

DOWNTOWN
ORLANDO™

2016 - 2017
ANNUAL REPORT



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MESSAGE FROM THE MAYOR



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

Last year, we celebrated the groundbreaking and opening of several new developments and hosted large scale events including the NFL Pro Bowl, WWE WrestleMania 33, and March Madness. All of these were a tremendous boost to our local economy.

We continue to make progress on Project DTO, an initiative that laid out ten vision themes for our downtown. One of the vision themes is to create an awesome outdoor city. Last year we saw the opening of the first public downtown dog run, a place that provides our residents, particularly families with children, a place to gather. Such public spaces are an important element in attracting people to casually enjoy all that our outdoor city has to offer.

The city remains committed and focused on revitalizing the Parramore neighborhood. Last year, Orlando City Soccer Club opened a 25,500 capacity stadium there. Orange County Public Schools Academic Center for Excellence opened a first-of-its-kind preschool through eighth-grade school serving students on one centralized campus. We finalized the Richard Allen Gardens rehabilitation project ensuring our residents have access to quality, safe and affordable housing.

Keeping Orlando moving by providing convenient forms of transportation continues to be a major priority. Last year, we saw exciting changes to LYMMO, including the opening of the new LYMMO Lime Line in Parramore, to better connect the community to points of interest and, more importantly, jobs. Additionally, we saw SunRail running on select Saturdays, providing a great opportunity to connect residents and visitors alike to the exciting events taking place in downtown Orlando. The city will continue to invest in and improve upon our infrastructure in order to provide affordable transportation options and increase access to jobs and other opportunities.

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 fluid and cursive, with the first name "Buddy" being more prominent than the last name "Dyer".

Buddy Dyer
Mayor

MESSAGE FROM THE EXECUTIVE DIRECTOR



DOWNTOWN ORLANDO HAS UNDERGONE SIGNIFICANT TRANSFORMATION IN THE PAST YEAR.

We saw the commencement of several development projects, including Modera by Mill Creek, Central and we celebrated the groundbreaking and opening of several new developments. The University of Central Florida and Valencia College held the groundbreaking of their future campus, which is expected to bring 7,700 students. We welcomed Ace Cafe's first North American location to downtown Orlando, which draws motorcycle and car enthusiasts from around the world and is helping to generate increased visitation and economic benefits to the area with its festivals and events.

Downtown Orlando continues to evolve into a true urban neighborhood, offering a diverse selection of amenities. We saw the opening of Walgreens, bringing convenience and encouraging a healthy lifestyle to our area.

We continue to see large scale events hosted in downtown Orlando and welcomed the NFL Pro Bowl for the past two years. I am happy to report that overall our region held more than 1,100 events! And this figure is anticipated to increase as we seek new events to sponsor recognizing that community events strengthen economic growth to the area.

It's because of these many transformations - to include enhanced transportation options, world-class amenities, and an unmatched quality of life - that we are seeing new businesses open and interested in locating to the area. We will continue to seek employers and headquarters to our growing metropolitan area.

Downtown Orlando continues to receive awards and recognition.

- The Parramore Comprehensive Neighborhood Plan received the Certificate of Merit award within the 2017 Downtown Achievement Awards from the International Downtown Association.
- A collateral piece received the Silver Excellence in Economic Development Award from the International Economic Development Council.
- The Florida Redevelopment Association awarded us best Creative Organizational Development and Funding for the Land Agreement with the Orlando City Soccer Club.

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

I look forward to the achievements we will accomplish in the next year.

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

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

DEMOGRAPHIC DETAIL REPORT

DOWNTOWN ORLANDO CRA

	2010 Census	2017 Estimate	2022 Projection
Population			
Total Population	13,569	16,633	18,585
Total Households	7,487	9,340	10,575

POPULATION BY AGE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	525	3.9%	562	3.4%	615	3.3%
5 - 9	427	3.1%	476	2.9%	497	2.7%
10 - 14	337	2.5%	401	2.4%	425	2.3%
15 - 19	357	2.6%	400	2.4%	404	2.2%
20 - 24	1,112	8.2%	1,348	8.1%	1,433	7.7%
25 - 34	3,502	25.8%	4,256	25.6%	4,845	26.1%
35 - 44	1,891	13.9%	2,324	14.0%	2,622	14.1%
45 - 54	1,686	12.4%	1,916	11.5%	1,939	10.4%
55 - 64	1,175	8.7%	1,503	9.0%	1,647	8.9%
65 - 74	924	6.8%	1,372	8.2%	1,709	9.2%
75 - 84	949	7.0%	1,134	6.8%	1,410	7.6%
85+	685	5.0%	940	5.7%	1,039	5.6%

RACE AND ETHNICITY

White Alone	8,355	61.6%	10,308	62.0%	11,400	61.3%
Black Alone	4,045	29.8%	4,588	27.6%	5,008	26.9%
American Indian Alone	39	0.3%	49	0.3%	55	0.3%
Asian/Native Hawaiian/Other	446	3.3%	676	4.1%	866	4.7%
Pacific Islander	5	0.0%	7	0.0%	7	0.0%
Some Other Race Alone	342	2.5%	501	3.0%	632	3.4%
Two or More Races	337	2.5%	504	3.0%	617	3.3%
Hispanic Origin (Any Race)	1,711	12.6%	2,636	15.8%	3,461	18.6%

HOUSEHOLD INCOME

<\$15,000		1,741	18.6%	1,734	16.4%
\$15,000 - \$24,999		1,150	12.3%	1,021	9.7%
\$25,000 - \$34,999		888	9.5%	765	7.2%
\$35,000 - \$49,999		1,199	12.8%	1,029	9.7%
\$50,000 - \$74,999		1,419	15.2%	1,610	15.2%
\$75,000 - \$99,999		934	10.0%	1,451	13.7%
\$100,000 - \$149,999		1,062	11.4%	1,551	14.7%
\$150,000 - \$199,999		359	3.8%	544	5.1%
\$200,000 +		588	6.3%	869	8.2%

Median Household Income	\$45,232	\$59,289
Average Household Income	\$73,2862	\$91,211
Per Capita Income	\$43,858	\$54,228

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2017 AND 2022.

