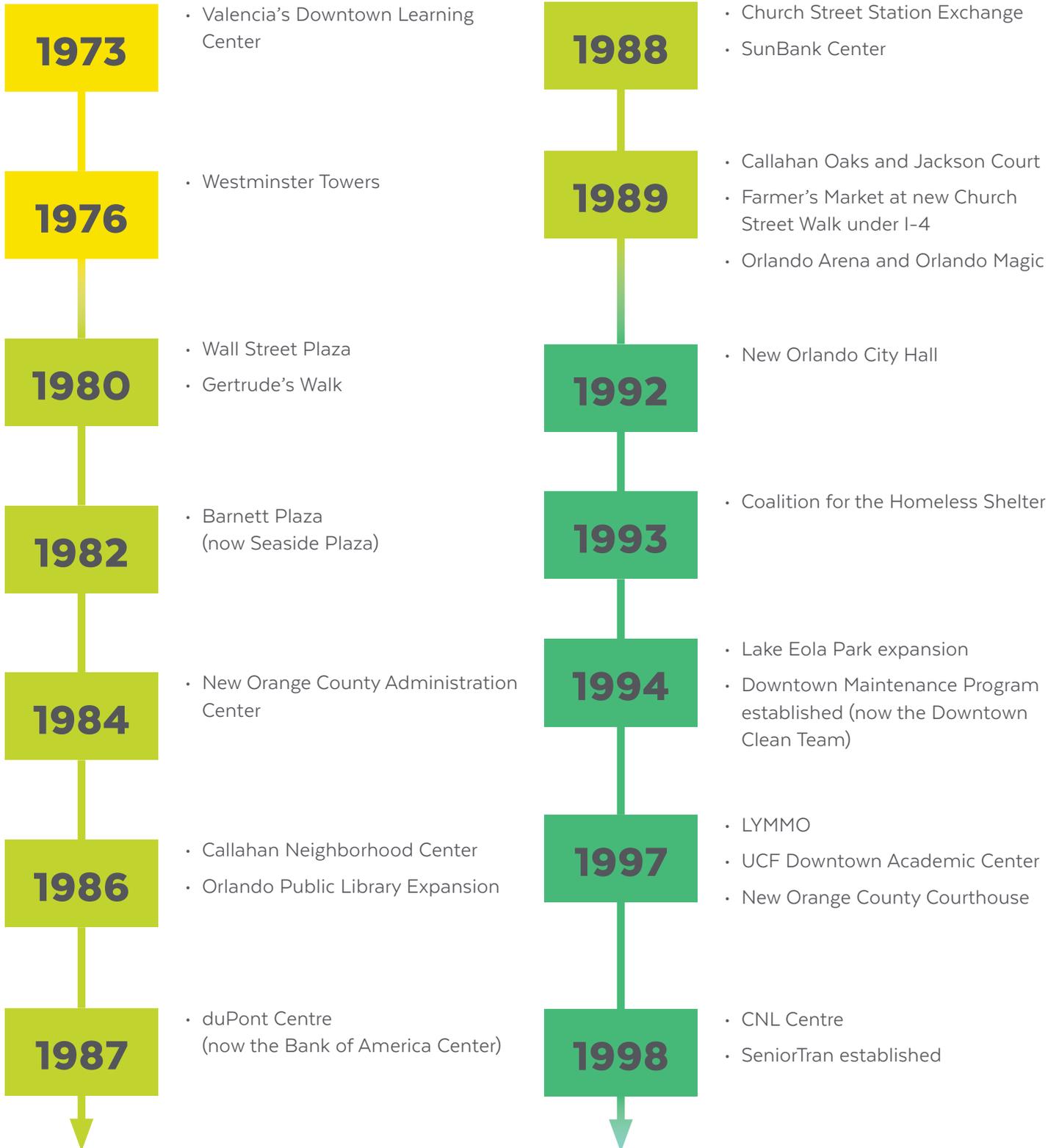
In September, the DDB hosted What's Up Downtown at Amway Center for guests to learn more about downtown Orlando's past, present, and future.

THE CITY BEAUTIFUL: 50 YEARS OF DEVELOPING DOWNTOWN ORLANDO

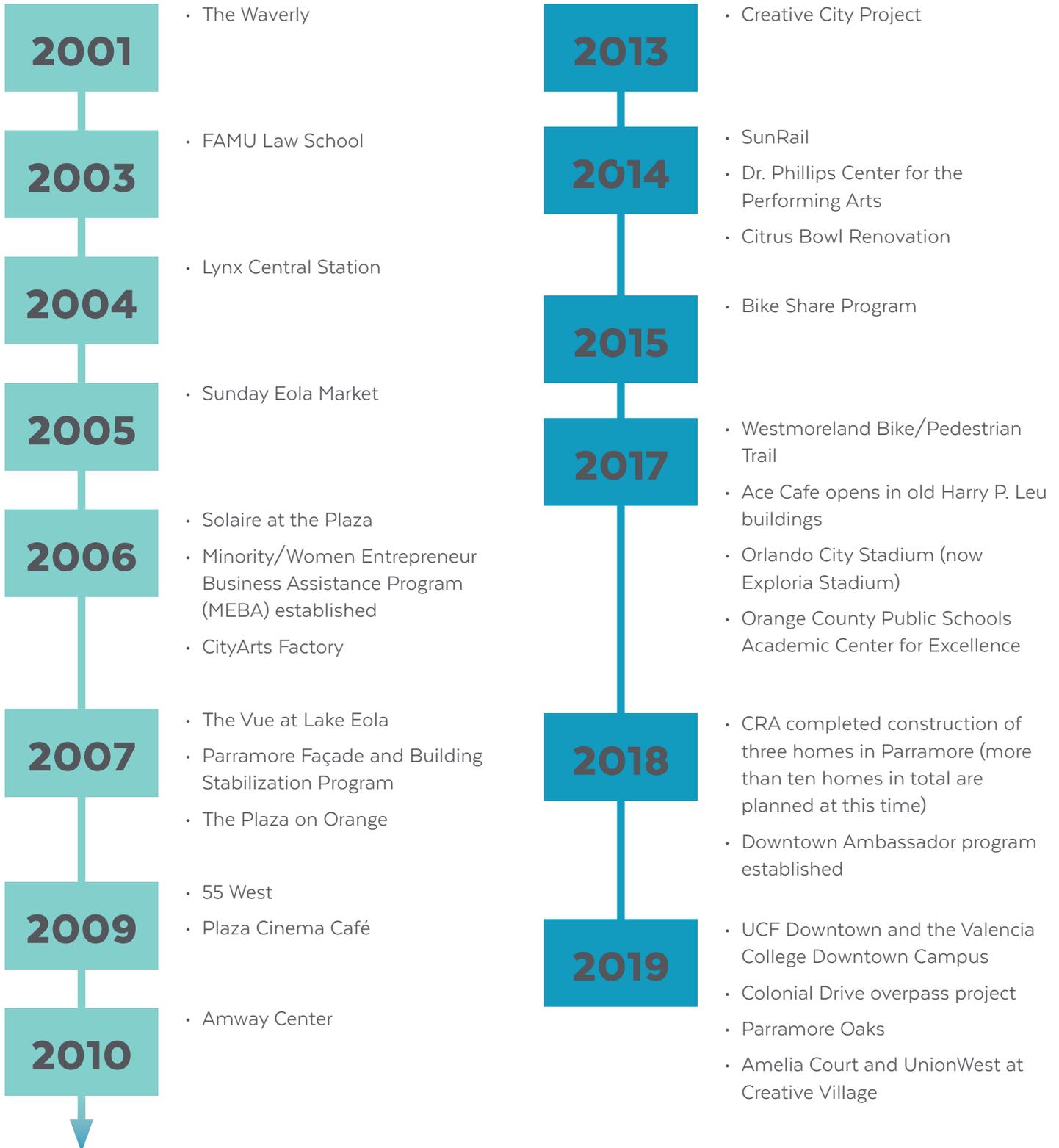
The Orange County Regional History Center had an exhibition highlighting the achievements of the DDB through a timeline of important events and photographs showcasing the growth of the City Beautiful. The exhibition was on display from Friday, November 5, 2021 through January 30, 2022.



CELEBRATING



IG 50 YEARS



DEVELOPMENT ACTIVITY

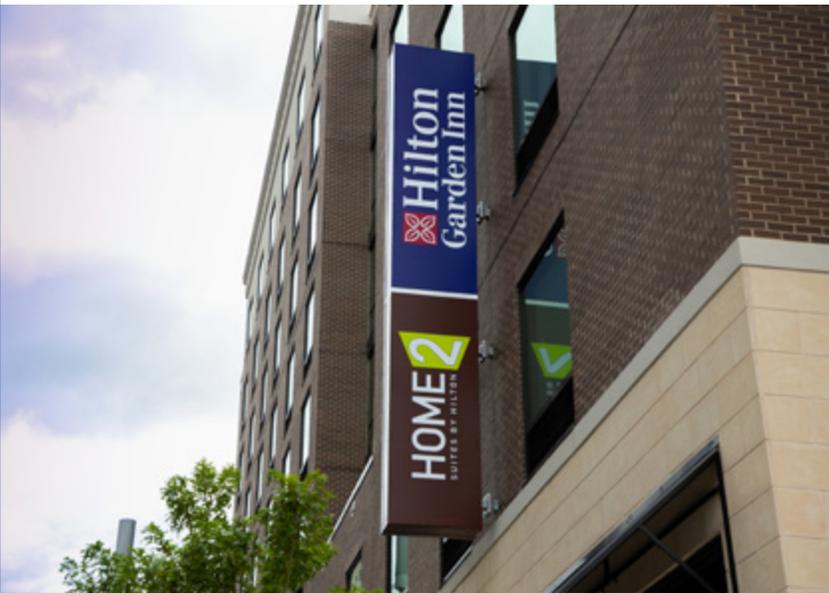
DEVELOPMENT ACTIVITY

At the end of 2021, there were 13 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 1,455 residential units, 67,842 sq. ft. of retail space, and 234,235 sq. ft. of office space. Furthermore, there were 12 proposed projects representing nearly \$1.2 billion in investment. These projects included 1,884 residential units, 1,094 hotel rooms, 187,678 sq. ft. of retail space, and 835,650 sq. ft. of office space.

The downtown market saw the completion of several notable projects during the year, with some of the most noteworthy being apartment complexes or mixed-use developments. Among them 520 East located at 520 E. Church Street – an \$88 million mixed-use development that includes 363 dwelling units, 6,800 sq. ft. of retail space, and a 7,000 sq. ft. leasing and amenities space, including a resident’s lounge, dog spa, and business center. This year also saw the completion of the Orange and Robinson Apartments – a \$65 million, 369-unit market-rate apartment complex with a 725-space parking garage. Radius Apartment Tower was completed at 108 E. Livingston Street – a \$95 million mixed-use development that includes 389 dwelling units, 14,000 sq. ft. of retail space, and a public plaza.

