



AB

MEETING NOTICE

Welcome

We are glad you have joined us for the June 23, 2021 CRA Advisory Board meeting. The Board is pleased to hear all non-repetitive public comment. Large groups are requested to name a spokesperson. When you are recognized, state your name and address, direct all your remarks to the Board and limit your comments to 5 minutes per item or as set during the meeting.

Written Public Comment

Written public comment must include your name, address, phone number, and topic. Comments are limited to a maximum of 700 words per item. To submit written public comment, select one of the following options: (1) complete an online comment form on orlando.gov/publiccomments, (2) email to publiccomments@orlando.gov, (3) mail to City Clerk, Public Comment 400 South Orange Avenue Orlando, FL 32801, or (4) drop off to the 1st floor Security Station at City Hall. Written public comments received 24 hours in advance of the meeting are distributed to the Board and attached to the related agenda item for public viewing.

Note: Comments that do not include the required information will not be distributed or attached to the agenda. All comments received are public record.

Anyone requiring assistance to participate in this virtual meeting should contact the City Clerk's Office as soon as possible at 407-246-2251 or cityclerk@orlando.gov

AGENDA

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes - Approval of May 26, 2021
4. Public Comment
5. New Business
 - a. Downtown Lighting Improvements – Mercedes Blanca, Project Manager
 - a. Small Special Event Grant Program– Thomas C. Chatmon Jr., Executive Director
 - b. Large Special Event Grant Program – Thomas C. Chatmon Jr., Executive Director
6. Date of Next Meeting
7. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Community Redevelopment Agency Advisory Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251



MEMORANDUM

TO: Bill Lambert, Chair
Jamie Barati, Vice Chair
Marissa John
Monica McCown
Eugene Jones
Doug Taylor
Commissioner Victoria Siplin

FROM: Thomas C. Chatmon Jr., Executive Director of the Downtown Development Board/Community Redevelopment Agency

DATE: June 23, 2021

SUBJECT: Agenda items to be considered at the Community Redevelopment Agency Advisory Board Meeting for Wednesday, June 23, 2021.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the May 26, 2021 Community Redevelopment Agency Advisory Board Meeting.

Public Comment:

New Business:

- a. **Downtown Lighting Improvements – Mercedes Blanca, Project Manager -** The DTOutlook identifies the need to improve lighting within the Downtown Community Redevelopment Agency to create a safer, more pedestrian-friendly environment. Lighting upgrades have been occurring regularly over the years, but CRA staff would like to increase the speed of completion of some contemplated improvements, including, but not limited to, upgrades to sections of Orange Avenue, Jackson Street, Church Street, Pine Street, Central Boulevard, Wall Street, Washington Street, Jefferson Street, Court Avenue, and Parramore Avenue. Improvements would include removing existing light fixtures and installing brighter and more efficient LED fixtures on pedestrian acorn light poles, cobrahead light poles, and lights mounted on signal mast arms.

Staff requests that the CRA Advisory Board recommend to the CRA approval of the stated lighting improvements within the Downtown Community Redevelopment Area and the expenditure of up to \$575,000 for the purpose of completing such lighting upgrades.

- b. **Small Special Event Grant Program – Thomas C. Chatmon Jr., Executive Director** - The purpose of the small special events grant program is to provide support to special events with fewer than 10,000 attendees that promote the goals and objectives of the Downtown Community Redevelopment Area Plan and generate economic activity within the Downtown Area. Grant funds are available during two application periods each fiscal year. Grant funds will be evaluated by a Grant Review Committee and awarded on a competitive basis based on available funds. Grant funds will only be provided for events occurring after applications have been approved and the recipient has entered into a grant agreement with the CRA.

Staff recommends that the CRA Advisory Board recommend to the CRA approval of the Small Special Event Grant Guidelines.

- c. **Large Special Event Grant Program – Thomas C. Chatmon Jr., Executive Director** - The purpose of the large events grant program is to provide support for special events with more than 10,000 attendees that promote the goals and objectives of the Downtown Community Redevelopment Area Plan and generate economic activity within the Downtown Area. These larger events are anticipated to attract a regional audience and generate overnight hotels stays within the Downtown Area. Grant funds are available during two application periods each fiscal year. Grant funds will be evaluated by a Grant Review Committee and awarded on a competitive basis based on available funds. Grant funds will only be provided for events occurring after applications have been approved and the recipient has entered into a grant agreement with the CRA.

Staff recommends that the CRA Advisory Board recommend to the CRA approval of the Large Special Event Grant Guidelines.