OFFICE MARKET & EMPLOYMENT

OFFICE MARKET

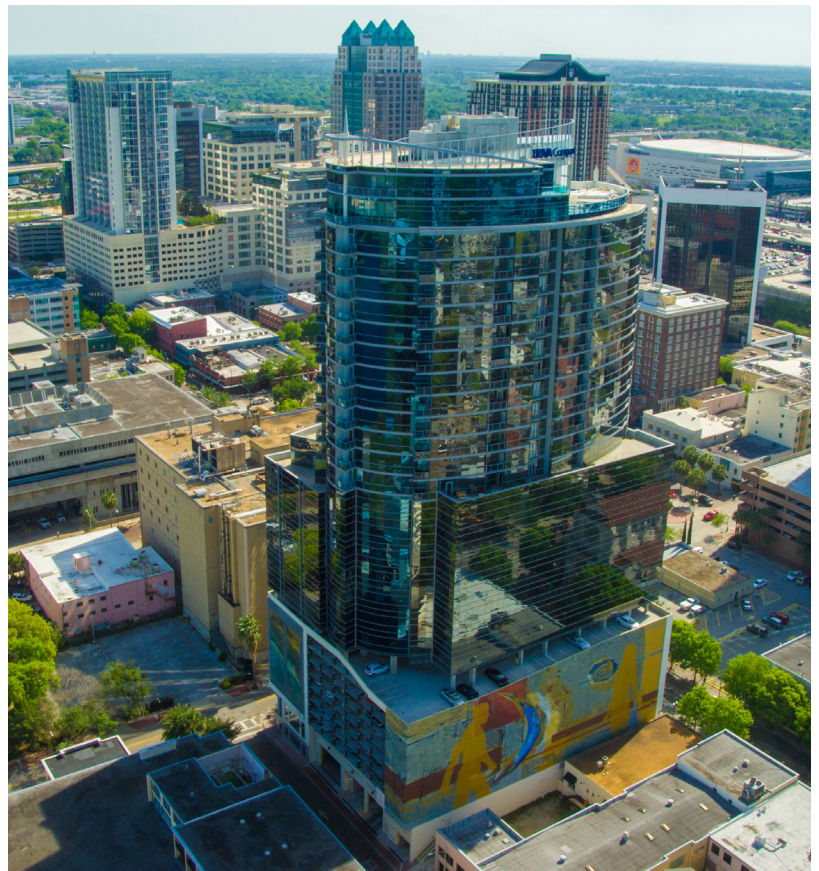
During Q4 2016, downtown Orlando's office market reached an occupancy rate more than 90% for the first time in almost a decade. Downtown Orlando ended fiscal year 2016-2017 with an occupancy rate of 90.2% which is 1.12% higher than last fiscal year. At the end of fiscal year 2016-2017, office space categorized as Class A had the largest percentage (55.1%) contribution in downtown Orlando while office space categorized as Class C had the highest occupancy rate (95.2%).

Between Q4 2016 and Q3 2017, a total of 311,887 sq. ft. of office space was leased in downtown Orlando. Broad & Cassel, Attorneys at Law, was one of the largest lease signings at 30,011 sq. ft. in the Bank of America Center building. Other notable lease signings included Fairwinds Federal Credit Union in the Fairwinds Tower building (28,774 sq. ft.) and Shutts & Bowen, LLP in the Lincoln Plaza building (22,819 sq. ft.).

Source: Real Estate Research Consultants

As of Q3 2017, there were 80,047 jobs in downtown Orlando; this represented 23.8% of the total jobs within Orlando. The three largest industry sector contributors in downtown for the fiscal year 2016-2017 were educational services (24,286); public administration (17,698); and professional, scientific, and technical services (11,277).

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





DEVELOPMENT ACTIVITY

DEVELOPMENT ACTIVITY

In fiscal year 2016-2017, the downtown market saw the commencement of several projects, including Modera by Mill Creek, Central located at the intersection of Central Boulevard and Pine Street – a \$74 million mixed-use development that includes 350 residential units, 13,465 sq. ft. of ground floor commercial, 19,688 sq. ft. of space dedicated for the University Club, and 514 parking spaces.

This fiscal year included the announcements of large multi-use development projects, including Church Street Plaza. This \$125 million development will feature 180 hotel rooms, seven stories with 206,500 sq. ft. of office space, 8,200 sq. ft. of ground floor retail, and 592 parking spaces.

Several developments were completed in fiscal year 2016-2017 including the Orlando City Stadium – a \$155 million soccer stadium which includes 600 sq. ft. of retail space, 17,000 sq. ft. of office space, and 15,000 sq. ft. of club space; Citi Tower – a \$57 million apartment complex with 235 rental units; Orange County Public Schools (OCPS) Academic Center for Excellence (ACE) – located on 12.94 acres, the \$41.3 million facility houses a Boys & Girls Club; and Ace Cafe – located at 100 W. Livingston Street, the \$7 million development includes a 2.94 acre retail and entertainment complex with the adaptive reuse of two existing buildings into 38,000 sq. ft. of retail space. Ace Cafe is the first location of the London-based motor-diner chain in North America.

CREATIVE VILLAGE

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

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

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

Nearly 15 acres of the 68-acre Creative Village has been designated for UCF/Valencia's downtown campus. The first phase will bring 7,700 students to the Creative Village and will be the academic heart of downtown Orlando. The new campus, slated to open in fall of 2019, will bring students to the doorstep of the region's emerging industries for a one-of-a-kind, immersive educational opportunity.

On May 11, 2017, UCF broke ground on its first academic building, the Dr. Phillips Academic Commons, a \$65 million, 165,000 sq. ft., state-of-the-art education space for students and faculty. Additional development in preparation for the first phase will include renovations to the former Expo Center, home to the UCF Center for Emerging Media and the Florida Interactive Entertainment Academy; and a new \$10 million, 600 space campus parking garage.

DEVELOPMENT ACTIVITY

In addition to the 15-acre downtown campus, Ustler Development and Development Ventures Group, LLC began construction on a \$105 million, 15-story, 600-bed student housing building at the northwest corner of the newly realigned Livingston Street and Terry Avenue intersection. This project will open in the fall of 2019, concurrent with the grand opening of the downtown campus. This building will also be home to Valencia College's new 50,000 sq. ft. culinary school.

Two multi-family residential developments have also been announced in the Creative Village. One of these developments is a new \$60 million, 256-unit multi-family housing development, Amelia Court at Creative Village, brought forward by a partnership between Banc of America Community Development Corporation and Atlantic Housing Partners. This project will contain a mix of affordable and market-rate apartments, and provide a new option for families seeking to live near the adjacent OCPS ACE and downtown campus. Groundbreaking is expected to commence in early 2018.



In addition to the announcements of forthcoming vertical development, LYNX completed the Parramore BRT Project (LYMMO Lime Line), which has installed the first new roads to create the street grid for the Creative Village. To further reinforce the importance of the new street alignments, the city began construction on the final leg of W. Livingston Street between Terry Avenue and Parramore Avenue. This final section of roadway will provide direct, pedestrian friendly access between the Parramore neighborhood and the OCPS ACE to the downtown core and the transportation hub at LYNX Central Station. This section of W. Livingston Street is expected to be completed in the first half of 2018.