Another significant development includes the completion of construction at the Hilton Garden Inn Orlando – an eight story, \$36 million hotel that includes 224 rooms, a rooftop pool and a 3,191 sq. ft. dining facility. This project was completed in the first half of 2021.

Phase 2 of the Dr. Phillips Center for the Performing Arts is anticipated to open in January 2022 and will feature the Steinmetz Hall, a state-of-the-art multiform theater that will be one of the world’s most acoustically perfect halls.



COMMUNITY REDEVELOPMENT AGENCY 2021 PROJECTS

Projects	Proposed Budget	2021 Expenditures	Total Expenditures	Start Date	Completion Date
*CRA Single-Family Homes	\$4,900,000.00	\$86,989.60	\$214,994.60	2/20/20	Ongoing
Downtown Vehicular Wayfinding	\$300,000.00	\$24,747.00	\$248,092.00	5/1/18	Ongoing
Holiday Décor	\$600,000.00	\$329,399.96	\$516,066.60	2/1/19	Ongoing
Streetscape Improvements	\$1,848,121.00	\$471,341.90	\$800,573.90	1/20/20	Ongoing
Art2	\$3,703,872.00	\$42,362.97	\$123,631.97	3/1/20	Ongoing
Lake Eola Master Plan (w/ Parks Department)	\$100,000.00	\$67,179.75	\$96,259.59	1/1/20	10/1/21
Church St. Improvement Project	\$350,000.00	\$187,631.20	\$264,977.30	8/1/20	Ongoing
Nighttime Economy Impact Assessment	\$99,950.00	\$24,987.50	\$74,962.50	8/20/20	Ongoing
Downtown Parklet/Sidewalk Program	\$500,000.00	\$11,150.00	\$35,615.66	9/20/20	Ongoing
Small Business Rental Assistance Program	\$1,500,000.00	\$857,408.14	\$857,408.14	9/17/20	Ongoing
Park DTO	\$100,000.00	\$112,572.50	\$135,142.00	8/20/20	8/30/21
Downtown Master Plan	\$1,290,750.00	-	-	6/20/20	Ongoing
Creative Village Luminary Green	\$10,500,000.00	\$6,525,739.70	\$6,525,739.70	12/19/20	Ongoing
Under-i Design	\$1,500,000.00	\$750,526.00	\$750,526.00	11/20/20	Ongoing
*Parramore Oaks (Phase II)	\$2,152,000.00	\$82,391.71	\$82,391.71	8/19/20	Ongoing
Lake Eola Land Acquisition	\$1,225,000.00	\$1,225,000.00	\$1,225,000.00	6/20/20	3/23/21
Ambassador Program	\$1,026,000.00	\$1,026,000.00	\$1,026,000.00	5/18/18	7/31/22
Cultural Arts Plan	\$150,000.00	\$-	\$-	TBD	Ongoing
Community Policing Innovation	\$1,200,000.00	\$550,040.24		7/1/21	Ongoing
I-4 Art Work	\$190,000.00	\$-	\$-	TBD	Ongoing
Beacon at Creative Village	\$610,000.00	\$-	\$-	7/28/21	Ongoing
Downtown Lighting Improvement	\$825,000.00	\$525,164.10	\$525,164.10	Annual	Ongoing
EA Sports Headquarters - Tax Increment Rebate	\$9,000,000.00	\$0	\$0	10/7/19	Ongoing
Total					

* Affordable housing initiative

COMMUNITY REDEVELOPMENT AGENCY 2021 GRANT FUNDS AWARDED BY PROGRAMS

Programs	Awarded	2021 Expenditures	Total Expenditures	Start Date	Completion Date
Downtown Commercial and Residential Building Improvement Program (DCRBIP)					
Debra M. Lippens - 420 Hillcrest St.	\$11,922.50	-	-	6/7/21	Ongoing
Jeremy and Jessica Mostyn - 313 E. Amelia St.	\$8,678.50	-	-	6/7/21	Ongoing
Nii Kotey and Anna Ashie - 739 W. Concord St.	\$26,094.50	-	-	6/7/21	Ongoing
T PARK2 LLC - 808 E. Washington St.	\$15,589.06	\$15,589.06	\$15,589.06	1/11/21	6/30/21
Villas of Lake Eola Condominium Association, Inc - 613 & 619 E. Ridgewood St.	\$15,439.00	\$15,439.00	\$15,439.00	1/11/21	9/2/21
SWVP Orlando Office - 255 S. Orange Ave.	\$94,643.00	-	-	6/7/21	Ongoing
Interstruct LLC - 814 W. Church St.	\$119,575.00	-	-	7/19/21	Ongoing
Justin Place Condo Association - 621 Cathcart Ave.	\$45,109.50	-	-	6/28/21	Ongoing
William & Jennifer Thomas - 612 E. Harwood St.	\$12,835.00	\$12,662.50	\$12,662.50	1/11/21	12/2/21
Retail Stimulus Program					
Boba ETC Inc.	\$84,339.32	\$77,038.59	\$77,038.59	5/17/21	Ongoing
Dexter's Original Birdland, LLC	\$61,591.50	\$60,650.00	\$60,650.00	5/18/21	Ongoing
High Wage/High Value Job Creation Program					
Sonesta International Hotels Corporation	\$220,000.00	-	-	3/22/21	Ongoing
AssuredPartners, Inc.	\$800,000.00	-	-	4/12/21	Ongoing
SightPlan, Inc.	\$66,500.00	-	-	11/8/21	Ongoing
TOTAL	\$1,582,316.88	\$181,379.15	\$181,379.15		

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, Innovation District anchored by Electronic Arts, Inc. (EA) Orlando Studio and the UCF Downtown and Valencia College Downtown Campus which serves nearly 8,000 students in digital media, communications, public services, and health-related programs along with Valencia College's Walt Disney World Center for Culinary Arts and Hospitality.

Phase I of Creative Village is currently under construction and represents nearly \$700 million in investment, with more than 350,000 sq. ft. of higher education space, 175,000 sq. ft. of high-tech office space, 957 mixed-income multifamily units, 640 student housing beds and a 2.3-acre park.

Creative Village Milestones in 2021 include:

- Construction continues on Phase I development project Luminary Green, a new 2.3-acre city park, and Modera Creative Village, a \$75 million, 292-unit market rate apartment development.
- EA opened its new Orlando Studio, a \$60 million, 175,940 sq. ft. office building which brings nearly 1,000 new employees to downtown.

In addition, several Phase II developments were announced in 2021, including:

- The Beacon at Creative Village - a seven-story 190-unit mixed-income multifamily development.
- A 12-story 185,000 sq. ft. multi-tenant office building with a 658-space integrated parking garage.
- A 26-story 326-unit multifamily residential development with a 328-space integrated parking garage.
- A 10-story hotel with approximately 180 rooms.

Phase II of vertical development is planned to be delivered between 2024-2027 and represents more than \$340 million.

Upon full buildout, Creative Village will represent more than \$2 billion in new development and a dynamic mix of uses including:

- 500,000+ sq. ft. of office/creative space
- 800,000 sq. ft. of higher education space
- 2,000+ residential units
- 1,500 student housing beds
- 100,000 sq. ft. of retail/commercial space
- 225 hotel rooms



UCF GRADUATE VIDEO GAME DESIGN NAMED NO.1 FOR THIRD TIME

UCF's graduate video game design program was recently recognized as the top graduate game program in the world. This is the third time in the past six years that UCF has earned this title.



OFFICE MARKET AND EMPLOYMENT

OFFICE MARKET AND EMPLOYMENT

Downtown Orlando ended 2021 with an occupancy rate of 88.3%. At the end of 2021, the majority of office space in downtown Orlando was class A at 57.7%, while office space categorized as Class C had the highest occupancy rate (96.7%). Between Q1 2021 and Q3 2021, a total of 457,860 sq. ft. of office space was leased in downtown Orlando.

In addition, leasing activity in the downtown Orlando office market for Q3 2021 is comparable to the same quarter last year, with a total of 215,219 sq. ft. of space leased. A notable leasing activity for the final quarter of the year includes 108,486 sq. ft. of office space at 20 North Orange which was leased by Morgan & Morgan.

88.3%

OCCUPANCY RATE

457,860 SQ. FT.

OF OFFICE SPACE LEASED BETWEEN Q1 2021 AND Q3 2021

108,486 SQ. FT.

OF OFFICE SPACE LEASED IN THE FINAL QUARTER OF 2021



DOWNTOWN COMMERCIAL AND RESIDENTIAL BUILDING IMPROVEMENT 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 the long-term viability of downtown Orlando.

Six DCRBIP applicants were approved for funding in 2021, totaling \$349,866.06. Four of the nine approvals were for single-family dwellings located at 420 Hillcrest St., 313 E. Amelia St., 739 W. Concord St., and 612 E. Harwood St., which were approved for \$11,922.50, \$8,678.50, \$26,094.50, and \$12,835 in funding respectively. Funds for the properties at 420 Hillcrest St., 313 E. Amelia St., and 739 W. Concord St. will be used for window repairs and painting. Funds for the property at 612 E. Harwood St. will be used for window repairs.

Two of the nine approvals were for multi-family dwellings, located at 613 & 619 E. Ridgewood St. and 621 Cathcart Ave., which were approved for \$15,439 and \$45,109.50 in funding. Funds for the property at 613 & 619 E. Ridgewood St. will be used for demolition of the existing driveway and walkway and replace with pavers and the funds for the property at 621 Cathcart Ave. will be used for painting, roof replacement, and doors.