Date of Next Meeting: The next CRA Advisory Board meeting will be held July 28, 2021 at 3:00 p.m.

Adjournment

CRA Special Event Funding Programs

- Funding based off expected attendance & type of event
- Small Event Program is for events with less than 10,000 attendees
- Large Event Program is for events with more than 10,000 attendees, with such events likely resulting in hotel stays, drawing wider audiences
- Funding of event (reimbursable basis) capped at \$20,000 per day/50,000 overall funding for Large Events, \$10,000 for Small Events, with limits as set forth below
- Events must be open to the public
- Entire component of the event that CRA is funding must be held within CRA boundaries
- Two application periods

- Application Available	- Application Due	- Event Occurring
- January 1	- February 1	- May-October
- July 1 * August 1 for 2021 application cycle	- August 1 * September 1 for 2021 application cycle	- November-April * October-April for 2021 application cycle

- 3 person committee (DDB/CRA marketing & communications manager or designee, CFO designee, and City communications and neighborhood relations director or designee) evaluate on how well event meets CRA Plan objectives, experience, project impact, marketing strategy, and event budget
- Executive Director will approve and execute funding agreements for up to \$10,000 for Small Events and \$50,000 for Large Events
- Proper communication with our Marketing Team at least 45 days before event or funding may not be provided
- Post Summary Report and Invoice(s) must be turned in within 60 days of event ending or funds will be forfeited

- Eligible funding amounts for free events (non run/walk or parade)
 - 0 – 3,000 attendees – up to \$3,000 maximum
 - 3,000 – 7,000 attendees - up to \$7,500 maximum
 - 7,000 – 10,000 attendees - up to \$10,000 maximum
 - 10,000 – 15,000 attendees - up to \$15,000 daily maximum, \$40,000 total funding maximum
 - Over 15,000 attendees– up to \$20,000 daily maximum, \$50,000 total funding maximum
- Eligible funding amounts for ticketed non-free events (non-run/walk or parade)
 - 0 – 3,000 attendees - up to \$1,500 maximum
 - 3,000 – 7,000 attendees - up to \$3,500 maximum
 - 7,000 – 10,000 attendees - up to \$5,000 maximum
 - 10,000 – 15,000 attendees - subject to \$7,500 daily maximum, \$15,000 total funding maximum
 - Over 15,000 attendees - subject to \$10,000 daily maximum, \$20,000 total funding maximum
- Eligible funding amounts for run/walk events
 - 0 – 5,000 attendees - up to \$2,000 maximum
 - 5,000 – 10,000 attendees - up to \$2,500 maximum
 - 10,000 – 20,000 attendees - subject to \$3,000 maximum
 - Over 20,000 attendees - subject to \$3,500 maximum
- Parades
 - Up to \$3,000 maximum

**COMMUNITY REDEVELOPMENT AGENCY
SMALL SPECIAL EVENT GRANT GUIDELINES**

Less than 10,000 attendees

Please read carefully – only events that meet all criteria will be considered for funding.

PROGRAM OBJECTIVE

The Small Special Events Grant Program supports special events located within the Downtown Orlando Community Redevelopment Area (“Area”). The program provides limited reimbursable grants to organizations conducting events that will positively impact the Area and meet the Community Redevelopment Agency’s (“CRA”) goals, as set forth in the Community Redevelopment Agency’s Redevelopment Plan (“Plan”) for the Area, the DTOutlook. The DTOutlook provides various mechanisms for bringing people and redevelopment to the Area to alleviate blight. It specifically calls for the CRA to support diverse arts and cultural opportunities and to encourage a variety of small-scale events within the Area to serve a diverse population and to support events at larger venues within the Area. The Plan also calls for the encouragement of events focused on diversity and building social connections.

The CRA recognizes that it takes the collective efforts of many to fully implement its DTOutlook goals. The purpose of this program is to provide funding through small grants to support events that promote the stated DTOutlook goals and objectives. The CRA defines special events as those public events which attract more than 10,000 attendees and take place within the Area and meet the DTOutlook goals, contribute to the unique identity and diversity of downtown Orlando, make the urban core a compelling destination, provide economic impact, and promote business and community involvement. Special events do not include conferences, grand openings or ribbon cuttings, social parties or open houses, or events not open to the public.