DOWNTOWN FACADE AND BUILDING STABILIZATION PROGRAM

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

In fiscal year 2016-2017, six DFBSP applicants were approved for funding totaling more than \$160,000. Sunlife Grocery and Market Inc., a Parramore business, received \$40,000 in DFBSP assistance for façade and stabilization improvements to the property located at 211 N. Parramore Avenue. More than \$84,000 in building improvements were completed at this location.

In addition, Ceviche Tapas Church Street, LLC was approved for \$20,000 in funding that was used for new windows and doors at their restaurant located at 125 W. Church Street. Ceviche Tapas Church Street, LLC's total project investment was more than \$196,000.

MINORITY/WOMEN ENTREPRENEUR BUSINESS ASSISTANCE (MEBA) PROGRAM

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



Nikki's Place - a long standing restaurant in the Parramore neighborhood - reopened its doors to the public after being destroyed by a fire in 2015. Nikki's Place was approved for \$25,552 in MEBA assistance in fiscal year 2015-2016; the funds were used for capital equipment and improvements to the restaurant located at 742 W. Carter Street.

DTOUTLOOK IMPLEMENTATION

DTOUTLOOK IMPLEMENTATION

The 2016–2017 fiscal year saw the commencement and continuation of projects that will accomplish objectives identified in the DTOutlook, the updated Downtown Orlando Community Redevelopment Area Plan.

As part of the plan, a gateway to Lake Eola Park was identified as a desirable addition to what many consider downtown’s crown jewel. The Community Redevelopment Agency (CRA) worked on the design of a gateway that will feature two large swan structures and a reimaged layout and design of the western side of the park.

In addition to enhancements to Lake Eola Park, the CRA is working towards adding more green space in downtown, which was one of the needs identified in the DTOutlook. To accomplish this objective, staff worked towards establishing a pocket park that may include a café, digital art, community events, and more. This project will encourage utilization of vacant/underutilized land in downtown, contributing to the area’s vibrancy.

CRA staff also worked on a transportation study of the North Quarter District in an effort to create an environment that aligns with the complete streets philosophy, which emphasizes the importance of safe and comfortable travel for all users, regardless of mode of transportation. Complementing this transportation study, the CRA is nearing the end of the development of a pedestrian wayfinding system that will increase the walkability of downtown as well as encourage more pedestrian activity.



DOWNTOWN ORLANDO TRANSFORMATION

NEW OPENINGS

DOWNTOWN DOG RUN

In 2016, the Downtown Development Board (DDB) unveiled downtown's first public dog run. The City of Orlando purchased this property, preserving this important green space in downtown.

By investing in unique public spaces like the dog run on Constitution Green, the DDB provides residents, families, and children important opportunities to interact, gather, share, create memories, relax, and enjoy the awesome outdoor city.

ACE CAFE

In May 2017, Ace Cafe Orlando, the first North American location of the celebrated London-based motor-diner and the sixth Ace Cafe in the world, rolled its doors open. The 35,000 sq. ft. dining, entertainment, and retail destination reinvigorates a key parcel in downtown Orlando now known as "Ace Corner," where it expects to draw more than 400,000 people annually.

WALGREENS

In May 2017, downtown Orlando saw the opening of Walgreens. Walgreens is a welcomed addition to downtown Orlando, increasing the quality of life to the area, in a way that provides convenience and encourages living a healthy lifestyle.

NOIR CAFE

Noir Cafe is a locally owned and operated business that partners with other local businesses to highlight downtown's growing dining scene and bring awareness to downtown businesses. They have partnered with a local coffee artist to display work at the location and have also partnered with local farmers, bakeries, and local musicians to entertain during coffee service.

FOXTAIL COFFEE CO.

In the summer, Foxtail Coffee Co. opened its second location in Central Florida, providing a convenient option for coffee lovers.



DOWNTOWN ORLANDO TRANSFORMATION



2017 BEST PLACES TO LIVE IN THE ORLANDO METRO AREA

*2017 best places to live in the Orlando metro area according to Niche.

BREAKING NEW GROUND

MODERA BY MILL CREEK, CENTRAL

In late 2016, we celebrated the groundbreaking of Modera by Mill Creek, Central. The addition of Modera will help meet the rising demand for commercial space and residential units in downtown Orlando, as more young professionals seek living spaces within walking distance to work, dining, and entertainment.

Modera will be a 22 story mixed-use development that will offer:

- 350 residential units
- More than 13,000 square feet of ground floor commercial space
- Roof deck pool
- As well as space dedicated for the University Club

UNIVERSITY OF CENTRAL FLORIDA/VALENCIA DOWNTOWN CAMPUS

In May 2017, ground was broken on the UCF/Valencia College downtown campus at Creative Village. In the fall of 2019, approximately 7,700 students will be attending classes downtown.



In 2017, the DDB issued a Call for Artists seeking artists to create artwork for two walls located on the Gertrude's Walk Urban Trail. The theme of the wall is Urban Lifestyle.

The mural walls will provide visual flow representing the ever-changing activity and excitement of downtown Orlando. 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.

CALL for ARTISTS

Theme:
Urban Lifestyle

Submission period:
Sept. 6 - Oct. 4, 2017

Up to \$12,500 is available
per selected artist

More details and submission requirements at
DowntownOrlando.com/callartists

DOWNTOWN ORLANDO



ORLANDO CITY SOCCER CLUB OPENS NEW STADIUM IN PARRAMORE

There is no doubt that Orlando has become the nation's premier sports destination, and the addition of the new Orlando City Stadium only adds to our offerings.

Sports are an economic engine for our community. Events bring more visitors to our region, guests to our hotels, and customers to our restaurants. But venues like this stadium are permanent economic drivers.

In February 2017, Mayor Dyer, District 5 City Commissioner Regina I. Hill, and others cut the ribbon for the newest MLS stadium in the nation. This stadium provides an intimate atmosphere for our community to come together as one, for Parramore businesses to be represented during future farmers markets at the stadium, and the exposure businesses will receive as thousands of fans march to the stadium on game day.

The city looks forward to the positive benefits this stadium will bring to the community.

POWERSHARES SERIES

The 2017 PowerShares Series was a competitive tennis circuit in North America that had one of the events take place at the Amway Center in January. The event featured legendary tennis icons and world-renowned champions Andy Roddick, John McEnroe, Jim Courier, and James Blake. The tournament featured four champions paired off in one set semi-finals and culminated with the winners meeting in a one-set championship match.

2017 NFL PRO BOWL

On Sunday, January 29, 2017, Orlando was the center of the sports world when Camping World Stadium hosted the 2017 NFL Pro Bowl for the first time. This sold out event had a huge economic impact for the region. The game drew fans from all over the world to Orlando.