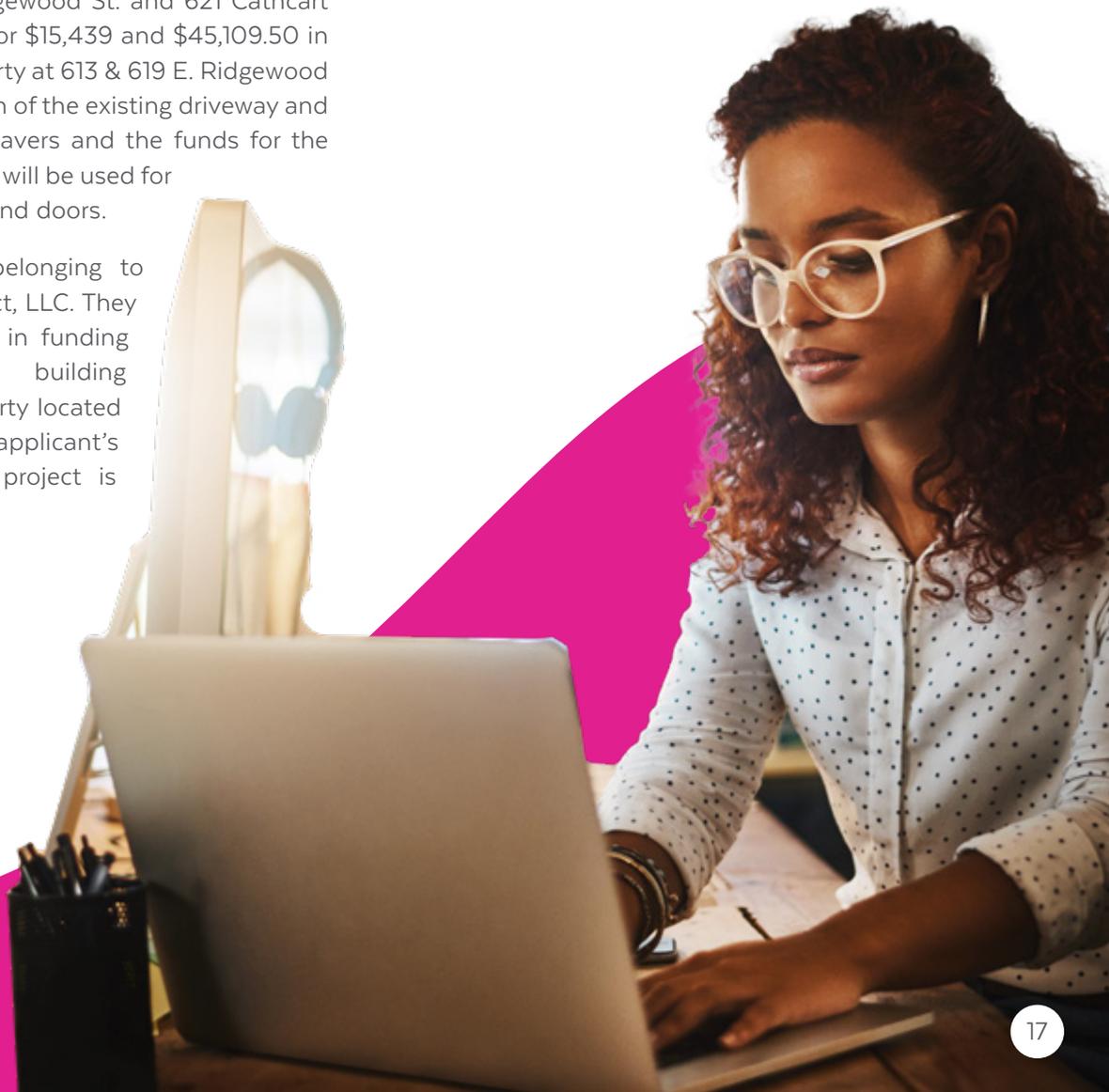
Other notable approvals belonging to businesses include Interstruct, LLC. They were approved for \$119,575 in funding assistance for steel building improvements for the property located at 814 W. Church St. The applicant's capital investment in the project is estimated at \$500,000.

SWVP Orlando Office was approved for \$94,643 in funding assistance for demolition, painting, awnings, canopies, sidewalk improvements, plumbing, electrical, exterior improvements, and doors for the property located at 255 S. Orange Ave. The applicant's capital investment in this project is estimated at \$241,195.

Lastly, T Park2, LLC was approved for \$15,589.06 in funding assistance for exterior painting, exterior door replacement, and roof replacement for the property located at 808 E. Washington St. The applicant's capital investment in the project is estimated at \$31,178.12.

MINORITY/WOMEN ENTREPRENEUR BUSINESS ASSISTANCE PROGRAM

The Minority/Women Entrepreneur Business Assistance (MEBA) Program is an incentive program that was established to retain existing minority or women-owned businesses located within the Parramore district and to attract new minority or women-owned businesses to this area. There were no approved applications in 2021.



RETAIL STIMULUS PROGRAM

The Retail Stimulus Program is for a retail business that seeks to achieve a high-quality interior buildout and/or cover rent expenses. Applicants are eligible to receive up to \$75,000 or 50% of the total cost of Tenant Improvements, whichever is less. Applicants are also able to receive a one-time award of up to \$25,000 to cover rent expenses.

Dexter's Original Birdland, LLC was approved for \$61,591.50 in funding assistance for drywall repairs, painting, flooring, plumbing, fire and alarm sprinkler system, HVAC, electrical, permit fees, and countertops for the property located at 595 W. Church St., Suite E. The applicant's capital investment in this project is estimated at \$94,383.00.

Boba ETC Inc. was approved for \$84,339.32 in funding assistance for plumbing, fire and alarm sprinkler system, mechanical, electrical, countertops, and interior wall/door demolition and improvements for the property located at 12 N. Summerlin Ave. The applicant's capital investment in this project is estimated at \$118,678.63.



HIGH WAGE/HIGH VALUE JOB CREATION PROGRAM



The High Wage/High Value Job Creation Program intends to attract and encourage the expansion of targeted industries and targeted headquarters with high-wage/high-value jobs to downtown Orlando. Incentives are available for qualified companies that offer high-wage/high-value jobs that are or will be located within downtown Orlando.

Sonesta International Hotels Corporation was approved for up to \$220,000 in funding assistance to create 80 new high-value jobs over five years. Sonesta International Hotels Corporation's total capital investment is estimated to be \$1.05 million in the build-out and equipment over a five-year period.

AssuredPartners, Inc. was approved for up to \$47,500 in funding assistance to create 200 new high-value jobs over five years. AssuredPartners, Inc.'s total capital investment is estimated to be \$1.75 million in the build-out and equipment in 2021.

Lastly, SightPlan, Inc. was approved for up to \$47,500 in funding assistance to create an additional 19 new high-value jobs over five years.

SPECIAL EVENT GRANTS PROGRAM LAUNCHES

The CRA's Special Event Grants Program supports diverse arts and cultural opportunities to encourage a variety of entertainment within the area. The purpose of this program is to provide funding through grants to support events that promote the goals and objectives of CRA's Redevelopment Plan for the area, the DTOutlook.

Events held in the downtown area serves to bring together a wide variety of people, both locally and nationally, to experience engaged programming that will help to build social connections and strengthen the economic development of the area.





DOWNTOWN ORLANDO TRANSFORMATIONS

5G NETWORK COMES TO DOWNTOWN ORLANDO

The 5G network gives those in downtown access to faster connectivity whether they're outside enjoying Lake Eola or walking down the street to get to and from work.

Verizon, Crown Castle, and other providers are updating their 4G nodes to 5G and adding new small cells with 5G technology. Small Cell and 5G technology is one of the many technologies being used to advance Orlando's goal of becoming a premier future-ready city.

AMWAY CENTER AND CAMPING WORLD STADIUM RECEIVE GBAC ACCREDITATIONS

This certification serves as the gold standard for venues. The program is designed to help facilities establish and maintain detailed best practices, protocols and procedures on cleaning, disinfection and infectious disease prevention associated with infectious agents like COVID-19. To achieve GBAC STAR™ accreditation, the venues had to complete a rigorous performance-based program with specific guidance criteria. We are proud these city venues have been accredited!



BEAUTIFICATION PROJECT COMPLETE ON CHURCH STREET

At a time when more employees are beginning to return to work, the Community Redevelopment Agency (CRA) recently completed beautification efforts on Church St. between Orange Ave. and Garland St. These efforts were completed to beautify the historic district, revitalize and stimulate interest from businesses, residents, and visitors alike.

The scope of work completed included:

- Installation of 17 Sylvester palm trees along Church St. from Orange Ave. west to railroad.
- Replaced four pedestrian light poles with six new pedestrian light poles with LED lighting on Church St. between Garland Ave. and the railroad.
- Increased the size of the tree wells along Church St. between Orange Ave. and the pedestrian bridge to accommodate for and install Sylvester palm trees. Expanding the size of the tree wells will better allow the trees appropriate space to thrive.

Additionally, the light poles between Orange Ave. and the pedestrian bridge on Church St. were recently upgraded with LED lights.

The CRA is continuing to look for opportunities to enhance downtown Orlando as they continue their objective of becoming the nation's highest quality urban environment.

ART2 GROUNDBREAKING CEREMONY

On October 18, Orlando Mayor Buddy Dyer joined District 5 City Commissioner Regina I. Hill and members of the DDB, Dr. Phillips Center, Dr. Phillips Charites, and Ascend Studios to break ground on Art2, a new .28 acre park located on the corner of Orange Avenue and Robinson Street in downtown Orlando.

Amenities at the park will include a two-story container structure with a café, art gallery, stage, seating, space for two food trucks, green space for scheduled activities, and more. Anticipated to open in Spring 2022, this new park will help further meet the vision set forth in the DTOutlook plan by the community to ensure downtown Orlando remains "An Awesome Outdoor City."



DOWNTOWN AMBASSADOR PROGRAM CELEBRATES 3-YEAR ANNIVERSARY

August marked the three-year anniversary of the Downtown Ambassador Program and providing world-class hospitality to those who live and visit downtown Orlando. Ambassadors proactively engage in services such as providing recommendations and information on downtown Orlando, connecting our most vulnerable individuals to critical social services, and working closely with businesses and the Downtown Clean Team.

LAND OF MERCHANTS

Avrio, the Downtown Orlando Partnership (DOP) foundation, and the Downtown Arts District (DAD) revealed a new mural at 39 S. Magnolia Avenue on the wall facing CityArts. The mural, "Land of Merchants," is the creation of local artist Jonathan Stemberger, who is a graduate of the University of Central Florida.

IN THE PAST 3 YEARS

63,722

HEALTH & WELLNESS CHECKS

79,399

HOSPITALITY ASSISTANCE

30,076

BUSINESS CONTACTS



NEW MURAL WITH THE MAYOR'S DR. MARTIN LUTHER KING JR. COMMISSION YOUTH HUMANITARIAN

There is a new mural located at 400 Pittman St. in downtown Orlando that celebrates unity, inclusion, and equality. Each year the MLK Jr. Commission partners with Orange County Public Schools to showcase students who exemplify the ideals embraced by Dr. Martin Luther King Jr., through their character, service, and leadership, named the Mayor's Youth Humanitarians. This year, 25 students were selected and took on a project with local artist Danny Rock to share ideas and values they wanted through the creation of public art, a new mural painted in downtown Orlando.

The Commission is a volunteer organization including business and community representatives appointed by Mayor Dyer to facilitate and coordinate activities that promote the celebration of Dr. King's legacy of service, equality, justice, freedom, peace and harmony for all races and cultures in Greater Orlando.





THE CITY OF ORLANDO REVIEWS LAKE EOLA PARK CONCEPTUAL MASTER PLAN WITH COMMUNITY

Last year, city staff hosted public community meetings for residents to review the Lake Eola Conceptual Master Plan and receive an update on the progress of the plan to re-envision the park in anticipation of the next 50 years.

The meetings covered proposed future physical changes at the park and how it will continue to serve the city in the coming decades.

Based on feedback received from the public, a final vision document will be developed showcasing a complete vision for the future of Lake Eola Park.