ELIGIBILITY

For an event to be eligible it must:

- Occur entirely within the Downtown CRA boundaries (If an event has multiple locations, the CRA will only consider funding the event portion occurring within the Area)
- Be open to the public
- Meet the objectives of the DTOutlook and the special event definition stated above
- Have attendance of less than 10,000 people
- Occur after approval of any funding under this Program
- Event must not have received funding under the CRA's Large Special Event Program for the same calendar year

For an organization to be eligible it must:

- Be an entity registered with the Florida Department of State, Division of Corporations
- Not have any outstanding fees with the City of Orlando at the time of application

FUNDING REQUIREMENTS

- Requests may be made for up to a maximum of \$10,000* to be used solely towards the following event expenses: 1) event related marketing and promotion, 2) rentals for the event such as equipment, tents, chairs, tables, facilities, and port-o-lets, and/or 3) City fees related to the event
- Each entity may only receive one grant award under this Program per calendar year
- Grant funds will be provided only for events occurring after grant applications have been approved and the recipient has executed a grant agreement with the CRA and has provided evidence of required insurance to the CRA
- Funds will be distributed on a reimbursement basis after the event has occurred and the CRA has received acceptable backup documentation

including copies of invoices and proof of payment thereof

- Taxes incurred by the organization are not subject to reimbursement
- All permits or licenses required for the event must be obtained in a timely manner
- Funding is not available for religious based events or political or campaign events

* **Funding limits**

- Eligible funding amounts for free events (non run/walk or parade)

0 – 3,000 attendees – up to \$3,000 maximum

3,000 – 7,000 attendees - up to \$7,500 maximum

7,000 – 10,000 attendees - up to \$10,000 maximum

- Eligible funding amounts for ticketed non-free events (non-run/walk or parade)

0 – 3,000 attendees - up to \$1,500 maximum

3,000 – 7,000 attendees - up to \$3,500 maximum

7,000 – 10,000 attendees - up to \$5,000 maximum

- Eligible funding amounts for run/walk events

0 – 5,000 attendees - up to \$2,000 maximum

5,000 – 10,000 attendees - up to \$2,500 maximum

- Parades

Up to \$3,000 maximum

APPLICATION/DEADLINES

There will be two application periods during each calendar year. Applications will be available only during these two periods each year and event funding will be considered only on the timeframes set forth in

the chart below:

Application Available	Application Due	Event Occurring
January 1	February 1	May-October
July 1 *August 1 for 2021 application cycle	August 1 * September 1 for 2021 application cycle	November-April * October-April for 2021 application cycle

Applicants should submit one (1) original application including all required supporting documentation. Applications are available at <insert link here> and must be submitted by the due date for the applicable application period. Any application that is not complete will not be considered. Any funds granted are for a specific event and are not transferrable to another event or another year.

REVIEW PROCESS

Upon submission, CRA staff will review the applications received during the applicable grant cycle to ensure compliance with the eligibility requirements. If necessary, staff may contact the applicant for points of clarification or additional information. If the required application documentation is not submitted, the application will not be considered unless and until all documentation is provided. Grant applications meeting the eligibility requirements will be presented to the Grant Review Committee, a three-person review committee, and evaluated on a competitive basis. Funding will be recommended for applications best meeting the program criteria stated below, based on funding availability. The CRA's Executive Director will review such recommendations. Those receiving funding approval will be required to enter into a grant agreement with the CRA. The CRA Executive Director is authorized to enter into such agreements up to \$10,000 on the CRA's behalf.

The CRA reserves the right to make an award for less than the amount requested by an applicant. The CRA may also deny a funding request at any time. Unauthorized use of the CRA/DDB's Downtown Orlando logo

prior to funding approval does not guarantee funding.

EVALUATION CRITERIA

The Committee will evaluate the applications based on the following criteria:

- **CRA Plan Objectives**: Event implements and is consistent with CRA Plan objectives
- **Experience**: History of successfully completing the requested event or a similar event(s) in the past
- **Project Impact**: Number of anticipated attendees and past attendance numbers if the event occurred in past years, attendee profile (i.e. % local, % regional), degree to which event has been coordinated with surrounding businesses and community groups and degree to which they will benefit from the event, impact of the event on downtown Orlando's reputation as a destination
- **Marketing Strategy and Plan**: Effectiveness of advertising and promotional plan, degree to which the organization comprehensively and innovatively promotes downtown Orlando as a destination
- **Event Budget**: Complete and correct budget, percentage of amount requested v. total event budget, percentage of event budget funded by public financing, revenues to be retained by entity hosting event

COMPLIANCE FOR FUNDING

Event organizers must be in contact with the Community Redevelopment Agency & Downtown Development Board Marketing & Communications Manager to discuss sponsorship deliverables of the event and inclusion of the DDB/CRA logo in event materials no less than **45 days before the event** or the grant funds may not be provided.