MARCH MADNESS 2017

The Amway Center hosted the First and Second rounds of this NCAA tournament.

WRESTLEMANIA 33

In April, WWE's WrestleMania returned to Orlando.

The week-long series of events boosted the economy by bringing guests to restaurants, shops, and hotels and also benefited our city through community outreach initiatives.

WWE announced that WrestleMania 33 generated \$181.5 million in economic impact for Orlando and its surrounding areas.

According to WWE, this marks a record for WrestleMania. This sellout event drew more than 75,000 fans to Camping World Stadium.





DOWNTOWN ORLANDO INFORMATION CENTER

The Downtown Orlando Information Center had more than 9,307 visitors last year.

Domestic visitation was more than 5,525. The international guest count at the Information Center was more than double since opening in 2008, with more than 3,783 visitors last year. The top international visitation origin countries were Germany, United Kingdom, Canada, France, and Netherlands.

In December 2016, the Downtown Orlando Information Center added a photo booth. Visitors and locals are able to stop by and create a memory with the photo booth. Photos are provided to guests at no charge and are also posted on social media.



FLORIDA ASSOCIATION OF PUBLIC ART PROFESSIONALS

In April 2017, the Florida Association of Public Art Professionals held their statewide gathering in Orlando. For the first time, there was a number of sessions geared just for artists taking place at the same time there were sessions geared toward arts administrators.

The Information Center hosted two groups and provided tours of the downtown area.



DOWNTOWN TRANSPORTATION

LYMMO ENHANCEMENTS

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

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

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

SUNRAIL SATURDAY SERVICE

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

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



MARKETING DOWNTOWN ORLANDO

ADVERTISING EFFORTS REACHED MORE THAN 160 MILLION



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

VISIT ORLANDO'S MAGICAL DINING MONTH

Visit Orlando's Magical Dining Month encourages residents and visitors to discover Orlando's amazing culinary scene. More than 100 Orlando area restaurants offered prix fixe dinners for just \$35. The special dining offer was good from August - October. One dollar from each meal went to support Freedom Ride and BASE Camp Children's Cancer Foundation.

The Downtown Development Board encouraged qualifying downtown restaurants to participate by covering the participation fee.

AMPLIFY YOUR INVESTMENT

OPPORTUNITY IS ABOUT TIMING.
Downtown Orlando is on the rise. With steady economic growth and dynamic energy, it is a area where people want to live, work, and play. It is no wonder companies are considering it a prime area to invest. As a hub for entrepreneurship and innovation, Downtown Orlando is growing with more than \$4 billion in total development investment and \$1 billion in development opportunities available. Amplify your investment in the most visited destination in the nation.

DOWNTOWN ORLANDO



WELCOMING THE 2017 NFL PRO BOWL

On Sunday, January 29, 2017, Orlando was the center of the sports world when Camping World Stadium hosted the 2017 NFL Pro Bowl for the first time. This sold out event had a huge economic impact for the region. The game drew fans from all over the world to Orlando.

The Downtown Development Board contributed to welcoming fans to downtown by purchasing LYMMO wraps, pole banners, lighting, projection, and more.

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



BIKE BASKETS DRAW ATTENTION TO DOWNTOWN TOURS AND VISITOR CENTER

The Downtown Development Board partnered with CycleHop to wrap bike share baskets in the downtown area. Messaging focused on drawing attention to the Downtown Orlando Information Center and downtown tours.



DOWNTOWN DEVELOPMENT BOARD DEBUTS NEW COMMERCIAL DURING POWERSHARES

The 2017 PowerShares Series was a competitive tennis circuit in North America that had one of the events take place at the Amway Center in January 2017. The event featured legendary tennis icons and world-renowned champions Andy Roddick, John McEnroe, Jim Courier, and James Blake. The tournament featured four champions paired off in one set semi-finals and culminated with the winners meeting in a one-set championship match.

As a sponsor, the DDB was able to provide a 30-second commercial. The commercial focused on the downtown destination and highlighted dining, entertainment, and more. Total viewership was expected at 142 million.



WEBSITE UPDATES

Enhancements made to the website include adding pop-up windows to collect email addresses from those interested in downtown events and development.

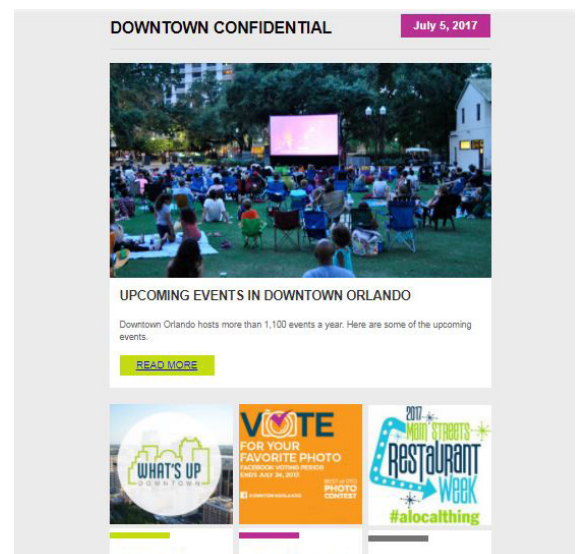
The Downtown Confidential newsletter saw a 10% increase in year-over-year subscribers.

An alert bar was also added to the website to better communicate information.

IPW 2017: DOWNTOWN ORLANDO PARTNERS WITH VISIT ORLANDO

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In 2017, IPW took place in Washington, D.C.

Downtown Orlando exhibited in the Member Village with Visit Orlando and fair shared booth space with Church Street District. Over the course of IPW 2017, downtown Orlando had 25 appointments with buyers.



MARKETING DOWNTOWN

BEST OF DTO PHOTO CONTEST 2017

Last summer, the Downtown Development Board, in partnership with the Downtown Arts District, hosted the fourth annual Best of DTO Photo Contest. The goal of the Best of DTO Photo Contest was to engage the downtown community and increase exposure of downtown.

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

Contest submissions took place May 15 – June 26, 2017. Approximately 400 photos were submitted by 154 photographers. At least one photo per photographer was displayed at the Gallery at Avalon Island and judged by a panel of six independent judges. In addition, there was a live voting component where attendees voted on Twitter by using unique hashtags for the Fan Favorite images. The photo with the most unique hashtag usage was announced the winner for that category. All winners were announced at the gallery's opening event on August 17, 2017.