NEW PARTNERSHIP BRINGS FIRST-OF-ITS-KIND MOBILE LAUNDRY TRAILER TO SERVE THOSE EXPERIENCING HOMELESSNESS IN ORLANDO

On National Laundry Day, Mayor Dyer joined District 5 City Commissioner Regina I. Hill, District 3 City Commissioner Robert F. Stuart, representatives from SALT Outreach (Service and Love Together), and Simply Healthcare to cut the ribbon in celebration of SALT's new first-of-its-kind mobile laundry service trailer. The laundry trailer operates at the Christian Service Center four days each week, has six commercial washers and dryers, and provides free laundry service to ensure those who are experiencing homelessness have clean clothing.

With this new laundry trailer, SALT estimates assisting clients complete up to 60 loads of laundry per day or 240 loads of laundry per week. The new laundry trailer is in addition to the day services SALT already provides to unsheltered persons experiencing homelessness which includes a portable shower trailer, a clothing trailer, haircuts, storage services, hygiene products and food.

BUSINESS OPENINGS AND UPDATES

AC HOTEL BY MARRIOTT ORLANDO DOWNTOWN

The AC Hotel by Marriott Orlando Downtown is perched atop downtown Orlando's newest skyscraper. The hotel is a combination of contemporary business travel and a boutique lifestyle hotel that includes 180 rooms, three meeting rooms, and a bar.

The hotel added 60 new jobs to downtown including housekeeping, kitchen staff, and maintenance engineers.

BYNX

Bynx is a vintage cafe that sells used vinyl records, hard-to-find books, and unique ephemera. The location also features a recording studio to be used for podcast, vodcast, music, and more.



HÄOS ON CHURCH

HÄOS on Church brings a new concept of delicious "cuisinary" to Orlando's popular Church Street. From vegetarians to meatatarians, there is something for everyone. They showcase some of Orlando's finest entertainment.

In March 2021 the History Center was reaccredited - the national gold standard in best practices by the American Alliance of Museums. Less than 3,000 U.S. museums are accredited.

LA BOULANGERIE FRENCH BAKERY

La Boulangerie is a bakery with strong French influence which emphasizes the usage of fresh and wholesome ingredients. From creating a cake for a special occasion to a fresh baked Danish out on their patio, they strive to be a neighborhood bakery.

THE VANGUARD

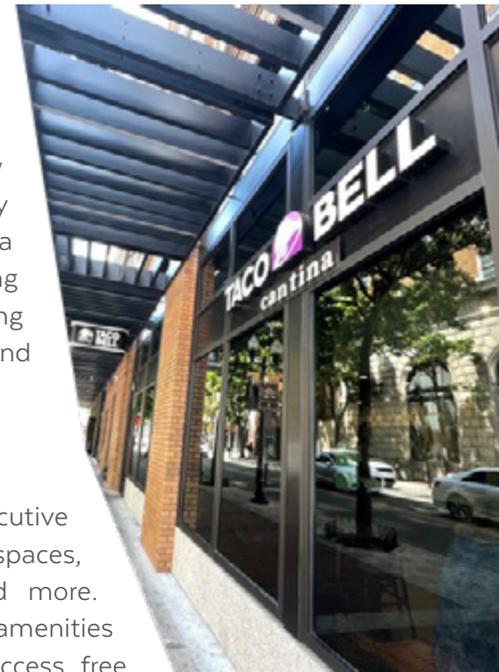
The Vanguard is an expansive, yet intimate, concert venue featuring world-class production quality.

TACO BELL CANTINA

The highly anticipated Taco Bell Cantina is now open. Now one can enjoy all that Taco Bell Cantina has to offer, including their stylish new dining area, open kitchen, and custom cantina menu.

E|SPACES

e|spaces offers executive suites, co-working spaces, conference rooms, and more. Some other included amenities are free parking, 24/7 access, free coffee, and free Wi-Fi.



NATURE'S ENLIGHTENED TOUCH

Nature's Enlightened Touch specializes in massages, herbal facials, herbs, and handmade products with essential oils. When visiting Nature's Enlightened Touch, your peace is just a touch away.

CITRUS CLUB CELEBRATES 50TH ANNIVERSARY

When the Citrus Club first opened on January 17, 1971, it only occupied a small space on the 18th floor of the CNA tower. Now, the Citrus Club is one of Orlando's most eminent business social clubs.

COLOR ME PLACES

This new print studio is where creativity meets design. Color Me Places offers a place for creatives to come and turn an idea, or hobby, into something more.

OOTOYA SUSHI LOUNGE

This sushi lounge focuses on providing healthy, fresh, and natural dishes to satisfy the modern customer's tastes and needs. Their specialty is Japanese cuisine served with the freshest ingredients of the highest quality.

ALLURING SKIN AND BEAUTY

Alluring Skin and Beauty offers a range of skincare services to their clients. They offer face and body treatments, makeup services, and products for at-home skincare.

AYURBEAUTY WELLNESS CENTER

Ayurbeauty Wellness Center offers complete services for healing skin, body, and mind. Their offerings include Ayurvedic consultations, skincare therapies and facials, micro-needling therapy, body massages, yoga classes, and waxing.

ALOHA BEAUTIFUL

Aloha Beautiful is a tropical karaoke bar that features private karaoke rooms, a live karaoke stage, traditional Polynesian dancers, fire shows, hula hoop and limbo competitions.

BIG STORM BREWING

Big Storm Brewing is an award-winning craft brewery, best known for its specialty beverages. They are committed to providing authentic, high-quality, and approachable beverages.

THRIVE COCKTAIL LOUNGE & EATERY

Thrive Cocktail Lounge & Eatery offers unique beverages, Asian/American food, and top-notch desserts with a lush green ambiance.

EARTH FARE

Earth Fare returned to their former location at NOVEL Lucerne. The retail space underwent minor renovations. The new ownership group has opened 20 locations throughout the East Coast with plans of ongoing expansion. The grocer will continue to stay true to its unparalleled Food Philosophy, offering the highest quality natural and organic ingredients in the industry and will have a continued mission of improving lives by making healthy food available to all.



ACME CLEANERS CELEBRATES 93RD ANNIVERSARY

Acme Cleaners has been serving the downtown Orlando community since 1928. This convenient location, with a drive thru, makes it easy to drop off your clothes one day and pick them up a few days later.



HAPPY ONE-YEAR ANNIVERSARY BLUE SWAN BOULDERS! YOU ROCK!

Blue Swan Boulder is a 15,000 sq. ft. indoor climbing and bouldering gym. The updated warehouse offers approximately 125 boulder problems for climbers of every skill level, a fitness area with free weights, cardio equipment, and an outdoor deck.

THE GREAT GREEK MEDITERRANEAN GRILL

Founded by two third-generation restauranteurs with more than 30 years in the food and hospitality business, the Great Greek offers a modern take on classic Greek tastes. Like anyone who loves truly good food, their favorite childhood memories were those spent with family and friends, crowded around a table for a meal made with care and love.

SKY LOUNGE AT AMWAY

The Amway Center’s rooftop bar opened under a new name and new management and features exclusive VIP seating and bottle service with a view of the downtown Orlando skyline to go with it.

PERSIMMON HOLLOW BREWING CO.

Persimmon Hollow Brewing Company is the dream of brewers and best friends. Located near Lake Eola Park, the brewery has a lovely front porch area, as well as a historic seating area inside.

SOMETHING IS BLOOMING

Something is Blooming creates personalized flower arrangements for every occasion. The owner shared that she has been obsessed with flowers since she was a little girl. She loves the different emotions flowers bring out in people.

GATSBY ON CHURCH

Gatsby on Church is a premier entertainment lounge located in a historical building in downtown Orlando. They specialize in live entertainment, cocktails, and private events.

ARTIFACT CANDLE FOUNDRY

Artifact Candle Foundry is Orlando’s first and only do it yourself candle making experience workshop! Their candle and fragrance experts will introduce you to the all-natural library of scented oils and guide you through the art of wax pouring.



PATTIE LOU’S DONUTS

Pattie Lou’s Donuts offers delicious donuts, dipped with whatever toppings your heart desires. Their motto is “everything is better” with a donut.

YOGAMIX NAMED FAVORITE STUDIO IN ORLANDO, FL

YogaMix Orlando was named favorite yoga studio in Orlando by Yoga Pose. YogaMix is known for their beautiful open and clean spaces and positive upbeat vibes.

EYE GLAM STUDIO

Eye Glam Studio has experts that will help you feel and look your best. They offer services and products for your lashes, brows, and more.

ELITE BARTENDING

Elite Bartending School and Event Staffing is a state licensed bartending school that provides students a challenging and applicable experience behind real bars.

ALMUT BELOTE JEWELRY

Almut Belote Jewelry offers a distinct collection of hand-made signature pieces and custom designs. Almut Belote introduces forms with an ultra-expressive eye and bold aesthetic featuring signature pieces that have become the quintessential compliment for those who celebrate confidence and strength.

TAICHE GRIFFIN PROFESSIONAL MEDICAL SERVICES

Taiche' Griffin is a family nurse practitioner that created a program called Taiche Professional Medical Services. With her program, she helps her patients lose weight with diet, exercise, and supplements.

BE WELL HOLISTIC CARE

Be Well Holistic Care provides individualized and result-driven care. Their Wellness Providers are licensed professionals, experienced in offering unique relaxing solutions to a wide range of wellbeing concerns.

SILVER COIN LAUNDRY SPA

Need laundry done? Silver Coin Laundry offers clean, fresh, and quick laundry services.

THE CORNER PIZZA BAR

The Corner Pizza Bar is a full-service family-owned Italian restaurant. Their menu includes pizza, burrata, subs, pasta, salads, and more. Don't miss out on their variety of homemade Italian recipes.

POPULAR LONELY GIRL

This boutique is owned by three gal pals. They have a mix of stylish and comfy outfits, for you to wear at home, in the office, or for a night out.

BEYOUTIFUL AESTHETICS

This full-service beauty studio specializes in Brazilian waxing, eyelash extensions, and skincare treatments.

EOLA WELLSPA

This med spa brings together the experience, knowledge, and expertise of a team of medical professionals who are in the frontlines of the fight against aging.

BODHI MED SPA

Offering laser hair removal, skin care, face peels, and more, Bodhi Med Spa believes that your inner beauty should be reflected externally.



Christian Service Center Celebrated its 50th Anniversary with an open house and cookout serving Orlando's homeless population.



Hairstyles of Downtown celebrated 30 years!

HILTON GARDEN INN ORLANDO DOWNTOWN & HOME2 SUITES BY HILTON ORLANDO DOWNTOWN

This dual-flag property has 224 guestrooms in total – 123 for Hilton Garden Inn Orlando Downtown and 101 (pet-friendly) for Home2 Suites by Hilton Orlando Downtown. This concept is designed for both business and leisure travelers and features designated lobby areas, a rooftop pool with views of downtown, a full-service restaurant and lounge, on-site Starbucks café, and a 24-hour fitness center.

THE 808

At The 808, guests are transported to an old-school, laid back surf shack where the vibe is relaxed and everyone is welcome. Their Hawaiian inspired menu has offerings for every taste including fresh seafood, plate lunches, and SPAM.