The applicant will have **60 days from the completion of the event** to

submit an Event Summary Form to the Community Redevelopment Agency's Division Fiscal Manager. The summary must include all requested information, including proof of compliance with all conditions placed upon funding. Funds are released once the event has occurred, all conditions have been met, and the event summary form has been submitted and approved with corresponding invoices & proof of payment. An invoice for the amount awarded, on the organization's letterhead, along with a W9, will be required. If the deadlines are not met or the post-event documentation is not submitted, funding will be forfeited.

Questions should be directed to victoria.nguyen@cityoforlando.net

The Community Redevelopment Agency reserves the right to revise the information published in these guidelines and the application form.

**COMMUNITY REDEVELOPMENT AGENCY
LARGE SPECIAL EVENT GRANT GUIDELINES**

More than 10,000 attendees

Please read carefully – only events that meet all criteria will be considered for funding.

PROGRAM OBJECTIVE

The Large Special Events Grant Program supports special events located within the Downtown Orlando Community Redevelopment Area (“Area”). The program provides limited reimbursable grants to organizations conducting events that will positively impact the Area and meet the Community Redevelopment Agency’s (“CRA”) goals as set forth in the Community Redevelopment Agency’s Redevelopment Plan for the Area, the DTOutlook. The DTOutlook provides various mechanisms for bringing people and redevelopment to the Area and to alleviate blight. It specifically calls for the CRA to support diverse arts and cultural opportunities and to encourage and promote a variety of events within the Area to serve a diverse population. Additionally, the Plan specifically calls for the CRA to support the creation of a multi-cultural festival and world-class large-scale signature event/festival and to support events at larger community venues within the Area. The Plan also calls for the encouragement of events focused on diversity and building social connections.

The CRA recognizes that it takes the collective efforts of many to fully implement its DTOutlook goals. This purpose of this program is to provide funding through grants to support large-scale events that promote the stated DTOutlook goals and objectives. The CRA defines large special events as those public events which attract more than 10,000 people, take place within the Area and meet the DTOutlook goals, contribute to the unique identity and diversity of downtown Orlando, make the urban core a compelling destination, provide economic impact,

promote business and community involvement, and have the potential to generate a significant number of hotel stays through the attraction of visitors on a regional, national, or international level. Special events do not include conferences, grand openings or ribbon cuttings, social parties or open houses, or events not open to the public.

ELIGIBILITY

For an event to be eligible it must:

- Occur entirely within the Downtown CRA boundaries (If an event has multiple locations, the CRA will only consider funding the event portion occurring within the Area)
- Be open to the public
- Meet the objectives of the DTOutlook and the special event definition stated above
- Have attendance of more than 10,000 people
- Occur after approval of any funding under this Program
- Event must not have received funding under the CRA Small Special Events Program in the same calendar year

For an organization to be eligible it must:

- Be an entity registered with the Florida Department of State, Division of Corporations
- Not have any outstanding fees with the City of Orlando at the time of application

FUNDING REQUIREMENTS

- Requests may be made for up to the maximum funding amounts set forth below* to be used solely towards the following event expenses: 1) event related marketing and promotion, 2) rentals for the event such as equipment, tents, chairs, tables, facilities, and port-o-lets, and/or 3) City fees related to the event
- Each entity may only receive one grant award under this Program per

calendar year

- Grant funds will be provided only for events occurring after grant applications have been approved and the recipient has executed a grant agreement with the CRA and has provided evidence of required insurance to the CRA
- Funds will be distributed on a reimbursement basis after the event has occurred and the CRA has received acceptable backup documentation, including copies of invoices and proof of payment thereof
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- All permits or licenses required for the event must be obtained in a timely manner
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- Eligible funding amounts for run/walk events

10,000 – 20,000 attendees - subject to \$3,000 maximum

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- Parades

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- Experience: History of successfully completing the requested event or a similar event(s) in the past
- Project impact: Number of anticipated attendees and past attendance if the event occurred in past years, attendee profile (i.e. % of regional, out-of-state, international visitors), number of overnight stays anticipated from event, number of downtown hotels to be used, degree to which event has been coordinated with surrounding businesses and community groups and degree to which they will benefit from the event, impact of the event on downtown Orlando's reputation as a destination
- Marketing strategy and plan: Effectiveness of advertising and promotional plan, degree to which the organization comprehensively and innovatively promotes downtown Orlando as a destination
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