SOCIAL MEDIA

Last year, downtown Orlando continued to enhance its social media presence on Facebook, Twitter, Pinterest, and Instagram. The downtown Orlando Facebook page grew to reach 48,176 total fans at the end of the fiscal year 2016-2017. Fans increased approximately 18% since last fiscal year. Facebook engagement increased 31.9% and total impressions increased by 33.1%.

At the end of the fiscal year 2016-2017, the downtown Orlando Twitter page had 104,041 followers which is a 42.8% increase from last year. This social media platform generated more than 4.5 million impressions over the year and engagement increased 206.3%.

Downtown Orlando's Instagram generated more than 8,000 followers. Total followers increased by 186.9% and the number of engagements increased by 1,005%.

In December 2016, the DDB launched a LinkedIn page. Total impressions were more than 18,000 and total engagement was 486 during fiscal year 2016-2017.

Downtown Orlando's Pinterest account grew to a total of 137 followers by the end of the fiscal year and featured a total of thirteen boards with 339 pins.



AWARDS

INTERNATIONAL DOWNTOWN ASSOCIATION

Parramore Comprehensive Neighborhood Plan, Certificate of Merit award within the 2017 Downtown Achievement Awards: Planning category.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Silver Excellence in Economic Development for the Live.Work.Play. Collateral – General Purpose Print Promotion

GOLDEN POST AWARDS FROM THE GOVERNMENT SOCIAL MEDIA CONFERENCE

2nd Place, Best Use of Crowd Sourcing for the Best of DTO Photo Contest 2016

FLORIDA REDEVELOPMENT ASSOCIATION

Creative Organizational Development and Funding award winner for the Land Agreement with the Orlando City Soccer Club

City/GAI Downtown Economic Indicators Study, Fiscal Impact Study award winner





EVENTS

WHAT'S UP DOWNTOWN

The DDB continued the monthly What's Up Downtown series, which takes place the first Thursday of the month. Over the past year, attendees learned information on topics such as new digital services, downtown Orlando's tech scene, took a historic walking tour, and more.



IN THE PAST YEAR, THE DOWNTOWN DEVELOPMENT BOARD PROVIDED FUNDING FOR MORE THAN 35 EVENTS.

MAKING STRIDES AGAINST BREAST CANCER



STATE OF DOWNTOWN



EVENTS

OUC HALF MARATHON



ORLANDO CARNIVAL



DOWNTOWN FOOD & WINE FEST



WRESTLEMANIA 33



COME OUT WITH PRIDE



NCAA MARCH MADNESS



CREATIVE CITY PROJECT



MASCOT GAMES



BRAZILIAN DAY ORLANDO



NFL PRO BOWL



DÎNER EN BLANC



DECK THE DTO



VETERANS DAY PARADE



DEMO DAY



FLORIDA MUSIC FESTIVAL



WORTH SPORTS SUMMIT





MARTIN LUTHER KING, JR. 'DAY OF SERVICE' DOWNTOWN CLEAN-UP EVENT

On Monday, January 16, 2017, the Clean Team of the City of Orlando's Downtown Development Board/Community Redevelopment Agency partnered with students of FAMU Law College to provide a variety of cleaning and landscape services to a portion of the Parramore Neighborhood within the downtown CRA boundaries. The boundaries of the area served were between Hughey Avenue and Westmoreland Drive, and between Church Street and Colonial Drive

The Clean Team had 15 staff members present that worked alongside 160 FAMU students and volunteers to gather and bag litter. Together, approximately 6 tons of trash and debris were collected.

ORLANDO MAYOR BUDDY DYER AND DISTRICT 5 CITY COMMISSIONER REGINA I. HILL HELP DELIVER BOOKS TO CITY OF ORLANDO YOUTH

In early February 2017, Orlando Mayor Buddy Dyer and District 5 City Commissioner Regina I. Hill delivered more than 100 free books to Page 15, an after-school program at the City of Orlando's Downtown Recreation Center.

The books were donated through a national

program called First Book with money collected by dd's Discounts on West Colonial Drive. More than 400 books were donated to benefit City of Orlando programs and partnerships, including Parramore Kidz Zone academic programs, The Baby Institute, and the New Image Youth Center.

This is the eighth year the city has partnered with dd's Discounts and First Book, which has raised a total of more than \$9,000 and donated nearly 2,600 books with those funds.



RICHARD ALLEN GARDENS RIBBON CUTTING CEREMONY

The City of Orlando is committed and focused on revitalizing the historic Parramore neighborhood.

On Thursday, March 2, 2017, Orlando Mayor Buddy Dyer, District 5 City Commissioner Regina I. Hill, and members from the Orlando Neighborhood Improvement District gathered for the Richard Allen Gardens ribbon cutting ceremony to celebrate the recently rehabilitated apartment complex.

The City of Orlando and ANVIL-Richard Allen Gardens, Inc., a Florida non-profit corporation, partnered together to rehabilitate all 30 units including the conversion of two ground floor apartments into one bedroom and one bath handicapped accessible units.



OFD'S PRIDE OF PARRAMORE IS

NOW OPEN

In April 2017, Orlando Mayor Buddy Dyer, District 5 City Commissioner Regina I. Hill, and Fire Chief Roderick S. Williams joined the Orlando community to celebrate the grand opening of the new Orlando Fire Station 2, the Pride of Parramore, with a ceremonial ribbon cutting.

The state-of-the-art facility enhances station operations and provides new ways for firefighters to protect and serve our community. The new 12,000 sq. ft. station provides the neighborhoods it serves with a centrally located, modern facility, equipped with the latest in technology and added space to accommodate multiple, specialized units and equipment.



With its red doors visible to the Parramore community, this new station delivers top-rated services. Public safety continues to be a priority, ensuring that the fire department has the tools,

technology, and training to keep residents safe.

Services will be delivered by OFD's newest piece of equipment, Heavy Rescue One, which will also call Station 2 home. This fire apparatus can assist in everything from high-angle rescues to aiding the dive team. Station 2 is also LEED-certified with energy-efficient lighting and the utilization of natural gas to reduce energy usage.

The new Pride of Parramore will help OFD continue to make Orlando one of the safest cities in the nation. The station is located at 1215 W. Robinson Street.

PARRAMORE KIDZ ZONE RECEIVES

NATIONAL RECOGNITION FROM

AMERICA'S PROMISE ALLIANCE

Parramore Kidz Zone (PKZ) received national recognition from America's Promise Alliance in April. The City of Orlando's Families, Parks and Recreation Department Director, Lisa Early, represented Orlando Mayor Buddy Dyer at the Recommit to Kids Summit with two young adults who grew up in the PKZ program. The award comes with a \$50,000 grant for PKZ.



PKZ received the Powell Legacy Award from retired Gen. Colin Powell and his wife Alma Powell. In 1997, Powell founded America's Promise, the nation's largest network dedicated to improving the lives of children and youth.