DEXTER'S BIRDLAND

The concept for Dexter's Birdland is a combination of desire to fulfill a ministry calling, as well as a love of a childhood dining experience. Dexter's Birdland is an offshoot of Sal's Birdland, a restaurant born and maintained in Rochester, New York for over forty years. Dexter Sanders had first-hand experience with Sal's while growing up in New York and aims to continue their great tradition.

EAT THE FROG

They combine the best parts of personal training with the best parts of small group training to offer the most personalized group training experience for all fitness levels.

The sessions are all full body sessions and use heart rate technology to personalize your experience, track your progress, and customize your training. Their coaches provide training, modifications, and accountability to ensure that you meet your goals and have fun doing it.

RARETEA

RareTea offers milk tea, matcha, fruit tea, snow cream, and smoothies. They source their tea directly from the world's best tea farmers using local fruit and their beverages are made with using real cane sugar, in-house fruit purees, and organic milk.

COOL HAND ROBYN

Cool Hand Robyn offers hand-made pots with a variety of sizes, colors, and textures. They will find a vessel that fits your needs and styles.

IBROWSBYHOLLIE

Make your day as flawless as your brows at iBrowsByHollie. Hollie offers microblading and microblading courses.



LEIA'S BISTRO

Leia's Bistro is a casual American restaurant. Their menu includes chicken wings, chicken tenders, hamburgers, and more.

VERA ASIAN

Vera Asian is a quick service restaurant in Creative Village. At Vera Asian, every meal is crafted for freshness using only natural ingredients. Their commitment is to be simple and provide excellence. Their menu includes sushi, eggrolls, soup, salads, and rice bowls.

RUSTEAK

RusTeak is a casual American restaurant and wine bar inspired by an approachable, fresh, and playful spirit. They focus on providing quality meals paired with diverse beverages. Their menu includes ahi tuna, burgers, chicken salad, and more.

SONESTA CORPORATE OFFICE GRAND OPENING

Mayor Dyer joined City Commissioners, the Orlando Economic Partnership, and Sonesta to cut the ribbon and celebrate the grand opening of a corporate office in downtown Orlando. This office provides support to its corporate headquarters, hotels, and franchises in the areas of accounting, human resources, benefits administration, and information technology.

Through Orlando City Council approval, Sonesta received funding from the CRA's High Wage High Value program - a program available to businesses that aims to increase business investment and job creation in downtown Orlando by providing up to \$4,000 per job in total incentives. Additionally, the organization received STRIVE funding - which provides a new performance-based local job incentive program to assist in advancing broad-based prosperity in the City of Orlando.



HISSHO SUSHI

Located inside of Earth Fare, Hissho Sushi offers innovative sushi rolls that are healthy and delicious. Their seafood is from sources that keep in mind the long-term well-being of marine life and the ocean.

POLISHED BY JENIFER

Jenifer is a natural nail artist that specializes in structured gel manicures. She offers creative styles including holiday designs, chrome colors, and assorted textures.

THE MONROE

The Monroe boasts 4,000 sq. ft. of dining and entertainment space in Creative Village. Chef Josh's menu serves nostalgic, childhood favorites in the airy, midcentury space with a main dining room, bar, lounge/study, and daytime coffee shop.

The Monroe is inspired by Dr. William "Monroe" Wells and his hospitable spirit as a civil rights hero and founding figure of historical Orlando. They seek to capture the spirit of Orlando's rich history in their decor and menu.



The Orange County Library System was named the 2021 Library of the Year by the Florida Library Association, a statewide organization that promotes excellence in Florida libraries. The library also received the Maria Chavez Hernandez "Libraries Change Peoples' Lives" award for their ESOL programs and the Betty Davis Miller Youth Services Award - Children for their Virtual Field Trips.

AFFORDABLE HOUSING

In recent years, the city and CRA have committed more than \$21 million to increase our inventory of housing for residents at all income levels within downtown Orlando. This includes partnering to build 657 new multifamily housing units, rehabilitating 310 residential rental units, and constructing 63 new single family housing units. Projects funded by the CRA include:

THE BEACON AT CREATIVE VILLAGE

In 2021, the CRA committed \$610,000 to provide local preference for state Low Income Housing Tax Credits (LIHTC) for the The Beacon at Creative Village, a new seven-story 190-unit mixed-income multi-family development with all but four units being affordable. If this development receives LIHTC funding, construction would commence in 2023 and be completed in 2024.

PARRAMORE OAKS PHASE II

The CRA committed \$2,152,000 toward the construction of the 90-unit Phase II of Parramore Oaks which was awarded Community Development Block Grant disaster recovery funds, 4% Low Income Housing Tax Credits from the Florida Housing Finance Corporation. Closing on the sale of the property was completed December 2021 with construction being complete in the first half of 2023. The CRA's affordable housing incentive carries a 30-year affordability requirement of no less than 25% of the residential units leased to low and very low-income households and no less than 5% of the units for permanent supportive housing.





SINGLE FAMILY INFILL HOMES

In October 2021, the city and CRA celebrated the groundbreaking of eight new single-family homes in the Parramore community funded and developed by the CRA. To increase the number of homeowners in Parramore, the CRA has already successfully developed and sold eight homes in 2018-2019 and has now embarked on an additional eight homes for a total of 16 new homes in the area. The CRA also offers a Down Payment Assistance Program which is aimed at making these homes more affordable for qualified buyers.

PARRAMORE

PARRAMORE KIDZ SENIORS

In early summer, Mayor Dyer joined District 5 City Commissioner Regina I. Hill and District 6 City Commissioner Bakari F. Burns to celebrate the high school graduation of 41 Parramore Kidz Zone (PKZ) students, the program's largest graduate class since PKZ was established.

The ceremony honored the success of the graduating PKZ students, highlighting their achievements and looking forward to their future career paths. More than ten scholarships were awarded at the event.

The PKZ program works to improve the well-being of children in Orlando's Parramore district and provides them with academic assistance and overall health and wellness support.



CITY OF ORLANDO, CITY DISTRICT, AND WELLS FARGO BRING HOPE TO PARRAMORE BUSINESSES

As part of Wells Fargo's HOPE, USA campaign, volunteers from the City of Orlando, City District, and Wells Fargo came together in December to beautify and clean up the streets of Parramore's business corridor. Volunteers planted flowers, prepped walls for murals, pressure washed sidewalks and buildings, and more.

The effort helped local black small businesses attract shoppers and visitors during the holiday season. Additionally, leaders visited area small businesses to make surprise check presentations to local entrepreneurs.



ORLANDO MAYOR BUDDY DYER AND DISTRICT 5 CITY COMMISSIONER REGINA I. HILL JOINED CITY DISTRICT MAIN STREET TO INSTALL PARRAMORE-HOLDEN NATIONAL REGISTER DISTRICT SIGNAGE

In October, Mayor Dyer joined District 5 City Commissioner Regina I. Hill and the City District Main Street to install the first of more than 25 signs that recognize the Holden-Parramore National Register Historic District.

Established on September 23, 2009, the Parramore-Holden National Register District is recognized as the home of some of Orlando's earliest African American residents and organizations. The neighborhood is home to several historic structures.

The installation of the signs supports the City of Orlando's efforts to preserve and celebrate the history of the neighborhood, which dates back to the late 1800s.





GROUNDBREAKING ON NEW PARRAMORE HOMES

Mayor Dyer and District 5 City Commissioner Regina I. Hill joined the Parramore community for the groundbreaking of eight new homes in Parramore.

In 2018, as part of the CRA's efforts to increase the number and quality of home ownership opportunities to residents, phase one commenced with the construction of three homes. In 2019, efforts continued with phase two of the project, adding five additional homes. Phase three will bring eight new homes to the neighborhood, for a total of 16 new homes to the area.

The homes will each feature more than 1,500 sq. ft. of living space with three bedrooms and two and a half bathrooms. Other amenities include LED lighting and energy star appliances to help keep utility costs down and affordable.

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

PARRAMORE AVENUE CROSSWALK PROJECT

The City of Orlando constructed a new mid-block crosswalk on Parramore Avenue, at Z. L. Riley Park, that improves the safety, connectivity and accessibility for our District 5 residents.

The new crosswalk features a decorative, textured, red brick pattern designed to increase visibility. The project also includes curb-side concrete islands to shorten the crossing distance while improving pedestrian sightlines, speed tables to reduce speeds at the approaches of the crosswalk, and new signage and pavement markings.

BEAUTIFICATION OF THE PARRAMORE COMMUNITY GARDEN

Community gardens are spaces for neighbors to come together and grow wholesome and healthy food for their families. Located at 654 W. Robinson Street, the City of Orlando's Parramore Community Garden is an oasis of hope in the Parramore community. In December 2020, the Parramore Community Garden received a \$50,000 donation from the Orlando Regional REALTOR® Foundation.

Since the donation, limbs were cut from trees, raised plots borders were repurposed, the overgrown plants were cleared, and 19 individual plots and herb gardens were uprooted and leveled. Volunteers also joined garden members by assembling vertical planters, composting bins, utility shed, greenhouse, and picnic tables.

Community gardens provide a wonderful opportunity for families to learn about how food is grown and to garner an appreciation for where their food comes from. They are places for new gardeners to get their hands dirty and for seasoned gardeners to pass their knowledge on to newcomers.

SUSTAINABILITY ADVENTURE PROGRAM

The City of Orlando’s Office of Sustainability & Resilience partnered with the Families, Park and Recreation Department to create a new program – Sustainability Adventure Program – for middle school students involved with the Parramore Kids Zone and Holden Heights Kid Zone.

The Sustainability Adventure Program allows students to explore the outdoors through enriching adventures while learning about sustainability initiatives and green careers across Florida.

The program kicked off with a camping adventure at Bill Frederick Park. Students participated in activities like fishing, disc golf, fire starting techniques, and making s’mores around the campfire. Upcoming adventures include analyzing careers in the future of transportation at Kennedy Space Center and discovering the Merritt Island National Wildlife Refuge’s ecological wonders.



SPORTS

VRBO CITRUS BOWL

The seventh-oldest collegiate bowl game in the country, the Vrbo Citrus Bowl began as the Tangerine Bowl in 1947. The initial game sponsors, members of Elks Lodge #1079 of Orlando, each put up \$100 to fund initial expenses. Since 1993 the bowl has hosted top teams from the Big Ten and Southeastern conferences. In 2021, The Auburn Tigers were defeated by the Northwestern Wildcats at Camping World Stadium.

SHEBELIEVES CUP

U.S. Soccer hosted the sixth annual SheBelieves Cup, presented by Visa, from February 18-24. Three of the top teams in the world – Brazil, Canada, and Japan -- joined the USA for the most elite four-team international tournament in women's soccer. The SheBelieves Cup Presented by Visa is part of U.S. Soccer's SheBelieves initiative to inspire and empower women and girls to achieve their goals in sport and beyond.