The Powell Legacy Award recognizes an organization that is transforming a community and the lives of the young people and families who live there. PKZ is a collaborative, holistic initiative that works to level the playing field for young people and their families in Orlando's Parramore community.

"When a city invests in local communities, young people can be put on a path toward a brighter future," said America's Promise Chair, Alma J. Powell. "We applaud the City of Orlando and the Parramore community for their collaboration on behalf of young people and recognize the program as an example of what is possible when communities pull their resources, ideas, and talent together to create positive community impact."

For more than 10 years, PKZ has been investing in research tested ways to make a difference in children's lives, including early childhood education, after-school programs, mentoring and tutoring, access to healthcare, parenting education, youth development programs for teens, college access assistance, jobs, and more.

ORLANDO STUDENTS DECLARE

COLLEGE INTENTIONS AT COLLEGE

DECISION DAY

City of Orlando officials and families filled the bleachers of the Downtown Recreation Complex gym and cheered as high school seniors from throughout Orlando stepped up to the microphone, stated their name, and announced the college they have chosen to attend as part of College Decision Day 2017.

During the event, students from After-School All-Stars, athletics, recreation, PKZ, and other City of Orlando programs, shared their plans to attend college, trade school, or choose to serve our country and become a member of our armed forces.

Mayor Dyer, along with City Planning Manager Paul Lewis, awarded one student with the \$1,000 Kevin Tyjeski Scholarship at the event.

This scholarship provides critical assistance for one local student to pursue their college education.

The scholarship is dedicated to the memory of Kevin Tyjeski, a longtime city employee who passed away in 2013.

This year's scholarship went to Jones High School student, Aubren Ryles. Aubren, a PKZ participant, is a member of the National Honor Society and the National Beta Club Society. She is also the Youth Superintendent at her church and a volunteer at Orlando Regional Medical Center as well as a cheerleader active in the Jones High School student government.

The third annual event celebrating students who make the choice to pursue a higher education are part of the city's continued efforts to provide opportunities for youth year round, focusing on impacting academic success, reducing juvenile crime, promoting health and wellness, and helping Orlando families.



NEW OPD HEADQUARTERS ABOUT BUILDING RELATIONSHIPS WITH RESIDENTS

In March 2017, the Orlando Police Department Headquarters opened, providing a state-of-the-art facility that enhances department operations, utilizes the latest technology, and provides new ways for our officers to protect and serve our



community.

The ribbon cutting event was more than just a ribbon cutting; it was about celebrating OPD's partnerships with residents and business owners, and about building new relationships and working together to prevent and solve crime.

This new home for OPD on Orange Blossom Trail was made for residents – to make connecting with officers easier and to make officers even more accessible.

The headquarters has open public spaces both inside and out, a community room, and a parking zone for online exchanges monitored 24/7.

Working together, we can make Orlando the city where residents have the strongest relationship with the police department and make it the safest city in the nation.

The OPD Headquarters is located at 1250 W. South Street.

CITY OF ORLANDO DEVELOPING AFFORDABLE HOUSING OPTIONS IN THE PARRAMORE NEIGHBORHOOD

Mayor Dyer and the Orlando City Council have made a commitment to bring quality and affordable housing options to the Parramore neighborhood. To achieve this, the city has developed a multi-pronged approach that includes multi-family developments, infill single family development, and exploring changes to design standards.

To increase the number of homeowners in Parramore, the city's CRA issued an RFP for developers to design and build single family houses within the CRA on city-owned lots.

The city has identified lots near the OCPS ACE and south of the 408 that will be made available for construction of new homes.

The city is seeking to build at least 10 new homes that would

be a minimum of 3 bed/2 bath and 1,300 sq. ft. of living area. The CRA will include multi-year home warranties at sale to cover certain home systems and appliances.

The CRA is also creating a new program, the CRA Down Payment Assistance Program, to provide additional financial assistance aimed at making these homes more affordable for qualified buyers. This new program will complement existing city and state down payment assistance programs.

Homes are expected to be completed in 2018.

CANVS OPENS CO-WORKING SPACE IN PARRAMORE

The City of Orlando awarded Canvs \$50,000 for a one-year pilot program to add a location in Parramore. Canvs is a non-profit that provides co-working space rentals as well as programs designed to help entrepreneurs.

In August, Orlando Mayor Buddy Dyer and District 5 City Commissioner Regina I. Hill attended the grand opening of the new Canvs Parramore, located in the UCF Center for Emerging Media. The location is 900 sq.ft. and has 15 desks.

"As part of the city's economic development strategy, we are constantly seeking ways to remove barriers for residents who want to pursue their dreams of owning a business," said Orlando Mayor Buddy Dyer. "We are proud to partner with Canvs on this new location which furthers our efforts to continue revitalizing Parramore and brings affordable, innovative, co-working space for startup entrepreneurs to launch and grow new businesses in the heart of the neighborhood."

The site will become part of the UCF Downtown campus, located in Creative Village.

DISTRICT 5 CITY COMMISSIONER REGINA I. HILL HOLDS COLLEGE RECRUITMENT FAIR WITH FLORIDA MEMORIAL UNIVERSITY

In July 2017, District 5 City Commissioner Regina I. Hill joined Florida Memorial University (FMU) in the City Hall Rotunda to announce a partnership between the City of Orlando and FMU to help expand educational opportunities for youth in District 5. The partnership is designed to increase college access and attendance for youth in the City of Orlando.

According to the National Center for Education Statistics, only 52 percent of 2011 high school graduates from low-income families enrolled in college immediately after high school, a figure 30 percent lower than their high-income peers.

During this event, students planning on attending college for the fall school year of 2017-2018 were given a free opportunity to set up for an online application to FMU and meet with the recruiters in charge of the Registrar Center.

FMU, located in Miami Gardens, Florida, is a private coeducational institution founded in 1879. This educational institution was commended for their trust towards incoming students regardless of gender, age, grade point average (GPA), or standardized testing results. Students who were interested in applying to the school, so long as they had the required materials (official transcript, SAT/ACT score, updated FAFSA—Free Application for Federal Student Aid), were able to apply with the application fee waived.

Two FMU Alumni gave a short oration addressing how the school changed the course of their lives, as well as giving an awe-inspiring performance showcasing their vocal talents. “It’s never too late to change your educational dreams,” stated Commissioner Regina Hill.

MASTER CHEF MANNY OF OFD SHARES

PASSION OF COOKING IN PARRAMORE

Learning how to make healthy meals is an important life skill. Cooking touches all of the senses and gives kids the opportunity to learn about healthier options as meals prepared from scratch usually have fewer calories and additives than pre-packaged meals.

The City of Orlando’s neighborhood centers are educating many children and their families on the skills needed to make a healthy, nutritious meal on their own.

Master Chef Manny Washington, who is also an Orlando Fire Department Engineer, recently took the time to share a cooking lesson with some of the students in the Parramore Kidz Zone afterschool program at the Jackson Neighborhood Center. The children learned to marinate, cook, chop, stir, and mix up their own chipotle chicken tacos.

The firefighter—turned winner of TV cooking shows—enjoyed sharing new flavors and skills with a dozen kids. He stops by regularly to share the joys of cooking with kids.

All of the chefs in City of Orlando neighborhood centers are teaching residents to develop a passion for food while learning a life skill they will use over and over again throughout their lifetime.

PARRAMORE YOUTH ATTEND WORK

READY BOOT CAMP

Last summer, more than 50 youth from the Parramore area attended a Work Ready Boot Camp. The job skills training taught resume building, job application techniques, ethics, appropriate work attire, and motivation.

CareerSource Central Florida and Goodwill Industries International Inc. partnered with PKZ to put on the event. Each youth received a \$20 voucher to get work clothes from Goodwill after completing the two day seminar. Each of the students at the event had a job this summer doing career exploration in a field they deemed interesting.

SUMMER YOUTH EMPLOYMENT

PROGRAM WRAP UP

As part of the City of Orlando’s effort to ensure a healthy economy, a key component is providing opportunities for Orlando’s youth. To further this effort, Mayor Dyer and District 5 City Commissioner Regina I. Hill launched a new Summer Youth

Employment Program for high school students in PKZ to work in paid internships.

Through the program, more than 100 of the city’s youth were employed this summer and matched with employers to do everything from learning how to manage a hotel, building video games with the University of Central Florida staff, to working in the office of a U.S. Senator.

In August 2017, Mayor Dyer joined District 5 City Commissioner Regina I. Hill to meet with students as they wrapped up their participation in the PKZ Youth Employment Program and joined them in workshops on maintaining professional relationships, resume building, appropriate workplace attire, and financial literacy.

The program wrap-up provided workshops to help the students build on their experiences and learn to network.

GET DOWN: NEIGHBORHOOD

REUNION CELEBRATION

PKZ hosted the Get Down: Neighborhood Reunion. There were more than 100 participants, 13 volunteers and 15 organizations in attendance for this special affair. Star 94.5 kept event attendees dancing throughout the celebration.

This was a family event with the purpose of bringing the community together, and raising awareness on PKZ offerings and local resources for families in the Parramore area. Attendees enjoyed a bounce house, snow cone machine, cotton candy, and more.



DDB FINANCIAL STATEMENT

DOWNTOWN DEVELOPMENT BOARD FINANCIAL STATEMENT 2016-2017*

Assets

Cash/Cash Equivalents	\$	2,407,050
Other Assets	\$	26,834
Capital Assets	\$	
Land and non-depreciable assets		
Equipment and other depreciable assets	\$	12,476.61
Total	\$	2,446,361

Liabilities (Short Term)

Other Liabilities	\$	60,252
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Liabilities (Long Term)

Liability for Accumulated Employee Leave	\$	63,543
Net Pension Liability		54,565
Existing Bonds		
Internal Loan		
Total	\$	178,360

Revenues

Real Property Taxes	\$	2,474,800
Interest/Investment	\$	14,105
Other Revenue	\$	126,614
Contribution from Other Funds	\$	1,309,607
Total	\$	3,925,126

Expenditures

Salaries, Wages, Benefits	\$	316,838
Supplies	\$	34,973
Professional Services and Agreements	\$	603,262
Utilities	\$	393
TIF Payment	\$	2,016,801
Travel and Training	\$	1,661
Fleet Management/General Liability	\$	3,054
Capital Outlay	\$	13,800
City Services Agreement	\$	343,203
Events	\$	230,104
Depreciation	\$	13,890
Transfer to Other Funds	\$	371,056
Expenditures	\$	3,949,036

Changes in Net Assets	\$	23,910
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*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2016-2017 DOWNTOWN DISTRICT*

Assets

Cash/Cash Equivalents	\$	29,426,791
Cash/Cash Equivalents (Restricted)	\$	2,726,252
Investments (Restricted)	\$	9,931,477
Accounts Receivable	\$	15,276
Capital Assets		
Land and non-depreciable assets	\$	6,939,702
Equipment and other depreciable assets	\$	1,316,799
Total Assets	\$	50,356,297

Liabilities (Short Term)

Other Liabilities	\$	190,546
Accrued Interest Payable	\$	0

Liabilities (Long Term)

Existing Bonds	\$	133,605,000
Internal Loans	\$	25,643,711
Total Liabilities	\$	159,439,257

Revenues

Property Taxes	\$	26,411,970
U.S. Treasury Bond Reimbursement	\$	3,072,873
Other Revenue	\$	130,715
Interest	\$	846,484
Contribution from Other Funds	\$	16,646,339
Total Revenues	\$	47,108,381

Expenditures

Salaries and Benefits	\$	1,858,373
Supplies	\$	228,646
Professional Services and Agreements	\$	599,783
Utilities	\$	107,410
Travel and Training	\$	14,705
Fleet Management / General Liability	\$	107,764
Capital Outlay	\$	1,357,722
City Services Agreement	\$	339,522
Other Operating/Land Acquisition		88,350
Community Organizations	\$	737,872
Business Incentives and Recaptures	\$	1,127,222
Debt Service	\$	18,079,327
Transfer to Other Funds	\$	7,797,975

Total Expenditures	\$	32,444,672
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Change in Fund Balance	\$	14,663,709
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*Unaudited

**COMMUNITY REDEVELOPMENT AGENCY
FINANCIAL STATEMENT 2016-2017
REPUBLIC DRIVE DISTRICT***

Assets

Cash/Cash Equivalents	\$	3,228,347
Cash/Cash Equivalents (Restricted)	\$	539,260
Investments (Restricted)	\$	3,016,375
Capital Assets		
Land and non-depreciable assets		
Equipment and other depreciable assets		
Total Assets	\$	6,783,982

Liabilities (Short Term)

Other Liabilities	\$	637
Accrued Interest Payable	\$	491,250

Liabilities (Long Term)

Existing Bonds	\$	26,170,308
Internal Loan		
Total Liabilities	\$	26,662,195

Revenues

Tax Increment Contribution - Orlando	\$	8,206,229
Tax Increment Contribution - Orange County	\$	5,472,507
Transfer from Debt Fund	\$	86,821
Interest	\$	21,279
Total Revenues	\$	13,786,836