SUMMER OF SOCCER

Exploria Stadium hosted six matches of Concacaf's Gold Cup on July 12, 16, and 20. The Concacaf Gold Cup is the main association football competition of the men's

national soccer team determining the continental champion of North America, Central America, and the Caribbean.

The Florida Cup is the largest international soccer celebration held annually in Florida. Introduced in 2015, the competition has featured international clubs of the top 100 in the European rankings and the top 50 in the South American rankings. The matches took place on July 25 and July 28 at Camping World Stadium.

CURE BOWL

The Cure Bowl is more than a game, it's also a platform to help raise funds for cancer research and promote awareness. This bowl game has helped put Orlando at the center of some of the world's greatest advancements in cancer science. In December 2021, this game took place at Exploria Stadium with a battle between Coastal Carolina and Northern Illinois.

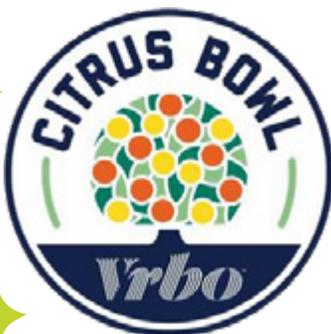
CHEEZ-IT BOWL

The Cheez-It Bowl matches top teams from the Atlantic Coast Conference and the Big 12 Conference. Clemson and Iowa State played at the Cheez-It Bowl on December 29 at Camping World Stadium.

SHEBELIEVES CUP

PRESENTED BY

VISA



Concacaf
**GOLD
CUP**



“PLUG-IN” DOWNTOWN

In partnership with OUC and the American Cities Climate Challenge, the City of Orlando installed 12 new electric vehicle charging stations in downtown. Each location will have at least one ADA accessible electric vehicle (EV) charging station to ensure the services are accessible to all drivers.

This expansion is part of Orlando’s continued efforts to transform the city into one of the most environmentally-friendly, socially inclusive, and economically vibrant cities in America.

LIME BIKES RETURN TO ORLANDO

Lime Bikes are dockless, allowing users to rent the bikes and park them at their destination until either the next customer rents it or until a Lime Bike employee picks it up and drops it off at a high foot traffic location.

LYMMO ORANGE LINE DETOUR UPDATE

The LYMMO Orange Line has been extended to Creative Village. One can now travel to Creative Village from the heart of the Central Business District.



E-Scooter Program becomes permanent.





MARKETING & COMMUNICATIONS

TURN UP DOWNTOWN 2021 SUMMER CAMPAIGN

Over the summer, the DDB launched the #TurnUpDowntown campaign by targeting leisure visitors and locals with the Orlando market to promote visitation of downtown's businesses and novel experiences.

Customers were targeted via digital media, out-of-home, and geo-fencing at select locations and events.

SUPPORTING SMALL BUSINESSES

Throughout the year, the DDB encouraged people to support small and local businesses. The DDB showcased new businesses, highlighted minority owned businesses, and shared ways on how to support local businesses across social channels, website, and newsletters.

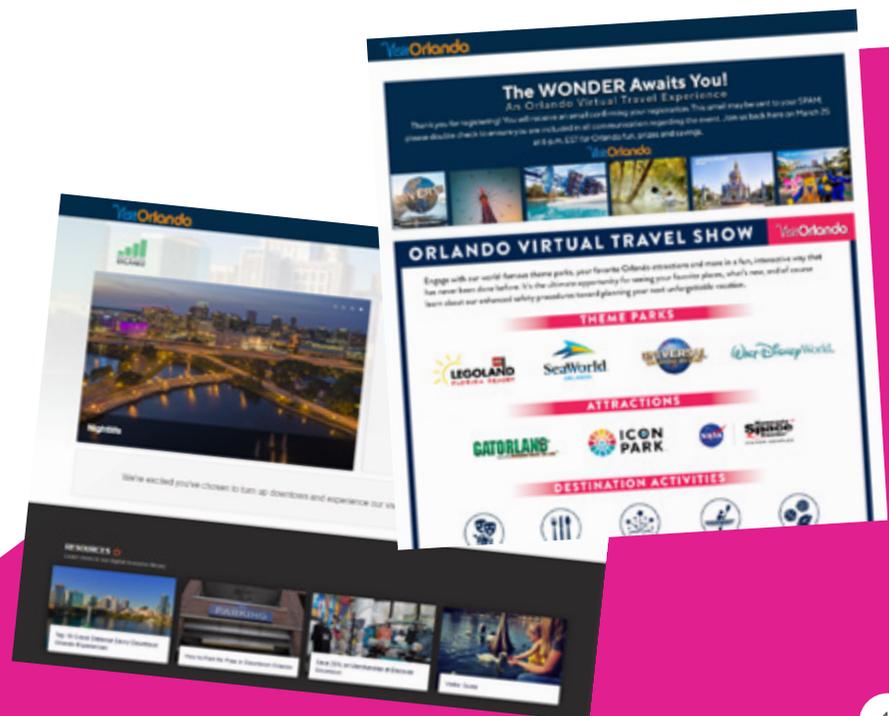
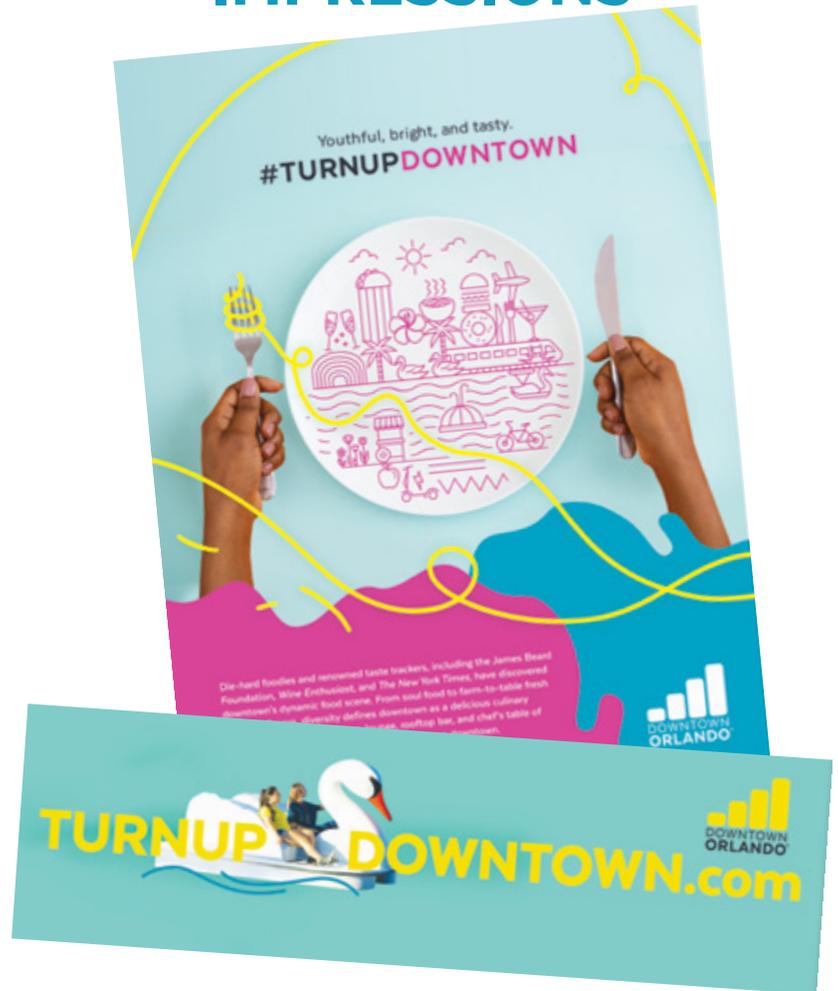
VISIT ORLANDO'S MAGICAL DINING

Visit Orlando's Magical Dining program encourages residents and visitors to discover Orlando's amazing culinary scene. Running for five weeks beginning in August 2021, restaurants offered three course, prix fixe dinners for \$37 with one dollar from each meal benefiting one or more deserving local charities. The DDB encouraged qualifying downtown restaurants to participate by covering the participation fee.

VISIT ORLANDO'S THE WONDER AWAITS YOU, ORLANDO VIRTUAL TRAVEL EXPERIENCE

In March, the DDB participated in a consumer-focused virtual travel experience with Visit Orlando called The Wonder Awaits You. During this event, attendees were invited to explore Orlando from the comfort of home at Visit Orlando's first-ever Virtual Travel Experience. Attendees experienced feature presentations from Disney, Universal, SeaWorld, and more. This two-hour live show also included exclusive deals, prizes, and safety information.

GENERATED NEARLY 20,000,000 IMPRESSIONS



VISIT ORLANDO FAM

Over the summer, the DDB teamed up with Visit Orlando to offer a destination overview to staff. The tour included major downtown points of interest – including Lake Eola Park, Amway Center, and Camping World Stadium – along with touring Orlando Main Streets.

EVENT SUPPORT

The Special Event Grants Program supports diverse arts and cultural opportunities to encourage a variety of entertainment. In 2021, the DDB sponsored 20 events within the area. Events were highlighted across social channels, on the website, and in newsletters to encourage residents and visitors to attend.

INFLUENCER PARTNERSHIPS

Last year, the DDB started partnering with influencers to increase visibility and reach. Influencers visited the Orange County Regional History Center, the City of Orlando’s Annual Tree Lighting Celebration, and supported local restaurants.

GOLDEN BRICK AWARDS

Every year, the Downtown Orlando Partnership hosts the Golden Brick Awards to recognize the best community and development projects that impact downtown.

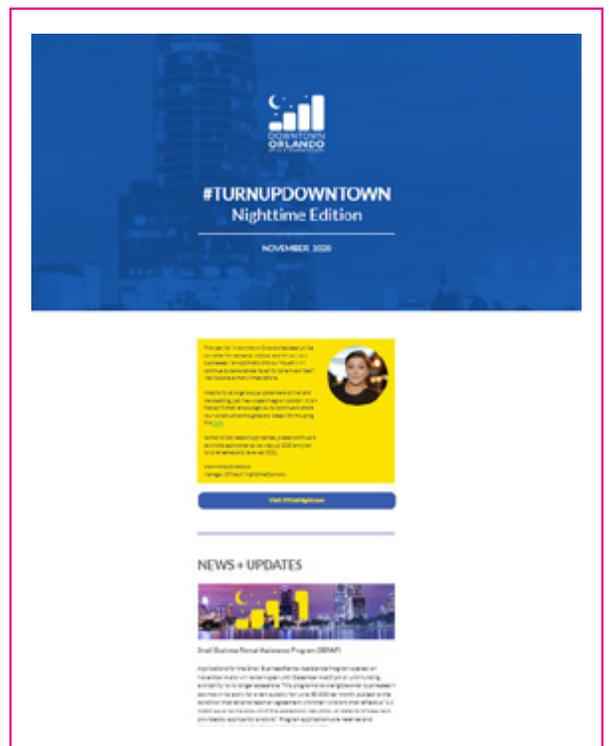
The DDB took home a Golden Brick Award for the parklets program. Parklets allow businesses to expand their retail sales and restaurant seating operations into adjacent on-street public parking spaces. This program supports local businesses on their path to economic recovery.