Expenditures

Surplus - Orlando	5,305,490
Surplus - Orange County	3,538,085
Debt Service	3,818,755
Total Expenditures	\$ 12,662,330

Change in Fund Balance	\$	1,124,506
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*Unaudited

CRA FINANCIAL STATEMENT

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2016-2017 CONROY ROAD DISTRICT*

Assets		
Cash/Cash Equivalents	\$	8,108
Cash/Cash Equivalents (Restricted)	\$	367,723
Investments (Restricted)	\$	1,911,184
Other Assets		
Capital Assets		
Land and non-depreciable assets		
Equipment and other depreciable assets		
Total Assets	\$	2,287,015
Liabilities (Short Term)		
Other Liabilities	\$	-
Accrued Interest Payable	\$	344,625
Liabilities (Long Term)		
Existing Bonds	\$	13,785,000
Internal Loan		
Total Liabilities	\$	14,129,625
Revenues		
Tax Increment Contribution - Orlando		3,114,651
Tax Increment Contribution - Orange County		2,077,075
Impact Fees		47,271
Interest		8,014
Total Revenues	\$	5,247,011
Expenditures		
Other Expenditures		
Surplus - Orlando	\$	2,005,931
Surplus - Orange County	\$	1,337,700
Debt Service	\$	1,900,750
Total Expenditures	\$	5,244,381
Change in Fund Balance	\$	2,630

*Unaudited

STAFF/BOARD

CRA BOARD MEMBERS



Mayor & Chairman
Buddy Dyer



District 1 –
Commissioner
Jim Gray



District 2 –
Commissioner
Tony Ortiz



District 3 –
Commissioner
Robert F. Stuart



District 4 –
Commissioner
Patty Sheehan



District 5 –
Commissioner
Regina I. Hill



District 6 –
Commissioner
Samuel B. Ings

DDB/CRA ADVISORY BOARD MEMBERS



Chairman
Wendy Connor
(term began
July 2017)



Vice Chairman
William Lambert
(term began
July 2017)



Doug Taylor



Commissioner
Ted Edwards
(term ended
October 2016)



Jessica Burns
(term ended
May 2017)



Roger Chapin
(term ended
June 2017)



Terrence J.
Delahunty, Jr.



Commissioner
Victoria Siplin



Jamie Barati

DDB/CRA STAFF

Thomas C. Chatmon, Jr., Executive Director

Walter Hawkins, Assistant Director/Director of Urban Development

David Barilla, Assistant Director

Mercedes Blanca, Project Manager

Rose Garlick, Downtown Orlando Information Center Manager

Dominique Greco Ryan, Project Manager, Nighttime Economy

Tiffany Stephens, Fiscal Manager

Robert Fish, Downtown Facilities Supervisor

Kelly Allen, Marketing & Communications Coordinator

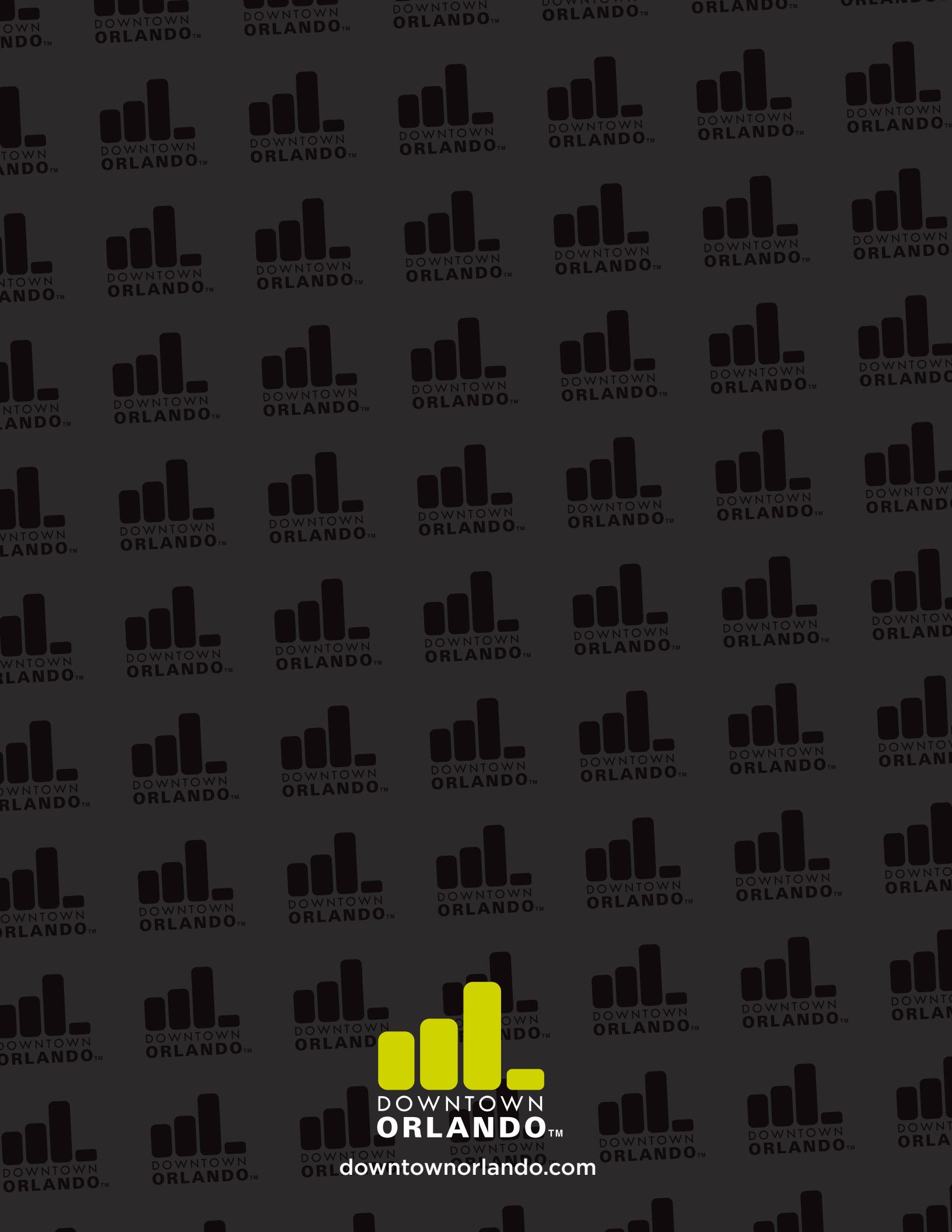
Analys Sanchez, Interactive Media Coordinator

Kimberley Allonce, Economic Development Coordinator

Ashley Edwards, Board Secretary

Christel Brooks, Administrative Specialist

The Downtown Clean Team



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