CITY-COUNTY COMMUNICATIONS AND MARKETING ASSOCIATION (3CMA)

The DDB took home two Awards of Excellence at the annual 3CMA conference. Over 800 entries in 40 categories were received.

The first is for the Night Lights Newsletter. The goal of the Night Lights newsletter is sharing information, updates, resources, and success stories to downtown’s nighttime economy business owner (as defined by businesses in operation during the hours of 7 pm – 7 am).

The second award was for the DTO Go graphics. The design of the DTO Go facilities supports downtown’s vision of providing clean and safe programming as well as incorporating family-oriented amenities into open spaces. The selection of colors, patterns, and the overall style of both the two-stall trailers and the ADA compliant portable toilets were thoughtfully designed to create a bold, vibrant, and welcoming space that would appeal to all pedestrians in downtown Orlando. The goal of the design was to not only ensure visibility, but to create interest in the facilities as well.



FLORIDA REDEVELOPMENT ASSOCIATION

“Quiet Rides Zero Emission Electric LYMMO Buses” won the 2021 Transportation Transit Enhancement Award from the Florida Redevelopment Association. The Zero Emission Electric LYMMO bus project is Orlando’s first investment toward achieving the city’s ambitious transportation sustainability goal of transitioning LYMMO, Orlando’s downtown fare-free circulator, to a 100% zero-emissions fleet by 2022. With three in service, it is anticipated that another eleven electric buses will be added by December 2022. Funded with \$4,801,244 of Federal Transit Administration (FTA) grant monies, these cleaner and quieter buses have a sleek design, improve air quality, and provide an overall smoother ride experience. In partnership with OUC, charging stations will also provide cost-effective and efficient recharging for each e-LYMMO bus.

DDB + CRA RECEIVE THREE AWARDS FROM IEDC

The International Economic Development Council Excellence (IEDC) in Economic Development Awards recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. With 25 award categories, organizations and individuals submit their efforts in creating positive change in urban, suburban, and rural communities. Awards are judged by a diverse panel of economic and community developers, following a nomination process held earlier this year. IEDC received over 500 submissions from four countries.

We received three IEDC awards this year for the following:



PRINT BROCHURE - TURN UP DOWNTOWN COLLATERAL

The Turn Up Downtown collateral piece serves as a great educational tool and leave behind piece. Having this piece available online provides a convenience for those needing information quickly.

INNOVATION PROGRAMS AND INITIATIVES - ORDER UP

In 2020, the DDB teamed up with Uber Eats to develop a program to aid downtown Orlando’s restaurants that were in the process of reopening to new COVID safety protocols designed to restore life responsibly. To amplify sales while restaurants grappled with operating at less than 100% capacity, the DDB funded the marketing of the initiative known as Order Up that promoted and offered free delivery services via Uber Eats from restaurants located in the area.

NEIGHBORHOOD AND RETAIL DEVELOPMENT - PARRAMORE OAKS: INCREASING RESIDENTIAL HOUSING IN DOWNTOWN ORLANDO

Parramore Oaks is a hybrid 120-unit multi-story rental residential community featuring uniquely designed 1, 2, and 3-bedroom apartments, including 19 two-story stacked flats. Located in the Parramore Neighborhood, the development’s contemporary design and facade palette seamlessly integrates into the stately tree lined streets and residential neighborhood.



SOCIAL MEDIA STATS



CRA BOARD MEMBER SELECTED AS THE RECIPIENT OF THE 2021 CITIZEN LEADERSHIP AWARD FROM IEDC

Doug Taylor was the recipient of the 2021 Citizen Leadership Award from IEDC. This award recognizes a community or business leader, or an individual who is not an economic development practitioner, but who plays a key leadership role. Nominees must have demonstrated sustained and effective efforts to mobilize leadership in the development of programs and projects.

Some highlights about Doug:

- Honored at the 5th Annual Main Street Awards as “volunteer of the year,” and cited as a visionary leader who was forward-thinking and a team builder who can resolve conflicts.
- Worked with the Homeless Services Network, a lead agency for the HUD Continuum of Care, as treasurer.
- Appointed by Orange County Mayor Demings to co-chair the Business Readiness Working Group under the umbrella COVID-19 Orange County Economic Recovery Task Force.

For these reasons and more, the IEDC Council was honored to present the 2021 Citizen Leadership Award to Doug Taylor.

OUR AWARD-WINNING PARKLET PROGRAM



VISIT ORLANDO'S MAGICAL DINING PROGRAM

PROVIDING CLEAN AND SAFE, FAMILY-ORIENTED AMENITIES





DISCOVER DOWNTOWN

DOWNTOWN ORLANDO INFO CENTER

Discover Downtown. It's more than an invitation, it's also the name of the information center dedicated to all things in downtown Orlando. Located near the corner of Orange Avenue and Church Street, Discover Downtown is where you'll get info on events, attractions, arts, dining, lodging, transportation, parking—basically everything you need to know about downtown Orlando.

EVEN EASIER TO SHOP ONLINE

Discover Downtown opened a Facebook shop for retail items, making it even easier to purchase the items we showcase online.

50TH ANNIVERSARY FLASH SALE

To celebrate DDB's 50th anniversary, Discover Downtown held a 50% off sale in May 2021. As a result, May 2021 saw top sales for the year.

MONSTER MASK-ERADE

For Halloween, Discover Downtown created a safe, family Halloween event - Monster Mask-erade. Guests were invited to stop by Discover Downtown on October 29 for outdoor trick-or-treating, an adult and child costume contest, bingo, and crafts.

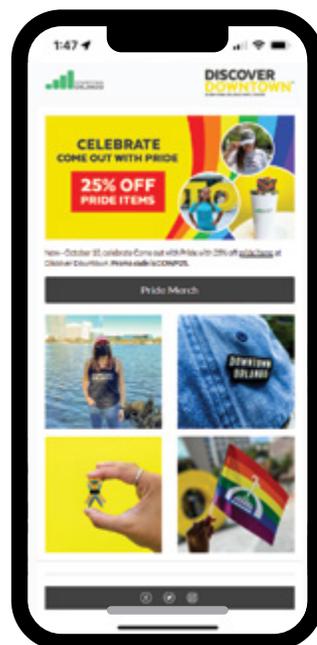
WHAT'S UP DOWNTOWN

Discover Downtown continued the What's Up Downtown event series.

In 2021, attendees learned about Black History Month, the history of downtown Orlando, and saw a preview of the holidays at What's Up Downtown for the Holidays.

STAYING CONNECTED TO DISCOVER DOWNTOWN'S RETAIL STORE

Last year, we saw the launch of a new eblast to share the latest info on when local merch drops at Discover Downtown and upcoming sales.



2021 RETAIL AT A GLANCE

\$173.28
AVERAGE DAILY SALES

802
CUSTOMERS SERVED

FRIDAY
BEST DAY OF THE WEEK



BLACK LOVE TEE
TOP SELLING ITEM

3,166
TOTAL VISITORS

235
INTERNATIONAL VISITORS

2,931
DOMESTIC VISITORS

TOP 5 INTERNATIONAL VISITORS

- COLOMBIA
- GERMANY
- MEXICO
- SAINT MARTIN
- DOMINICAN REPUBLIC/UNITED KINGDOM

CAMPING WORLD STADIUM WELCOMES THE RETURN OF MOTORSPORTS & MONSTER JAM

Camping World Stadium saw the return of high-flying motorsport competition. Monster Energy Supercross, part of the FIM World Championship, came to Orlando on February 13 and then again on February 20. Camping World Stadium is no stranger to Supercross, having hosted numerous races from 1983 through 2007. Both race days included Fan Fest options.

After Supercross leaves the building, Monster Jam, the world's most action-packed motorsports experience for families, returned with three events over two days. Orlando fans witnessed a fierce battle for the event championship with each 12,000-pound Monster Jam truck tearing up the dirt with gravity-defying feats while going head-to-head for points in freestyle, skills challenge, and racing competitions.

19TH ANNUAL GLOBAL PEACE FILM FESTIVAL RETURNS

The 19th Annual Global Peace Film Festival returned this year. Multiple in-person and online events featured a selection of incredible films with themes such as social justice, civil rights, environmental justice, human rights, music, voting, and more.



COME OUT WITH PRIDE - PRIDE WEEK

A week inspired to make an impact in Orlando's LGBTQ+ community. Celebrated all week long, Come Out With Pride welcomes everyone from Central Florida to come together and #KeepDancingOrlando.

SYNAPSE

Synapse Orlando is the annual gathering for all of the doers, creators, innovators, and thought leaders making Orlando one of the world's fastest growing innovation communities and hottest destinations to live, work, and play.

Synapse consisted of curated opportunities at the world-class, LEED Certified Dr. Phillips Center for the Performing Arts.

IMMERSE

IMMERSE, by The Creative City Project, brought the heart of Orlando to life with hundreds of artists, performers, and art installations. This event expanded to three days in 2021, with the addition of Color Day (a giant party with colored powder, lots of foam, and live entertainment) and JOYBOX (a large-scale, interactive art exhibition designed around everything happy).



FIESTA LATINA

iHeartRadio's Fiesta Latina featured the ever-growing cultural power of Latin music with an A-list slate of performances from Wisin & Yandel, Prince Royce, Luis Fonsi, Natti Natasha, Zion & Lennox, Lunay, Mariah Angeliq, a special performance from J Balvin, and more.

12TH ANNUAL DÍA DE LOS MUERTOS & MONSTER PARTY

The Día de los Muertos & Monster Art Exhibitions showcased Day of the Dead and Halloween-inspired art created by regional, national, and international artists. This unique art exhibition was paired with an outdoor experience on opening night that featured food, drinks, entertainment, and spooky art vendors.

HALLOWEEN MOVIE AT LAKE EOLA - BEETLEJUICE

In October, the DDB presented Beetlejuice at Lake Eola Park.

TPD HALLOWEEN BLOCK PARTY

Thornton Park rounded up a thrilling array of hair-raising entertainment to keep guests amused all night long during their 8th Annual Halloween Block Party.

MONSTER MASK-ERADE

Guests had a fang-tastic time at Discover Downtown's Monster Mask-erade, which included an outdoor trick-or-treat spot, bingo, crafts, and a costume contest.

TRICK OR TREAT SAFE ZONE: THE WORLD OF MYTHIC CREATURES

Hosted by the Orange County Regional History Center, this event included candy, goodies, and a take-home activity.

TECHNICOLOR TUESDAYS

This new film series took place at CityArts, downtown Orlando's largest collective of art galleries which showcases local and international works of art on a monthly basis. Technicolor Tuesdays was a free monthly movie night that occurred on the first Tuesday of the month with snacks and beverages for sale by the café.

UCF CELEBRATES THE ARTS

UCF Celebrates the Arts showcased creativity, innovation, and collaboration from Orlando's hometown university at the Dr. Phillips Center for the Performing Arts from April 2-10. The annual event brought UCF musicians, theatre practitioners, and visual artists from the UCF campus to downtown Orlando in an array of offerings. Although the festival looked a little different, the heart of the event remained the same: the arts are built on community.

FRONTYARD FESTIVAL EXTENDED THROUGH DECEMBER

The Dr. Phillips Center for Performing Arts extended the Frontyard Festival, a series of outdoor shows and events, through mid-December. The extension was revamped with bigger shows, twice as many boxes, fresh restaurant menus, and more.

STATE OF DOWNTOWN WHAT'S NEXT FOR DTO

Over the years, Exploria Stadium has hosted Orlando City Soccer and Pride matches, international soccer matchups, and the Cure Bowl. Last year, it served as the site for a unique event. Mayor Dyer joined the Downtown Orlando Partnership to deliver his State of Downtown address. The event was held in a town-hall style format. Mayor Dyer shared details about downtown's future, what's next, and how we can work together to address challenges that the area faces.





DOWNTOWN CLEAN TEAM

The Downtown Clean Team was created to address the need to provide controlled, cost-effective, Public Right of Way Maintenance, within the downtown CRA area. The team's focus is to enhance the Public Right of Way to a level that improves the experiences of downtown businesses, visitors, and residents.

The Downtown Clean Team is doing the following services in addition to their normal operational duties:

- Spraying disinfectant on all lights poles, trashcans, sidewalks, doggie station, bus stops, and parking meters
- Increase pressure washing
- Increase trash removal
- Identified placement, install, and maintenance of hand sanitizing stations

CLEAN TEAM YEAR IN REVIEW

- Planted 47 65-gallon Live Oaks trees on Parramore Avenue to beautify the area
- Provided minor repairs to pavers and streetscape
- Installed hardscape items such as bicycle racks
- Installed three trench drains along the west side of Court Avenue
- Maintained landscape beds in medians and Gertrude's Walk with oversight of Heritage Square
- Provided staff for the Orlando Farmers Market trash, set-up, and break-down
- Identified placement, install, and maintenance of doggie boxes
- Installed and maintained irrigation in landscape beds



DOWNTOWN DEVELOPMENT BOARD FINANCIAL STATEMENT 2020-2021*

	2020-2021
Assets	
Cash/ Cash Equivalents	\$2,596,881
Inventory	\$32,696
Other Assets	\$40,616
Capital Assets	
Land and non-depreciable assets	\$18,000
Equipment and other depreciable assets	\$39,512
Total Assets	\$2,727,705
Liabilities (Short Term)	
Other Liabilities	\$151,765
Liabilities (Long Term)	
Liability for Accumulated Employee Leave	
Net Pension Liability	
Net OPEB Liability	
Existing Bonds	
Internal Loan	
Total Liabilities	\$151,765
Revenues	
Real Property Taxes	\$3,501,916
Interest	\$112,890
Other Revenue	\$10,265
Contribution from Other Funds	\$1,125,500
Total Revenues	\$4,750,570
Expenditures	
Salaries, Wages, Benefits	\$423,906
Supplies	\$96,445
Professional Services and Agreements	\$331,729
Utilities	\$1,400
TIF Payment	\$3,025,125
Travel and Training	\$(605)
Fleet Facilities Management/General Liability	\$37
Capital Outlay	\$-
City Services Agreement	\$158,914
Events and Sponsorship	\$297,595
Depreciation	\$13,546
Transfer to Other Funds	\$563,558
Total Expenditures	\$4,911,651
Change in Net Position	\$(161,081)
From Annual Comprehensive Financial Report	\$(161,081)
*Unaudited	\$0

The taxable assessed valuation of real property for the Original Downtown District as of January 1, 1981 was \$136,557,113. The taxable assessed valuation of real property for the Downtown District Expansion Area as of January 1, 1989 was \$400,739,585. As of January 1, 2020, the taxable assessed valuation of the Original Downtown District was \$2,752,835,040 and \$1,439,899,344 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2021-2021 DOWNTOWN DISTRICT*

	2020-2021
Assets	
Cash/ Cash Equivalents	\$60,884,009
Cash/ Cash Equivalents (Restricted)	\$3,850,146
Investments (Restricted)	\$10,365,262
Accounts Receivable	-
Capital Assets	
Land and non-depreciable assets	\$8,091,277
Equipment and other depreciable assets	\$4,674,586
Total Assets	\$87,865,280
Liabilities (Short Term)	
Other Liabilities	\$1,589,863
Accrued Interest Payable	\$107,052
Liabilities (Long Term)	
Existing Bonds	\$122,016,000
Internal Loans	\$17,250,609
Total Liabilities	\$140,963,524
Revenues	
Tax Increment Contribution	\$41,442,952
U.S. Treasury Bond Reimbursement	\$461,905
Other Revenue / Sale of Land	\$122,506
Interest	\$33,282
Contribution from Other Funds	\$34,260,865
Total Revenues	\$76,321,510
Expenditures	
Salaries and Benefits	\$3,281,722
Supplies	\$457,085
Professional Services and Agreements	\$5,326,472
Utilities	\$48,642
Travel and Training	\$3,178
Fleet Facilities Management / General Liability	\$342,107
Capital Outlay	\$5,765,959
City Services Agreement	\$873,240
Other Operating / Land Acquisition	\$ 725,345
Community Organizations	\$612,500
Business Incentives and Recaptures	\$298,553
Debt Service Transfers	\$13,275,531
Transfer to Other Funds	\$36,011,793
Total Expenditures	\$67,022,127
**Change in Fund Balance	\$9,299,383
From Annual Comprehensive Financial Report	\$9,299,383
*Unaudited	\$0
**Being allocated to specific projects in FY 2021/2022.	

The taxable assessed valuation of real property for the Original Downtown District as of January 1, 1981 was \$136,557,113. The taxable assessed valuation of real property for the Downtown District Expansion Area as of January 1, 1989 was \$400,739,585. As of January 1, 2020, the taxable assessed valuation of the Original Downtown District was \$2,752,835,040 and \$1,439,899,344 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2021-2021 REPUBLIC DRIVE DISTRICT*

	2020-2021
Assets	
Cash/ Cash Equivalents	\$1,386,476
Cash/ Cash Equivalents (Restricted)	\$269,279
Investments (Restricted)	\$3,009,176
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	
Total Assets	\$4,664,931
Liabilities (Short Term)	
Other Liabilities	\$49,233
Accrued Interest Payable	\$287,187
Liabilities (Long Term)	
Existing Bonds	\$14,075,111
Internal Loan	
Total Liabilities	\$14,411,531
Revenues	
Tax Increment Contribution - Orlando	\$12,477,060
Tax Increment Contribution - Orange County	\$8,320,605
Transfer from Debt Fund	\$109,925
Interest	\$1,252
Total Revenues	\$20,908,842
Expenditures	
Surplus - Orlando	\$10,341,946
Surplus - Orange County	\$6,896,757
Debt Service Transfers	\$3,808,686
Total Expenditures	\$21,047,389
**Change in Fund Balance	\$(138,547)
From Annual Comprehensive Financial Report	\$ (138,547)
*Unaudited	\$-
**Being allocated to specific projects in FY 2021/2022.	

The taxable assessed valuation of real property for the Original Downtown District as of January 1, 1981 was \$136,557,113. The taxable assessed valuation of real property for the Downtown District Expansion Area as of January 1, 1989 was \$400,739,585. As of January 1, 2020, the taxable assessed valuation of the Original Downtown District was \$2,752,835,040 and \$1,439,899,344 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2021-2021 CONROY ROAD DISTRICT*

	2020-2021
Assets	
Cash/ Cash Equivalents	\$428
Cash/ Cash Equivalents (Restricted)	\$201,570
Investments (Restricted)	\$1,903,252
Other Assets	
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	
Total Assets	\$2,105,250
Liabilities (Short Term)	
Other Liabilities	\$12,728
Accrued Interest Payable	\$210,263
Liabilities (Long Term)	
Existing Bonds	\$8,415,000
Internal Loan	
Total Liabilities	\$8,637,991
Revenues	
Tax Increment Contribution - Orlando	\$5,248,074
Tax Increment Contribution - Orange County	\$3,499,795
Transfer from Debt Fund	\$57,684
Interest	\$492
Total Revenues	\$8,806,045
Expenditures	
Other Expenditures	\$-
Surplus - Orlando	\$4,167,482
Surplus - Orange County	\$2,779,178
Debt Service Transfers	\$1,903,875
Total Expenditures	\$8,850,534
**Change in Fund Balance	\$ (44,489)
From Annual Comprehensive Financial Report	\$(44,489)
*Unaudited	\$0
**Being allocated to specific projects in FY 2021/2022.	

The taxable assessed valuation of real property for the Original Downtown District as of January 1, 1981 was \$136,557,113. The taxable assessed valuation of real property for the Downtown District Expansion Area as of January 1, 1989 was \$400,739,585. As of January 1, 2020, the taxable assessed valuation of the Original Downtown District was \$2,752,835,040 and \$1,439,899,344 for the Downtown District Expansion Area.

BOARD & STAFF

CRA BOARD MEMBERS



Buddy Dyer
Mayor
& Chairman



Jim Gray
District 1
Commissioner



Tony Ortiz
District 2
Commissioner



Robert F. Stuart
District 3
Commissioner



Patty Sheehan
District 4
Commissioner



Regina I. Hill
District 5
Commissioner



Bakari F. Burns
District 6
Commissioner

DDB/CRA ADVISORY BOARD MEMBERS



Jamie Barati
Chairman
(Elected Chair in
July 2021)



Monica McCown
Vice Chairman
(Elected Vice Chair
in July 2021)



Dr. David Swanson



Dr. Eugene Jones



Commissioner
Victoria Siplin



Doug Taylor



Marissa John
(Resigned in August
2021)



Bill Lambert
Previous Chairman
(Term Ended in July
2021)

CRA AND DDB STAFF

Thomas C. Chatmon Jr.
Executive Director

Walter G. Hawkins
Director of Urban Development

David Barilla
Assistant Director

Mercedes Blanca
Project Manager

Mary-Stewart Droege
Project Manager

Kelly Allen
Marketing & Communications Manager

Nicole Sisson
Interactive Media Coordinator

Chelsey Parrish
Event Coordinator

Justin Eason
Nighttime Economy Manager

Michael Whiteman
Economic Development Coordinator

Victoria Nguyen
Fiscal Manager

Christel Brooks
Fiscal Coordinator

Felix Roman
Board Secretary

Liz Nigro
Senior Administrative Assistant

Rose Garlick
Discover Downtown Manager

Joshua Glener
Downtown Orlando Services Coordinator

Rondale M. Silcott
Downtown Facility Supervisor

The Downtown Clean Team



